FLIP EDUCATION

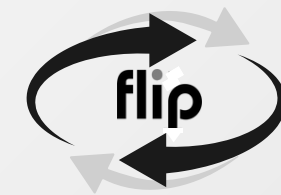## A New Paradigm for In-Class Education

August 2025

Mission & Vision .

Mission

- To transform schools' in-class education system by creating a new Active Learning model that places the student at the center of the learning process.

Vision

- To scale educational, social, economic, and environmental impact by educating a new generation of purpose-driven learners.

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The Problem .

01

Worldwide, the in-class education system is in need of transformation. **The traditional Lecture-Based teaching model** fails to keep up with the birth of new technologies and the fast pace at which students access and create information.

02

The model of students passively sitting to receive information is more outdated than ever. **Disengaged students lead to lower academic performance.** Without interactive methodologies, classrooms become spaces of passive knowledge consumption rather than hubs of dynamic learning and intellectual growth.

03

EdTech tools rarely support real-time, in-class transformation. Most EdTechs focus on digital learning or content delivery, but few are designed to support real-time, in-class activities that encourage face-to-face collaboration and hands-on interaction among students.

The Solution .

01

To reshape classroom education by equipping educators with **groundbreaking curriculum-aligned Active Learning pedagogical methodologies** that redefine the traditional lecture-based model. Our aim is to provide ready-to-use, high-quality Active Learning resources to teachers and policymakers who are crossing traditional boundaries to reinvent in-class education.

02

To empower teachers and ignite student engagement through dynamic Active Learning methodologies. FlipEducation transforms classrooms into purpose-driven environments with strong learning outcomes by offering a rich collection of cutting-edge pedagogical resources designed to boost teaching impact and restore energy and purpose to the classroom.

"You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete." Buckminster Fuller
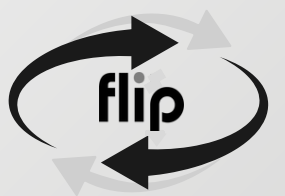
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What is Active Learning ❓

01. Methodologies

Active Learning is a student-centered approach that replaces passive listening with active engagement through a variety of hands-on activities.
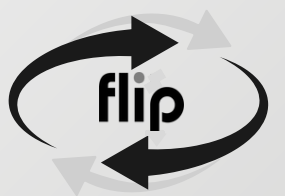
FlipEducation aligns the curriculum with a range of top-tier Active Learning methodologies like In-Class Gamification, Real-World Scenarios, Project-Based Learning, Flipped Classroom, Action-Based Learning, Jigsaw, and more.

02. Life Skills

FlipEducation enhances Active Learning strategies by designing curriculum-aligned activities that foster fundamental social and emotional life skills in students, preparing them to thrive personally and professionally:

Critical and analytical thinking, creativity, innovation, problem-solving, collaboration, communication, leadership, adaptability, self-management, and empathy.

Implementing Active Learning requires entirely new, customized curricula—a process that traditionally would demand a significant amount of time and a large team of educational experts. With AI, FlipEducation **unlocks the potential to revolutionize in-class education like never before.**

The Product .

An AI-powered platform generating the biggest online library of Active Learning In-Class Methodologies.

01. User-Friendly

With just a few clicks in intuitive filters, educators can effortlessly access ready-to-implement projects and games to create dynamic and impactful in-class learning experiences.

02. Curriculum-Aligned

All content is generated to align seamlessly with national and regional curriculum requirements, policies, and standards. This ensures relevance and usability across diverse educational systems.

03. Uniqueness

FlipEducation generates an unparalleled directory of 80 active learning activities for each topic within every curriculum subject, using expertly designed templates programmed into the system - which ensures consistency, quality, and innovation at scale.

04. Impact as a Service

Designed to develop high-performance skills in students. Projects are meticulously crafted to leverage curriculum topics as a gateway to teach academic, professional, and social-emotional skills.

05. Global Curriculum Access

Teachers gain full access to the complete curricula of multiple countries. The fact that educators can access and use activities of a worldwide curricula offers an unprecedented opportunity for integrating global diversity.

06. Extra-Curricular Topics

Supplementing traditional education with extracurricular topics—such as Environmental Education, Financial Literacy, and Entrepreneurship—creates a significant opportunity to enrich and modernize curricula and learning approaches.

Unique Value Proposition .

✅ **First platform to integrate AI with in-class Active Learning at scale**

✅ Smart AI Coaching tailored to class realities

✅ Dynamic lesson flows—no rigid PDFs

✅ Global curriculum access

What we learn while having fun becomes unforgettable!

*We empower teachers to enhance student engagement and in-class performance
by offering thousands of hands-on projects and in-class games.*

FlipEducation: The AI Coach for In-Class Teachers

**Transform your classes with
Fun-Powered Learning!**

**From Passive to Active Learning: The Future
of In-Class Teaching Begins with FlipEducation.**
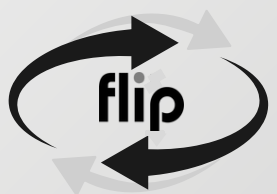
Why Now ❓

Advancements in AI and EdTech Integration allows FlipEducation to:

- Create a seamless platform that delivers customized, curriculum-aligned resources for educators globally, meeting the demand for innovative in-class teaching methods.
- Act as an **AI Co-Teacher**, guiding educators step by step through engaging, in-class learning experiences. Use of Veo3.
- Instantly deliver curriculum-aligned Active Learning in-class games and hands-on projects—what once took a team of experts can now be done in seconds.

Global Push for In-Class Education Reform

- Education systems worldwide are under unprecedented scrutiny, with traditional in-class methods failing to engage the digital-native generation.
- Governments, schools, and parents are calling for solutions that foster 21st-century professional and personal skills.
- Teachers are increasingly open to in-class innovation.
- Post-pandemic classrooms need tools for real engagement, not just content—**FlipEducation becomes the AI Co-Teacher they've been waiting for.**
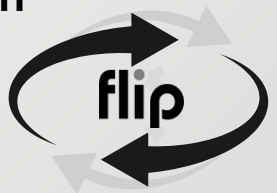
The Market .

MARKET SIZE

Initial Launch

3 languages
20 countries

PORTUGUESE

Brazil
Portugal

SPANISH

Spain
Mexico
Argentina
Chile
Uruguay

Paraguay
Colombia
Venezuela
Ecuador
Peru

ENGLISH

USA
Canada
England
Ireland

Australia
New Zealand
South Africa
Singapore

| COUNTRY	TEACHERS GRADES 5 TO 12	SOURCE
Brazil	2,200,000	IBGE 2020
Portugal	150,000	DGEEC 2020
USA	3,700,000	NCES 2020
Canada	399,970	CMEC 2020
England	530,172	BESA 2021
Ireland	69,343	GOV.IE 2020
Australia	296,516	ABS 2020
New Zealand	71,729	EC GOV 2021
Singapore	33,000	GOV.SG 2020
South Africa	317,043	GOV EDU 2016
Spain	766,043	EPDATA 2019
Mexico	1,500,000	INEE 2020
Argentina	950,000	BNM 2020
Chile	279,865	MINEDUC CL 2019
Uruguay	61,420	ANEP EDU 2020
Paraguay	79,935	OBSERV 2018
Colombia	390,000	FORBES CO 2020
Venezuela	570,000	ELUCABISTA 2021
Ecuador	203,595	GOV EC 2021
Peru	548,621	INEI 2020
TOTAL	**13,117,252**	

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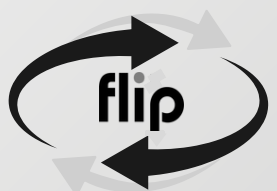
The Competition .

We can be the first ones to launch an international platform of Active Learning methodologies designed to change the dynamics of how lessons are ministered in class.

Our competition consists of platforms that provide traditional lesson plans and educational resources, but none focus exclusively on generating **curriculum-aligned Active Learning methodologies.** This is an impressive gap in the market now. FlipEducation leads by creating a new category.

Defensibility:

- Despite the explosion of digital tools in education, there remains a major gap in EdTech solutions that empower teachers to lead dynamic, real-world student interactions—without screens—in the classroom.

- Our proprietary templates + AI integration + focus on in-class Active Learning create a robust differential

- Deep integration of Active Learning methodologies with Life Skills

Feature	Teachy.app	Teach Starter	FlipEducation
In-Class AI Coaching for Teachers	❌	❌	✅
Curriculum-Aligned Lesson Plans	✅	✅	✅
AI-Generated Content	✅	❌	✅
Active Learning Methodologies	⚠️ Partial	❌	✅
Life Skills Integration	⚠️ Partial	❌	✅
Global Curriculum Access	⚠️ Partial	⚠️ Partial	✅

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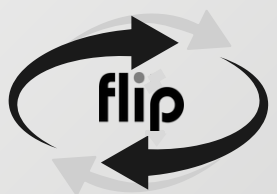
The Business Model .

A **Freemium** business model designed to attract a large number of teachers.
Revenue through **premium subscriptions and in-app advertising.**

Free Tier: In-App Advertising

- Access to basic projects and resources.
- Limited AI customization options.
- Advertisements displayed in-app (targeted classified ads for educational products and services).
- Efforts to convert free users to paid subscriptions will be key to improving the overall business metrics.

CLTV = $6

CAC = $10

CLTV:CAC = 0.6:1

Premium Tier: USD 6.99

- Unlimited access to advanced AI-generated project plans and filters.
- Full customization of methodologies and access to a wider library of activities.
- Exclusive access to new methodologies and content.
- Area to save lessons and project plans
- Ad-free experience.

| CLTV = $167.76 |
|:---:|

CAC = $10

CLTV:CAC = 16.78:1

*assuming a 2-year average retention rate

Scalability

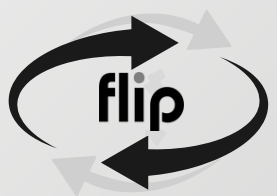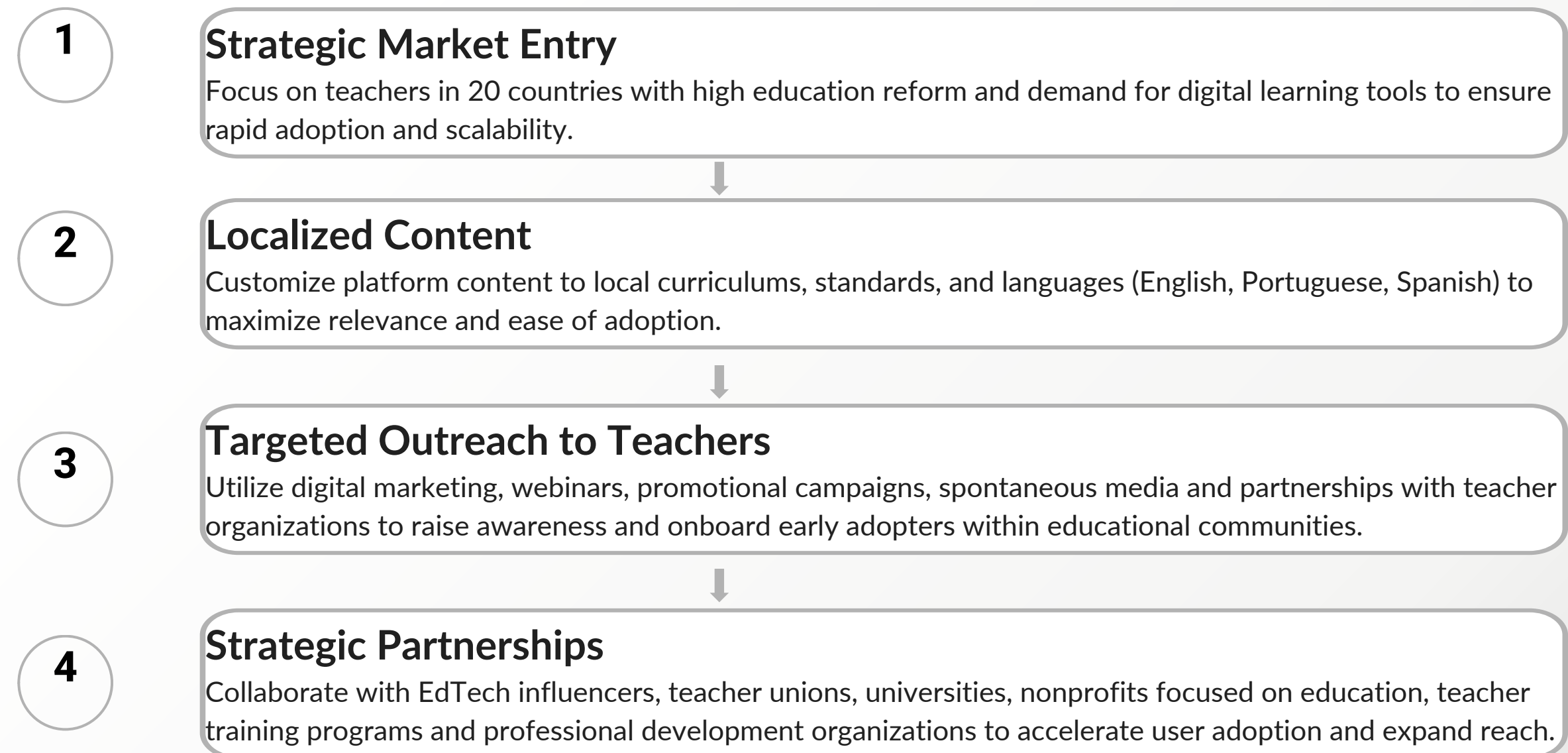**Platform designed to be highly scalable:**

- AI-driven Content Generation
- Global Expansion
- API Integrations
- Teacher-to-Teacher Coaching: Developing a feature that allows experienced educators to coach their peers in active learning methodologies, building a global network
- Introducing a feature that enables teachers to save, share, and showcase the outcomes of their students' projects

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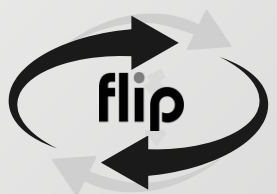
The Go-To-Market .

Our Go-To-Market strategy targets high-demand educational markets, localizes content, and leverages targeted outreach and strategic partnerships for rapid adoption and growth.

1 — **Strategic Market Entry**
Focus on teachers in 20 countries with high education reform and demand for digital learning tools to ensure rapid adoption and scalability.

2 — **Localized Content**
Customize platform content to local curriculums, standards, and languages (English, Portuguese, Spanish) to maximize relevance and ease of adoption.

3 — **Targeted Outreach to Teachers**
Utilize digital marketing, webinars, promotional campaigns, spontaneous media and partnerships with teacher organizations to raise awareness and onboard early adopters within educational communities.

4 — **Strategic Partnerships**
Collaborate with EdTech influencers, teacher unions, universities, nonprofits focused on education, teacher training programs and professional development organizations to accelerate user adoption and expand reach.

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The Financials & Projections .

Our revenue will come from subscription fees and in-app advertising, with projected annual revenue of $4.4 million by Year 3, based on onboarding 250,000 users and a 20% conversion rate.

Revenue Streams
- Subscription fees and in-app advertising

Projected Revenue
- Based on our market research, we estimate that within the first three years, we can onboard 250,000 users, with approximately 20% converting to paid subscriptions. With a monthly subscription fee of $ 6.99 and in-app ad revenue, our estimated annual revenue is $4.4 million by Year 3.
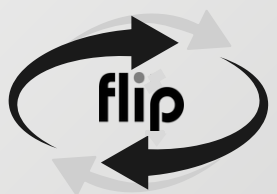
250k
users

$4.4M
by Year 3

Our Ask:
Pre-Seed Investment

250K for
- MVP Development
- Validate User Adoption & Refine AI Flows
- Advance Toward Product-Market Fit
- Initial Launch

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The Founder. Get in touch .

Thank You

for your time and attention.

Experience

I am a Canadian-Brazilian project director and product developer with over two decades of experience in creating and coordinating educational programs in partnership with governments, foundations, and bilateral and multilateral development agencies. I am passionate about leveraging education as the most powerful tool for personal, social, economic, and environmental development.

As the Founder of IASEA (iasea.org.br/en), I have led the creation of innovative active learning materials and workshops in Brazil, working directly with thousands of public school teachers. These experiences, combined with extensive research conducted by the Institute, have given me deep insight into the challenges of education systems worldwide and fueled my passion for building scalable, technology-driven educational solutions.

Adriana Perusin
Founder & CPO

@ E-mail

adrianaperusin@gmail.com

📞 Phone

+1-403-708-0129

in LinkedIn

linkedin.com/in/adriana-perusin

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