PRAKTIKAL

Praktikal is empowering teachers to create a **student-centered classroom experience**, where **hands-on activities and active learning** ignite the passion for science.



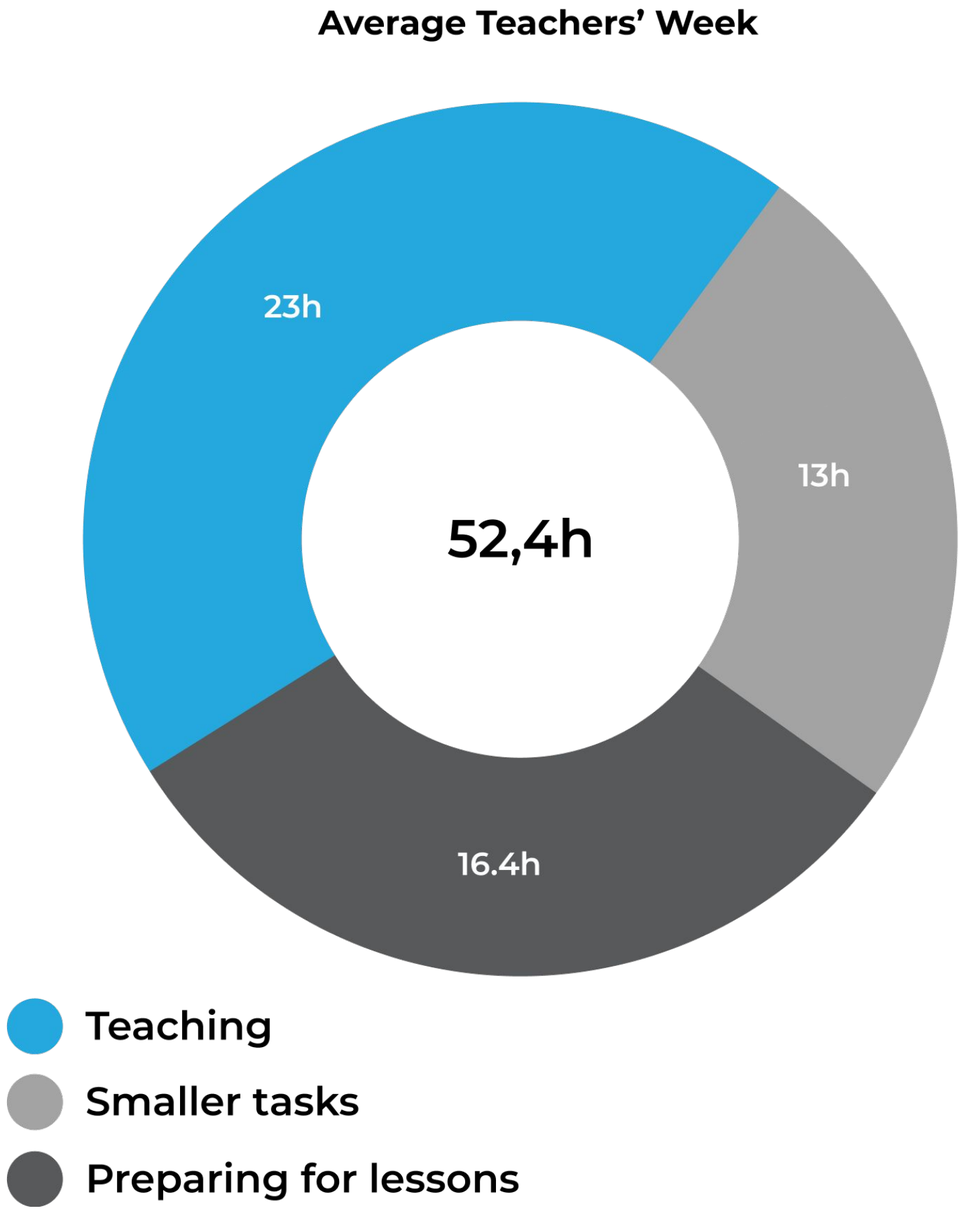
The Problem

Preparing and conducting inspiring hands-on lessons is a **time consuming and complex task**.

K-12 teachers are the **one of the most burnt-out professions**.

Creating new materials from scratch, and feedback/grading are one of the **main contributors to teachers excessive workload**.

We are running out of STEM teachers.



Praktikal platform

A comprehensive approach which saves teachers' time and effectively brings new methods to the classroom

- **Worksheets platform** with real-time feedback
  - Used both digitally and on-paper
  - Provides real-time feedback
  - Allows for personalized learning paths
  - Classroom management and engagement
  - AI tools and translation
- **Premade methodically commented lessons** include instructions on how to conduct the lesson and materials
  - 100+ in physics
  - 50+ in chemistry
- **Experiment kits** to conduct hands-on activities



Why now?



Teacher burnout

New teachers **burn out within the first two years** and leave, a large part **due to the burden of creating their own materials from scratch.**



Shortage of teachers

Often teachers of other subjects fill the gap, eg. **maths teacher teaching physics**, but because lack of time and domain experience, they end of just reading the textbook with the class



Pressure on digital

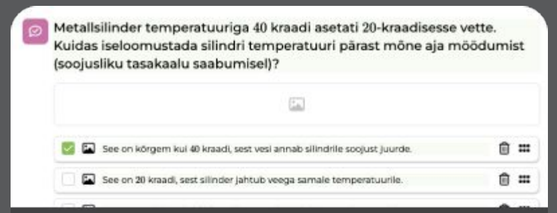
Political pressure to support learning through digital means, but a **digital textbook is still just a textbook** at the end of the day, more is needed for teaching methods.



AI is here

AI tools are now affordable and sufficiently powerful. To get most value out of them, a **few orders of magnitude more data is needed** about how students learn.

Teacher’s workflow



Create the lesson materials

Create new materials from scratch or adapt existing ones. Add context based methodological comments to share the lessons with other teachers



A presentation that adapts to the lesson

The platform allows for on-the-fly changes to adapt to the situation in the classroom. Add or remove content, divide into groups or individual paths and more!



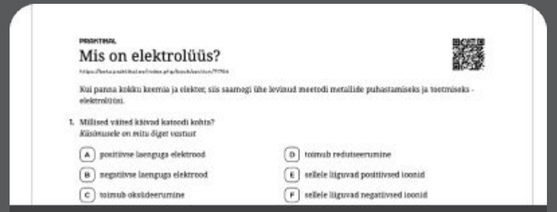
Students join in on the presentation

Interactive content can dramatically increase student engagement in the lesson. Teachers get real-time feedback on the students’ progression and answers.



Bring out the experiment kits

Everything is already organised and ready-to go for the lesson. They are designed to be used by all of the students together, not just for show.



Digital does not mean paper is out

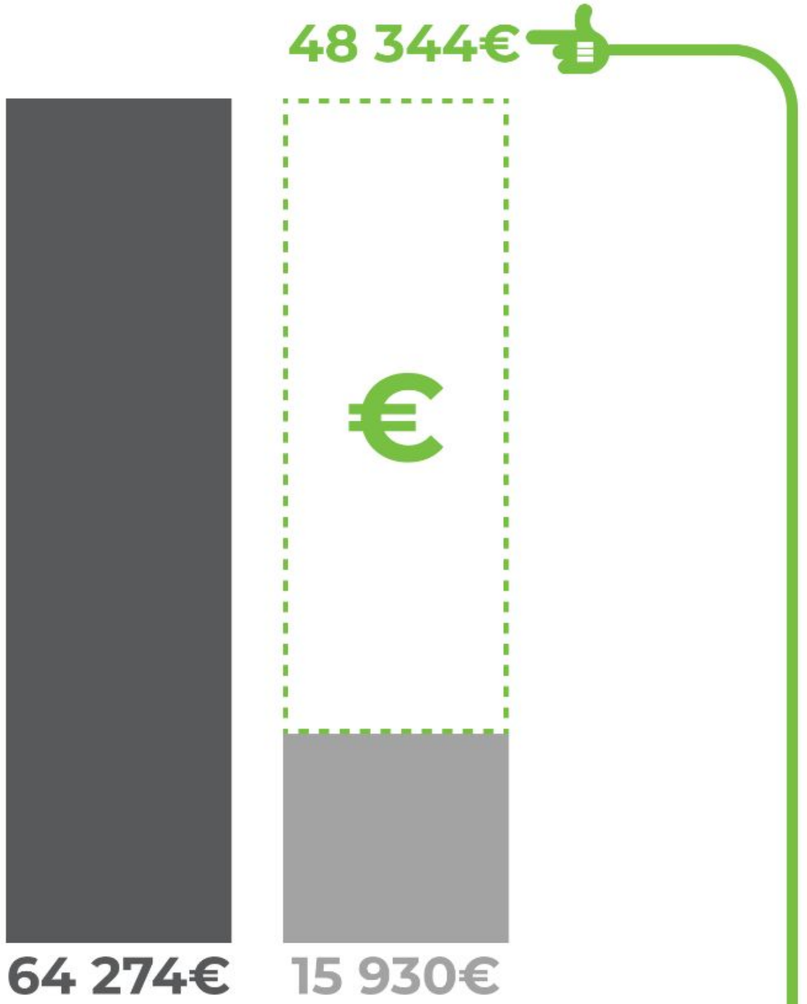
Devices should not overrun the classroom. Lots of methods and exercises are still better on paper. All of the content can also be printed, filled, and read back in.



Feedback and grading

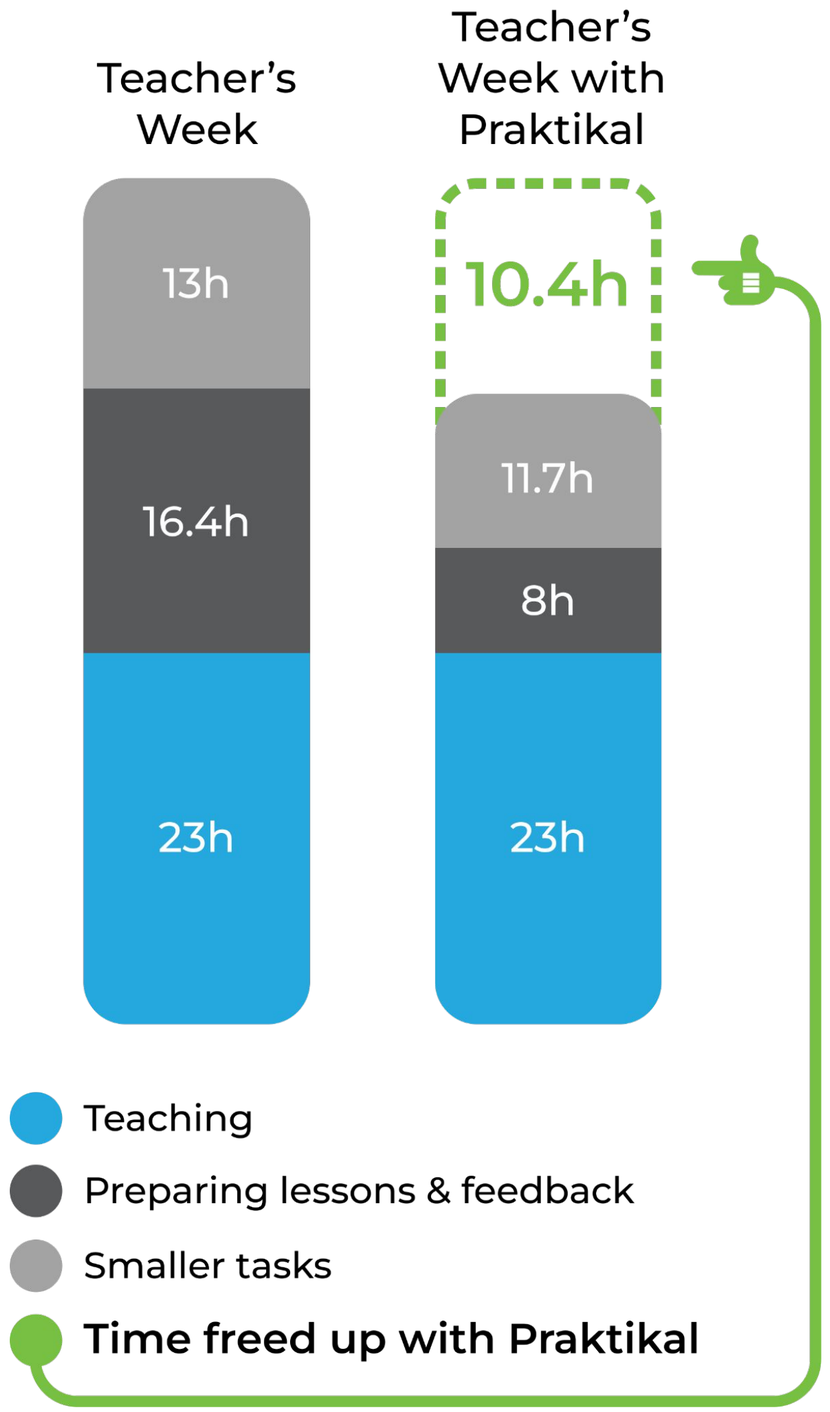
Use the data for in-the-moment formative feedback and get suggestions for written feedback based on the students long-term progress.

Check out how to platform works here



Costs saved for schools

- Buying Praktikal experiment kits compared to traditional solutions for the same purpose
- Cost of replacing teachers due to burnout
- Praktikal allows for more effective time use



Nr of Schools

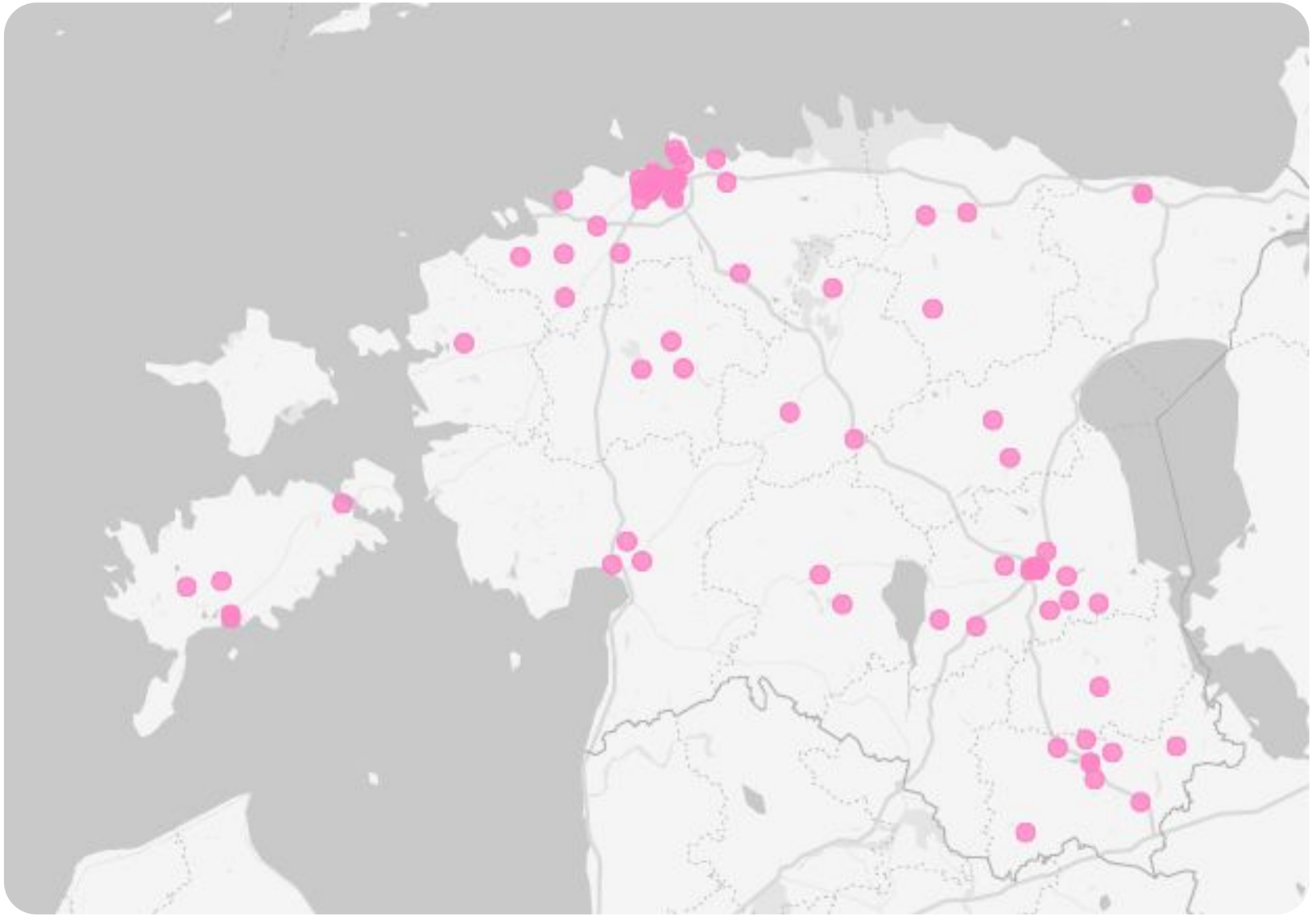
150+

Nr of Teachers

200+

Nr of Students impacted

24K+





> After teaching with Praktikal, I will not work at schools that don’t use the ecosystem.

Anna Irjas-Kopli
Haabneeme school physics teacher

PRAKTIKAL

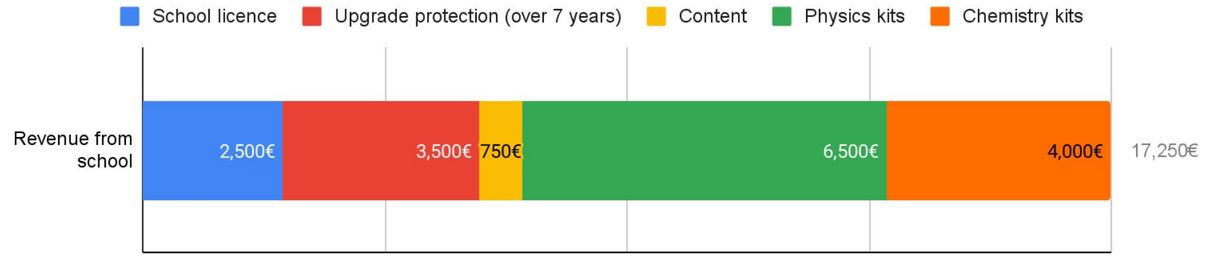
Business model

Schools

Full package solution with combined experiment kits and platform offering

- School licence covers access to the current version of the platform for all teachers and students
- 500€/year upgrade protection and support for schools.
- Content's share is expected to grow as more becomes available
- Experiment kits support our content, but still provide a lot of value standalone

Example school lifetime revenue (~600 students, ~40 teachers)



Publishers and content creators

Interest has been validated from publishing houses to teachers for publishing their own content on Praktikal's platform

- Starting from 500€/year content creator subscription, scales with size of repository and users
- Whitelabled repository of materials that can be sold to schools
- 20% margin on the sales made on the platform

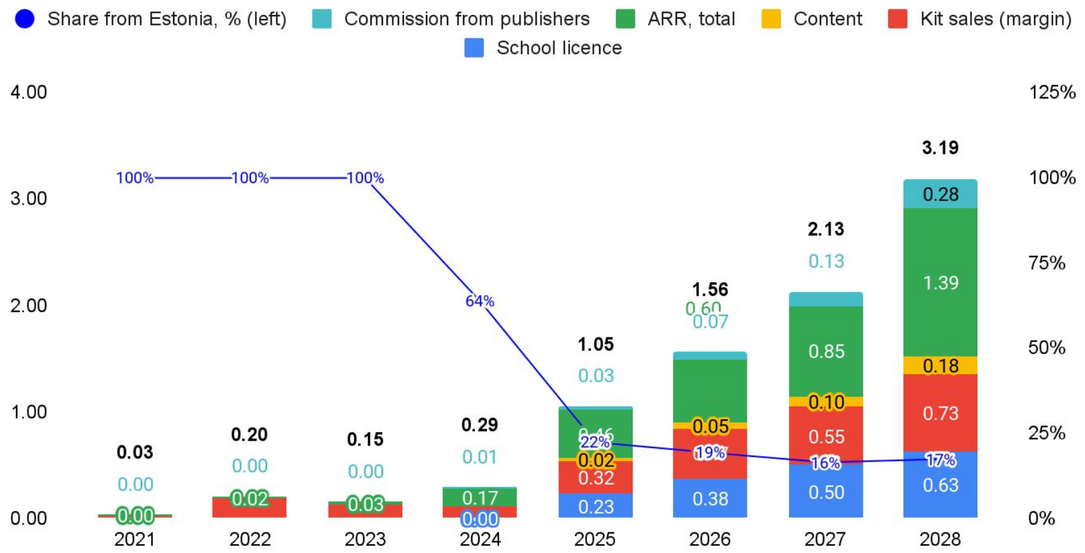
Individuals

We will pilot an individual subscription

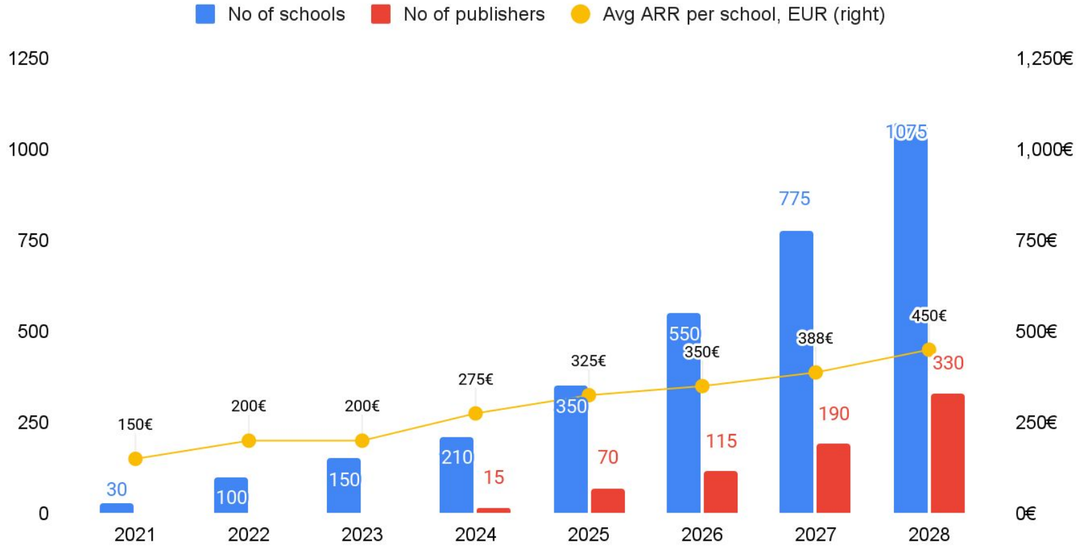
- 20€/month or 180€/year
- Access to the latest version
- Teachers
- Trainers in different fields outside of K12

Outlook for revenue and usage

Revenue outlook, MEUR



Schools and publishers outlook



- Following the expansion to DACH, export revenue is expected to surpass the Estonian revenue from 2025.
- Joint venture with Mastersolution will provide 250K ARR from 2025
- Revenue from publishers will come in from 2024 and grow to 400k by 2028.

- Increase in the number of schools from 2024 is connected to DACH region expansion.
- We expect to increase ARR per school due to more schools buying upgrades and support
- Growth in publisher base from 2024 is expected to increase as more schools are on the platform

Who do we compare to?

	Main value proposition	Revenue	Integrates hands-on experiments	Worksheets	Lesson plans and templates	Real-time feedback	Ingest paper-based answers
RedMenta	Automatic grading	<5 M	-	digital	-	✔	-
H5P	Interactive content	25M	-	-	-	-	-
Peardeck	Student engagement	6.6M	-	-	✔	✔	-
Nearpod	Interactive lessons	78.2M	Videos only	-	✔	✔	-
Kahoot	Game-based learning	180M	-	-	-	✔	-
Wizer.me	Digital worksheets	<5 M	-	digital	-	✔	-
Teachers pay teachers	Educator resources	100M	Videos only	✔	✔	-	-
PRAKTIKAL	CMS and engagement	0.25M	✔	✔	✔	✔	✔

Our best-in-class founding team and long-term moat

OUR ADVANTAGES

- Bringing digital efficiency also for **paper based worksheets** because going full digital is a big leap for teachers
- **Best Estonian educators** behind our success in PISA have built the framework and content for Praktikal
- The platform generates **granular learning data** which is needed for future personalised learning systems, creating a long-term moat



Omari Loid, BA

Co-founder / CEO

- Science communicator with a background in business
- Entrepreneur for 10 years



Eva Pedjak, MSc

Co-founder

- Lifelong entrepreneur
- Cronimet Nordic co-founder, one of the largest circular economy companies in the Baltics with 300M+ revenue.
- Studied Physics to better understand the general aversion of studying physics.



Kaido Reivelt, PhD

Co-founder / Educational Design Lead

- Leading Estonian physics education innovator
- Head of the University of Tartu Centre of School Physics
- President of the Estonian Physical Society
- Edited main Estonian physics textbooks
- Helped create the Rakett69 and Teadusbuss (Science Bus) projects to promote science



Oleg Shvaikovsky, MSc, MBA

Co-founder

- More than 20 years heading different technology enterprises (Nortal, TeliaSonera, MicroLink)
- Physics teacher at St John's School
- Educational technology investor
- Interdisciplinarity doctoral studies

Seed round

We are looking to raise

350K

at 3M valuation
(250K committed)

in order to in the next 12 months:

Expand
Start scaling and grow in Germany

Build the product
Grow the engineering team

Content and AI development
More subjects and courses + AI support

We are looking for **support funding** and **equity investments**

to keep revolutionizing STEAM education

and

to grow the business in Germany

Targets and priorities post seed round

Milestones reached with this round

- **1000+ teachers** using the platform, freemium users included
- Revenue from the platform grows
  - **150K+ ARR** from Praktikal platform
- 10 content providers using the platform for distribution
  - **ARR of 20K+**

Product focus for the next 18 months

- Building and launching the **AI products**
  - Convert materials into Praktal worksheets, eg existing presentations and links
  - Generate content
- Adapting **product-led growth** strategies into the product
- Developing and improving the **UX** of the product so teachers will use the platform and its framework to **create their own materials** here
- Optimizing the **production process of kits** and separating it to its own business entity
- Developing **content** for chemistry and biology

Go-to-market strategy for Germany

- **Joint venture with Mastersolution AG**
  - Mastersolution would invest their business with schools into the joint venture
  - Contracts with **12K schools** in DACH region, **25K MRR** for the joint venture
    - 200K+ school computers are using Mastersolution’s OEM software for classroom device management.
  - Mastersolution is a highly recognized brand in Germany for schools
  - Their main business has grown from schools to large businesses media and education solutions.
- Leverage existing channels of distribution for Praktikal’s platform and products
- Develop in-house solution for combining the the two product offerings to combine device and content management in the classroom

German EdTech market is growing

- **Validation in Bautzen, Heidelberg, and Mittelsachsen**
  - We have met with the mayors of Bautzen and Heidelberg, and the district administrator of Mittelsachsen. All are looking to implement innovative education solutions from Estonia in their regions.
  - Pilots are underway in all of the regions
- **Federal funding and political support**
  - Strong political pressure to implement digital solutions and focus on STEAM
  - More than 6B EUR in federal funding for schools available from 2024 to implement EdTech and AI solutions in education

~14B EUR	67 %	14 %	900M EUR
DACH EdTech Market Size	K-12 of the total market	CAGR 2017 to 2022	TAM for DACH

In five years Praktikal will be saving
millions of hours
for teachers worldwide

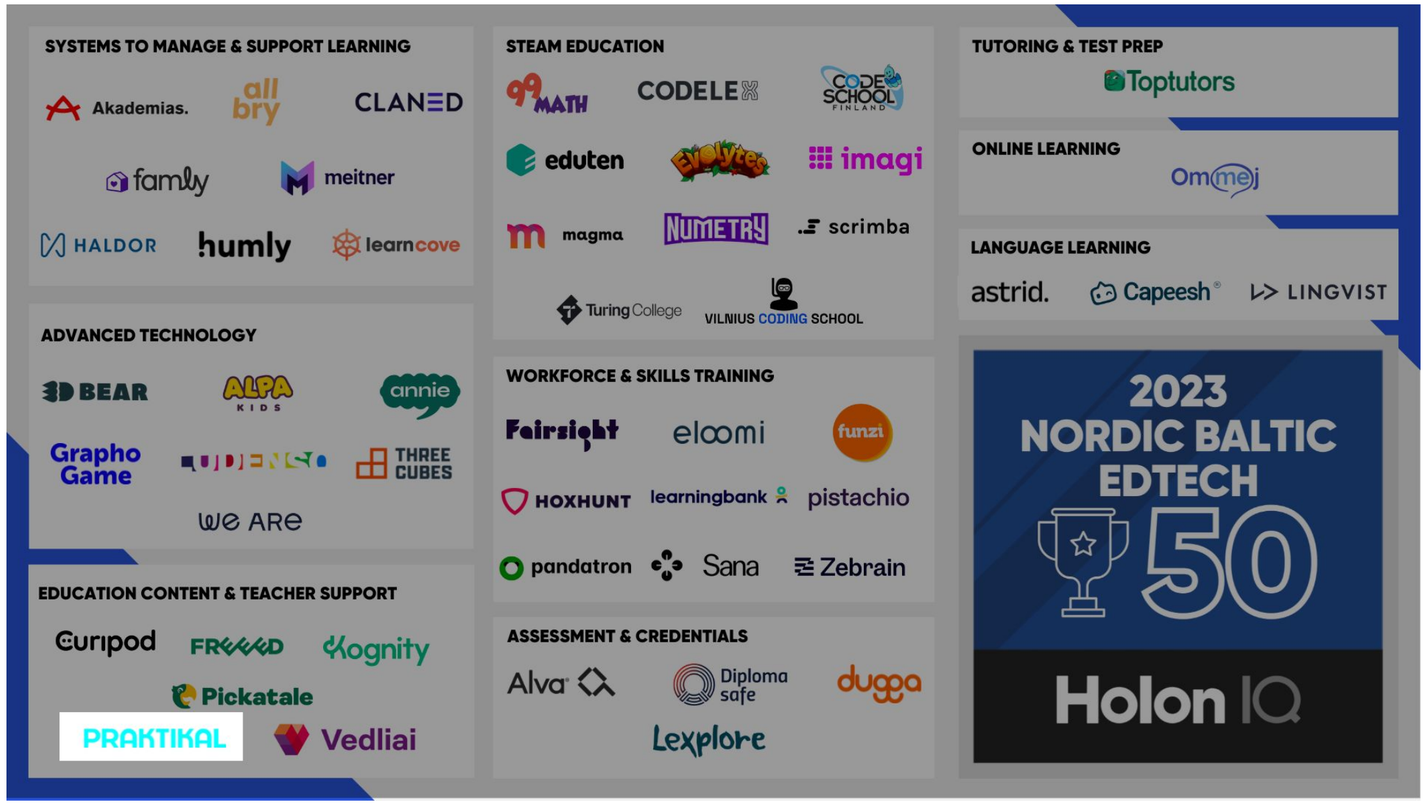
Get in touch!



omari@praktikal.ee
www.praktikal.ee
+372 5816 1508

PRAKTIKAL

Recognition



- EdTech Awards 2023 “Rising Star”
- Laureate of the Estonian Science Communication Award 2023
- One of HolonIQ's Nordic Baltic EdTech 50 most promising EdTech startups from the region
- The European Commission chose us as an initiative they want see scaled over Europe

Member of education estonia

HEATEO HARIDUSFOND

Taavet & Sten

European Digital Education Hub Accelerator ALUMNI

RIIKLIKULT TUNNUSTATUD TEADUSE POPULARISEERIJA 2023