

# RePlay S-Cool

QUALITY EDUCATIONAL SOLUTIONS

# INTRODUCTION

## 1. Introduction

**Project Name:** RePlay s-Cool App

**Objective:** Create a digital platform (web and mobile) that connects educational institutions across the **Schengen Area + MOL, GEO, ARM, UKR** to facilitate the free exchange of resources such as books, teaching materials, technological equipment, and furniture.

- **Inspiration:** Model similar to Tinder meets Amazon, but tai to the educational sector.



# PROBLEM IT SOLVES

## 2. Problem It Solves

- **Resource waste:** Many institutions store materials in good condition that are no longer used, while others lack the budget to acquire them.
- **Key benefits:**
  - Promotes an **educational circular economy**.
  - Reduces inequalities in access to resources.
  - Encourages **institutional collaboration**.



# Alignment with Sustainable Development Goals (SDGs)

## 3. Alignment with Sustainable Development Goals (SDGs)

The platform contributes to:

- **SDG 4:** Quality education (equitable access to materials).
- **SDG 12:** Responsible consumption and production (reuse).
- **SDG 17:** Partnerships for the goals (institutional collaboration).



# Target Audience and Market Potential

## 4. Target Audience and Market Potential

### Clients:

- Educational institutions (public/private).
- Teachers and students.

### Market size (Schengen Area):

- 200,000+ educational institutions.
- 50+ million students and 5 million educators.
- European EdTech market: **€30 billion in 2024** (growing steadily).



# Sustainability Model

## Revenue streams:

1. **Subscriptions:** Free basic (0€/month), standard (9,99€/month), and premium (19,99€/month), tiers for institutions. (Premium max – customized pricing)
2. **Advertising:** Google AdMob or Facebook
3. **Professional services:** Bookings, appointments, consultations (psychology, nutrition, coaching...)
4. **Promotions** for sustainable educational materials.
5. **External funding:** European grants (Erasmus+, Horizon Europe).



# Required Resources

## Needed:

- Web/mobile development.
- UI/UX design and branding.
- Infrastructure (hosting, databases).
- Security and institutional verification.
- Marketing campaign.
- Shipping companies & Human Will
- Internet



# Required Resources

## Available:

- An awesome team ready to improve the quality of Educational Systems in Europe
- Clear project vision and Erasmus+ experience.
- Network of contacts in the European education sector.





# MVP Budget Estimate

Category	Estimated Cost (€)
Development (app + web)	1,000
UI/UX Design + Branding	1,000
Open LLC in USA + bureaucracy	2,030.50
Marketing (6 months)	800
<b>Total</b>	<b>4,830.50</b>

# Conclusion



- **Innovation:** First circular educational exchange platform in Europe.
- **Impact:** Sustainability, collaboration, and equitable access.
- **Next steps:** Secure funding (grants or investors) and develop the MVP.
- ▶ **A digital solution to transform education in Europe!**