

Make reading a habit!

BOOKR
KIDS



Our mission





**We believe that reading makes a better
future possible for every kid.**



KIDS DON'T READ

 Education and Employers Charity 
@Edu_Employers

Follow

The future will be about pairing the artificial intelligence of computers with the cognitive, social & emotional capabilities of humans, so that we educate first-class humans, not second-class robots - @SchleicherOECD
#DrawingTheFuture #WEF19 #Davos

Traditional books are not engaging enough while age-appropriate, tested and safe digital content is difficult to access.

The solution



A **reading-based edutainment tool** to help kids acquire better native and/or second language skills.

BOOKR KIDS was **designed to engage** and delight the youngest learners **in reading**, because we believe that reading makes a better future possible for every kid.

BOOKR IP Ecosystem

BOOKR Editor

to make Interactive book production quick and affordable

Built in speech-to-text feature with Google's powerful machine learning models

BOOKR Format

is the first multi-layered video canvas system for multimedia content and interactivity with built in game engines

BOOKR Player

to provide the best reading experience for students and a secured environment for publishing partners

BOOKR Platforms

Mobile Apps
Desktop Apps
Teacher's Dashboard
Admin Dashboard
Partner's dashboard (with Endless integration possibilities with LMS)
WEB SDK

The new generation of readers



Pedagogical methodology

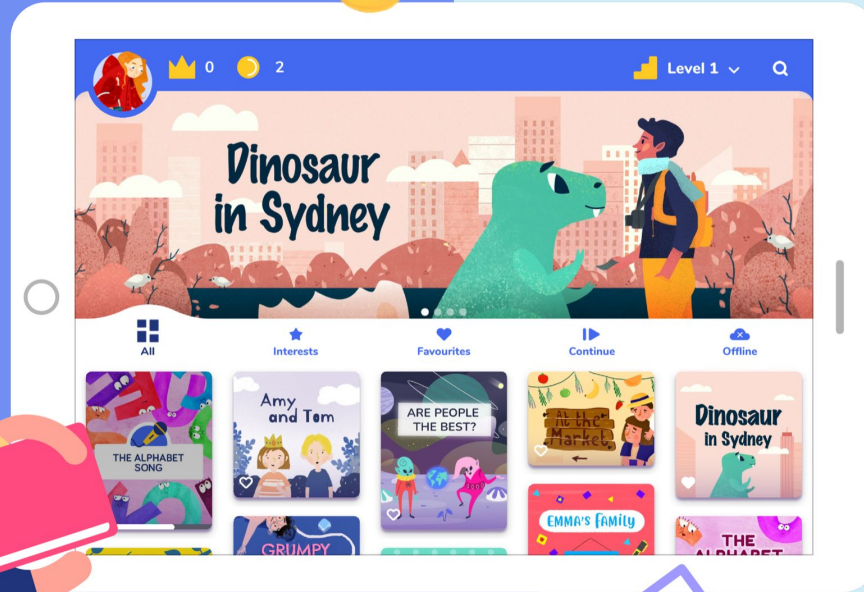
- researched by European Universities, involving thousands of elementary school students and kindergarten kids →
 - the format maintains attention → higher exposure time
 - supports differentiation in learning abilities
 - high enjoyment index - more positive vibes in the classroom
 - mitigates socioeconomic and socio-cultural disadvantages
 - 98% of students loved reading with BOOKR
 - students performed 20% better
- methodology approved by the Education Authority of Hungary



Flagship Product

BOOKR

CLASS



A library of interactive stories



Education Alliance Finland evaluation

96%

**Pedagogical
approach**



BOOKR has a good amount of well executed material for reading and second language learning skills.



The Teacher's Handbook represents solid, modern pedagogy that promotes learning together and using language in various ways.



The learner can practice language very actively with multiple good quality activities in the app.

4.25/5

**Learning
engagement**



CERTIFIED
PEDAGOGICAL QUALITY

[Learn more](#)

Awards & Certifications



Competitors



- Main differences:
 - Most of the competitors (MyOn, LightSail, Epic, Raz-Kids, Vooks) include **titles for native speakers** while BOOKR Class' books are designed for **English as a Foreign Language** learners.
 - **Unique format** - none of the competitors have such a complex, modern, engaging and high-quality format like BOOKR Class, including text, narration, animation and games.
 - The format and the features of BOOKR Class support various teaching modes: reading aloud, drama play, project work, group work, pair work, individual work, etc.
 - BOOKR Class has **additional content**: Teacher's Handbook, flashcards, lesson plans, extra printables.

BOOKR around the world

we are working with local reseller partners

 ARGENTINA

 BRAZIL

 CHECK REPUBLIC

 GERMANY

 GREECE

 HUNGARY

 INDONESIA

 PERU

 SOUTH KOREA

 TURKEY

 UAE

 UK

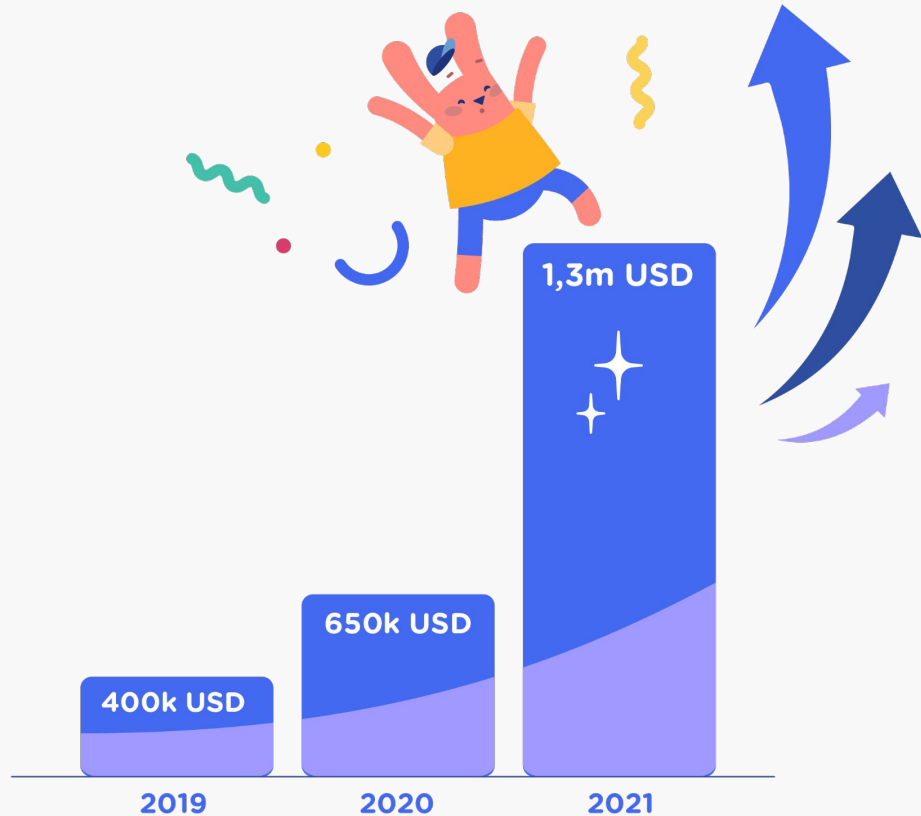
 URUGUAY

 USA



BOOKR Kids growth

- \$400k in Revenue in 2019
- \$650k in Revenue in 2020
- \$1,3k in Revenue in 2021



Investment rounds

Prototype

MVP

Validated
B2B
Publishing
Solution

Validated,
Scalable,
International
Educational
Products

B2C

80 000 EUR
2015
Mastercard

150 000 EUR
2017
Angel Investment

1 000 000 EUR
2018
VC

valuation:
3 300 000 EUR

2 000 000 EUR
2020
pre Series A - VC

valuation:
7 500 000 EUR

10 000 000 EUR
2022
Series A - VC

valuation:
40 000 000 EUR

Management



GERGELY RICHTER
CTO

20y experience
Unity Expert
mother of a 2 girls



DORKA HORVÁTH
CEO & Co- Founder

economist
publisher
PhD.c in Education
mother of a baby boy



DANI KARÁNYI
Co- Founder

international licensor
marketing specialist
father of a baby boy



ANNA BOLDOG
CSM

Linguist
Teacher
Communication Expert

WORKFORCE AND SKILLS

Upskilling, job related solutions, career planning, mentoring



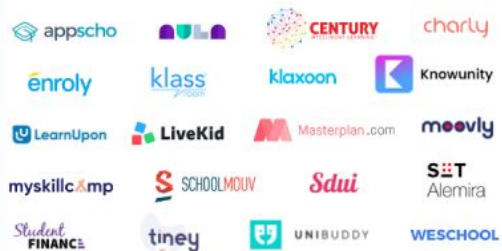
ADVANCED TECHNOLOGY

Virtual & augmented reality, simulation, games & robotics



MANAGEMENT SYSTEMS

SIS, LMS, communication, administration, analytics, financing



TUTORING AND TEST PREP

Tutoring and homework help, test preparation



Holon IQ

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100

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ONLINE LEARNING

Delivering education in online and digital formats



STEAM

Science, technology, maths, augmented and virtual reality



DIGITAL CONTENT

Curriculum, learning resources and digital content.



LANGUAGE LEARNING

Discovery, admissions, pathways, language learning.



BOOKR Kids features
content from BOOKR
and content partners,
including:



MOOMIN



With content from
OXFORD
UNIVERSITY PRESS



ALBATROS  MEDIA

SAMSUNG

Berlitz

 **sm**

 **LEXILE**
®

 kolibri
education



Leader
Edutech®

 **GRAMEDIA**

Proud partners with:



KIDS

Visit our website at
corp.bookrkids.com
www.bookrclass.com

BOOKR Kids in numbers

- Teachers and Students from 14 countries
- 2 000 000 minutes spent reading in BOOKR in one week
- 400k USD in Revenue in 2019
- 650k USD in Revenue in 2020
- 1,3k USD in Revenue in 2021
- more than 1000 unique interactive immersive reader (IP)
- 1. official digital textbook in Hungary
- +1 Partner with Oxford University Press