BOOKR

KIDS

# Make reading a habit!

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

# Kids don’t read

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

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KIDS

# 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**.

BOOKR KIDS

# BOOKR IP Ecosystem

## BOOKR Editor

to make Interactive book production quick and affordable

Built in several machine learning models (Google TTS, Stable Diffusion, Speech Ace...)

## 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

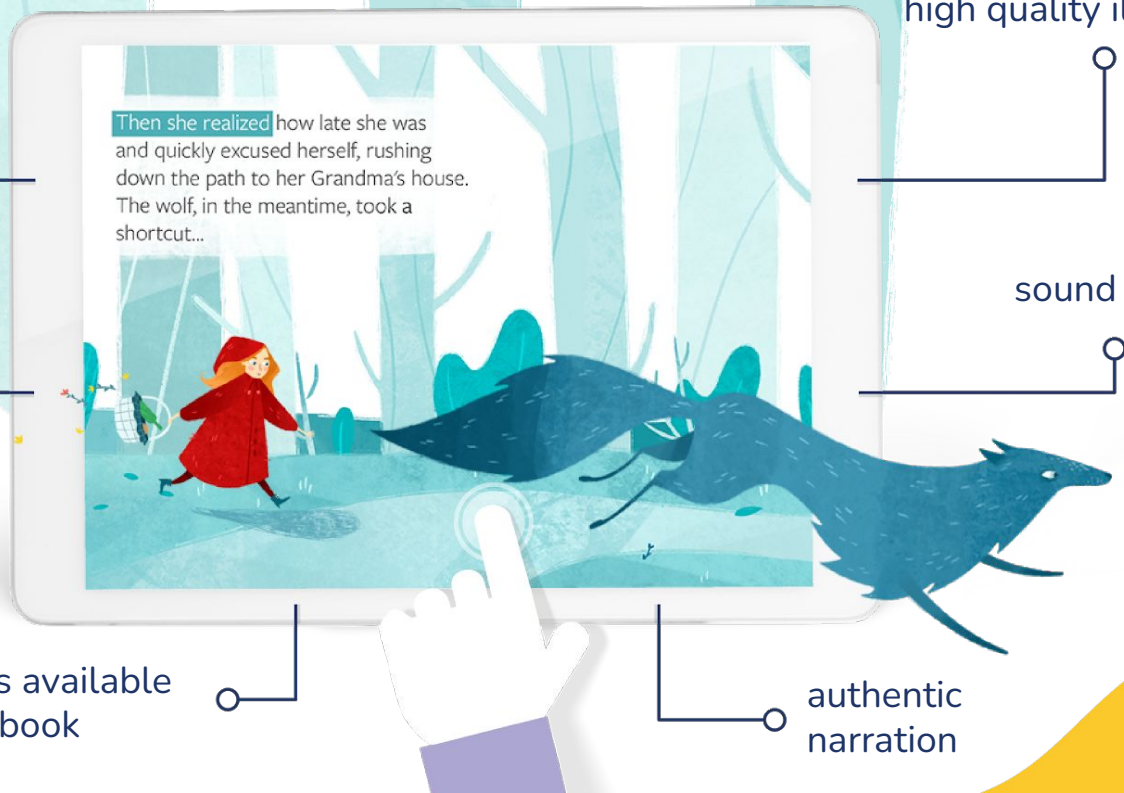
Multi-platform (with Endless integration possibilities with LMS, WebGL}

BOOKR KIDS

# The new generation of readers

text-highlighting

high quality illustration




animation

sound effects

educational games available
in each and every book

authentic
narration

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# Education Alliance Finland evaluation

**96%**
**Pedagogical approach**

**4.25/5**
**Learning engagement**

- 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.

Education Alliance Finland

CERTIFIED
PEDAGOGICAL QUALITY

Learn more

# Flagship Product

BOOKR CLASS

EDUCATIONAL APP STORE Certified

Education Alliance Finland CERTIFIED PEDAGOGICAL QUALITY

EDTECH BREAKTHROUGH AWARD 2022

# A library of interactive stories

Diverse content carefully selected by educational experts

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# Awards & Certifications

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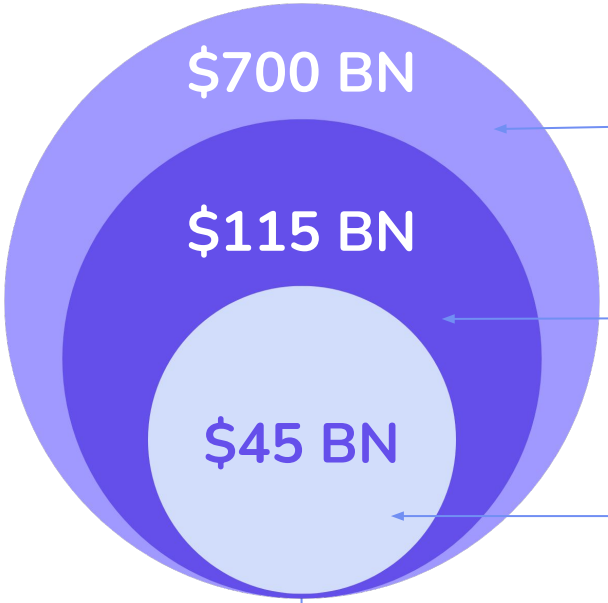
# Market size




Total Available Market

**Primary K5**

**$700 BN** Private Primary Education
(6-11 years)

Serviceable Available Market

**Language Learning Market**
**$115 BN**

Serviceable Obtainable Market

**Digital Language Learning**
**$45 BN**

3%
**3,45 BN**

3%
**3,45 BN**

*Source: HolonIQ

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# BOOKR around the world

## we are working with local reseller partners

- ARGENTINA
- BRAZIL
- CZECH REPUBLIC
- GERMANY
- GREECE
- HUNGARY
- INDONESIA
- PERU
- SOUTH KOREA
- TURKEY
- UAE
- UK
- URUGUAY
- USA

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# Management

**GERGELY RICHTER**
CTO

20y experience
Unity Expert

**DORKA HORVÁTH**
CEO & Co- Founder

economist
publisher
PhD. in Education

**DANI KARÁNYI**
Co- Founder

international licensor
marketing specialist

**ANNA BOLDOG**
CSM

linguist
teacher

**ZOLTAN SOSTAI**
COO

animation production 20y+
PhD in Philosophy

- 40+ FTE
- 30 on Product and Content, 5 Sales and Marketing, 5 Management, 2 Operations

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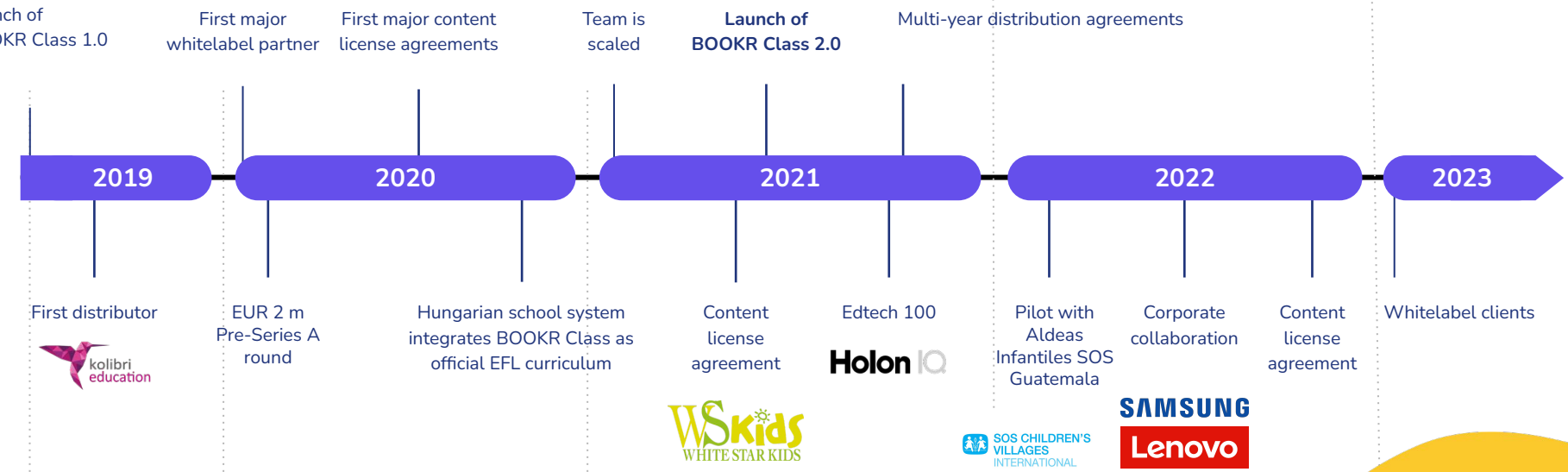
# Our story so far




BOOKR was founded in 2015 by Dorka Horvath and Dani Karanyi in partnership with Mora Publishing.

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## WORKFORCE AND SKILLS

Upskilling, job related solutions, career planning, mentoring

Campusjäger · Capaball · CoachHub · edyoucated · Headstart Studios · IMMERSIVELABS · LIVEMENTOR · multiverse · ornikar · Sharpist · STUDENT JOB · VIRTUAL INTERNSHIPS · WAP

## ADVANCED TECHNOLOGY

Virtual & augmented reality, simulation, games & robotics

blippAR · EvidenceB · marbotic · MEL Science · PITCHBOY · SoapBox Labs · Teacherly · uptale. · virti · VIRTUALSPEECH

## MANAGEMENT SYSTEMS

SIS, LMS, communication, administration, analytics, financing

appscho · CENTURY · charly · énroly · klass · klaxoon · Knownunity · LearnUpon · LiveKid · Masterplan.com · moovly · myskillcamp · SCHOOLMOUV · Sdui · SIT Alemira · Student FINANCE · tiney · UNIBUDDY · WESCHOOL

## TUTORING AND TEST PREP

Tutoring and homework help, test preparation

BRAINLY · docsity · Go Kôan · GoStudent · StudySmarter · KOKOROE · MyTutor · SENECA · superprof

# Holon IQ

## 2021 EUROPE EDTECH 100

www.holoniq.com

## ONLINE LEARNING

Delivering education in online and digital formats

azoomee · Blinkist · coorpacademy · FOURTH REV · Future Learn · HACKTHEBOX · MIRÍADAX_ · OPENCLASSROOMS · LIS · The Power MBA · TOMORROW'S EDUCATION · viMUM

## STEAM

Science, technology, maths, augmented and virtual reality

aulab · CAREERFOUNDRY · CODAM · code · CODECOOL · Complete Mathematics · Growth Tribe · ICONO CLASS · le wagon · OCLOCK · pi-top · SIMPLON · SKRIWARE · sparx · tag Talent Garden · twin

## DIGITAL CONTENT

Curriculum, learning resources and digital content.

BibliU · boclips · BOOKR KIDS · Elucidat · genially · INTELLECTO KIDS · Kortext · Quizalize · ODILO · Perlego

## LANGUAGE LEARNING

Discovery, admissions, pathways, language learning.

+Babbel · BEELINGUAPP · Busuu · instrucko · Lingoda · LINGOKIDS · lingumi · MEMRISE · NOVAKID

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