CLASS OF WONDERS

EDTECH FOR IMPACT ✧ PITCH DECK 2024

AS YOU READ THIS THERE ARE

✦ **1B KIDS**

IN SCHOOLS GLOBALLY

= **~90% OF ALL
SCHOOL-AGED CHILDREN**
(~6 to 14 y.o.)

"getting children into the classroom
is only **HALF** the battle"
UNESCO

53% OF STUDENTS WILL FINISH SCHOOL
WITHOUT BEING ABLE TO

READ A STORY OR DO SOME BASIC MATHS

Source: GEM Report 2023; UNESCO

LACK OF ENGAGEMENT

+50% of students not engaged [1]

Disadvantaged students report lower levels of motivation [2]

LIMITED RESOURCES

+69M teacher shortage globally [3]

1/3 of the schools with low to medium digital maturity [4]

Sources: 1) Gallup; 2) OECD; 3) UNESCO; 4) HolonIQ
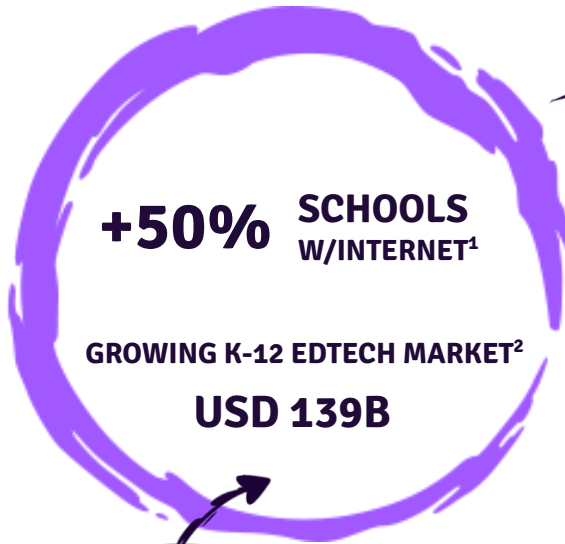
PLAYERS LANDSCAPE

SUITED TO SCHOOLS

INCLUSIVE TO STUDENTS

PUBLISHERS:
ACCESSIBLE BUT TOO TRADITIONAL

EDTECHS:
INNOVATIVE BUT DEMANDING OF SCHOOLS

SOCIAL PROJECTS:
ENGAGING BUT DEPENDING ON MORE LOCAL HR

Illustrative examples

SUITED TO SCHOOLS +

+50% SCHOOLS W/INTERNET[1]

GROWING K-12 EDTECH MARKET[2]

USD 139B

OPPORTUNITY FOR SCALABLE SOLUTIONS
ENGAGING AND ACCESSIBLE

Where we started

- INCLUSIVE TO STUDENTS +

Sources: 1) **UNESCO**; 2) Market Splash

FRANCISCO MIRANDA

CEO

JOANA LOPES

CPO

INÊS O. CARMO

COO

+30 YEARS OF COMBINED EXPERIENCE IN PIONEERING EDUCATIONAL PROJECTS

in partnership

Santander · unicef · Deloitte. · Junior Achievement Portugal (Member of JA Worldwide) · REPÚBLICA PORTUGUESA EDUCAÇÃO | direção-geral educação

+€400k
invested
2021-2023

by Resourceful Education Champions

TRANSFORM INNOVATIVE IDEAS INTO IMPACTFUL EDTECH SOLUTIONS FOR ANY CLASSROOM

Banco Montepio

SANTA CASA
Misericórdia de Lisboa

Portugal
INOVAÇÃO
SOCIAL

GOPARITY

BPI

Fundação "la Caixa"

OUR APPROACH

BUILT IN REAL CLASSROOMS, WITH A UNIQUE KNOW-HOW MIX ✦

HUMAN CENTRIC, INTRINSIC MOTIVATING, DESIGN FEATURES ✦

USEFUL CONTENT, EASY TO USE TECH, COMPETITIVE PRICING ✦

Click to know more

AN ENGAGING

LEARNING EXPERIENCE

FOR EVERY STUDENT

INCLUSIVE

AUTONOMOUS

COLLABORATIVE

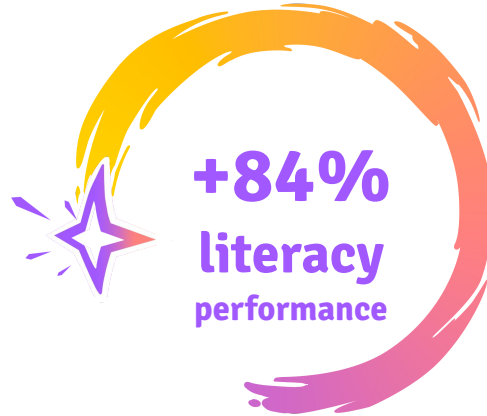# SUPPORTED BY AN ACCESSIBLE TECHNOLOGY
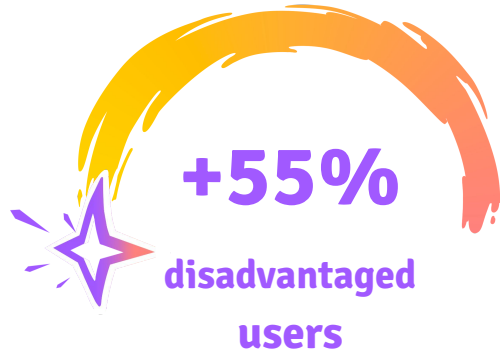
TO ALL CLASSROOMS

AFFORDABLE

HYBRID

TURN-KEY

+55%
disadvantaged users

+84%
literacy performance

+91%
motivation to learn

out of +10k portuguese students using our solution on a weekly basis in their classrooms nationwide

Sources: MAGOS game analytics and teachers evaluation questionnaire 2022/23 (our entry market school year)

+5%
market
share

+15%
meeting-to-sale
conversion

+100%
client
retention

b2school business model in the portuguese public schools market

ANDREA PEREIRA

MARIA FOLQUE

AFONSO ARNALDO

CAMILLE COYAC

A GROWING GROUP OF **RESOURCEFUL EDUCATION CHAMPIONS,**

WITH SENIOR EXPERTISE IN **CONSULTING, MARKETING, ENGINEERING** AND **LEGAL**

Deloitte.   Coca-Cola   FARFETCH   VIEIRA DE ALMEIDA

STRATEGIC GROWTH PROJECTS

ARE YOU A **RESOURCEFUL EDUCATION CHAMPION?**

NEW SOLUTION MATH

CLOSED €800k

SCALE SALES IN SPAIN

OPEN €50k

MARKET FIT IN BRAZIL

OPEN R$ 1.2M

B2G SCALE ADOPTION IN PORTUGAL

UPCOMING €8M

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THANK YOU

WONDERING HOW TO
JOIN THE **CLASS?**

FRANCISCO MIRANDA

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APPENDIX

BUILT IT IN REAL CLASSROOMS, WITH A UNIQUE KNOW-HOW MIX

HUMAN CENTERED DESIGN | DEVELOPMENT POWERED BY AI

STRONG PARTNERSHIPS WITH "LAB/TESTER" SCHOOLS ✦

STATE-OF-THE-ART GAMIFICATION AND UX DESIGN ✦

LATERAL THINKING WITH SEASONED TECHNOLOGY ✦

AGILE DEVELOPMENT WITH AI TOOLS ✦

Discover where else besides schools we're getting our inspiration from: here, here, here,here and here. And, of course, from a lot these and these!

AN ENGAGING LEARNING EXPERIENCE FOR EVERY STUDENT

INCLUSIVE | AUTONOMOUS | COLLABORATIVE

IMMERSIVE NARRATIVES ✦

INDIVIDUALISED AND RESPONSIVE LEARNING PATHS ✦

FAIR PROGRESS+REWARD SYSTEMS ✦

OFFLINE COLLABORATIVE DYNAMICS ✦

AN ACCESSIBLE EDTECH SOLUTION TO ALL CLASSROOMS

AFFORDABLE | HYBRID | TURN-KEY

- ✦ CONTENT ALIGNED W/OFFICIAL CURRICULUM

- ✦ REAL-TIME PERFORMANCE DATA

- ✦ INTUITIVE SHARED INTERFACES

- ✦ ANNUAL LICENSE W/COMPETITIVE PRICE PER STUDENT

Back to slide

"Our approach"