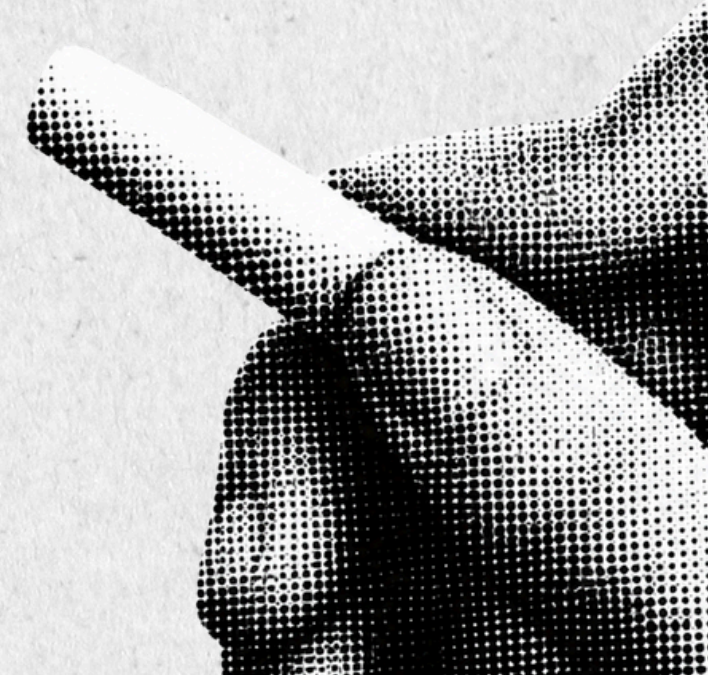


Chalk

Record once. Teach forever.

educhalk.com



The Team



Arhan Bartu Ergüven

AI & ML Research

Electrical and Electronics
Engineering



Furkan Komaç

Software Development

Computer Science



Artun Balta

Product Management

Electrical and Electronics
Engineering

Winner Team of GE402 Innovative Design and Entrepreneurship Course

Problem



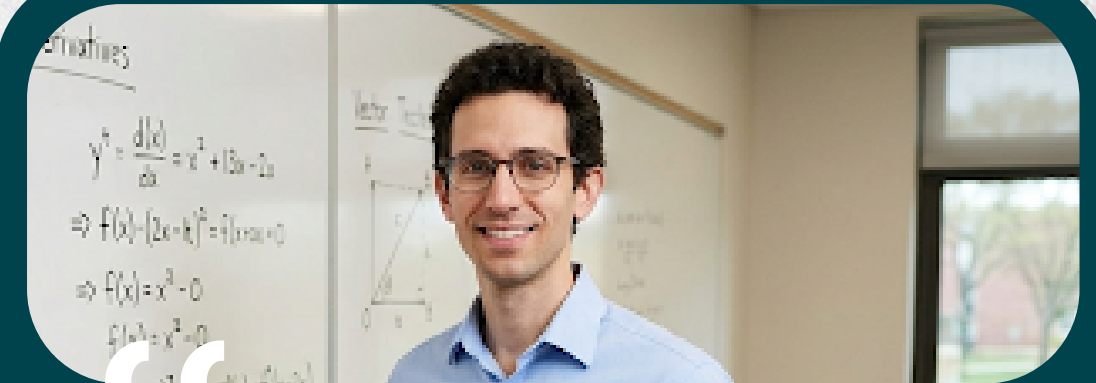
I find it really difficult to find educational content on YouTube that fits our school's curriculum.

Emre E.
High-School Student



Our students deserve the same quality of curriculum-aligned digital content as students in major cities, but limited resources make it difficult to provide equal learning opportunities.

Zuhall Ü.
Principal at a Rural Public School



It is really difficult to find video content that is relevant to our curriculum. Also, it would take a lot of time to create videos myself after an exhausting workday.

Barış Ş.
High-School Mathematics Teacher

4 QUALITY EDUCATION



10 REDUCED INEQUALITIES



Problem



Extremely Time Consuming

Recording, editing, and producing a single lecture takes hours. Creating a full course can take weeks or even months.



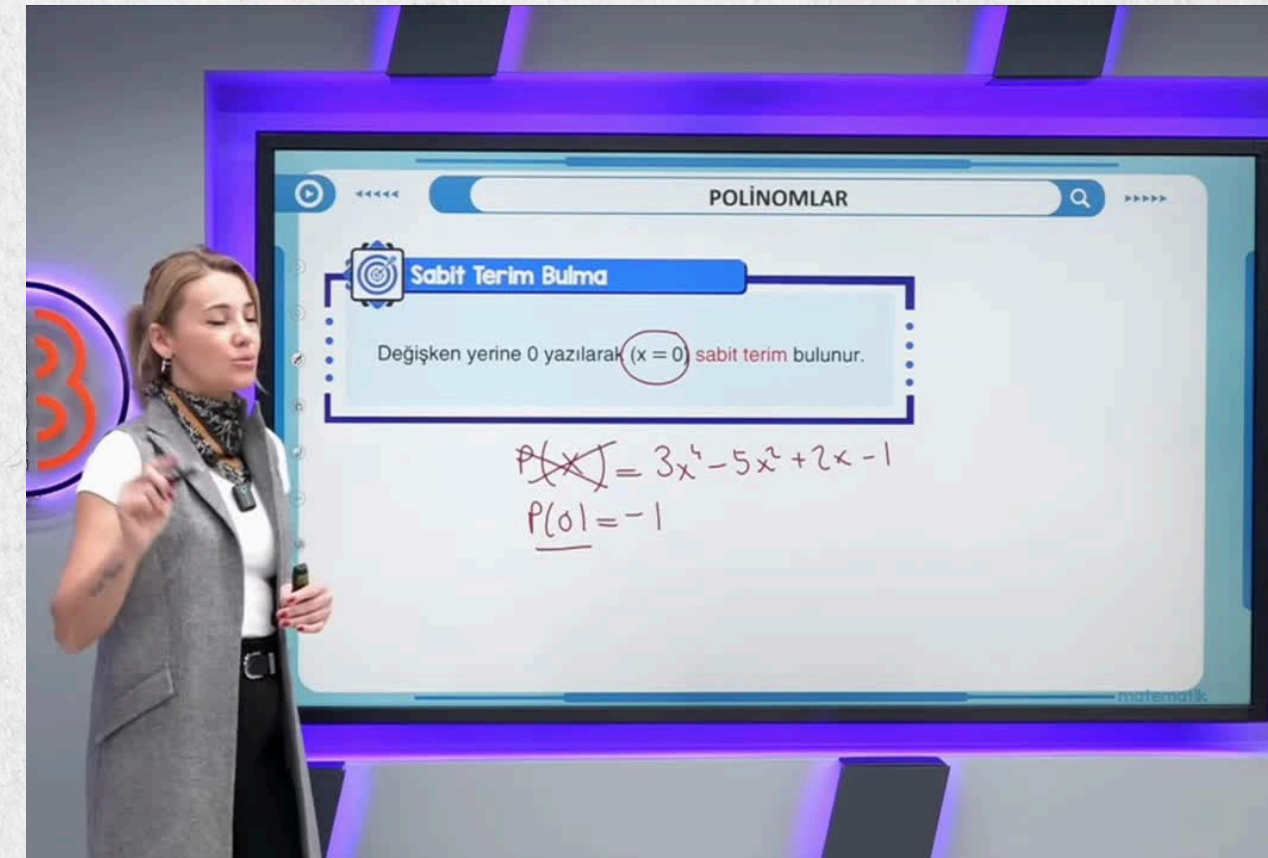
High Cognitive Load

Teachers must repeatedly plan, record, and re-record to ensure clarity and quality, leading to burnout and frustration.



Limited Scalability

It's hard to keep content up-to-date, personalize for different learners or scale teaching without compromising quality.



*This lecture took 4 hours to record.**

Result:



OECD average is 41 hrs/week, some countries go up to 55 hours/week. 53% of teachers feel burned out - only half of their work go to actual teaching**

*According to official Benim Hocam Youtube channel data.

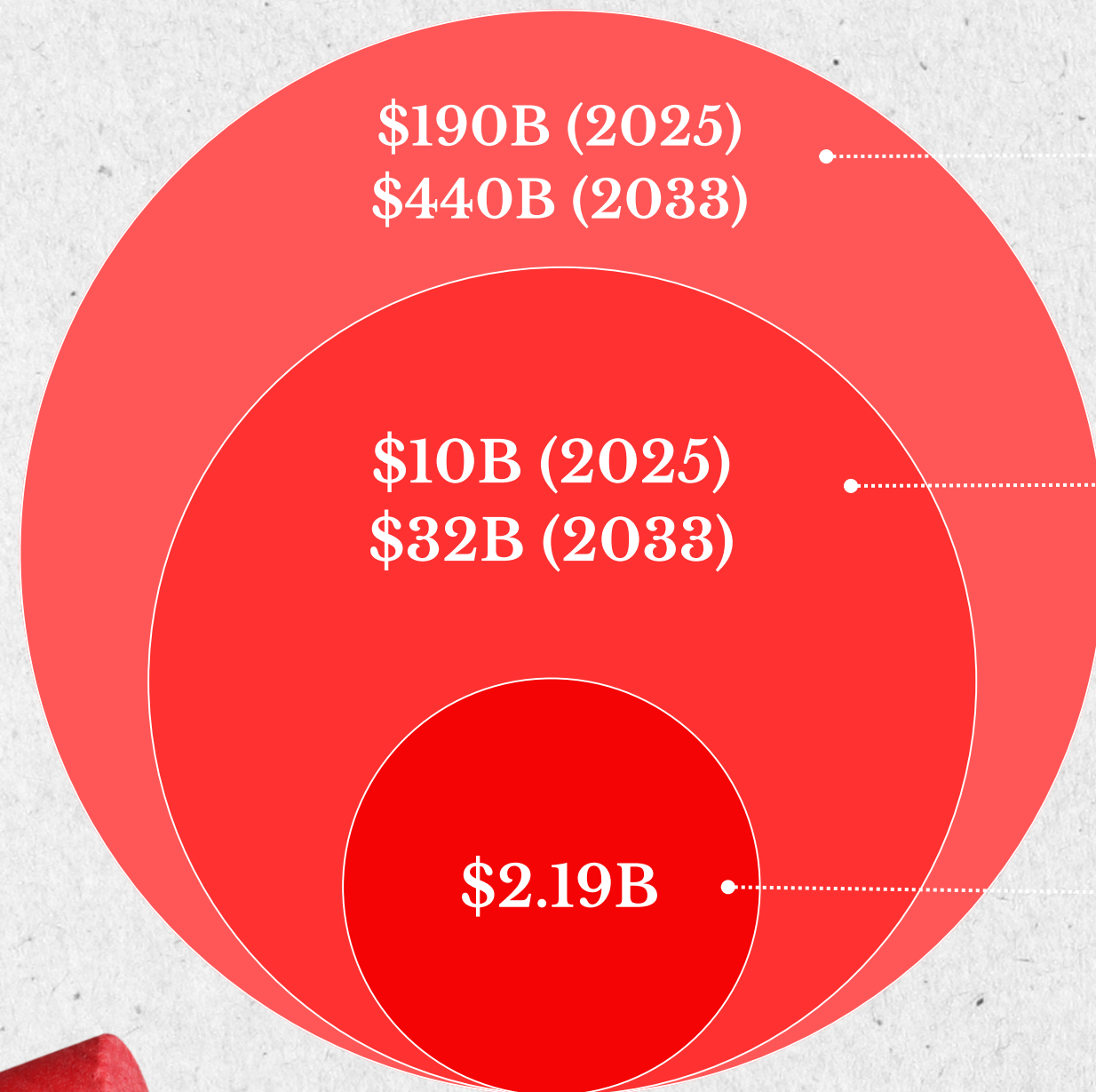
**OECD TALIS 2024; UNESCO Teacher Wellbeing Survey 2023

Our Solution



A full-length lecture video narrated by the teacher just in **MINUTES!**

Market Opportunity



Global Ed-Tech Market Size

The total global expenditure on **digital education technology**, encompassing software, AI-driven platforms, and digital content services.

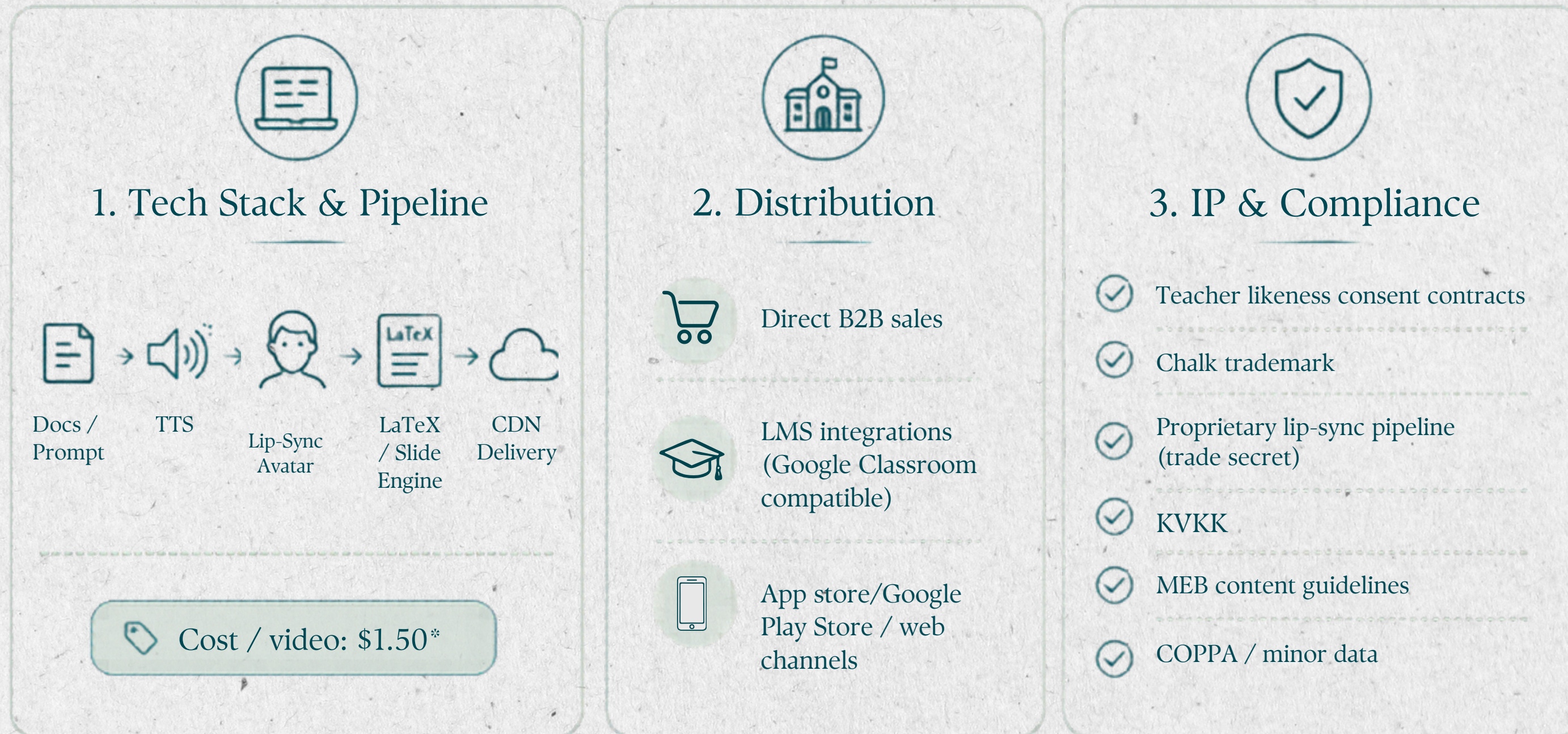
AI in Education

AI-powered learning tools, adaptive platforms, and intelligent content generation systems used in K-12 and higher education. Growing at 31% CAGR, the fastest-growing vertical within EdTech.

Turkey Ed-Tech Market

18M students, **1.2M teachers**, **14,000+ private schools**.
Istanbul alone has **3,000+** private schools.
Centralized MEB curriculum means one lesson works nationwide.
Market growing at **12% CAGR**, **projected to reach \$6B by 2033**.

Tech Side



Operational viability = proprietary pipeline + compliant delivery + scalable distribution.

Ethics

1



Identity & Deepfake Protection

- Teacher twin locked to their own authenticated account.
- Unauthorized content generation is blocked to protect teacher reputation.

LOCKED

2



Data Privacy & KVKK Compliance

- KVKK-aligned data handling.
- Biometric data + student analytics are encrypted.
- School/student data is not used to train public AI models.

PRIVATE

3



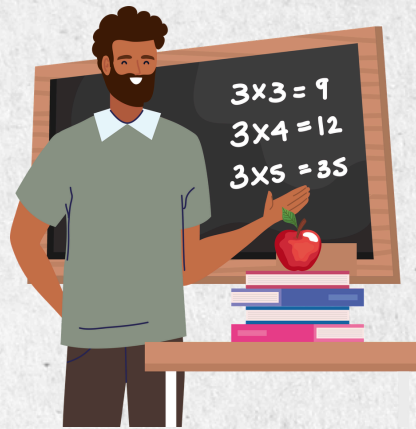
Academic Integrity

- Document-Based RAG grounds outputs in approved MEB curriculum.
- Designed to reduce hallucinated, biased, or inappropriate facts.

GROUNDED

Business Model

Who Pays?



Individual Teachers



Schools & Tutoring Centers



Universities & Institutions

Pricing



Starter

\$249.99
/ month

- ✓ Up to 10 teachers
- ✓ 50 videos / month
- ✓ Basic analytics

70% Gross Margin



Professional

\$999.99
/ month

- ✓ Up to 50 teachers
- ✓ 200 videos / month
- ✓ Full analytics
- ✓ Quiz engine + RAG

70% Gross Margin



Enterprise

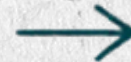
Custom pricing
/ year

- ✓ Unlimited teachers & videos
- ✓ Dedicated support
- ✓ LMS + branding

Contact Sales



1 reference video



\$1.50 cost / video

many lessons



recurring revenue

Go-to-Market Strategy

Pilot 10 Private Schools



Istanbul & Ankara roll-out

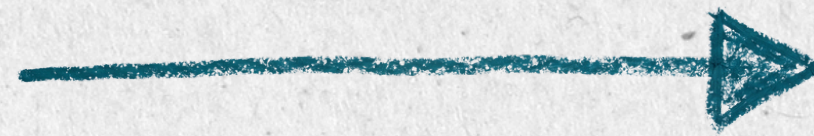
2027-28 MEB & MENA/CEE Expansion

Roadmap

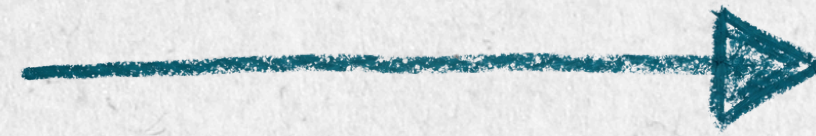
Sell to Schools. Scale Through Teachers.

1 "YES" = 50+
teacher users

H2 2026



H1 2027



H2 2027



Lighthouse

*3-5 schools
250 teachers
~5000 students*

- Ankara / İstanbul
- 20-day pilots
- Just for spesific courses

Expansion

*25+ schools,
1.500 teachers,
~25.000 students*

- Ready-to-use RAG libraries
- Publisher Partnerships

\$10K MRR**

Scale

*100+ schools
5.000+ teachers
~100.000 students*

- Custom TTS model training
- Gesture / expression personalization
- Multi-format outputs: video, quiz, summary

\$60K MRR***

**Roadmap targets are internal planning assumptions, not signed revenue.*

***estimated %80 of purchase comes from starter pack*

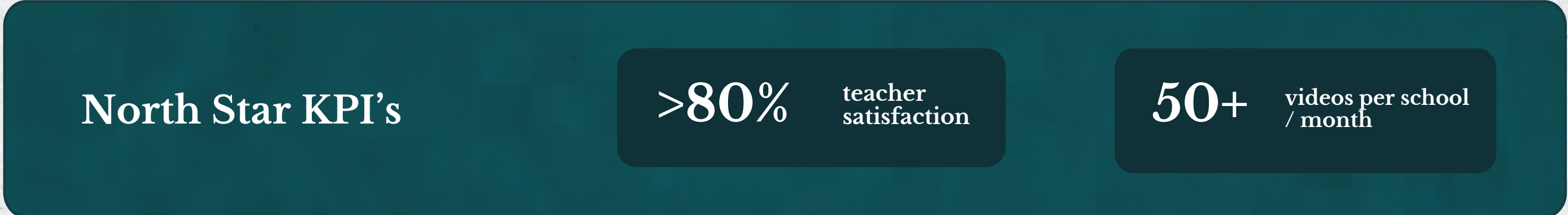
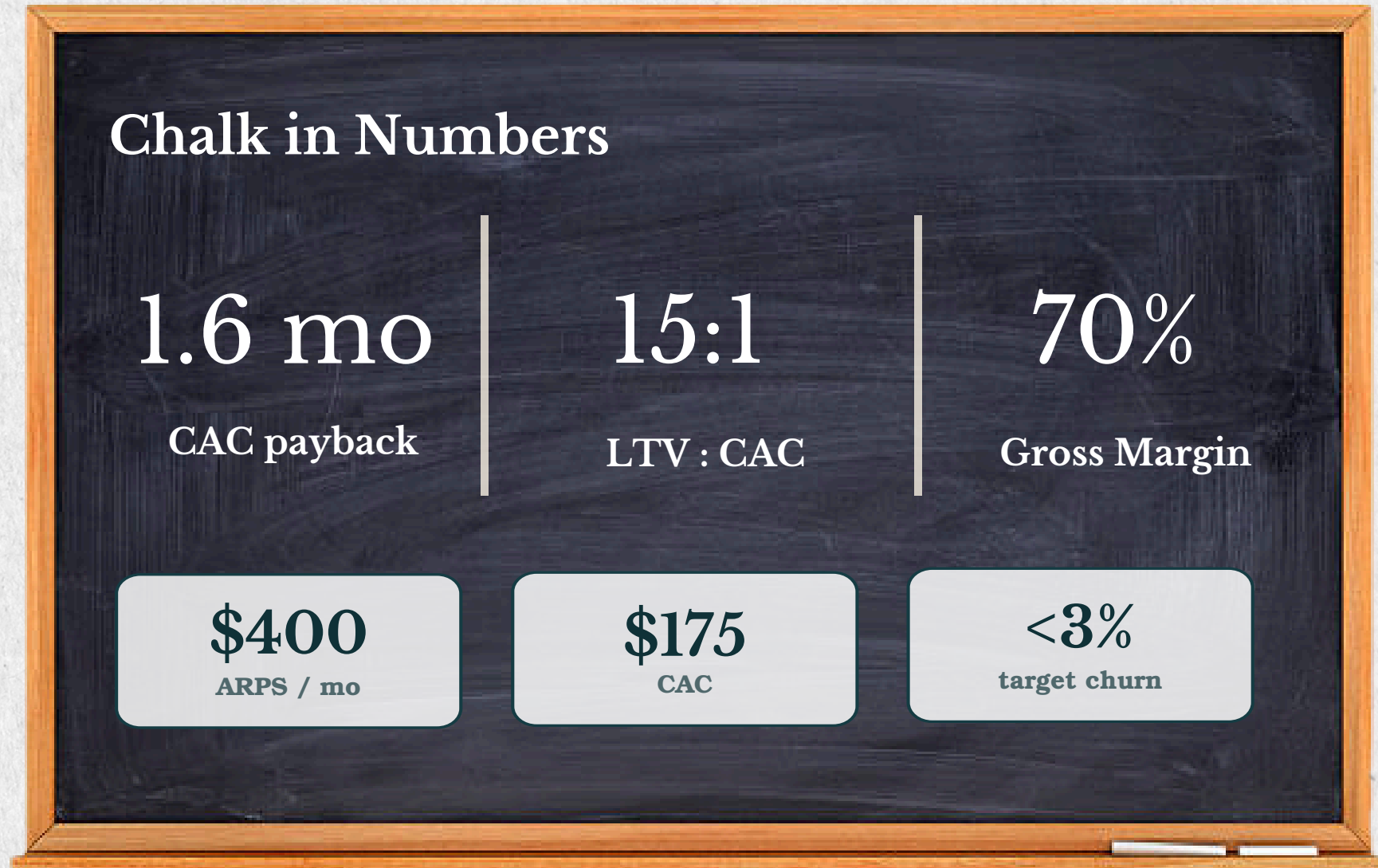
****estimated %60 of purchase comes from starter pack*

Traction & KPIs

MVP live. Premium pilots warming. Please take your seat!

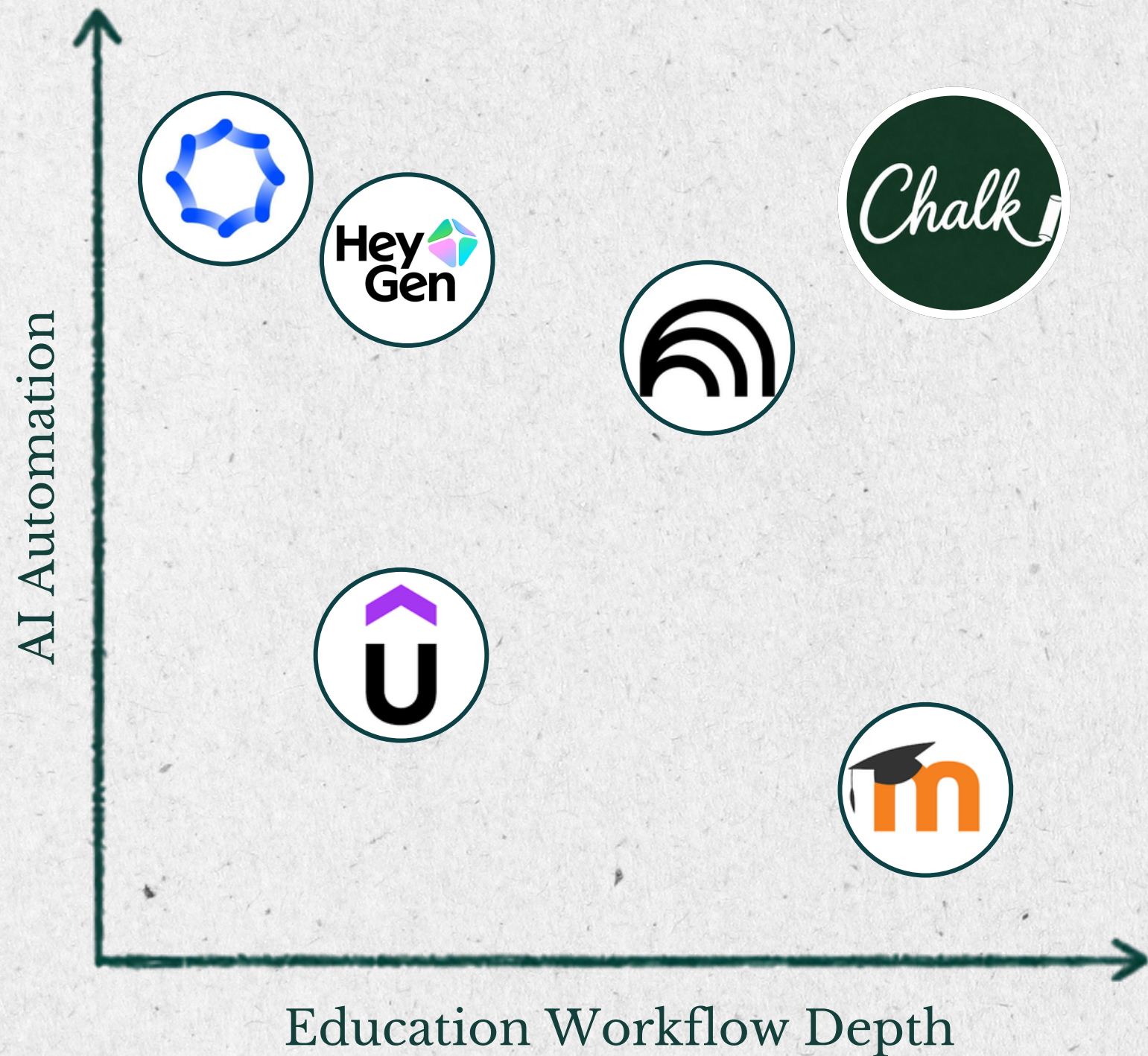
What we've done so far

- ✓ MVP is on live at **educhalk.com**
- ★ Will be conducting the pilot study in the 2026-2027 academic year.
e.g., Eyüboğlu



*Financial KPIs reflect current model assumptions; pilot KPIs are Q4 2025 deployment targets.

Competitor Analysis



	Chalk	Udemy	Moodle	Synthesia	HeyGen	NotebookLM
AI Avatar + LipSync	✓	-	-	✓	✓	-
Course Docs to Lecture	✓	✓	-	-	-	✓
Auto Slides + Narration	✓	-	-	-	-	✓
Quizzes/ RAG	✓	-	-	-	-	✓
LMS Ready	✓	-	✓	-	-	-

Moat

Curriculum: MEB-grounded TR corpus

Distribution: 1 school = 30-50 teacher lock-in + LMS switching cost

Likeness: Teacher voice + face contractually bound to Chalk

Data: Every video grows our TR-lecture fine-tune dataset

The Ask & Use of Funds

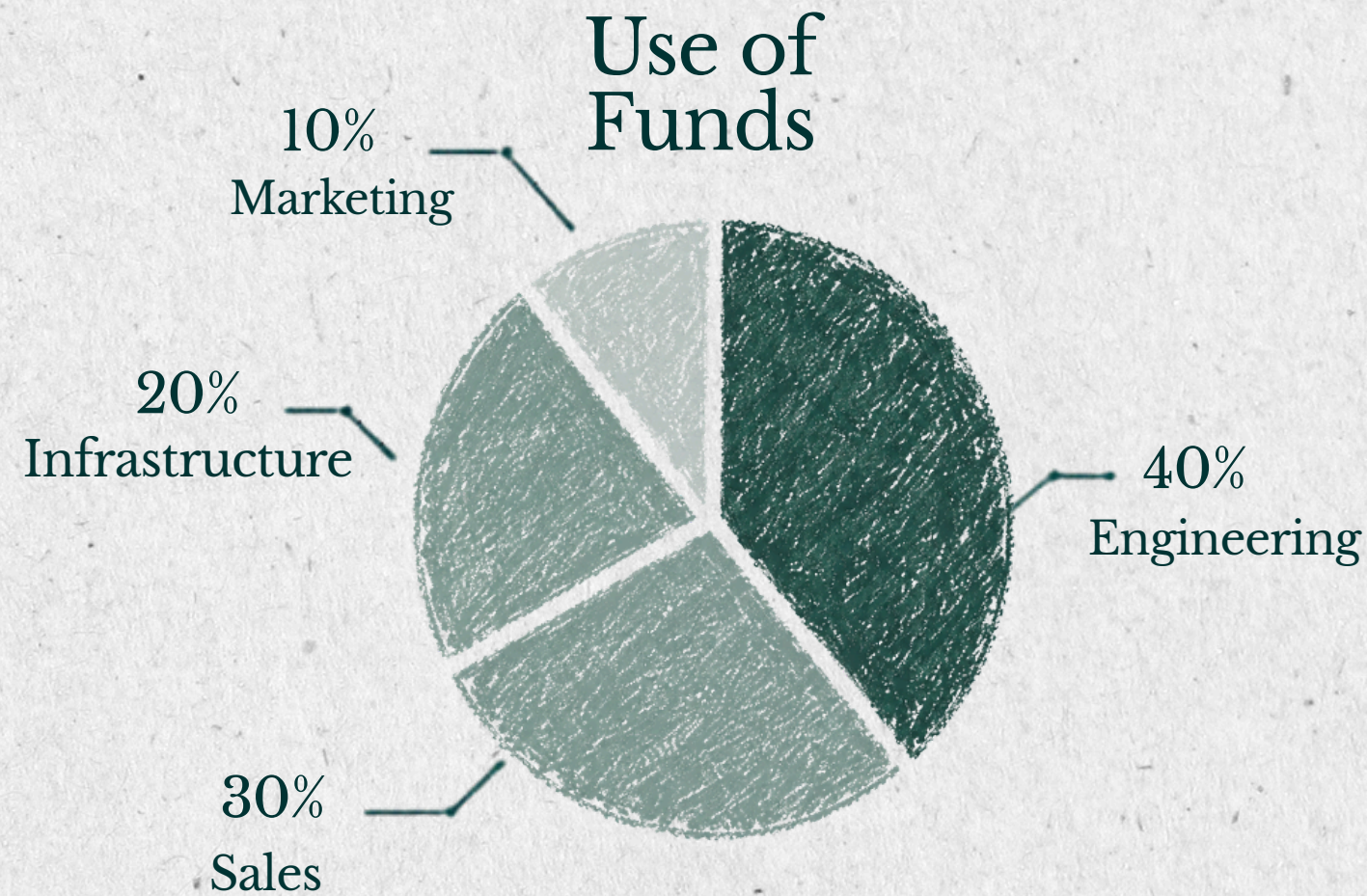


The Ask

\$80K Seed

- ✓ Scale product & infrastructure
- ✓ Accelerate B2B sales
- ✓ Reach full product launch

with \$700k post-money valuation



Financial Logic



Fixed costs: team, infra, operations



Fixed cost: \$1.50 / video



Recurring model: subscriptions + institutional contracts



Support network: advisors, investors, strategic partners



Series A trigger: strong MRR growth + scalable distribution

Thanks for

listening!

