

An invitation to participate in an early stage investment



Complete math education via **Virtual Adventure Learning** on your phone

A Product of ANGAZA LTD Mauritius

Download ZuMath



The Plan

We are inviting private investors to fund a \$300,000 plan in 100 lots of \$3,000 each, to enable the launch phase of Angaza's growth.

The company has completed its first phase: development of ZuMath, the ground-breaking mathematics education app for Secondary/High School learners on Android phones. The first product under our Mindzu umbrella brand, ZuMath is now accessible through Play Store.

In the second phase we will commercialise ZuMath by launching it in the USA and will complete the development of a variant for iPhones. We will also implement several enhancements in the learner experience.

Our strategy is to increase the valuation of the company to attract a minimum \$3,000,000 further investment within 24 months. To achieve this, we will use the current launch phase investment to build the brand franchise among teens worldwide, gain product uptake, and grow subscription revenues.

1st Stage Completed

1. Beta product for Android
2. 27 maths lesson, x00 examples, x00 game challenges
3. Gamified Mobile Learning Management System, Virtual Adventure Learning pedagogy, and smart performance management tools
4. Virtual world, key characters and story arcs
5. Tested with users throughout development process

2nd Stage Now - 18 Months

1. Fund marketing launch (30% of budget)
2. Develop iOS version for Apple users (50% of USA market)
3. Implement enhancements to the learner experience.
4. Sell subscriptions, secure revenue, gain traction and growth
5. Grow franchise, gain a following for ZuMath characters and world
6. Build relationships with investment and business partner community

3rd Stage 18 Months +

1. Enhance AI in Learning Management System
2. Develop online learner communities
3. Expand product range and school grades served
4. Roll out multiple language variants
5. Partner for merchandising and media line extensions
6. Grow valuation of the company



Use of Funds

Our goal is to gain users, grow revenues, and build brand recognition, while pursuing relationships in venture and corporate investment. In this phase we will successfully launch the company's first product, the ZuMath app, focusing initially on California, New York and Florida

The funding raised will go to:

Launch Marketing

We will target 14-16 year olds using:

- Virtual character accounts in TikTok, Instagram and Snapchat
- Highly targeted social media advertising
- Specials, activations and affiliate marketing

We will target homeschool parents, educators and potential investors and media partners using:

- Press releases, direct marketing, article marketing and engagement in niche social networks

Expansion & Enhancement

Product range expansion:

Since iPhone has half the market in the US, in parallel with the launch of the Android version of ZuMath we will develop an iOS version,

Product enhancement

We will implement several enhancements in the learner experience and performance management system.



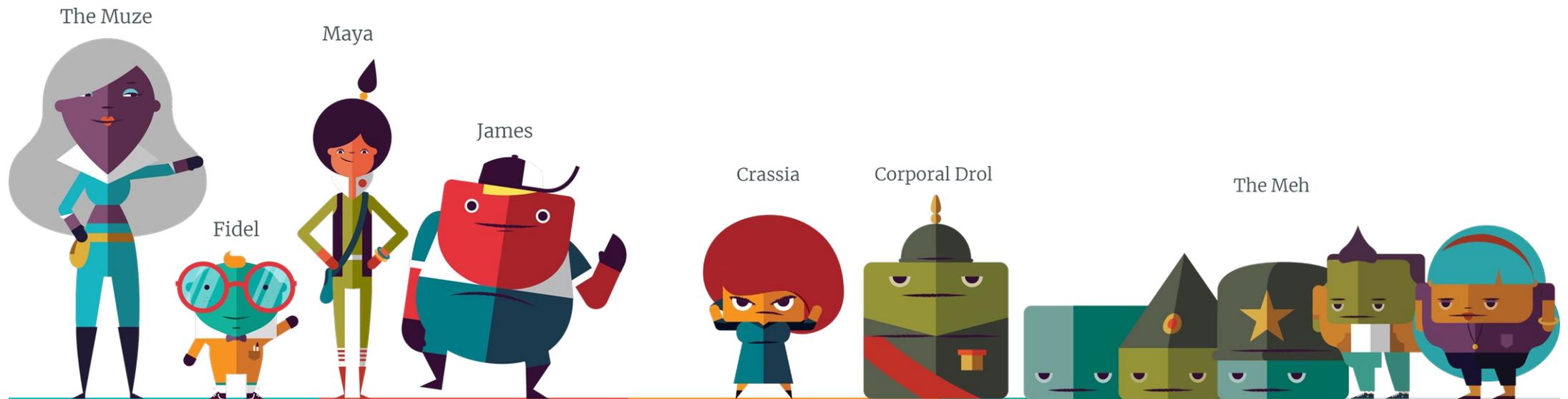
The Opportunity

A \$3,000 ticket size is a unique opportunity to participate early in a company that has a huge upside. We're building the Disney of self-taught education. Our Virtual Adventure Learning transforms a complete math education into an interactive mission, delivered via mobile phone. For teens in affluent markets, it's a no-brainer; for those in underserved areas, we'll deliver free learning supported by advertising.

The way we learn will evolve to become a blend of traditional school-based teacher centred education and technology driven personalised learning. Students demand for digital learning is growing. There's a major trend toward home-schooling, and the shortage of math teachers has reached crisis levels in many places. The smartphone will become the primary tool for accessing quality learning experiences.

Angaza has a completed, tested and refined product, reducing investor risk. We place the value of Angaza's already developed assets at \$3 million. These include our curricula, Learning Management System, mobile learning pedagogy, Performance Management System, app development platform, animated lessons, exercises, game missions, characters, worlds, and the completed ZuMath app.

Once launched, we will grow revenues and build the franchise. Then we will reach out to Venture Capitalists and corporate partners for a significantly larger level of investment at a higher company valuation. We believe today's private investor will see a 5-10x return in 24 months.



The Vision

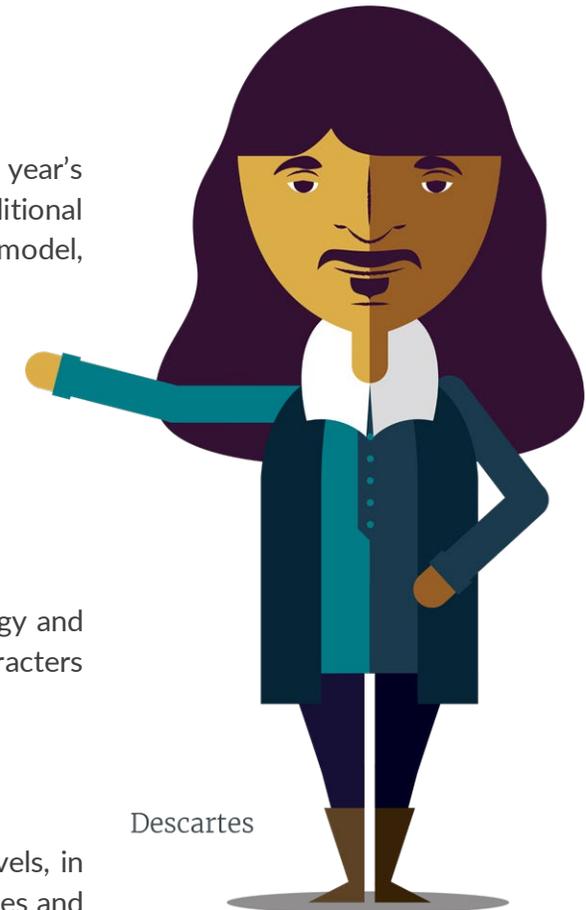
Angaza's vision is to bring powerful, private-school quality education to even the most disadvantaged, providing a year's education for less than the cost of a single Big Mac meal. Maths education is a prosperity multiplier, and traditional schooling is no longer the best way to provide it. Angaza's Virtual Adventure Learning disrupts the traditional model, making education significantly more accessible, more motivating, and more affordable.

- Middle/High School learners world-wide struggle with maths
- The global shortage of maths teachers is growing rapidly, and there's a surge in homeschooling
- Most e-learning does not make learning better, simply consisting of videos of a teacher addressing a class
- Textbooks and online tools are not designed for self-learning
- Maths self-education is usually dependent on tutors, who are expensive and not always accessible
- 21st century students are digitally inclined and can be motivated by gamified experiences

The future of education is direct to learner via engaging experiences on their own phone, with intelligent pedagogy and smart performance systems. Full immersion, achieved through game-based challenges, adventures and unique characters and worlds is the key to making self-education accessible and compelling.

Angaza is at the leading edge of this wave and will be a dominant global player.

Within 3 years, under the Mindzu umbrella brand, we will grow to offer multiple subjects and multiple school levels, in local languages and versions. We'll expand into media beyond the smartphone, to incorporate streaming video series and gaming – and a universe of virtual worlds, characters and storylines with huge media and merchandising potential.



Descartes

The First Product

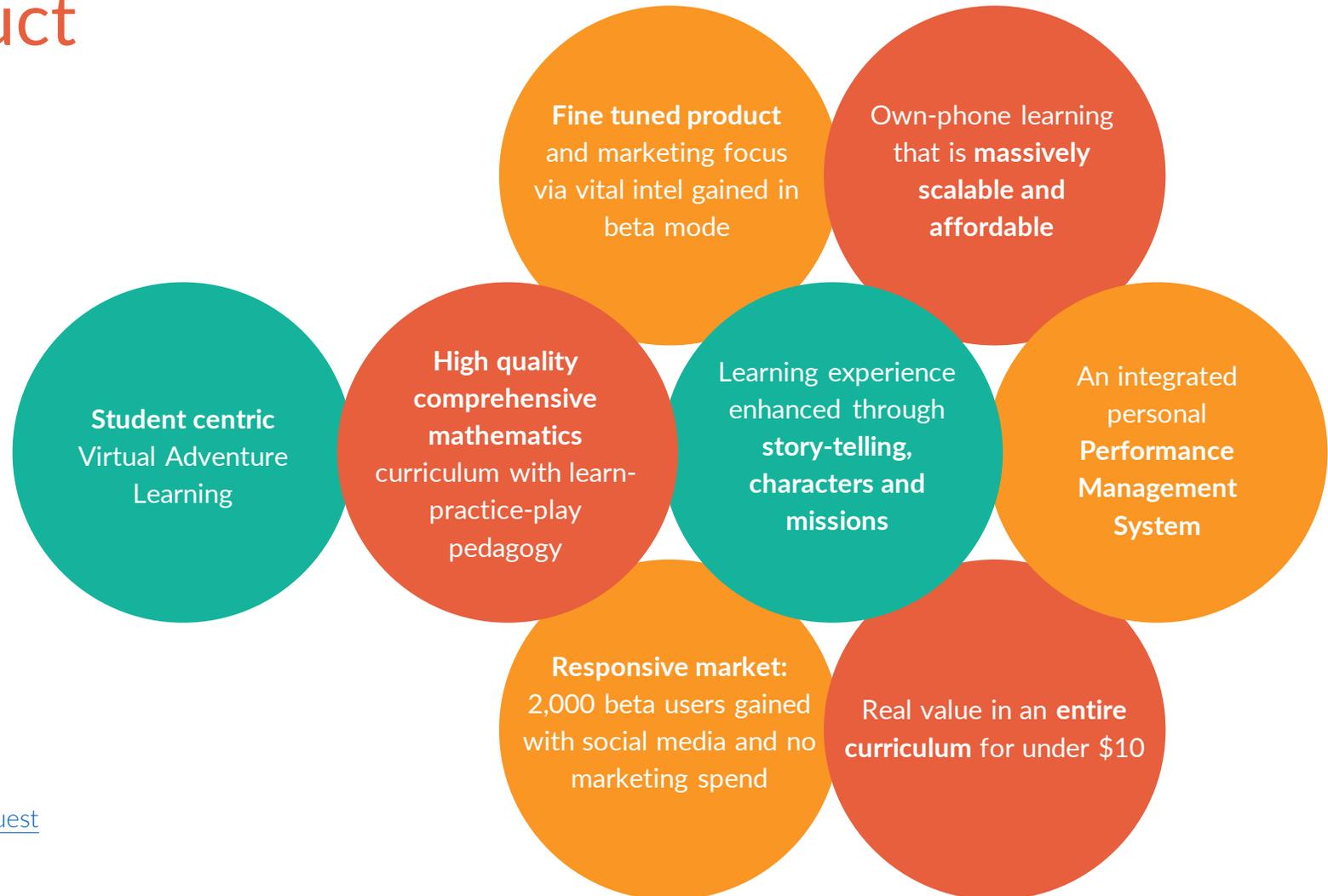
ZuMath offers:



See the video: [ZuMath Video](#)

Get the ZuMath app: [Install ZuMath](#)

Ask us for a code to install it free: [Email request](#)



The Deal Terms

Angaza Ltd. is raising \$300,000 to fund a plan as described on [pages 2 and 3](#).

The company is offering private investors a minimum \$3,000 ticket size to secure an option to acquire a fixed number of shares in the company at today's valuation (\$3 million).

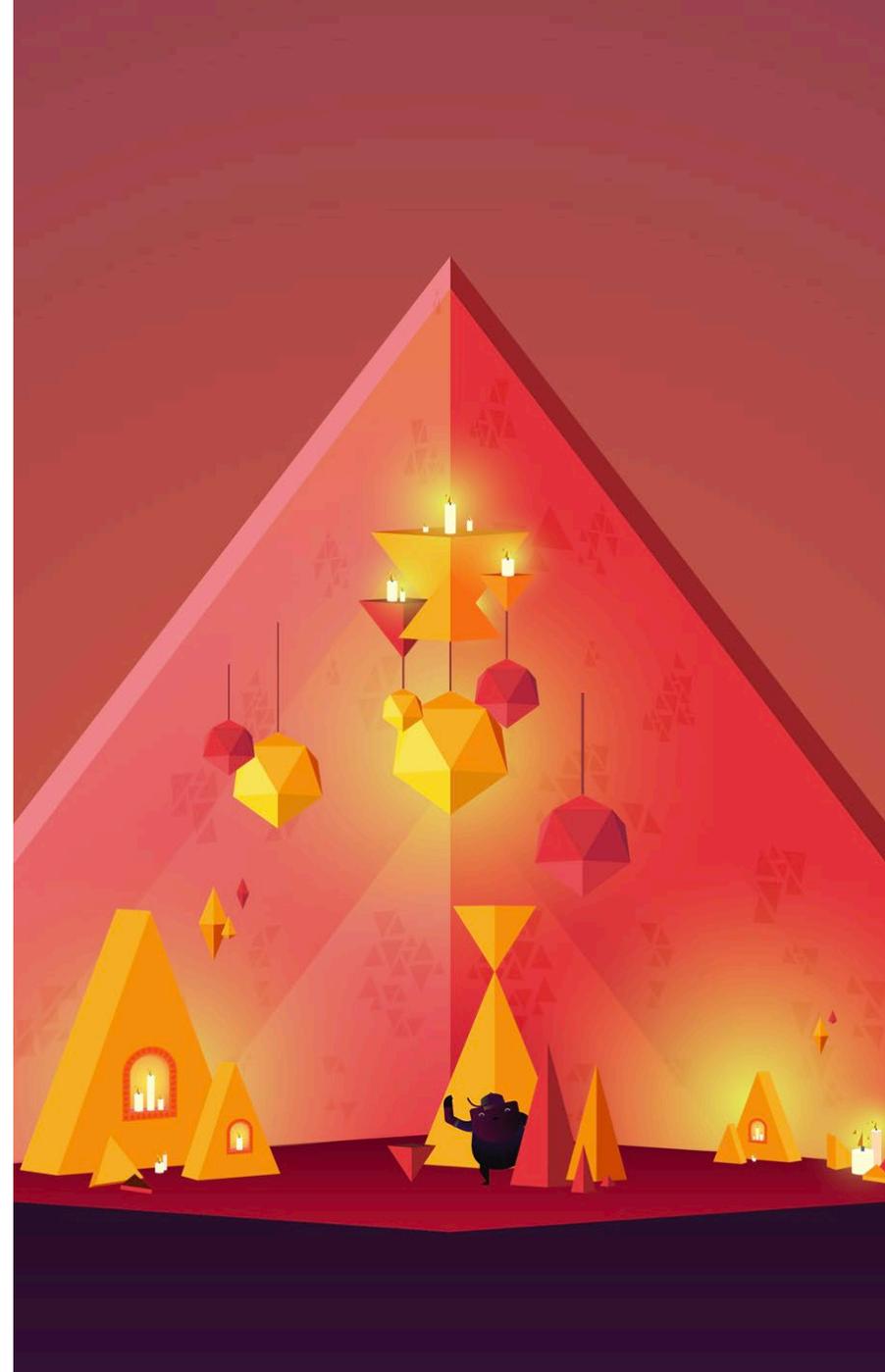
The option is convertible to shares at the next formal round of funding. This means the investor has no dilution of shareholding at that next round no matter how much the company's valuation has appreciated.

The format of the funding offer is a SAFE (Simple Agreement for Future Equity). A SAFE is an investment contract between a company and an investor that gives the investor the right to receive equity of the company on certain triggering events, such as a future equity financing round.

Example: Investor A invests \$3,000 and acquires the rights to 3,000 (0.1%) of the company's shares. Two years later, Venture Capitalist Z acquires 10% of the company for \$3.5 million at a company valuation of \$35 million. Investor A receives 0.1% of the shares, which are now worth \$35,000. Investor A's shares are only subject to dilution at any subsequent funding rounds.

At this stage Angaza is securing pledges. The pledges will be called upon once a total of \$200,000 (67% of the funding round) has been pledged. This will be within 3 months commencing 15th August 2022 – 15th November 2022.

This is a confidential private funding round and is not an invitation to the general public to participate.



Founding Team



KHALAF RASHID

EDUCATION & STRATEGY

Decades of experience in educational publishing in developing countries.



KAREN PARKIN

TECHNOLOGY & UX

Digital Project Manager at Marriott, BBC, Dow Chemical; founded games, development, security, consulting startups.

GODFREY PARKIN

MARKETING & E-LEARNING

Digital business strategist, marketer and e-learning pioneer with international corporate and startup founding experience.



KWANG LEE

CONTENT & DESIGN

Artist, designer, creative director. Worked in advertising, e-learning, UN Innovation Network, UNICEF's Giga.

Supported by a team of experienced educational writers, instructional designers, animators and programmers.



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