



WHAT IS LEGOLIFT?



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August 2024

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PITCH DECK PRESENTATION



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ABOUT US

GET TO KNOW US BETTER

LegoLift is a social enterprise dedicated to empowering financially challenged undergraduates while promoting early STEM education in Malaysia.

At LegoLift, we believe that education has the power to unlock potential, foster personal growth, and break the cycle of poverty. We provide a platform for undergraduates to gain practical experience and financial support by teaching robotics workshops to primary school students. Our program not only equips undergraduates with valuable skills but also inspires the next generation to embrace the wonders of science and technology.



MEET THE TEAM



Gladys
Chief Executive Officer



Vhinoth
Chief Operation Officer



Wen Qi
Chief Finance Officer



Jia Yee
Chief Marketing Officer



Sothi
Chief Comm Officer



A photograph of two men sitting at a desk. The man on the left, wearing a black leather jacket, is holding a smartphone. The man on the right, wearing a white jacket, is writing in a notebook with a pen. There are papers and a coffee cup on the desk. The background is slightly blurred.

WHAT WE BELIEVE

ABOUT OUR VISION AND MISSION

VISION

To revolutionize education in Malaysia by making STEM learning accessible and engaging for all, fostering a community of innovators regardless of background.

MISSION

Empower Malaysia's low-income undergraduates by blending creativity with opportunity through LEGO-building workshops that spark imagination and teach essential STEM skills.



PROBLEMS

80% Financial constraints and difficulties

Many undergraduates are struggling to make ends meet or have tight financial situations. They face challenges affording basic necessities like food, transportation, textbooks, and accommodation. Some have even skipped meals or considered dropping out due to financial difficulties.

70% Lack of skill development programs

Respondents highlight the importance of skill development programs to increase their employability and income potential. They are keen to learn skills such as digital marketing, graphic design, web development, content creation, coding, and handicrafts.



65% Lack of income-generating opportunities

Undergraduates express a need for part-time job opportunities that accommodate their schedules and help them generate additional income. They are interested in various options like freelancing, working for student-run businesses, selling products, and teaching skills to the community.



SOLUTIONS



01 Part-Time Income Opportunities through Robotics Workshops

- LegoLift will train undergraduates to conduct robotics workshops for primary school students.
- The workshops will be scheduled to accommodate the undergraduates' academic commitments, ensuring they can balance their studies with income-generating activities.
- LegoLift will provide a platform that connects undergraduates with potential clients or customers, making it easier for them to secure income-generating projects or sales.

02 Comprehensive Skill Development Training and Workshops

- LegoLift will offer a comprehensive skill development program that covers in-demand skills such as digital marketing, graphic design, web development, content creation, coding, and handicrafts.
- LegoLift will collaborate with industry experts, professionals, and successful entrepreneurs to provide mentorship and guidance to undergraduates throughout their skill development journey.



OUR SERVICE

WHAT WE COULD DO



Robotics Workshop Training for Undergraduates

LegoLift provides training to undergraduates, equipping them with the skills and knowledge to conduct robotics workshops for primary school students. The training covers robotics concepts, teaching methodologies, and workshop facilitation techniques.

Robotics Workshops for Primary School Students

LegoLift offers robotics workshops to primary school students, conducted by the trained undergraduates. These workshops aim to introduce young students to the world of robotics, programming, and STEM concepts in a fun and engaging way.



TARGET MARKET



LegoLift will initially focus on the Klang Valley region, due to its high concentration of universities and primary schools.

Target Beneficiary: Financially Challenged Undergraduates

LegoLift's primary beneficiaries are financially challenged undergraduates in Malaysia who are seeking income opportunities and skill development.

Target Customer: Primary Schools and Students

LegoLift's main customers are primary schools in Malaysia that are interested in offering robotics workshops to their students. The target student audience is primary school students aged 7 to 12 years old, who are eager to learn about robotics and STEM subjects.



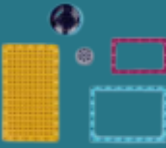


PROGRAMS WE OFFER

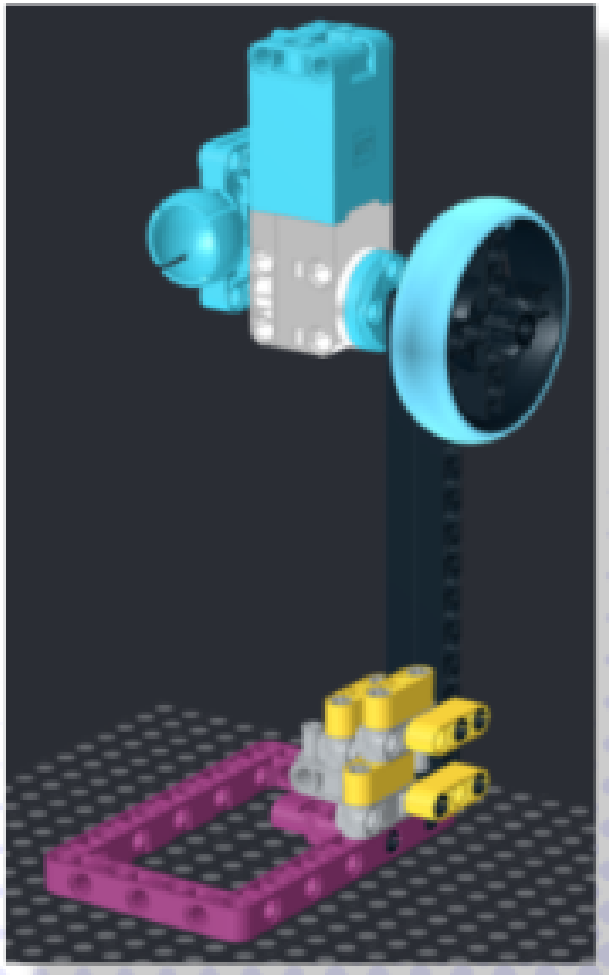
Module 1: Introduction to Biomechatronics with Lego Spike

LEGO SPIKE COMPONENTS

This list consist of the electronic components and plastic blocks of a standard LEGO Spike kit.

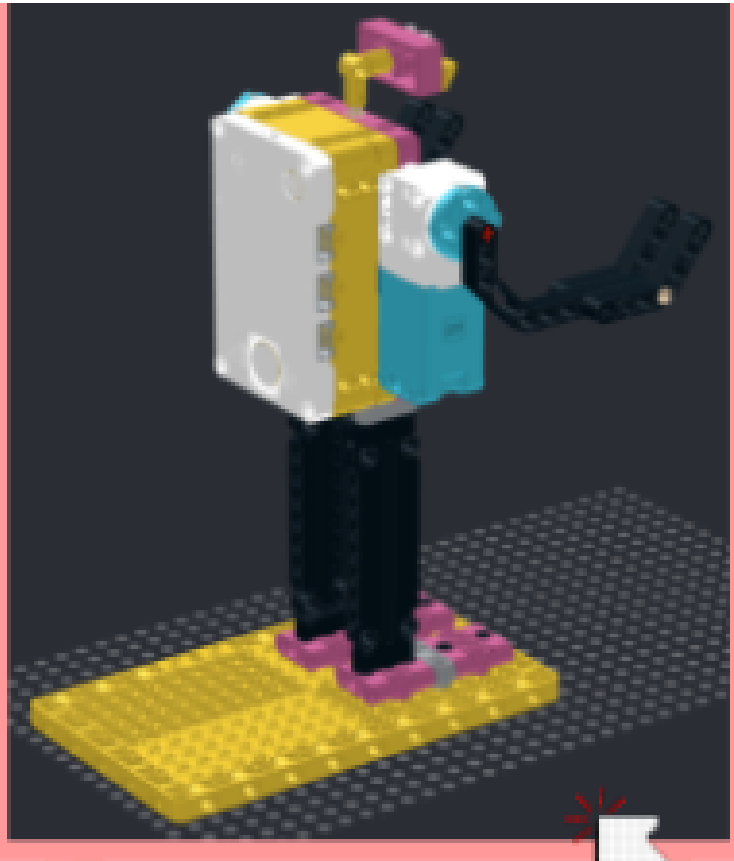
	MICROCONTROLLER ACTS AS A BRAIN TO CONTROL ALL THE ELECTRONIC COMPONENTS	
	FORCE SENSOR DETECTS FORCE WHEN PRESSED	
	COLOUR SENSOR DETECTS THE COLOUR	

OUTCOME



Module 2: Lower Limb (Leg)

Module 3: Humanoid



OUTCOME

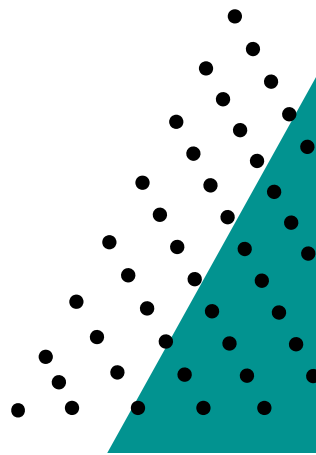




PRICING



Pricing Plans - Held at School



*All plan requires minimum of 12 students.

Full Program

RM50

*PER STUDENT

- Consists of 3 workshops
- Provides certification of completion

Premium

\$40

- 2 GB Storage
- 4 Domain
- 2 Account
- Email Support

Individual Modules

RM20

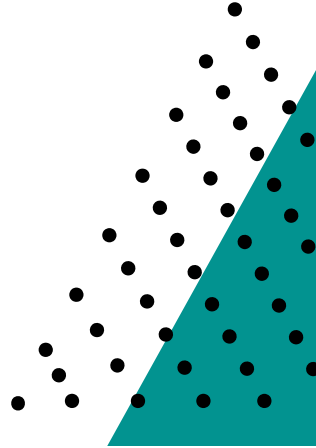
*PER STUDENT

- Choice of any individual modules
- Ideal for schools that want to test the program before committing to the full package





Pricing Plans – Public Workshop



*If participated in all three workshops,
certification will be provided.

Individual Sign-up

RM20

*PER STUDENT/WORKSHOP

- Choice of any individual workshop
- Flexibility to choose specific workshops based on individual interests and schedule

Buddy Package

RM45

*FOR 2 STUDENTS/WORKSHOP

- Choice of any individual workshop
- Discounted price compared to individual sign-up (save RM5)

Group Bundle

RM100

*FOR 5 STUDENTS/WORKSHOP

- Choice of any individual workshop
- Discounted price compared to individual sign-up (save RM10)





PARTNERSHIPS

SASBADI SDN BHD

Sasbadi has published millions of books and educational aids for the school-going children of Malaysia since established in 1985.



Their business is also complemented by the distribution of applied learning products designed to provide hands-on learning experience to students. These products comprise miniature building blocks and mechanical, electrical and electronic components, as well as devices for measuring and analysing live signals, and software to create measurement and control systems.

Some of their Milestones and Achievements

- Obtained direct sales licence from the **Ministry of Domestic Trade, Co-operatives and Consumerism for MindTech Education** in 2016.
- **The High Achievers Award of the Asia Pacific Golden Crown Award** 2016-2017 was awarded to Sasbadi Holdings
- Signed an MoA with the **University of Malaya** to collaborate on the research and product development of robotics in Science, Technology, Engineering and Mathematics (STEM) education.
- Signed an MoC with **Huawei Technologies (Malaysia) Sdn Bhd** to develop intelligent solutions empowering both teachers and students to digitalise and transform in the domain of Artificial Intelligence ("AI") in 2020.



A key Partner in LegoLift's Mission

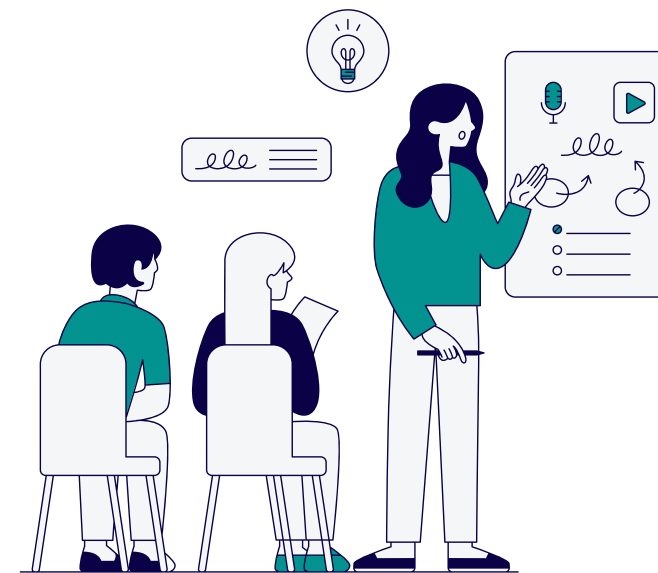


Providing Resources, Expertise and Certification

SASBADI provides LegoLift with high-quality robotics kits, Lego sets, and learning resources and certifications.

Training and Support

SASBADI offers training and support to LegoLift's undergraduate instructors. This training equips instructors with the necessary skills and knowledge to deliver impactful robotics workshops.



Certificate of Completion



UM
STEM

SASBADI
LEARNING

CERTIFICATE OF COMPLETION

THIS IS PRESENTED TO

Name

130926102242

for completing the
LEGO SPIKE CRASH COURSE
in collaboration with
UM STEM CENTRE & SASBADI LEARNING SOLUTIONS SDN. BHD.


Name
DIRECTOR,
UM STEM CENTRE

Powered by :


Name
MANAGER,
CORPORATE PROGRAM,
SASBADI LEARNING
SOLUTIONS SDN. BHD.





BENEFITS OF ROBOTICS WORKSHOP TO PRIMARY STUDENTS?

Job Demand:

In 2021, the Malaysian Ministry of International Trade and Industry (MITI) estimates that the country will require 35,000 skilled workers in the robotics and automation industry by 2025 to support its growth.



Improved Academic Performance:

A 2020 report by Education and Training Magazine found that students who participated in robotics programs achieved 20% higher scores in math and science subjects compared to their peers who did not engage in such programs.

Early Preparation for Future Careers:

A report by The World Economic Forum in 2021 highlighted that early exposure to technology and robotics can make students 30% more likely to pursue technology-related careers.





WHY CHOOSE US?



WHY LEGOLIFT?

SOCIAL IMPACT

Partner with LegoLift to support a meaningful cause. Empower financially challenged undergraduates with income opportunities and work experience

QUALITY RESOURCES AND EQUIPMENT

Partnership with SASBADI provides high-quality robotics kits and learning resources. Students access the best tools and materials to enhance learning and achieve optimal results



CERTIFICATION AND RECOGNITION

Students completing the full program receive a certification of completion. Valuable recognition of skills, enhancing future opportunities in robotics-related fields

LONG-TERM IMPACT

Workshops provide immediate learning benefits and long-term impact by exposing students to robotics and STEM education early, inspiring passion and shaping future career choices

@LEGOLIFT2024

TENTATIVE

THANK YOU

● FOR YOUR NICE ATTENTION



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