OVERVIEW

ELIIS is a SaaS solution for preschools, kindergartens and nurseries helping teachers and parents to enhance preschool operations, child development and communication. ELIIS was founded by five education and technology enthusiasts with the goal to improve the quality of early childhood education. Since launching, more than 500 early childhood educational institutions in Europe have joined ELIIS.

ELIIS includes numerous functions for teachers, parents, head teachers and local government. It is available for all devices using a web browser or mobile application which makes it easy for parents to send and receive notifications. ELIIS is intuitive, even for those unfamiliar with technology. The system is transparent, auditable and fully protected against non-authorized users.

CORE FUNCTIONS
- A teacher-friendly class register / journal
- Weekly and monthly plans
- Child development map
- Employee management
- Meal tracking
- Food menu
- Role management
- Daily reports
- Employee scheduling
- Thorough communications module
- Events calendar with gallery
- Surveys to get feedback from parents
- Child profiles with customizable cards
- Detailed statistical reports
- Document management
- Announcement board
- Annual goals

FEEDBACK has been very positive: kindergarten teachers have been freed from filing large quantities of paperwork, especially reports, and can dedicate more time to children. Parents are happy because of the fast, easily-accessible feedback about their children and their daily activities in preschool or kindergarten. Mutual communication has become more convenient, accurate and timely.

STATISTICS show that more than 10 000 teachers are using ELIIS every day and the average user session lasts for 12 minutes.

Over 75% of Estonian kindergartens are using ELIIS every day.

More than 150 000 children have been added to ELIIS. 10 000+ parents are using ELIIS via mobile application and web browser. More than 10TB of photos have been uploaded to ELIIS. Over 100 000 notifications and over 1 000 000 messages have been sent via ELIIS.

98.4% of teachers said that ELIIS saves them time.

Estonian students results in international test PISA 2018, ranked 1st in Europe
INVEST

LOCALIZATION
Curriculums: Estonia, Latvia, Lithuania, Finland, Germany, Poland.
Languages: Estonian, English, Russian, Finnish, Latvian, Lithuanian, Danish, Swedish, German, Japanese, Polish, Slovakian, Norwegian, Czech.

ACTIVE USERS
Estonia, Latvia, Lithuania, Germany

REVENUE
2017 - 61 000€
2018 - 100 000€
2019 - 146 000€
2020 - 232 000€

BUSINESS OVERVIEW

ELIIS has two main revenue streams, monthly subscription and e-commerce with premium content. Each country has a Country Manager, managing local clients and vendors. ELIIS’ proven onboarding process is fast and convenient. Only 1 hour of web training is needed to start using ELIIS.

MONTHLY SUBSCRIPTION
ELIIS is free for parents and teachers. A monthly service fee applies to local government or kindergartens based on the number of children in the kindergarten. All new subscribers get 2 months free trial, after which the cost of the service will be based on the number of children. Depending on the country, price per child varies between 0.24€ - 2€. A base fee 15€ is applied to all kindergartens. Kindergartens which focus on children with disabilities can use ELIIS completely free of charge.

E-COMMERCE AND PREMIUM CONTENT
At the end of 2019 we launched ELIIS Marketplace. This e-commerce solution is fully integrated with ELIIS and vendors are able to offer products and services to kindergartens using the ELIIS platform. Most common products are handicraft products, toys, furniture, daily-use appliances and services such as transport to theatres and for field trips. Vendors pay a service fee to ELIIS ranging from 5% to 40%. In 2020 ELIIS Marketplace will be also available for parents and will include services such as detailed child analytics reporting and educational games and videos. In 2021 ELIIS branded products will be available via ELIIS Marketplace.

KPI’s
• MRR 20 000€
• Churn Rate 0.56%
• Inbound clients 64%
• Active users 50 000+
• Burn Rate 0€
• CSAT 98.4%

TEAM
Rasmus Gross - CEO
Mart Raadik - CTO
Viktoria Tamm - COO
Anthony Merru - Head of Dev
Marek Rand - Head of Mobile

EXPANSION AND FUTURE PLANS
In Q1 2021 the company is planning to raise capital. Investment will gives the company the opportunity to expand to 2-3 additional countries in 2021 and to 3-4 countries in 2022. The company will focus on increasing sales from the recently launched ELIIS Marketplace to established markets.

WHY INVEST
ELIIS clients - kindergartens and local government have been proven to be stable and reliable, reducing the risk of negative impact during recession. During the COVID-19 crisis ELIIS increased its user base and revenue by 20%. It is estimated that by 2025, investment in education and training will rise to $8T globally. This trend is not expected to slow down as the following 5 years will see a further $3T added to the expected spending. This is a trend that many EdTech venture capital firms are eyeing quite closely. Global efforts of governments around the world focused on increasing the literacy rates of their citizens and kindergartens will play a key role in this.