

# AL Tarqea Company Overview

AL – Tarqea Company

[www.tarqea.com](http://www.tarqea.com)

The First Company in Iraq for Providing Educational Technology Service.

AL-Tarqea works with entrepreneurs, technologists, and investors to design, launch, and grow new support E-Systems and solutions, expanding educational access and improving clients' outcomes.

**Company Summary:** Our Objective is dedicated to Boost the Main Five Pillars for The Digital Systems which are: Design, Development, Utilization, Management and Evaluation by Our Unique Plans, Services, Products and Strategies.

**Mission Statement:** Our mission is to create an exceptional digital transformation environment that enables users to fully engage with electronic systems and pursue their passion for education and awareness. By leveraging advanced technology services, we aim to enhance the accessibility and quality of educational and informational resources.

**Strategy Statement:** We work to develop an ECO-System where all Clients, Associations, Vendors, Companies, Partners, and Participants have an opportunity to prosper in the Digital Industry Sector.

**Our Goals:** Enable our partners , and clients to Gain High Quality Digital Services and Achieve Educational Goals within the International Standards. Also, we aim to systematize the learning methods and techniques in a modernized way.

**Location:** Our HQ office is in Iraq – Baghdad. However, based on the project’s requirements, we can move in online and portable mode.

**Markets, Products and Services:** We propose our plan to Design, Develop, Provide, Launch and support a digital service. Our proposed solutions always address two main critical factors for which are: Crowded clients and seamless services.

**Operational Structure:** Our procedure starts by collecting the requirements, identifying the specifications, kickoff the project, managing the team, design, development, testing, evaluating and then deployment phase. We provide 24/7 support and maintenance.

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### Contact Information:

- Address: Iraq – Baghdad – Near the Green Zone - AL-Qadysia – Office 4.
  - Mobile: +964 7858989585.
  - Email: [contact@tarqea.com](mailto:contact@tarqea.com), [info@tarqea.com](mailto:info@tarqea.com)
  - Language Proficiency:
    - o Arabic: Native
    - o English: Fluent in reading, writing, speaking, and presentation
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## Industrial Projects and Business Experiences

1. Founder and Manager of **"Be Qualified Program"**: Training program targeting youth and students to bridge the gap between academic skills and job market requirements.
  - Online platform: <https://imhome.online/en>
  - Founded in 2018 - Present.
  - Status: Active.
  - Conducting Advertising and Promoting to 27 universities and college in Baghdad.
2. Founder and Manager of **"Am Home Project"**: Integrating education with entertainment for kids. We provide games, and ethical lessons in attractive teaching methods.
  - Online platform: <https://imhome.online/en>.
  - Founded in 2019 -Present.
  - Status: Active.
  - Conducting classes in 2018, 2019, and 2023 for more than 700 students.
  - Create teaching materials, and activities.
  - Advertising and promoting to 27 universities and college in Baghdad.
3. Founder and Manager of **"AL-Warkah Platform"**:
  - Web App Platform.
  - This platform gathers scientists, teachers, and researchers locally and internationally, creating a digital society for knowledge sharing, promoting services, and creating unique profiles.
  - Unlike Facebook and LinkedIn in Iraq, AL-Warkah has a dedicated scope of work, an easy interface, and an attractive design.
  - It also provides profiles for universities and colleges to promote their educational paths, training, and conferences.
  - Available online on request.

4. Founder and Manager for **Karbala Platform for Digital Healthcare Services in Crowd Health Management.**

- Status: (In Progress)
- 2024 -Present.
- Submitted as AL-Tarqea Company to (العتبة العباسية).
- Objective: a digital remote healthcare system powered by AI that will provide patients with convenient, affordable, and personalized care.
- Collect and analyze patient data to identify potential health risks and provide personalized care recommendations.
- Provide 24/7 virtual consultations via video, chat, or phone.
- Monitor patient health remotely using wearable devices and sensors to detect early signs of illness or disease.
- Deliver medication reminders and educational resources to help patients manage their health effectively.

5. Founder and Manager of **Cyber Security business Training Course.**

- Status: (In Progress)
- 2024 -Present.
- In Collaborating with colleagues at GE Company in the UK to prepare and design a training course business for Cyber Security. The course aims to train and qualify students to obtain professional certificates in Cyber Security.

6. Founder and Manager for **Data -Driven Analytics for Marketing and Business.**

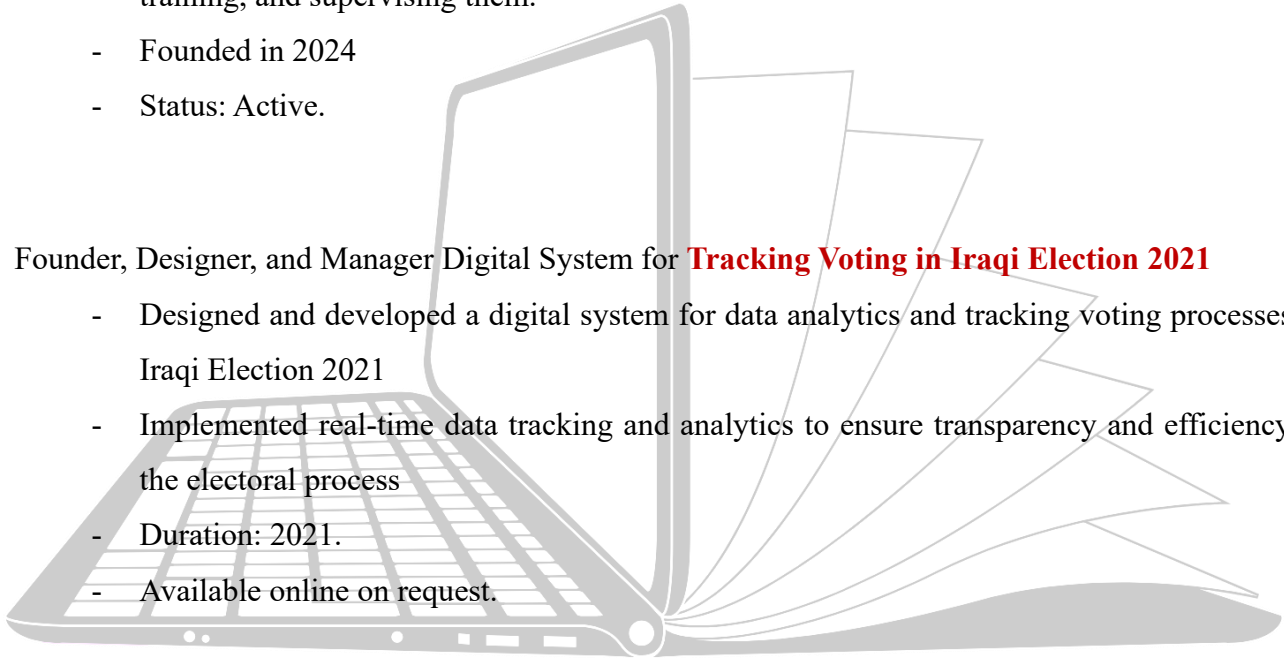
- Status: (In Progress)
- 2024 -Present
- Working with my team to develop a business model utilizing the huge amount of data from clients to generate marketing plans and recommendation tips to increase sales and raise awareness. My team has experience from the USA, where they completed three successful case studies.

7. Founder and Manager of **"Advisor Project"**: Dedicated to supporting postgraduate students in their research journey.

- This project assists students in designing their research plans, methodologies, and results analysis. The Advisor Project guides students through each step over 14 months, engaging, training, and supervising them.
- Founded in 2024
- Status: Active.

8. Founder, Designer, and Manager Digital System for **Tracking Voting in Iraqi Election 2021**

- Designed and developed a digital system for data analytics and tracking voting processes in Iraqi Election 2021
- Implemented real-time data tracking and analytics to ensure transparency and efficiency in the electoral process
- Duration: 2021.
- Available online on request.



## Team Certifications and Training

- Ph.D. from international universities in different fields of science.
- Participation in Local and International Exhibitions, Conferences, Competitions, And Workshops.
- Trainer of Trainers (ToT) from the American Canadian Board for 21st Century Skills.
  - o Presentation, oral, and paper exams,
  - o Issued: 2023.
- CCNA, Cisco for Network Fundamentals and Configurations.
  - o CCNA 1, CCNA 2, Packet-Tracer Software.
- Preparation Course: Data Engineering on Google Cloud Platform (GCP)
  - o Institution: Google Cloud Platform Certified

# Comprehensive Service Offerings

## 1. Business Development

We bring extensive experience in business development, having successfully developed and executed strategic business plans to drive growth and profitability. Our services include:

- Conducting comprehensive market analysis.
- Identifying new business opportunities through SWOT analyses.
- Gathering requirements using advanced business techniques and methods.
- Negotiating with key stakeholders to expand business operations.
- Creating unique business models tailored to specific needs.
- Designing detailed execution plans.
- Proposing system designs, including structure, layout, and data flow.
- Managing development teams, with a focus on testing and validation phases.
- Designing deployment plans and maintenance procedures.
- Overseeing on-field operational tasks and coordinating team activities on a daily, weekly, and monthly basis.
- Designing and Implementing risk management strategies.
- Ensuring user experience and market demands are met.

## 2. Software Engineering for the Digital Transformation Era.

We have substantial experience in software engineering, particularly in the realm of digital transformation and e-services. Our skills include designing, developing, and managing software projects that streamline business processes and enhance service delivery. We are proficient in various programming languages and development frameworks, ensuring the creation of robust, scalable, and user-friendly software solutions.

## 3. Project Management and Leadership

In our various roles, we have managed large-scale projects from inception to completion, ensuring timely delivery within budget constraints. Our responsibilities included project planning, resource allocation, risk management, and performance monitoring. I excel in leading cross-functional teams and fostering a collaborative environment to achieve project objectives.

#### **4. Marketing Strategies**

We collaborate with our partners to develop successful marketing campaigns and devise strategies that enhance brand awareness and customer engagement. Our expertise includes creating and implementing comprehensive marketing plans, conducting thorough market research, and utilizing digital marketing techniques to effectively reach target audiences.

#### **5. Innovative solutions in Telemedicine, IoT, and E-Health Systems.**

We specialize in proposing creative ideas, designing comprehensive systems, and managing operations in telemedicine, IoT, and e-health. With a proven track record, we lead teams to achieve strategic goals through well-structured work plans, ensuring efficient and sustainable healthcare solutions.

#### **6. Training and Development**

As a certified Trainer of Trainers (ToT), we have designed and delivered training programs to enhance the skills of students, Teachers, and professionals. Our programs focus on 21st-century skills, bridging the gap between academic knowledge and industry requirements. We are adept at creating engaging training materials and using interactive teaching methods to maximize learning outcomes.

#### **7. Develop Quality Assurance Materials for Universities and Colleges**

Al Tarqea company pleased to offer specialized services in developing quality assurance materials for universities and colleges. Our dedicated team, with extensive experience in planning and documentation, is proficient in preparing university departments to meet the requirements for local accreditation mandated by the Iraqi Ministry of Higher Education and Scientific Research.

Our team is highly skilled in creating engaging training materials and utilizing interactive teaching methods to maximize learning outcomes. Additionally, we offer training for teachers on preparing their "Teaching Portfolio," "Teaching Methods," and "Assessment Plans." We are committed to providing these services to private colleges, ensuring they achieve the highest standards of educational excellence.

## 8. Technical Expertise

Our technical background in computer system engineering has equipped us with skills in software development, system integration, and network protocols. we have a proven track record of designing and implementing

## 9. Data Analytics

With certifications from Google Cloud Platform (GCP) in Data Analytics, I possess a strong ability to analyze complex datasets to inform decision-making processes. My expertise includes data visualization, predictive modeling, and statistical analysis, which have been crucial in driving data-driven insights and business intelligence.

## 10. Educational Events

Our team specializes in designing and conducting a variety of educational events, including exhibitions, festivals, seminars, workshops, and competitions. We possess the expertise to prepare all necessary materials and execute these events seamlessly. These events are tailored to engage diverse audiences such as children, students, youth, teachers, employees in both private and governmental sectors, and knowledge seekers.

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## Our Personal Skills

- **Soft Skills:** Excellent communication, teamwork, problem-solving, Critical Thinking and adaptability
  - **Managerial Skills:** Leadership, strategic planning, resource management, and decision-making
  - **Project Management Skills:** Planning, execution, monitoring, and closing projects.
  - **Business Method Skills:** 5W and one H, FURPS, FURPS+, UML, PERT Chart, and Gantt Chart.
  - **Time Management:** Efficient organization, prioritization, and multitasking
  - **Software Skills:** Proficient in Microsoft Office programs and Canva for design and presentations.
  - **Presentation Skills:** Proficient in preparing and conducting presentations.
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## Local and International Experience and Activities

ITEX 2023: Participated in ITEX 2023:

- Iraq -Baghdad in October 2023.
- Presented the projects "Be Qualified" and "Am Home" to the audience, receiving a positive impression.

## Our procedure

### 1. Initial Contact and Meeting

- Reach Out: Contact the potential client to express interest in a partnership.
- Schedule Meeting: Arrange an initial meeting to discuss their needs and objectives.

### 2. Discovery and Needs Assessment

- Conduct Discovery Session: Understand the client's business, challenges, and goals.
- Gather Requirements: Collect detailed requirements and expectations for the project.

### 3. Proposal Development

- Develop Proposal: Create a comprehensive proposal outlining the project scope, objectives, deliverables, timeline, and cost.
- Present Proposal: Schedule a follow-up meeting to present and discuss the proposal with the client.
- Negotiate Terms: Negotiate terms and conditions, making any necessary adjustments to the proposal.

### 4. Legal Agreement and Contract

- Draft Contract: Prepare a formal contract based on the agreed terms.
- Legal Agreement and NDA.
- Sign Contract: Both parties review and sign the contract to formalize the agreement.

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## 5. Project Planning

- Assemble Project Team: Identify and allocate the necessary resources and team members.
- o Develop Project Plan: Create a detailed project plan, including milestones, tasks, timelines, and responsibilities.
- Set Up Communication Channels: Establish regular communication channels and reporting structures with the client.

## 6. Execution and Implementation

- Kick-Off Meeting: Hold a project kick-off meeting with all stakeholders to align on objectives and plans.
- Execute Project Plan: Begin executing the project according to the plan, ensuring adherence to milestones and timelines.
- Regular Updates: Provide regular progress updates to the client through meetings and reports.

## 7. Monitoring and Quality Assurance

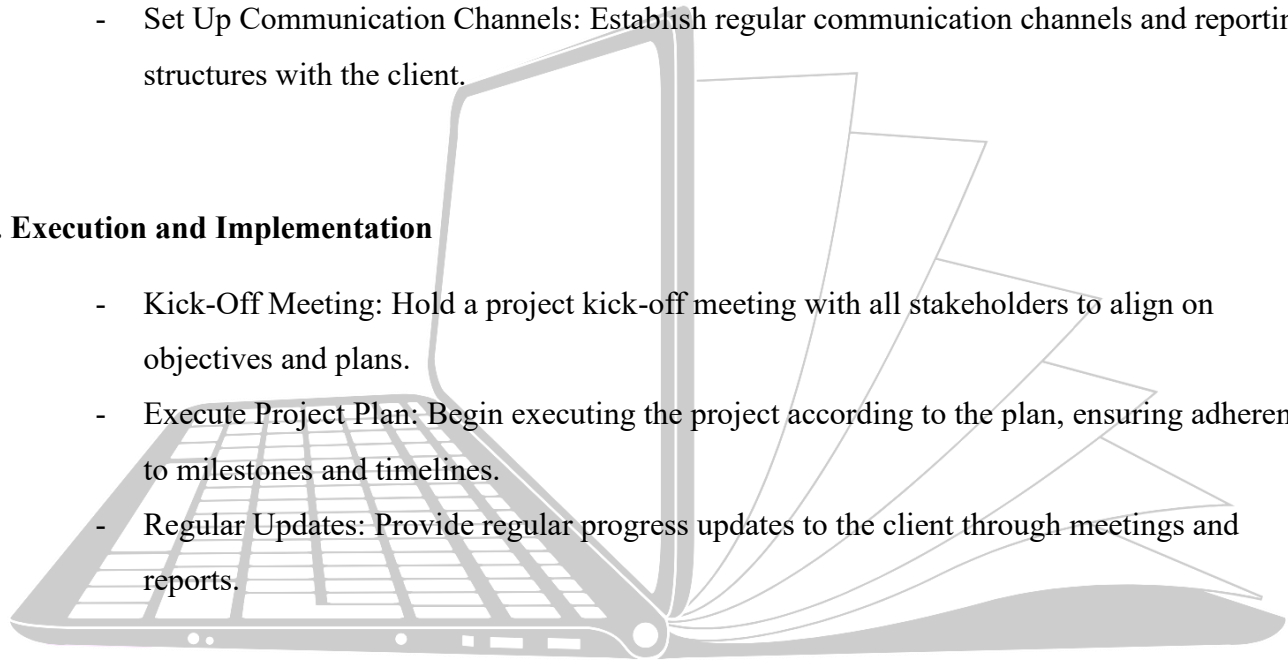
- Monitor Progress: Continuously monitor project progress and make adjustments as needed.
- Quality Assurance: Implement quality control measures to ensure deliverables meet the agreed-upon standards.

## 8. Client Review and Feedback

- Review Deliverables: Present completed deliverables to the client for review.
- Collect Feedback: Gather feedback from the client and make necessary revisions.

## 9. Final Delivery and Acceptance

- Deliver Final Product: Ensure all project components are completed and delivered to the client.
- Client Acceptance: Obtain formal acceptance and sign-off from the client.



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## 10. Post-Project Support

- Provide Support: Offer post-project support and address any issues or questions the client may have.
- Follow-Up: Schedule follow-up meetings to ensure client satisfaction and discuss potential future projects.

## 11. Project Closure

- Close Project: Officially close the project after final acceptance.
- Document Lessons Learned: Document lessons learned and best practices for future reference.

## 12. Build Long-Term Relationship

- Maintain Relationship: Stay in contact with the client to maintain a positive relationship and explore opportunities for future collaboration.

## Travel History:

1. **U.A.E.:** Dubai and Abu-Dhabi 2018, 2022, and 2023.
2. **Oman:** Muscat, Ibri. 2022, and 2023.
3. **CHINA:** Shenzhen **Huawei HQ**, 2019.
4. **CHINA:** Shenzhen **Huawei HQ**, 2018.
5. **Lebanon:** Beirut. 2018.
6. **Italy:** Rome and Milan. 2016.
7. **Malaysia:** Kuala Lumpur, Melaka, Penang, and other cities. (2011-2016), Malaysian, India, Chines, and others.
8. **Turkey:** Istanbul. 2010, 2017 and 2018.
9. **India:** New Delhi. 2011, India.

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