

Make reading a habit

BOOKR

KIDS



FUNDING

Funding stage

Seed: \$3M

Revenue 2021: \$1.3M

Investors: Mora Ltd, Hiventures VC, Bonitas VC

Advisor: Peter Balogh (NNG), Brian Baptista, Attila Gazdag

USE OF PROCEED

- Technology development
- Market expansion
- Further research

REVENUE FORECAST

5.2M EUR by the end of 2023

COMPETITIVE ADVANTAGE

- research validated
- "Skills for 2030" proof quality content
- multiplatform
- biggest library of interactive stories globally

MANAGEMENT TEAM

Dorka Horvath: Co-Founder- CEO

(publisher PhD in new media)

Neelam Aamir - Sales and Business Dev

(15+ years in Edtech Sales)

Gergely Richter: CTO

(augmented reality guru)

Hanna Lenda - CMO

(after a successful exit she joined BOOKR)

Judit Jagiellowicz: CFO

(ex-E&Y Auditor, managed an acquisition of a media corp.)

Anna Boldog - Customer Success

(linguist with 5+ years of Product experience)

BOOKR Kids is an edtech and digital publishing company creating interactive reading-based edutainment tools to help kids acquire better native and/or second language skills.

MARKET VALIDATION

Reading comprehension is the hottest topic in many countries' education policy. Parents, businesses and governments are willing to pay for easy-to-implement tools. BOOKR has partners in the EU, USA, LATAM, Turkey, Indonesia, Malaysia and South Korea.

PROBLEM

- 1 Children's learning styles have changed dramatically.
- 2 Children have problems with text interpretation, making future learning and critical thinking difficult.
- 3 Lack of educational validated digital resources.

SOLUTION

Carefully selected library of animated and gamified interactive e-books provides bridge between tangible and digital book experience. The future will be about pairing the digital innovations with the cognitive, social & emotional capabilities. Literature offers a gateway to social-emotional learning.

METHODOLOGY

Researched by European Universities, sponsored by Education Authority of Hungary involving thousands of elementary school students and kindergarten kids, as a result:

- the format maintains attention - higher exposure time
- supports differentiation in learning abilities
- high enjoyment index - more positive vibes in the classroom
- mitigates socioeconomic and socio-cultural disadvantages
- 98% of students loved reading with BOOKR
- students performed 20% better

Certified with excellent results by Education Alliance Finland.

TECHNOLOGY

Our book editor software and the matching multiplatform book player solution allows us to create interactive and multitouch book experience. The player is collecting and transferring detailed reading statistics and exercise results. The editor technology and our book format is ready to integrate immersive solutions like AR, VR and even MR.

MARKET OPPORTUNITY

As a sector, education is a digital laggard with less than 3% of overall expenditure allocated to digital, presenting a serious challenge given the scale of what is to come.

COMPANY PROFILE

BOOKR Kids

corp.bookrkids.com

Industry: EdTech, Digital Publishing

Employees: 35

Founded: April, 2015

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