



Clanbeat Executive Summary / October 2020

Clanbeat is self-directed learning solution that puts students at the heart of learning, providing a personalised learning experience supported by community and an emphasis on personal well-being

The problem

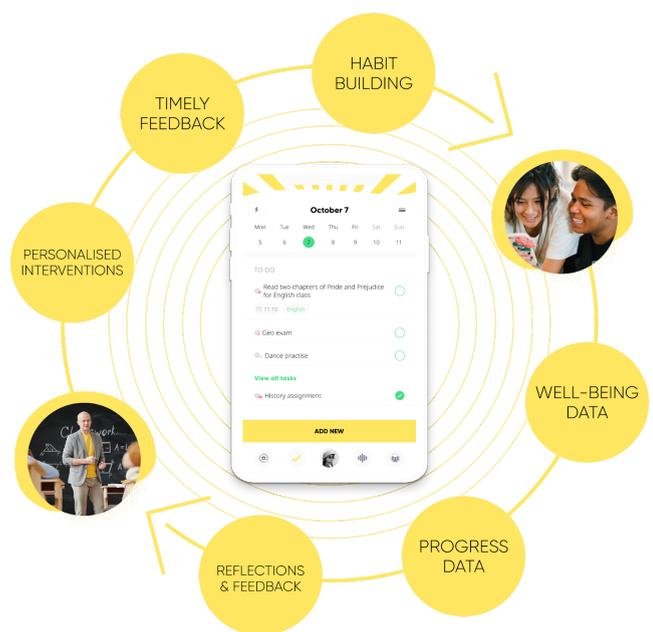
- > Schools lack time, personnel, resources and data to support each individual student - to personalise the learning process
- > Students often do not take an active role in their learning (*they lack motivation, an understanding of how to learn and the ability to manage the learning experience*) all of which have a detrimental effect on well being
- > OECD has incorporated personalised learning into its [2030 strategy](#). There is already a global shift towards personalised learning for every student, but until now there has been no technological solution to support that shift.

The solution

Clanbeat provides a positive cycle of planning, acting and reflecting to support the self-directed learning and well-being of students. And monitors how students feel, perform and learn. Impact comes, in addition to developing positive habits and good relationship with themselves and their peers also from reflecting the data back in the form of insights for improvement. The end result is a solution that supports and motivates each student to nurture his or her passions, make connections between different learning experiences and opportunities, and design their own learning and processes in collaboration with others. During that process Clanbeat's machine learning algorithms are growing to offer personalized recommendations for better results and improved wellbeing along the learning journey.

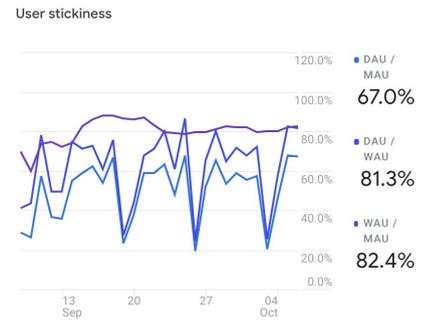
Why now?

- > Post covid world with need of distance/blended learning
- > Addressing pressing needs identified by OECD, UNESCO, WEF: personalised learning supported by student agency and well-being



Traction

- > First version **launched September 2020**.
- > Schools starting pilot programs in Estonia, Finland, United Arab Emirates, Bahrain, Singapore, South Korea and Thailand.
- > **Very strong user engagement** ----->
- > Goal for the 2020 - **100 K users** by the end of this year.



Market potential

- > By 2035 there will be 2,7 billion students worldwide
- > Edtech market is expected to grow by 11% per year, reaching EUR 304 billion by 2025

Financials

Business model: 1 classroom is free to use - to aid organic spread. Schoolwide use with extended data layer is 12 EUR per user per year. Pre-revenue - as just launched. Focusing on increasing user numbers (goal for the end of this year: 100K users) to build personalised learning algorithm with suggestions engine.

Investment

- > **Raising bridge 1M** for scaling and building personalised learning algorithm with suggestions engine.
- > Raised pre-seed 1 M€ in 2019 (pre-covid world). Have runway until August 2021.

Competition

- > Learning Management Systems lack individual growth support and focus on student wellbeing (Edmodo, ManageBac, Schoology, Moodle)
- > Monofunctional solutions lack insights from learning data (Schoolday, GoBubble, Moodmeter)
- > Clanbeat fills the gap and unites both worlds making personalised human learning possible.

The Team

Kadri Tuisk Founder & CEO	Triin Noorkõiv Partnerships	Tiina Pauklin Product & Analytics	Christjan Schumann Head of Development
			
5 years product management & service design, 7 years strategic marketing & team leadership.	10 + years in education leadership in ministry, NGO and teacher level. Community management expert.	4 years of financial analyses in investment banking; 12 years in education (teacher level and NGO leadership)	7 years engineering & team leadership in Skype & Microsoft + 2 engineers + 1 designer + 1 sales 

In addition to our core team we have 2 educational psychology scientists from Tallinn University and the head of International School of Helsinki as our hands-on advisors.