



OSNOVNA.BA

ONLINE EDUCATION PLATFORM

Facebook for Education

Raising €1,4 M

THE PROBLEM

Online learning is almost non-existent in Balkan region

- **TOO FEW TOOLS**

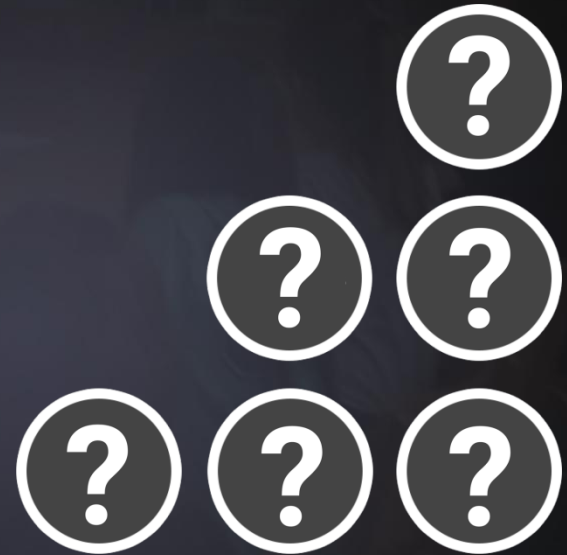
It is difficult to find adequate content online for primary school children

- **TOO EXPENSIVE**

High cost of living forces parents to cut costs in education, therefore they cannot afford private tutoring which results in decreased performance

- **TOO COMPLEX**

Available tools are always in English and less than 1% of population is fluent in English



THE SOLUTION

We created one tool to cater to all participants in education process.

- **INTEGRATED SOLUTION**

Kids learn, parents and teachers follow their progress, schools
Communicate all in local languages.

- **FREMIUM MODEL**

Our business model is based on a fremium model.

- **THREE WAY COMMUNICATION**

Closes the gap between students, parents, teachers and schools.

- **PROVEN TRACK RECORD**

We have already served 27 000 users in first 6 months.

Osnovna.ba



HOW IT WORKS

Our solution consist of:

- **WEB PLATFORM**

Tutorials, exercises video and audio content, quizzes, exams, statistics
Communication tools, gaming aspect social networks

- **REGISTRATION SYSTEM**

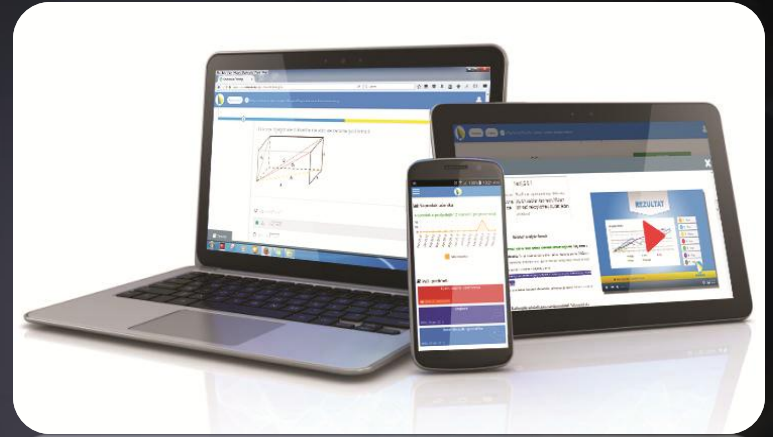
Registration form wizard, payments module, statistical engine, real time
audio and video chat, reports,

- **MOBILE APPLICATION**

Easy access to system information, community engagement,
Communication and messaging system, social share

- **EASY INTEGRATION**

Easily integrate and share info on social networks



THE COMPETITION AND CURRENT SOLUTION

There are few competitors who solve only one problem.
We aim to connect them all.

EDUCATION SYSTEM

ck-12 KHANACADEMY

IXL LEARNING OKΜΑΤΕΜΑΤΙΚΑ

COMMUNICATION SYSTEM

Edmodo schoology

Google for Education

ADMINISTRATION SYSTEM

app-garden

PEARSON
North America

Rediker
SOFTWARE

POWERVISTA
Software, Incorporated

OTHER SYSTEM

Bb
Blackboard

SKYWARD

inquisiq r4

NEO

OSNOVNA.BA



LEARNY

DEVELOPMENT TIMELINE

SMALL BETA TESTS



Basic APP
Registration
Learning

[100
users]

LAUNCH



Mobile APP
Parent mode
School Managemnt
Facebook Integration

[5000
users]

USERBASE GROWTH



Payment Module
Chat

[27 000
users]

MARKET SIZE

B&H 5 – 9 grade, 152 887 students, **20%** target users in **6 months**

B&H

1-9 **296 819**
grade students

parents **510 756**
teachers **24 062**

high **143 881**
school students

parents **273 373**
teachers **12 774**

MARKET SIZE

10

countries

Cro, Srb, Mne, Kos, Alb, Mac, Bug, Rom, Tur, Gre

primary 10 M
school students

parents **19 M**
teachers **500 000**

high 6 M
school students

parents **11.4 M**
teachers **570 000**

Gentelman's don't speak about money.

We want to expand fast, enlarge the team and build professional sales team.

Well, we do



SOUNDS INTERESTING?

WE ARE LOOKING FOR INVESTORS

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