



Afixis  
Revolutionising Education

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# Company Highlights

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- **AFIXIS is a successful non-profit educational social enterprise** that offers **high quality innovative programs** to students of all ages.
- **AFIXIS is a venture with demonstrated success**, providing a range of programs aiming to shift the concept of education in its entirety.
- **Established diversified projects** with a wide support from participants of all ages.
- **Program participants arriving from all of Greece and the diaspora.**
- **First established project in 2013 (MHP)**, with 3 currently running projects and 3 in development stage.
- **Company philosophy of “innovative personal education”** while targeting Greek educational system flaws, and preparing to launch on a international scale.
- **Capable management team with experience and well-rounded backgrounds** in teaching, conference planning and striving for a better Greece.
- Developed **“loyal-base” of participants.**

# Brief Company Information

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# Brief Company Information

## Overview

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- **Co-Founders Thomas Tsoulas and Giota Skiathiti**, two law students from Thessaloniki and Athens respectively, **were embittered by the failure of formal education to provide students the chance to develop their individual passions and talents.**
- The core ideals of the Organisation were born when the two founders realised the deficiencies of the modern educational system in Greece and **decided to turn their observations into actions towards meaningful change.**
- Instead of designing independent activities, the two law students decided to go one step further: **they would design a new system of education**, based on the student entering a chosen activity and then following a path based on his/her personal passions and talents.
- Established end goal: **Revolutionise the concept of education.**
- The projects AFIXIS is currently running, have gathered a noticeable base of **applicants ranging up to 5000 students from all over Greece and abroad.**

# Brief Company Information

## Milestones

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2012  
Model Hellenic  
Parliament  
(MHP) under  
development

2013  
MHP was  
successfully  
executed in  
Thessaloniki  
with 200  
participants

2014  
Protagoras  
Moot Court,  
first program  
for high school  
students

2015  
World  
Academic  
Expo, first  
scientific all-  
fields program,  
commenced  
operation

2016  
Officially 3  
more programs  
under  
development

# Brief Company Information

## Core Values

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### Our Mission

*To design and develop a revolutionary educational system for students of all ages based on the principle that “students should be encouraged to pursue and develop their personal passions and talents.”*

- **Focus on the participant:** whether you are attending one of our model conferences or participating in our Academic Exposition we think that each experience should be focused around you and your educational needs.
- **Democracy and openness is key:** it remains crucial to us, to gather feedback and opinions regarding our overall work and progress. We assess all opinions and thoughts on our projects and strive to enhance them.
- **Constant Improvement:** constant additions to our work and never-ending development of our Organisation is key. “Optimize the concept of education for each individual”.
- **Improvement through participation:** Engaging oneself in a wide range of fields, and gaining exposure to key concepts (democracy, debate, scientific advancement)..

# Brief Company Information

## Innovation

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- AFIXIS offers diverse programs **catering to different spheres of society and scientific fields.**
- All programs are organised and logistically supported by selected members of the AFIXIS team with matching backgrounds for each program.
- Product innovation arrives from the **careful observation of the educational needs of Greek Youth.**
- AFIXIS responds to societal needs by offering specific programs to cater for specific issues:
  - **Model Hellenic Parliament:** established to cater for the neglect of Greek political life and the abandonment of political processes of the political system. (Alternative to joining the political ranks of a party).
  - **World Academic Expo (WAVE):** established to breach the gap between the academic needs of university students, with the tools Universities are in a position to offer.
  - **Protagoras:** established to provide young students with an basic background regarding legal processes and legal professions, as well as debating and research skills.



# Target Market

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- **AFIXIS seeks to offer a wide range of programs** tailored to educational needs of the youth.
- **Wide appeal to participants in terms of socioeconomic backgrounds.**
- **Majority of participants between 10-30 years.**
- Participants are **academically conscious young men and women** with inherent needs to explore and learn by immersing themselves in an activity.
- AFIXIS is positioned in such a way, to **breach the gap between the educational system and the individual by providing secular opportunities.**
- **Pricing of activities is selected and covered by sponsorships** in order to enable increasing numbers of applicants and thus not exclude any member of Greek youth Society.

# Comparative Advantage

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- **Each AFIXIS member fully embraces core organisational values** and shares Founders' vision as a whole.
- **Team building and executive board joint activities** are in place regularly, so that all AFIXIS members have a synchronised version of our vision.
- **Wide range** of activities in different spheres.
- **Merit-based progression within Afixis:** each member demonstrates his/her worth before promotion. Concrete targets in place.
- **Constant Innovation:** Specific R&D department in place with sole goal of research and establishment of future concepts under AFIXIS umbrella.

# Organisational Strategy

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- Each program enjoys **strong social media presence** for purposes of advertisement and information sharing with potential applicants.
  - **Established online presence** through official websites for each activity and for the entirety of AFIXIS.
  - Programs are diversified and run by **specifically dedicated program managers** while logistically supported by the entirety of AFIXIS.
  - **Geographical representation is strong**, with MHP established in Athens while remainder of programs run throughout the Greek suburban area in public and private schools.
  - **We strive for an all-inclusive approach**, encouraging applicants of all socioeconomic, political and cultural backgrounds.



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- **Brand exposure remains at its peak** in an efforts to maintain the loyal applicant base with have.
  - So far we relied upon **comprehensive organic marketing** (mouth to mouth, social media).
  - Inorganic marketing is in the development stage.
  - **Consistent engagement of AFIXIS social media team with past and future participants** in order to share information or collect feedback for currently running activities.

# Organisational Strategy

## Future Expansion

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- AFIXIS seeks **to fully establish itself on a Greek level initially.**
- Reach a position where a wide range of diversified activities can be offered to every single member of Greek youth.
- Our vision remains though, the effort to bring about **a new world model for education.**
- **International expansion remains key:** Initially though, while we attempt to dominate the Greek market, by engaging members of the Greek diaspora either as participants of our activities or by incorporating them into the AFIXIS team.
- **Global outlook** for our organisation is key.

Thank you for your time.

If you are interested in our organisation,  
please contact us at

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