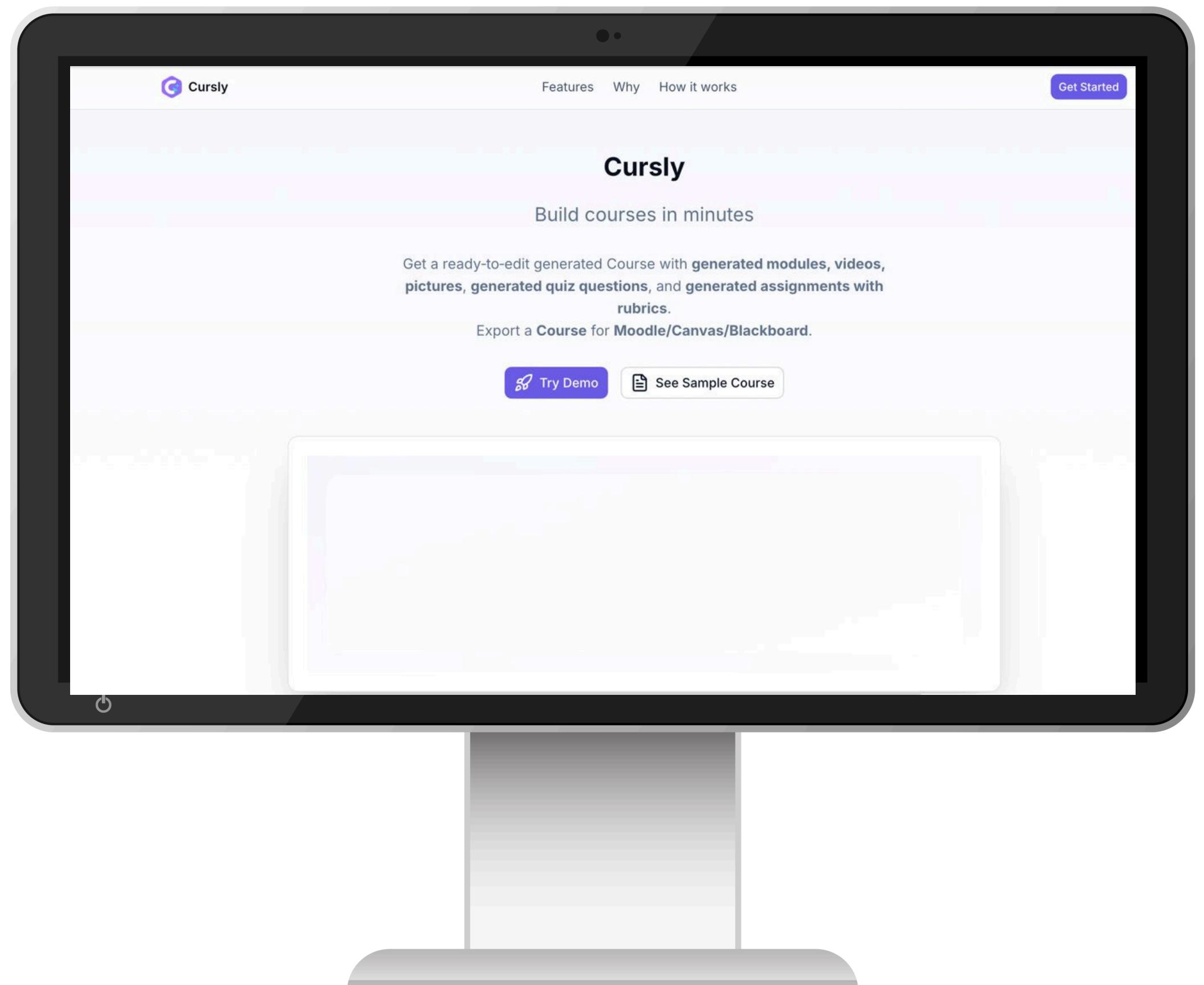




CURSLY



Our Team



Huseyn Hajiyev

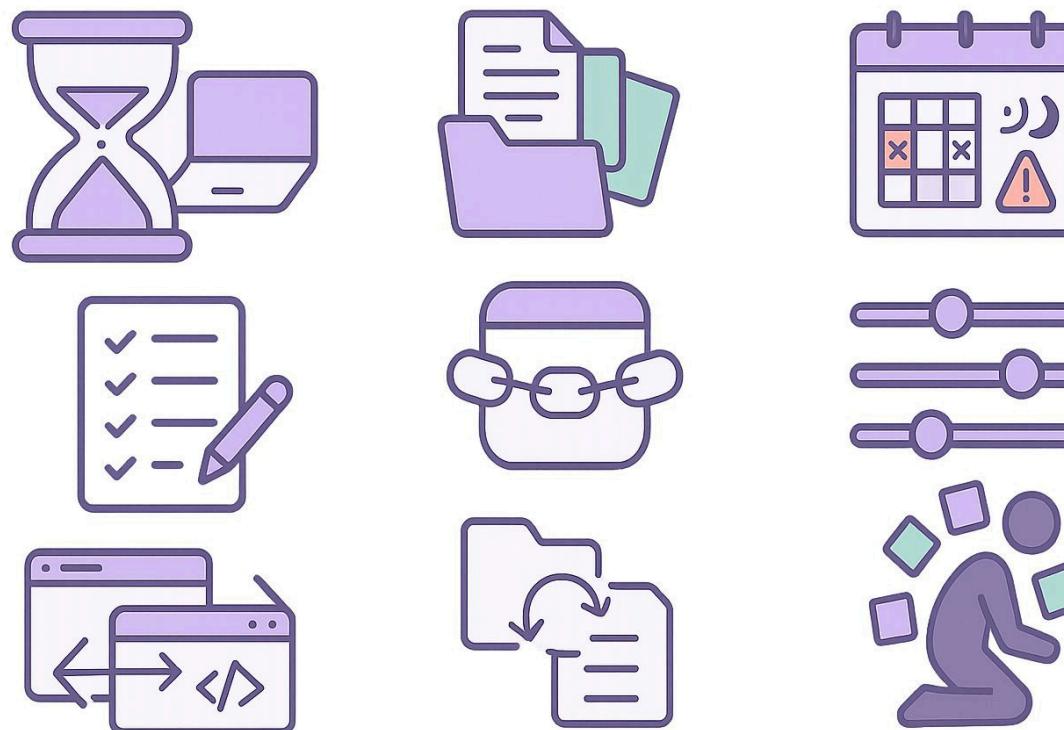
CTO — 5+ years building software. ICPC & IOI competitor. Former developer at two startups.



**Nazrin
Karimova**

Business Development & Strategy Lead
ADA BBA senior student; Studied at ELTE; F3 Candidate

Creating one online course can take 25–500 hours



TIME-CONSUMING



LIMITED CENTRALIZED
CONTROL



LACK OF QUALITY



Solution

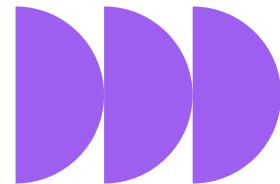
Fast Course Creation and Development

Weeks of work reduced to minutes

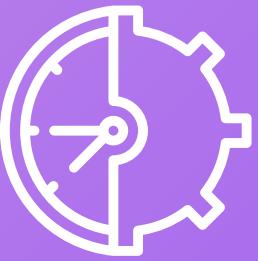
- High-Quality Content
 - AI-generated syllabus, lessons, quizzes, assignments

Centralized Creator Hub with robust integrations, allowing instructors to manage, deploy courses anywhere

The screenshot shows the Cursly Teacher Hub interface. The main dashboard displays a welcome message, total courses (0), and recent activity (0 events). An open modal titled 'Create Course' allows users to input course details like title, topic, brief description, instructor, and learning outcomes. The 'Generate course' button is highlighted.

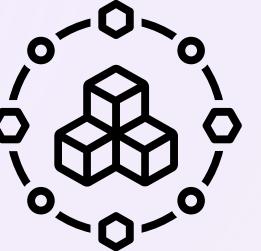


Technology



Real-Time System

Data is processed and synced instantly between platforms.



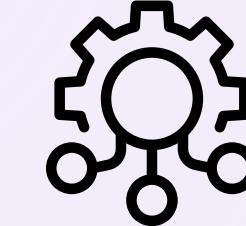
Modular Structure

Each part of the system works independently easier to scale and maintain.



Secure by Design

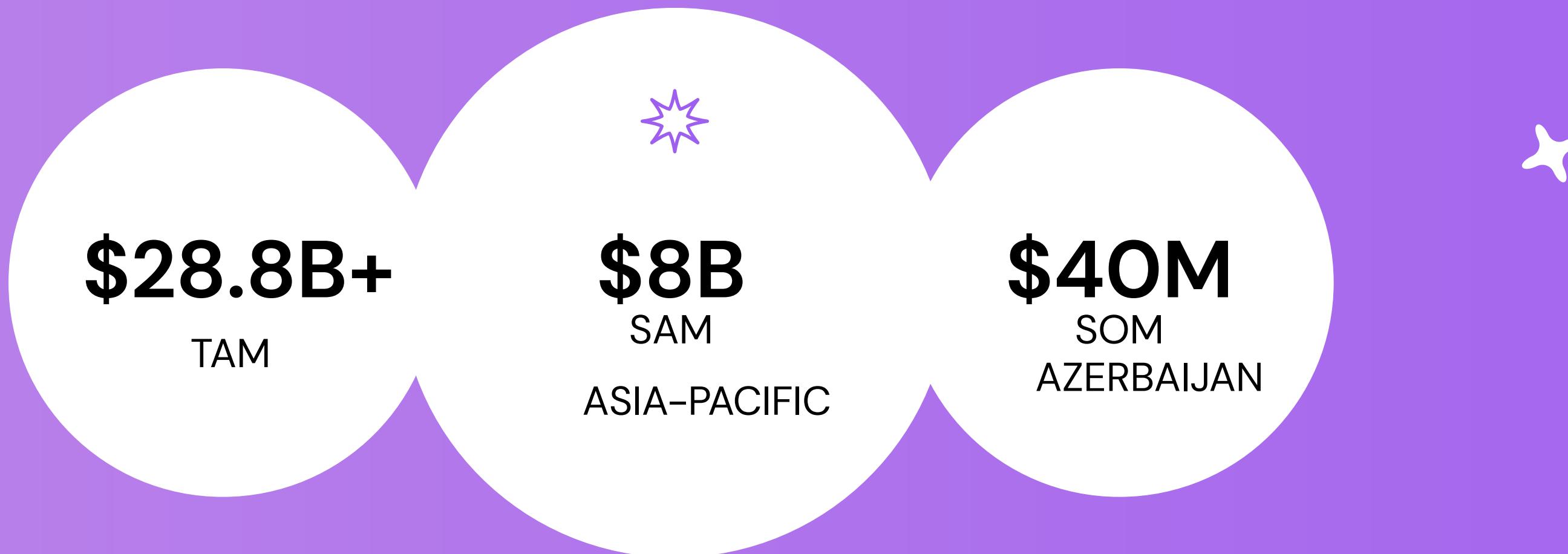
All data is encrypted and protected from unauthorized access.



Simple Integration

Easy to connect with cloud services and existing systems.

Market Size



The LMS market is expected to grow from \$28.58 billion in 2025 to \$70.83 billion in 2030 at a CAGR of 19.9% during that period

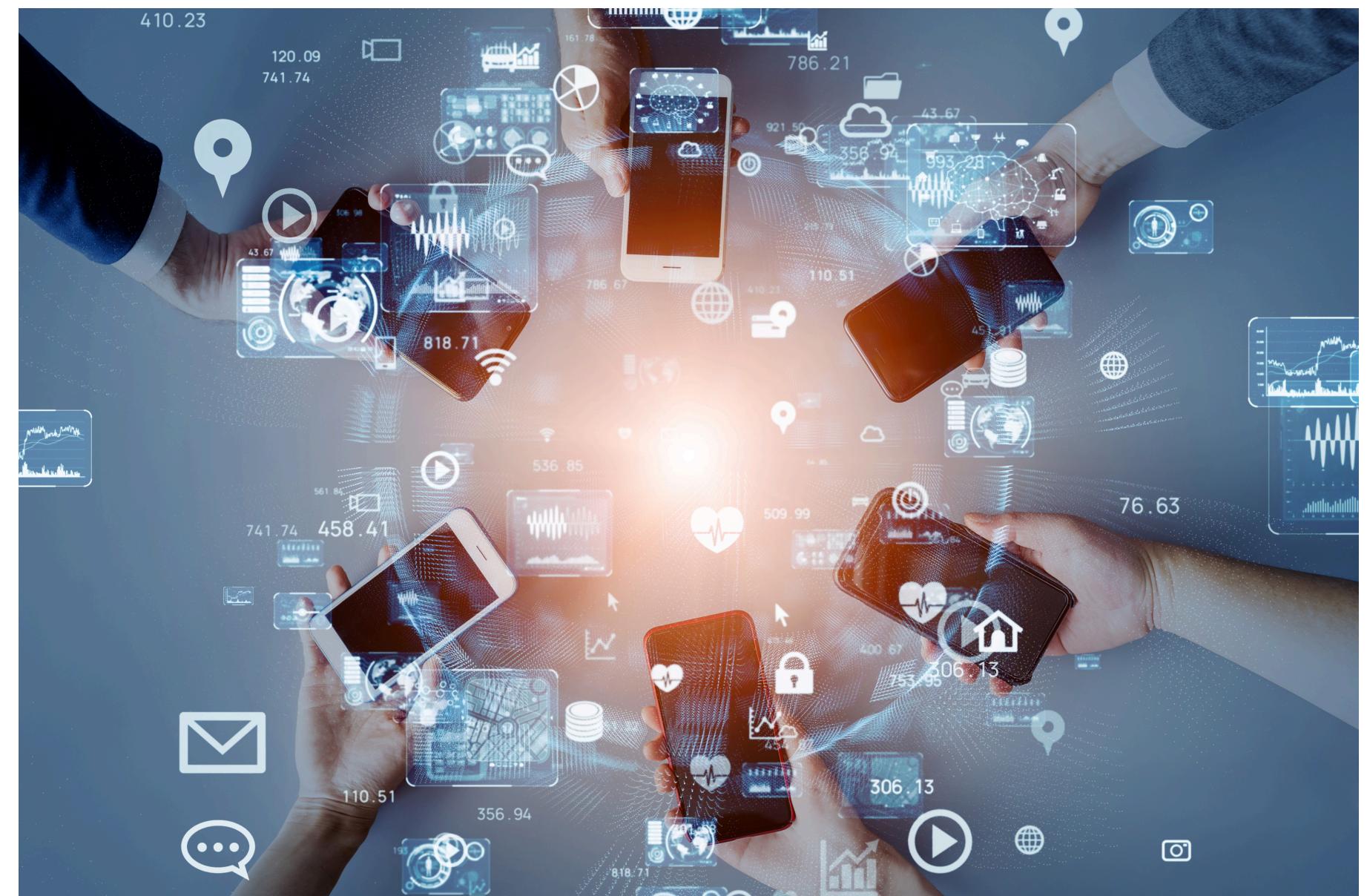
EdTech Platforms

Students

**Professional Certification
Providers**

Teachers/Professors

Independent Creators & Consultants





Simple Process

From idea to published course in 3 steps

Our streamlined workflow gets you from concept to classroom-ready content faster than ever.



Set Preferences

Tell us your course topic, target audience, duration, and learning objectives.



AI Generates

Cursly creates modules, quizzes, assignments, and a holiday-aware schedule.



Launch

Edit anything, then export to your LMS.



Competition

Feature	Cursly	Heights AI	CourseAI	Coursebox.ai	Eduropyhq
AI-driven Course Creation	✓	✓	✓	✓	✓
Full Review and customization of AI content	✓	✗	✗	✗	✗
LMS Export	✓	✗	✗	✓	✗
Full Learning Flow Automation	✓	✓	✓	✓	✓



Business Model

7-day trial

0\$

- 1 CHALLENGE COURSE
- 30 REQUESTS
- Community Forum Access
- AI Recommendation

Plus

19.99\$/month

- Access to AI-generated Contents
- 200 REQUESTS
- Access to Webinars
- AI Tutor
- AI Recommendation

Pro

39.99\$/month

- Unlimited Access to AI-generated Contents
- 500 REQUESTS
- AI Tutor
- VIP webinars
- Priority Support
- Forum Access
- AI Recommendation

B2B

499\$/month

- Full Access to all Pro Courses
- 200 AI requests for each user
- Advanced Dashboard
- Multi-user management

Extra 50 requests - 4\$

Go-to-Market

Social Media Ads: Product Hunt, YouTube, TikTok

Community Events: Webinars, Hackathons, University Ambassador Programs

Referral Programs

Partnerships

Trial Models

Media Coverage: Blogs, Articles



Q1 Sep- Dec 2025



AI course gen (LangGraph-Manim-Convex) + IMS CC.

Build the course maker end to end, show live progress, and export to common learning systems

Q2 Jan- Apr 2026



paid beta: editor, LTI, Stripe

improve the editor, speed up runs, add quizzes, easy school connections, team spaces, and payments

Q3 May - Aug 2026



scale & GA, SOC2 prep. KPIs: activation, TTV, MRR.

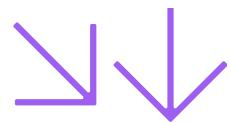
Marketing: EDU deals, webinars, SEO

faster processing, higher reliability, comments and version history, stronger security, more export options

FUNDING

\$ 350 K

Use of Funds			
Category	%	\$	Notes
Technical Infrastructure	45.71%	160,000	Servers, AI Usage
Marketing	28.57%	100,000	Ads, Campaigns
Staff	13.43%	47,005	Engineers, Other Workers
Unforeseen Costs	6.57%	22,995	Extra
G&A	5.71	20,000	Administrative, legal costs
	100%	350,000	



Thank You



Scan me !

Appendix

Table 1 — Revenue Assumptions

Year	Avg Active Users	Paid Conv. %	Paid Users	Plus Users (60%)	Pro Users (40%)	B2B Accts	Total MF (\$)	R
Year 1	6,000	12%	720	432	288	6	23,146.80	0.8
Year 2	12,000	16%	1,920	1,152	768	15	61,225.00	0.8

MRR breakdown:

- **Year 1:** Plus $432 \times 19.99 = \$8,635.68$; Pro $288 \times 39.99 = \$11,517.12$; B2B $6 \times 499 = \$2,994.00$; **Total MRR = \$23,146.80**
- **Year 2:** Plus $1,152 \times 19.99 = \$23,028.48$; Pro $768 \times 39.99 = \$30,712.32$; B2B $15 \times 499 = \$7,485.00$; **Total MRR = \$61,225.80**

Table 2 — Expenses Breakdown (Updated)

Category	Year 1 (\$)	Year 2 (\$)	Notes
Technical (AI + Hosting/Infra)	159,985.00	70,000.00	Y1-d infra-heavy plan; Y2 vvlki plan kimi
Marketing	100,012.50	140,000.00	Paid ads, influencers, university creators
Staff	47,005.00	230,000.00	Y1 resursları azaldılıb; Y2 komanda ~8
G&A	20,002.50	30,000.00	Admin, legal, office
Unforeseen Costs	22,995.00	0.00	Gözlnilmyn xrclr üçün Y1 büdc
Total Expenses	350,000.00	470,000.00	

Table 3 — Financial Projection Summary (Updated)

Year	Revenue (\$)	COGS (15%)	Gross Profit (\$)	Expenses (\$)	Net Profit/Loss (\$)
Year 1	277,761.60	41,664.24	236,097.36	350,000.00	-113,902.64
Year 2	734,709.60	110,206.44	624,503.16	470,000.00	+154,503.16