

Cherry Blossom School – Edulytics Notes

App Issues/Need

- Need to display student performance
- Admin panel: track teacher-assigned homework timing
- Push notifications need to be sent to notify the guardian when the student enters and leaves the school premises.

Feedback from Fahim Vai

- Guardians often don't understand; students must be guided

Important Question Resources

- PMT
- PapaCambridge
- Save My Exam
- PastPaperPenguin

Common Problems for English-Medium Students & Teachers

- Need step-by-step solutions
- Difficulty with 3D figures
- A-Level is very challenging
- Exam constraints:
 - Extra 15 minutes for additional paper
 - No writing in margins
 - Short answers only
- O & A Level formats similar
- Classes 6–7 have overlapping content
- Strict adherence to rules: 2 lines = 2 lines
- Students often buy notebooks separately; only the question is available in the system

Schools of Interest

- Premium School Uttara (upcoming)
- Mastermind School (all questions together)
- Academia School (poor performance)

Revenue Strategy Using Teachers & Students

- Include all books for 6 years (not 10)
- AI-generated questions for subsections
 - 2–3 months subscription: 2k
 - 6 months subscription: 4k
- Reference/promo codes for schools
- Aim for maximum income from coaching
- Edulytics brochure/card required (before July 12)
- Need to reach guardians

Additional Question Resources

- AQA website
- PhysicsAndMathsTutor.com
- New questions generated and solved by students
- Lifetime revenue potential: 32–40k
- High demand for AQA-certified teachers

Teacher Concerns

- Fear of devaluing themselves
- Ego issues

English-Medium Student Challenges

- Class 5: Math, Bangla, Science
- Adexcel schools (Class 6+): Physics, Chemistry, Biology
- Group subjects are particularly challenging
- Students often lack Bangla study but expect high marks
- Guardians may not teach Bangla, yet expect good results

Cambridge Schools Reference

- EL International School
 - Sector 3, Junior Section (Class 6)
 - Sector 14, Senior Section (Class 7)

Brochure Strategy

- Two types:
 1. Non-tech
 2. Tech (0.3%)
- Teachers will explain to students and parents
- Step solutions are limited

Competitor Insights

STR solutions limited

- Competitors focus on landing pages and marketing videos for cherry
- Suggested strategy: outperform them in content and delivery