

EDUUDO

Make learning not an action, but a way of life

Youngsters want to learn

Zoomers (born in 1995-2010) grew up during recessions and transformations in society proceeding at an unprecedented pace. Therefore, it is not surprising that Z is one the most motivated generations. **They devote more time to learning.**

Gen Z spends 6.48 hours per week on homework – **1 hour more than in 2005-2009**

But traditional paths don't meet their demands

Zoomers have grown up with technology that allows for rapid responses to fast-breaking issues of the day. Gen Z students are **accustomed to engaging with the world as it changes.** Existing educational system and e-learning struggle to meet their demands.

Colleges are facing crisis of completion — **only about 50%** of matriculating students ever **complete a degree**

So many of them prefer to learn online or from peers

Gen Z is a **generation of self-learners**, and they **focus on p2p (social) learning.** Today's students are creating programs for their peers. Changes are meaningful, not only because they cultivate a learning experience that connects to the real world but also because they enable students to be the architects of that experience.

Gen Zers prefer to learn from video and on the go

Video consumption through mobile devices rises by 100% every year. **51% of watchers follow content-makers to learn something new,** signifying that video has become a way of learning.

So we are building

A mobile-only learning platform with short (1-3 min) user-generated interactive videos to watch on the go.

We compete with

Everything educational you can consume on the go:

TikTok Instagram YouTube Coursera Udemy edX

and Topic-focused mobile learning apps/ Podcast platforms/ Articles and e-books.

All of them **suck at delivering educational content** in a way that meets Gen Zers' needs.

Our team is

A great mix of VC, mobile app development, content marketing, and design experience.

And we're looking for

Great partners ready to join us with **expertise and investments** (we're already raised \$180k) **to make learning not an action, but a way of life!**

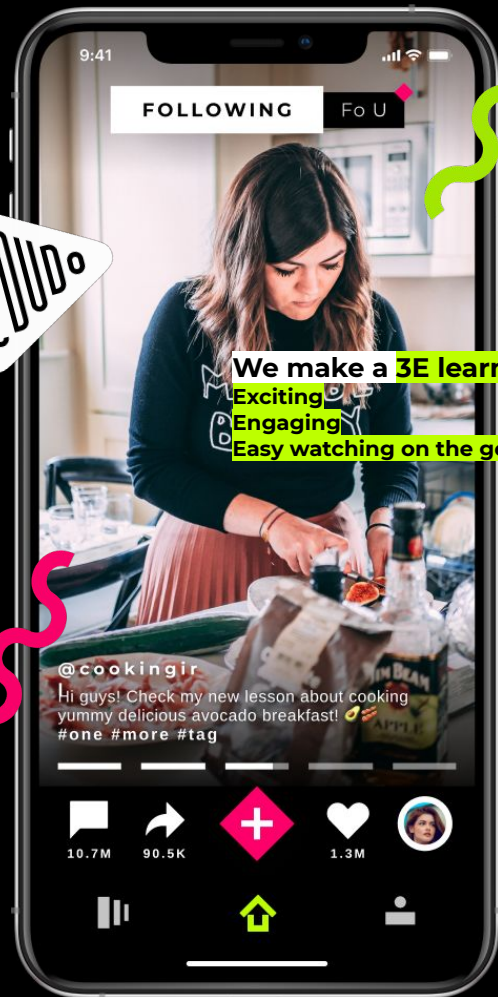
You can contact us via



yo@edudo.app



fb.com/edudoapp



Founding Team



Yury Shlaganov

CEO, Founder

- 3.5 years in VC: Flint Capital associate; RBF Ventures analyst;
- Startup tracker;
- Startup [blog](#) author



Maks Kurpa

CPTO, co-founder

- 7+ years in IT (mobile, product dev); ex-Lead product engineer at Apalon Apps;
- Launched 5 mobile products on iOS/Android and 3 product for macOS as CEO/PdM;
- Rich experience with delivery/ product development



Vik Gittsovich

Chief Creative Officer

- 8+ years in advertising, marketing, PR;
- Experience in 360 marketing campaigns, creative strategies, digital, web and social media content plans;
- Photo and video production management;
- Art and creative direction

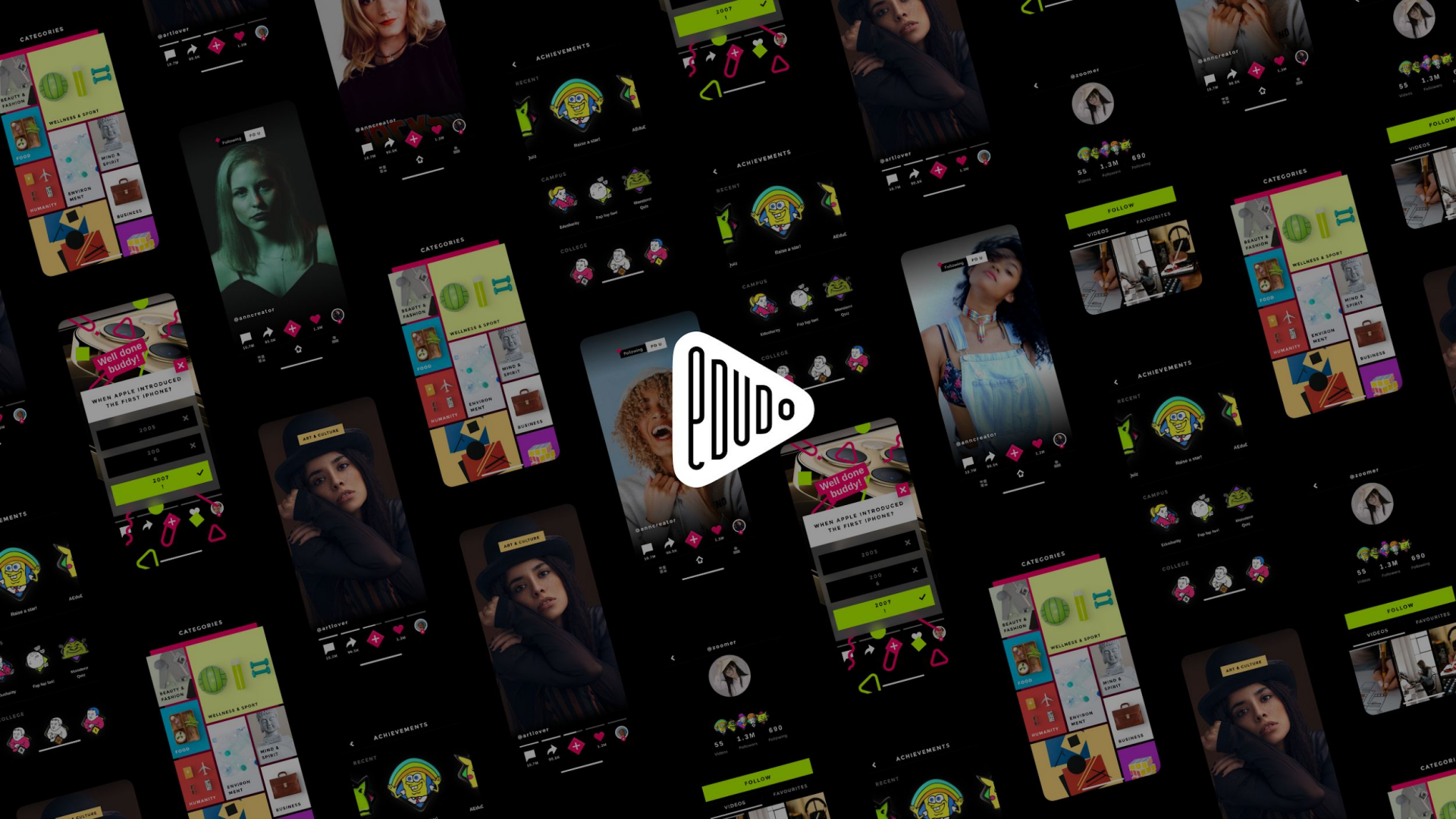


Alex Bavdey

Art Director

- 15 years expertise in design;
- Milan design school;
- Art-director R&D Wargaming;
- Lead designer Nival|Zzima;
- 69pixels founder

+ Designers 69pixels, iOS developers, back-end developer, content managers





Primary Green

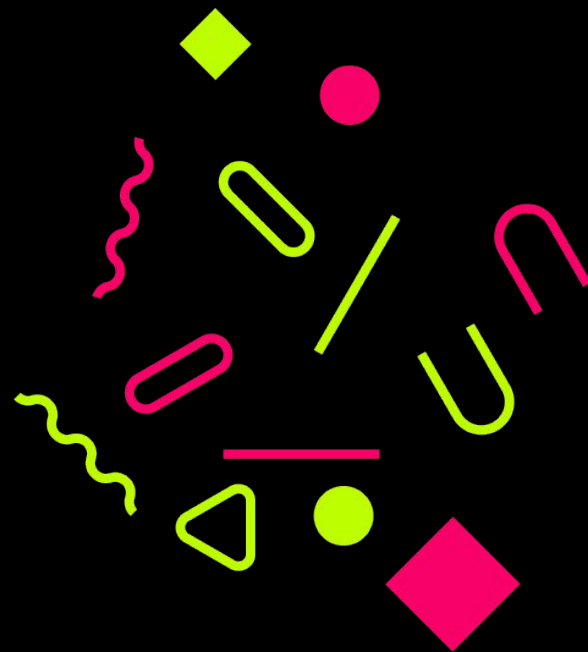


#BDFF00

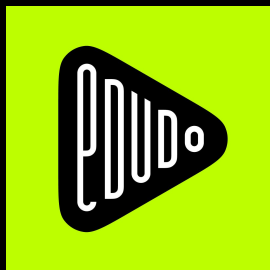
Primary Pink



#F80168



edUDO



edUDO