

A person with long blonde hair, wearing a blue shirt and a watch, is sitting at a desk and writing in a spiral notebook with a black pen. On the desk, there is a white coffee cup on a saucer. In the foreground, a laptop keyboard is visible. The background is slightly blurred, showing a window and some office equipment. The overall lighting is warm and natural.

NAG7NY

A Content Strategy

BY SALMA OMAR

Our Aim

Connecting experience seekers to experience holders by allowing tutors from every major to offer their services to students on an App that is easily accessible; preferences, timing, location, payments, offers and much more are just a touch of a button away.



HOW IT WORKS

A vertical image on the right side of the slide shows a person's hands holding a smartphone. The person is wearing a light-colored long-sleeved shirt. The background is blurred, showing what appears to be a desk or table. A warm, golden light is overlaid on the image, creating a soft, glowing effect.

BROWSE

Enter your curriculum, year and subject, view their teachers profiles' in your area.

PICK A TUTOR

- check their credentials, view their name, photo and academic biography,
- You will view all tutors relating to the match and view the prices with the option to meet the tutor at a mutual location, or at either households.
- Make your choice and wait for the confirmation.
- You can invite up to 5 friends to a session.

PAYMENT

Payments can be made through Visa, or cash.



ART CENTER



MUSIC CENTER



DANCING CENTER

NOT



MUSIC CENTER

J
U
S
T



BOOKS

LANGUAGES

Everyone Gets A Chance.

Despite significant increases in school attendance over the past decade and efforts to reduce gender disparities, people with disabilities continue to be left behind. And when they're their right to education, they become trapped in a cycle of poverty and dependence. Nag7ny aims to take part in ending this stigma. If you are an owner of any kind of organization for disabled cases. Contact us for more details



COMPETITORS



ORCAS

Orcas is an App with over 800 tutors available for booking they've have been background checked, and received ratings and reviews from previous clients on their profiles.

**NATIONAL &
INTERNATIONAL
SCHOOLS ONLY**



NOON ACADEMY

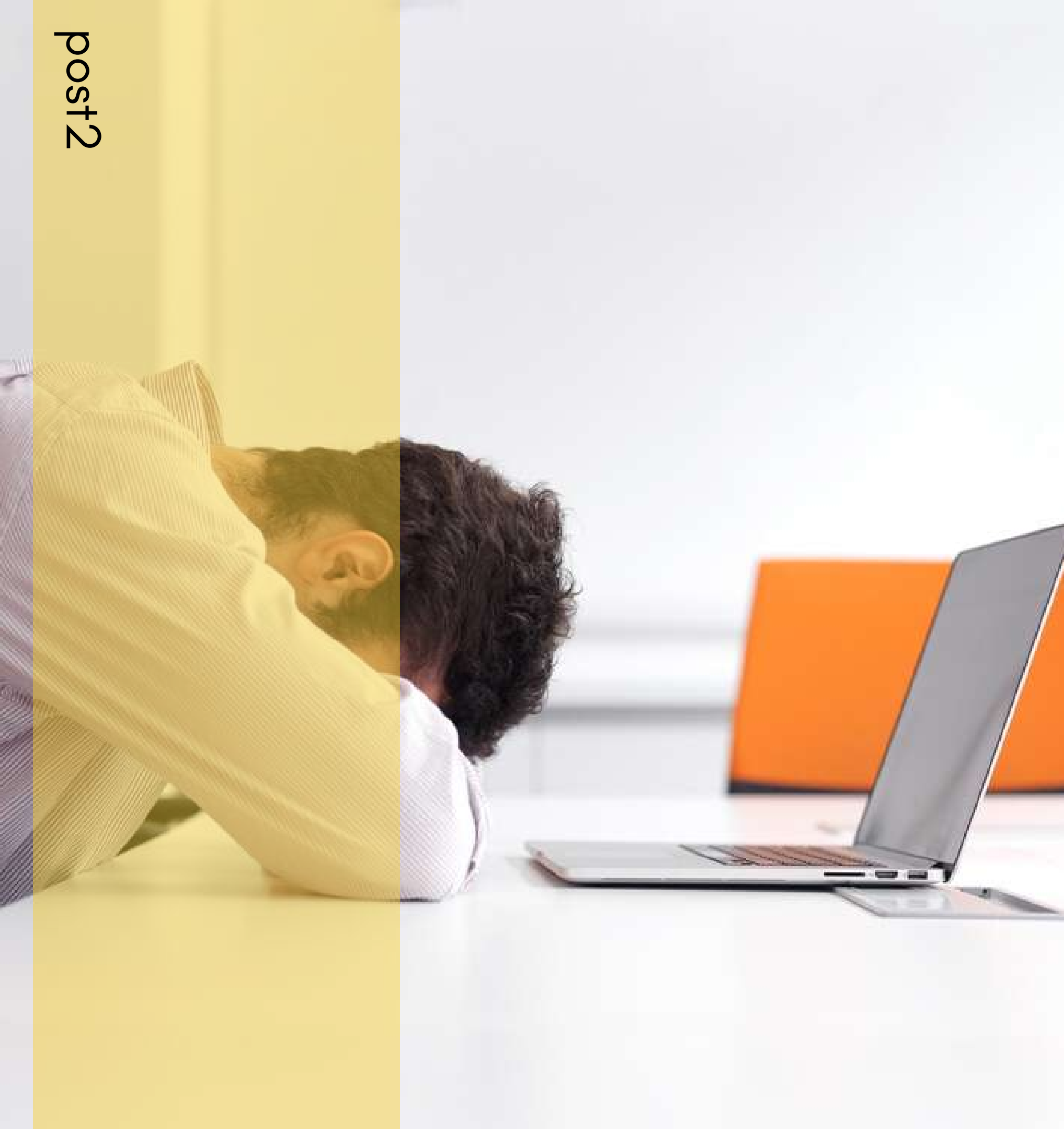
An app for booking tutors online, they offer online sessions in all subjects where the students can hear. see and communicates with the tutors, they also offer group revision sessions.
Tutors are being charged per minute.



Don't worry about Internet Lagging!

Tired of online tutoring? you don't have to worry about that anymore! The speed of receiving knowledge with Nag7ny is faster than the speed of cables!

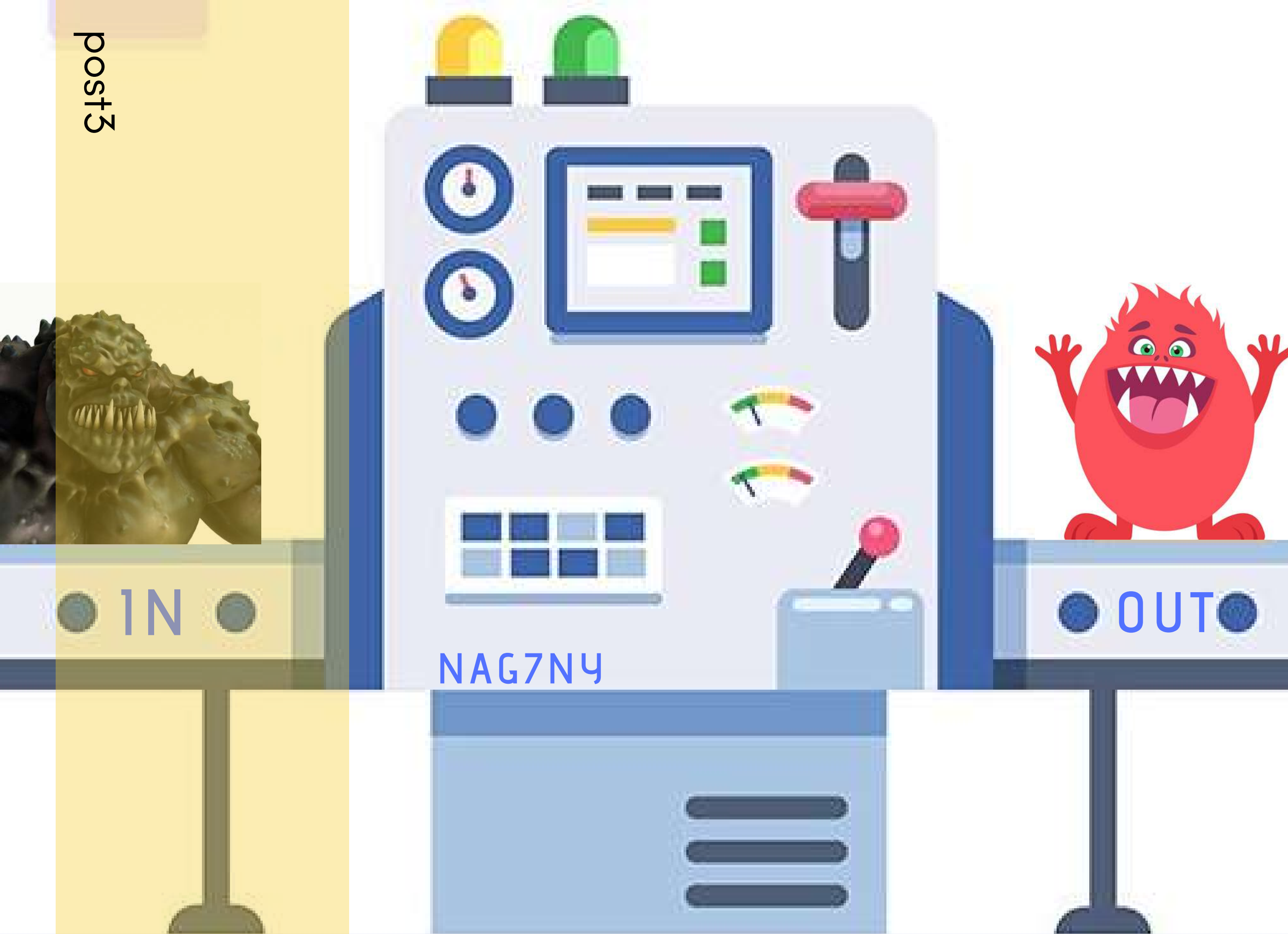
زهقت من الدروس اونلاين؟ مش محتاج تقلق من النهاردة، "نجني" هيوصلك المعلومة اسرع من اي انترنت!



Don't fall asleep in-front of your pc!

Your brain shuts own after two pages? Say no more, download Nag7ny now and pick your tutor to make sure you stay focused for hours!

عقلك بيقولك كفاية صفحاتين كده النهاردة؟ نزل ابليكيشن "نجحني" و احجز دروسك عشان تخلص المنهج!



FINALS ARE NO LONGER MONSTERS!

DON'T WORRY
ABOUT MEETING
YOUR MONSTERS
AKA FINALS!
NAG7N4 WILL HAVE
YOU PREPARED FOR
IT!

مش محتاج تخاف
من الفاينال تاني!
"نجحني" هيخليك
جاهز لاي حاجة

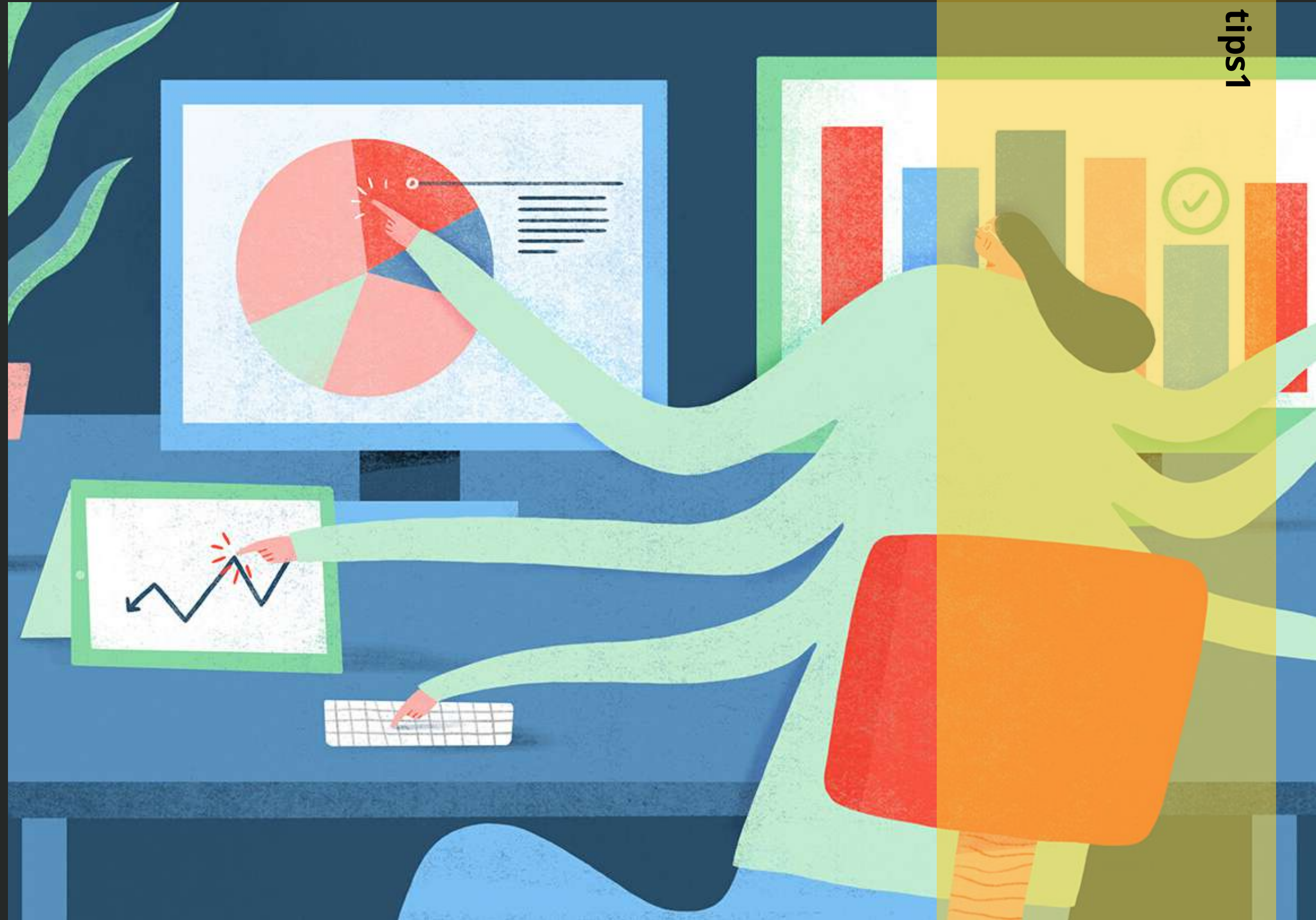
Grammar Mistakes/Riddles

- Comics
- Math riddles
- Science riddles
- Elements riddles
- Discounts for whoever gets the right answer '2 to 3 people'



Time Management

- Create a time audit.
- Put a time limit on tasks.
- Create a daily plan.
- Block out distractions.
- Don't multitask.
- Don't wait for inspiration – do it now.
- Don't strive for perfection.
- Schedule relaxation time.
- Turn your system into habits.
- Let go of bad habits in the meantime.
- Have a great time – no matter what.

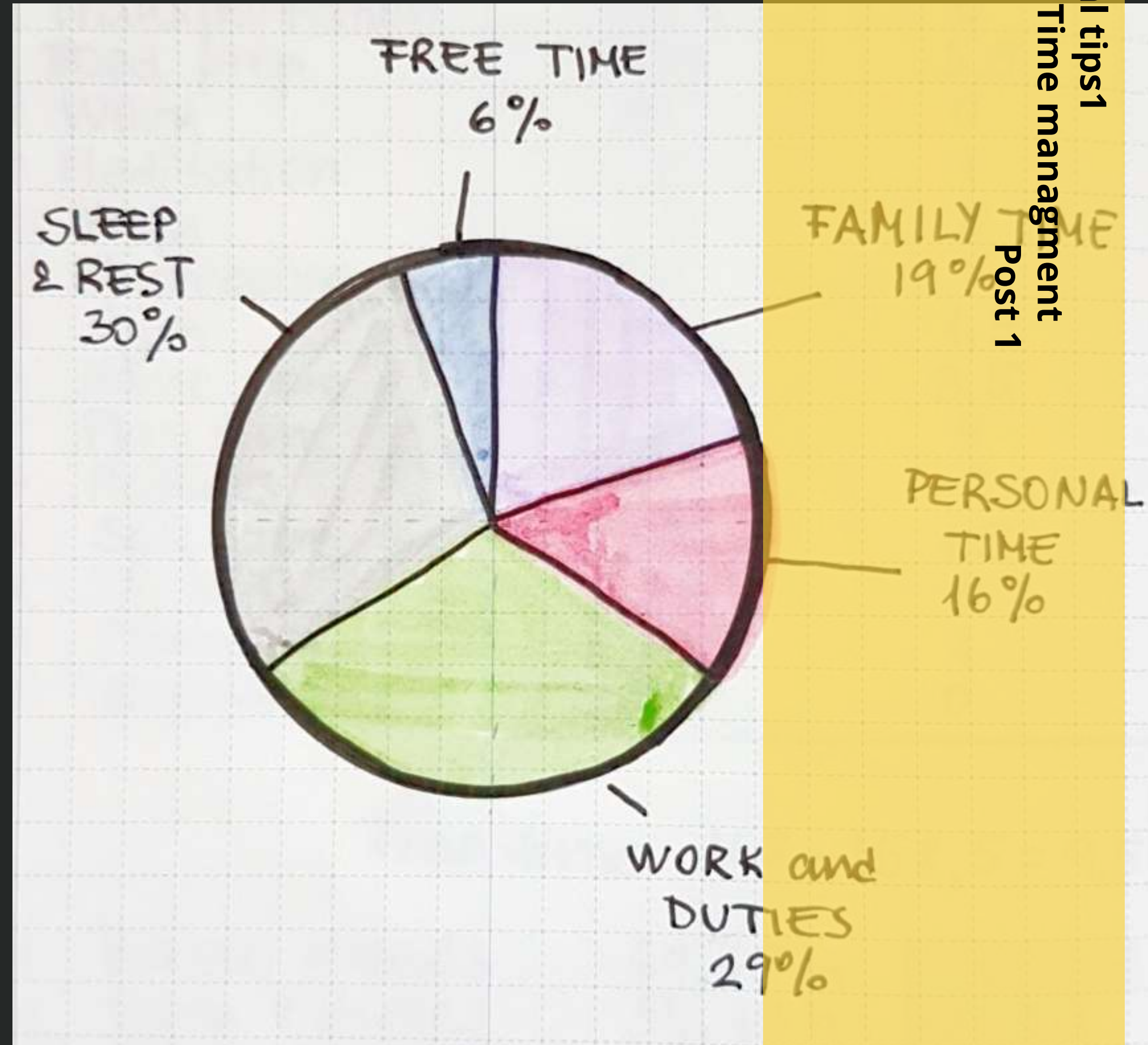


Time Audit

A time audit should help you better understand where you spent your time; you take a look at how you've spent your time and what you've been working at, comparing the data with your goals and expectations.

How to:

- write down your goals and plans.
- track your time.
- run a report of your time.

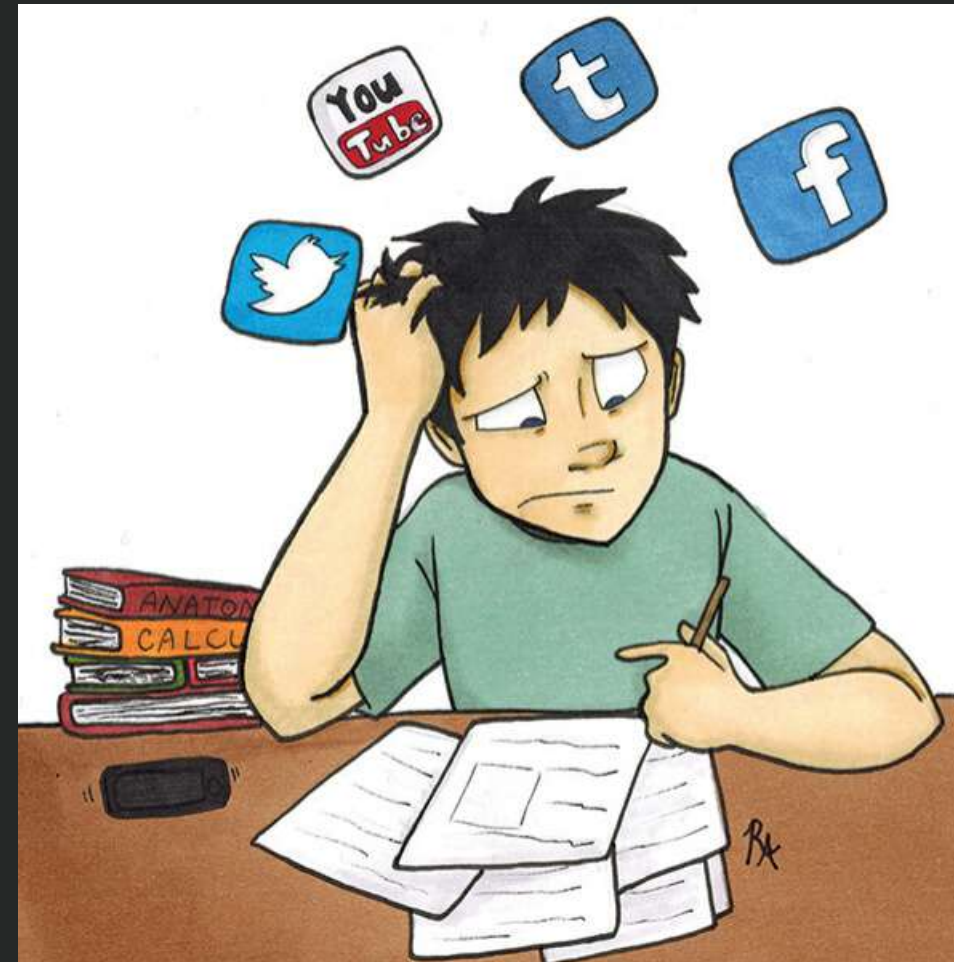




DON'T MULTITASK



CREATE A DAILY PLAN.



BLOCK OUT DISTRACTIONS



PUT A TIME LIMIT ON TASKS.

Dealing with anxiety/stress

- Stop and Breathe
- Figure Out What's Bothering You
- Have some alone time
- Turn off your phone
- Give as much time to best-case scenarios as you do to worst-case scenarios.
- Remind yourself that a panic attack won't kill you
- Consider getting help.



Dealing with anxiety/stress

- Breathe in and out slowly 10 times.
- Squeeze a stress ball.
- Admit that you're anxious or angry.
- Take a break to get a drink of water and a snack.
- Talk to someone about how you're feeling.
- Have some alone time.
- Turn off your phone.
- Visualize yourself calm
- Listen to music
- Get some fresh air

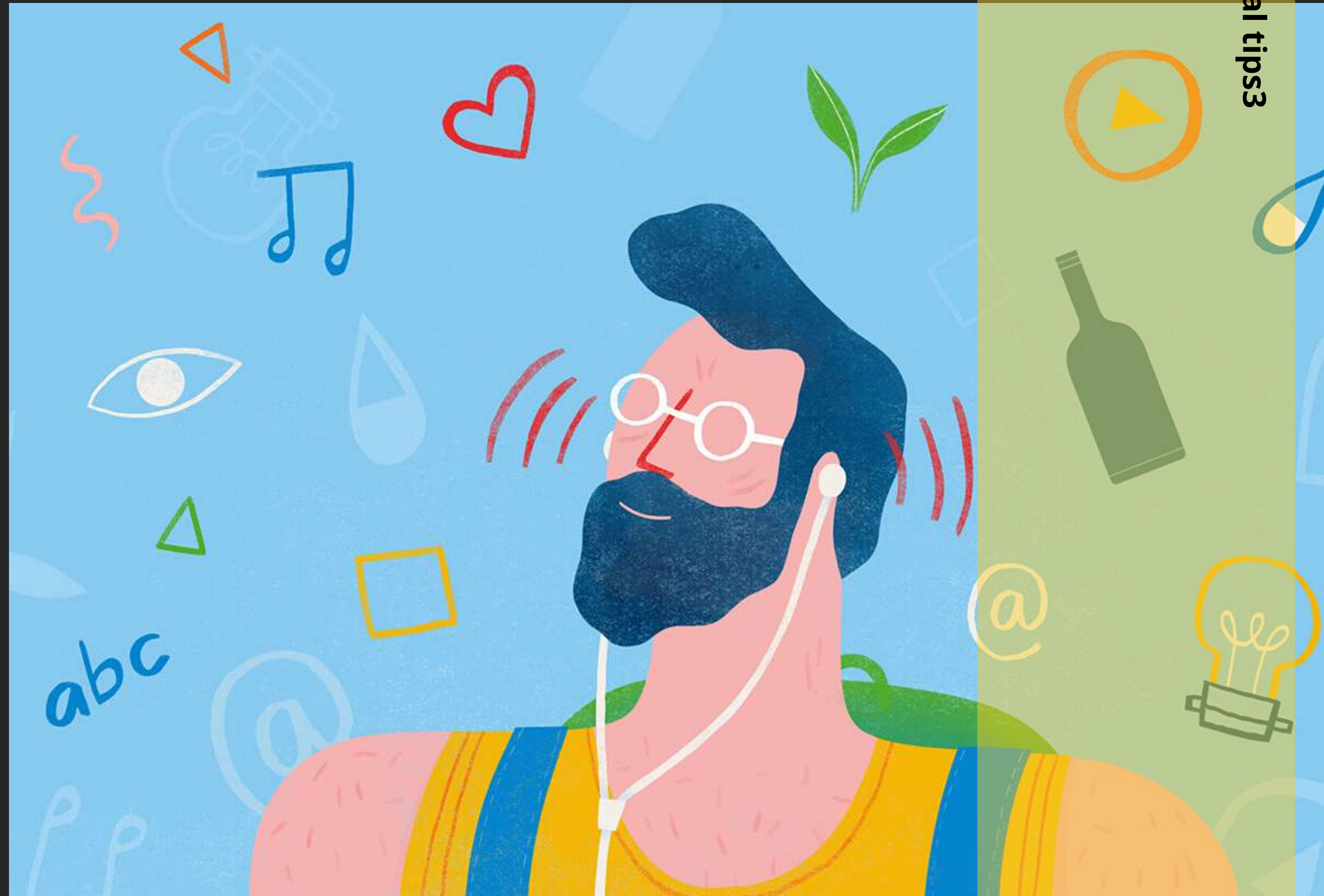
10 ways
to calm yourself
down

General tips2
Anxiety/Stress
Post 1



Start journaling

- Always carry your journal with you.
- Keep your entries short.
- Don't stress about writing every single day.
- Create a relaxing routine around journaling.
- Make lists.
- Keep it private and secure.



START JOURNALING

semester one

| | | | | | | | | | | | | | |
|--|---|---|----|----|----|---|---|---|---|---|---|---|--|
| 11:30 - 2:30 | | | | | | | | | | | | | |
| MON | 8 | 9 | 10 | 11 | 12 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| MKT2700 RETAIL MARKETING J021 201 | | | | | | | | | | | | | |
| SEMINAR NOTUT | | | | | | | | | | | | | |
| 1:30 - 2:30 2:30 - 4:30 | | | | | | | | | | | | | |
| WED | 8 | 9 | 10 | 11 | 12 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| PRN3150 PUBLIC RELATIONS: FASHION, MUSIC & THE ARTS ML10 131 | | | | | | | | | | | | | |
| 1:30 - 2:30 2:30 - 4:30 | | | | | | | | | | | | | |
| THU | 8 | 9 | 10 | 11 | 12 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |

ASSIGNMENT CALENDAR SEM. ONE

| | | | | | | | | | | | | | |
|--------------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|
| MARCH | | | | | | | | | | | | | |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | | | | | | | | | | | |
| 20 - 26 Retail marketing online test | | | | | | | | | | | | | |
| 29 Portfolio part one due | | | | | | | | | | | | | |
| 30 Assignment one due | | | | | | | | | | | | | |
| APRIL | | | | | | | | | | | | | |
| 1 | 2 | | | | | | | | | | | | |
| 2 Assignment one | | | | | | | | | | | | | |
| 26 Portfolio part two due | | | | | | | | | | | | | |
| Assignment two due | | | | | | | | | | | | | |

- SEMESTER TIMETABLE
- ASSIGNMENT CALENDAR

- COURSE/DEGREE TRACKER
- REVISE

Voice notes

A video where multiple voice notes are played, students sending them to their 'friends' group on whatsapp, the funny stuff about failing and the gpa is going down etc. these stuff get posted on Facebook all the time and they get trending in a minute.

Student activities

Student activities are everywhere now, the engage with colleges and schools, collaborating with them to mention Nag7ny in their sessions would spread the word faster than anything, straight to our targeted audience

Collaborating with students activities

Potential collaborators:

- COMET
- SCCI
- Enactus

Ways of collaborationg

- Introducing "Naq7ny" in their sessions
- Explaining everything about the App. "how it works, ways f booking, ways of payment, etc."
- A speech about how to find a life purpose, self-growth, developing talents, etc. and linking that to the non-academic sessions available at "Naq7ny" and how it aims to offer a chance to all ages to discover their passions and make it bigger and better.
- Making competitions ft, "Naq7ny" for various talents and the top 3 winners get a free month or a discount for a certain period of time on the sessions at "Naq7ny".
- An agreement to post a certain numbers of posts about "Naq7ny" on their social media platforms.

Posts to increase engagement

- Movies

Using teachers' /students' characters from movies in posts
"mention your teacher/colleague"

- Mother's qoutes

Collecting the most common phrases/qoutes mothers say to their children and using them in posts 'how many times you've heard this phrase?'
- Polls "which one have you heard your mother say the most"

- Situations(Videos)

Using the previous two in vedios/gifs

"مهو من الزفت اللي انت ماسكه طول النهار!"

Audio

S1 • "كام مرة سمعت الكلمة ديه؟"

S1 •

S3 •

S3 •

Visuals

A mother holding her son's report card -bad grades- with him sitting beside her -sad facial expressions + lowering his head towards the ground/the mother is upset and angry, shouting "مهو من الزفت اللي انت ماسكه طول النهار" at her son.

A son laying on a hospital bed, with a doctor and his mother standing beside the bed, the doctor explains to the mother what's wrong with the boy "كان لازم نشيل الزايدة" the mother gives her son an angry look saying "مهو من الزفت اللي انت ماسكه طول النهار"

The son is holding his phone, opening "Nag7ny" App and booking a tutor.

The mother is holding her son's report card with him sitting beside her - happy facial expressions/smiling, the mother is happy, looks at him with a smirk and says sarcastically "مهو من الزفت اللي انت ماسكه طول النهار".

Teashers' charecters



Integrity



Ambition



Unprofessional



Movies

Strict



Clueless



Mom figure



Students' charecters

