

**SMART CHILD PORTAL: USER
REQUIREMENTS FOR CHILDREN'S PORTAL**

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**SMART CHILD PORTAL: USER
REQUIREMENTS FOR CHILDREN'S PORTAL**

BY

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**Dissertation submitted as partial fulfillment of the
requirements for the degree of Master of Science
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DECLARATION

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ABSTRAK

Smart Child Company (SCC) akan beroperasi pada tahun 2011. Syarikat ini akan merekabentuk dan membangunkan sebuah portal inovatif untuk pelajar-pelajar sekolah rendah serta ibubapa mereka di Arab Saudi. Portal ini akan menawarkan tempat yang mesra di mana pelajar-pelajar dapat menikmati portal ini dan belajar melalui portal ini dengan selamat. Smart Child Portal (SCC) akan menawarkan pelajaran dalam talian untuk membantu pelajar-pelajar Saudi didalam pendidikan formal mereka termasuk cerita-cerita dan nilai-nilai moral agama Islam bagi meningkatkan pengetahuan mereka. Pelajar-pelajar akan dapat meluangkan masa mereka didalam portal, dimana portal ini akan menawarkan permainan dalam talian, ruangan sembang (chat) serta forum untuk pelajar-pelajar berkomunikasi diantara satu sama lain. SCC akan menyediakan perkhidmatan bagi pelajar-pelajar sekolah rendah, dan pada awalnya akan menyasarkan kelas Tahun 1 dan 2 pada tahun 2011, kemudian diperluaskan untuk kelas Tahun 3 dan 4 pada tahun 2012 dan akhir sekali untuk kelas Tahun 5 dan 6 pada tahun 2013. Ini adalah perancangan operasi jangka panjang yang sesuai berdasarkan kemampuan SCC dan kewangan yang sedia ada. Oleh kerana SCC akan mencipta sebuah portal untuk pelajar-pelajar sekolah rendah, syarikat ini telah menjalankan penyelidikan tentang keperluan pengguna bagi portal ini. Penyelidikan menggunakan soal kaji-selidik telah dijalankan untuk memahami keperluan pelajar-pelajar Arab Saudi serta ibubapa mereka. Portal yang selamat dan menawarkan pendidikan formal dalam talian untuk menyokong pelajar-pelajar didalam pendidikan formal adalah keperluan yang paling penting bagi ibubapa. Permainan dalam talian dan ruangan sembang (chat) adalah keperluan yang paling penting bagi pelajar-pelajar. SCC

memerlukan RM799.623 untuk memulakan perniagaan ,dimana jumlah ini akan diperolehi daripada dana keluarga usahawan, dan keuntungan pada tahun 2011 yang dijangka ialah RM124.777.

ABSTRACT

The Smart Child Company (SCC) will operate in 2011. This company will create and manage an innovative portal for Saudi elementary school students and their parents. This portal will offer a friendly place where children can enjoy themselves and learn while using the internet safely. Smart Child Portal (SCP) will offer online lessons to support Saudi children in their formal education, including stories from Islamic culture to increase students' knowledge and Islamic moral values. Students will enjoy their time, as SCP will provide games and offer a safe chat room and forum for the students to communicate with each other. The Smart Child Company will provide service for elementary school students, and will initially target grade 1 and grade 2 in 2011, extending to grade 3 and grade 4 in its second year of 2012 and grade 5 and grade 6 in the third year, 2013. It is a reasonable operation extension based on SCC capabilities and available funding. Since the SCC is going to create a portal for elementary school students, the SCC has conducted research on user requirements for the children's portal. A survey via questionnaire was conducted to understand the requirements of Saudi children and parents for the children's portal. Safe internet and online education to support children in their formal study were the most important requirements for the parents. Games and chat rooms were the most important requirements of the children. SCC needs RM 799,623 to start up; this amount will be acquired from an entrepreneur family, and the profits in 2011 will be RM 124,777.

Section 1.0 EXECUTIVE SUMMARY

The Smart Child Company (SCC) will be fully operational in the year 2011. The Smart Child Company founded by Mr. Basim Obaid. The management team includes the CEO, CSO, COO and Smart Child Company advisor. Mr. Obaid Althagfi will be the CEO of the Smart Child Company. Dr. Ahmad Suhaimi will be the CFO of the Smart Child Company. Mr. Basim Obaid will be the COO of the Smart Child Company. Dr. Nasriah Zakaria will be the main advisor. This company will create and manage an innovative education-based portal for Saudi elementary school students. The motivation for SCC to provide such a portal is that many Saudi Arabia parents complain that the Internet is neither good nor safe for their children. Saudi parents need help utilizing their children's time and they need to control their children's usage of the Internet. There are some statistics that show that the Internet is going to cause harm to children because most of the internet contents not appropriate for the children. In addition, video games have both positive and negative impacts on children. Chat rooms can be very dangerous when children start with conversations with strangers in the cyber world and then give them private information.

The Smart Child Portal (SCP) will help children in their formal study and provide activities online that will help children to enjoy and utilize their time on the Internet. SCC will allow parents to adjust this portal's content for their children according to their needs. The SCC will ensure safe Internet experiences for Saudi children. The SCC will provide the services needed by children and parents in Saudi Arabia. The ultimate goal is that SCC will provide a suitable fun environment where children can learn, and it will create interest among them to spend time on the portal. This portal will be comprehensive and flexible in allowing the parents to modify the

content of the site to be commensurate with their child's needs. SCC provides many innovations in its products and is very creative. This site will also be easy to use by children and will deal with children in a smart way. Features of the Smart Child Portal are online lessons, stories, songs, games, coloring and drawing, chat, and forums.

According to the Saudi Education Ministry, the number of students in elementary school is 2,248,241. The Smart Child Company will provide service for this number, and will initially target grade 1 and grade 2 in 2011, extending to grade 3 and grade 4 in its second year of 2012 and grade 5 and grade 6 in the third year, 2013. It is a reasonable operation extension based on SCC capabilities and available funding.

The revenue for the Smart Child Company for the first three years is from one main major source only – direct fees from the customers. After that, revenue earnings will be accrued from SCC's new projects (for example: earnings from online marketing products for children).

SCC will need RM 799,623 as operational cost for 2011 which the SCC will acquire from an entrepreneur family. The SCC will make RM 924,400 revenue and RM 124,777 profit in 2011, while the profit for the first three years will be RM 7,987,767.

Section 2.0 INTRODUCTION TO THE COMPANY

2.1 User Pains and Problems

Nowadays, the world depends on information technology. Parents need help looking after their children more than before. Parents could be losing control over their children and monitoring them on the Internet becomes difficult. If parents do not control and monitor their children's Internet usage, the Internet may prove harmful to children.

Below are some of the latest statistics concerning children and the Internet. (Chuks, 2007):

- 1 out of 7 parents do not know what their children are browsing at on the Internet.
- 3 out of 4 children who have surfed the Internet have come across material that has ended up making them feel uncomfortable.
- 2 out of 5 children have viewed violence and fighting on the Internet.
- 49 percent of children have been in sexual chat rooms.

Video gaming is a form of production that is more than 35 years old and is still developing each year (Swanson, 2009). Unfortunately, some video games in the market teach children violence and, based on the exposure to video games, these children have become impolite and annoying, in addition to having other various bad characteristics stemming from continued video game use. In 35 different pieces of research on the impact of video games on the children who play them, researchers found a number of correlations that were very alarming. Playing or watching violence in video games increased blood pressure, heart rate and increased aggressive thoughts in a short period of time (Swanson, 2009).

Chat rooms are main worry to the parent, as chat rooms have immediate messaging capability with the outside world. Access to inappropriate chatting and chat rooms is what most parents feared. The content of chats can be a cause of trouble. The children might be exposed to bad language, ideas or even sexual conversation (Chuks, 2007).

New research emphasizes that children are becoming very skilled when it comes to using computers and technology, but they are less skillful at social interactions, like knowing what to declare in some situations, creating new friends, and so on (Gamm, 2008).

Parents complain there is no longer enough time to answer their children’s questions and to sit with their children or to educate them (Grose, 2006). Children also feel bored because they think their parents are busy and have no interest in them. A summary of user problems that the SCC is going to solve is shown in the table below (Table 2.1). the researcher also proposed user values that SCC will provide in order to solve existing problems relating to children and the Internet.

Table 2.1: Summary of user problems

User Problems	User Value with Smart Child Company
Parents have no time to teach their children	Online lessons for children in elementary school
Internet has risk and can introduce harm to children	Safe Internet for children
Children play games which may not be appropriate for them	Parents can select the game for their children
Children have a lot of free time without interesting activities	Interesting activities for children

2.2 Company Background

The Smart Child Company will create an innovative portal for children called the Smart Child Portal (SCP). The SCP will help children to study, and provide a safe Internet environment and interesting activities for children. The SCC was founded by Basim Obaid. The management teams of the SCC include Obaid Althagfi, Dr. Nasriah Zakaria, Dr. Ahmad Suhaimi Baharudin and Basim Obaid. The purpose of the SCC is to make the company profitable and grow. The vision of the SCC is to be the leader in children's online education in Saudi Arabia.

Today, parents believe good education will provide their children with a good future. Parents care and plan for their children's education; they want to equip their children to confront the difficulties of life. There are many types of education plan they can use to equip their children. One of these plans is online education.

In addition to the parents' responsibilities, most children are in dire need of discovering their talents and abilities themselves. Children between the ages of seven to thirteen years old are better able to develop their skills at this age than when they become adults. The SCP will provide a suitable environment for these children to learn, play, and enjoy their time. The SCP will help the parent to develop their children's capabilities, skills and moral values further – through art, music, stories and the sciences.

Furthermore, the community's success is based on the morals of the family and the understanding that children are the future. The SCC will focus on developing the morality of children; in particular, the ethics of honesty, generosity and patience. The SCC will also achieve its objectives in these areas through selecting good stories

and songs that give the children groups of people who affect their community in a positive manner.

Therefore, the SCC regards this as its focus because of the need to build the child's potential, which is, in fact, the most important aspect of community building. The SCC will work to build a child's good moral ethics, a well-balanced education and a powerful mind.

2.3 Business Intent

2.3.1 Product and Service

The Smart Child Company will create a portal for children who are studying in elementary school in Saudi Arabia; this portal will help children in their studying and will help them to enjoy and utilize their time better. Parents can adjust the portal's content for their children. The SCC will provide a safe Internet experience for Saudi children. The SCC will provide the services needed by children and parents in Saudi Arabia. The SCC will provide a suitable environment of fun – encompassing learning for children and creating interest among them to spend time on the site. This site will be comprehensive and flexible in allowing the parents to modify the content of the site to suit their child. It is sophisticated in many creative ways. This site will also be easy to use by children and will deal with children in a smart way. (Refer to section 4 for more detailed information.)

2.3.2 Operation Stages

Initially the SCC operation will open its doors in 2011; the SCC intends to focus its service on Grade 1 and Grade 2 students in Saudi Arabia whose school age is seven and eight respectively. The SCC will expand at a later stage (2012) for Grade 3 and Grade 4 students aged nine and ten. Later, the SCC will expand (2013) into Grade 5 and Grade 6 (ages eleven and twelve), as shown in table 2.2.

Table 2.2: Operational stages of SCC

Year	SCC Operation Focused
2011	Grade 1 to grade 2
2012	Grade 1 to grade 4
2013	Grade 1 to grade 6

2.3.3 Market Need

In Saudi Arabia today, parents complain that they cannot find appropriate portals for their children. Most sites are designed for adults. Portals that are presently available for children are inappropriate. For instance, many of them contain only games. On the other hand, some games are inappropriate for certain ages too. Parents complain that going onto the Internet can be harmful to their children. Children complain their parents are busy and they need help in their education. Therefore, the SCC intends to solve this problem by seizing the opportunity to offer more resources. We have conducted an initial market survey (see Chapter 4) that describes a solid market needs for this SCP services.

2.3.4 Degree of innovation

The SCP will launch two versions, a parents' version and a children's version. This will give the ability to parents to control their children's version and personalize the SCP to be proper for their children.

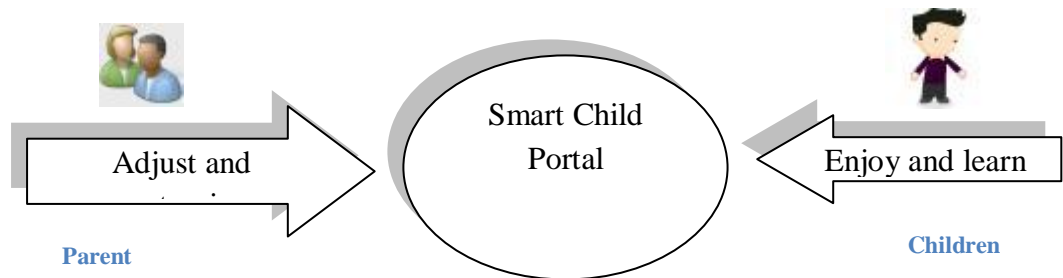


Figure 2.1: SCP description

The SCP will have a flow mode; when parents apply this mode, they can be a high controller of the SCP children's version. The flow mode is designed for children who are not good at reading, so when they log into the SCP there are less choices they have to make. (Refer to section 4 for more details)

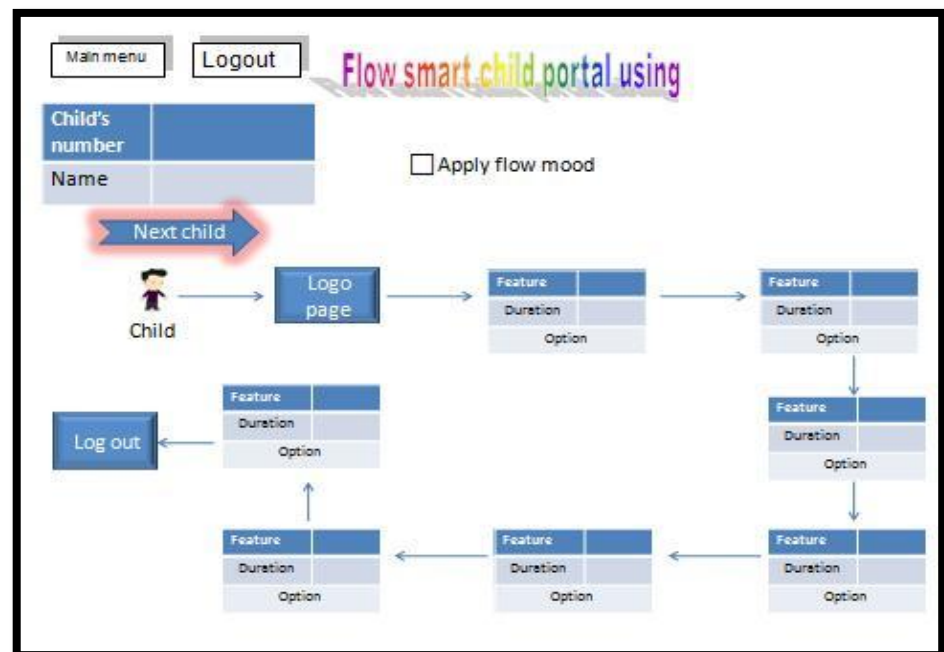


Figure 2.2: Screen shot of flow mood setting

2.3.5 Profitability

The Smart Child Company will provide a service to a large segment of Saudi Arabian society. A financial study had already been undertaken to look into the feasibility of this business intent. This study has indicated a positive ROI (return on investment) because the demand for the service outstripped the supply in Saudi Arabia (refer to section 6 for more details). The Smart Child Company will earn RM 124,777 as profit in the first year of 2011, RM 3,011,520 for the second year of 2012, and RM 4,851,470 for the third year of 2013. The cumulative profits for the first three years are RM 7,987,767

To sum up, the SCC intends to design an innovative portal to serve Saudi Arabian children between the ages of 7 to 12 years of both genders. The SCC intends to build this portal to assist in bringing up many generations of smart children with better futures. The SCC intends to provide quality service at competitive prices and to a large extent, base its services on the needs of the customers.

2.4 Growth Strategies

To grow and develop the Smart Child Company on a solid foundation and to move it up at a balanced pace, the SCC has established a number of strategies in three main areas:

2.4.1 Financial Strategies

The Smart Child Company needs amount to RM 1,179,516 to operate the company in 2011. The company will start its funds with an entrepreneur family fund. The second year (2012) requires RM 1,374,960 for the SCC to operate, and here the company will fund itself from the previous year's revenue. In the third year (2013)

they require RM 1,547,760 to operate the company, and here the company will fund themselves from the previous year's revenue.

2.4.2 Technology and Product Development Strategies

The heart of SCC's service is reliable technology. So, the SCC must bear in mind that the portal must be satisfactory in terms of efficiency to its customers. The portal system and database must efficiently accommodate the large customer base of SCC's three phases of expansion.

The SCC will use Hypertext Markup Language (HTML), which is the main language used to create portals, JavaScript, which creates active portals, and JavaScript and XML (AJAX), which can acquire information on portals without refreshing the page (Hong, 2009).

To minimize operational costs, suitable open-source applications and freeware software will be used. Regarding the content of the SCP, the SCC will try to select suitable free stories, songs and games to decrease the operation cost.

2.4.3 Marketing Strategies to Increase Market Demands or Mind Share

It is incumbent on the SCC to create this market and to exploit the present 'great demand' and 'mind share' for online education services for children in Saudi Arabia. The SCC have looked deeper into basic marketing strategies (promotions, advertisements and customer services), to enhance its foresight and pioneer-status position.

The SCC will advertise its new portal where its customers are, i.e., in parents' forums, family forums and children's portals, and will distribute advertisements near elementary schools.

2.5 Target Markets

The SCC targets two markets; namely ‘direct users’ and ‘indirect users’:

2.5.1. Direct Market Users

Children between seven and twelve years old: males and females who are studying in Saudi Arabia’s schools. If they are computer illiterate, the SCP will provide value-added service to teach these children how to use the Internet.

2.5.2 Indirect Market Users

Indirectly, the parents must be exposed to the SCP’s unique “fun–education” concept and safe Internet, which are the focus of SCC’s business intent. The SCP’s unique “fun–education” concept is a balanced concept – bringing together two goals through one concept, i.e. the need for fun for the children and at the same time the need to educate them. In this context the parents’ role is quite crucial at this stage.

2.6 Revenue Model

The revenue for the SCC for the first three years is from one main major source only – direct fees from the customers. After that, revenue earnings will be accrued from SCC’s new projects (namely earnings from online marketing products for children).

2.6.1 Direct Earnings

Direct earnings will be from SCP users – the children who will enroll into SCP’s fun–education program. A RM 50 will be charged for each member. Hence, SCC’s earnings will initially be one-fold only. The SCC will continue working to find more innovative ways to increase its revenue.

year	Target grade	Total student	.005	Revenue
2011	Grade 1 – 2	774,521	3872	924,400
2012	Grade 1 – 4	1,523,943	7619	4,153,100
2013	Grade 1 – 6	2,248,242	11241	6,151,450

(Refer to revenue model in section 6 for more details)

2.7 Operational Setup

The extent of SCC’s operational setup and its dynamics will be undertaken in four key areas and these will be regularly reviewed. The four key areas are: legal structure, man power–organizational structure, customer service payment section and technological research and development.

2.7.1 The Legal Structure

This is a very important operational aspect to look into right at its inception. The SCC will opt for legal advice on a constant basis throughout its operation. This is to ensure that the copyrights and patent rights of its fun–education learning are protected at all times and that the SCC is operating within the law in Saudi Arabia.

2.7.2 Manpower and Management Structure

The SCC will begin to recruit highly qualified and creatively innovative personnel who are:

- Highly qualified to ensure technical efficiency.
- Sufficiently creatively innovative to build original fun–learning programs and syllabi for children of different levels and gender. (Refer to section 3 for more detailed information.)

2.7.3 Customer Service and Payment

The SCC foresees that customer payment methods could be a problem. To offset these problems, the SCC will set up electronic payment methods for the customers. There are two important methods which can be utilized for the customers to make payment through electronic payments to the SCC:

- a- The customer transfers payment from wherever he/she is directly into the Smart Child Company (SCC's) account.
- b- The customer transfers payment from wherever he/she is directly into the SCC via the Saudi Telecom Company (STC). The SCC has made an agreement with the STC for their services. The customers do not need to pay any service charge to the STC.

2.7.4 Technological Research and Development

Since this era has seen the development of advanced technologies around the world, the company must consciously move ahead using state-of-the-art technology. Therefore, a technological research and development section will be set up within the SCC to enable the company to move proactively in every department.

The four key operational areas (legal structure, manpower and management structure, customer service (marketing) and payment, and technological research and development) will be regularly reviewed to ensure their efficiency is not compromised as the SCC moves towards achieving its vision.

2.8 Long-Term Goals of the Company

Setting goals for the company will drive the company forward purposefully. With long-term goals in order and well-defined, employees are clear about the company's direction. The SCC has set up five target areas to work towards. These constitute the company's long-term goals:

- Develop a good and strong infrastructure for elementary students in Saudi Arabia to develop important student skills (reading, writing, mathematics and English skills).
- Develop overall children's moral values that are in line with Muslim behavior.
- Develop responsibility in children and keep them away from carelessness and laziness.
- Develop tools for parents to assist them in bringing up their children to make progress toward a good future.
- Give Saudi Arabia's children and their parents stable and practical services.

2.9 Market & Competitors' Information

2.9.1 Market Information



Figure 2.3: Saudi Arabia map

The Smart Child Company intends to serve Saudi Arabia. Saudi people are 100% Muslims. Saudi Arabia is named “The Land of Two Holy Mosques” indicating its link to Makah and Al-Medina. The population of Saudi Arabia is 28.6 million people. Saudi Arabia has an educational system giving free training from preschool to university. Its culture revolves around the religion of Islam (Report, 2010).

There is a great opportunity to develop e-learning for children in Saudi Arabia. The market is relatively open, so the SCC has no genuine rival. There is great purchasing power among the Saudi people, so great returns are expected for this company.

However, this opportunity also carries some risks, one of which is the basic infrastructure, which may incur huge costs and time delays to set up considering that there is no previous knowledge and database to work from on motivating Arab

children to use online education. To be specific, portals in Arab countries (like 'kids.jo' <http://www.kids.jo/main/>) only provide one level of activities and educational elements, irrespective of age, ability and gender.

2.9.2 Competitors' Information

There are ample opportunities on the Internet which have not been exploited in Saudi Arabia. From the entrepreneurs' business viewpoint, it is observed that Saudi Arabia's educational sector churned out most of these opportunities into learning for adults only, such as setting up universities and adult education companies, and not for children. For example, it is difficult to find a portal for teaching and educating children in Saudi Arabia. Noteworthy of the available websites are that they are mainly games with some coloring and drawing activities, which are regarded as quite inappropriate to all levels of age and cannot be defined as an educational program. Those websites are SCC's indirect competitors. Here then lies a golden opportunity for SCC's online education for children.

Indirect competitors

(Kids website) <http://www.kids.jo/main/>



Figure 2.4: Home page of kids' website

Brief Description

Kids.jo provides activities at a similar level and content for all children irrespective of age and gender. It has many features like stories, games, general interesting information for children, jokes, and a few educational lessons.

On this website, the user does not have a specific profile and parents cannot adjust the content for their children. There are no organized lessons to help the children with their schoolwork. However, this website is easy to use, and it is practical.

(Vitikids website) <http://www.viti4kids.gov.eg/>



Figure 2.5: Home page of Vitikids

Brief Description

Vitikids provides activities at a similar level and content for all children irrespective of age and gender. It has stories, games and some lessons on how to color.



Figure 2.6: Home page of Sanad website

Brief Description

It is a website that cares about children. It provides activities at a similar level and content for all children irrespective of age and gender. It has songs, games and some lessons on how to draw and spell.

The comparison of features for indirect competitors with the SCP is shown in Table 2.3.

Table 2.3: Comparison of features for indirect competitors with SCP

Topic	Kids website	Vitikids website	SANAD for kids	The SCP
Treatment of Users	All at same level	All at same level	All at same level	Personalize
Have lessons	Yes	Yes	Yes	Yes
Help the children in their formal education	No	No	No	Yes
Children can communicate with the teacher	No	No	No	Yes
Parents customize the website	No	No	No	Yes
Room for interaction	No	No	No	Yes
Competitive environment	None	Available	None	Available
Easy-to-use from the children	Easy	Average	Average	Easy
Provision for games	Sufficient	Sufficient	Sufficient	Sufficient
Provision for non-readers	Low	Low	Low	High
Fees Chargeable	None	None	None	RM 50 monthly
Overall infrastructure conduciveness	Moderate	Moderate	Moderate	High

These websites do not provide online lessons that help children with their formal education, there is no teacher to teach the children, the children don't have individual profiles on these websites, and parents cannot personalize the content of the website to be proper for their children. The SCC will address this oversight by building its portal to focus on online lessons that help the students with their studies in formal school.

2.10 Strengths, Weaknesses, Opportunities & Threats (SWOT)

a. Strengths

- The SCC will be the first major player in helping the children with their studying in the Saudi market, so it can build customer loyalty without competitors. In Saudi Arabia, there is no portal that provides online education to support formal education or to help students to study and practice what they have learnt in school.
- Purchasing power is very high in Saudi Arabia: the salary is generally quite high and people are willing to educate their children and utilize their free time.
- Modern technology is going through a process of rapid improvement. This will help Smart Child Company to use its portal to educate children.
- Children have a lot of free time. Usually in Saudi Arabia, children finish the school day at noon and are free to do anything afterwards.
- Smart Child Portal will have a flow mood which is proper for the children who have lower reading skills, and this feature will let the parents have more control. (refer to section 4 for more details).

b. Weaknesses

- Infrastructure for online education for children in Saudi Arabia is extremely poor: online education in Saudi Arabia is a new idea, especially for children.

c. Opportunities

- There are no direct competitors: competitors do not provide similar services to educate and build important skills in children.

- The SCC has more services and so more opportunities to increase its revenue. Online advertisements and online marketing for children will be a big part of that revenue.

d. Threats

- New competitors can appear in the market in future.
- Existing portals can improve their services to be as good as SCP.

2.10.1 Weaknesses and Threats Action plan

- Increase customer loyalty by providing a stable and quality service for customers.
- Do more research and development to make the SCP an innovative portal for children.

Section 3.0 EMPLOYING KNOWLEDGE WORKERS

The success of a business is largely the result of the caliber of its employees. At the SCC, employees are valued as its chief asset (Power, 2008). The SCC has developed a comprehensive three-year human-resource structure. This will be described under three headings: Management Team, Organizational Chart, and Human-Resource Plan.

3.1 Management Team

The management team is the pivotal decision maker – they comprise of the key figures and operators in the business. The winning entrepreneurial talent has the ability to piece together a strong management team, the three Fs (founder, friends and family), angel investors, and venture capitalists, and takes its cues – to stake or not to stake a share in the business – from the expertise and reputation of the business’s management team.

Included here are the credentials and profiles of SCC’s four key management personnel. They are:

Chief Executive Officer

Mr. Obaid Al-Thagfi will be the Chief Executive Officer (CEO). He is currently the head of the Waste Water Department in JEDDAH. He graduated from King Abdul-Aziz University where he received a Bachelor of Science (Mechanical Engineering) in May 1988. He has fundamental knowledge about managing companies. He received a certificate in seven habitual, project management, and

quality techniques (Six Sigma techniques). (Refer to the Appendix for Mr. Obaid Al-Thagfi's resume.)

Company Advisor

Dr. Nasriah Zakaria will be the Smart Child Company Advisor. Currently, she is a lecturer at USM in Penang. She graduated from Syracuse University where she got a doctoral degree in Information Studies. (Refer to the Appendix for Dr. Nasriah Zakaria's resume.)

Chief Finance Officer

Dr. Ahmad Suhaimi Baharudin will be Chief Financial Officer (CFO). He is currently a lecturer at USM in Penang. He graduated from USM where he got a PhD in Technology Management. (Refer to the Appendix for Dr. Ahmad Suhaimi's resume).

Chief Operation Officer

Mr. Basim Obaid will be a Chief Operation Officer (COO). He is currently a student at USM. He is studying for his Master degree in IT Technopreneurship program. As COO, he will assist the CEO in control of the operations, and help the CEO to move the company toward its goals. (Refer to the Appendix for Mr. Basim Obaid's resume.)