



# StudySmarter

Empowering everyone to achieve their educational goals

Problems now made obvious

# *Digitizing education failed* during the Covid-19 pandemic

Schools and universities across the world struggled to digitize their materials emphasizing the problems of outdated learning opportunities and lacking support for students.

33% of students drop out

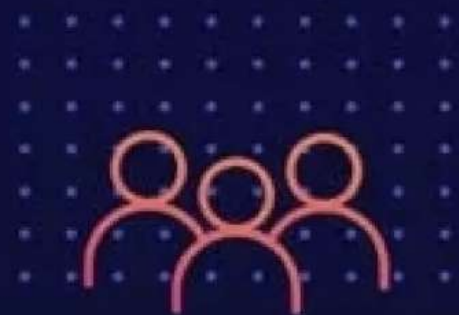
73% can't structure their learning



# Why couldn't education be digitized?

Learning content is predominantly text

Available learning content is...



NOT INDIVIDUAL



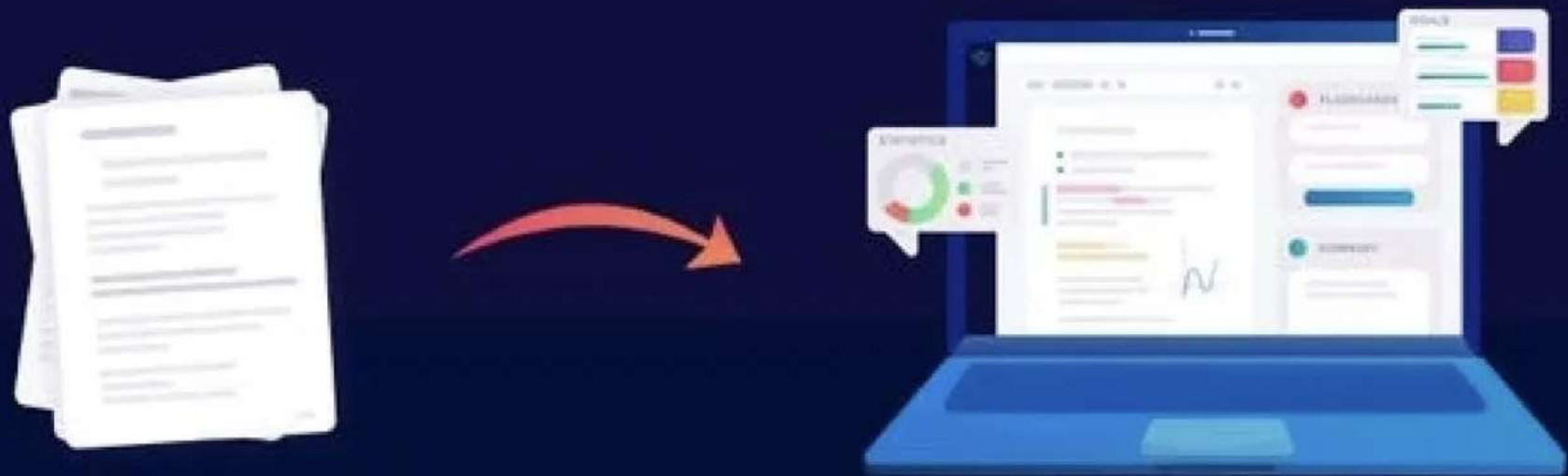
NOT ENGAGING



NOT ACCESSIBLE

# *Scalable solution* digitizing the learning process with any available content

All-in-one learning platform



StudySmarter is a content independent learning platform **transforming any text into an interactive learning course**, making any content easier and more engaging to learn

# Digitizing the learning process for every learner and all content

Made for all types of learners



Upload any text to learn  
and get automatically matched  
with learning communities



Structure your studies  
with an individual  
learning plan



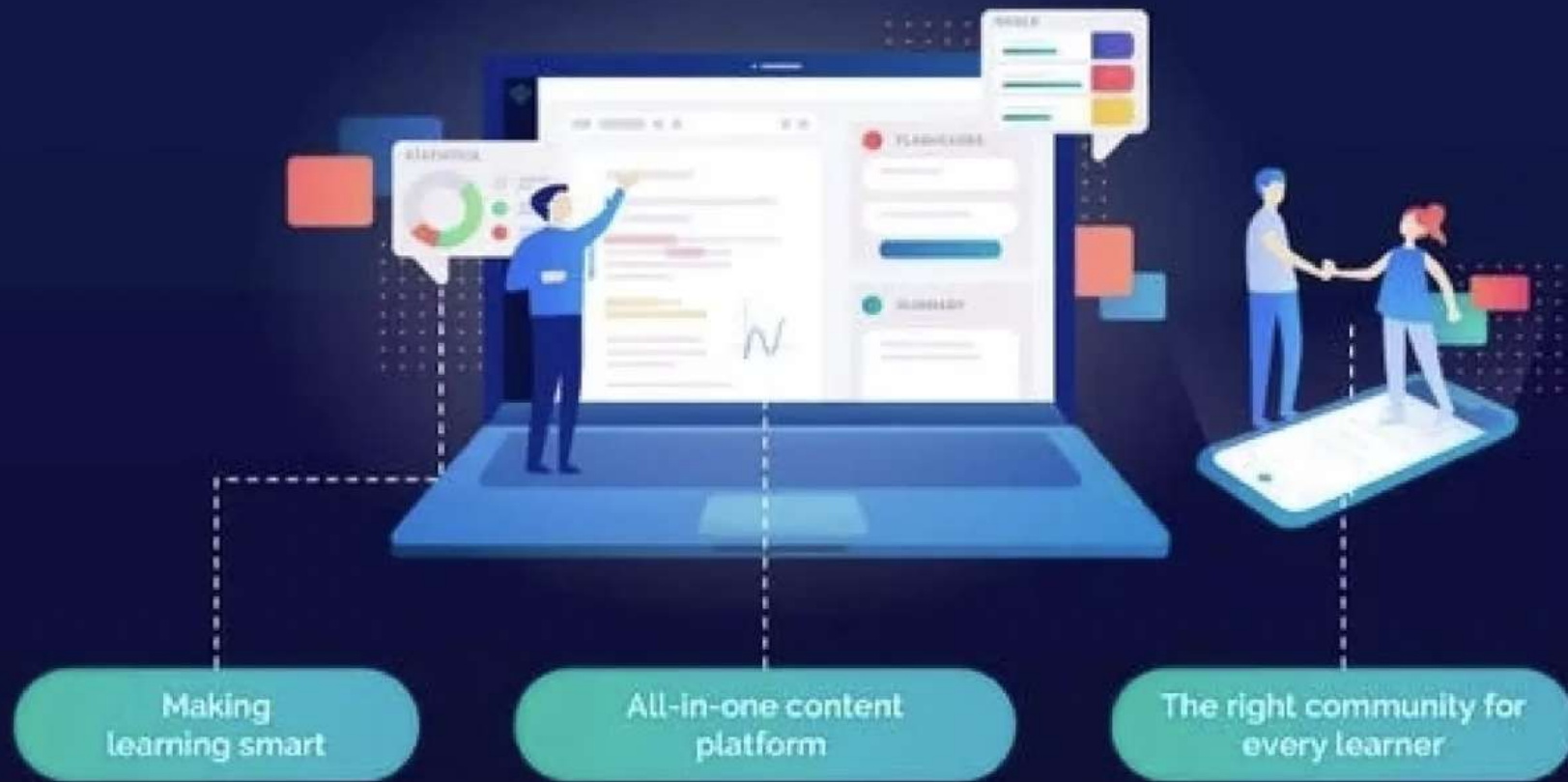
Intelligent tools will help you  
create your own content and  
understand your materials



Keep track of your  
learning progress with  
detailed analytics

The most intelligent learning platform

# Building the *world's central hub* for learning



Supporting all learners

# *Lifelong learning* on StudySmarter

Our content agnostic approach empowers StudySmarter to become the platform for lifelong learning.

Launch of school platform in Q1 2020 and first B2B pilot in Q3 2020.

K 12  
EDUCATION

HIGHER  
EDUCATION

CORPORATE  
LEARNING





### #1 German EdTech Start-up

Voted for by university representatives out of 30+ contenders



### Best Digital Learning Solution

First place out of 200+ applications at the Innovators pitch powered by Cornelsen



### Best European EdTech Start-up

Winner Global Startup Super League Final out of 300+ EdTech Start-ups



### Best learning platform worldwide

Winner reimagine education award in the category learning platform



StudySmarter Traction

# *Fastest growing* learning platform in Germany

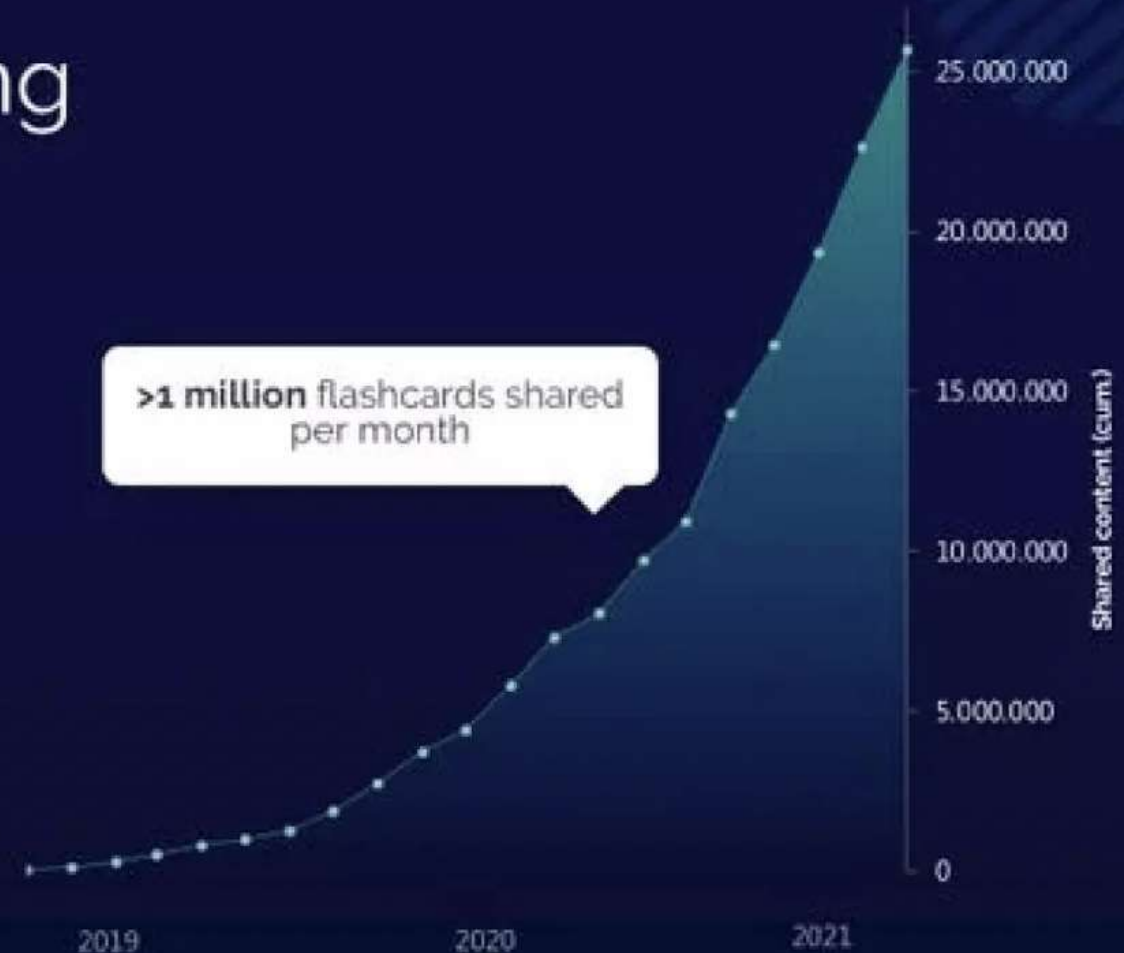
Despite limited marketing spend number of registered users on StudySmarter grew from 170.000 to now more than 1.500.000 within 12 months through product virality.

**1 mn+**

New users

**25 mn+**

Shared UGC



Case Study: Covid19 Pandemic

# Digital education *more important than ever* before

We offered a learning platform for independent study and sharing content during school closings. To support pupils and students, we made all **premium content and features completely free to use**, giving away licenses worth more than 5 million EUR.

Successful launch of school platform within 2 months

Most popular App in the Apple App Store in all categories



App feature from Apple as App of the Day and direct support from Apple

Natural evolution of single feature applications

# First *holistic* learning platform



# Three *Revenue* Streams

## B2B: Recruiting



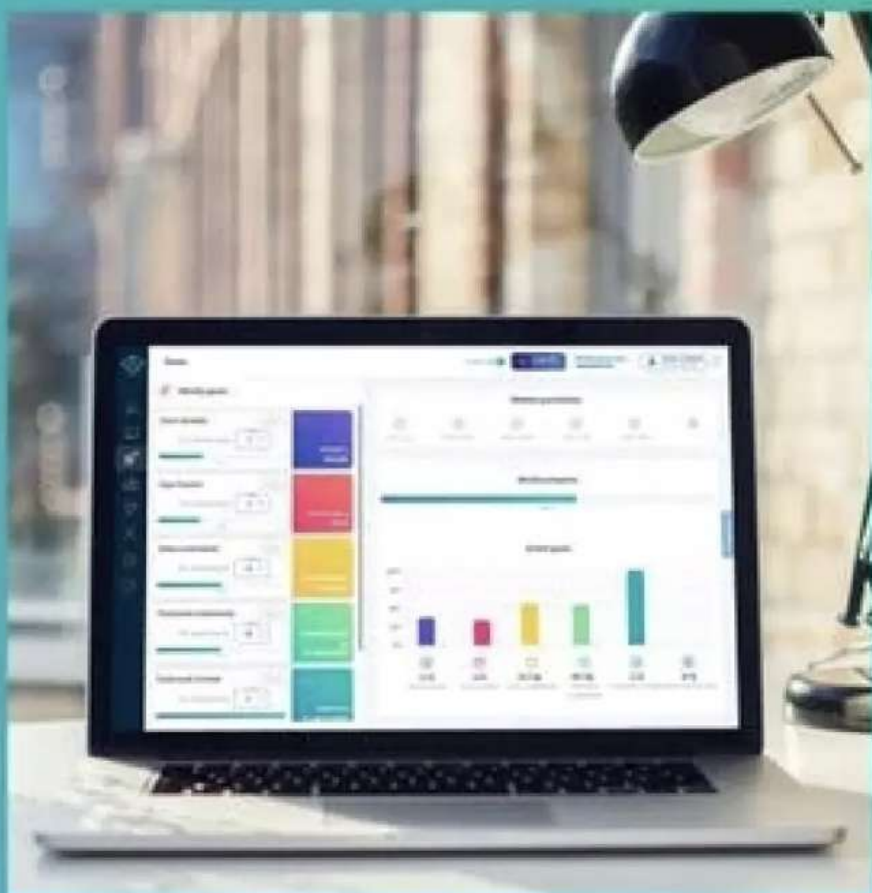
Matching learners and potential employers based on our **unique user data**

## B2C: Premium Features & Content



StudySmarter Premium with **exclusive features** to pass exams easier

Monetization of **Premium content** from our publishing partners



**USD 15M**  
**Series A Round**

StudySmarter vision

Becoming the *largest learning platform* in Europe by 2021



5X in revenue by the end of 2021



5X in users by the end of 2021



Most *intelligent* learning platform in the world



# StudySmarter

Empowering everyone to achieve their educational goals



THE EDTECH AWARDS



EDTECH AWARDS WINNER 2019

unternehmertum  
Center for Innovation and Business Creation at TUM



AXEL SPRINGER  
PLUG & PLAY  
ACCELERATOR



Technische Universität München