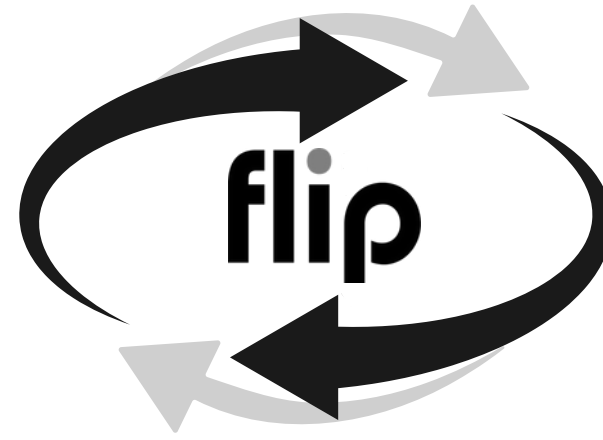




FLIP EDUCATION

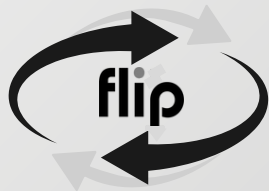
A New Paradigm for In-Class Education

October 2025

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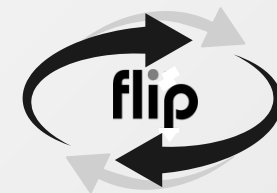
Mission & Vision .

Mission

- To redefine classroom education globally by replacing the traditional lecture model with AI-guided tools that empower teachers to transform classroom instruction into engaging, hands-on learning experiences.

Vision

- To scale educational, social, economic, and environmental impact by educating a new generation of creative, collaborative, and purpose-driven learners.



The Problem .

01

Despite the explosion of digital tools in education, most classrooms remain passive learning spaces. **The traditional Lecture-Based teaching model** fails to keep up with the birth of new technologies and the fast pace at which students access and create information.

02

The model of students passively sitting to receive information is more outdated than ever. **Disengaged students lead to lower academic performance.** Without interactive methodologies, classrooms become spaces of passive knowledge consumption rather than hubs of dynamic learning and intellectual growth.

03

EdTech tools rarely support real-time, in-class transformation. Most EdTechs focus on digital learning or content delivery, but few are designed to support real-time, in-class activities that encourage face-to-face collaboration and hands-on interaction among students.





The Solution .

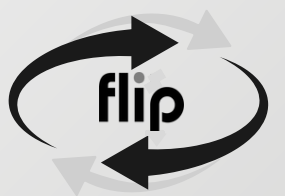
01

To reshape classroom education by equipping educators with **groundbreaking curriculum-aligned Active Learning pedagogical methodologies** that redefine the traditional lecture-based model. Our aim is to provide ready-to-use, high-quality Active Learning resources to teachers and policymakers who are crossing traditional boundaries to reinvent in-class education.

02

To empower teachers and ignite student engagement through dynamic Active Learning methodologies. FlipEducation transforms classrooms into purpose-driven environments with strong learning outcomes by offering a rich collection of AI-guided in-class experiences: hands-on games, projects, and activities aligned with curriculum and adapted to each country's standards.

"You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete." Buckminster Fuller



What is Active Learning ?

Active Learning is increasingly seen as the gold standard for modern education, particularly by **Teachers from Grades 5 to 12.**

01. Methodologies

Active Learning is a student-centered approach that replaces passive listening with active engagement through a variety of hands-on activities.

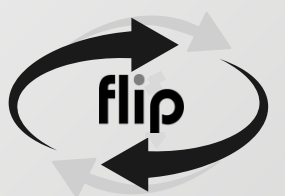
FlipEducation aligns the curriculum with a range of top-tier Active Learning methodologies like In-Class Gamification, Real-World Scenarios, Project-Based Learning, Flipped Classroom, Action-Based Learning, Jigsaw, and more.

Implementing Active Learning requires entirely new, customized curricula—a process that traditionally would demand a significant amount of time and a large team of educational experts. With AI, FlipEducation **unlocks the potential to revolutionize in-class education like never before.**

02. Life Skills

FlipEducation enhances Active Learning strategies by designing curriculum-aligned activities that foster fundamental social and emotional life skills in students, preparing them to thrive personally and professionally:

Critical and analytical thinking, creativity, innovation, problem-solving, collaboration, communication, leadership, adaptability, self-management, and empathy.



The Product .

We can stagger our marketplace through the quality and uniqueness of this product, combined with the **transformative benefits it provides.**

An AI-powered Add-On Ecosystem generating the largest global library of Active Learning Methodologies.

01. User-Friendly

With just a few clicks in intuitive filters, educators can effortlessly access ready-to-implement projects and games to create dynamic and impactful in-class learning experiences.

02. Curriculum-Aligned

All content is generated to align seamlessly with national and regional curriculum requirements, policies, and standards. This ensures relevance and usability across diverse educational systems.

03. Uniqueness

FlipEducation generates an unparalleled directory of 80 active learning activities for each topic within every curriculum subject, using expertly designed templates programmed into the system - which ensures consistency, quality, and innovation at scale.

04. Impact as a Service

Designed to develop high-performance skills in students. Projects are meticulously crafted to leverage curriculum topics as a gateway to teach academic, professional, and social-emotional skills.

05. Global Curriculum Access

Teachers gain full access to the complete curricula of multiple countries. The fact that educators can access and use activities of a worldwide curricula offers an unprecedented opportunity for integrating global diversity.

06. Extra-Curricular Topics

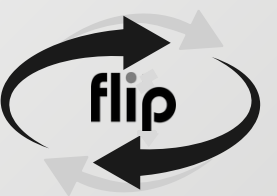
Supplementing traditional education with extracurricular topics—such as Environmental Education, Financial Literacy, and Entrepreneurship—creates a significant opportunity to enrich and modernize curricula and learning approaches.

How it works .

FlipEducation works as a hybrid ecosystem:

- FlipEducation Add-on integrated into Google Workspace for Education
- supported by a lightweight web platform where teachers can browse, purchase, and manage their subject modules.
- Teachers subscribe per subject, bundle, or full library.
- Each subject unlocks global curricula in 20 countries and 3 languages.

By combining curriculum alignment, and Google for Education accessibility, it becomes the first Active Learning ecosystem embedded in daily teaching workflows.



Unique Value Proposition .

(+ some catchy slogans and taglines)

- ✓ First Platform + Modular Add-on to integrate AI with In-class Active Learning at Scale
- ✓ Smart AI Teacher Coaching tailored to Class Realities
- ✓ Active Learning at Scale, Not Just Content Delivery
- ✓ Affordable Global Pricing
- ✓ Global Curriculum Access
- ✓ Human-Curated AI Content Library
- ✓ Dynamic lesson flows - no rigid PDFs

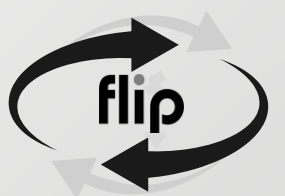
Everything we learn while having fun becomes unforgettable!

We empower teachers to enhance student engagement and in-class performance by offering thousands of hands-on projects and in-class games.

FlipEducation: The AI Coach for In-Class Teachers

**Transform your classes with
Fun-Powered Learning!**

**From Passive to Active Learning: The Future
of In-Class Teaching Begins with FlipEducation.**



Why Now ?

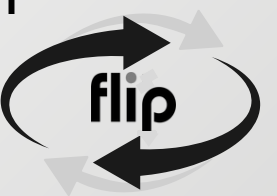


Advancements in AI and EdTech Integration allows FlipEducation to:

- Create a seamless platform that delivers customized, curriculum-aligned resources for educators globally, meeting the demand for innovative in-class teaching methods.
- Act as an **AI Co-Teacher**, guiding educators step by step through engaging, in-class learning experiences. Use of Veo3.
- Instantly deliver curriculum-aligned Active Learning in-class games and hands-on projects—what once took a team of experts can now be done in seconds.

Global Push for In-Class Education Reform

- Education systems worldwide are under unprecedented scrutiny, with traditional in-class methods failing to engage the digital-native generation.
- Governments, schools, and parents are calling for solutions that foster 21st-century professional and personal skills.
- Teachers are increasingly open to in-class innovation.
- Post-pandemic classrooms need tools for real engagement, not just content—**FlipEducation becomes the AI Co-Teacher they've been waiting for.**



Market Size .

Target Market

- **Primary Users:**
K5–K12 teachers aged 25-55
- **Secondary Users:**
Policymakers, teacher trainers
- **Institutional Users:**
Schools, NGOs focused on education improvement

Initial
Launch

3 languages
20 countries



300B

TAM

Global K–12
EdTech

500M -1B

SAM

Teachers using
digital tools in 20
countries

50M -
100M

SOM

Target user base
(7–13M teachers)

Market Analysis .

Global Market Potential

- Global EdTech Market (K–12): USD \$404 billion by 2030, CAGR 14%
- AI in Education Segment: projected to grow at 35% CAGR, reaching \$25 billion by 2030
- Active Learning & Engagement Tools Market: estimated at \$8.2 billion globally, with strong growth in North America and LATAM

Market Drivers & Trends

- Global EdTech funding rebounded by 18 % in 2024, driven by AI integration tools
- Over 35 million teachers use Google Education weekly — a ready-made channel for FlipEducation Add-on
- Low-cost pricing (\$3 / \$7 / \$14) positions the brand for mass adoption in LATAM and Asia-Pacific

Market Validation

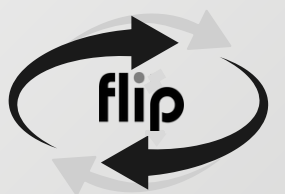
- 80% of classroom time globally remains lecture-based, despite 10 years of EdTech adoption.
- 65% of teachers report difficulty integrating interactive activities into standard lessons.
- 63% say existing EdTech tools focus on content delivery and administrative efficiency, not classroom engagement or experiential learning.
- 78% of teachers report limited time to design interactive lessons.
- 84% of teachers express interest in tools for real-time classroom activities.

Sources:
OECD Education Reports,
UNESCO 2024/2025 GEM Report
FasterCapital Market Study

Competitive Landscape .

We can be the first ones to launch an international platform of Active Learning methodologies designed to change the dynamics of how lessons are ministered in class.

- Our competition consists of platforms that provide traditional lesson plans and educational resources, but none focus exclusively on generating curriculum-aligned Active Learning methodologies.
- This is an impressive gap in the market now. FlipEducation leads by creating a new category.
- None of the current competitors combine AI coaching + methodology guidance + real-time classroom support.
- FlipEducation's Add-on ecosystem makes adoption instant, avoiding migration barriers.
- Modular pricing and trilingual library enable expansion across 20 countries with minimal localization cost.



Company	Focus	Integration with Google Education	AI Lesson Generation	In-Class Active Learning Support	Pricing Model	Differentiation vs FlipEducation
Nearpod	Multimedia presentations & quizzes	✅ Yes (Google Slides & Classroom)	❌ Limited	⚠️ Partial (interactive slides)	Freemium \$159 / yr	Focus on content delivery, not methodology coaching
Teach Starter	Lesson plans & printables	❌ No direct integration	❌ Manual creation	❌ Static resources only	Subscription \$7 – \$12 month	Library model, no AI or real-time teaching support
Teachy (AI)	AI-generated plans for teachers	⚠️ Partial (Export only)	✅ Yes	❌ No in-class guidance	Freemium \$9 – \$19 month	Fast content creation but no methodology alignment
Kahoot!	Game-based learning	✅ Yes (Google Classroom)	❌ No	✅ Student interaction (quizzes only)	Freemium \$3 – \$15 month	Engagement tool, not AI co-teaching system
FlipEducation	AI-powered coaching for teachers & in-class Active Learning ecosystem	✅ Full add-on integration	✅ Yes (Template-based AI flows)	✅ Yes (real-time methodology coaching)	Freemium \$3 - \$14 month	First AI “co-teacher” for real classrooms — bridging content, curriculum and interaction

Business Model .

A Scalable, Accessible & Profitable Add-On Ecosystem

Model Overview

- Freemium accessibility + modular monetization + institutional partnerships = global reach & financial sustainability.
- Built for capital efficiency, affordability & rapid scalability, serving teachers in 20 countries / 3 languages.

Scalability and Global Reach

- The Add-on's modular design allows FlipEducation to expand horizontally (new subjects) and vertically (institutional adoption) without rebuilding its architecture. Each new subject or country adds:
- New revenue potential,
- Cross-curricular insights for the AI engine, and
- Greater data depth for future analytics services.

Core Revenue Streams

- Freemium Tier: Free AI-generated lessons, ads, & limited tools to drive virality and conversion.
- Premium Subscriptions: USD \$3 per subject, USD \$7–14 for bundles or full access, depending on region and content volume.
- Institutional Licensing / White-Label: Schools, NGOs, Ministries; includes dashboards, analytics, custom branding.
- API Licensing: Integration for LMS, publishers & NGOs — transforming the Add-on into a full AI-powered EdTech backbone.

Monetization Pathways

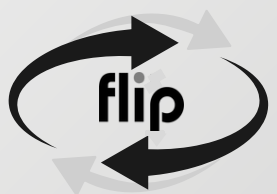
- In-app Ads and Partnerships — socially responsible educational advertising;
- Teacher Marketplace — community-created projects and lesson exchanges;
- Data Insights Dashboards — anonymized learning analytics for institutions;
- Corporate Social Impact Programs — NGO-funded distribution in underserved regions.

Financial Viability

- Customer Acquisition Cost (CAC): ~USD \$10
- Customer Lifetime Value (CLTV): ~USD \$167.76
- CLTV:CAC Ratio: 16.78:1 — a strong indicator of long-term profitability
- Conversion Rate: 20% of total users projected to move from free to paid.
- Revenue Forecast:
 - Year 1: \$350K
 - Year 2: \$1.9M
 - Year 3: \$4.4M (ARR), reaching operational break-even.

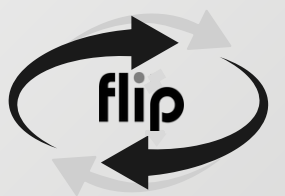
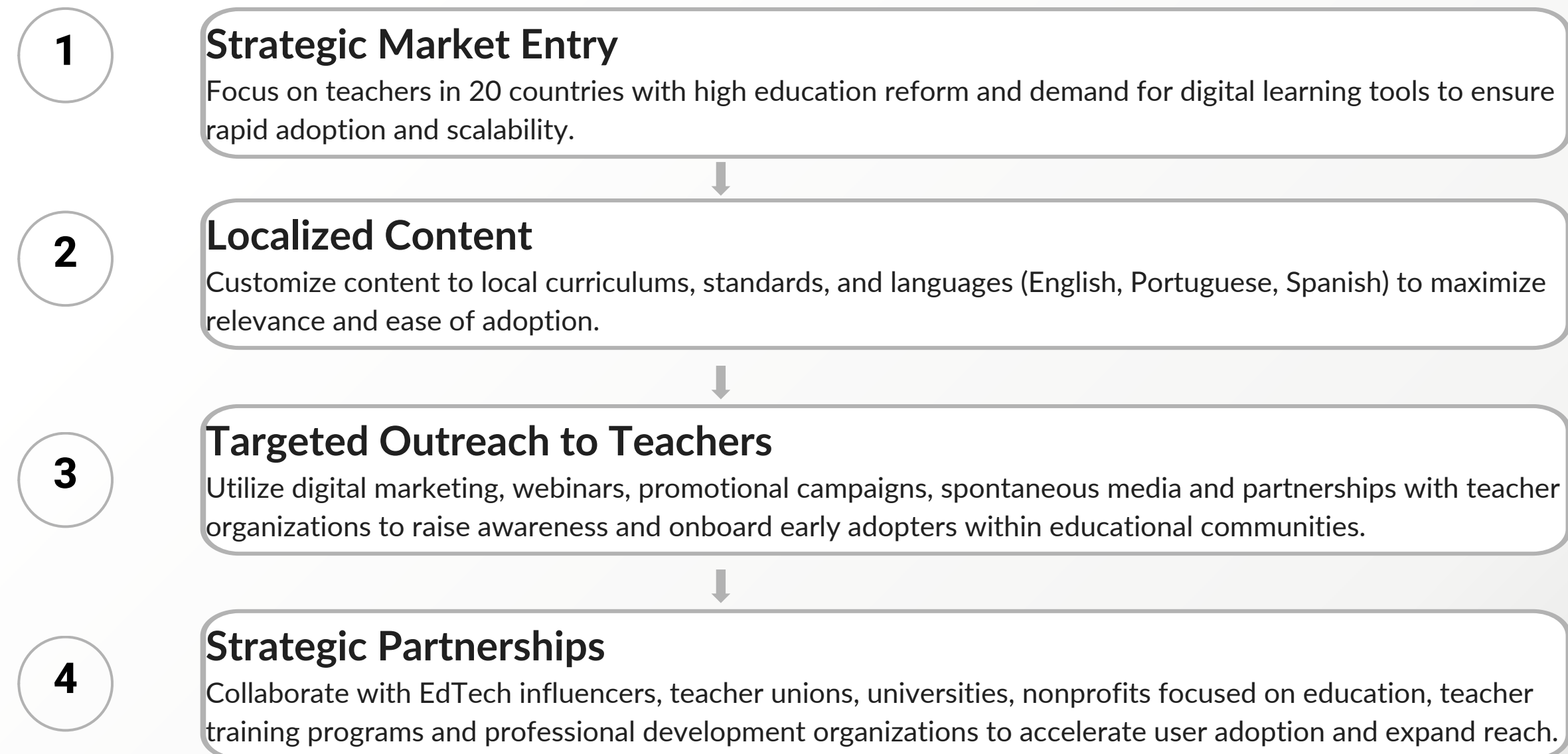
Investor Appeal

- Low risk: Built within trusted ecosystems (Google Workspace).
- High scalability: Modular subjects and multilingual expansion.
- Strong exit potential: Compatible with acquisitions by Google or Microsoft— all active in teacher-facing EdTech M&A.



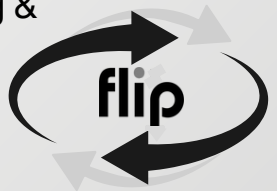
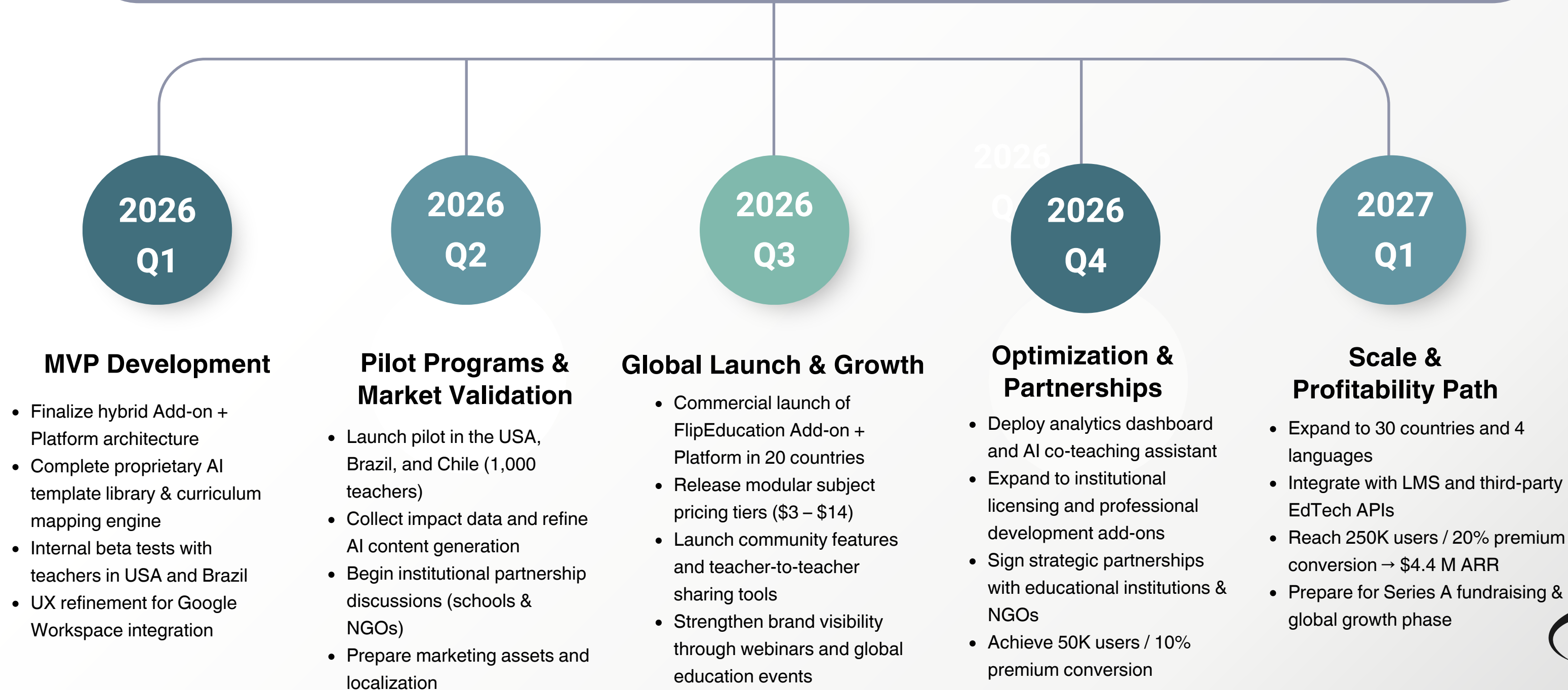
The Go-To-Market .

Our Go-To-Market strategy targets high-demand educational markets, localizes content, and leverages targeted outreach and strategic partnerships for rapid adoption and growth.



Milestones & Timeline .

A clear, capital-efficient path to profitability and impact.



Growth Strategy .

01. Product Expansion

- Keep launching core subject add-on modules (Science, Math, Social Studies, History...).
- Introduce SEL, Environmental Education and extra-curricular subjects as specialized, premium add-on modules
- Continuously expanding human-reviewed AI library of subjects.
- **Hybrid Scale Engine:** A dual model — Google Add-on + Platform — enables viral adoption inside classrooms and global expansion without heavy infrastructure.

03. Community & Data Growth

- Build a teacher community to share and co-create lesson flows.
- Leverage classroom analytics to refine AI recommendations.
- Position FlipEducation as an ecosystem where educators teach and learn together.
- **Network Effect:** Teacher sharing and partnerships with unions, NGOs, and educational institutions fuel organic, self-sustaining growth.

02. Market Expansion

- Trilingual foundation (English, Spanish, Portuguese).
- 20-country rollout plan focused on scalability
- Evolving from a trilingual base to a multilingual presence across 40 global markets
- **Modular Growth:** Each new subject, language, country or partner adds new revenue streams — scaling content, not costs.

04. Core Growth Advantage

- Modular Add-on architecture allows incremental scaling without full platform redevelopment. AI-driven templates accelerate expansion to new subjects and languages.
- Distribution through Google Education ensures instant global visibility.
- **Capital Efficiency:** AI automation keeps margins high (CLTV:CAC = 16.78:1; break-even in 24–30 months).

Financial Overview .

A Sustainable, High-Return Model for Scalable Global Growth

Financial Snapshot

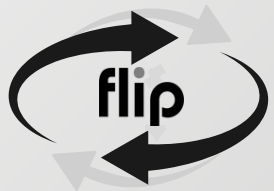
Indicator	Year 1	Year 2	Year 3
Users (Free + Paid)	25 K	100 K	250 K
Conversion Rate	10 %	15 %	20 %
Paying Users	2.5 K	15 K	50 K
ARPU	\$7	\$10	\$12
ARR	\$350 K	\$1.9 M	\$4.4 M
Gross Margin	72 %	78 %	80 %
Operating Margin	-25 %	+10 %	+28 %
Break-even			Year 3 (Q4)

Profitability & Scalability

- CAC \$10 | CLTV \$167 | Ratio 16.8 : 1
- Positive cash flow Yr 2
- Full profitability Yr 3
- Modular Add-on architecture = low cost expansion across subjects & languages

Long-Term Outlook

- 40–50 % YoY ARR growth
- Revenue mix: 60 % subs | 25 % institutional | 10 % API | 5 % ads
- Exit potential (Google / Microsoft / Canva)



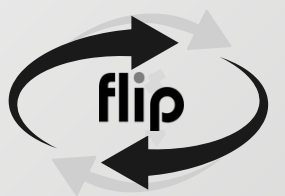
Funding Requirements .

Pre-Seed: \$250 K

- MVP Development
- Pilots in USA, Brazil & Chile
- Validate User Adoption & Refine AI Flows
- Advance Toward Product-Market Fit
- Initial Launch
- 12–15 month runway → Seed Round \$1.2–1.5 M (EoY 1)

Use of Funds

- 30 % Product & AI Development
- 30 % Pedagogical Content & Localization
- 25 % Marketing & Growth
- 5 % Operations
- 5 % Strategic Partnerships
- 5 % Contingency



The Founder. Get in touch .

Experience

I am a Canadian-Brazilian project director and product developer with over two decades of experience in creating and coordinating educational programs in partnership with governments, foundations, and bilateral and multilateral development agencies. I am passionate about leveraging education as the most powerful tool for personal, social, economic, and environmental development.

As the Founder of IASEA (iasea.org.br/en), I have led the creation of innovative active learning materials and workshops in Brazil, working directly with thousands of public school teachers. These experiences, combined with extensive research conducted by the Institute, have given me deep insight into the challenges of education systems worldwide and fueled my passion for building scalable, technology-driven educational solutions.



FlipEducation has been accepted into the EquityPilot program of FasterCapital.

Thank You

for your time and attention.



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