

The logo for Nextaar, featuring the word "NEXTAAR" in a bold, white, sans-serif font. The letter "X" is stylized with a diagonal slash through it. The background of the slide is a dark purple and blue gradient with abstract, glowing, wavy lines of light dots in shades of purple, pink, and orange, creating a sense of motion and digital connectivity.

NEXTAAR

Our Brand & Comms Strategy

Nextaar Creative Learning

Zurich, 6th September 2022

NEXTaaR
Future of Learning



my *awesome* Start-up

NEXTaAR

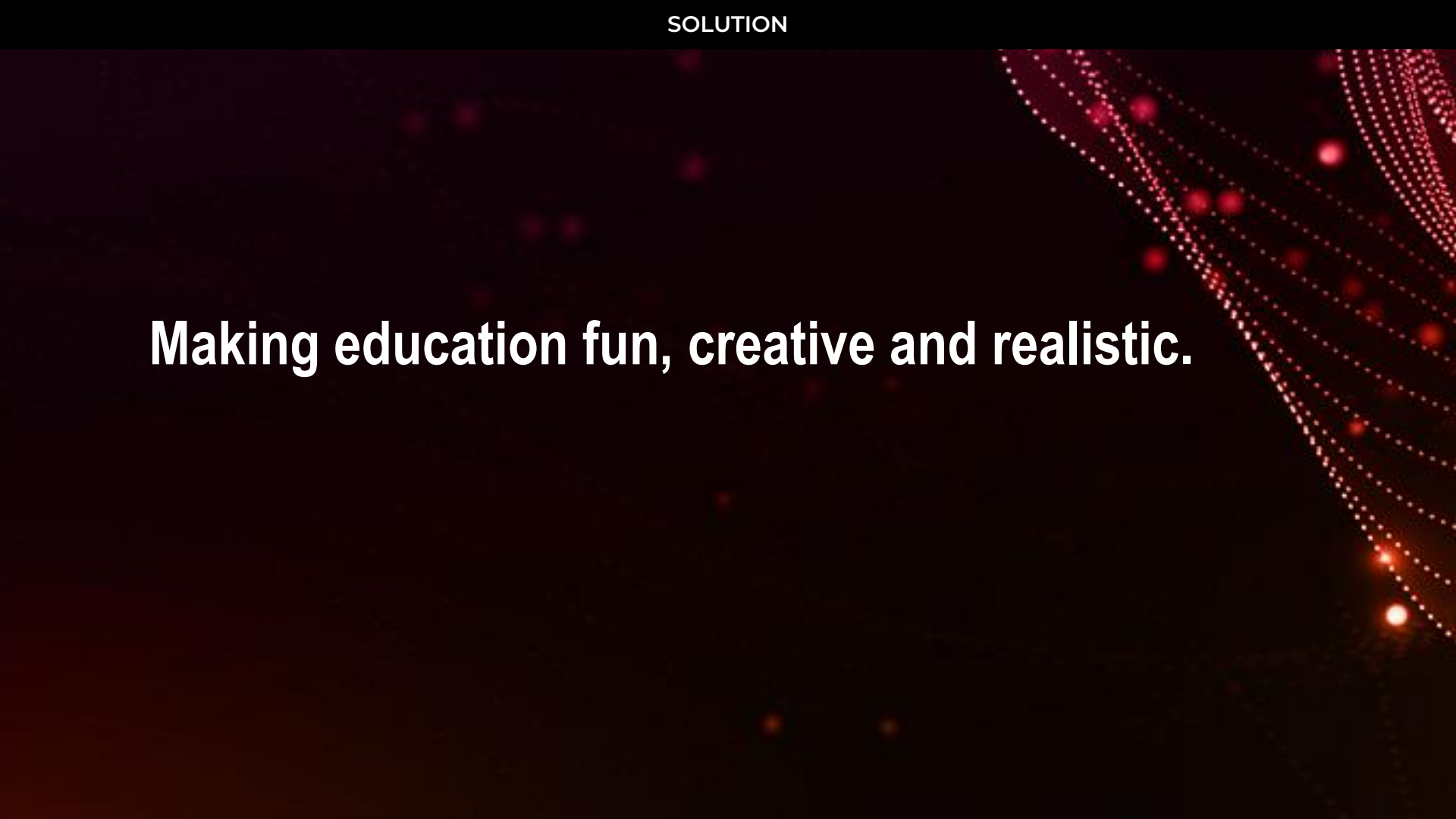
Future of Learning

Imagination to reality



Nextaar creative learning offers immersive multimedia solutions in the education sector in Switzerland. We create realistic scenarios to encourage interactive and experiential learning among children.

Making education fun, creative and realistic.

The background is a dark, almost black, space filled with numerous small, glowing particles. On the right side, there are several distinct, curved trails of these particles, resembling a nebula or a galaxy's edge. The particles themselves vary in brightness, with some appearing as sharp, bright points of light and others as softer, more diffuse glows. The overall effect is one of dynamic energy and futuristic aesthetic.

Vision statement

Education will become fun and a real world experience.

Mission statement

Seek to create realistic scenarios and let children interact and experience lessons

Values

Advancement

Innovation

Creativity

Experience

Communication



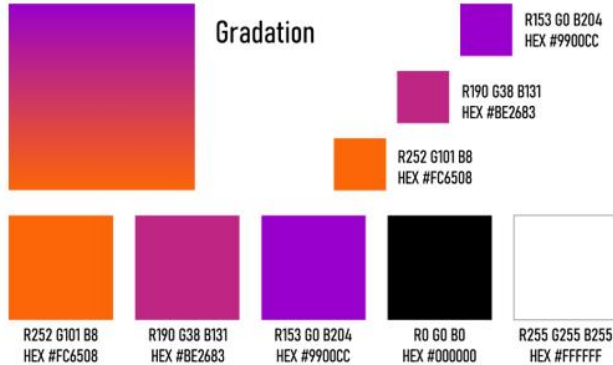
Brand Board


 The logo for NEXTaar features the word "NEXTaar" in a bold, sans-serif font. The "X" is stylized with a purple-to-orange gradient. The "aars" are in black, with the final "a" having a purple-to-orange gradient.

Tagline

Future of Learning

Brand Colors



Brand Typography

Bahnschrift Regular, Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0 1 2 3 4 5 6 7 8 9

Bahnschrift Semilight Condensed, Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0 1 2 3 4 5 6 7 8 9

Brand Board

NEXTAAR



Social Media Strategy

Generate leads, drive website traffic, and build brand awareness

Having a active presence in facebook, youtube, instagram, linkedin, twitter & whatsapp

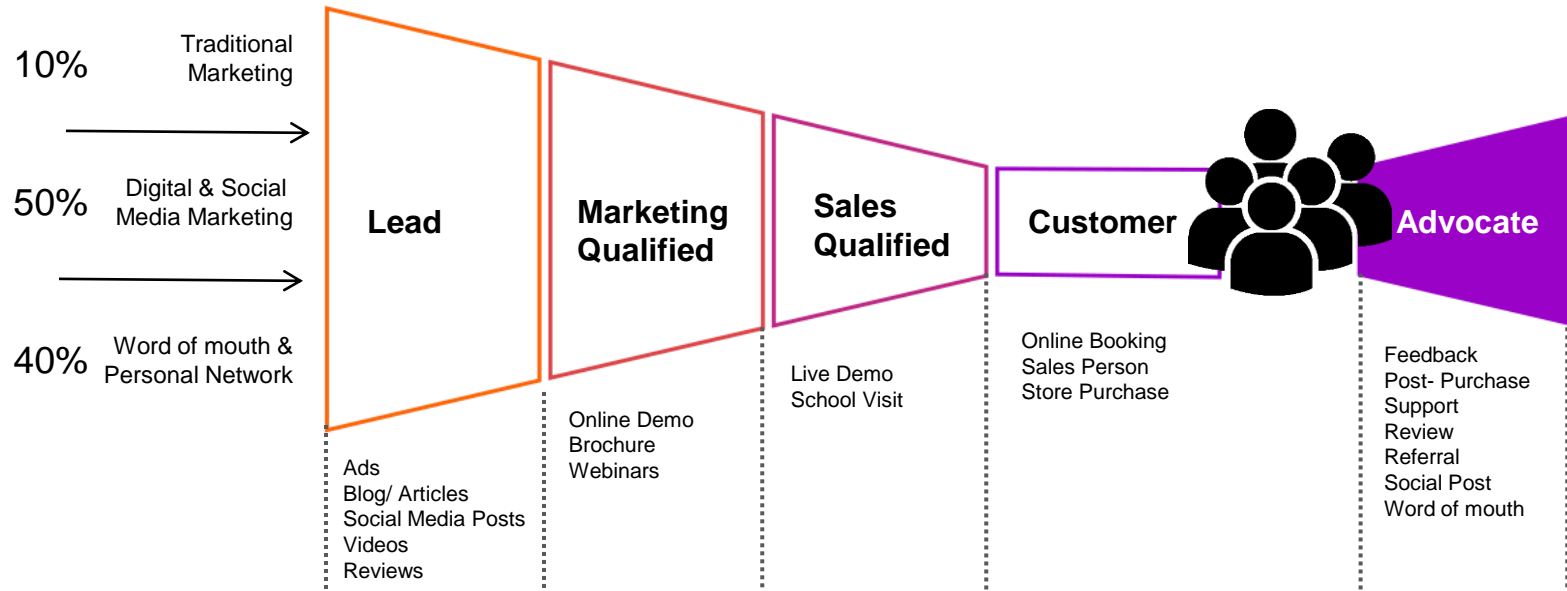


- Video content in youtube and facebook to build awareness
- Lead generation though facebook & google ads
- Driving website traffic from all the social media channels

Linkedin is one of the top priority platform to connect with our potential customer. Educators also use Facebook & twitter to connect with colleagues, share resources, and follow relevant companies and organizations.

Marketing activities

Marketing Conversion Funnel



Landing page

Content by Ranking

1 Futuristic schools to provide a future-ready education

Create future geniuses! Develop high achieving students, by providing engaging and interactive education platforms.

BOOK DEMO

Call to Action

2 How it works?

EXPERIENCE : Experience-based learning can increase knowledge retention by up to 75%.

ENGAGE : We may retain 90% of what we engage with and interact with, but just 10% of what we read.

IMMERSE : Immerse your students in memorable learning opportunities to improve their ability to recall information.

ACHIEVE : Immersive technology is gaining popularity in education, and more schools are embracing the concept.

3 What we provide?

Curriculum & Content Creation: Nextaar offers a wealth of virtual and augmented reality educational content to enrich your lessons..

Extended Reality Products : Nextaar provides a fully integrated, classroom-ready gadget that can be used right away without the need for extra hardware.

Coaching & Training : Our technical staff will set up and configure the devices for you, and our instructional staff will show you how to use them.

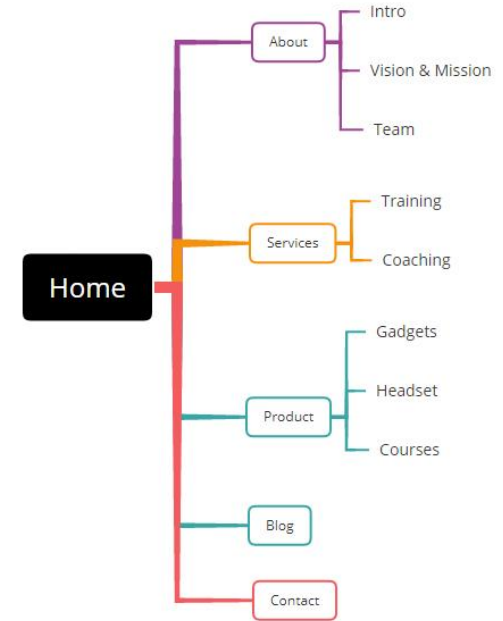
4 How Schools worldwide are incorporating extended Reality in the Classroom? Get our FREE guide today!

Discover how students of all ages have explored a variety of subjects in accordance with the curriculum, how teachers have included VR into their smart classrooms, and how you may create learning possibilities in the classroom at your school.

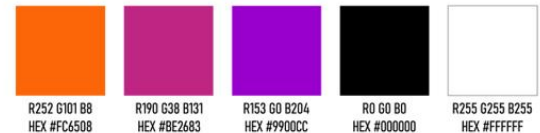
Call to Action

DOWNLOAD Free Guide

Navigation



Website colors



Futuristic schools to provide a future-ready education

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How it works?

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Landing page

nextaar HOME ABOUT SERVICES PRODUCT BLOG CONTACT **BOOK DEMO**

Futuristic schools to provide a future-ready education
Create future geniuses! Develop high achieving students, by providing engaging and interactive education platforms.

BOOK DEMO

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DOWNLOAD Free Guide

What teachers say about VR education

Teacher Name [TEACHER PHOTO] [TEACHER PHOTO]	Teacher Name [TEACHER PHOTO] [TEACHER PHOTO]	Teacher Name [TEACHER PHOTO] [TEACHER PHOTO]
School name, State, COUNTRY	School name, State, COUNTRY	School name, State, COUNTRY

Students explored lines and angles in the virtual environment using VR. They loved wearing headphones to improve their learning experiences and were completely immersed during the entire course. The level of cooperation and vocal communication during the course was outstanding!

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HOME ABOUT SERVICES PRODUCT BLOG CONTACT

The Team



Switzerland being most developed & advanced country, we vision for every schools in Switzerland to be futuristic. We found a great possibility of implementing AR & VR classrooms in schools here. Both our kids are studying in the best schools here, but we feel the schools still lack some of the modern facilities. Visual and immersive learning has a great future in coming era. We are equally passionate about doing business and serving the educational sector in Switzerland.



Sindhu Varghese
Co-founder

A creative & visual person. Did my studies in Travel & tourism. Enjoy travelling, writing, photography, learning & playing with visuals. Was a stay at home mom & a homemaker. Now as my kids have grown up , I feel its right time to do something challenging and interesting. Visual learning has always fascinated me.



Genu Anna Cherukara
Co-founder

A people person. Masters in Human Resources Management and more than a decades work experience in the Corporate world, training employees, motivating them at work and problem solving was part of my daily routine. Work life was about Decision, Development and Future oriented in terms of changes in culture.

Welcome to future of Learning!

NE**XTaaR**

Thank You!

NEXtaar

my *awesome* Start-up

Future of Learning

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