REDMARKER
SYSTEMS

Transforming Education Through Meaningful Assessments

BUSINESS PROFILE
REDMARKER
SYSTEMS

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About US

RedMarker Systems is a leader in revolutionizing assessment and evaluation practices through innovative digital solutions. Our focus is on streamlining the entire assessment lifecycle, from initial design to final evaluation, while also fostering self-assessment capabilities among students.

Our innovative products are designed to address the diverse needs of educational institutions and corporate entities to enhance the entire evaluation process, from exams to self-assessments, ensuring seamless and accurate results. We offer tailored solutions that enhance efficiency, accuracy, and reliability in assessment processes.

Key Offerings:

- Question bank development
- Online marking
- Paper generation & test assembly
- Computer-based examinations
- Students' self-assessment
- Automated result compilation
- Analytical report generation for summative and formative assessments
- Schools' Benchmarking
- Training Programs
- Business Growth Solutions
- Academia (Learning platform for students)

Why US?

With five years of dedicated experience in Pakistan's education sector, the RedMarker Systems team has gained a deep understanding of the challenges and limitations within the current educational landscape, particularly in the area of assessments. This firsthand knowledge has driven us to develop innovative technological solutions that address these real-world issues and improve the overall quality of education.

RedMarker Systems has indigenously developed innovative EdTech assessment solutions that are robust, agile, secure, user-friendly, and efficient. Our products adhere to the highest international standards of quality.

The current education system in Pakistan often lacks standardized assessment processes, particularly in public exams. This inconsistency can lead to unfair comparisons between students and hinder the accurate evaluation of their abilities. By standardizing assessments across the board, RedMarker System aims to create a more equitable and meaningful learning environment for all students.

Our skilled development team has created exceptional digital solutions that serve as online assessment tools, exam software, and digital assessment tools. These solutions are tailored to meet the specific requirements of both public and corporate sector clients, providing a comprehensive range of assessment capabilities.

Our **Mission**

Transforming education through meaningful assessment with innovative technologies.

Our **Vision**

Our vision at RedMarker Systems is to empower education by delivering innovative solutions that advance the learning experience, preparing students and educators for a successful future.

Our Products

Our products are designed with a single sign-on feature and work in tandem with all the connected modules. Our solutions are web-based and specifically developed to work on all major web browsers using desktops and handheld machines such as laptops and tablets.

rMarker

Securely and efficiently grade descriptive answer scripts with our advanced onscreen marking system based on Rubrics.

rCBT

Conduct secure, remote computer-based exams with our comprehensive online exam management software.

rTestGen

Effortlessly create high-quality questions with our versatile online exam paper generator.

rMarker

The online on-screen marking solution "rMarker" is an innovative off-the-shelf solution designed to evaluate descriptive & objective answer booklets in a reliable, secure, and efficient manner. "**rMarker**" ensures a higher level of anonymity, secrecy, and learning curve development, as compared to the existing system of marking exams manually. "**rMarker**" has a multi-level security framework that prevents misuse and mismanagement of data by unauthorized personnel. RedMarker Systems is proud to serve as a trusted partner to renowned educational institutions in Pakistan, including BISE Peshawar and BISE Mardan. Our innovative solutions have been adopted by these esteemed boards to streamline their assessment processes, enhance efficiency, and ensure the highest standards of quality.

Key Features:

- Online Onscreen E-Marking
- Hybrid and Rubric-based Marking
- Quality Checks
- Automated Random Allocation
- Authentication Recognition
- Result Generation and Analysis
- One-Click Payment Solution

Benefits:

- Secure and Reliable
- Customization and Flexibility
- Anonymity and Security
- Enhanced Efficiency
- Improved Accuracy
- Real Time Feedback
- Optimizing Productivity
- Cost Effective
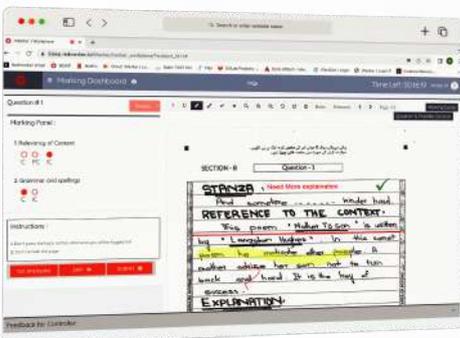
rCBT

rCBT is an online examination platform that allows institutions to create, administer,conduct, and grade computer-based online exams securely.

Institutions can conduct examinations for examinees using this platform from any remote location, including specified designated locations with the necessary authentication mechanisms to maintain integrity and fairness.

rCBT includes a scheduling feature that enables examiners to organize exams for a group of examinees and notify them of the schedule via emails or text messages. In addition, confidential data related to examinations can also be monitored through special screens designed for authorised personnel. Similarly, examinees will have access to all of the toolsnecessary to take a variety of exams in a secure and fair manner.

RedMarker Systems is proud to serve a wide range of educational institutions, including renowned universities and examination boards. Our innovative solutions have been adopted by prestigious institutions such as Case University and BISE Mardan, demonstrating our commitment to excellence and adaptability.

Key Features:

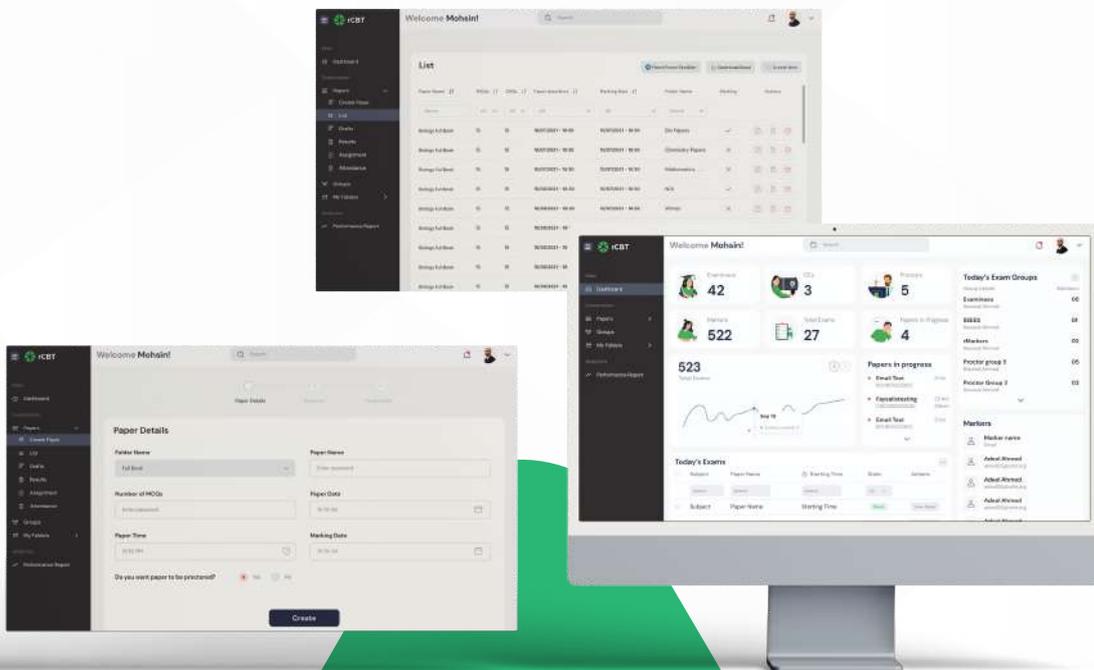| Secure Test Delivery	Flexible Test Design	Multimedia Support	Adaptive Testing
Comprehensive Analytics	Remote Proctoring	Authenticity and Transparency	Streamlined Administration

rTestGen

"**rTestGen**" is a state-of-the-art question development software that is designed considering the functionalities and necessities of a modern question bank.

Assessment experts select questions and ensure their relevance, while subject specialists provide subject matter expertise. Technical translators guarantee accurate translation, and psychometricians ensure the overall quality, validity, and reliability of the assessment process.

The system design enables the generation of multilingual questions in English, Urdu, Arabic, and Sindhi, etc.

One of the promising features of our product is the ability to incorporate any other international language into the software solution.

Features:

- Standardized Questions Developed Based on Core Specifications
- Paper Generation
- Assesment Framework
- Multilingual

Benefits:

- Intuitive Test Authoring
- Question Bank Management
- Randomization & Variation
- Multimedia Integration
- Customizable Feedback
- Integration & Compantibility
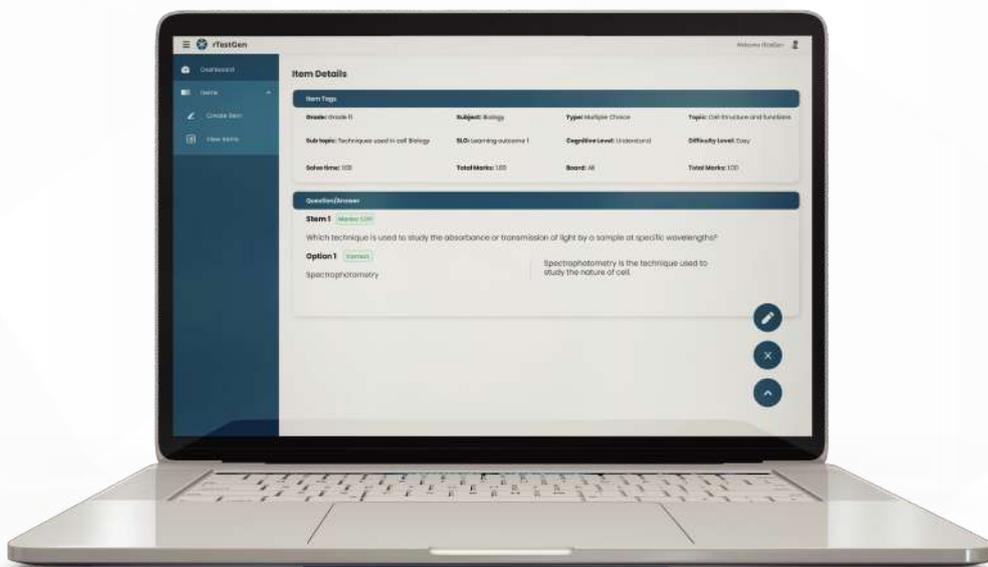
Our **Services**

RedMarker Systems also offer different type of services which includes:

Benchmarking

We offer specialized benchmarking services tailored to meet the unique needs of:

School Chains:
Gain valuable insights into your schools' performance relative to industry standards and peers.

NGOs:
Our benchmarking tools provide data-driven evidence to support your fundraising efforts, demonstrate outcomes, and inform strategic decision-making.

Project Monitoring:
Our benchmarking solutions help you track project progress, identify risks, and ensure success.

Training Programs

We provide comprehensive training solutions for assessment excellence. Our expertise spans a wide range of areas, including:

E-Marking:
Learn the intricacies of electronic marking and assessment technologies.

Item Development:
Master the art of creating high-quality assessment items that measure student knowledge effectively.

Digital Assessments:
Gain expertise in designing and implementing tailored digital assessment solutions.

Capacity Building:
Enhance your organization's capabilities through targeted training and development programs.

Academia

We offer cutting-edge technological assessment solutions tailored to address the unique challenges faced by the Pakistani education system.

Live Classes:
Our Ed-tech solutions provide features to conduct live classes through video conferencing software.

Performance Analysis:
Performance analysis of students allows them to evaluate their progress and identify areas for improvement at both macro and micro levels.

Automated Grading:
Automated grading allows for the automatic assessment of student work, such as quizzes, exams, and assignments.

Benchmarking

At RedMarker, we provide benchmarking solutions tailored to help organizations achieve peak performance. Recognizing the crucial role benchmarking plays in maintaining a competitive edge, we are dedicated to equipping businesses with cutting-edge tools and resources to evaluate performance, uncover best practices, and foster continuous improvement. Our advanced analytics and insights enable companies to make data-driven decisions, streamline operations, and attain outstanding results. To effectively benchmark your organization, we start by identifying the specific areas you want to compare. Then, Collect and Analyze the data to identify areas for improvement and set clear goals to address these gaps. Develop strategies to achieve these goals and allocate necessary resources. Monitor progress throughout the process and evaluate the outcomes to ensure the effectiveness of your benchmarking efforts.

Benefits:

- Technological Advancement
- Identifying Areas for Improvement
- Enhancing Competitiveness
- Support Your Expansion Plans

Our Clients:

MOAWIN FOUNDATION

PEIMA

Quality of Co-Curricular & Extra-Curricular Activities

01

School Environment

02

Community Engagement

03

BENCHMARKING

Physical Infrastructure

04

05

Quality of Teaching & Learning

Leadership & Management

06

07

Professional Development of Teachers

08

Admissions & Withdrawls

Training **Programs**

RedMarker Systems offers a comprehensive suite of training programs designed to equip individuals and organizations with the skills necessary to excel in the modern assessment landscape.

Our Expertise:

- E-Marking
- Item Development
- Financial Literacy Inclusion
- Equipping Educators for the Future
- Digital Education/Assessment Experts

Benefits:

- Industry-Leading Expertise
- Practical Learning
- Customizable Solutions
- Remote Earning
- Working Opportunity with Public Sector

Our Clients:

Academia

With a deep understanding of the pain points of the existing education system in Pakistan we have developed innovative technological assessment solutions designed to help solve real-life issues in the existing education system.

One of the important advantages of RedMarker's edtech solutions for academia is that these are indigenously developed. This means that our online tool has a deep understanding of the Pakistani education system's specific needs and challenges and provides tailored solutions to meet those needs.

Our Partner

iQera, a US-based corporation founded in October 2020, is revolutionizing K-12 education through its AI-driven adaptive learning platform. Led by Dr. Naim Syed, a seasoned educational professional with 16 years of experience at the NH Department of Education, and supported by Janet Syed, M.Ed, iQera leverages predictive and generative AI to deliver personalized, on-demand educational content. The platform's approach includes content delivery in multiple formats, real-time assessments, and targeted interventions to ensure students receive tailored support. By utilizing AI algorithms, iQera continuously monitors student progress, predicting learning trends and personalizing educational pathways to enhance comprehension and mastery.

IQERA

LET THE LEARNING CONTINUE

Third-Party Assessment & Verification Services

At RedMarker Systems, we provide specialized Third-Party Assessment and Verification services to ensure transparency, efficiency, and accountability in educational and development projects. By leveraging advanced Monitoring & Evaluation (M&E) frameworks, we help organizations assess the effectiveness of their initiatives.

Our approach ensures projects achieve objectives, track progress, and deliver impactful outcomes. Through ongoing evaluation and data analysis, we provide insights to refine strategies and align them with international standards.

Monitoring & Evaluation Framework: Ensuring Accountability

Our Monitoring & Evaluation (M&E) framework is designed to track project performance against predefined goals, focusing on both output and outcome indicators. This approach allows us to continuously monitor project activities and assess outcomes, ensuring that they meet the intended objectives. By focusing on both real-time monitoring and long-term impact, our framework helps maintain transparency and accountability throughout the process. This process also ensures that projects are consistently aligned with global standards for development, aiding in their successful implementation.

Advanced Tools for Data Collection and Analysis:

We develop and implement sophisticated tools for data collection and analysis, essential for third-party assessments. Our AI-powered analytics and real-time dashboards allow for efficient tracking of key performance indicators (KPIs), enabling clear, actionable insights. By aligning our tools with international best practices for monitoring and evaluation, we ensure the accuracy and reliability of the data collected, empowering stakeholders to make adjustments when necessary.

Defined Process for Transparency and Accuracy:

Our process for assessment follows a structured and transparent approach, ensuring the accuracy and reliability of data. From the initial plan review to data validation and final reporting, we ensure that all steps align with the highest standards of accountability. By following a clear, systematic approach to data collection, we make sure that the information used for decision-making is reliable and effective, enabling data-driven changes and interventions that enhance project success.

Reporting: Clear, Actionable Insights

We provide detailed reporting that includes comprehensive summaries, visualized data, and actionable recommendations. Our transparent reporting approach is aligned with the best practices in development evaluation, ensuring that project results can be interpreted clearly for future planning and decision-making.

Change Process and Continuous Improvement:

Our change process is designed to use the insights gained from assessments to drive continuous improvement. By identifying gaps and inefficiencies during the evaluation phase, we help stakeholders optimize project processes. This approach ensures that interventions can be refined and adapted based on the findings, guaranteeing that projects remain flexible and responsive to evolving needs and changing conditions. With ongoing learning and adaptation, we help maintain long-term project success and sustainability.

Key Performance Indicators (KPIs): Tracking Project Success

We assist in defining and measuring Key Performance Indicators (KPIs), which are vital for evaluating the overall success of a project. These KPIs include metrics such as project efficiency, impact assessment, and stakeholder satisfaction. By tracking these indicators, we ensure that each project is effectively moving toward its goals, and that its performance is measured against set benchmarks, enabling stakeholders to adjust strategies as needed to improve outcomes.

Key Clients:

Moawin Foundation:

At RedMarker Systems, we provide specialized Third-Party Assessment and Verification services to ensure transparency, efficiency, and accountability in educational & development projects. By leveraging advanced Monitoring & Evaluation (M&E) frameworks, we help organizations assess the effectiveness of their initiatives.

Our Achievements

150M+
Discriptive Question Marked

10,000
Registered E-Markers

5,500
Field Staff

Our esteemed Founder and CEO, Gull Zeba, has been honored by Prime Minister Muhammad Shehbaz Sharif, at the Girls in ICT Day commemorative ceremony. This prestigious award is a testament to her outstanding leadership and contributions to the industry.

Ignite
NATIONAL TECHNOLOGY FUND

Recognized by Ignite technology fund and the ministry of it and telecom pakistan

Punjab Education Initiatives Management Authority
GOVERNMENT OF THE PUNJAB

RedMarker Systems Delivers End-to-End Quality Assurance Testing for Punjab Education Initiatives Management Authority (PEIMA)

BISE Peshawar
Board of Intermediate & Secondary Education

RedMarker Systems is proud to serve as a trusted partner to leading educational institutions in Pakistan, including BISE Peshawar.

Major Client & Key Partners

Examination Bodies (9-12 grades)

External Assessment bodies (k-8)

Educational Institutes

Key Partners

BISE Lahore

Rawalpindi Chamber of Commerce & Industry

AJK BISE Information Channel

Our Core Team

Gull Zeba
Founder & CEO

Gull Zeba, the founder, and CEO of RedMarker Systems, associate with the education sector in various capacities, provides strategic direction and leads the vision for the company. Her portfolio includes appointment as Chairperson of the Education Committee and Executive Member of RCCI, and Board Member for various public and private limited companies including Pakistan Horticulture Authority, Humkaar, and Drekkar Kingsway Limited.

Jawad Azfar
Co-Founder & COO

Jawad Azfar, co-founder, and COO, with his strong analytical and leadership skills and extensive experience, is leading RedMarker Systems Products and Operations. He possesses 19 years of demonstrable experience in multiple industries including Aviation, Technology Funding, and Education assessment. He was instrumental in leading various strategic programs at IGNITE, including National Incubation Centers (NICs) Program, and other HRD programs.

Attiq Hassan Shah
Head of Business Services

Attiq possesses excellent Project Management skills with 11 years of experience in executing large-scale projects for the Ministry of Commerce, Ministry of IT & Telecom, Punjab Education Foundation, and FBISE.

Umair Pervaiz Gill
Manager Business Analysis & Digital Transformation

Umair Pervaiz Gill is a seasoned Business Analyst with extensive experience in data analytics and process reengineering. His work in data-driven decision-making has significantly contributed to operational efficiency in corporate, education and healthcare settings.

Testimonials

> **"**
> I am thankful to RedMarker Systems and ALIGHT for the training they arranged. I will try that what I learned during this training session is implemented in my institute. I got this opportunity to learn how to upgrade our assessment process to improve the quality of education in our area."

Afshan Nasir
Instructor, E-marker

> **"**
> Thanks to RedMarker Systems who introduced us to the concept of digital assessments. We request RedMarker Systems to extend this training session to at least two weeks. We will also submit a proposal to our government for implementation of these solutions in GB as it will surely help improve the standard of   education in our area.

### Asst. Director
Examination Gilgit- Baltistan

> **"**
> With the help of RedMarker Systems' assessment products, we will be able to digitalize assessments for schools in rural areas under the umbrella of GET and bring them at par with model or private school chains, all through improving their overall performance.

Syed Amir Mehmood Jafri
(Tamgha-e-Imtiaz), Director-Ghazali EducationTrust

> **"**
> It is extremely encouraging to see that Red Marker Systems; a local organization came up with an indigenous solution that addresses multiple pain points of our paper checking value chain and has immense room for further scalability. Our country is in dire need of accel-erating the long-awaited digital transformation.

Chairman Board of Intermediate & Secondary Education Peshawar
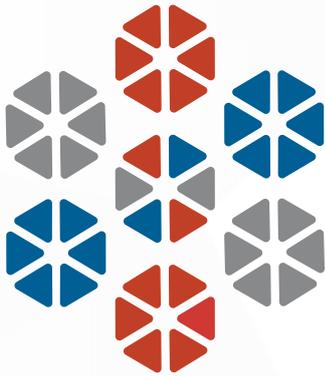
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THANK YOU

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