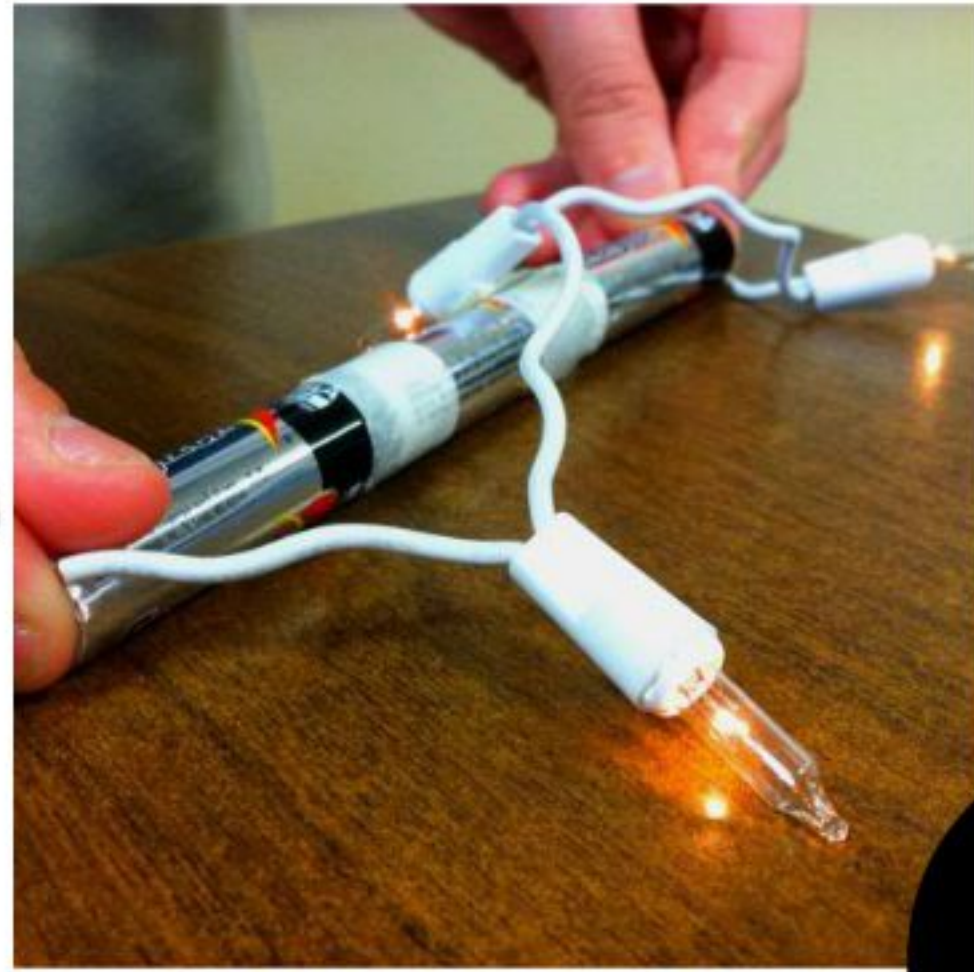
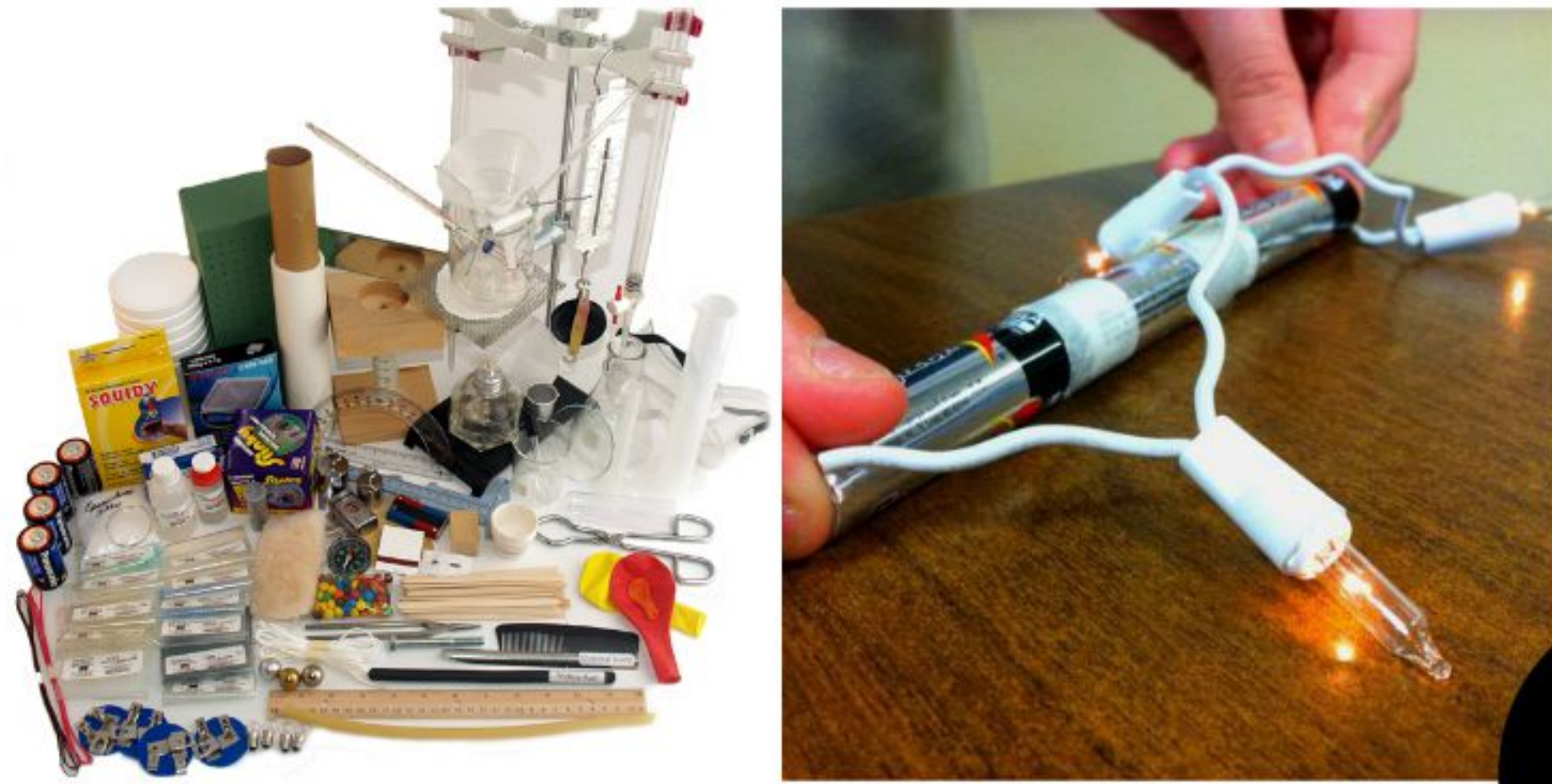
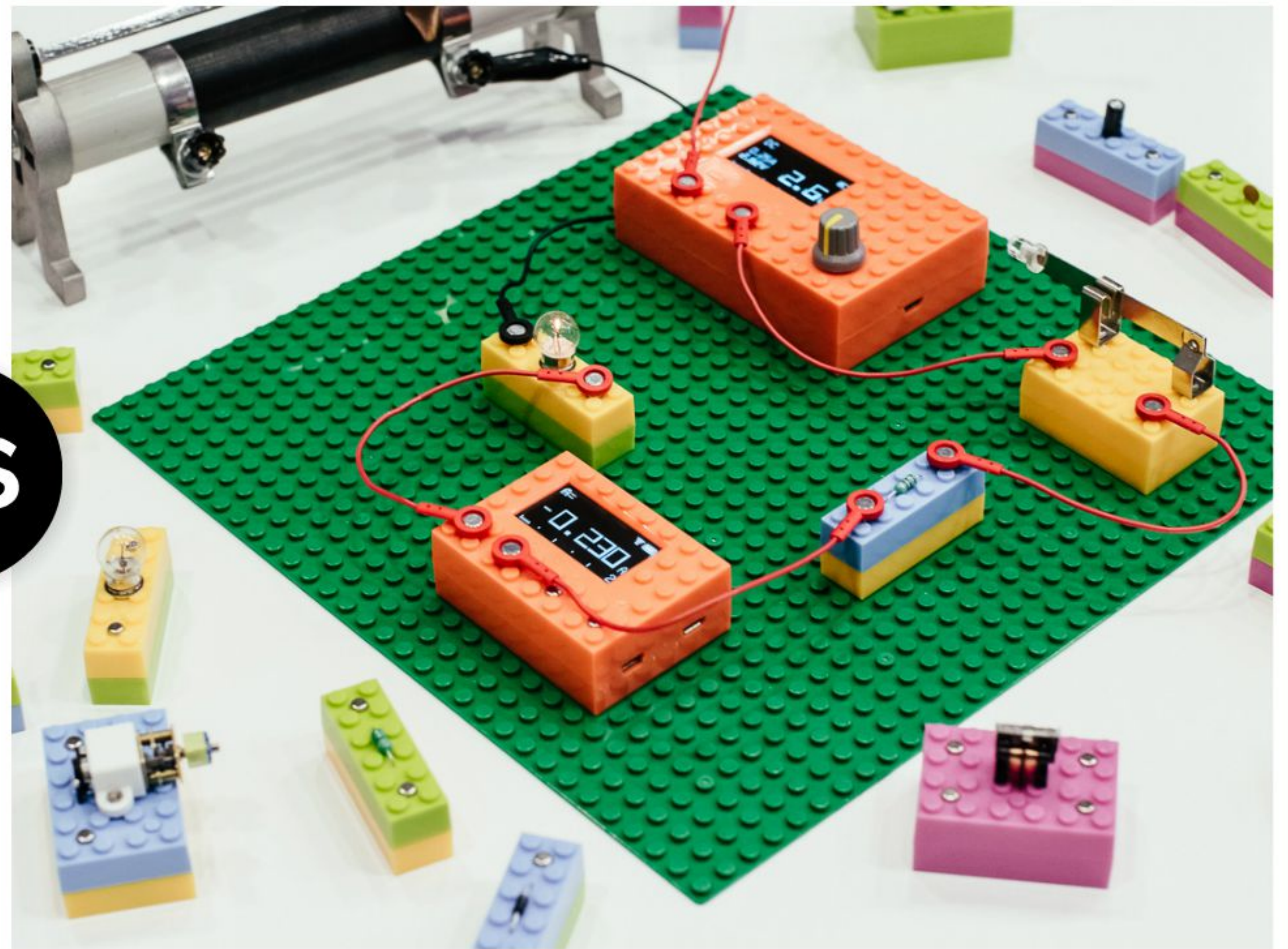
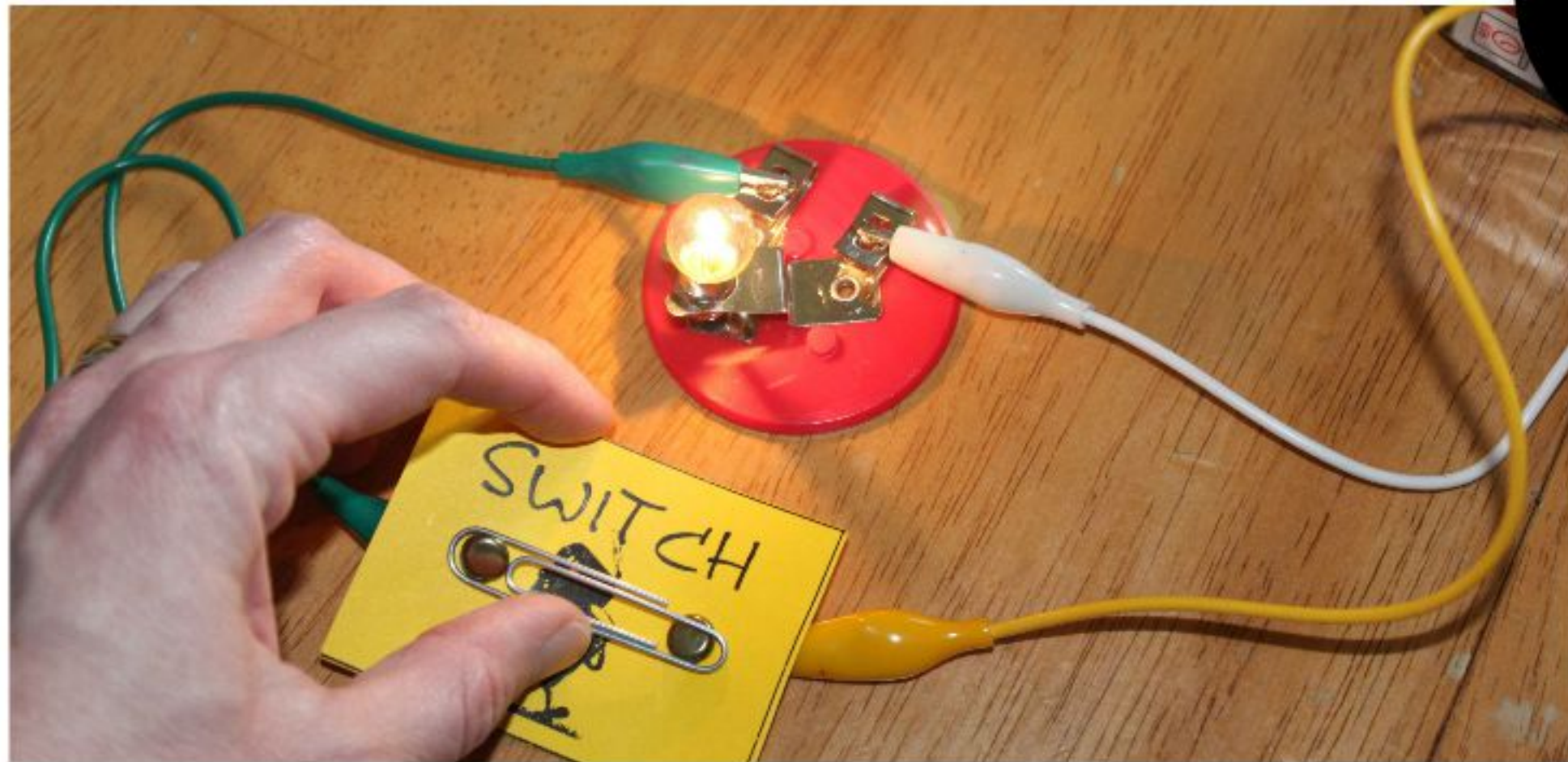


AMPERIA

is the STEM product which is covering all the REAL-WORLD LAB EXPERIMENTS for Electricity & Magnetism



VS

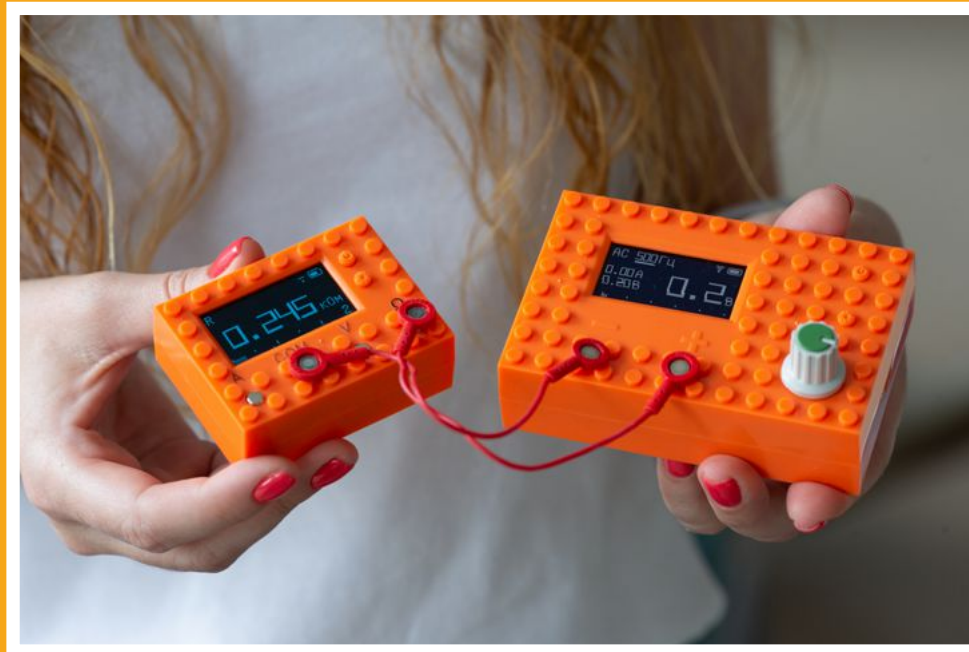


Vision and value proposition of our StartUP



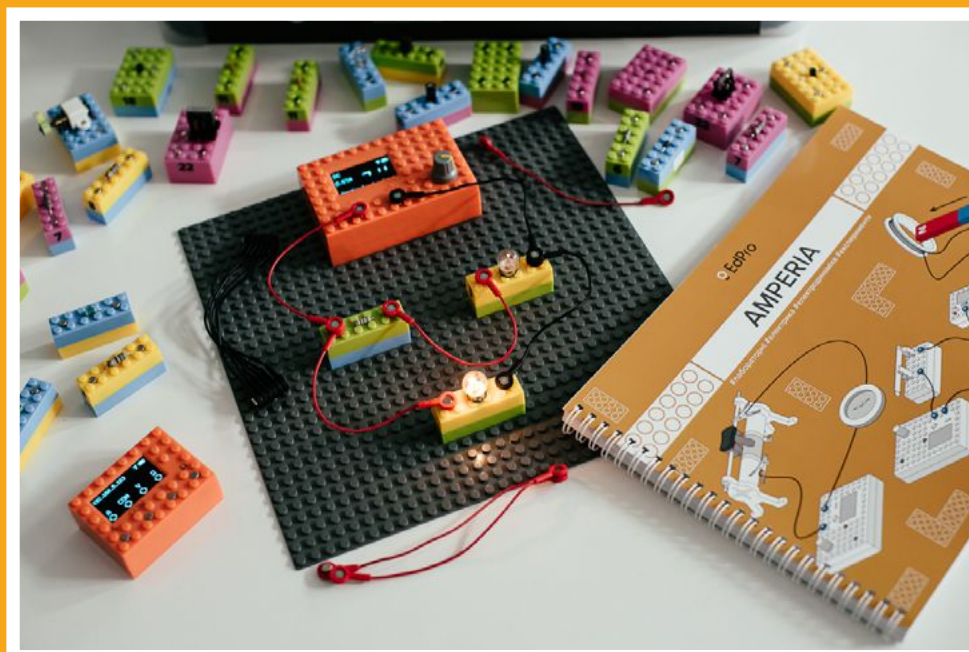
PATENTED MAGNETIC CONNECTORS

Quick, easy, reliable, and intuitive magnetic connecting of electric scheme elements provide time-efficient work for students in the classroom and allow them to spend more time analyzing, experimenting, and making conclusions.



MOBILITY

The kit includes a power supply with a rechargeable - built-in battery, so no external power source is needed. Labs and demonstrations can be done anywhere, even outside. Students are also safe from contact with dangerous electricity sources.



INTUITIVE USABILITY

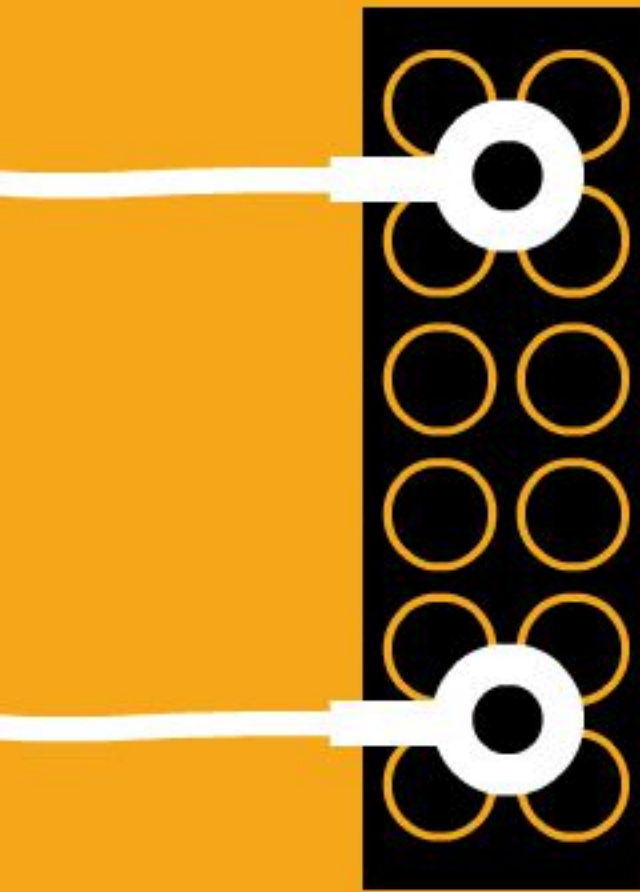
All elements and pieces are designed intuitively for children. The connections and components are all external to demonstrate to children everything is working.

AMPERIA - is the STEM product which is covering all the real-world LAB experiments for Electricity & Magnetism. In the modern world the main focus is on STEAM learning, and Physics is the core of Science. Our innovational KIT - **AMPERIA** is made for learning and practicing with the ability to measure digital live data from experiments.

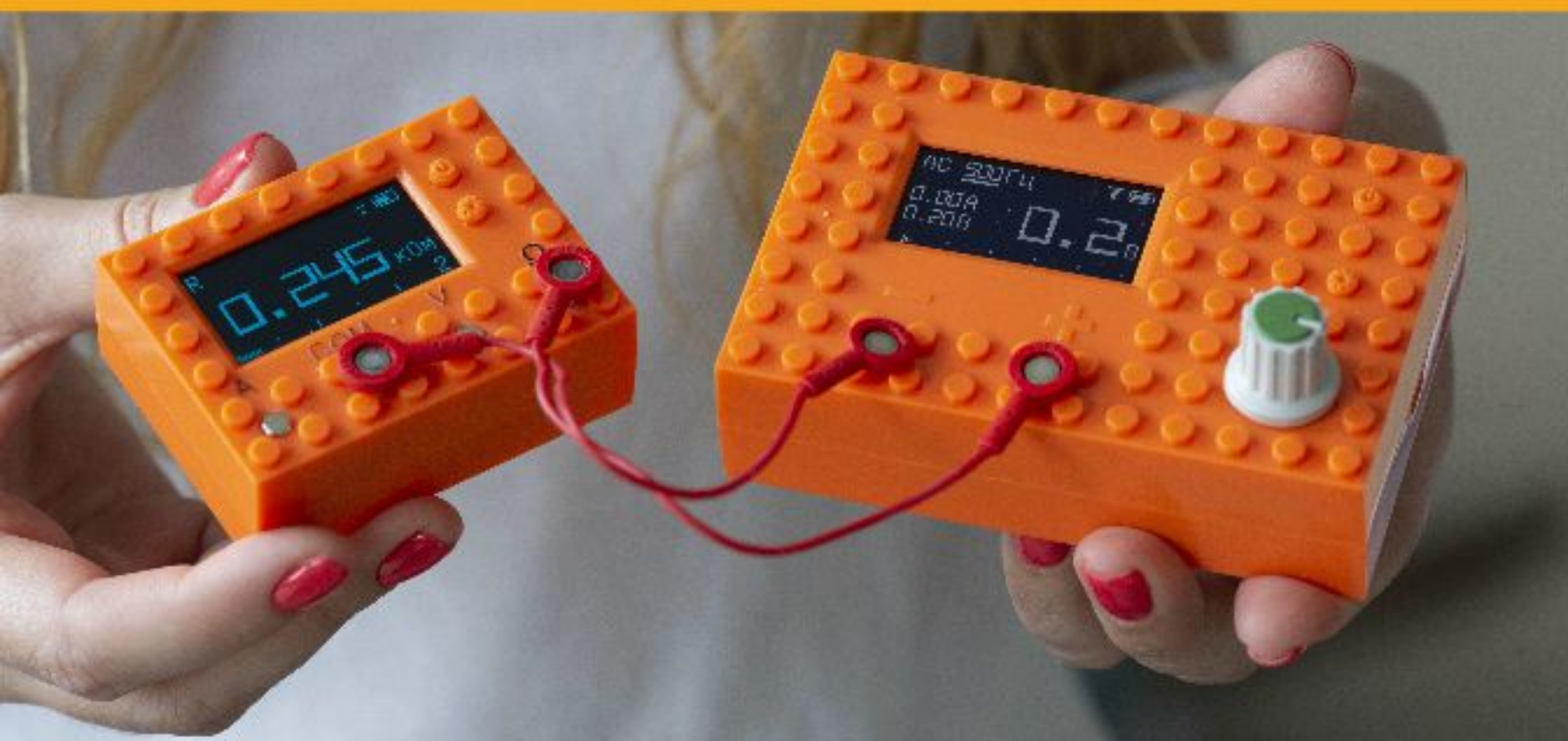
[Please press here to download the International presentation](#)



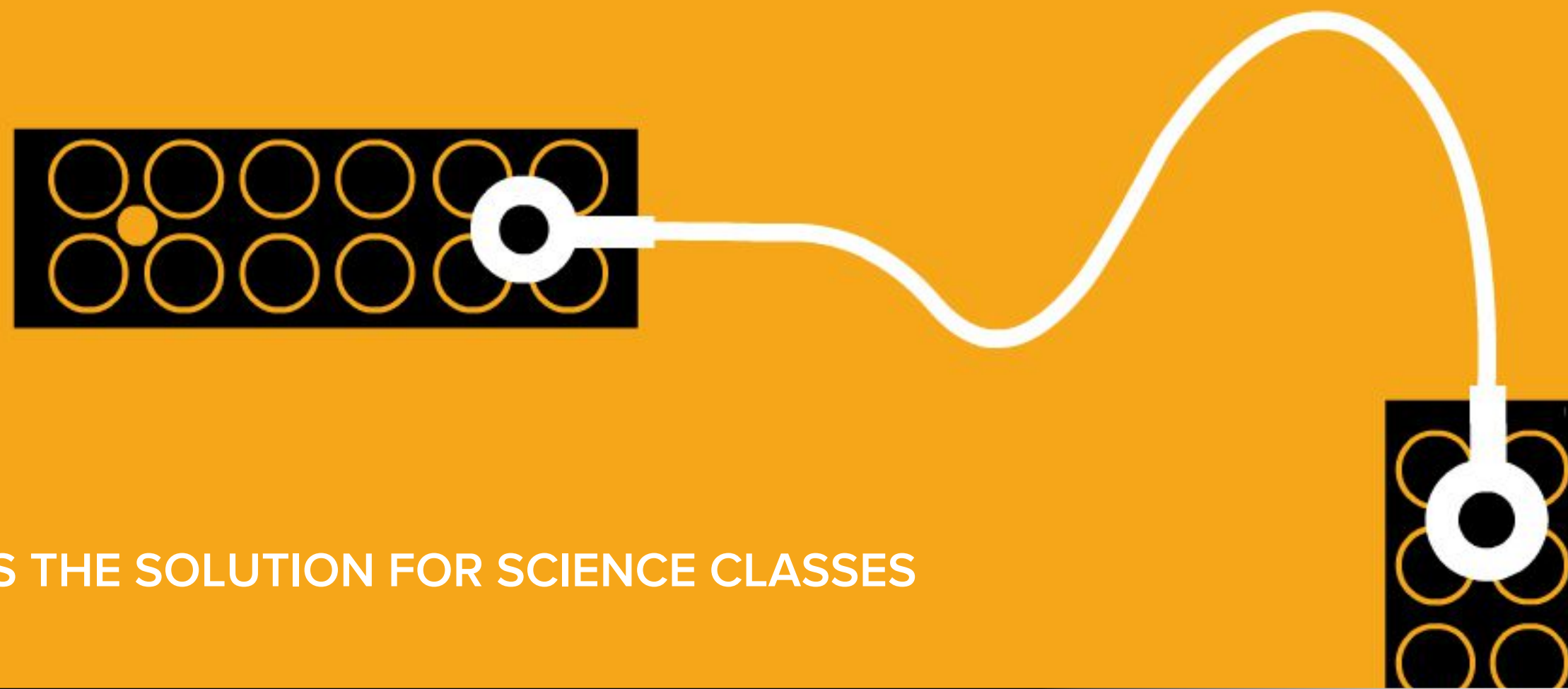
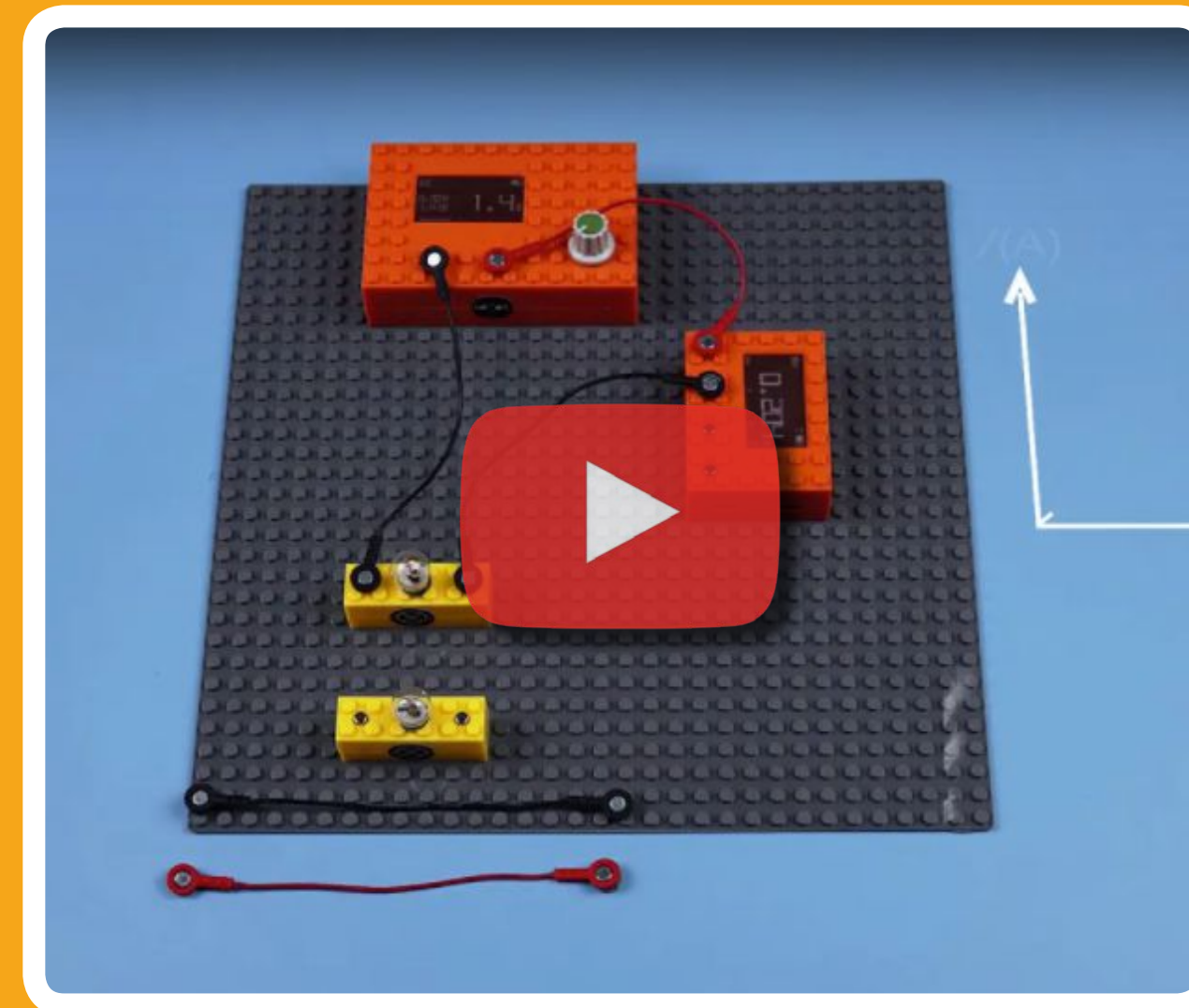
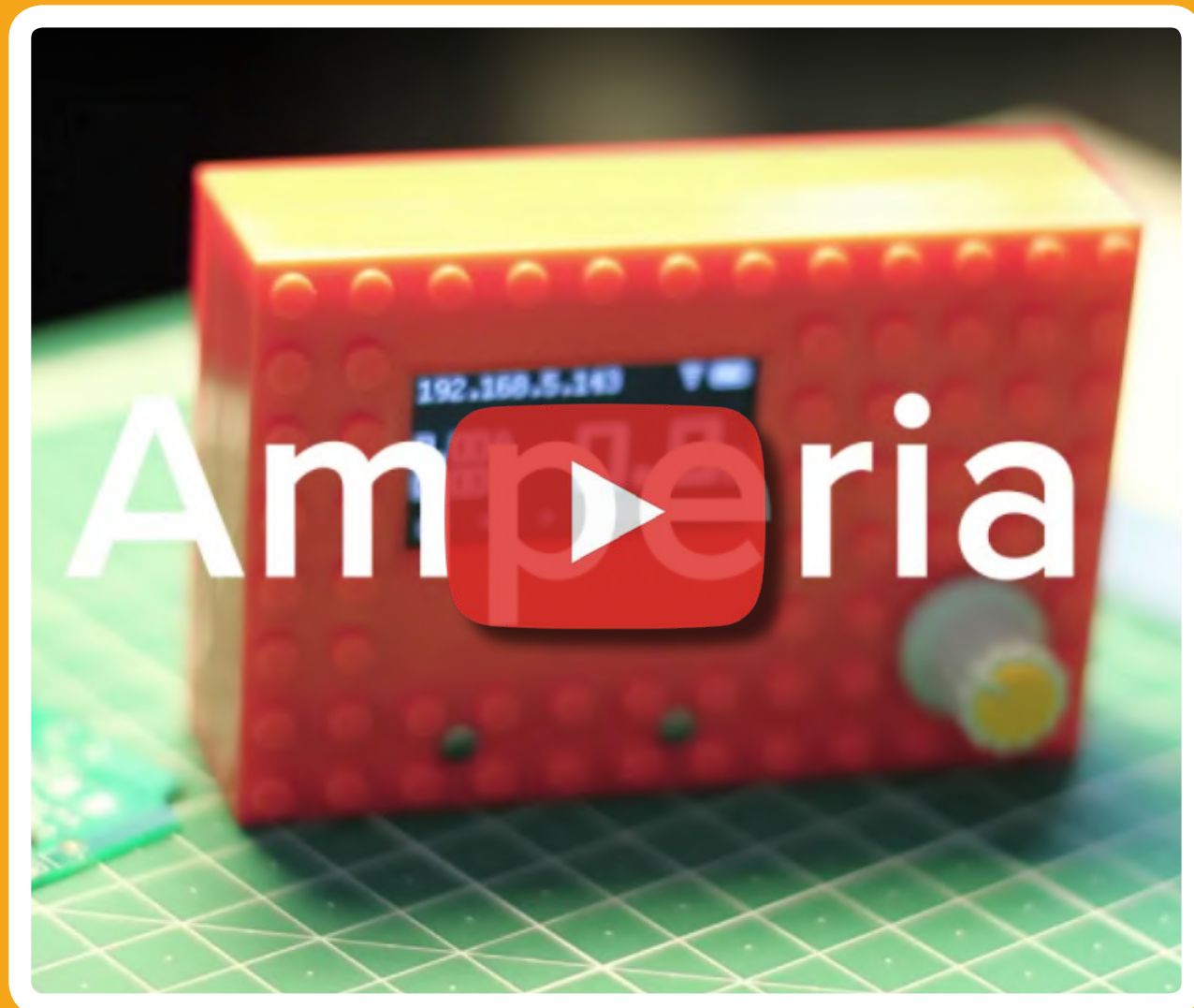
The ultimate solution for Science - Physics KIT “AMPERIA”



- Amperia was created with the MAIN IDEA to cover all Electrical & Magnetic to cover all Electrical & Magnetic experiments and consolidation of all needed components (to see all the components - click [here](#) to download the manual) in one - easy to use STEAM SCIENCE KIT.
We hired the most advanced theoretical physicists which are teaching Physics on all levels in order to develop a Unique KIT that will be welcomed in all School science labs all over the world.
- We hired the most advanced theoretical physicists which are teaching Physics on all levels in order to develop a Unique KIT that will be welcomed in all School science labs all over the world.



Promotional videos about the AMPERIA KIT



AMPERIA IS THE SOLUTION FOR SCIENCE CLASSES

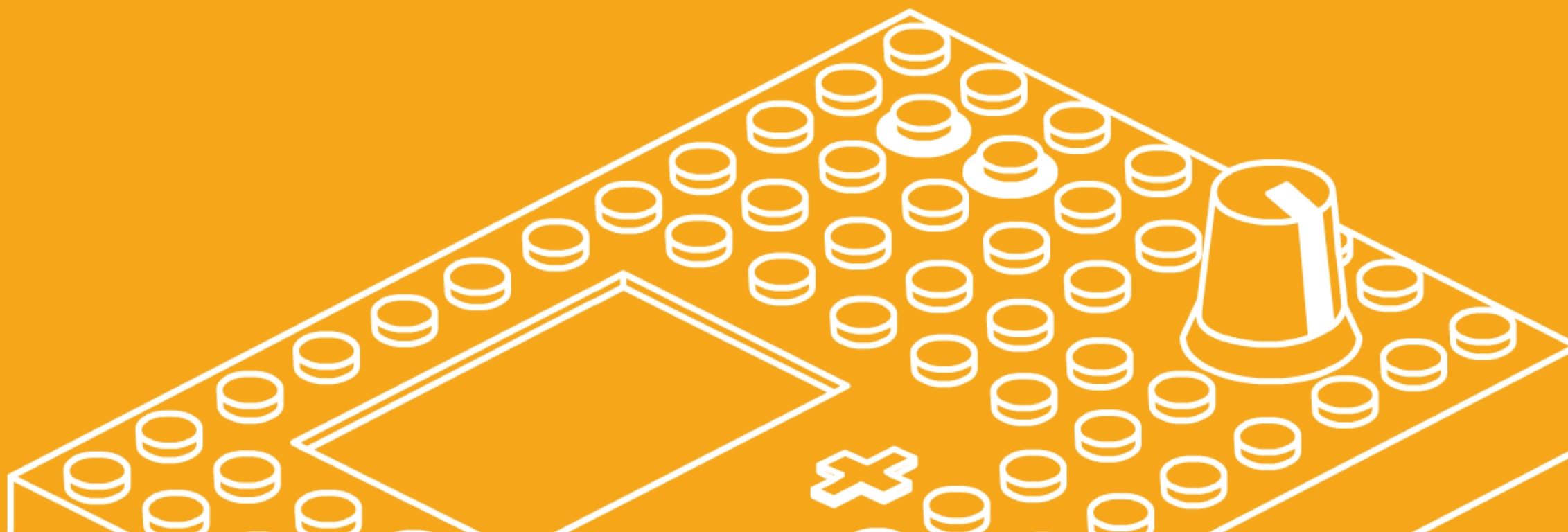


The problems & challenges which schools can solve with AMPERIA

Before we developed - AMPERIA KIT, we've heard many different complaints and feedbacks from a large number of Science teachers. We had researched all [their challenges in teaching Science](#), especially the core topics like Electricity & Magnetism with their current old, ineffective, & dangerous equipment.

In the modern world of the 21st century, it's hard to effectively teach Science when you have to perform Lab experiments with the school equipment, which were introduced on 50th-80th and look like this, which we posted on the pictures from the right side. There are a hundred developed tools for learning languages, math, or computer science - but there are no innovative and easy tools to learn Science basics. We assemble Science experiments with evident DATA that are relevant to Electricity & Magnetism.

Physics was always hard to evidence before AMPERIA came into the teacher's arsenal & classroom tools, to watch a video about the AMPERIA, [please click here](#).



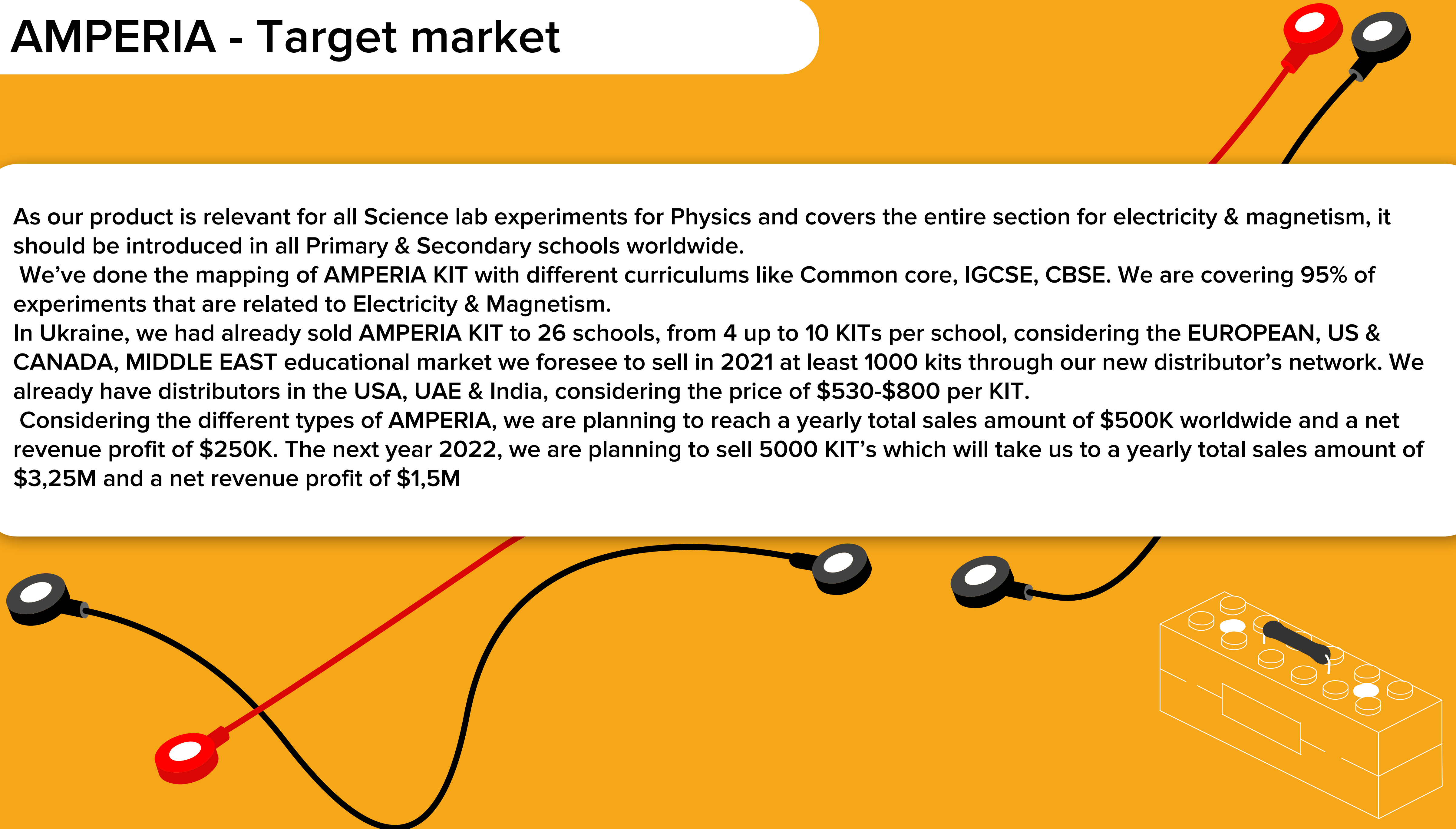
AMPERIA - Target market

As our product is relevant for all Science lab experiments for Physics and covers the entire section for electricity & magnetism, it should be introduced in all Primary & Secondary schools worldwide.

We've done the mapping of AMPERIA KIT with different curriculums like Common core, IGCSE, CBSE. We are covering 95% of experiments that are related to Electricity & Magnetism.

In Ukraine, we had already sold AMPERIA KIT to 26 schools, from 4 up to 10 KITs per school, considering the EUROPEAN, US & CANADA, MIDDLE EAST educational market we foresee to sell in 2021 at least 1000 kits through our new distributor's network. We already have distributors in the USA, UAE & India, considering the price of \$530-\$800 per KIT.

Considering the different types of AMPERIA, we are planning to reach a yearly total sales amount of \$500K worldwide and a net revenue profit of \$250K. The next year 2022, we are planning to sell 5000 KIT's which will take us to a yearly total sales amount of \$3,25M and a net revenue profit of \$1,5M



AMPERIA - Revenue model



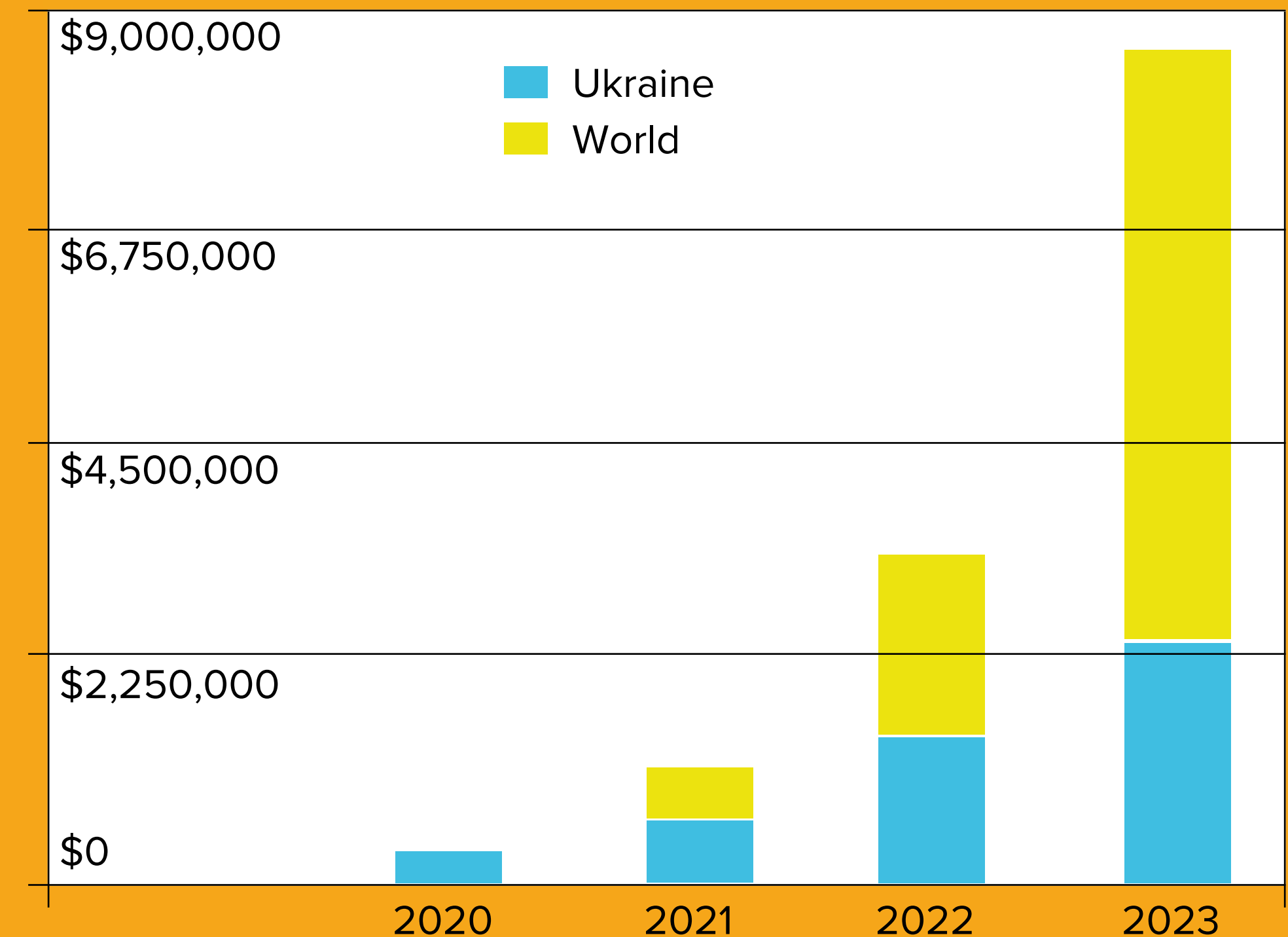
DISTRIBUTION

- Direct sales on local (Ukrainian) market and through the INTERNATIONAL network of distributors.
- Partnerships: to grow distributor network (2-3 distributors yearly) and work with them on their markets.
- Visiting international exhibitions to find more distributors & clients worldwide.
- Selling through online Markets like AMAZON & eBay in the countries where we did not develop distribution yet.

REVENUE

- AMPERIA kits selling.
- Teacher Guide & Student Lab Manual will be free of charge.
- Sales of extensions to cover new topics.

NATURAL GROWTH WITH CURRENT SPEED WITHOUT ADDITIONAL FINANCING



AMPERIA - Competition

The main competitor of [AMPERIA](#) is [PASCO](#) that is well-presented in the worldwide market, but there is a significant difference between those two KITs. PASCO is much more expensive and has less convenient connectors & components. It's not that adaptive to other KIT's or science labs equipment. Please review the chart below :

	Traditional school equipment	Ordinary electronics components	Snap circuits	Essential Circuit Kit	Essential Circuit Kit + additional equipment	AMPERIA
Price	\$300	\$110+	\$250	\$630+	\$3000+	\$600
Distributors	Science lab supplies, Eisco Lab	Digi-key, Farnell, Mouse	ELENCO	PASCO	PASCO	AMPERIA
Methodical materials	Red	Red	Green	Green	Green	Green
Functionality	Yellow	Green	Yellow	Yellow	Green	Green
Measuring devices	Yellow	Green	Yellow	Red	Green	Green
DC Power source	Green	Green	Green	Green	Green	Green
DC Circuits	Green	Green	Green	Green	Green	Green
AC signal generator	Red	Yellow	Red	Red	Green	Green
AC Circuits	Yellow	Yellow	Green	Red	Green	Green
Circuits with semiconductors	Yellow	Green	Green	Yellow	Green	Green
Electromagnetism	Green	Green	Yellow	Yellow	Green	Green
Electrochemistry	Green	Green	Red	Yellow	Green	Green
Useful, relevant	Green	Yellow	Yellow	Green	Green	Green
Easy to operate, safe	Yellow	Red	Green	Green	Green	Green
Accurate in work	Red	Green	Red	Red	Green	Green
Interesting, enjoyable	Red	Red	Green	Green	Green	Green

Team of AMPERIA & and validation/roadmap

AMPERIA is going through the CE & ROHS certifications. We also applied for [RED DOT AWARDS](#) & [STEM.org](#) Authentication to make our product well trusted among the STEAM organizations & educational product distributors. In 2021 we won Ukrainian grand for \$50K from the [Ukrainian Foundation of Startups](#). We will spend on certifications & different educational exhibitions like [GESS Turkey](#), [GESS Dubai](#) & [Kuwait's Largest Virtual Expo](#), and [Summit](#) to find distributors and sell our solutions worldwide.

The core of the team (80%) is working together for more than 5 years. The company had implemented - several successful projects: Nravo & NravoKids Elearning & gaming companies, EdPro. Business Development Manager of AMPERIA - worked in MIDDLE EAST as an educational consultant and had a lot of international experience - developing educational products & selling eLearning software and hard kits around global educational markets.

At the moment our product is continuously developing, we have made complete and detailed - [USER MANUAL](#) for teachers & students. We are also developing an online portal to include all the materials for all lab experiments, so anyone who uses the AMPERIA had a list of experiments with detailed instructions. Besides, we do a video recording of all Labs and posting them on our Youtube channel. Soon those videos will be available in the English language for teachers, so once they perform offline or online lessons, lab experiments can demonstrate what they are going to make on each specific topic experiment.





THANK YOU !

Contact person: (Business Development Consultant at EdPro)

 dzharkas

 <https://www.linkedin.com/in/marsel-dzharkas-00768692/>

- We are looking forward to delivering the online DEMO of our AMPERIA KIT to your company or educational institution.
- We are developing our distributor's network, so we are planning soon to have our representatives at your country & city.
- We would be happy to send you AMPERIA DEMO KIT with a special offer so you can experience the innovational effectiveness of our Science Laboratory equipment.

 <https://www.instagram.com/edpro.ua/>

 marsel.dzharkas@amperia.education

 <https://amperia.education>

