

ExAlm

***Improving student attainment with
AI-powered exam preparation***

The image shows two devices displaying the ExAlm platform. On the left is a laptop screen showing 'Result Feedback' for two questions: Q1 (What is chromatography?) and Q2 (What's the difference between ionic and covalent bonds?). It also shows an 'Answer' section with a text input field containing 'Ionic bond is a bond between metals while covalent bond is a bond between non-metals.' A 'Partially Correct' feedback message is displayed. On the right is a tablet screen showing a 'Math Exam' interface. The top right corner shows '06:59 Exam Time'. The main area displays 'Question 10/10' and 'Marks: 2'. Below this is a text input field with the equation '2x + 3 = 5'. At the bottom is a 'Math Keyboard' with various mathematical symbols and functions.

Result Feedback

Q1 What is chromatography?

Q2 What's the difference between ionic and covalent bonds?

Answer

Ionic bond is a bond between metals while covalent bond is a bond between non-metals.

Partially Correct ⓘ

Feedback:

You correctly identified that ionic bonds involve metals, but there is a slight improvement. Ionic bonds form between metals and non-metals, where electrons are transferred from the metal to the non-metal. Covalent bonds, on the other hand, involve the sharing of electrons between two non-metals.

Q3 What's the difference between endothermic and exothermic reactions?

06:59 Exam Time

Math Exam

Question 10/10

Marks: 2

Math Keyboard

Exit Back Submit

Traditional teaching approaches consume 60% of teachers' time

1. Disconnected tools

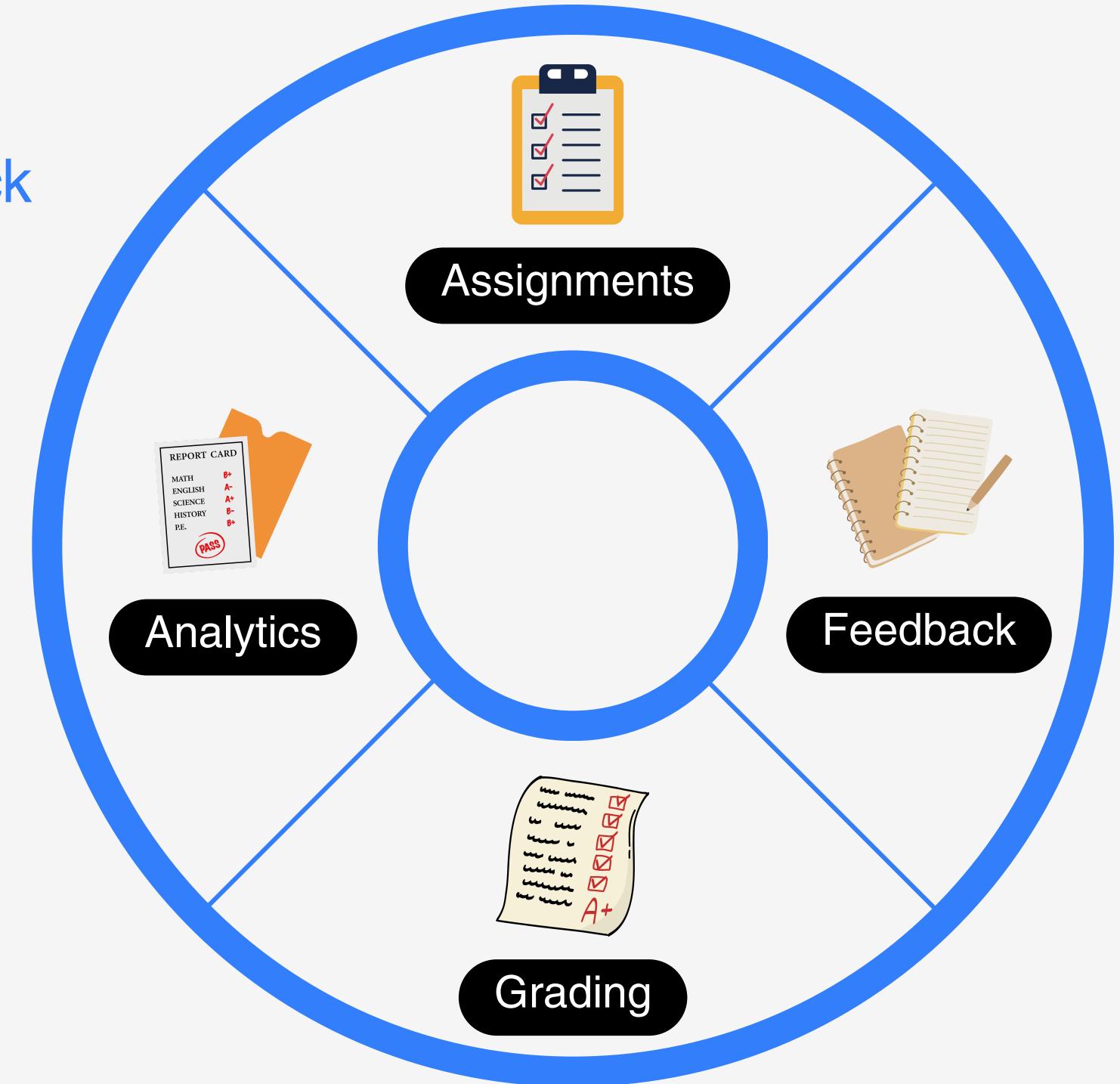
No automated solution for assignments, grading, feedback

2. Lack of personalised learning

Teachers spend 60% of their time on admin tasks

3. Subpar academic outcomes

Students underprepared for critical examinations



Demand for AI, teachers, and digital solutions is rapidly increasing

AI in Education market

30% CAGR

\$30B Market Size (2030)

Major supply shortage by 2030

69m Teachers needed



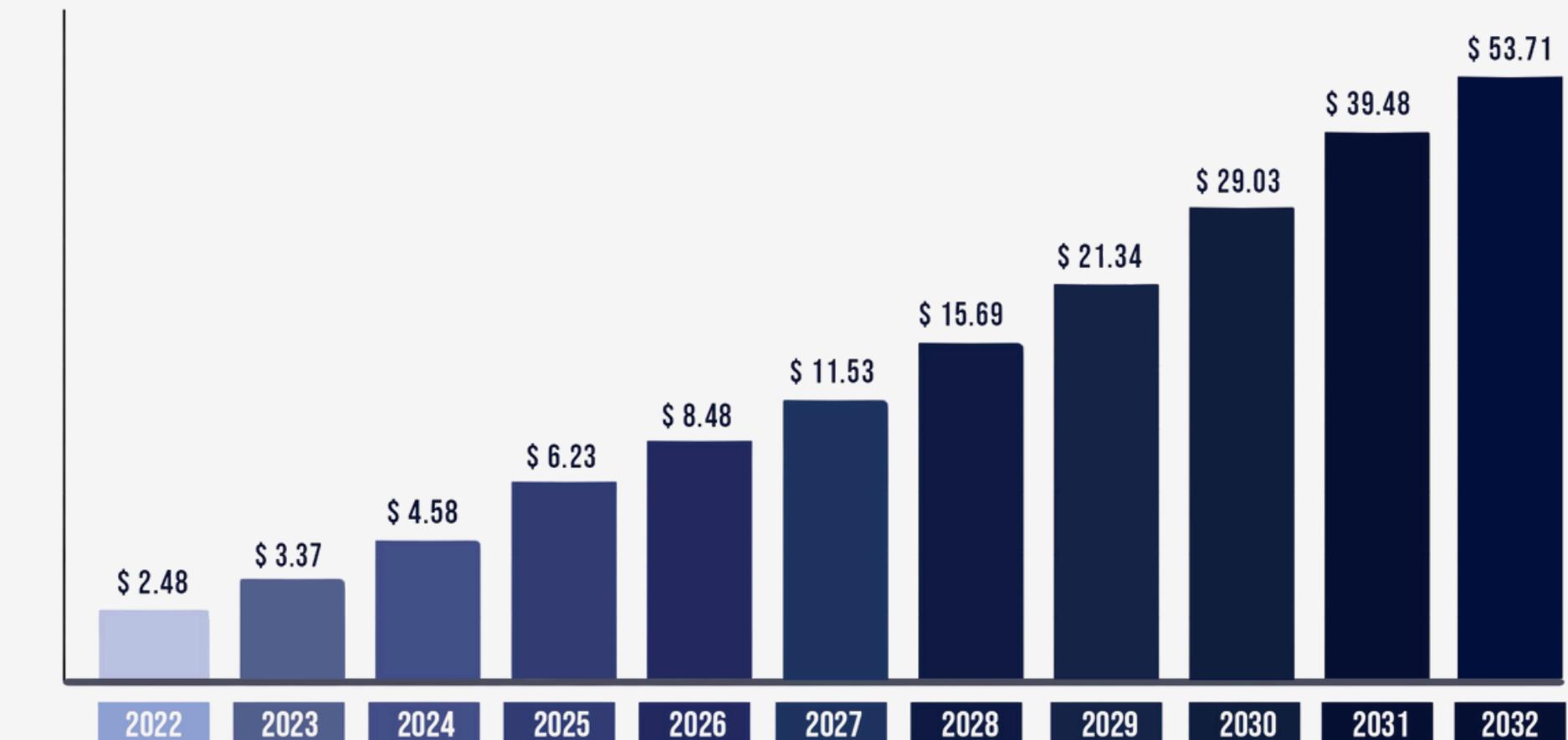
Digital mandates from regulators



دائرة التعليم والمعرفة
DEPARTMENT OF EDUCATION
AND KNOWLEDGE

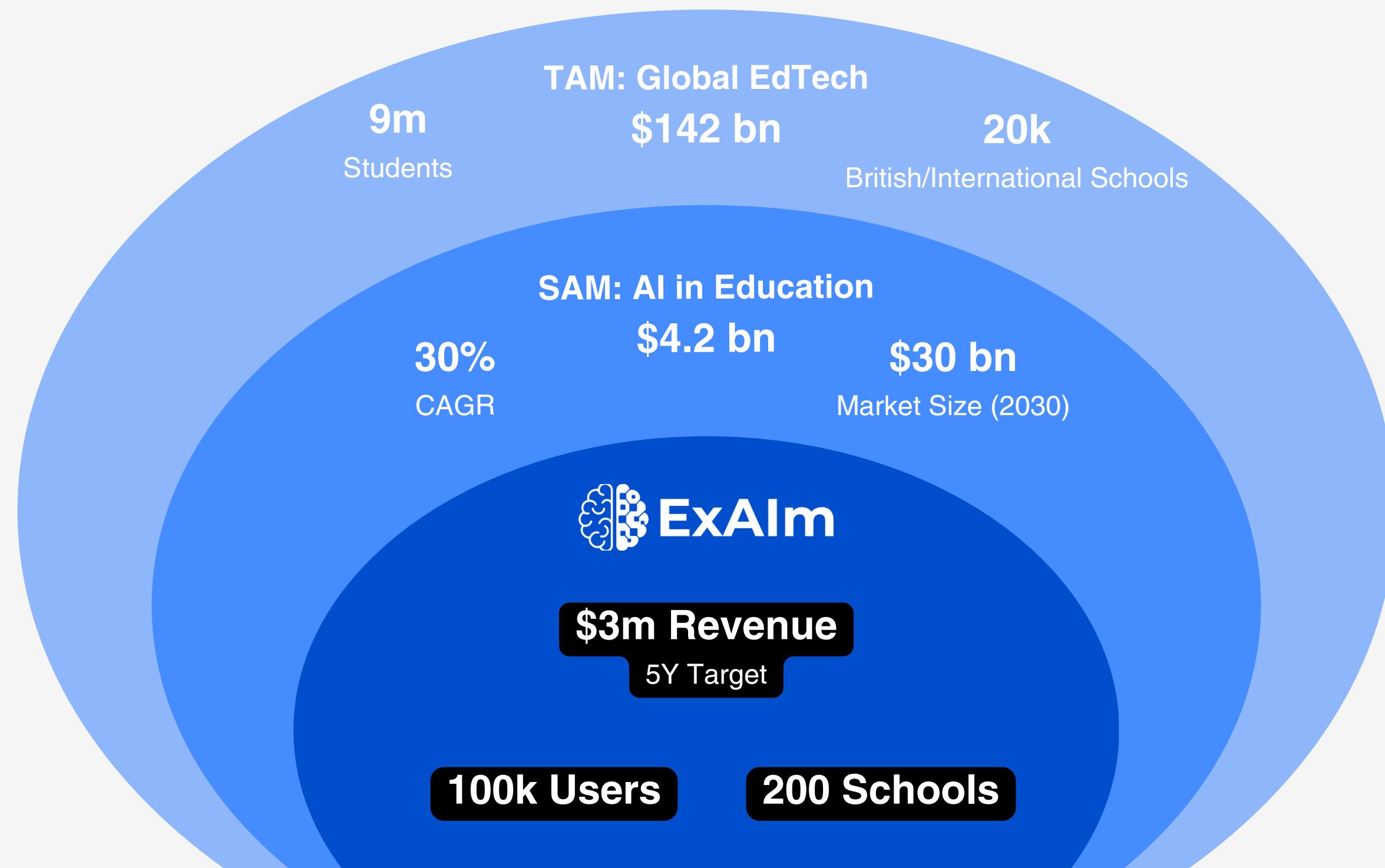


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AI In Education (2030): \$30B SAM

ExAlm Target: \$3M Revenue, 100k Users, 200 Schools



ExAlm: All-in-One Exam Preparation Platform Built on Proprietary AI

Automated

Examiner-trained AI grading

Personalised Feedback

Material grade improvement

Versatile

Any subject, curriculum

Compliant



Biology Chapter 5: Genetics Quiz

Question 1 of 6 . 2 Marks

Reattempts Allowed

Progress: 17%

Q1 2 Q2 2 Q3 2 Q4 2 Q5 2 Q6 2

Question Q1 2 marks

Choose the correct option.

What is the basic unit of heredity in organisms?



DNA double helix structure showing genetic information storage

Click images to view larger

A. Gene

B. Chromosome

C. DNA

D. RNA

Previous Save For Later Next Question

Drawing Canvas Full Screen

Work area • Not submitted Clear

Incorrect 2/2 Points

Feedback: Correct! Well done.

Why this is correct: The correct answer is Gene, because it is the smallest unit of heredity that carries instructions for traits from parents to offspring.

We launched our MVP in 20 globally renowned schools

UK, Singapore, KSA

Major education markets



5,000

Pilot programme users

90%

Reduction in grading time

20%

Grade improvement



Steve Porter,
Teacher of Business and Economics

"Significantly enhanced my teaching process. Excited to continue using it."



Vanessa North-Panting
Head of Digital Learning

"The feature that allows students to answer questions and receive instant feedback is a game-changer."

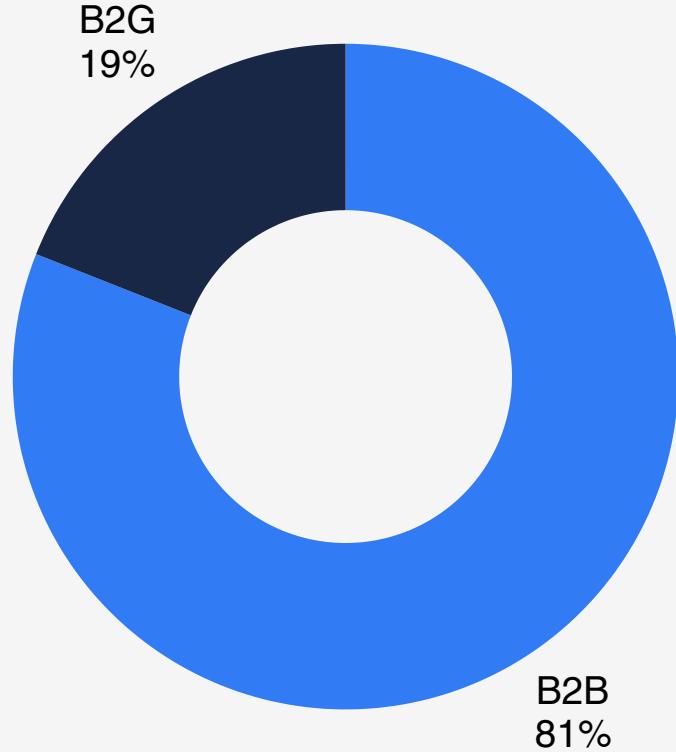
B2B SaaS model priced on a per-student basis for the academic year

PER SUBJECT
\$10

BUNDLE
(4 SUBJECTS)
\$36

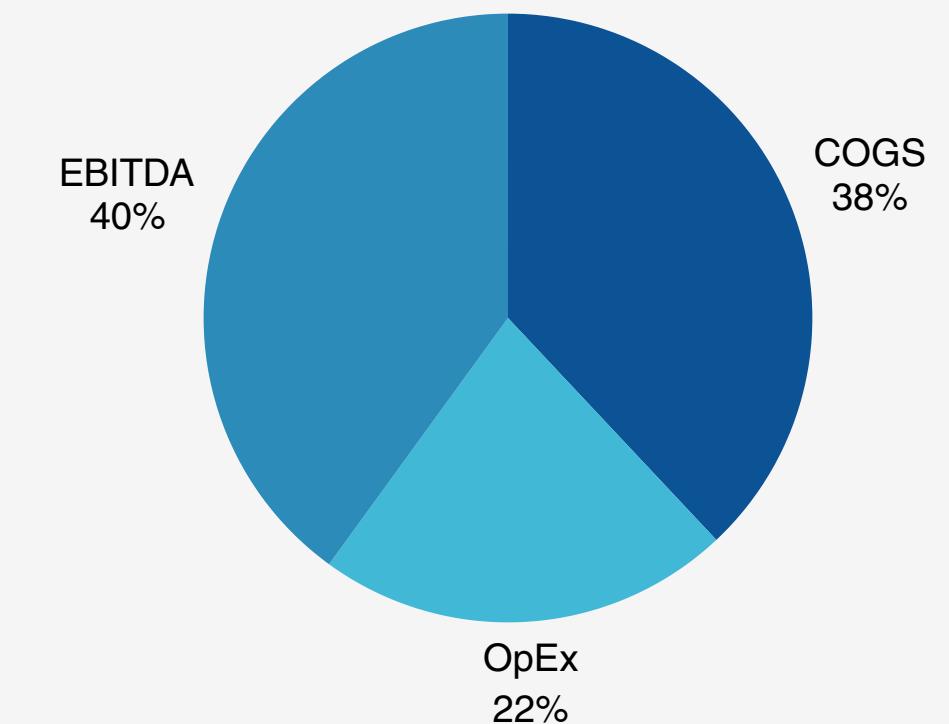
PREMIUM
(6 SUBJECTS)
\$60

Revenue Streams

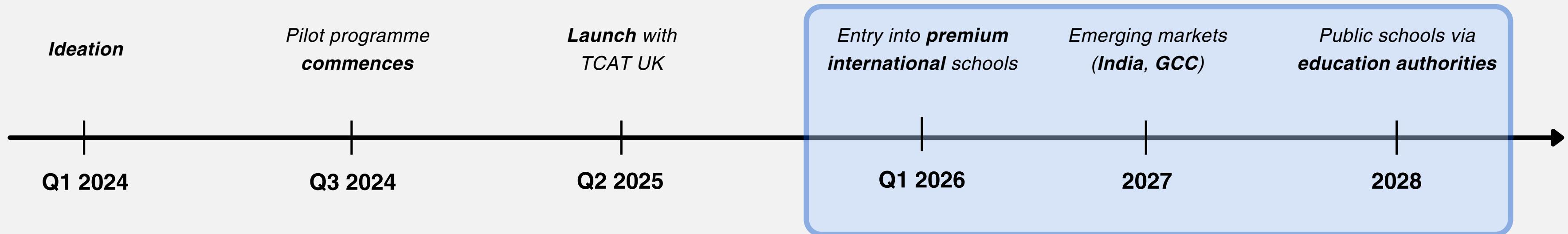


Robust business model with a healthy combination of B2B and B2G and EBITDA margins upwards of 40%

Unit Economics



Pilots → Paid Subscribers → Scale Globally



B2G targets



Department
for Education



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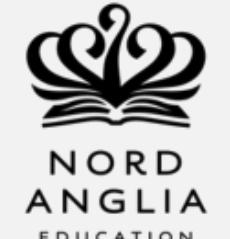
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Major school groups

COGNITA



Beaconhouse



International Schools Partnership

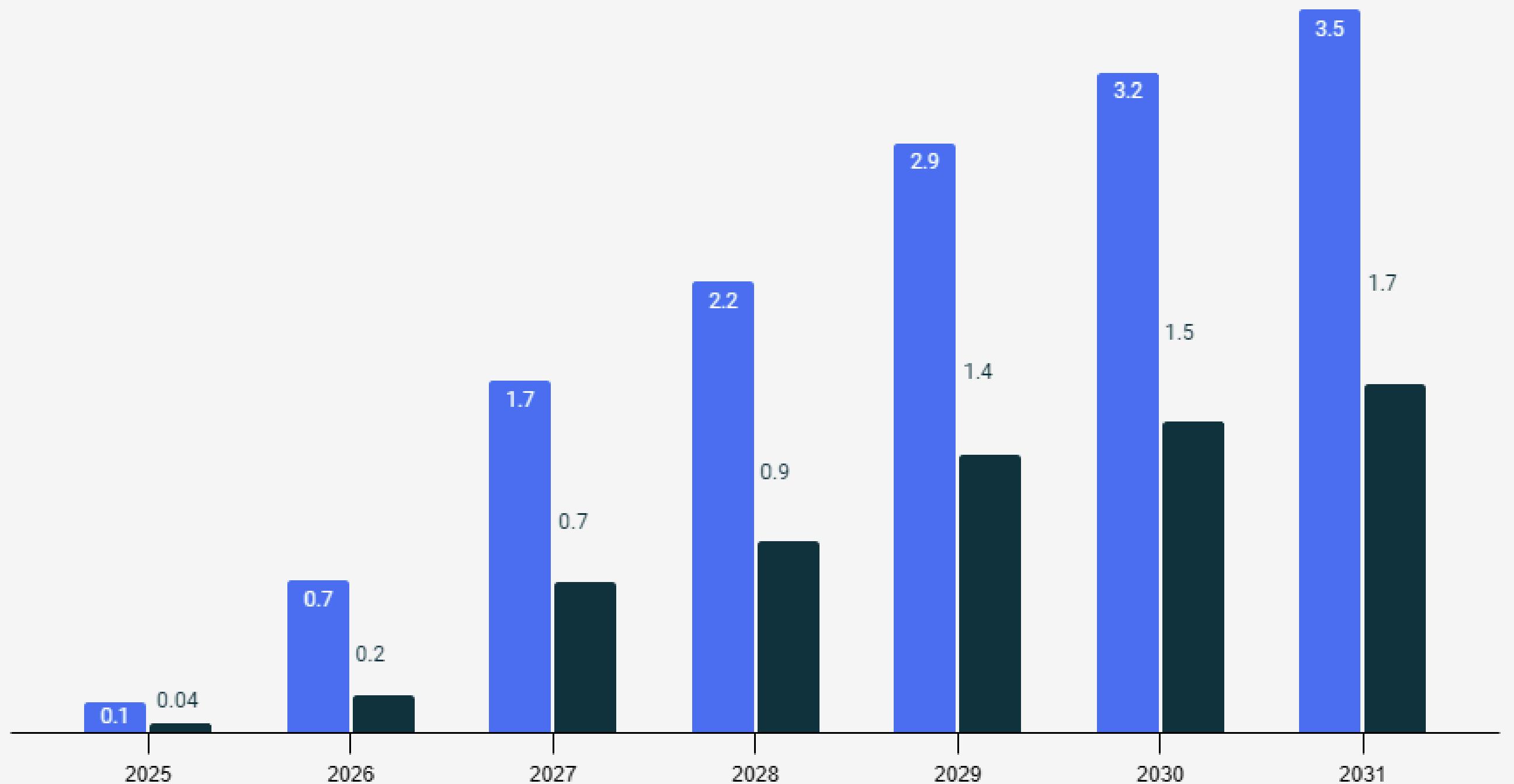
Key industry events to further traction



Roadmap to \$3M revenue by 2030

Revenue EBITDA

All values in USD (millions)



Key Metrics

Gross Margin

62%

EBITDA Margin

40%

Students

100K

Schools

150

Founders of a successful after-school tutoring center in the UAE



Shaun Daswani

CEO

Imperial College, UCL
Ex-Morgan Stanley



Jason Daswani

COO, AI R&D

London School of Economics



1,000+
Students

\$3m
Turnover
(2025)

\$1m
Net Profit
(2025)

Advisory team of 80+ years education experience



Alex More

STEM Learning

20+ years



Chris Hillidge

DfE, TCAT

30+ years

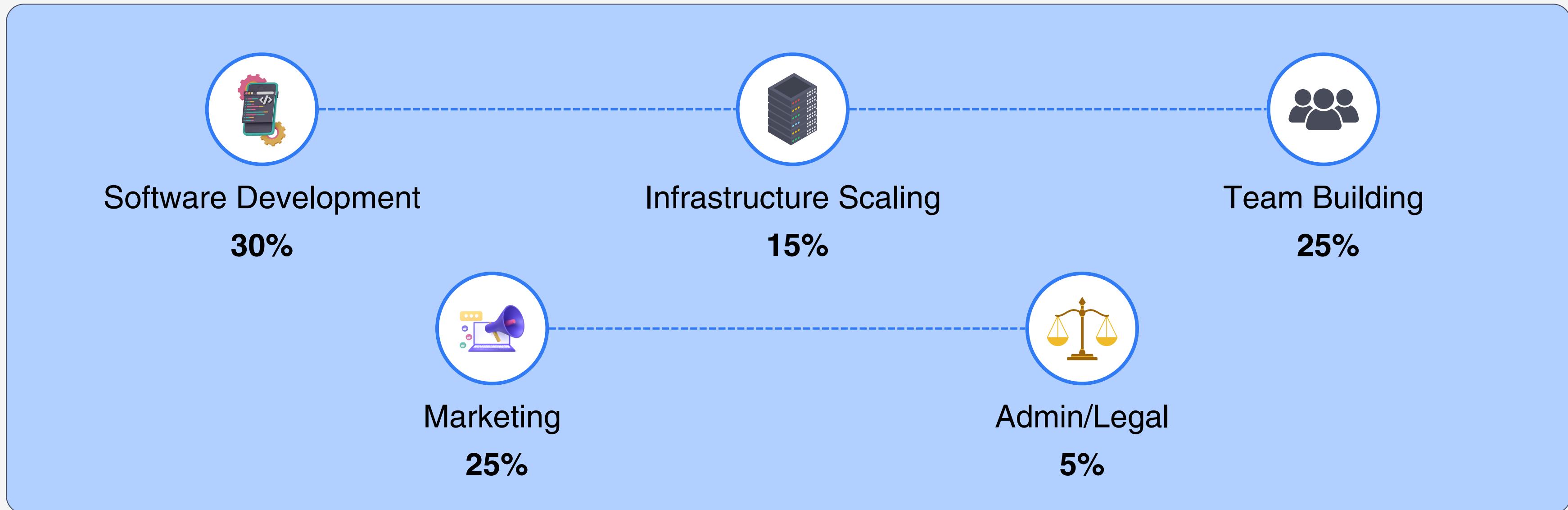


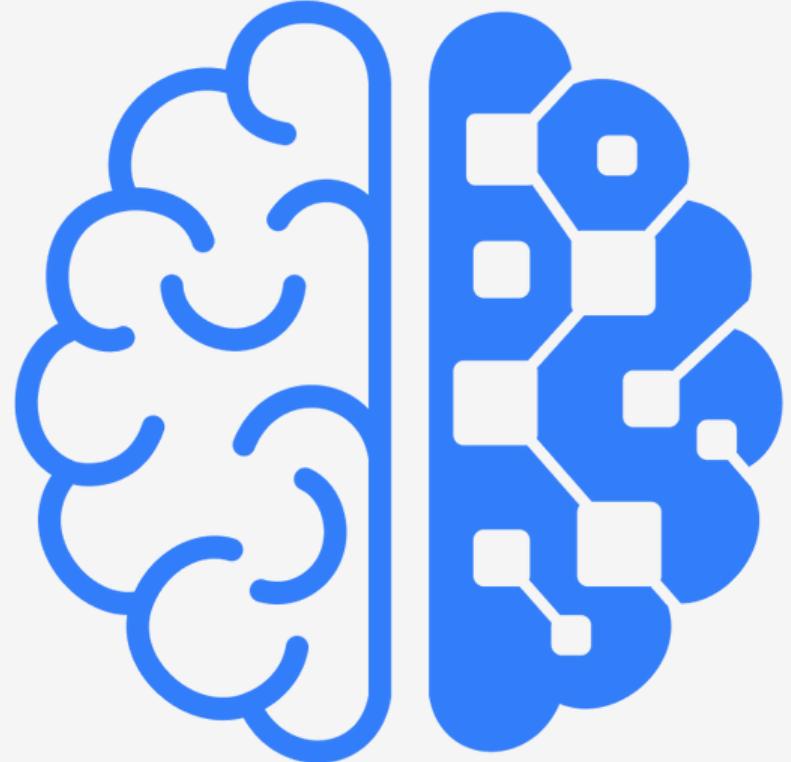
Iqbal Munshi

GEMS Education

30+ years

Raising \$1M for 24-month runway to scale exam preparation globally





ExAlm

Transforming the student-teacher learning experience to deliver meaningful academic outcomes



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