

## Make your school an **AI-certified school**.

Parents and students choose the institutions that prepare them for tomorrow's world.  
Bring AI, coding and robotics into your school, university or training center — and turn it into your strongest enrollment argument.

**Primary → Higher ed**  
every level covered

**5 offers**  
tailored to your institution

**Official label**  
"212AY Certified School"

**24h**  
to receive your proposal

### THE EDUCATION OFFER

## 5 offers. One partner for your entire AI transformation.

### "212AY Certified School" Label

Annual

Institution audit + integrated AI program + official badge for your communication (website, brochures, open days). A concrete selling point at enrollment time.

### Pupils — Coding, AI & Robotics

After-school

Primary, middle and high school: after-school clubs and workshops, level-by-level progression.

### Students — Applied AI & employability

Semester

Universities and higher-education schools: modules integrated into the curriculum, real projects, Demo Day.

### Staff — Admin, marketing & sales

1 to 4 days

Make automations and AI productivity for your administrative and commercial teams.

### TOT — Train the Trainers + 212AY License

Franchise

Certified teachers, complete teaching kit, brand-use license, partnership agreement.

## WHY 212AY

### A full ecosystem, not just a vendor.

✓ The XAI × MDS × SMIA ecosystem: an AI agency, tech communities and a scientific society behind your institution

✓ +20000 members across our communities: visibility and a talent pool for your school



#### Bahae Eddine HALIM

Trainer +7 years · Top schools & UM5 · PhD researcher in AI

Trainer for over 7 years in top schools and at university (UM5: Faculty of Sciences & EST Salé). Co-founder & CTO of XAI, founder of MDS, MRN, MFF and SMIA — over 20000 members. PhD researcher in AI.

## HOW A PARTNERSHIP UNFOLDS

### 4 steps, zero friction.

1

#### First conversation

On-site visit or video call to understand your levels and goals

2

#### Tailored proposal

Within 24h, per level and headcount

3

#### Rollout

Clubs, modules and staff training aligned with the school calendar

4

#### Certification & label

Certificates, "212AY Certified School" badge, communication support

## INVESTMENT

### Tailored to your institution

Detailed proposal within 24h

- Free initial assessment
- Offer built per level and headcount
- Annual or multi-year agreement

CERTIFIED ATTESTATION



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