



INVENTING GAMES, REINVENTING THE CLASSROOM

SEED ROUND DECK ✦ NOV. 2024

WE ARE AN **IMPACT EDTECH** THAT **DESIGNS** **GAMES FOR THE CLASSROOM THAT:**

STARTUP OVERVIEW

✦ **ARE GLOBALLY ATTRACTIVE**

20% of PT schools adoption in 1 year and proof of market fit in **Europe and Latam**

✦ **ARE VALUED BY BIG PLAYERS**

Closing **1M€** licensing deal w/**PT Gov**; **150K€** initial ARR deal w/**Industry leader**
BR: Partnering deal with Sesi SENAI

✦ **CREATE LOYAL FRIENDS**

95% client retention and **4 year** expected LTV

✦ **GENERATE REAL IMPACT**

+91% engagement to learn and **+84%** curricular progress

THE ONE-SIZE FITS ALL CLASSROOM APPROACH

WHY MOST SCHOOLS STRUGGLE TO BREAK FREE:

TEACHER SHORTAGE AND LACK OF QUALIFICATION

- ✦ **25% of schools** facing teacher shortages ¹
- ✦ Only **40% of teachers** using technology regularly despite investment ²

LACK OF SOLUTIONS THAT ARE AFFORDABLE

- ✦ **\$50 to \$200 licensing fees** for complementary educational software ³
- ✦ Low tech adoption stem from **inadequate solutions for existing school infrastructure** ⁴⁾

OUR CLASSROOM GAMES

✦ Student Driven **Engagement:**

+91% motivation

Real game experience,
in a physical and digital blend, for
perfect autonomy from teachers

✦ **Affordable** for all:

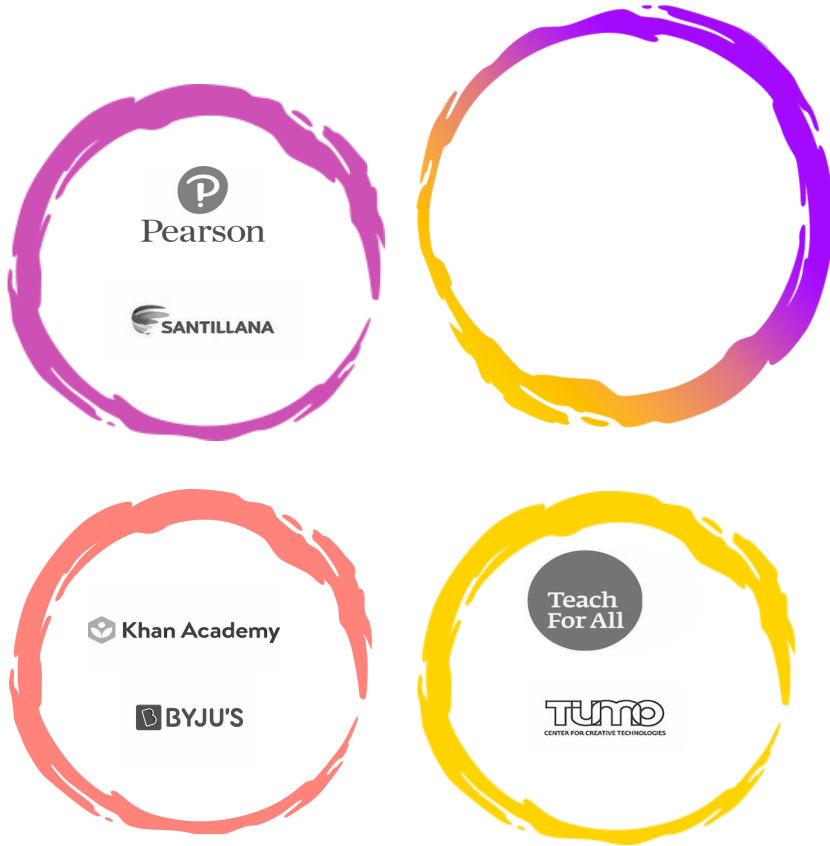
3x adoption rate

Low tech requirements and
efficient curricular content
production for schools channels
and price parity

Sources: Class of Wonders teachers satisfaction
survey (10k universe)



AFFORDABLE



ENGAGING

CLASSROOM SOLUTIONS LANDSCAPE



DISRUPTIVE PLAYERS

Engaging and affordable solutions

MAINSTREAM PUBLISHERS:

Accessible but one size-fits all

EDTECHS:

Innovative but tech demanding and non-inclusive

NON PROFIT PROGRAMS:

Engaging but HR intensive

Illustrative examples

OUR SOLUTION HAS THE POTENTIAL
TO **DISRUPT THE GLOBAL
TEXTBOOK MARKET**

MARKET OPPORTUNITY

€615.8B by 2032 (20,5% CAGR)¹

€369.5B T.A.M. ✦

K-6 have greater impact on foundational skills and accounts for
60% of the global textbook market

€123.2B S.A.M. ✦

Currently **50% of schools** in the world already **have internet
connection** for pedagogical purposes and we offer **2 out of the 3 k-6
subjects**

Sources: 1) Astute Analytics 2024; USD to EUR conversion oct. 18th 2024

WE HAVE AN AFFORDABLE **SUBSCRIPTION + LICENSING** BUSINESS MODEL FOR **WIDE SCALE** AND TRUE IMPACT

BUSINESS MODEL
AND EARLY TRACTION

B2SCHOOL SUBSCRIPTION: 5% Iberia Penetration

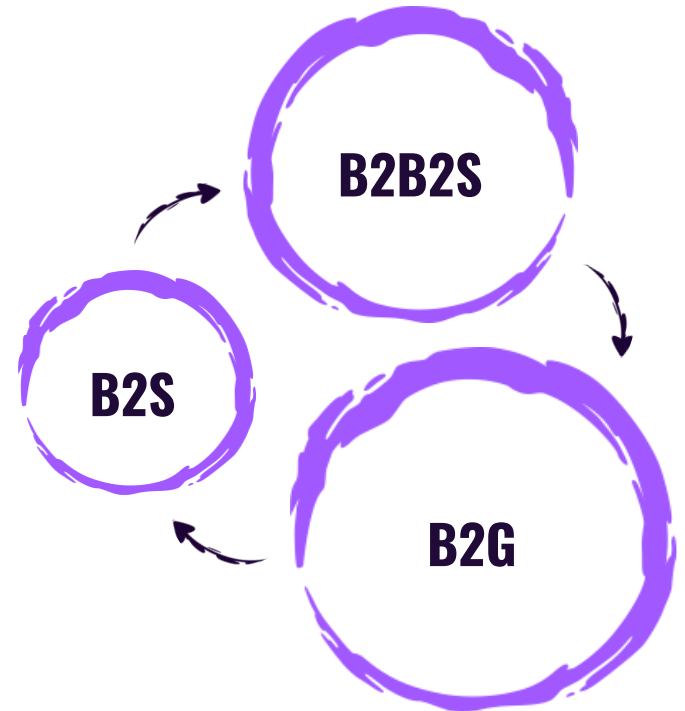
- ✦ Annual per student subscription w/**textbook price parity**
- ✦ Primarily targeting public schools (=85%) on key european markets, triggering bigger B2B2S and B2G opportunities

B2B2S SUBSCRIPTION: €150k ARR BR Leader

- ✦ **Distribution partnerships** with local edtech providers
- ✦ Focus on mega-markets for true global scale

B2G LICENSING: €1M in PT Tender

- ✦ Customized solutions, with **cost-effective licensing deals**
- ✦ Triggered by B2S and B2B2S results, B2G generates exponential growth

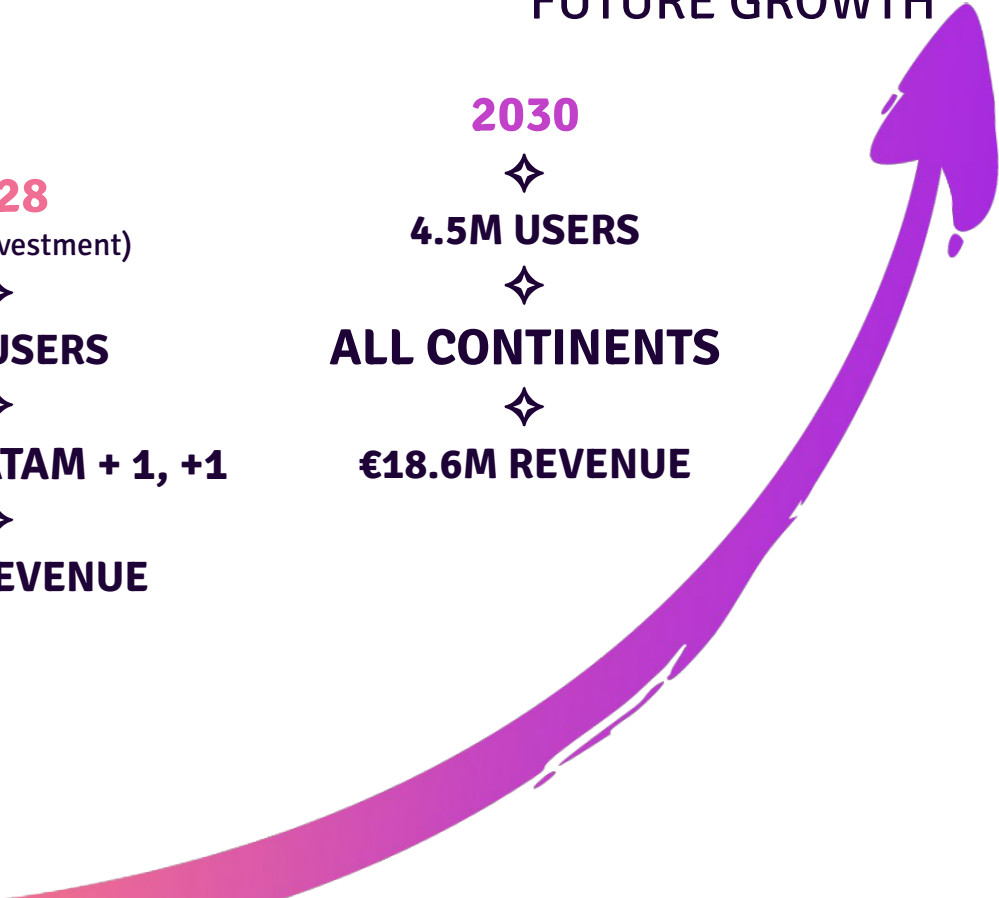


FUTURE GROWTH

2025
(pre-money forecast)
✦
289k USERS
✦
EUROPE AND LATAM
✦
€2M REVENUE

2028
(w/seed investment)
✦
1.4M USERS
✦
EUROPE, LATAM + 1, +1
✦
€8.7M REVENUE

2030
✦
4.5M USERS
✦
ALL CONTINENTS
✦
€18.6M REVENUE



WE ARE RAISING A **SEED ROUND**, IN Q1 2025

SEED INVESTMENT DEAL

We're looking for an investment on:

- ✦ Increased market penetration in BR
- ✦ Market expansion Spain
- ✦ Increase non-dilutive fundraising capacity for continuing R&D

10% equity

- ✦ Edtech startup median EV/revenue multiple is currency 3.95
- ✦ Current equity structure: 92.25% owned by 3 founders; 7.75% owned by early investors

IF YOU WANT TO MAKE A GAME-CHANGING INVESTMENT IN EDUCATION LET'S TALK



THANK YOU

WONDERING HOW TO
JOIN THE **CLASS?**



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