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yusi

## Cinema as Curriculum

A curriculum-integrated cinema platform for Gulf schools.

الأفلام دروس

Pitch deck — Confidential

[yusi.app](https://yusi.app)

## THE CRISIS

# Students are disengaging.

60%

of Gulf secondary students  
report low motivation in class  
(PISA 2022)

72%

of teachers say engagement  
drops after Grade 6

3x

0

## THE INSIGHT

Cinema creates emotional memory.  
Emotional memory **drives learning**.

Stories are the oldest\  
classroom.

The brain does not distinguish between a real and a deeply imagined experience. A powerful film activates the same neural pathways as a lived event. That is not entertainment. That is pedagogy.

WHAT IS YUSI

# A curriculum-integrated cinema platform.

**Curated library** — Rights-cleared world cinema indexed by subject, grade, and curriculum objective

**Teacher tools** — Every film ships with a complete lesson package: prep guide, discussion questions, assessment rubrics

**Student reflection space** — A safe, school-managed

environment for guided post-viewing engagement,  
**Admin dashboard** — Curriculum coverage reporting,

## THE CURRICULUM BRIDGE

A film is not a lesson —  
until YUSI maps it.

Every film in the YUSI library  
has been reviewed by a  
qualified educator and  
mapped to:

Curriculum strand and  
substrand

Learning objective codes

Age group and content  
rating

Cognitive level (Bloom's  
taxonomy)

Language and subtitle  
availability

Cross-subject  
connections

EXAMPLE

FOR TEACHERS

**Zero preparation.**

**Full impact.**

1. **Browse** by your subject and grade level
2. **Read** the teacher guide — context, pre-viewing activities, discussion framework
3. **Show** the film — subtitled, streamed, rights-cleared
4. **Guide** student reflection in the built-in reflection
5. **Report** — learning objectives documented

FOR STUDENTS

# Stories that **stay with you.**

Students experience  
cinema as active learning —  
not passive entertainment.

Guided pre-viewing  
questions that activate  
curiosity

Structured post-viewing  
reflection prompts

Private learning journal —

The science is clear.  
Moderated peer thoughts

## WHY CINEMA

# Cinema is how\ humans transfer\ meaning at scale.

### EMOTIONAL ENGAGEMENT

Story creates investment.  
Investment creates  
memory. Memory is  
learning.

### CULTURAL LITERACY

Films from diverse cultures  
build the empathy and  
context textbooks cannot.

### MEDIA LITERACY

### LANGUAGE ACQUISITION

WHY NOW — WHY GULF

# The Gulf is building its cultural future. **Right now.**

**Qatar National Vision 2030** explicitly prioritizes cultural education and visual literacy as human development outcomes

**UAE Vision 2031** and **Saudi Vision 2030** place creative industries and media literacy at the centre of educational reform

**Qatar Film Institute, Al Jazeera Creative School** — cinema

DOHA FIRST

# Start small. Win completely.

We are not launching everywhere. We are launching in Doha.

Dominate Qatar. Become the standard. Then carry

that proof to Abu Dhabi, Riyadh, and beyond.

This is Peter Thiel's playbook: find a small, specific market you can own completely. Qatar is that market.

## WHY QATAR

Aya Al Bloushi's home network

Qatar National Vision 2030

— explicit cultural education mandate

Qatar Film Institute

## THE MARKET

# Gulf EdTech is a **\$6.4B market** by 2027.

### GCC SCHOOLS

14,000 K-12 schools across  
Qatar, UAE, Saudi Arabia,  
Kuwait, Bahrain, Oman

Average contract: \$5K-\$8K/year  
per school

### MINISTRIES

6 Ministry-level  
procurement bodies. A  
single MoE contract =  
national rollout

Government EdTech spend  
growing 18% YoY (2024-2027)

### BEYOND GULF

### ADD TARGETS

**B2G first.**

**Schools follow governments.**

Phase **Doha pilot** — 3–5 schools, 1 academic year. Document 1 outcomes. Build Ministry relationship.

Phase **MoEHE partnership** — Present pilot data to Qatar 2 Ministry. Achieve curriculum framework endorsement.

Phase **Gulf expansion** — Qatar proof opens doors in UAE

Phase **International** — IB Organization, Cambridge — Ministry-to-

## BUSINESS MODEL

### Annual institutional license

Up to 200 students:

**\$3,000/year**

200–500 students:

**\$5,000/year**

500–1,000 students:

**\$7,000/year**

Ministry-wide: negotiated  
(3–5× per-school × schools)

Includes: platform, full library, teacher guides, onboarding, support, reporting

### Additional revenue streams

#### PROFESSIONAL DEVELOPMENT

Film Pedagogy

Certification — teacher

## THE MOAT

# Why YUSI cannot be easily copied.

### THE CURRICULUM MAP

Months of expert review to map films to GCC standards. A permanent, deepening knowledge asset. Not replicable by an

algorithm.

### GOVERNMENT CONTRACTS

### AYA AL BLOUSHI

A Gulf-based, Arab, female founder with institutional access and cultural credibility. This combination is the pitch

before the pitch.

### FILMMAKER RELATIONSHIPS

## THE TEAM

### AYA AL BLOUSHI

#### **Co-Founder & Chief Education Officer**

Gulf-based. Expertise in education, cinema, and cultural programming. Institutional relationships across Qatar and the GCC. The person this pitch has been waiting for.

Aya's biography and credentials to be added here.

### MAROUN NAJM

#### **Co-Founder & CEO**

Founder of CULTSCALE — infrastructure for independent cinema. Deep relationships across the international film ecosystem, from development to distribution. Platform builder.

YUSI is built on CULTSCALE's

THE PILOT

# One year. Three schools. Proof that lasts.

## What we do:

Deploy YUSI across 3–5 classrooms per school

2 film sessions per class per month (90 min)

Full teacher onboarding and support

Measure: engagement, behavior, and champions per

## THE ASK

# We are looking for one **founding partner.**

A Ministry of Education, a Qatar Foundation school cluster, or a progressive private school group willing to run a one-year pilot and co-shape what becomes the cinema-education standard for the Gulf.

| One academic year pilot (September 2026 – June 2027)

3–5 schools, 2 teachers per school

Full platform access at no cost

“A generation is watching.  
What will they learn?”

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Cinema as curriculum.

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