

EDT&PARTNERS

Strategy & Growth Proposal For **Robotix**

January 2024 v1

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— Context

Robotix is a [Spain](#)-based company focused around hands-on learning and robotics. Operating for over 17 years in the market, Robotix has reached more than 5,000 schools, mainly through its [Lego and Makeblock distribution partnerships](#).

Robotix aspires to create sustainable, predictable and recurrent revenue streams that are not dependent on HW/physical product sales. All of this while committed to its philosophy of applied hands-on learning and achieving educational impact.

Only very recently, Robotix has developed and is already commercializing Robotix C360. [This an all-in-one platform allows schools, for the first time, to align robotics activities within their existing curricula](#), showcasing evidence of learning objectives and skills acquired by students. Additionally, it provides PD support to teachers, seamlessly integrated with Lego and Makeblock for now.

During 2024, Robotix aims to validate that Robotix C360 is a world-class product that can effectively grow internationally through third-party distributors in the education space.

EDT&Partners is proposing a [collaboration to help Robotix in achieving and accelerating its goal of having 1-2 international distributors active in at least two countries, along with a group of initial schools already using C360 beyond the Spanish borders](#).

A black and white photograph showing the silhouettes of three people standing in a modern office space. They are positioned in front of a large floor-to-ceiling window that offers a panoramic view of a city skyline, likely New York City. The office interior features a prominent, thick, curved metal pillar and a polished floor that reflects the light from the window. The overall atmosphere is professional and sophisticated.

01

About us

The Business of Education

Pedagogy, technology & impact.

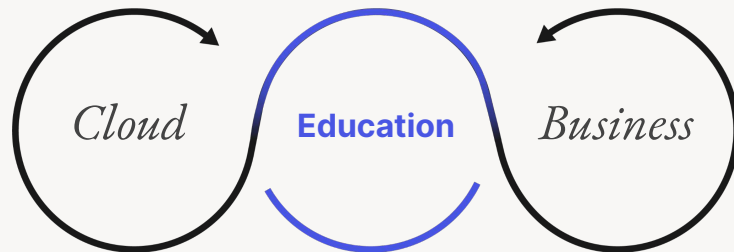
EDT&Partners is your *Cloud & Business of Education* partner.

We help publishers, EdTechs, universities, nonprofits, school networks and public entities, both in K12 and Higher Education, achieve new business heights and expand their impact. This includes go-to-market, product and cloud technology strategy and optimization.



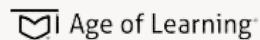
Proud AWS Public
Sector Partner

Dedicated to Education



EDT's EdOps Framework

— *Some of our clients*



- Startups
- Corporates
- Publishers
- NGO & Governments
- Educational Institutions

Wide range of customers and partners, from early-stage startups to unicorns and public-listed companies. Including donor and public sector experiences.



02

Project Objective

Global perspective, local insights

Working as a extension of your team

— *Project Objective*

Objective:

Land at least one distributor in the Middle East early enough during 2024 so that at least 10-20 schools can be actively using the product before the end of 2024.

(1) *Workstream 1: Strategy and Product Alignment*

Strategic alignment, product deep dive and country prioritization.

(2) *Workstream 2: Growth. Validation & Partnerships*

After an initial phase optimizing value proposition and collaterals (sales materials, demo, etc.), fast-track the qualification and negotiation with suitable regional partners to achieve the goals described above.

— Objective. International expansion through distribution channels

WS 1 - Strategy and Product Alignment

Duration:	Approximately 4 to 6 weeks
Scope:	During this phase, EDT will become familiar with both the product and value proposition . EDT will leverage different internal and external stakeholders for informal product feedback and its suitability to enter Middle Eastern markets. The main outputs of this workstream will be a clear decision of the market/country to prioritize and a list of potential (product/sales) optimizations and considerations.
<ul style="list-style-type: none">● T1.1 - Product analysis	Product demos and access will be required for this task.
<ul style="list-style-type: none">● T1.2 - Value proposition and collateral analysis	Analysis of existing sales materials, demo scripts and distributor governance components (sales margins, support, marketing efforts, etc.).
<ul style="list-style-type: none">● T1.3 - Country priorities and agreed tasks for effective growth	A prioritization of the top 3 countries in the Middle East, together with an agreed action-oriented plan, will be delivered through this task to make sure WS2 is successful.
Assumptions:	<i>Ideally, it is recommended that at least an initial component of this workstream be completed face to face with key stakeholders.</i>

— Objective. Accelerate Toddle's corporate development

WS 2 - Growth. Validation & Partnerships

Duration:	5 months approximately
Scope:	Nurture, promote and support strategic partnerships and distributors.
<ul style="list-style-type: none">● T2.1 - Shortlist of ideal candidates	An initial list with the top 10 candidates will be produced, including context, description and other relevant considerations.
<ul style="list-style-type: none">● T2.2 - Qualification and nurturing	The EDT team will actively engage with the candidates, completing an initial nurturing and pre-qualification. The Robotix team will be invited to join the process once interest and appetite have been clearly confirmed.
<ul style="list-style-type: none">● T2.3 - Sprints and events	The team will leverage important events and, if necessary, organize regional sprints (1 or 2 week-long focus weeks with face-to-face visits). So far, BETT in London (24-26 January) and LEAP in Saudi (March) have been pre-identified. Oman STEM Education and Qatar smart education conferences are also scheduled for Feb and March 2024 respectively.
Assumptions:	<i>Robotix may be requested to join face to face for some of these events or sprints.</i>



03

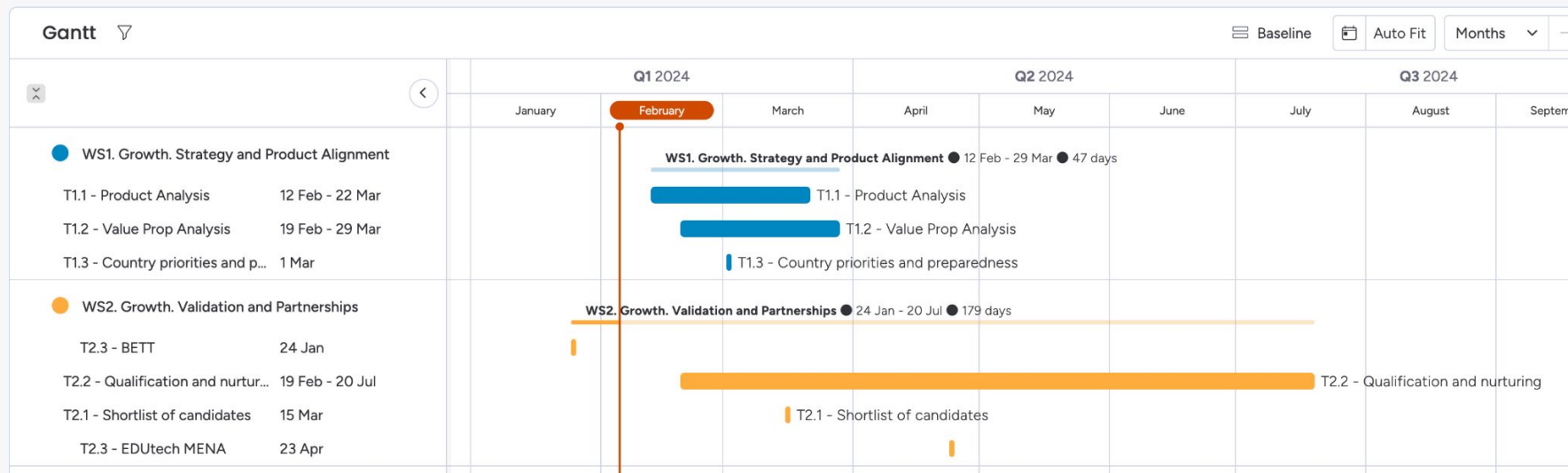
How we do it

Focusing on impact

Flexible, long-term relationships.

— Process

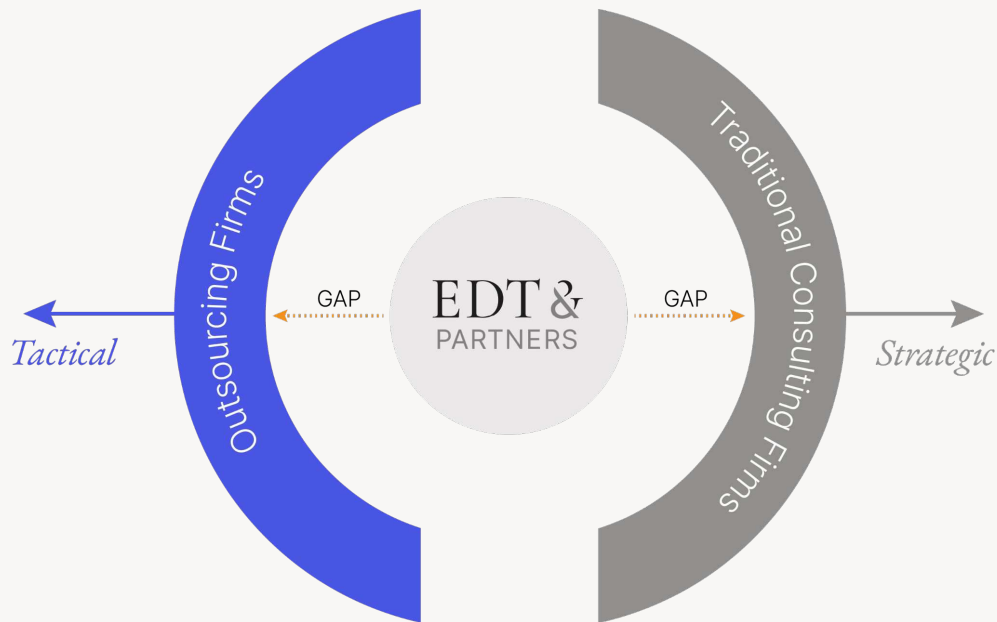
Tentative timing and sequence



- Overall project bi-weekly status and progress review meetings
- Monthly checkpoints

— Our Approach

Unlike traditional consulting organizations, EDT&Partners **covers the gap between traditional strategic consulting and outsourcing operations**. EDT's team is highly proactive, working towards the outcomes identified in our proposals.



WE BRING

Innovative Insights

Private sector innovation, cutting-edge advisory services from the front of the market.

Industry Partnerships

Private sector engagement to projects at scale and government programs.

Sustained Financing

Support building management structures and monitoring mechanisms that ensure sustainable growth is realized.

— *Client workload*


Robotix required input, contribution and collaboration to the engagement

- WS1. Strategy and Product alignment.
 - Documentation. Make available and or produce Internal planning docs and external sales marketing materials.
 - Ideally support the coordination of a 0.5-day face-to-face between firms including the project lead and other leadership.
 - 2-4 online sessions to confirm alignment and key priorities established.
- WS2. Growth. Validation and partnerships
 - Status review every 2-4 weeks.
 - More in depth pre/post-events and sprints business reviews.
 - First 8 weeks, involvement in earlier stages for opportunity/profile qualification.
 - After 8th week, involvement in opportunities fully qualified and with a clear horizon and action plan for closing.

— We are a “gray hair” consulting practice... without the gray hair

According to [Harvard Business School's](#) categorization of professional services, we're a gray hair firm that provides [seasoned counsel based on experience](#).

At EDT&Partners, our strategy development advice to clients is rooted in our experience guiding others through similar strategy exercises. However, unlike other gray hair consulting firms, we're a young, innovative practice [dedicated exclusively to education](#).

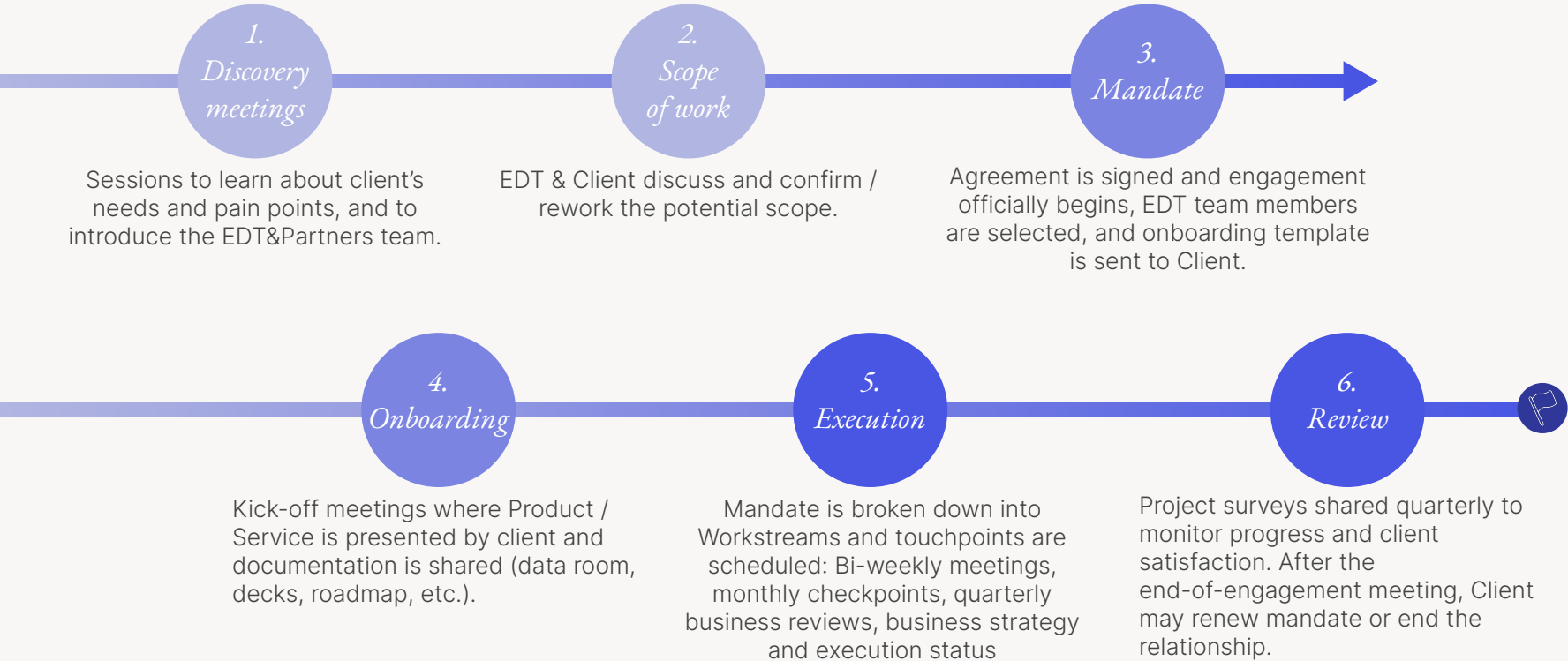
		Commodity	Procedure	Gray Hair
Client Need		Solving routine, often simple problems	Implementing a complex project with several interrelated parts	Deciding on a major, ill-defined issue with which the client has little experience
				Track record of dealing with similar problems
Selling proposition		Low Cost	Systematic and comprehensive approach	Rigour
				Knowledge management
Organizational Capabilities		Efficient delivery processes	Methodologies	Learning from experience
				Knowledge management
Professional Skills		Focused execution against specific requirements	Following procedures rigorously and comprehensively	Converting specific knowledge to judgement that's applicable in other settings

— *How we do it*

Supporting both Strategy & Execution



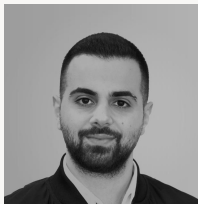
— Client Onboarding. *Workflow*



— The EDTeam

Access to the top 1% of talent in the industry

Our core team includes [world-class global education and technology experts](#) with deep regional expertise and focus to ensure informed and expedited insights.



Hussein Ayoub - **Director**

Education sales leader. Strong MoE and donor space expertise, including multilateral initiatives in Middle East.



Ridwan Othman - **Consultant**

Tech transformation, instructional & learning design, K12, online schools. NTT Data, NTU, Marshall Cavendish, EON Reality, Promethean.



Hermann Petersen - **Consultant**

Senior Business development and product expert with more than 20 years of experience working with MOEs and through partners in the EdTech space. Former Intel education



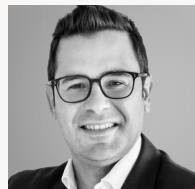
Mohit Abraham - **Senior Consultant**

Senior sales and product expert with more than eight years of experience selling globally and through partners robotics and programming solutions. Former Pitsco.



Roy Saab - **Venture Partner**

Policy maker and government segments specialist. Curriculum, branding, localization, self-paced learning, donor-space global focus.



Pablo Langa - **Managing Partner**

Global education and business leader. Policy global focus. Former Blackboard Global Director, Financial Times, IE Business School, Berklee.

A grayscale photograph of a hand holding a pen, signing a document. The hand is positioned on the left side of the frame, and the pen is in the process of writing on a piece of paper. The background is blurred, focusing attention on the signing action.

04

Agreement

Terms and conditions

— *Terms and conditions*

<i>Start date</i>	February, 2024
<i>Duration</i>	Approximately 6 months
<i>Invoicing</i>	Milestones Feb'24. 60% on signature May'24. 20% on M3 after QBR July'24. 20% on project ending
<i>Terms</i>	On receipt
<i>Rev. Share</i>	Ad-hoc. Only in the event of direct opportunity sourcing. (Not through partnerships/distributors)

Conditions:

- All prices are expressed in EUR.
- Price is net of taxes (VAT or any other sales taxes).
- No T&E applies unless mutually agreed by the parties.


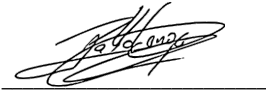
<i>WS</i>	<i>Service & Description</i>	<i>Subtotal</i>
<i>WS1 & WS2</i>	Strategy & Product Alignment Growth. Validation and Partnerships	38,000
<i>Travel and Expenses</i>	Only for ad-hoc, dedicated and pre-approved travel	0,000
<i>Total</i>		38,000

- Offer incorporates price reduction as part of EDT's AWS reselling partnerships for C360
- EDT Partners reserves the right to remove, substitute or expand any role associated to the project at any given time.
- All prices and contract lengths agreed upon will be honoured by both parties.

— Agreement

The information contained in this proposal constitutes the terms between EDT Partners SL with international business registration number *ESB98900830* and Robotix.

All prices and terms and conditions agreed upon will be honored by both parties.
Authorized Signature: The undersigned agrees to the terms of this contract on behalf of the business.

	Client	EDT&Partners
Party Name	ROBOTIX Hands-on learning	EDT Partners SL
Address	aribau, 240 5i 08006 barcelona	Pintor Maella 32, 46023, Valencia, Spain
Signatory	Ricard Huguet	Pablo Langa
Title	CEO	Managing Partner
Date	02/09/2024	02/12/2024
Signature		

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— Annex. *AWS Value Added Reseller (VAR)*

Optimize your
cloud
infrastructure
while growing
your business

EdOps
Cloud

What is it?

- We handle your cloud billing and provide monthly cloud and FinOps recommendations. You pay us, we pay AWS.
- You pay exactly the same and maintain your current AWS account manager, support level, and existing discount and credits.

AWS promotes and encourages this reselling agreement since now they have a trusted and specialized partner helping grow the business and therefore usage.

What you get?

1. Access to EDT's business of education advisory services
2. Support and guidance from our education product and cloud experts*.
3. We help you grow in your AWS journey, whether listing your products in AWS Marketplace, reaching ISV-A status or identifying funds to support innovation or growth initiatives
4. We work with AWS global offices, so if your product needs to travel and conquer new markets, we make sure AWS is well aware and supportive.

**In addition to cloud and FinOps (cost optimization) we guide your team through devops, interoperability, big data and AI insights.*