Skilio
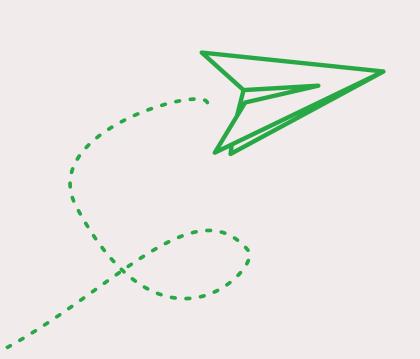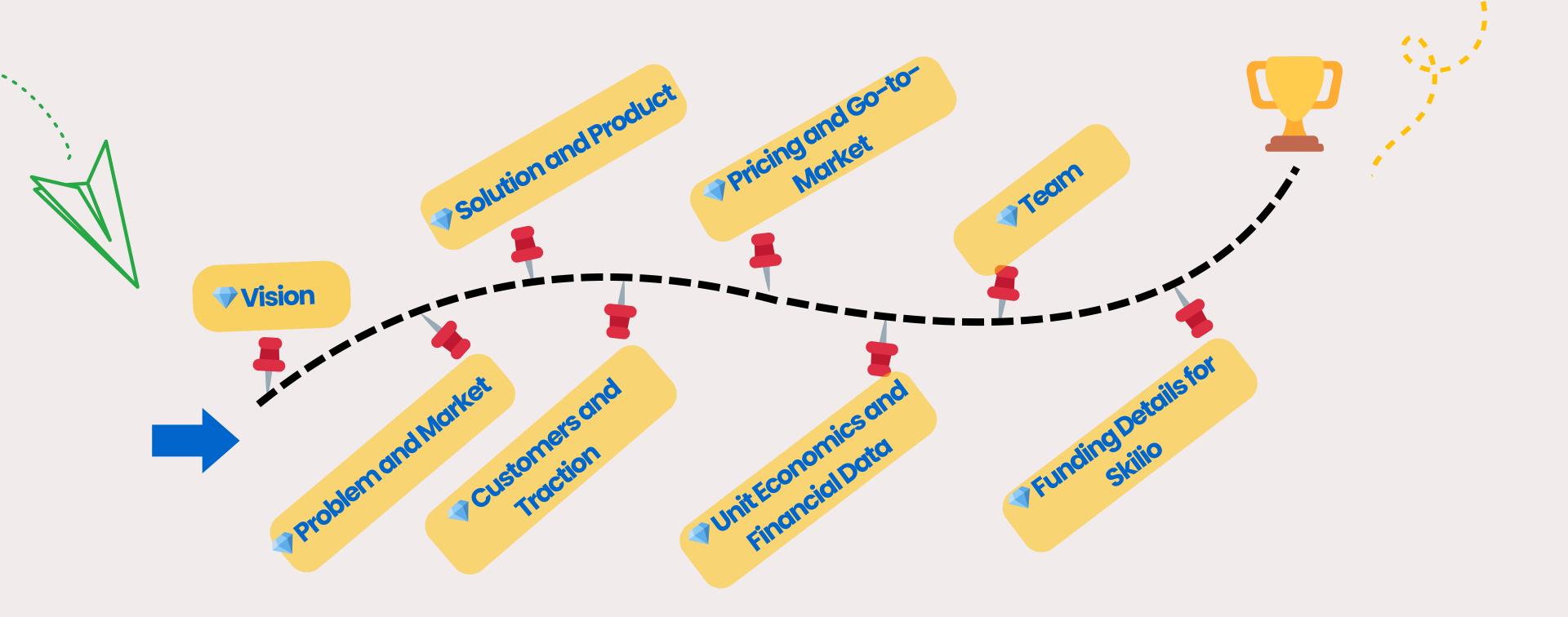
Here, **every student** becomes the protagonist of their own success.

"LEONARDO CORTE"

A new era for education, designed for the needs of tomorrow

Vision

Solution and Product

Pricing and Go-to-Market

Team

Problem and Market

Customers and Traction

Unit Economics and Financial Data

Funding Details for Skilio

🚀 A New Way to Learn: Skilio Transforms the Classroom

Our Value Proposition

🔍 Skilio: Transforms school into an interactive adventure, motivating every student to learn with enthusiasm.

Our Product or Service

🔍 Challenges and personalized content between students and teachers turn learning into a dynamic and engaging experience.

The Unifying Mission

🔍 Our mission is to transform the education system by making it modern, inclusive, and stimulating, ensuring equitable access to high-quality resources and fostering skills for the future.

⚔️ An Educational System That Falls Short of Modern Challenges
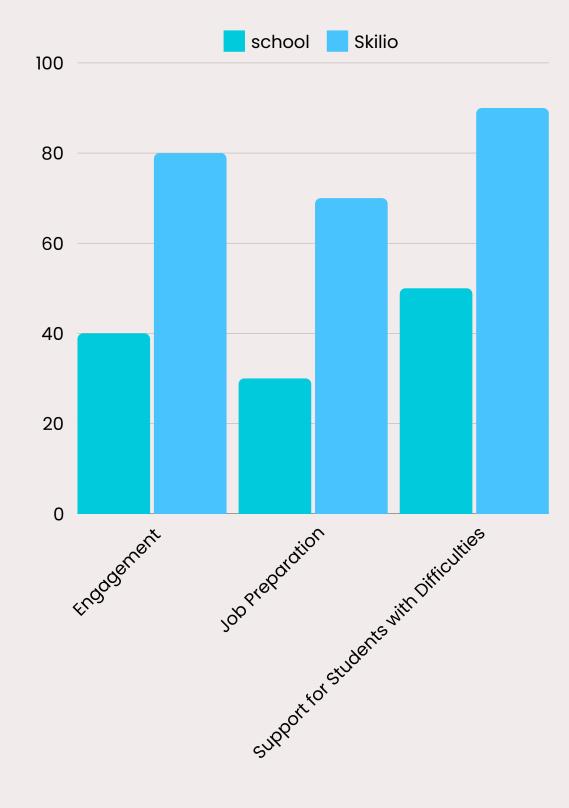
🎯 The Problem

- The traditional education system fails to adequately motivate and engage students.

- Students are not sufficiently prepared for the future of work.

- Significant barriers exist for students with learning difficulties.

🚨 The Urgency of the Problem

- "40% of students report not feeling engaged" (The Global Education Monitoring Report).

- Only 30% of European schools use up-to-date educational technologies (European EdTech Report .)

- Traditional methods are not aligned with the demands of a digital economy and flexible skillsets (OECD Education Report).
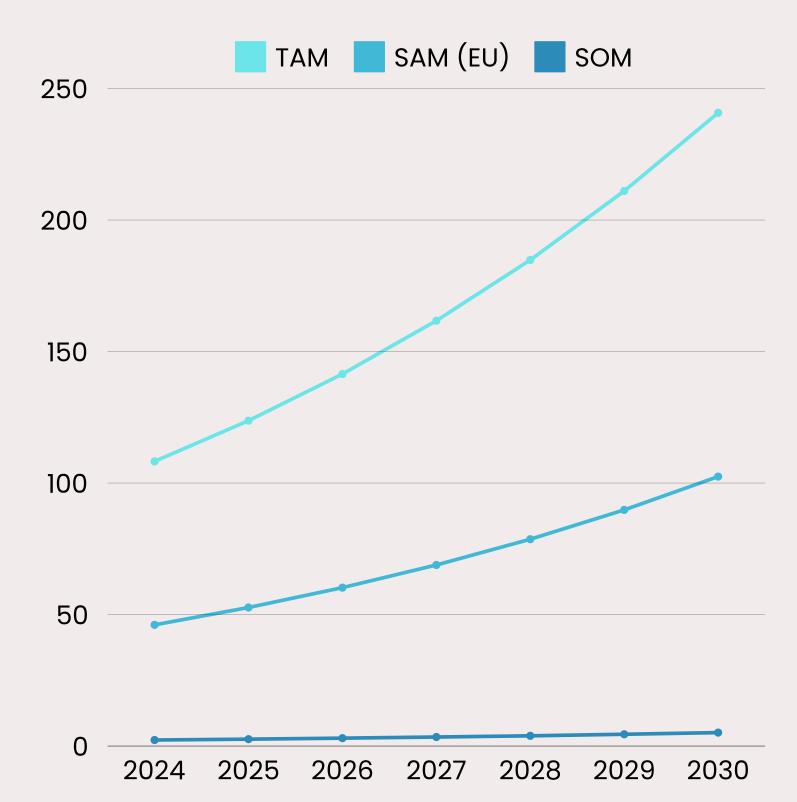
🛑 Why Current Solutions Don't Work

- Old methods fail to meet the needs of digital transformation and remote learning.

- The skills required by the job market are constantly evolving, but education is not keeping pace.
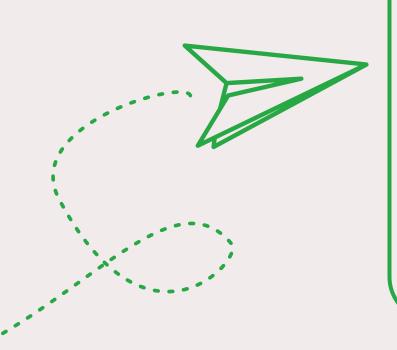

Bar chart legend: ■ school ■ Skilio

Y-axis: 0, 20, 40, 60, 80, 100

Engagement — school 40, Skilio 80
Job Preparation — school 30, Skilio 70
Support for Students with Difficulties — school 50, Skilio 90

🚀 "A Vast Market Ready for Innovation"

- **TAM (Total Addressable Market):** "The global EdTech market is estimated at $108.246 billion by 2024, with an expected growth of 14.3% CAGR over the next 10 years" (Source: Future Market Insights, 2024).

- **SAM (Serviceable Available Market):** "In Europe, the EdTech market was valued at $46.09 billion in 2022, with steady growth" (Source: Research and Markets, 2024).

- **SOM (Serviceable Obtainable Market):** "Skilio plans to expand across Europe, reaching 500 schools by 2025" (Source: Internal market analysis and forecasts).

Legend: TAM · SAM (EU) · SOM

(Line chart showing TAM, SAM (EU), and SOM from 2024 to 2030. TAM rises from ~108 to ~240, SAM (EU) rises from ~46 to ~102, SOM remains near 0.)

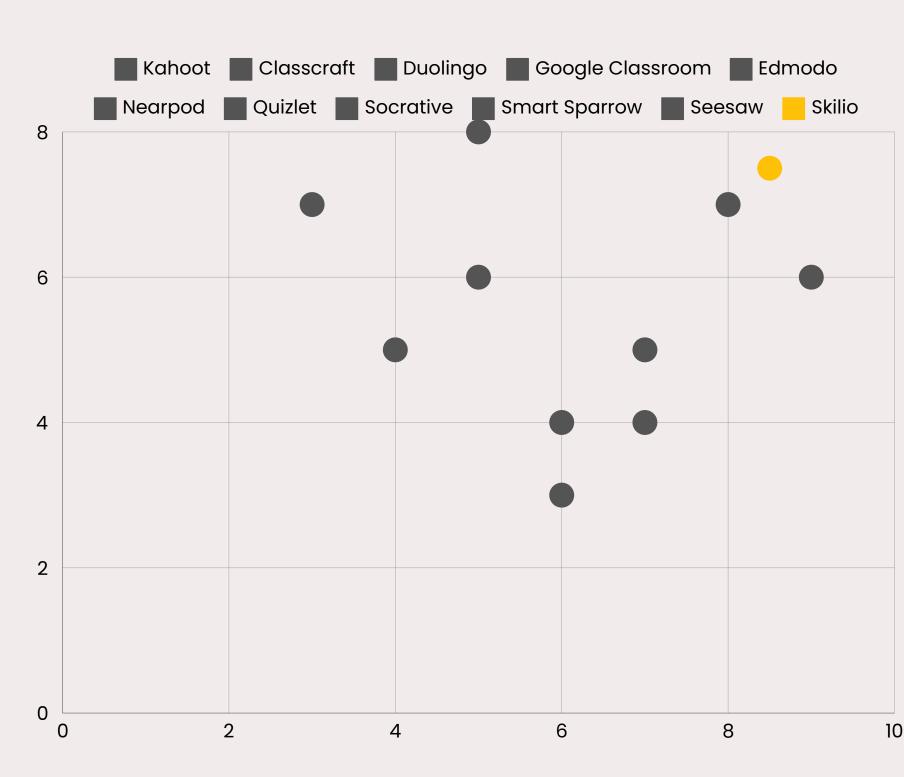# Competitive Positioning of Skilio Network 🏅

Competitive Landscape:

- **Google Classroom: Focuses on content but lacks gamification and personalization.**
- **Kahoot: Strong on gamification but limited in personalized learning and content integration.**
- Competitors offer one key feature **but lack a comprehensive solution.**

What Makes Skilio Unique:

- **Combines gamification, personalized learning, and accessibility into one platform.**
- **Multilingual and disability-friendly, ensuring inclusivity for all learners.**

Skilio's Advantages:

- **Innovation: Gamification + adaptive learning paths.**
- **Inclusivity: Support for students with special needs and multiple languages.**
- **Future-Proof: Prepares students with skills for tomorrow's job market.**

The Solution: Skilio Network 💎

"Skilio transforms learning through gamification, adaptive personalization, and multi-channel accessibility."

Low Engagement ➡️ **Gamification makes learning fun and competitive. 🎮**

Limited Accessibility ➡️ **Premium content is available offline 🌐**

Mismatch with Job Market ➡️ **Algorithms prepare students with the skills needed for the future workforce 💼**

Barriers for Students with Disabilities ➡️ **Support for special educational needs 🧑‍🏫**

🛸 The Unique Technology and Vision Behind Skilio

• 🎮 **Advanced Gamification:**

"Leaderboards, competitions, and virtual rewards motivate students with a gamified experience that boosts engagement."

• 🧠 **Personalization Algorithms:**

"Adaptive learning paths that tailor content based on student progress."

• 🌐 **Accessibility Technology:**

"Multilingual access and offline mode ensure inclusive learning for all students."

• 💡 **Unique Competitive Advantages:**

"Patented algorithms for real-time personalization and strategic partnerships with Google Classroom and Microsoft Teams."
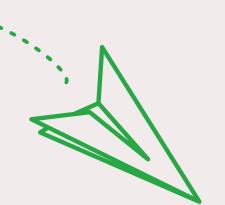
🛸 The Unique Technology and Vision Behind Skilio

Phase 1 ↘

🛠️ Features to Develop Immediately:

• 🎮 **Advanced Gamification:** Real-time leaderboards and rewards increase student engagement.

• 🧠 **Personalization Algorithms:** Real-time, tailor-made educational paths for every student.

• 🌐 **Accessibility Technology:** Multichannel access, including offline mode, for uninterrupted learning.

⏸️ 💰 ▶️ and go ! ➡️

Phase 2 ↘

🚀 Features to Develop in a Second Round

• 🎉 **Themed Learning Events:** Boost student motivation with engaging educational events.

• 👾 **Customizable Avatars and Characters:** Create an immersive and personalized learning experience.

• 🤖 **AI for Student Matchmaking:** Match students based on shared interests and skill levels to enhance collaboration.

🎓 Educational Experience with Skilio – Three Success Stories"

Emma, Middle School Student

• **Challenge**: Initially disengaged from learning.

• **Solution**: Personalized content and gamified challenges kept her motivated.

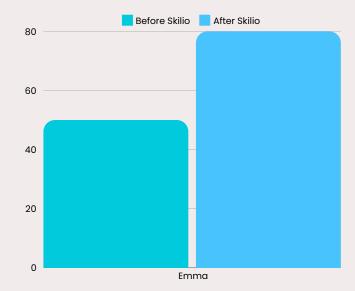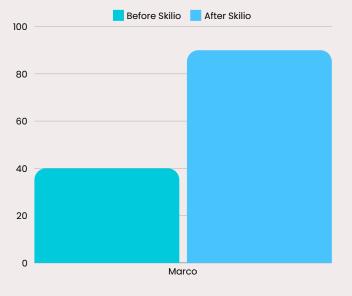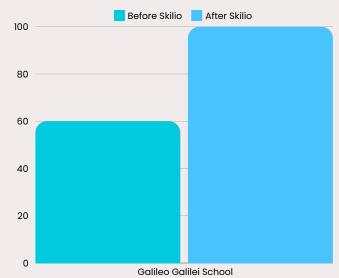• **Result**: Increased math skills by 30% in 6 months and earned a scholarship.

Marco, High School Math Teacher

• **Challenge**: Needed a personalized approach for his class.

• **Solution**: Used Skilio's dashboard and gamified activities to track progress and motivate students.

• **Result**: Student engagement up by 50%, recognized as a top teacher.

Galileo Galilei School

• **Challenge**: Wanted a more interactive and inclusive learning environment.

• **Solution**: Adopted Skilio for gamification and accessibility.

• **Result**: 40% increase in student engagement and national recognition for innovation.

Emma

Before Skilio | After Skilio

Marco

Before Skilio | After Skilio

Galileo Galilei School

Before Skilio | After Skilio

📊 The Value of Skilio

• **Personalized Learning:** Real-time content adaptation.
• **Gamification:** Leaderboards and rewards increase engagement by 30%.
• **Soft Skills:** Development of skills like problem-solving and teamwork.

• **Time Savings:** Automated quiz creation and student progress tracking.
• **Advanced Dashboards:** Real-time feedback and personalized teaching.
• **Professional Development & Soft Skills:** Improvement in teaching skills and competencies like leadership and time management.

• **Improved Academic Performance:** +15% in the first year.
• **Reduced Teacher Turnover:** Increased satisfaction and school stability.
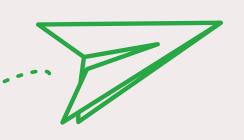• **ROI:** Return on investment with a 20% reduction in operational costs.

Skilio Growth Potential and Value📈

Value for Clients

• **Students**:

• 🔝 **Engagement Boost**: Gamification and feedback increase engagement **by 30-50%**.

• 📉 **Lower Dropout Rates**: Personalized learning reduces dropouts **by 20%**.

• **Teachers**:

• ⌛ **Reduced Workload**: Automation saves 13 hours weekly, improving efficiency **by 40%**.

• 📊 **Productivity Gain**: Real-time dashboards cut admin time **by 30%**.

• **Schools**:

• 📈 **Improved Performance**: Personalized learning boosts academic results **by 20%**.

• 💰 **Cost Savings**: Operational costs reduced **by 30%**.

Skilio's Competitive Edge

• ⚙️ **Personalization**: Adaptive learning paths enhance effectiveness and engagement.

• 🏆 **Gamification**: Rewards and leaderboards increase engagement **by 25%**.

• 📱 **Accessibility**: Available on mobile, desktop, and offline, reaching 10 million+ students globally.

Future Impact Projections

• **Student Engagement**: **+30-50%**.

• **Teacher Efficiency**: **+30-40%**.

• **School Performance**: **+20-30%**.

Stickiness and Competitive Advantage of Skilio

Why is Skilio Engaging?

🎮 **Gamification:** Challenges and rewards boost retention by 70%.

🔄 **Personalization:** Tailored learning paths improve satisfaction by 20%.

🌍 **Network Effect:** More schools adopting Skilio increases its value, fostering collaboration and competition.

Unique Competitive Advantages

⚙️ **Proprietary Algorithms:** Real-time personalization, unique in the market.

📱 **Multichannel Accessibility:** Access via mobile and offline, useful for areas with limited connectivity.

📚 **Seamless Integration:** Skilio integrates easily with Google Classroom and Microsoft Teams.

Barriers to Entry

🔓 **Proprietary Technology:** Advanced algorithms that are hard to replicate.

🌍 **Network Effect:** Growing adoption strengthens platform value.

Upsell and Scalability

🛠️ **Upsell:** Premium modules for soft skills and certifications.

🚀 **Scalability:** Easy implementation without major costs.

Pricing Model 📊

Value Proposition Quantification:

- 📊 Impact of **Premium Features**: Advanced gamification modules increase student engagement by 30%, while personalized learning paths boost academic performance by 20% (Source: Springer EdTech Review, 2024). 💰

Natural Upsell:

- 🔄 Gradual Transition to Premium: Schools naturally adopt premium features as they experience better student performance and administrative efficiency. **UP!**
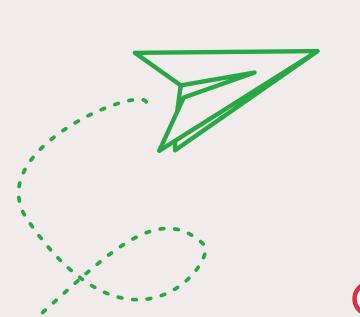
FREE Limited access to basic features.

💳 Monthly/annual subscription for advanced features (personalized learning paths, certifications, and advanced analytics).

🏫 Custom solutions for school networks with advanced management and reporting tools.

🎯 30-Day Free Trial on both the full subscription and individual features.

📝 Customer Acquisition Strategy

Current Acquisition Model:

🌐 **Inbound Marketing:** SEO campaigns and social media focused on the Italian market.

🔗 **Referral Program:** Teachers and schools earn tokens by inviting new users, promoting organic growth.

🤝 **Collaborations:** Partnerships with ONG and educational institutions to support schools with limited budgets.

🎯 **Direct Sales:** Targeting private school networks and top-tier institutions for Enterprise plans.

🇮🇹 **Phase 1 (Year 1)**
Initial focus on private and top-tier schools in Italy.

🇪🇺 **Phase 2 (Year 2)**
Expansion into European markets

🌏 **Phase 3 (Year 4)**
Growth into emerging markets like India and Southeast Asia.

Strategic Partnerships:

- 🤝 **NGO Partnerships:** Promote adoption in schools with limited resources.
- 🔗 **Integration with Tools:** Seamless integration with Google Classroom, Microsoft Teams, and Duolingo.
- 🏛️ **Government Agreements:** Facilitate adoption in public schools across Europe.

Unique Channels:

- 📚 **Content Marketplace:** Teachers can buy and sell personalized educational resources.
- 🧾 **Tokens:** Access to advanced features, exclusive content, and certifications.

🧮 Unit Economics

Legend: Customer Acquisition Cost (CAC) · Lifetime Value (LTV) · Churn Rate

Customer Acquisition Cost (CAC) → Avg CAC: €75 per student, €100 per teacher, €150 per school. → **Key Strategy:** Leverages inbound marketing, referral programs, and ONG partnerships to reach schools efficiently.

Lifetime Value (LTV) → Avg LTV: €250 per customer. → **Growth Opportunity:** Upsell premium modules, certifications, and exclusive content to increase customer value.

LTV/CAC Ratio → LTV/CAC Ratio: 3.3:1. → **Impact:** Every euro spent on acquisition yields 3x return, supporting scalability and sustainability.

Retention & Churn → Churn Rate: 17% (2025), projected to reduce to 10% by 2029. → **Retention Drivers:** Gamification and personalized learning paths will help retain users and lower churn.

📈 Historical Data and Financial Metrics

Customer Projections, ARR, and Employees (2025–2029)

Customer Projections (2025-2029)
- **Year 1 (2025):** 2,500
- **Year 3 (2027):** 12,000
- **Year 5 (2029):** 25,000

Projected Employees:
- **Year 1 (2025):** 8 employees.
- **Year 5 (2029):** 50 employees.

Annual Recurring Revenue (ARR) Projections:
- **Year 1 (2025):** €500,000 ARR.
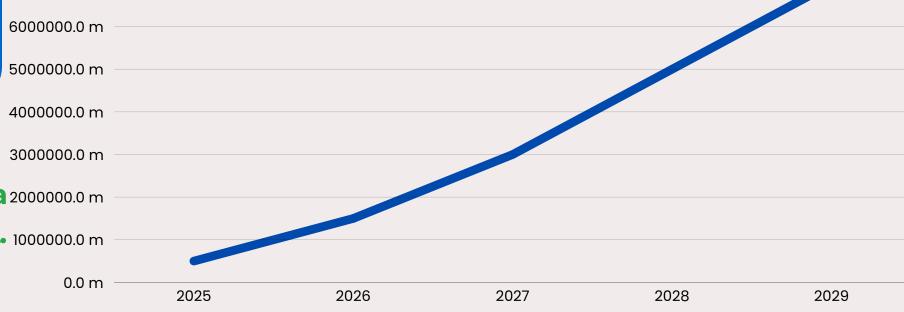- **Year 3 (2027):** €3 million ARR.
- **Year 5 (2029):** €7 million ARR.
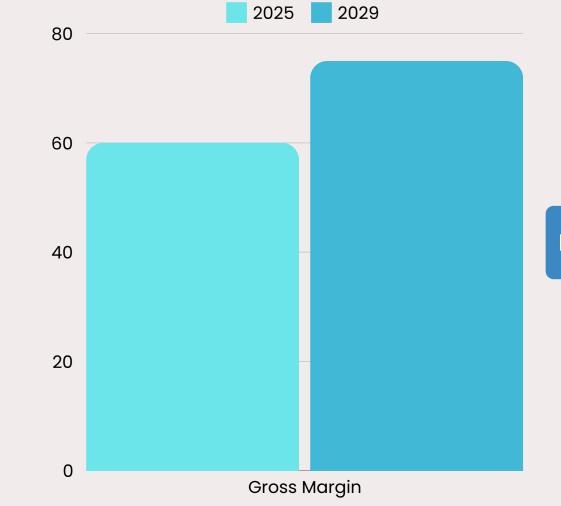
Projected Employees

Rationale: The growth in the number of schools adopting Skilio will require a larger team to manage customer support, sales, and platform development.

Customer Projections

Projected Employees

Annual Recurring Revenue (ARR) Projections

📈 Historical Data and Financial Metrics

Gross Margin 💰

80

60

40

20

0

Gross Margin

■ 2025 ■ 2029

➡️

Gross Margin:
• **Year 1 (2025): 60%.**
• **Year 5 (2029): 75%.**

➡️

• Growth driven by: operational cost reductions and increased efficiency through platform scalability.

Financial Data and Future Projections for Skilio $

Historical Financial Data:

• **2024:** No revenue generated, product development phase and pilot launch in Italy.

Year	Paying Customers	ARR (Annual Revenue)	LTV (Customer Lifetime Value)	Churn Rate	Employees	Gross Margin
2025	2,500	€500,000	250 €	17 %	8	60%
2026	6,000	1.2 milion €	275 €	14 %	15	65%
2027	12,000	3 milion €	300 €	12 %	25	70%
2028	18,000	5 milion €	325 €	11 %	35	72%
2029	25,000	7 milion €	350 €	10 %	50	75%

Key Metrics for the Future:

• **LTV Growth:** Increase from 250€ to 350€ by 2029, driven by premium modules and certifications.

• **Reduced Churn Rate:** Projected drop from 17% to 10% over 5 years, thanks to improved user retention.

• **Gross Margin:** Rising from 60% to 75% by 2029, due to platform scalability and operational cost optimization.

"**My mission** is to redefine learning, making it an immersive, interactive experience that **ignites passion and equips students for the future.**"

💼 **Founder & Visionary Leader: Leonardo Corte**

Behind Skilio – Founder & CEO

My name is Leonardo Corte, I'm 18 years old, and I live in Lavagna, Italy. I am passionate about **innovation** and **educational technology**, driven by the desire to create pathways that help people reach their full potential.

That's why I decided to found Skil**io**, an EdTech platform that aims to **revolutionize education** through **gamification** and **personalized learning**.

My Key Skills:

• **Innovative Vision** 💡: Despite my young age, I have a clear understanding of how technology can change the way we learn, making education more **engaging, accessible, and adaptable** for every student.•

Entrepreneurial Spirit 🎯: I love to create and innovate. Skil**io** is my response to an urgent need: modernizing education by **turning schools** into stimulating environments that motivate students.

• **Passionate Leadership** 📈: I am determined to **build a team** capable of bringing Skil**io** **to success**, making it a leading platform in the global education sector.

🧱 Skilio's Next Steps

"**My dream** is to create a platform that makes learning **more fun and accessible**, allowing **every student** to reach their **full potential**. Skilio is the project I'm building to **transform education** and make it **more interactive** and **modern**."

I am currently working on building Skilio from **the ground up**, focusing on platform development and creating strategic partnerships. The next steps for me and Skilio are:

Step 4 Seed Round Fundraising: raise the funds to officially launch Skilio and bring my vision to life.

Step 3 Team Expansion: experts in technology, pedagogy, and marketing to the platform's development.

Step 2 Strategic Partnerships seeking collaborations with schools and institutions to test the platform

Step 1 Platform Development: creation of Skilio's beta version,

Skilio Funding Overview

Seed Round Objective:

- **Amount to raise: €800K - €1M**
- **Funds will be used for product development, launching in Italy, testing in schools, and acquiring initial paying customers.**
- **Pre-money valuation: €3.5M (based on EdTech market growth potential estimated at $108B by 2024, with a 14.3% CAGR).**
- **The goal is to secure the resources needed to expand, gain users, and validate the business model, starting in Italy and moving to Europe.**

Fund Usage Strategy:

- **Product Development: Enhancing the platform with personalized learning algorithms, gamification, analytics, and certifications.**
- **Marketing & Market Testing: Focus on launching in Italy with inbound marketing and partnerships with schools and educational organizations.**
- **Sales & Customer Acquisition: Focus on acquiring public and private schools, expanding to Europe in Year 2.**
- **Operational Costs: Funds will cover technical support and customer service.**
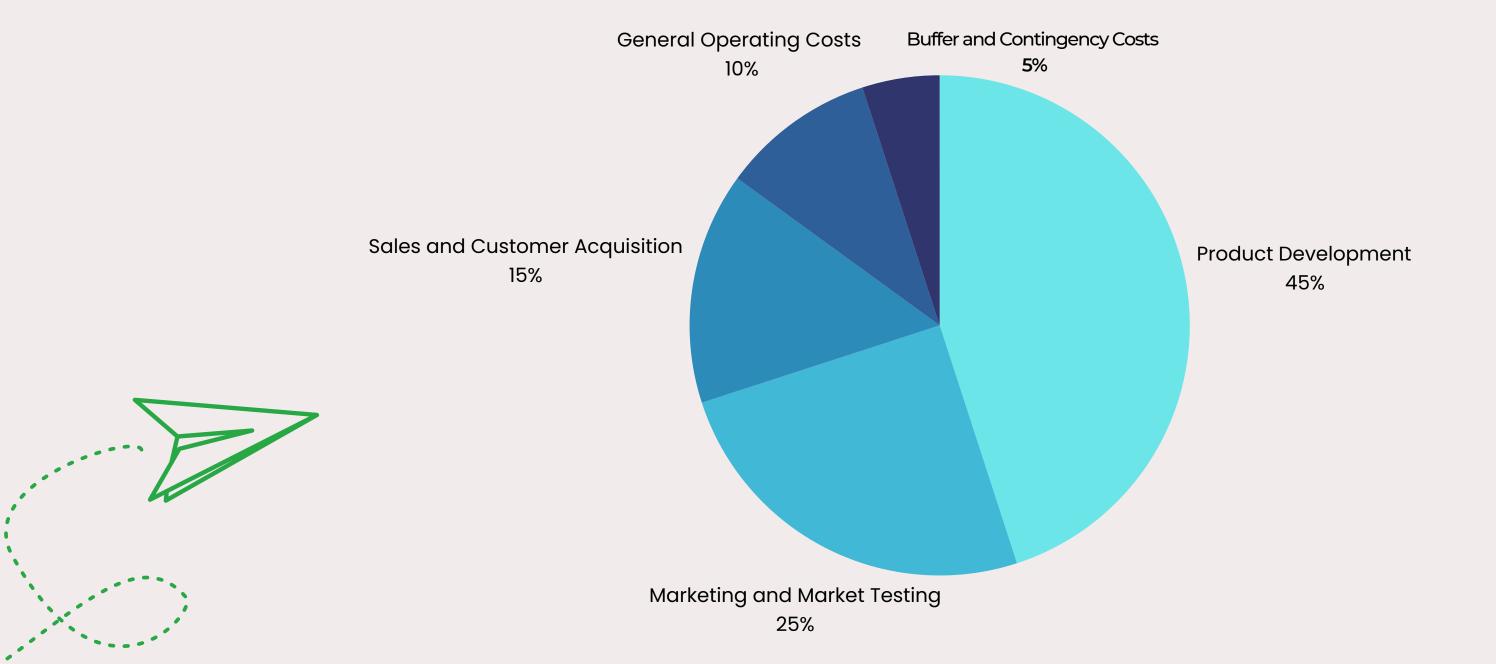- **Buffer for Contingencies: Reserved for unexpected expenses or growth opportunities.**

Area	Allocazione (%)	Importo (€)
Sviluppo del Prodotto	45%	360K – 450K
Marketing & Test di Mercato	25%	180K – 250K
Vendite & Acquisizione Clienti	15%	120K – 150K
Costi Operativi Generali	10%	80K – 100Kì
Buffer & Spese Contingenti	5%	40K – 50K
Totale	100%	€800K – €1M

Skilio is revolutionizing education. We aim to make learning engaging, accessible, and personalized, preparing the next generation for future challenges with innovative tools. 💡

⬇️

With the EdTech market ready for innovation, **Skilio** is at the heart of change. Investing in us means betting on the future of education and joining a project that combines gamification 🎮 and personalization ✨."

⬇️

Join us. Now is the time to invest in the future of education. Contact us and discover how you can be part of this transformation with **Skilio.** 🚀

📞 💰 📈 UP! ➡️ email
Leonardocorte.goup@gmail.com