



MYMAXIMUS
PROFESSIONAL & MANAGEMENT
ACADEMY
— UAE - UK —
YOUR POTENTIAL IS OUR PURPOSE

SUSTAINABILITY & IMPACT REPORT

ENABLING WORKFORCE TRANSFORMATION

An Outcome-Driven Education Platform for
Global Excellence

(2022–2026)

EXECUTIVE SUMMARY



ABOUT MYMAXIMUS

MyMaximus is a high-growth, impact-driven education platform delivering globally aligned training with measurable employment and economic outcomes.

Since its establishment in 2022, the organisation has demonstrated strong performance across employability, academic quality, and social impact, while building a scalable and sustainable model aligned with global workforce demands.

STRATEGIC POSITION

Transitioning from a regional training provider into a globally positioned education and workforce development platform.

KEY HIGHLIGHTS (2022–2025)

+253% Student Growth (17 → 60 annually)

89% Employment Retention Rate (above global benchmarks)

100% Access to Structured Job Placement Pathways

AED 2.8M Invested in Scholarships

AED 4K–10K Graduate Monthly Salary Range

UK EXPANSION Entry into United Kingdom Education Market

AT A GLANCE — IMPACT DASHBOARD



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GROWTH & SCALE

- 117 total students trained (2022–2025)
- Consistent, outcome-driven enrollment growth
- Capacity-constrained model with increasing demand

EMPLOYMENT OUTCOMES

- 89% employment retention rate
- 100% structured job pathway access
- Strong employer placement consistency

ECONOMIC IMPACT

- Graduate salaries: AED 4,000 – 10,000/month
- Estimated annual income generated: AED 5.6M – AED 14M

SOCIAL INVESTMENT

- AED 2.8M in scholarships
- 1,100+ community beneficiaries

ENTERPRISE IMPACT

- Six-figure corporate training revenue
- Growing employer network and repeat hiring demand

BUSINESS MODEL & IMPACT FRAMEWORK

INTEGRATED VALUE CHAIN



This model directly aligns education delivery with labour market outcomes, addressing a critical global skills gap.

PERFORMANCE INDICATORS

- Employment retention: 89%
- Placement pathway access: 100%
- High employer engagement and repeat hiring

BENCHMARK COMPARISON

- Global TVET employment conversion: ~60–70%
- MyMaximus: Above benchmark performance
- Proven, measurable workforce outcomes

STRATEGIC INSIGHT

- Education directly linked to labour market needs
- Every student journey tracked with precision
- Scalable model supporting global expansion

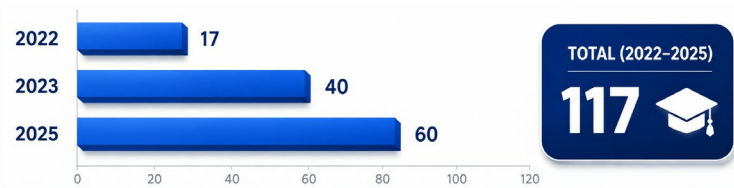
GROWTH, DEMAND & SCALABILITY



253%

GROWTH SINCE INCEPTION

YEAR	STUDENTS ENROLLED
2022	17
2023	40
2025	60
TOTAL (2022–2025)	117



DEMAND INDICATORS

- Enrollment growth driven by employability outcomes
- Increasing referral-based admissions
- Demand exceeding current operational capacity

ASSESSMENT

- High-efficiency growth model
- Strong market pull from outcome-based education
- Scalable across international markets

ACADEMIC QUALITY & GLOBAL ALIGNMENT



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GLOBALLY ALIGNED FRAMEWORKS

- 1** QUALIFI Level 3–9 Diplomas
- 2** Aptech Computer Education
- 3** UK-aligned Continuing Professional Development (CPD)

OUTCOME

Consistent delivery aligned with global academic and vocational standards.

QUALITY ASSURANCE

- 10+** International assessors and IQA specialists
- PhD** Doctoral-level academic engagement
- 50+** Annual training hours per staff member

HIGH ACADEMIC INTEGRITY | GLOBAL VOCATIONAL STANDARDS

MARKET EXPANSION & GLOBAL POSITIONING



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UNITED KINGDOM MARKET ENTRY — ESTABLISHMENT OF MYMAXIMUS ACADEMY FOR HIGHER EDUCATION LTD

REGULATED MARKET

Entry into a regulated, high-standard education market with strong credibility and global recognition.

GLOBAL CREDIBILITY

Strengthened international recognition and positioning aligned with globally respected academic standards.

DEGREE-LEVEL PROGRAMS

Foundation for future degree-level programme delivery across international student pathways.

STUDENT PATHWAYS

Positioning for international student pathways connecting UAE and global talent to UK education.

STRATEGIC IMPACT: BUILDING A GLOBALLY RECOGNISED, INTERNATIONALLY REGULATED EDUCATION INSTITUTION

REVENUE DIVERSIFICATION & UNIT ECONOMICS



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REVENUE DIVERSIFICATION (2022–2025)

Sustained six-figure annual corporate training revenue

Diversified income streams reducing reliance on individual enrolments

Strengthened enterprise partnerships and B2B positioning

UNIT ECONOMICS (INDICATIVE)

Avg. Scholarship Investment per Student **AED 140,000**

RETURN ON EDUCATION (STUDENT PERSPECTIVE)

Monthly Salary	Annual Income	Payback Period
AED 4,000	AED 48,000/yr	~3 years
AED 10,000	AED 120,000/yr	~1–1.5 years

BUSINESS MODEL INSIGHT

- Outcome-driven pricing aligned with employability
- Strong lifetime value through career progression pathways
- Corporate training enhances margin diversification

IMPACT ECONOMICS: EMPLOYMENT & INCOME OUTCOMES



AED 4K–10K

**MONTHLY SALARY RANGE
PER GRADUATE**

AED 48K–120K

**ANNUAL INCOME RANGE
PER GRADUATE**

AED 5.6M–14M

**EST. TOTAL ANNUAL INCOME
GENERATED (117 STUDENTS)**

STRATEGIC INSIGHT: MyMaximus demonstrates a direct and measurable link between education and economic mobility

SDG 8

DECENT WORK & ECONOMIC GROWTH

Direct employment pathways contributing to sustained workforce integration and economic stability.

SDG 4

QUALITY EDUCATION

Globally aligned vocational education ensuring graduates meet internationally recognised skill standards.

SDG 10

REDUCED INEQUALITIES

Workforce productivity, income generation, and long-term economic participation for all graduates.

EMPLOYER ECOSYSTEM



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GROWING NETWORK

Expanding network of hiring partners across multiple sectors including Hospitality, Administration, Finance, and Entrepreneurship.

REPEAT HIRING

Strong repeat hiring and employer retention — a direct testament to the quality and readiness of MyMaximus graduates.

CURRICULUM ALIGNMENT

Continuous alignment of curriculum content with employer-defined industry demand and evolving role requirements.

RELIABLE PIPELINE

A dependable education-to-employment pipeline with consistent placement outcomes trusted by established employers.

OUTCOME: A reliable education-to-employment pipeline with consistent placement outcomes



SOCIAL IMPACT & INCLUSION



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FARAH SCHOLARSHIP PROGRAM (2024–2026)

20

**FULLY FUNDED
STUDENTS**

AED 2.8M

**TOTAL
INVESTMENT**

Reduced financial barriers to education and increased access for underserved communities.

**SUPPORT FOR PEOPLE OF DETERMINATION
ENTREPRENEURSHIP, INCLUSIVE EDUCATION
INITIATIVES AND HUMANITARIAN RESPONSE
PROGRAMS REFLECT MYMAXIMUS'S DEEP
COMMITMENT TO SOCIAL IMPACT BEYOND THE
CLASSROOM.**

COMMUNITY ENGAGEMENT

1,100+

Participants across autism & People of Determination initiatives

100

Schools engaged annually across the UAE

100,000+

Relief items distributed (Syria & Turkey, 2023)

100

Educators trained in inclusive educational practices

ENVIRONMENTAL SUSTAINABILITY & SDG ALIGNMENT



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ENVIRONMENTAL SUSTAINABILITY

CURRENT STATUS

Fully paperless academic and operational model

TARGETS BY 2028

Carbon footprint measurement and reporting

Adoption of low-energy digital infrastructure

Implementation of sustainable procurement practices

SDG ALIGNMENT

04

QUALITY EDUCATION

Expanded access to vocational education and industry-led practical training with globally recognised skillsets.

08

DECENT WORK & ECONOMIC GROWTH

Creation of direct employment pathways and sustained workforce integration contributing to economic stability.

10

REDUCED INEQUALITIES

Inclusive and equitable training opportunities for all students, bridging the gap between education and success.

12

RESPONSIBLE CONSUMPTION

Fully paperless model, sustainable procurement targets, and digital-first operational infrastructure.

RISK MANAGEMENT



RISK	MITIGATION STRATEGY
MARKET COMPETITION	Outcome-based differentiation — strong employment outcomes and above-benchmark performance position MyMaximus apart from traditional training providers.
REGULATORY CHANGES	Accredited framework alignment with QUALIFI, KHDA, and UK-regulated structures ensures compliance readiness across jurisdictions.
QUALITY AT SCALE	Academic governance investment including 10+ IQA specialists, doctoral-level engagement, and 50+ annual training hours per staff.
TALENT PIPELINE	Continuous trainer development programmes, industry partnerships, and curriculum refreshes aligned with evolving employer demand.

STRATEGIC ROADMAP (2026–2028)



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GROWTH

- 300+ active students annually
- Expansion into 3+ international markets

OUTCOMES

- Increase employment retention to 92%+
- Expand employer partnerships by 50%

EDUCATION PORTFOLIO

- Launch degree-level pathways
- Expand CPD and corporate training globally

SOCIAL IMPACT

- Double scholarship capacity
- Deepen community inclusion programmes

SUSTAINABILITY

- Publish first quantified ESG report
- Implement carbon footprint tracking

STRATEGIC FOCUS: Enhancing global reach, academic excellence, and measurable social and environmental impact

GOVERNANCE & INDEPENDENT ASSESSMENT



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GOVERNANCE & REPORTING EVOLUTION

CURRENT ALIGNMENT

ESG principles

Outcome-based performance metrics

Accredited academic frameworks

NEXT PHASE

GRI-aligned reporting standards

Quantified ESG KPIs

Third-party validation and assurance

INDEPENDENT ASSESSMENT (ADVISORY VIEW)

STRENGTHS

- Above-benchmark employment outcomes
- Strong economic impact per student
- Scalable and differentiated impact model

DEVELOPMENT AREAS

- Scale of operations
- Long-term graduate income tracking
- Environmental KPI measurement

OVERALL: A HIGH-IMPACT, EMERGING GLOBAL EDUCATION PLATFORM WITH STRONG SCALABILITY POTENTIAL

CONCLUSION: A SCALABLE, HIGH-IMPACT SOLUTION



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MEASURABLE PATHWAYS

The MyMaximus POD model demonstrates a clear and proven pathway from education to employment, backed by sustained growth and performance.

GLOBAL RELIABILITY

Aligned with international standards, the programme provides a reliable workforce development solution for local and global markets.

CONTINUED EXPANSION

With enhanced ESG measurement and international scaling, MyMaximus is well-positioned to evolve into a globally recognised leader in education and workforce development.

+253%

STUDENT GROWTH

89%

**EMPLOYMENT
RETENTION**

100%

**PLACEMENT
ACCESS**

AED 14M

**MAX ECONOMIC
IMPACT**



***“MYMAXIMUS IS COMMITTED TO DELIVERING GLOBALLY ALIGNED
EDUCATION THAT DRIVES EMPLOYABILITY, INCLUSION, AND
MEASURABLE ECONOMIC IMPACT. THROUGH CONTINUOUS INNOVATION
AND INTERNATIONAL EXPANSION, WE AIM TO CREATE SUSTAINABLE
VALUE FOR INDIVIDUALS, INDUSTRIES, AND COMMUNITIES WORLDWIDE.”***

Accreditation

LICENSED &
APPROVED BY
KHDA



"Assured Quality, Global Recognition."

Strategic Alliances & Key Partnerships



وزارة تنمية المجتمع
MINISTRY OF COMMUNITY
DEVELOPMENT



وزارة الأسرة
MINISTRY OF FAMILY

شرطة دبي
DUBAI POLICE



هيئة تنمية المجتمع
Community Development Authority

دائرة الموارد البشرية في حكومة دبي
DUBAI GOVERNMENT HUMAN RESOURCES DEPARTMENT



هيئة زايد
للأشخاص
Zayed Authority
for People of Determination



بنك دبي الإسلامي
Dubai Islamic Bank

Dubai
Investments

"Better Partnership"



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THANK YOU!



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"Together for an Inclusive Future"