



Mr Abdullah Butt  
Chief Executive Office.  
Educast (Pvt.) Ltd-Karachi-Pakistan.

January 9, 2017

**RE: Letter of Intent and business alliance towards project with ICT R&D Fund**

Dear Mr Butt,

Thank you for your proposal and concept document, I on behalf of ED-NEXT and Consult Plus –UK think that developing a ICT based system, through which you can train the talented and educated Pakistani Women who are sitting at home and get them to become online tutors for UK based Pakistani community is a excellent and very workable project.

We would definitely like to be part of it and will market the tutors initially in areas with dense Pakistani population.

We find a lot of interest among Pakistani families to get their Children quality education and the preferences are to get the children development in Native Pakistani languages too.

As per the market position there are more than 1 million Pakistani based people living in UK and substantial population comes from Kashmir and Punjab, we feel if Pakistani regional language based tutoring can be offered through these women tutors this will definitely attract Pakistani families, who are facing issues with their new generation getting g totally cut off with Pakistani culture, their mother tongue and cultural knowledge of Pakistan.

Out of the 1 Million plus Pakistani expats, as per standard Asian family size, we expect more than 100,000 School going Children must be studying all across parts of UK

From these numbers as per discussed rates of tutoring to be offered by EDUCAST (@ \$ 100/month/3 subjects/3 days week), with proper branding and ED-NEXT experience of ethnic markets, 0.25% ( 2,500= converting into \$ 250,000/month) of this market size (can be tapped in coming one year of operations, provided all condition in technology based solution and quality of teaching are upto the mark.

Already ED-NEXT is working with number of international tutoring organizations providing them students from UK.

Pl let us know when your project is approved, so we can finalize our operational duties and financial terms.

Regards,

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Peter Sircar | Director | Consultplus Limited (Ed-Next.com)