

# FILLING THE GAP:

## HOW I CREATED AN INNOVATIVE ONLINE EDUCATION PLATFORM

### FEATURE INTERVIEW WITH ZIAD AL-SAGHEER

*By Naida Nuñez*



**N**ine-year-old Yazan from Saudi Arabia beamed with pride as he delivered a presentation in English, a feat that would have seemed impossible just a year ago when basic conversations felt like a struggle. His remarkable transformation is a testament to the impact of You Assign Academy, an innovative online learning platform founded by Ziad Alsagheer.

Ziad's journey began in Yemen, where he developed a deep appreciation for education from an early age. While he has built a successful career in electronics and communications engineering, it was his entrepreneurial spirit and belief in the power of early language learning that inspired him to create something new.

You Assign Academy started as a broad academic support service, but Ziad quickly recognised a specific need in the market. "I saw a gap, particularly for students who struggle with traditional methods or those in non-English speaking countries," he explains. This insight led to the creation of You Assign Academy, designed to foster a love of learning through interactive lessons in a safe and supportive environment.

The journey to success was not without its challenges. "One of the biggest hurdles was navigating well-meaning but conflicting advice that could have diluted our unique approach," Ziad admits. "Our strength lies in our innovative methodology, and maintaining that consistency was crucial."

Another challenge was ensuring that teachers could effectively address diverse learning styles and cultural backgrounds. To tackle this, You Assign Academy prioritises ongoing training for its educators.

Despite these obstacles, the academy's impact is clear. Many students, like Kareem Najeeb, echo this sentiment. "You Assign Academy truly knows how to teach English. The instructor is not only knowledgeable but also funny and creative," he shares, highlighting the platform's effectiveness through his own experience.

Building on this success, You Assign Academy is poised for expansion. "Seeing how comfortable our students are with our approach," Ziad says, "we believe we can extend the same commitment to young minds in the programming world."

The academy plans to introduce programming classes, utilising its engaging style to make the world of computer communication accessible to all.

Ziad's advice to aspiring entrepreneurs reflects his hands-on philosophy. "Don't wait for perfect preparation," he urges.

Instead, he encourages taking that first step and seeking guidance along the way. "Ask for advice or feedback after step 1, not at step 0," he advises, embodying a belief in learning through action.

This mindset has been pivotal in his own entrepreneurial journey.

To discover more about You Assign Academy's innovative approach to language learning and its upcoming programming classes, visit their website below.

