

**LEAD
ACADEMY**
www.lead.academy



Inspiring Excellence, Educating Minds!

BUSINESS PROFILE OF LEAD ACADEMY

About Us:

LEAD Academy is a One Stop Next-generation, Comprehensive Education platform that offers the best learning technology with the most advanced education tools and unparalleled immersive experience within everyone's reach. It is a learning platform providing a blended education system.

LEAD Academy is a dynamic learning platform which provides courses that are flexible, sophisticated, diverse to the individuals and organizations. The goal of LEAD Academy is to provide a state-of-the-art open platform for instructors, trainers & freelance content makers across the country to use this as a medium to create, market, teach and share their courses. Most of the courses at LEAD Academy are pre-recorded which will enable students to learn on their schedule and complete the course material at a pace that is best for them. There are also facilities for taking live classes and book publishing through Amazon.

LEAD Academy provides MOOCs in Partnership with govt. education institutions & nonprofits & work as a research consultancy partner.

Mission:

Our mission is to create a world-wide learning platform within everyone's reach creating more online learning & skill building opportunities providing affordable, flexible and life-changing courses to every learner's home.

Vision:

We envision to transform LEAD ACADEMY into an international online learning platform for skill development beyond boundaries working with institutions, business organizations & freelance content creators to provide world best courses to everyone and everywhere.

We have a vision of workforce development to make the workforce ready for 21st century job market and 4IR ready.

Features of LEAD Academy:

- Diverse course categories based on mass market research solving skills gap matched to industry demand & requirement
- Learners dynamic profile with skills mapping & data storage for future job market & recruitment
- Homework support, gamified STEM education & Coding for young learners in one platform
- Partnership with Govt & NGOs for vision 2041 to take Social & National interest courses like- Employability Skills for Migrant Workers, Volunteerism, Women employability, to mass people
- Subscription based model with one flat fee to access many courses & purchasing individual course option
- State of the art, user-friendly platform with most advanced learning tools like- ask your teacher, take notes, whiteboard
- All courses & programs created by industry experts & renowned universities & academic institutions, subjected to our rigorous quality assurance system

SERVICES OF LEAD ACADEMY:

MOOCS:

- a) Subscription based packages
- b) Individual course purchase

Certified Courses:

- a) Professional degrees & programs (Skills Gap Analysis & mapping)
- b) Diplomas/ Specialist Programs (like Six Sigma, PMP)

FREE COURSES with Govt & NGOs:

- a) Social & national interest courses for mass people

Enterprise Model:

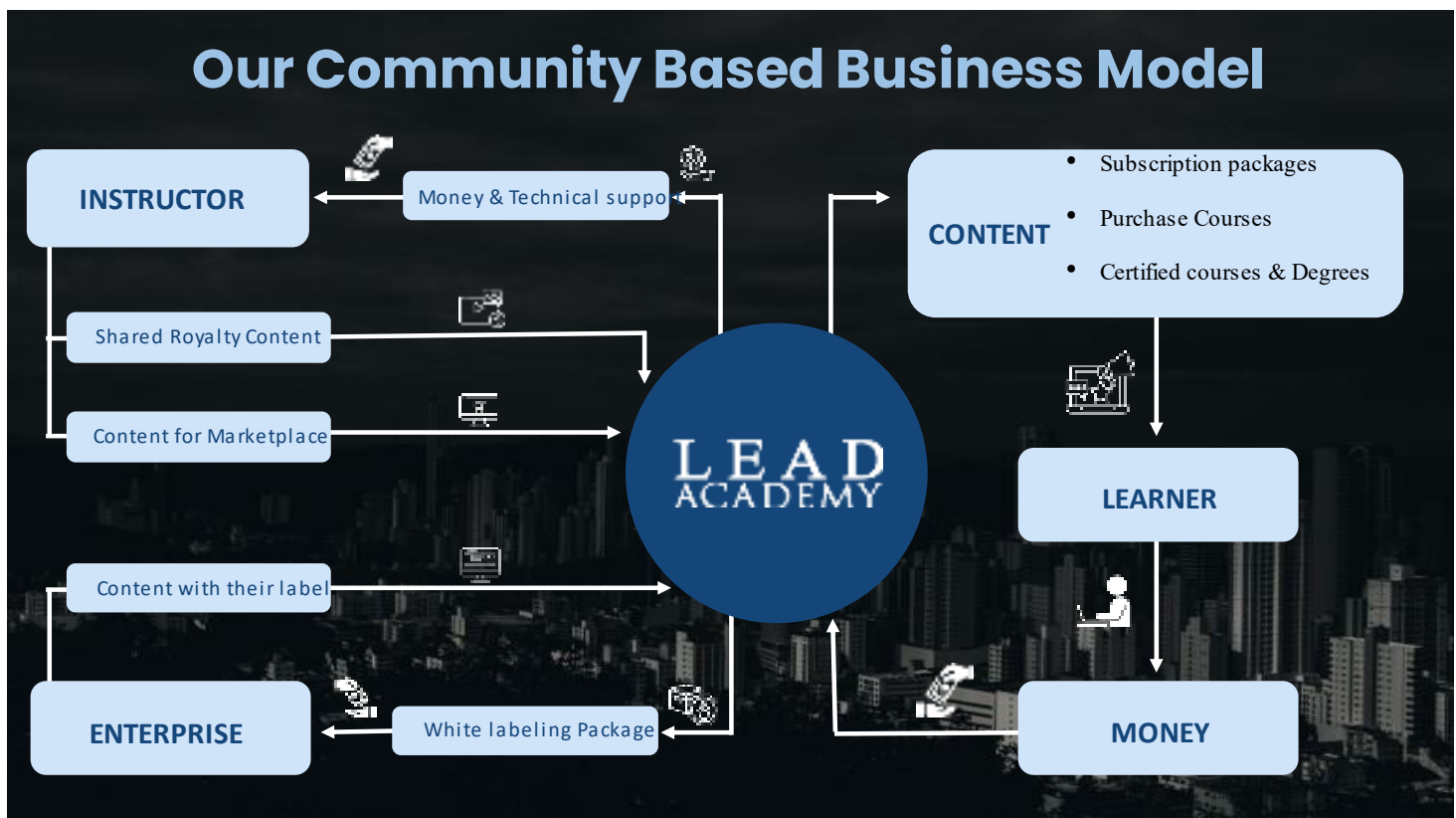
- a) Co-create nano degrees with Industry experts & Academic Partners
- b) Offer their own courses (white Labelling)

K5-K12 Model:

- a) Homework help, STEM
- b) Govt. endorsed Co-Curricular courses on CODING

Business Model:

Our business model is a community-based model. We provide academic & skill development courses by expert faculties from reputed institutions, independent preeminent instructors and industry experts where the learners, instructors, enterprises can be equally benefitted.



Founder of LEAD Academy:

Ashfaq zaman is the founder and CEO of LEAD Academy. Ashfaq Zaman is a Fellow Certified Public Accountant (CPA) & Partner of a Renowned International Business Consultancy firm named Santa Fe Associates, USA with 170 member offices worldwide. He has also obtained Business Sustainability Programme from the – Institute of Chartered Accountants of England & Wales. He has attended post grad at University Of Cambridge, UK on Communication, Leadership & Entrepreneurship. As a professional financial accountant, he achieved Fellow membership from The Institute of Financial Accountants UK, and Fellow of Institute of Public Accountants, Australia. He has obtained yellow belt on six sigma from University of Oxford.

Mr. Zaman is a young successful entrepreneur who has established 4 different business entities, he is also the founder of UN endorsed leadership organization called LEAD. Amongst his established businesses are Dhaka Institute of Fashion Technology, more famously known as DIFT University College.

He is a British citizen residing in Bangladesh, with expertise in Empowerment, Business Management, Intelligent analysis, Business initiatives & Innovative training concepts tailored to improve efficiency. Mr. Zaman has been involved in project implementation & providing expert consultancy in various International NGOs, Embassies, Educational Boards and International social agencies in Bangladesh & worldwide. He has been selected as Mentor & Advisor of the British Queen Young Leaders Programme for 2018. Apart from professional life, he is involved as Member & President of many social welfare organizations, member of prestigious International associations & clubs. He was the President of Toastmasters (USA).

Currently, he is working as the national advisor for international communications at a2i programme of ICT division and Prime's Minister's Office supported by UNDP Bangladesh.

ABOUT THE FOUNDER



Ashfaq Zaman, CPA

Former Asia Director, **Santa Fe Associates International**
National Advisor, International Comms, **a2i**, **Prime Minister's Office Bangladesh**
Alumni, **University of Cambridge**
Yellow belt holder, SixSigma, **University of Oxford**



Activities of LEAD Academy:



Our experience

CONDUCTED TRAINING

- 1400+ Academics & Non -Academics
- 1000+ Faculties
- 1200+ Students
- 500+ Corporates
- Conferences, Seminars, Webinars



Round Table Conference - Role of Women Entrepreneurs in SDGs



Training batches with 50+ corporates of Navana Real Estate Limited



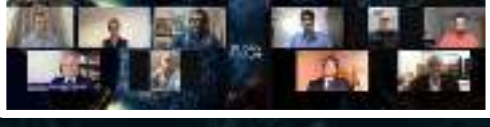
LEAD Training at Monash University, Australia



North South University, Training 5 Batches with 150 Faculty Members



Organized TEDxGulshan event with over 1000 participants



Dhaka Forum, dubbed as the Davos of the South, hosting High level symposiums on global challenges



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