A grayscale background image showing a group of diverse young people, likely students, smiling and laughing. The focus is on a young woman with curly hair in the center, with others visible in the foreground and background.

FLIP EDUCATION

A New Paradigm for In-Class Education

January 2025

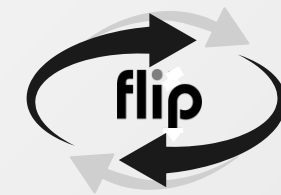
Mission & Vision .

Mission

- To transform public schools' in-class education system by creating a new Active Learning model that places the student in the center of the learning process.

Vision

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



The Problem .



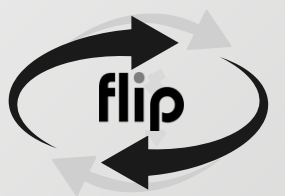
01

Worldwide, one of the systems most in need of great change is Public Education. **The traditional Lecture-Based teaching model** fails to keep up with the birth of new technologies and the fast pace at which students are accessing and creating information.

02

In class, **teachers are frustrated and students are bored.** The model of students sitting to passively receive facts seems more outdated than ever. For both social and educational systems, this problem costs a lot in terms of time, money, performance and development.

“The new connected world demands new ideas, new teaching methods and new ways of learning. The new generation has already evolved in how they want to learn, but schools have not yet evolved in how they teach.” Lia Capovilla, Brazilian Educator





The Solution .

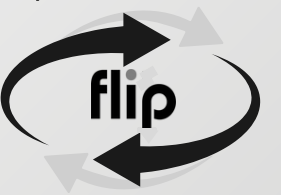
01

To revolutionize classroom education by providing educators with hands-on, **groundbreaking curriculum-aligned pedagogical resources** that re-architect the current lecture-based teaching model. Ready-to-use **Active Learning pedagogical materials** that support educators, parents, students, entrepreneurs, policymakers and others who are crossing traditional boundaries to reinvent education.

02

Empower teachers and engage students with new Active Learning materials that modernize and energize classroom education. New educative methodologies that maximize teaching effectiveness for teachers and promote critical thinking, creativity, and collaboration among students, delivering transformative benefits and impactful outcomes for the public school system.

“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 ?

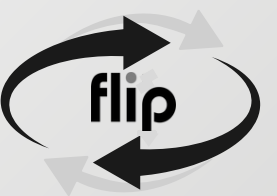
01. Methodologies

Active Learning is a student-centered approach where learners, rather than passively listening to lectures, engage in the learning process through many hands-on methodologies: collaborative projects, real-world problem-solving, student-led investigations, scenario-based challenges, flipped classrooms, role-playing games, quests, and much more.

Implementing Active Learning requires entirely new, customized curricula—a process that traditionally would demand significant time and expert resources. With AI, FlipEducation makes this transformation scalable and accessible, **unlocking the potential to revolutionize public education like never before.**

02. Like Skills

Active Learning addresses the limitations of outdated teaching methods by fostering fundamental life skills in students: 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 originality of this product, combined with the huge **educational benefits it provides.**

A AI-powered platform generating the biggest online library of top-tier Active Learning In-Class Materials.

01. User-Friendly

An AI platform delivering a wealth of high-quality, easy-to-use active learning resources that teachers can implement immediately in their classrooms. With just a few clicks in intuitive filters - grade, country, subject, topic, active learning methodology, and activity type - educators can effortlessly access ready-to-implement projects and plans to create dynamic and impactful in-class learning experiences.

02. Curriculum-Aligned

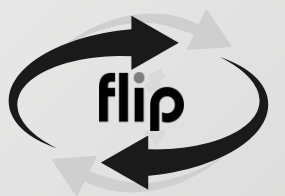
All content is generated to align seamlessly with national and regional curriculum requirements, policies, and standards. This ensures relevance and usability across diverse educational systems, empowering teachers to meet official benchmarks while enhancing engagement.

03. Authenticity

The platform offers an unparalleled directory of active learning resources, featuring:

- Initially, **64 topics** per curriculum subject.
- **20 active learning methodologies** per topic.
- **7 activity types** per methodology.
- **3 unique projects** per activity type.

Each project is AI-generated using meticulously crafted templates programmed into the system, ensuring consistency, quality, and innovation at scale.



The Value Proposition .

Empowering educators with AI-generated Active Learning materials that enable high-impact classroom practice at scale. **Reinventing Education, Inspiring New Ideas.**

Teachers are eager for innovative in-class methodologies that help students to:

- attend class interested, focused and motivated
- make meaningful connections between what they are learning and real-life
- become critical and creative thinkers
- develop passion for learning

Increases Student Engagement

Foster interactive and hands-on learning experiences that captivate students.

Develops Students' Life Skills

Students learn how to be problem-solvers, innovators and great team collaborators.

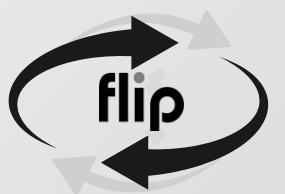
Fix Students' Passivity and Boredom

While producing their own knowledge, students discover and hone their passions and talents.

Increases Teacher's Satisfaction

Educators feel they are creating positive and meaningful differences in their students' lives.

A New Paradigm for In-Class Education.



Why Now ?



Advancements in AI and EdTech Integration

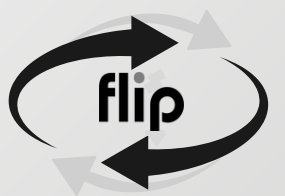
Rapid advancements in AI make it possible to create a seamless platform that delivers customized, curriculum-aligned resources for educators globally, meeting the demand for innovative teaching methods.

Global Push for Education Reform

Education systems worldwide are under unprecedented scrutiny, with traditional methods failing to engage the digital-native generation. Governments, schools, and parents are calling for solutions that foster critical thinking, collaboration, and creativity—demands that align perfectly with our active learning platform.

Post-Pandemic Digital Acceleration

The pandemic catalyzed a dramatic shift in education, normalizing digital tools in classrooms and creating a receptive environment for innovative technologies. With teachers now familiar with online resources and seeking solutions to enhance in-class engagement, there's a critical window to revolutionize classroom dynamics before the next wave of tech reshapes the market.



The Market .

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

Initial Launch

3 languages
20 countries

MARKET SIZE



PORTUGUESE

Brazil
Portugal

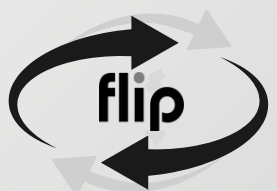
SPANISH

Spain
Mexico
Argentina
Chile
Uruguay
Paraguay
Colombia
Venezuela
Ecuador
Peru

ENGLISH

USA
Canada
England
Ireland
Australia
New Zealand
South Africa
Singapore

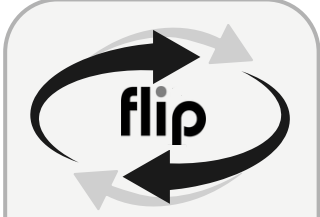







| COUNTRY | TEACHERS GRADES 5 TO 12 | SOURCE |
|--------------|-------------------------|-----------------|
| Brazil | 2,200,000 | IBGE 2020 |
| Portugal | 150,000 | DGEEC 2020 |
| USA | 3,700,000 | NCES 2020 |
| Canada | 399,970 | CMEC 2020 |
| England | 530,172 | BESA 2021 |
| Ireland | 69,343 | GOV.IE 2020 |
| Australia | 296,516 | ABS 2020 |
| New Zealand | 71,729 | EC GOV 2021 |
| Singapore | 33,000 | GOV.SG 2020 |
| South Africa | 317,043 | GOV EDU 2016 |
| Spain | 766,043 | EPDATA 2019 |
| Mexico | 1,500,000 | INEE 2020 |
| Argentina | 950,000 | BNM 2020 |
| Chile | 279,865 | MINEDUC CL 2019 |
| Uruguay | 61,420 | ANEP EDU 2020 |
| Paraguay | 79,935 | OBSERV 2018 |
| Colombia | 390,000 | FORBES CO 2020 |
| Venezuela | 570,000 | ELUCABISTA 2021 |
| Ecuador | 203,595 | GOV EC 2021 |
| Peru | 548,621 | INEI 2020 |
| TOTAL | 13,117,252 | |



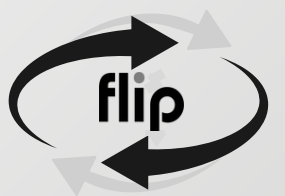
The Competition .

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.

| |  |  | Why it matters |
|---|---|---|---|
| Active Learning Materials vs. Traditional Lesson Plans |  |  | Flip Education specializes in creating hands-on, interactive active learning materials, while Teachy.app focuses on traditional lesson plans. Our approach empowers students to actively engage with content, fostering critical thinking and collaboration rather than passive learning. |
| Life Skills Development |  |  | Every project generated on our platform is not only curriculum-aligned but also designed to develop essential personal and professional life skills, such as problem-solving, teamwork, and adaptability. Teachy.app lacks this intentional focus, which is critical for students' success. |
| Scalable Customization through AI |  |  | Flip Education leverages advanced AI to deliver highly customizable, curriculum-aligned resources tailored to specific grade levels, countries, subjects, and active learning methodologies. Teachy.app provides more generic resources, missing the opportunity to meet educators' unique needs on a global scale. |

Defensibility: We are developing an authentic new education model. Our differentiation is built on a foundation of proprietary, expertly crafted educational templates and an AI framework meticulously programmed to generate unique, curriculum-aligned active learning projects. This combination requires specialized expertise in pedagogy, curriculum design, and AI development, creating a significant barrier for competitors to replicate our platform in a reasonable timeframe. Furthermore, our continual refinement of templates based on user feedback ensures that our solution adapts to the evolving demands of educators, achieving a seamless product-market fit.



The Business Model .

A **Freemium** business model designed to attract a large number of teachers.
Revenue through **premium subscriptions and in-app advertising.**

Free Tier: In-App Advertising

- Access to basic projects and resources.
- Limited AI customization options.
- Advertisements displayed in-app (targeted classified ads for educational products and services).
- Efforts to convert free users to paid subscriptions will be key to improving the overall business metrics.

CLTV = \$6

CAC = \$10

CLTV:CAC = 0.6:1

Premium Tier: USD 6.99

- Unlimited access to advanced AI-generated project plans and filters.
- Full customization of methodologies and access to a wider library of activities.
- Exclusive access to new methodologies and content.
- Area to save lessons and project plans
- Ad-free experience.

CLTV = \$167.76

CAC = \$10

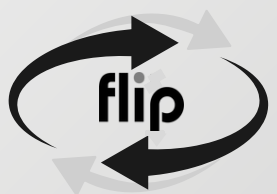
CLTV:CAC = 16.78:1

*assuming a 2-year average retention rate

Scalability

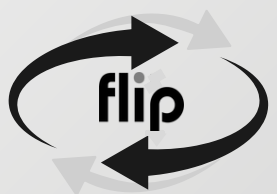
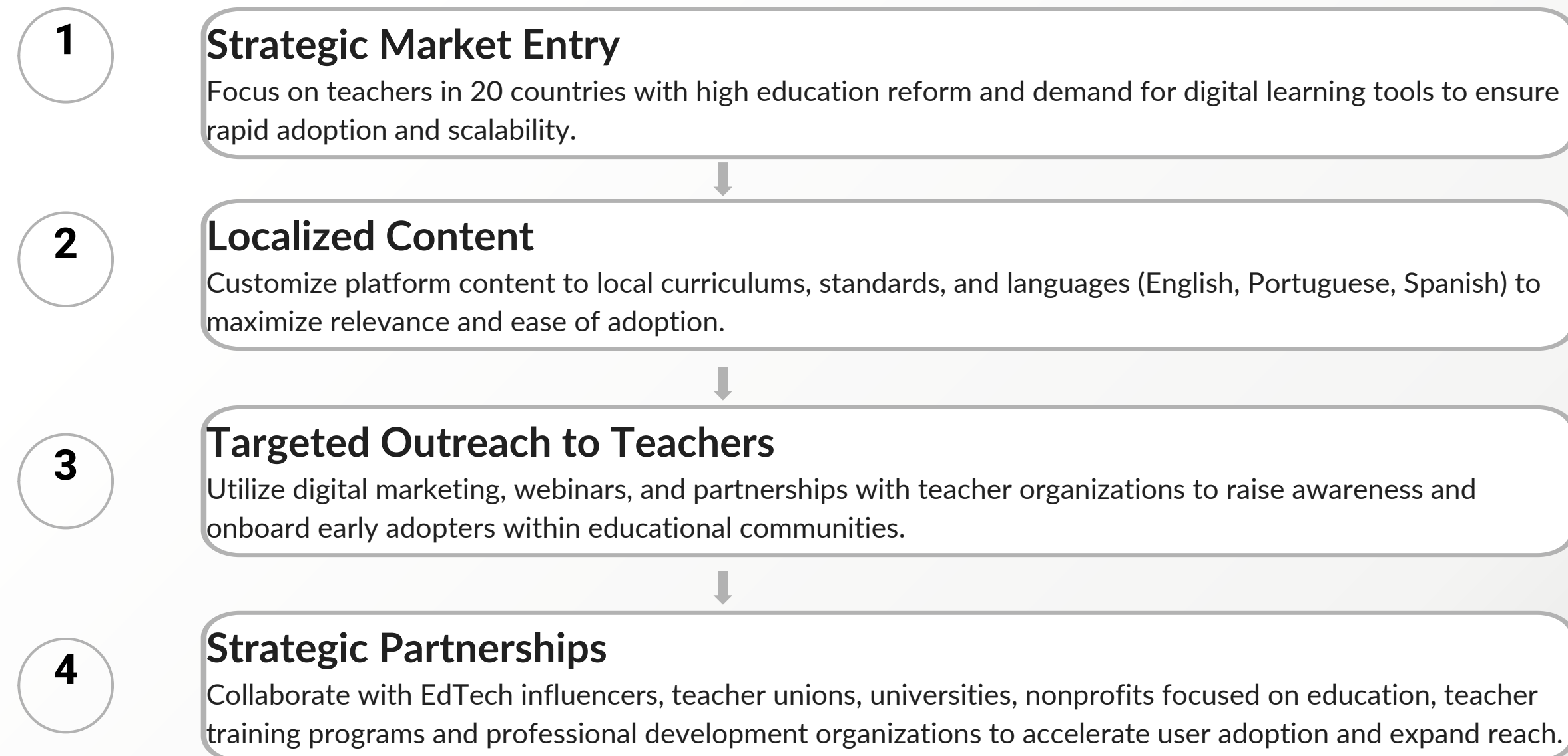
Platform designed to be highly scalable:

- AI-driven Content Generation
- Global Expansion
- API Integrations
- Teacher-to-Teacher Coaching:
Developing a feature that allows experienced educators to coach their peers in active learning methodologies, building a global network
- Introducing a feature that enables teachers to save, share, and showcase the outcomes of their students' projects



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.



The Financials & Projections .



Our revenue will come from subscription fees and in-app advertising, with projected annual revenue of \$4.4 million by Year 3, based on onboarding 250,000 users and a 20% conversion rate.

Revenue Streams

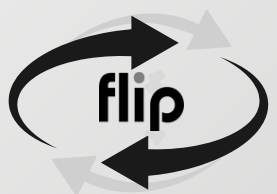
- Subscription fees and in-app advertising

Projected Revenue

- Based on our market research, we estimate that within the first three years, we can onboard 250,000 users, with approximately 20% converting to paid subscriptions. With a monthly subscription fee of \$ 6.99 and in-app ad revenue, our estimated annual revenue is \$4.4 million by Year 3.

250k
users

\$4.4M
by Year 3



The Founder. Get in touch .

A high-performance professional with the ability to learn and adapt at a fast pace.

Experience

I am a project director and product developer with over two decades of experience coordinating cross-sector educational and youth empowerment programs in partnership with development agencies such as UNESCO, UNDP, DFID, MINBUZA, and ICCO. I am passionate about leveraging education as the most powerful tool for social, economic, and environmental development.

As the founder and CPO of IASEA (www.iasea.org.br), an educational institute in Brazil, I have dedicated myself to creating innovative materials for public schools. My expertise spans product vision, strategy, development, management, marketing, and evaluation, which makes me feel confident and well-equipped to lead the creation and growth of impactful educational solutions.



Thank You

for your time and attention.

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