



Child Connect

High-Level Feasibility Study

Submitted to:

The Ministry of Digital Economy and Entrepreneurship

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Founders and investors considering this project are advised to conduct further analysis on projected adoption rates, development costs, and ongoing operational expenses. This additional scrutiny will help mitigate potential risks related to technology challenges, changes in regulations, market penetration, and competitive pressures.

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A National Entrepreneurship Policy Project



Ministry of Digital Economy
and Entrepreneurship



Funded by
the European Union

Prepared by:



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Executive Summary

Child Connect is a B2B platform revolutionizing early childhood development (ECD) and early childhood education (ECE) in Jordan (and later expanding into the broader region) by integrating advanced CRM systems with AI technology and predictive analytics. Focused on nurseries, kindergartens, and primary schools, Child Connect enhances educational outcomes through real-time monitoring of children's academic, health, and nutritional progress. This innovative approach provides personalized learning experiences and facilitates improved communication among educators, parents, and children. With the global ECD market projected to grow from USD 259 billion in 2021 to USD 582 billion by 2031¹, and a significant portion of Jordan's population under 15 years old, Child Connect is poised to meet the rising demand for quality ECD solutions.

Targeting high-calibre educational institutions, the platform offers three revenue streams: B2B subscriptions, bespoke solutions, and funding & grants. The business model ensures scalability through modular architecture and cloud-based infrastructure. Child Connect aims to collaborate with local and international stakeholders, including the Ministry of Education and community organizations, to support comprehensive child development. By focusing on regulatory compliance, technological resilience, and continuous innovation, Child Connect is set to significantly impact Jordan's ECD landscape and beyond.

I. Introduction

Child Connect is a B2B platform that utilizes a CRM system and AI technology focused on early childhood education institutions, including nurseries, kindergartens, and primary schools. This platform integrates a comprehensive Customer Relationship Management (CRM) system with advanced predictive AI technology to deliver all-around IT solutions that significantly enhance educational outcomes for ECD.

Early childhood education refers to the period of learning that takes place typically from birth to eight years old. This stage is crucial for cognitive, social, emotional, and physical development. During early childhood, the brain undergoes rapid development, creating a foundation for lifelong learning and behaviour. According to Harvard researchers, more than one million new, neural connections are formed within the brain every second during these early years – serving as the foundation for a child's future learning, behaviour, and health². As such, ECD programs help children develop social skills, such as sharing, cooperating, and empathy. Popular curricula include Montessori, Reggio Emilia, and Waldorf approaches, which emphasize experiential learning and creativity.

According to a study done by Zion, the global early childhood education market was valued at USD 259 billion in 2021 and is projected to reach USD 582 billion by 2031³. This strong global market data establishes the importance and potential growth of the sector. Child

¹ <https://www.zionmarketresearch.com/report/early-childhood-education-market>

² <https://developingchild.harvard.edu/guide/what-is-early-childhood-development-a-guide-to-the-science/>

³ <https://www.zionmarketresearch.com/report/early-childhood-education-market>

Connect can facilitate family engagement, which is a growing trend in early childhood education.

In Jordan, the Education sector in Jordan faces significant challenges. Efforts are needed to ensure that all children, regardless of their background, have access to high-quality education. The Jordanian government, through the Ministry of Education, has implemented several initiatives to enhance ECD. These include policy reforms, curriculum development, and increasing public awareness about the importance of early education and development. According to a UNICEF report, two main factors that determine access to life chances in Jordan are **location** and **gender**. The urban/rural divide remains strong and is a key indicator of the quality of life that children can expect to enjoy. Around **20 percent** of all Jordanian families live in rural areas (MENA-RO Learning Series, Vol. 2). There are 1493 private schools in Jordan⁴, and children under 15 years old account for 34 per cent of the population, totalling around 3.8 million⁵.

2. Market Analysis

The global early childhood education market was valued at USD 259 billion in 2021 and is projected to reach USD 581 billion by 2031, with a compound annual growth rate (CAGR) of 8.43%.⁶ There is a surge in demand for innovative tools and technologies that support early learning and family engagement. This trend is part of a broader shift towards **digitalization** and **innovation** in the education sector, evidenced by the rise of educational technology solutions across all levels of education, including early childhood.

Moreover, the global EdTech market has been experiencing rapid growth, driven by the increasing adoption of digital learning tools and the need for improved educational outcomes. According to a report by HoloniQ, the global EdTech market is projected to reach \$404 billion by 2025, growing at a compound annual growth rate (CAGR) of 16.3%⁷. This growth is fuelled by advancements in AI and ML technologies, which are transforming educational practices worldwide⁸.

In the MENA region, the EdTech market is also expanding significantly. According to Magnitt, the MENA EdTech market was at \$28 million in 2019 and grew to \$57 million in 2022, fuelled by covid⁹. Notably, in 2021, it was Jordan that raised the biggest share of MENA's EdTech investment, accounting for 56% of the total funding. Jordan's Abwaab has raised the biggest funding round to date for the EdTech industry, sizable funds have gone into start-ups like KSA's Noon Academy, UAE's Lamsa, and Tunisia's GoMyCode.

Leading CRM providers in Jordan include **CloudMasonry** (a Salesforce product both local and international) as well as **PioTech** (Pioneers Information Technologies)¹⁰.

4 <http://www.kinghussein.gov.jo/resources3.html>

5 <https://jordantimes.com/news/local/minors-account-40-jordans-population-%E2%80%944-hpc>

6 Early Childhood Education Market Future Growth Report, 2023 To 2030. (n.d.). www.businessresearchinsights.com. <https://www.businessresearchinsights.com/market-reports/early-childhood-education-market-102664>

7 <https://www.holoniq.com/notes/global-education-technology-market-to-reach-404b-by-2025>

8 <https://beetroot.co/ai-ml/ai-in-edtech-market-landscape/>

9 <https://magnitt.com/news/sizing-mena-s-edtech-market-53737>

10 <https://clutch.co/jo/it-services/crm/amman>

Internationally, examples of leading providers include **LineLeader** which is a childcare/day-care CRM & lead management software that empowers centers to attract families, increase enrolment and retention and stand out from the pack. Additionally, **Lillio** is a top-rated, all-in-one solution that streamlines building, managing, and growing early childhood programs.

The target audience includes high-calibre educational institutions such as schools and nurseries that specialize in early childhood education, offering learning environments and care during children's formative years. Since Child Connect is a B2B business, the target market would be schools and nurseries that serve affluent and middle-income families, who prioritize quality early childhood education and seek tools and services to enhance their child's development and educational experience. Additionally, this AI and CRM system can be leveraged by governments, donors, universities, and research institutions to develop programs, curricula, interventions, and policies to enhance learning outcomes and citizen well-being.

3. Business Model

Child Connect is a B2B platform that utilizes a CRM system and AI technology focused on early childhood education institutions, including nurseries, kindergartens, and primary schools. This platform integrates a comprehensive Customer Relationship Management (CRM) system with advanced predictive AI technology to deliver all-around IT solutions that significantly enhance educational outcomes for ECD. By facilitating improved communication among educators, children, and parents, Child Connect ensures that each child receives a personalized and effective educational experience. Predictive analytics involves using data, statistical algorithms, and machine learning techniques to predict future outcomes based on historical data. In the context of education, predictive analytics can be used to analyse student data to predict future performance and identify potential issues that could hinder learning.

The core of the platform is the CRM system, which enables *real-time monitoring of each child's progress* in academics, and potentially combining that with health, and nutrition through collaborations with the relevant stakeholders to track, log and maintain children's records. This functionality allows both educators and parents to remain well-informed and promptly responsive to the individual needs of each child. The inclusion of predictive AI technology takes the capabilities of Child Connect a step further. By analysing the data collected in the CRM, the platform employs *predictive modelling to forecast future learning outcomes for each child*. This is available to both the educator and the parents. This sophisticated approach enables educators to tailor their teaching strategies, refine curriculum planning, and optimize resource allocation based on the predicted needs and potential challenges of each child, and parents to stay informed and pool in resources and support wherever required. Child Connect not only streamlines communication within the educational ecosystem and families, but also leverages cutting-edge technology to anticipate educational needs, to help each child learn better.

Child Connect sets itself apart in the school management systems market primarily through its integration of advanced predictive AI technology and comprehensive real-time monitoring

capabilities with ECD as a focus area. The platform's predictive AI not only analyses existing data but also forecasts future learning outcomes, enabling educators to proactively customize their teaching strategies to address the anticipated needs of each student. This approach facilitates a highly personalized educational experience, which is crucial for early development stages. Furthermore, Child Connect excels in providing robust monitoring of each child's progress across multiple domains, including academics, health, and nutrition. This extensive monitoring ensures that both educators and parents have a detailed, up-to-date view of each child's development, allowing for timely interventions and support, thus enhancing the overall effectiveness of the educational process.

To ensure scalability, the CRM system employs scalable pricing and modularity, offering *tiered pricing plans* and flexible payment options that enable institutions of varying sizes and budgets to access the system with the necessary features. Its modular architecture allows for easy customization and scalability based on the specific needs of different early childhood education (ECD) institutions. Additionally, utilizing a *cloud-based infrastructure* accommodates a growing number of users and data without requiring significant infrastructure investments. The system's design also includes global localization capabilities, supporting multiple languages, currencies, and regulatory requirements to facilitate scalability across different geographic regions. Upon achieving product-market fit in ECD, this start-up can begin to expand into primary schools as well.

Child Connect includes 3 revenue streams:

B2B: The core of the platform is the CRM system, which enables real-time monitoring of each child's progress in academics, and potentially including up-to-date health, and nutrition data via data entry, logging and management of records and analysing historical data. This platform can be sold to schools, kindergarten, and nurseries that focus on early childhood development.

Bespoke Solutions: These are ad-hoc solutions made for a particular customer or user. This could include premium services as well as upgrading/upselling the B2B subscription with premium features that are customized for client needs.

Funding & Grants: Government bodies and donors working to enhance ECD in Jordan and the MENA region could subsidize B2B preschool subscriptions or leverage child connect technology as part of their intervention and digital tools to support ECD development.

Overall, Child Connect's revenue model comprises three key streams: B2B subscriptions, bespoke solutions, and funding & grants. B2B subscriptions exhibit robust initial growth, with units sold increasing from 50 in the first year to 255 by the fifth year, generating consistent revenue as COGS remains zero. Bespoke solutions show similar growth trends, with COGS increasing linearly as units rise. Funding and grants begin with a single 30,000 JOD grant in the first year, scaling up to eight grants by year five, showing a non-linear increase in COGS. CAPEX investments, totaling 35,000 JOD initially, focus on platform setup, AI upgrades, and consulting, with strategic allocations ensuring long-term technological and operational support. OPEX includes stable executive salaries, incremental increases for managerial roles, and a decline in data analyst and software engineer salaries by year five, indicating possible organizational restructuring. These financial strategies underpin Child Connect's scalable growth and sustained market presence. Below we will look at the technical analysis in detail.

Table 1: Revenue projection

Description / Year	1	2	3	4	5
Projected Demand (Quantity) B2B Subscription	50	120	190	220	255
Price / Unit B2B Subscription	1,000	1,000	1,000	1,000	1,000
Sub-total B2B Subscription	50,000	120,000	190,000	220,000	255,000
Projected Demand (Quantity) Bespoke Solutions	12	35	43	45	50
Price / Unit Bespoke Solutions	2,000	2,000	2,000	2,000	2,000
Sub-total Bespoke Solutions	24,000	70,000	86,000	90,000	100,000
Projected Demand (Quantity) Funding & Grants	1	2	4	6	8
Price / Unit Funding & Grants	30,000	30,000	30,000	30,000	30,000
Sub-total Funding & Grants	30,000	60,000	120,000	180,000	240,000
Total Revenues	104,000	250,000	396,000	490,000	595,000

B2B Subscription: Revenue shows strong initial growth followed by more stable but slower growth rates in the later years. In the first year, 50 units are to be sold at a price of JOD 1,000 each, resulting in a total revenue of JOD 50,000. The quantity sold is projected to increase significantly over the next few years: 120 units in the second year, 190 units in the third year, 220 units in the fourth year, and 255 units in the fifth year, with the price per unit remaining constant at JOD 1,000.

Bespoke Solutions: The trend analysis of revenues indicates a very high initial growth in revenue, similar to B2B Subscription, with the growth rate stabilizing and decreasing over time.

Funding & Grants: In the first year, one grant will be received with the value of JOD 30,000, resulting in a total revenue of JOD 30,000. The number of grants will increase in the subsequent years: 2 grants in the second year, 4 grants in the third year, 6 grants in the fourth year, and 8 grants in the fifth year.

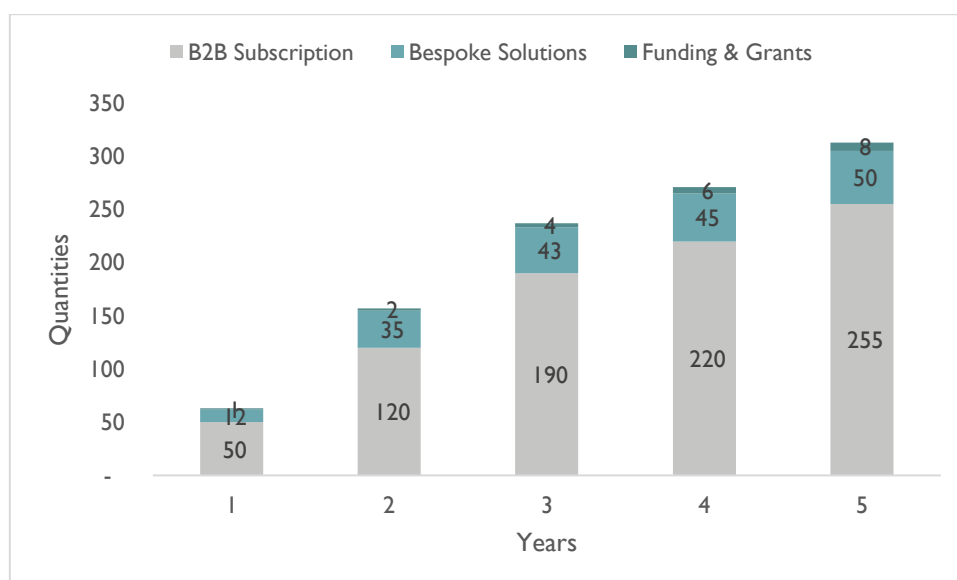


Figure 1: Product Mix by Quantity

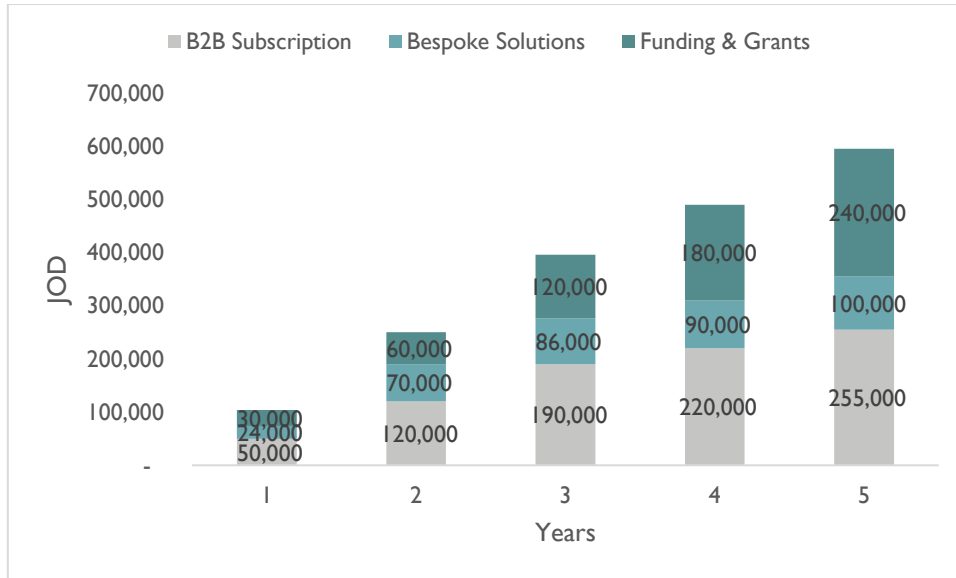


Figure 2: Product Mix by Revenue

4. Technical Analysis

Table 2: Cost of Goods Sold – Five Year Projection

Description / Year	1	2	3	4	5
Projected Demand (Quantity) B2B Subscription	50	120	190	220	255
COGS / Unit B2B Subscription					
Sub-total B2B Subscription	-	-	-	-	-
Projected Demand (Quantity) Bespoke Solutions	12	35	43	45	50
COGS / Unit Bespoke Solutions	1,000	1,000	1,000	1,000	1,000
Sub-total Bespoke Solutions	12,000	35,000	43,000	45,000	50,000
Projected Demand (Quantity) Funding & Grants	1	2	4	6	8
COGS / Unit Funding & Grants		15,000	12,000	12,000	12,000
Sub-total Funding & Grants	-	30,000	48,000	72,000	96,000
Total COGS	12,000	65,000	91,000	117,000	146,000

COGS

- **B2B Subscription:** No COGS. Revenue generated will go straight to profit.
- **Bespoke Solutions:** The trend is that as the quantity increases, the total Cost of Goods Sold (COGS) also increases linearly. This is because the COGS per unit remains constant at JOD 1,000 per unit.
- **Funding & Grants:** Decreasing trend in COGS per unit with increasing quantity, resulting in a non-linear increase in total COGS as quantity increases.

Human Resources

- **CEO and CTO Salaries:** Remain constant over the years, reflecting stable executive compensation.
- **Sales Manager, Project Manager, and Customer Support Salaries:** Show incremental increases, possibly due to performance incentives or adjustments.
- **Data Analyst and Software Engineers:** Salaries decline to 0 in Year 5, possibly indicating role changes or restructuring.

Table 3: Manpower recruitment plan – five-year projection

Title / Year	1	2	3	4	5
CEO	1	1	1	1	1
CTO	1	1	1	1	1
Sales Manager			1	1	1
Project Manager		1	1	1	1
Customer Support			1	1	1
Data Analyst		1	1	1	1
Software Engineers		1	1	1	1

The cumulative salaries of the HR department indicate varying trends across different positions over the five-year period. While executive roles maintain consistent compensation levels, managerial and support positions show modest increases, aligning with typical industry adjustments. The decline in salaries for specific roles in later years suggests organizational changes or reallocations within the HR department, highlighting the need for strategic workforce planning and resource management.

Table 4: Manpower total cost – five-year projection

Title / Year	1	2	3	4	5
CEO	21,600	24,000	26,400	28,800	31,200
CTO	21,600	24,000	26,400	28,800	31,200
Sales Manager	-	-	10,800	12,000	13,200
Project Manager	-	9,600	10,800	12,000	13,200
Customer Support	-	-	7,200	8,400	9,600
Data Analyst	-	14,400	15,600	16,800	18,000
Software Engineers	-	14,400	15,600	16,800	18,000
Total HR Salaries	43,200	86,400	112,800	123,600	134,400
Social Security Cost	6,156	12,312	16,074	17,613	19,152
Health Insurance Cost	2,000	5,000	7,000	7,000	7,000
Total HR Cost	51,356	103,712	135,874	148,213	160,552

The operational expenditure (OpEx) analysis reveals a blend of fixed and variable costs essential for maintaining business operations. While fixed costs remain steady, investments in digital infrastructure and marketing efforts contribute to incremental increases in variable expenses. Managing these expenditures effectively is crucial for sustaining operational efficiency and supporting strategic growth initiatives over time.

Table 5: Operational Expenditures – five-year projection

Description / Year	1	2	3	4	5
Electricity	250	250	250	250	250
Water	250	250	250	250	250
Rent	2,000	2,000	2,500	2,500	2,500
Hosting Fees & Subscriptions	3,000	5,000	7,000	10,000	12,000

Advertising	2,000	5,000	10,000	10,000	10,000
Legal & Accounting Fees	2,000	2,000	2,000	2,000	2,000
Sub-total OpEx	60,856	118,212	157,874	173,213	187,552
Other Costs	6,086	11,821	15,787	17,321	18,755
Total OpEx	66,942	130,033	173,661	190,534	206,307

CapEx costs will be spent on Platform Setup & AI Upgrades, Consultants & Advisors and Office Setup & laptops. Year 0 represents the biggest CapEx investment at JOD 35,000.

Platform Setup & AI Upgrades: This category shows fluctuations but maintains a significant portion of the CapEx budget.

Consultants & Advisors: These expenses remain constant across all years, indicating ongoing advisory or consulting services.

Office Setup & Laptops: Initial setup costs in Year 1, followed by minimal expenditures in subsequent years.

Table 6: Capital Expenditures Cost – five-year projection

Description / Year	0	1	2	3	4	5
Platform Setup & AI Upgrades	20,000	10,000	20,000	10,000	10,000	10,000
Consultants & Advisors	15,000	15,000	15,000	15,000	15,000	15,000
Office Setup & laptops	-	5,000	2,000	1,000	500	500
Total CapEx	35,000	30,000	37,000	26,000	25,500	25,500

Overall, these trends highlight strategic allocations towards technological advancement, operational support, and initial infrastructure establishment, providing insights into the organization's financial planning and investment strategies over time.

5. Financial Analysis

5.1 Financial Study Assumptions

The feasibility study is based on the following key assumptions:

Discount Rate: The study employs a conservative discount rate of 14%, reflecting a cautious approach to valuation.

Financing Structure: The project is entirely financed by equity. This conservative approach avoids the financial leverage and thus underestimates project value, given the lower cost of debt compared to equity.

Terminal Value: The project assumes a zero-terminal value at the end of year five, aligning with the study's conservative outlook.

Cash Flow Projection: Cash flows beyond year five are excluded from the analysis, focusing on the initial project phase.

Tax Rate: The assumed tax rate of 20% complies with Jordan's income tax law.

Depreciation Rate: Capital expenditure (CapEx) is depreciated at an annual rate of 20%. Any deviation from this rate may impact projected profitability but not project feasibility, as depreciation is a non-cash expense.

Working Capital Assumptions

Operational liquidity requirements are guided by the following assumptions:

Cash Reserves: The project will maintain cash equivalent to 90 days of projected annual operational expenses, ensuring robust liquidity management.

Accounts Receivables (A/R) Collection Period: The average collection period for receivable's is 30 days, reflecting expected credit sales conversion into cash.

Accounts Payable (A/P) Payment Period: The average payment period for payables is 30 days, indicating the timeframe for settling supplier obligations.

Capital expenditures expected to be incurred in the first year were included as part of the initial costs of the project.

Provisions were made within the initial cost to cover any potential negative net free cash flow that may arise during the first five years of operation, if needed.

5.2 Financial Study:

5.2.1 Projected Working Capital

Table 7: Working capital projection (JOD)

Description / Year	1	2	3	4	5
Cash	16,735	32,508	43,415	47,634	51,577
Accounts Receivable (A/R)	8,667	20,833	33,000	40,833	49,583
Accounts Payable (A/P)	1,000	5,417	7,583	9,750	12,167
Net Working Capital	24,402	47,925	68,832	78,717	88,993
Change in Working Capital		23,523	20,907	9,885	10,277

This table shows that the net working capital needed for the project for the first year of operation is JOD 24,402, which has to increase steadily year over year to reach JOD 88,993 in the fifth year. The steady increase in the working capital comes to cover the rapid increase in the project operations and mainly the increase in the projected revenues.

5.2.2 Project Initial Cost

Table 8: Initial Cost Summary (JOD)

Description / Year	JOD
CapEx	65,000
Net Working Capital	24,402

Total Initial Cost	89,402
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The project's initial cost is projected to be JOD 89,402, comprising JOD 65,000 as CapEx, and JOD 24,402 as net working capital.

5.2.3 Projected Income Statement

Table 9: Projected Income Statement (JOD)

Description / Year	1	2	3	4	5
Total Revenues	104,000	250,000	396,000	490,000	595,000
COGS	12,000	65,000	91,000	117,000	146,000
Gross Profit (JOD)	92,000	185,000	305,000	373,000	449,000
OpEx	66,942	130,033	173,661	190,534	206,307
Net Probit Before Tax and Depreciation	25,058	54,967	131,339	182,466	242,693
Depreciation	13,000	20,400	25,600	30,700	35,800
Net Pprofit Before Tax	12,058	34,567	105,739	151,766	206,893
Tax Expense	2,412	6,913	21,148	30,353	41,379
Net Profit	9,647	27,653	84,591	121,413	165,514

The projected income statement indicates that the project will generate a profit of JOD 9,647 in the first year of operation. Moreover, from the second year onwards, the net profit is expected to be positive and increase gradually over the study period, reaching JOD 165,514 in the fifth year of operation.

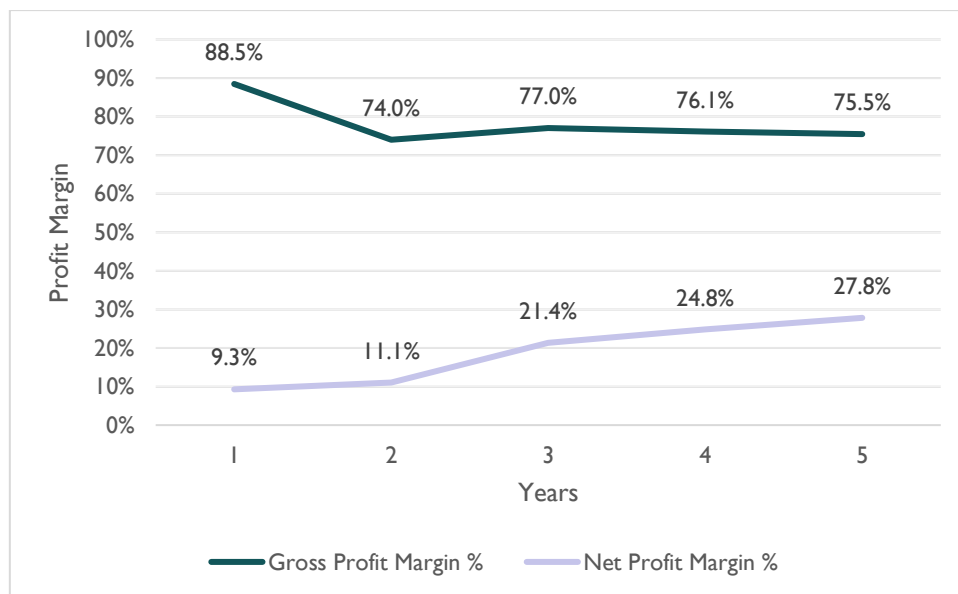


Figure 3: Gross vs Net Profit Margin

In the first year of operation, the project is expected to generate a positive net profit margin of 9.3%. The net profit margins are expected to be positive and increase gradually year over year. In the fifth year of operations, the gross profit margin is expected to be 75.5%, and the net profit margin is 27.8%.

On the asset management side, the study shows that the return on investment will increase steadily from 10.8% in the first year of operation to 81.4% in the fifth year.

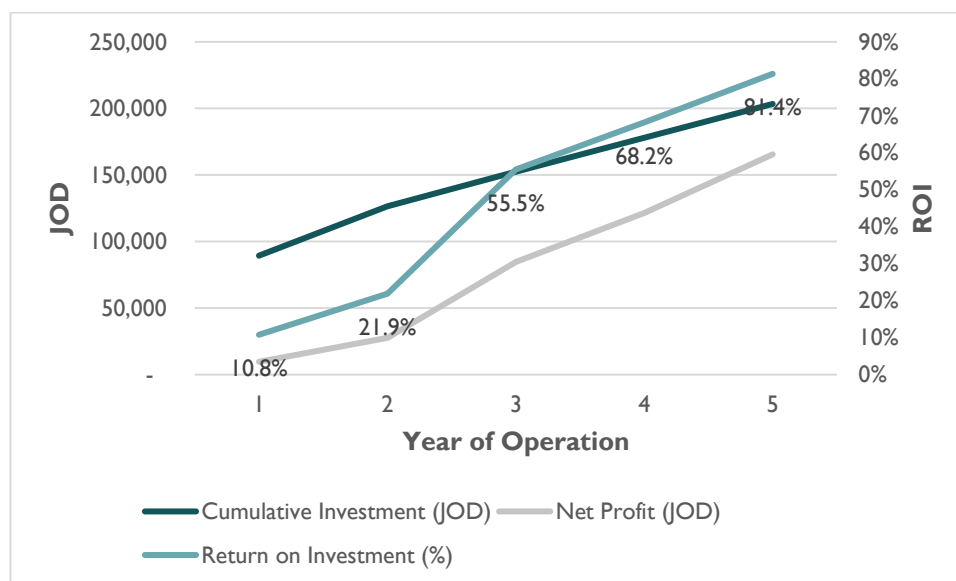


Figure 4: Return on Investment

5.2.4 Projected Free Cash Flow Statement

The table below demonstrates that the project can generate a positive free cash flow in the first year of operation, JOD 22,647. However, due to the expansion of its operations, the project will be in need to inject JOD 37,000 as CapEx and JOD 23,523 as working capital, resulting in the second year experiencing a negative free cash flow of JOD 12,469. However, the free cash flow is expected to be positive and increase gradually from the third year onwards. By the end of your five, the projected free cash flow will reach JOD 165,538.

Table 10 : Free Cash Flow (FCF) Projection (JOD)

Description / Year	0	1	2	3	4	5
Cash-In Flow						
Net Profit		9,647	27,653	84,591	121,413	165,514
Depreciation		13,000	20,400	25,600	30,700	35,800
Injected Capital	89,402					
Total Cash-In Flow	89,402	22,647	48,053	110,191	152,113	201,314
Cash-Out Flow						
Initial Cost	89,402		37,000	26,000	25,500	25,500
Changes in Working Capital			23,523	20,907	9,885	10,277
Total Cash-Out Flow	89,402	-	60,523	46,907	35,385	35,777
Free Cash Flow	-	22,647	-12,469	63,284	116,728	165,538

Based on these results, the project's feasibility indicators demonstrate its viability, with a net present value of JOD 118,671 and a profitability index of 2.33. Moreover, the project's internal

rate of return (IRR) is expected to be 41.93%, indicating feasibility is not sensitive to changes in market conditions.

Feasibility Indicators	
Net Present Value (NPV)	118,671
Profitability Index (PI)	2.33
Internal Rate of Return (IRR)	41.93%

5.3 Sensitivity Analysis

To assess the project's sensitivity to market conditions, a sensitivity analysis was conducted involving six unfavourable scenarios:

- Decrease projected revenues by 5% while keeping other variables constant.
- Decrease projected revenues by 10% while keeping other variables constant.
- Increase operational expenditure by 5% while keeping other variables constant.
- Increase operational expenditure by 10% while keeping other variables constant.
- Increase initial costs by 5% while keeping other variables constant.
- Increase initial costs by 10% while keeping other variables constant.

Table 11: Sensitivity analysis outcomes

Sensitivity Scenario	Net Present Value (NPV)	Profitability Index (PI)	Internal Rate of Return (IRR)
Original Case	118,671	2.33	41.93%
Drop in revenue by 5%	68,686	1.74	30.46%
Drop in revenue by 10%	8,524	1.08	15.97%
Increase in OpEx by 5%	96,793	2.07	36.87%
Increase in OpEx by 10%	67,758	1.69	29.35%
Increase in initial cost by 5%	114,201	2.22	40.07%
Increase in initial cost by 10%	105,349	2.03	36.72%

The sensitivity analysis shows that the project is feasible and not sensitive to unfavourable market conditions. The project's economic feasibility is strong and viable under all the above-mentioned scenarios. The drop in revenues has a more dramatic impact on the project viability than the increase in the OpEx or initial cost by the same magnitude. It is recommended that investors check and further study the market to ensure that the projected revenues are achievable within the thresholds of the proposed initial cost and operational expenditures.

6. Integration with Other Sectors

Social Services: Collaborating with Jordanian social services, such as the Ministry of Social Development, can help identify and support children from vulnerable or underserved communities. By integrating data on socio-economic status, family background, and other factors, the platform can provide targeted interventions and resources to support at-risk children and their families. Aside from the Jordanian ministry, later Child Connect can also expand into the broader region.

Technology: Integration with local technology providers and universities, such as the Royal Scientific Society and Jordan University of Science and Technology, ensures that Child Connect remains at the forefront of digital innovation. This includes partnerships with companies specializing in AI, machine learning, and data security to enhance the platform's capabilities and protect sensitive information.

Professional Development: Working with educational consultants and training organizations in Jordan, such as Queen Rania Teacher Academy, Child Connect can offer professional development resources and training for educators. This ensures that teachers are equipped with the latest skills and knowledge to effectively utilize the platform and implement best practices in early childhood education.

Community Organizations: Engaging with local community organizations and NGOs, such as the Jordan River Foundation, can help promote family engagement and provide additional resources and activities for children. This includes partnerships with libraries, cultural institutions, and recreational centers to enrich the educational experience beyond the classroom.

7. Entrepreneur Persona

Background: This entrepreneur holds a Master's degree in Technology and AI and partners with an Early Childhood Education expert.

Motivation: Driven by a commitment to advancing early childhood education, this entrepreneur seeks to innovate and enhance educational outcomes through technology. They are passionate about leveraging AI and predictive analytics to personalize learning experiences and foster collaboration among educators, parents, and caregivers.

Goals: Their primary objective is to launch Child Connect as a scalable B2B platform that transforms how nurseries, kindergartens, and primary schools manage educational processes. Their vision includes empowering educators with real-time insights and predictive capabilities to tailor educational strategies to each child's needs. They aim to forge partnerships with local institutions and community stakeholders to support comprehensive child development.

Vision: The entrepreneur envisions Child Connect as a pioneering solution that not only optimizes educational management but also strengthens family engagement and community involvement in early childhood education globally. They aspire for Child Connect to become a trusted ally for educators, driving significant improvements in early childhood education outcomes worldwide.

8. Stakeholders

Each stakeholder group in Jordan plays a critical role in shaping the adoption, implementation, and success of Child Connect within the local early childhood education sector, contributing to its impact on educational outcomes and community engagement.

Ministry of Education: Oversees educational policies, curriculum standards, and initiatives aimed at enhancing early childhood education (ECD) across Jordan. They influence regulatory frameworks and educational practices that impact the adoption and integration of technology like Child Connect.

Educational Institutions (Nurseries, Kindergartens, Primary Schools): Local schools and early childhood education centers are direct users of Child Connect, leveraging its CRM and AI technologies to improve educational outcomes, parent engagement, and administrative efficiency.

Parents and Guardians: Jordanian parents are stakeholders in Child Connect, relying on the platform for real-time updates on their children's academic progress, health status, and developmental milestones. Their involvement is crucial for the platform's acceptance and effectiveness.

Educators and Caregivers: Teachers, caregivers, and educational staff in Jordan utilize Child Connect to personalize learning experiences, track student performance, and collaborate with parents. Their engagement ensures effective implementation and utilization of the platform's features.

9. Risk Assessment

Risk	Impact	Likelihood	Risk Mitigation Technique
Technology	Developing advanced AI and analytics can be costly. The risk is that technology develops so fast that whatever amount invested will be irrelevant in few years' times.	Moderate	Remain up to date on latest AI / predictive analytics technology as to not get left behind.

Educational Efficacy	Ineffective integration of AI predictive analytics into educational practices may result in inaccurate assessments or mismatched learning interventions, impacting learning outcomes.	Moderate	Implementing rigorous testing protocols and maintaining high-quality hardware standards will be crucial to mitigate this risk.
Regulatory Challenges	Failure to comply with Jordanian or global data protection laws and educational regulations could result in legal liabilities and penalties, affecting operations and reputation.	Moderate	Staying abreast of changes in legislation will be essential as well as having a legal consulting team advising on the actions and precautions needed to avoid these risks
Market Adoption Rates	Low adoption rates or inadequate user engagement among schools, parents, and educators may hinder platform effectiveness and sustainability.	Moderate	A comprehensive outreach and education program explaining the benefits and cost savings.
Competition	Intense competition from existing school management systems and educational technology providers in Jordan could limit market penetration and growth.	Moderate	Establishing a strong market presence early and continuously innovating will help in maintaining a competitive edge.

10. Recommendations

- 1. Enhance Regulatory Compliance:** Conduct regular audits to ensure compliance with Jordanian as well as international data protection laws and educational regulations. Implement robust data security measures and privacy policies to protect user information.
- 2. Invest in Technological Resilience:** Continuously monitor and upgrade AI and CRM technologies to enhance reliability, security, and scalability. Develop contingency plans for system downtime or technical failures to minimize disruptions.
- 3. Increase Adoption and User Engagement:** Conduct comprehensive user research to understand stakeholders' needs and preferences. Implement user-friendly interfaces, personalized training programs, and ongoing support to enhance platform usability and adoption rates.
- 4. Differentiate Through Innovation:** Continuously innovate by integrating new features based on AI insights and user feedback. Offer unique value propositions such as predictive analytics for personalized learning and proactive parental engagement tools.

5. **Strategic Marketing and Partnerships:** Develop targeted marketing campaigns to raise awareness and attract educational institutions, parents, and educators. Forge partnerships with educational associations, government bodies, and local communities to expand reach and credibility.
6. **Financial Sustainability:** Implement sound financial management practices, including budget forecasting, cost optimization strategies, and diversification of revenue streams. Seek funding opportunities through grants, investments, or partnerships to support growth initiatives.
7. **Prioritize Data Security and Privacy:** Implement stringent data encryption, access controls, and regular security audits to safeguard user data. Educate stakeholders on data privacy best practices and maintain transparency in data handling practices.
8. **Continuous Improvement:** Establish a feedback loop with stakeholders to gather insights for continuous platform improvement. Regularly update content, features, and services based on user feedback and industry trends.
9. **Expand Educational Partnerships:** Collaborate with educational institutions to pilot and scale Child Connect's solutions. Customize offerings to meet diverse educational needs and foster long-term relationships with key stakeholders.
10. **Monitor Market Dynamics:** Stay informed about economic trends, regulatory changes, and competitive landscape shifts in Jordan. Adapt strategies and operations accordingly to maintain agility and resilience in a dynamic market environment.

By implementing these recommendations, Child Connect can mitigate risks, enhance operational efficiency, foster stakeholder trust, and position itself as a leading provider of educational technology solutions in Jordan's early childhood education sector.

II. Conclusion

Child Connect stands poised to revolutionize early childhood education in Jordan (and beyond) through its innovative blend of CRM, AI technologies and predictive analytics. By focusing on robust business development strategies and cash flow management, enhancing technological resilience, and prioritizing user-driven product development and addressing regulatory compliance, the platform can mitigate risks and maximize its impact. Through strategic marketing, partnerships, and continuous improvement, Child Connect aims to not only meet but exceed the evolving needs of educational institutions, parents, and educators. With a steadfast commitment to data security, financial sustainability, and ongoing innovation, Child Connect is well-positioned to contribute significantly to the educational landscape in Jordan and beyond.

In conclusion, the project demonstrates promising feasibility indicators under very restrictive assumptions. Nonetheless, investors are advised to conduct additional analysis on projected demand, initial costs, and operational expenses to mitigate potential risks associated with adverse market conditions that could jeopardize its viability.

Disclaimer

The Ministry of Digital Economy and Entrepreneurship (MoDEE) and Istadama Consulting have prepared this report using information supplied by its advisors as well as information available in the public domain.

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Founders and investors considering this project are advised to conduct further analysis on projected adoption rates, development costs, and ongoing operational expenses. This additional scrutiny will help mitigate potential risks related to technology challenges, changes in regulations, market penetration, and competitive pressures.

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