



EdV Support for GESS Exhibitors

EdV connect the right stakeholders with the best solutions.

We support education and edtech businesses to enter, establish and scale in global schools markets. We are highly-connected within, and deeply understand, schools markets in the UAE and across the GCC.

As GESS Dubai event partners, **EdV** are providing pre-, during and post-event support for exhibitors looking to maximise returns on GESS Dubai year-round.

GESS-Ready is our pre-event support package, a rapid evaluation of your current market position, product strengths and market fit, involving:

- **Engaging key personnel** insights on strategy, product needs and market dynamics.
- **Evaluating product** readiness and suitability.
- **Analysing your market position**, competition and opportunities to target.
- **Recommendations** of priorities to maximise your event ROI.

Executive Summary

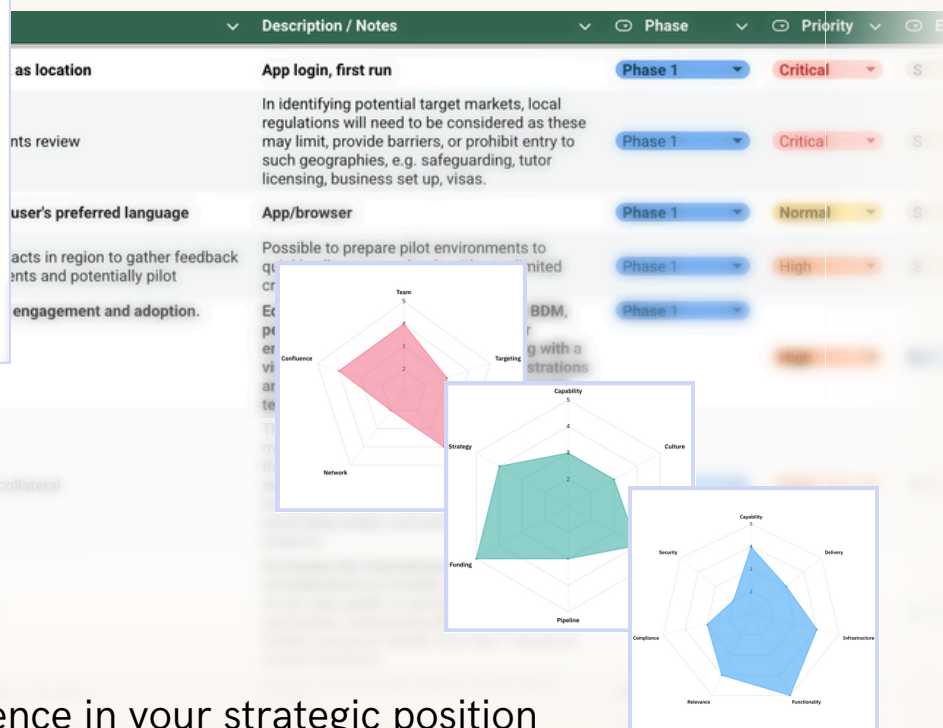
AnonCo, an AI-first learning platform provider for k-12 schools, is pursuing ambitious growth targets while addressing key operational challenges. Currently serving 47 schools with a 3:1 international-to-US ratio, the company aims to triple its school partnerships to 140 by September 2025, focusing on the Middle East and UK markets.

The platform's unique value proposition combines personalised progress tracking with AI insights and reporting, offering flexible enrolment options and a parent-paid premium option at USD 10 per student/month. While maintaining a healthy pipeline of 200 potential schools, the company faces notable challenges including technical onboarding difficulties affecting 50% of new schools and feature and performance issues regularly impacting users.

Areas requiring attention include:

- Technical infrastructure enhancement, particularly addressing performance issues
- Customer retention improvement, with churn at 50% year-on-year and significant loss during pilots onboarding
- CRM process optimisation to ensure consistent data management and customer tracking
- Website development and value proposition clarity - current website lacks regional content, clear impact metrics, and comprehensive product information
- Marketing collateral enhancement - existing materials are limited and lack localisation for target markets

The marketing and branding challenges are particularly significant:



Outcome: Clarity and confidence in your strategic position

GESS-Ready pre-event support requirements:

2-3 hours for discovery calls with key team members

Access to product and marketing materials

£2000 ex. VAT, or equivalent

Booking deadline 13th October