



# COMPANY PROFILE

Endless Learning and Teaching



# Inspiring Future Generations through Experiential Learning.

At EDESS Education Development and Solutions Specialist Sdn Bhd (EDESS), we are a passionate team of education technology enthusiasts dedicated to creating meaningful learning experiences and holistic student development.

As experts in the field, we offer a comprehensive range of core business solutions to educational institutions and their stakeholders. Our areas of expertise include educational technology, digital curriculum development, professional development, education management, professional consultation, education publication, and research and development. We guide our partners and clients through all stages of the digital learning journey, from pre-digitisation planning to curriculum implementation and post-digitisation school management.



The page features a decorative background of light gray, wireframe-style geometric shapes, primarily triangles and polygons, scattered across the top and bottom edges. The main text is positioned in the center-left area.

**Our **primary focus** is on digital education, empowering educational institutions to **incorporate 21st-century learning** into their curriculum.**

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# Our **ultimate goal** is to ensure that educational institutions and their stakeholders can thrive by:

**Seamless Operations:** Enhance school management and operational efficiency.

**Teaching Excellence:** Elevate teaching proficiency and learning outcomes.

**Enhanced Learning:** Foster meaningful processes to deepen academic understanding.

**Engaged Learning:** Promote active classroom participation and meaningful learning.

**Professional Growth:** Support ongoing development for educators to master new pedagogies.

**Interactive Engagement:** Foster dynamic interactions between teachers and students in all learning environments.

**Customised Support:** Provide tailored resources for diverse learning needs.

**Tech-Enabled Classrooms:** Equip with advanced hardware for immersive digital experiences.

**Inclusive Environment:** Create adaptable settings that encourage collaborative and project-based learning.



Committed to 21st-century learning, we aim to be the **global hub for innovative education**, breaking through geographical and curricular boundaries. We are dedicated to empowering educational institutions and their stakeholders, developing **well-rounded students equipped with essential life skills** for the 21st century. Our solutions foster significant contributions to society across **social, economic, and environmental** domains.



At EDESS, we take immense pride in our work, knowing that **we are instilling experiential learning in the hearts and minds of our future generation**. Join us on this transformative journey as we shape the leaders of tomorrow through cutting-edge educational solutions.

Message from the founder...

# CEO Statement



Dear Valued Partners and Educators,

I hope this message finds you well and inspired to move forward on our shared mission. As we continue to shape the future of learning, it is essential to recognize the extraordinary power that education holds, and to celebrate the role we play in transforming lives through knowledge.

Education is the cornerstone of our society, offering a solid foundation upon which individual growth, social progress, and innovation are built. Our commitment to ensuring access to quality education is more than just a professional duty - it is a dedication to nurturing the seeds of potential in every learner.



# Embracing the Power of Education: Our Journey Towards a Brighter Future

Our journey as a company has always been marked by a strong belief in the transformative power of education. We have worked tirelessly to create a robust, supportive, and inclusive environment that not only educates, but also encourages curiosity, fosters resilience, and sparks innovation. We have seen first-hand how a single idea, when given the right tools and support, can change the course of a learner's life.

It has been heartening to see the strides we have made, from our extensive digital platforms that reach learners in every corner of the globe to our ground-breaking initiatives focused on enhancing accessibility and diversity. However, the journey does not end here. In fact, we are just getting started.

Looking ahead, we will continue pushing boundaries, questioning the status quo, and harnessing new technologies and methodologies to further democratise education. Let us be the change agents who create a world where every person, regardless of their background or circumstance, has the opportunity to learn, grow, and succeed.

We stand at a pivotal moment in our history. As we navigate this rapidly changing landscape, your passion, creativity, and unwavering commitment remain our most valuable assets. I am immensely grateful for each one of you, and I am confident that together, we will continue making a meaningful difference.

In conclusion, let me share a quote that deeply resonates with me, "Education is the most powerful weapon which you can use to change the world" - Nelson Mandela. We are not just in the business of education; we are in the business of changing lives, communities, and ultimately, the world.

Stay inspired, stay engaged, and let us continue to shape the future, one learner at a time.

A handwritten signature in black ink, appearing to read 'Amine', with a large, stylized flourish extending from the end of the name.

**Amine Abdelhedi**



# Values, Mission and Vision



## Our Mission

- To promote digital learning technology
- To provide quality educational solutions
- To support students' learning
- To enhance teacher's competencies and students' becomingness

## Our Vision

To become the number one e-learning provider and the solution hub for 21st-century digital education





## Core Values

We empower the advancement of technology and digital devices in enhancing the quality of education and academic research without compromising on the ethical values and humanising the systems. Our corporate values are to:

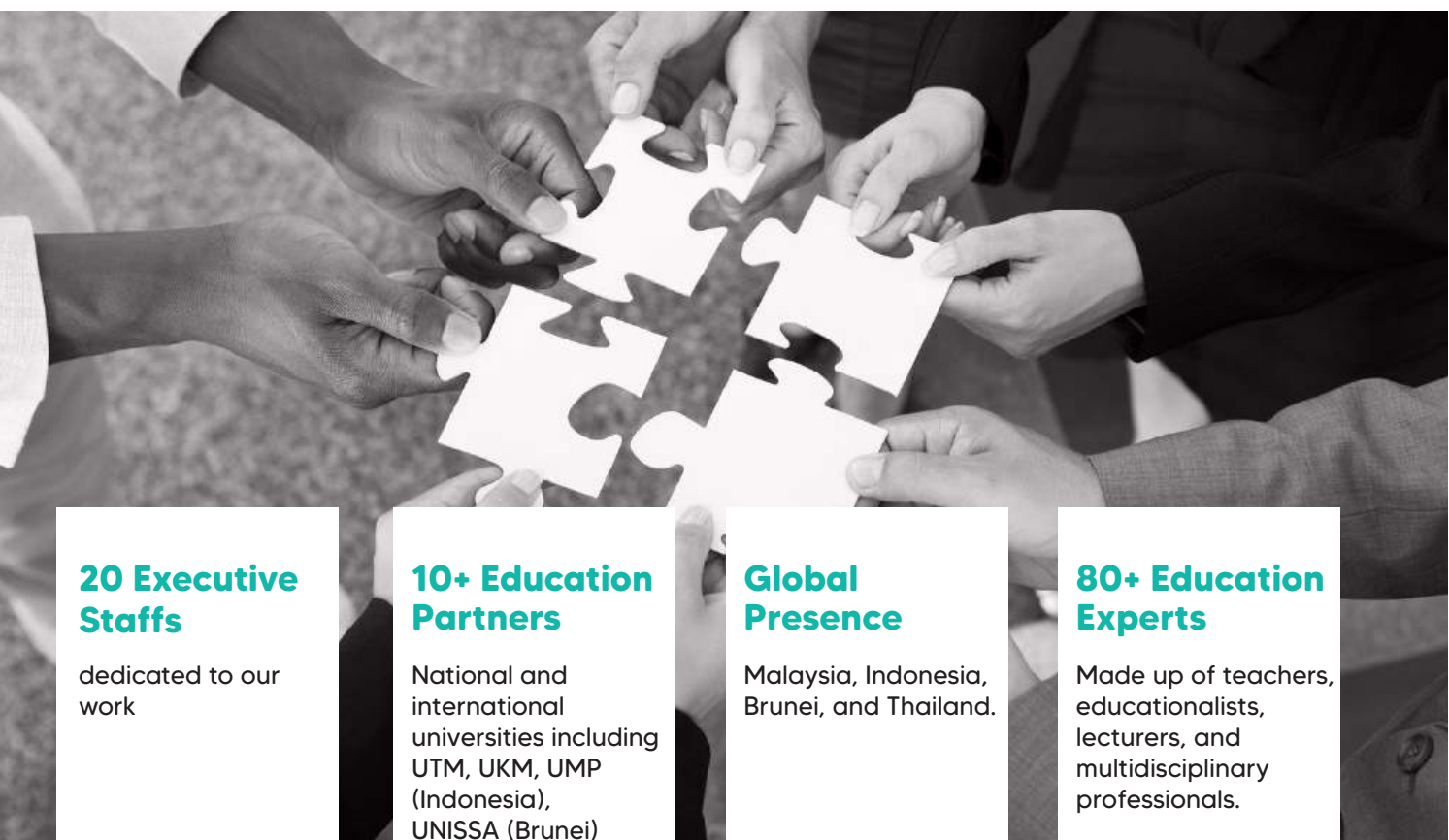
- Keep learning and growing
- Equip ourselves with latest trends and technologies
- Employ efficient management and best practices
- Practise effective communication and collaboration
- Maintain transparent culture of trust
- Immerse in creativity and innovation
- Hold up responsibility and accountability



**Developing  
thinking skills &  
necessary skills set  
for 21st-century  
living**

# The minds behind EDESS

Our team comprises of highly educated professionals who are passionate about promoting better development in both academic and research. Our team members come from diverse backgrounds, including curriculum development, computing, cybersecurity, artificial intelligence, management and research and development.



## 20 Executive Staffs

dedicated to our work

## 10+ Education Partners

National and international universities including UTM, UKM, UMP (Indonesia), UNISSA (Brunei)

## Global Presence

Malaysia, Indonesia, Brunei, and Thailand.

## 80+ Education Experts

Made up of teachers, educationalists, lecturers, and multidisciplinary professionals.

## Key Members



**Assoc. Prof. Dr. Mahyuddin  
Bin Arsat**

Expert in curriculum  
development and  
pedagogical methods



**Ts. Dr. Irwan Mahazir  
Bin Ismail**

Expert in Massive Open  
Online Courses,  
Micro-Credential and  
Distance Learning



**Assoc. Prof. Dr. Ridzwan  
Bin Che Rus**

Expert in TVET  
Curriculum



**Assoc. Prof. Dr. Ahmad  
Zulfiqar Shah Bin Abdul Hadi**

Expert in Al-Quran  
and Sunnah



**Assoc. Prof. Ts. Dr. Haryanti  
Binti Mohd Affandi**

Expert in developing  
curriculum for both  
Education and TVET



**Dr. Nurul Farhana  
Binti Jumaat**

Expert in Educational  
Technology

# Our Products and Services

We believe that in education, there is no one solution fit for all, thus all of our products and services are customised to meet our clients and their stakeholders' needs to support them in achieving their organisations' goals.



**We offer a broad range of innovative services designed to engage your user base.**



**We welcome future business partners to accelerate your growth!**

Our business activities are design to fit for all level of education.

Our number:

**+ (6) 07-207 0271**

# Educational Technology

We offer a wide variety of **cost-effective e-learning ecosystems** in the cloud without worrying about scalability, performance and security posture.

Our cutting-edge systems are **tailored to educational processes and theories**, enhancing the learning environment. This approach not only **boosts student outcomes** but also **increases meaningful engagement** throughout the learning process.





**Our wide range of education technologies to support our partners.**

## **Learning and Teaching Support Systems**

Education Management Systems

E-learning Systems

Open-source learning Platforms

Classroom Technology



## Our Products

### Albayen: Innovating Islamic Education

**Albayen** is an innovative educational platform that integrates **technology with Islamic education**, successfully implemented in various Islamic schools across Johor, Malaysia. This platform **enhances teaching and learning experiences** by modernizing educational practices, improving teacher skills, and boosting **student engagement**. Albayen represents a **transformative approach** to Islamic education, blending **traditional practices** with **modern digital methods**.



### Kinderflitze: Innovating Early Childhood Education

**Kinderflitze** is a dynamic **educational platform** tailored for **preschool children**. It engages young learners with **interactive learning activities** and games that support key developmental areas including **literacy, numeracy, and social-emotional skills**.

The platform provides a **comprehensive curriculum** enhanced with **modern technology** to make learning enjoyable and effective, preparing children for the digital age. **Kinderflitze** also supports educators with essential resources and encourages **parental involvement**, ensuring a collaborative approach to **early childhood education**.



## Puspakata: Comprehensive E-Learning Platform

Puspakata is an advanced **e-learning platform** offering a **one-stop learning solution** that caters to diverse educational needs. It features a **user-friendly interface** that simplifies navigation for both educators and learners, enhancing accessibility.

The platform provides **diverse educational content**, including interactive lessons, videos, and quizzes, tailored to various learning styles. **Puspakata** supports educators with tools for course management, student progress tracking, and feedback, while also promoting **collaboration and communication** through forums, messaging, and group activities.

It aims to deliver a **holistic and engaging** learning experience, utilizing technology to improve education outcomes for students and teachers alike.



## MindLoops: Enhancing Education Through Technology

MindLoops is a versatile educational platform designed to enrich learning for students, teachers, and parents. It features a wide range of **interactive learning materials**, including lesson plans, quizzes, and worksheets, tailored to enhance classroom engagement. The platform emphasizes **STEM and entrepreneurship**, with themed magazines and activities that develop critical thinking and problem-solving skills.

**Mind Booster** supports enhanced learning outcomes through supplemental notes and interactive activities. **Loops**, including educational games and quizzes, make learning enjoyable for children, while **video content** provides practical knowledge applicable to daily life. **Community engagement** features foster connections among users, facilitating knowledge sharing and discussion.

**MindLoops** champions **21st-century learning**, integrating technology to meet diverse educational needs effectively.

## MindLoops Maker Space: Fostering Innovation in Education

**MindLoops Maker Space** is an innovative initiative by EDESS designed to spark creativity and innovation among school students. This program focuses on **STEM, TVET, SDGs, and entrepreneurship**. Structured as a competitive event, it involves teams of four to five students who brainstorm, design, and develop models centered on **Sustainable Development Goals (SDG)** themes like **eco-friendly innovations** and **energy efficiency**.



# Digital Curriculum Development

**Developing educational content requires skilled professionals** who consistently keep up with the latest trends in education.



**Our experienced team** of curriculum development and instructional **design experts** boasts over **100 years of cumulative experience**. This depth of expertise ensures our commitment to crafting high-quality curricula that **enhance learning experiences**.

We provide **comprehensive curriculum development services** tailored to the e-learning domain, with complete instructional design solutions that align precisely with our clients' learning objectives.



Some of the key educational curriculum development solutions we provide include:

## **Content Development Solutions**

Our subject matter experts and academicians are experienced in developing content for education across different academic levels.



## **Curriculum Development Consulting**

Our dedicated team of academic consultants can assist clients at every stage of curriculum development including:

**Curriculum design and evaluation**

**Learning content development**

**Curriculum solutions implementation**

**Corporate learning solutions**

**” To become the number one e-learning provider and be the solution hub for 21st century digital education.**

Amine Abdelhedi

# Professional Development

We recognise educators as designers and facilitators in 21st-century learning environments. Our targeted training and workshops empower them to create settings that foster personalised and meaningful learning. Our professional development programs are customised to enhance skills across various areas, ensuring educators are well-equipped to meet modern educational demands.

## 21st-century teacher competencies:

- Digital and technology skills
- Digital leadership
- Professional ethics
- Intrapersonal skills

## Educators 4.0

- Teaching pedagogy
- Alternative assessment
- Digital learning



# Education Management

We assist academic institutions in **developing robust frameworks** for effective and efficient management and operations, aimed at **delivering high-quality education** and sustaining the educational system.

Our **comprehensive services and hands-on support** enable the creation and implementation of **customised strategic plans** tailored to our clients' specific needs.

We manage every aspect including **facilities, and renovation, financial considerations, board governance, marketing, public relations, human resources, enrolment, learning and teaching activities, assessment and professional development**, ensuring a holistic approach to educational excellence.



# Professional Consultation

**Achieve your organisation's targets with our 5As guiding system:**



## **Assess Management Efficiency**

Streamline operations to enhance productivity and decision-making.

## **Address Students' Needs**

Foster well-rounded student development strategies to increase student numbers and retention rates.

## **Advance Curriculum and Co-Curriculum**

Elevate educational offerings to meet modern standards and student needs.

## **Augment Staff Competence**

Enhance staff skills and knowledge through targeted professional development.

## **Apply Sustainability Plan**

Integrate sustainable practices to ensure long-term viability and environmental stewardship.





**Our team of experts  
will assist in expanding  
educators' capabilities**

**Educators will acquire skills and experience  
to become turnaround experts themselves.**

# Education Publication

We **champion knowledge transmission through publication**. Educators' Pulse, our educational magazine, features contributions from **passionate educationalists, lecturers, teachers, and multidisciplinary professionals**. These articles cover a wide range of topics, addressing **contemporary issues and the current needs** of the education sector.

We publish **our research findings in reputable journals** and create modules, manuals, and guidelines for **educator reference**. Collaboration with experts across various institutions and industries **enhances the value** of our publications for a **diverse readership**.

**MindLoops®**, both a printed and online **magazine**, tailored for primary and secondary students. This publication enriches student development by enhancing **knowledge, skills, and values** through meaningful reading materials and **real-world application activities**.



# Research and Development

EDESS offers professional, experienced study coordinators and project managers to handle complete study management, assist with specific study components, or supplement regular research staff as necessary.

**Our researchers are equipped to perform a wide range of study coordination services to researchers while:**



Developing and disseminating operating procedures and best practice guidelines to standardise research processes across projects, thus promoting compliance.

Leveraging resources to offer innovative approaches to improve the quality and effectiveness of research project implementation and data collection.

Providing a model of multi-disciplinary continuous education and improvement to promote professional development of research coordinators.

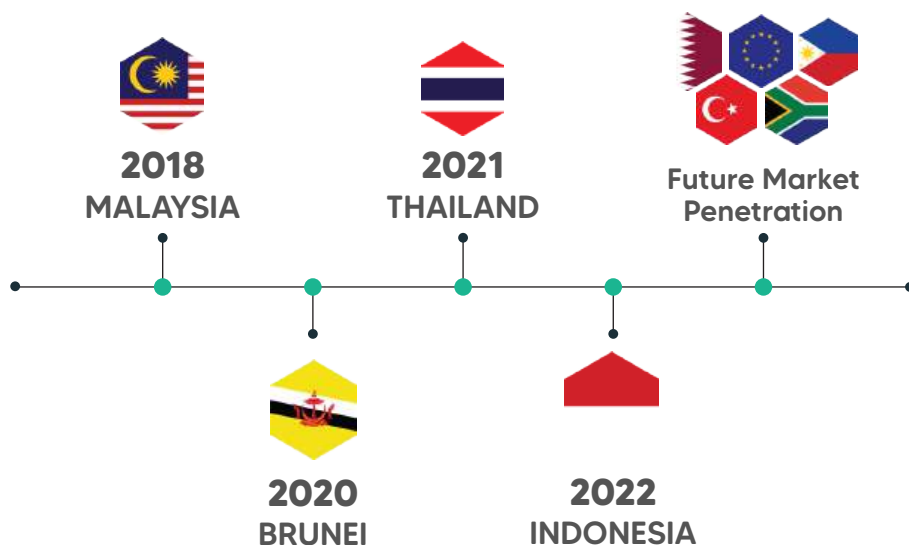
Establishing effective relationships and communication practices to support successful collaborations.

# Our Journey

**From humble beginnings in 2018, EDESS has surged onto the global stage, rapidly expanding from a small Malaysian team to a powerful presence across Southeast Asia, including Brunei, Indonesia, and Thailand.**

Our vision is bold yet achievable: to emerge as the undisputed leader in e-learning and the ultimate solution hub for 21st-century digital education. As we propel forward, we're not just participating in the education revolution, we're driving it. We're not just aiming to improve digital education; we're striving to redefine it.

**We open business opportunities in the international market**



# Our Achievements



Educational Technology

**10k+**

development hours



Digital Curriculum Development

**30k+**

materials



Professional Development

**6k+**

educators



Education Management

**600+**

schools



Professional Consultation

**600+**

institutions



Education Publications

**2**

magazines



Research & Development

**24**

projects



Research Grant

**26**

grants



Internship

**20**

students



# Our CSR Efforts



**Empowering Our  
Future Generation:  
Our Commitment to  
CSR and Making a  
Positive Impact.**

Our commitment to Corporate Social Responsibility is driven by our belief in empowering both the education sector and capacity building of civil society to focus on youth development for a sustainable future. We partner with organizations to provide educational programs, technology, and sponsorships that connect underprivileged individuals and institutions with necessary resources for success in the evolving workforce.

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# **Your Education & Solutions Partner for Your Business Needs**

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