

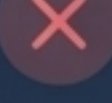
The World's First WhatsApp-Native School Operating System

Turning routine school communication into frictionless engagement and effortless revenue.



Engineered by Charm Systems.

Traditional standalone school applications have become obsolete cost centers

	 Standalone Apps (e.g., D6 Communicator)	 WhatsApp-Native (ClassLine OS)
Parent Open Rate	 Low / Frequently Ignored	 99% Guaranteed Open Rate
School Cost	 Expensive SMS Bills & License Fees	 100% Free to Install
Parent Friction	 High (Downloads, Updates, Passwords)	 Zero (Already installed on their phone)
Financial Impact	 A pure Cost Center	 R150,000 – R300,000+/yr Revenue Center

Routine administrative communication translates directly into net profit



R150,000 to R300,000+ net revenue generated per year.

Transforming your school requires zero upfront investment or technical overhead

**100%
FREE**
Setup

ZERO
Upfront
Cost

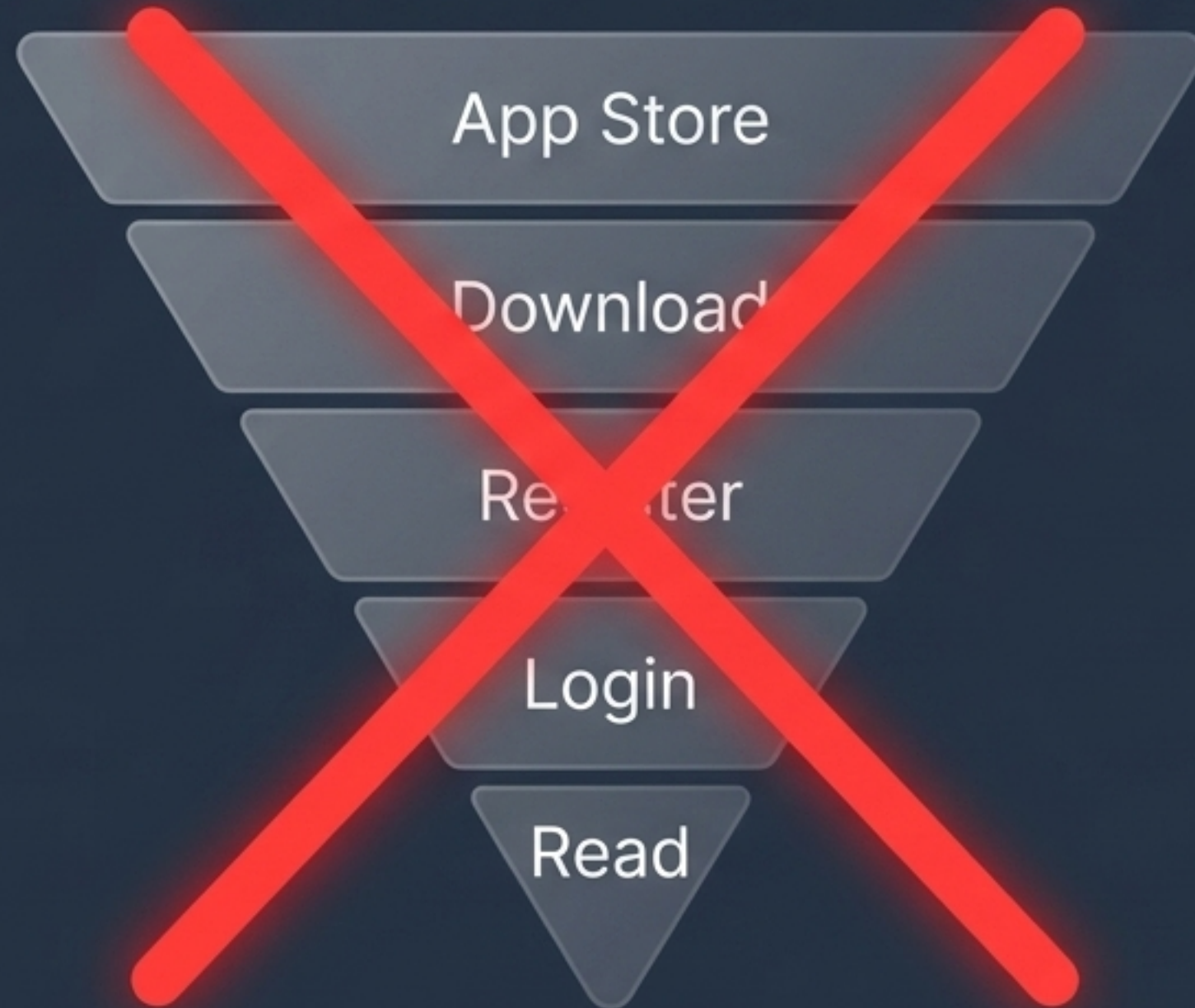
ZERO
Hardware
Required

ZERO
IT Budget
Required

Immediate deployment directly through Charm Systems.

Friction-free utility instantly connects parents without the download hurdle

Traditional Process (5+ Steps)



Read

**ClassLine OS (1 Step):
ZERO DOWNLOADS.
Open WhatsApp → Read.**

Complex school administration is reduced to single-tap interactions

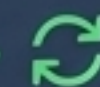


1-Tap WhatsApp Finance Menu

Check Fee Balances

Itemized Statements

1-Tap SnapScan/EFT Payment Links

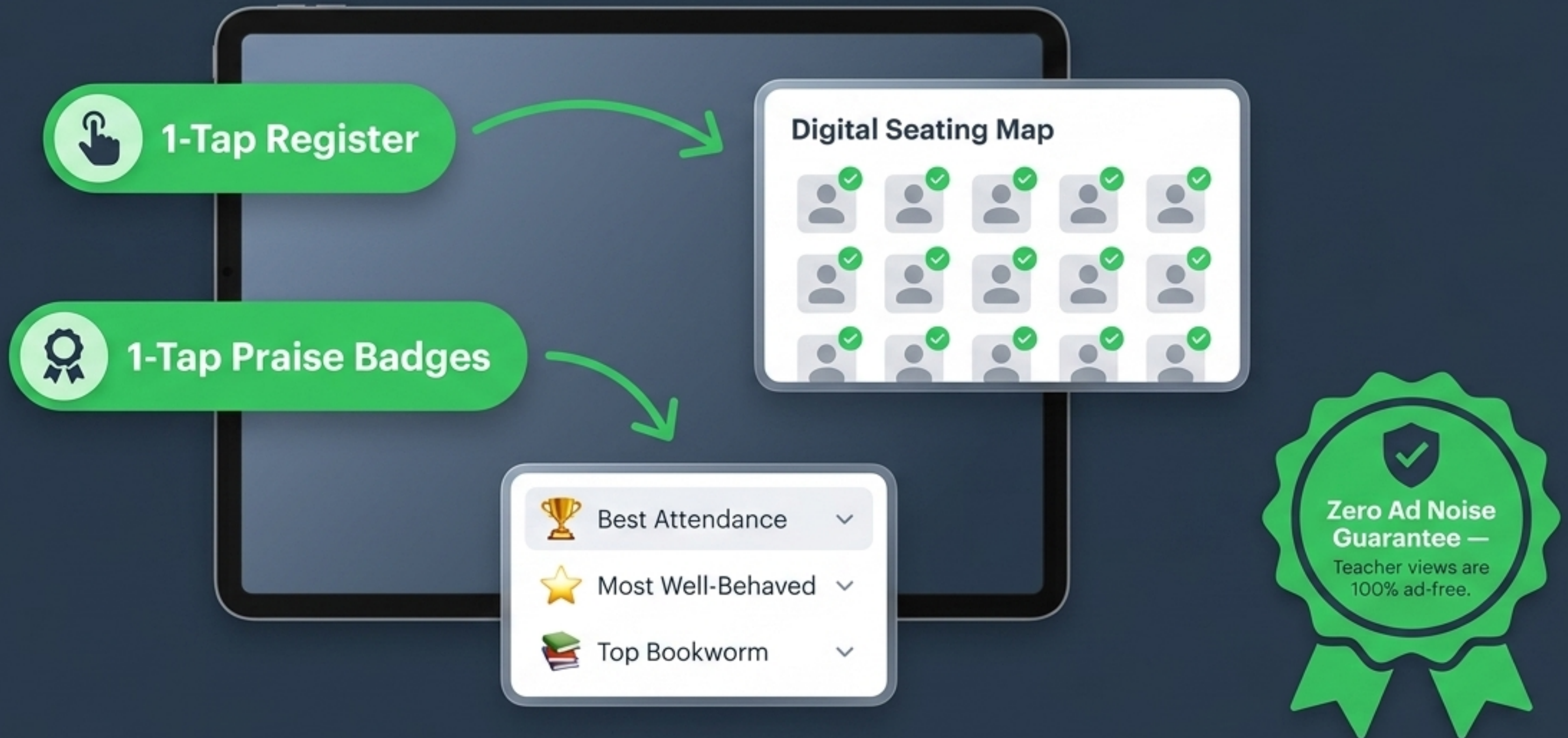


Automated Re-Enrollment

School Admin: Parent, please confirm next-year grade placement and subject stream choices.

Confirm Choices in 30s

Educators receive an effortless, distraction-free administrative dashboard

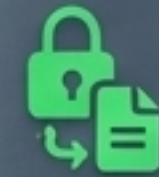


Enterprise-grade infrastructure guarantees absolute data sovereignty



100% POPIA Compliant

Built from the ground up to meet strict South African privacy standards.



Local On-Premise Encryption

All data storage is tightly secured and localized.



Absolute Data Sovereignty

All student marks, names, and internal records remain exclusively on the school's secure server, never exposed to third-party networks.

Ready-to-deploy launch assets guarantee day-one adoption



Video Hook Scripts

Tailored, 30-second messaging for SGBs, Teachers, and Parents to instantly communicate value.



Executive Email Teasers

Pre-written, professional demo invitations designed for Principals and decision-makers.



WhatsApp Broadcasts

Official launch announcements optimized to guarantee a 99% parent onboarding rate from the very first message.

A singular operating system unifying the needs of your entire community



The School



**R150,000+
New Revenue**



Absolute Security



The Parent



**Zero-Friction
Utility**



1-Tap Payments



The Teacher



**Distraction-Free
Admin**



1-Tap Registers

ClassLine OS: The frictionless ecosystem.

Upgrade your school's operating system today

Visit our website and sign up for beta access to see how ClassLine OS can revolutionize your communication, eliminate administrative friction, and drive instant revenue.

Special Promotional Offers:

- Beta revenue share:
- **80%** net to the first 10 schools
- **70%** for launch-day 100 schools
- **60%** thereafter

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