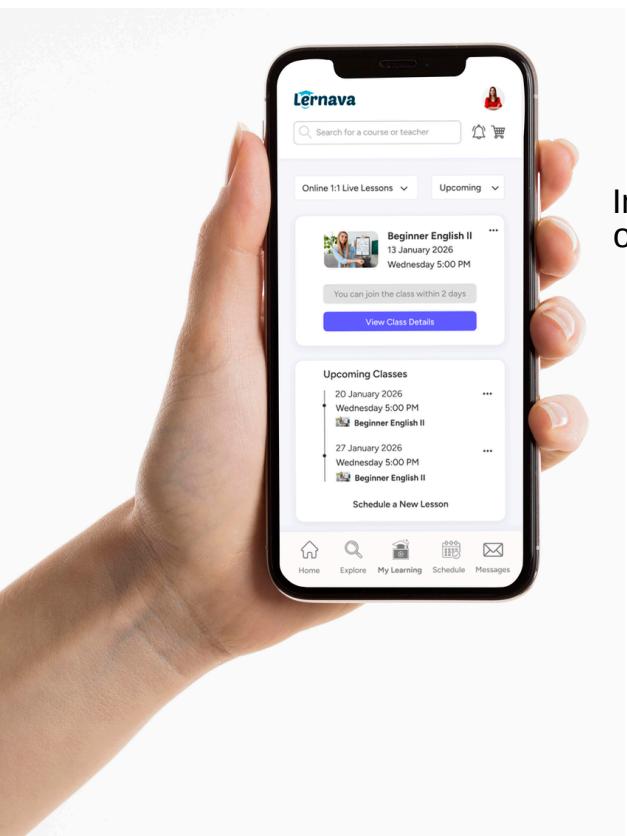




A next-generation learning platform that delivers offline programs, live one-to-one and group classes within a single digital ecosystem — powered by a global network of educators and designed for both individual and corporate learning solutions.



Important Note: In accordance with our data privacy policies, the operational details of our business model, our market strategies, and all academic research data are not included in this document. A detailed presentation and supporting data will be shared with interested investors following the execution of a preliminary Non-Disclosure Agreement (NDA).



01 About Us

02 Current Challenges & Our Solution

03 Our Dashboards

04 Market Analysis

05 Our Go-To-Market Strategy

06 Our Team

WHO WE ARE

Lernava is a global learning ecosystem that unifies offline programs, live one-to-one lessons, and live group classes on a single platform—delivering seamless solutions for both individual and corporate learning needs.

Built upon five years of experience of Germany-based Digi-Homeschooling, Lernava is the result of a strong educational foundation. Founded in 2021, Digi-Homeschooling rapidly evolved into an international education platform, today serving more than 3,000 students across dozens of countries with over 50 course offerings.

By providing personalized learning experiences through one-to-one and group classes, Lernava empowers students to achieve their goals while opening global career opportunities for educators. With its flexible, live, and fully online course structure, Lernava is leading the transformation of modern education for learners of all ages and disciplines.



ÜCRETSİZ DENEME DERSİ

Geleceğin liderlerini
şimdiden yetiştiriyoruz!

- ✓ Ücretsiz Deneme Dersleri İle Keşfe Çıkın!
- ✓ Online derslerle geleceği kodlayan öğrenciler olun!
- ✓ Grafik Tasarımın eğlenceli dünyasını keşfedin!
- ✓ Yabancı Dil Eğitimleri ile yeni dünyalara açın!

HEMEN KAYIT OL

Akademik Dersler
Alanındaki uzman öğretmenlerle çocuğunuzun okul derslerindeki başarısını artırmak için her zaman yanınızdayız.

Kodlama ve Dijital Teknolojiler
Online yabancı dil kurslarınızla dil becerilerinizi güçlendirmenize ve küresel iletişimde öne çıkmaya yardımcı oluyoruz.

Dijital Tasarım ve Medya Üretimi
Deneyimli eğitmenlerimizle çocuğunuz temelden ileri seviyeye kadar yaklaşık 4 yıllık müfredatımız ile kodlama becerisini geliştirecektir.

Neden Okul dersleri, Kodlama, Grafik ve Yabancı dil konuları beraber olmalı

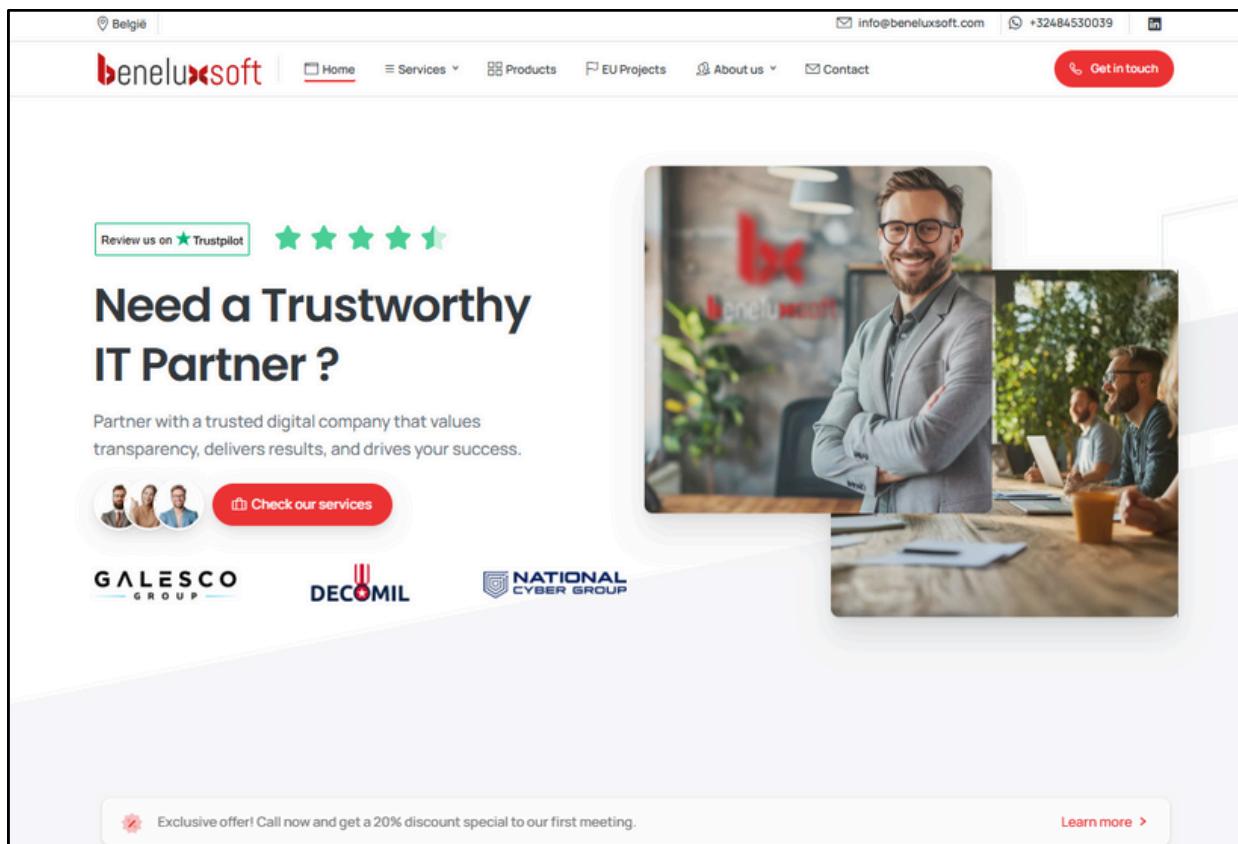
Okul dersleri, kodlama, grafik tasarım ve yabancı dil gibi konular, eğitim hayatında önemli bir rol oynarlar ve birbirleriyle sıkı bir şekilde ilişkilidirler. Bu disiplinler arasındaki ilişkiler, bilimsel ilkelere desteklenmektedir ve öğrencilerin başarılarını artırır. Bu nedenle, bu konular bir arada öğrenmek, öğrencilerin farklı alanlarda edindikleri becerileri birleştirmek ve daha kapsamlı bir öğrenme deneyimi yaşama fırsatı sunar. Bu entegre yaklaşım, öğrencilerin eğitimlerinden en iyi şekilde faydalananı sağlar ve onları gelecekteki başarıları için güçlendirir.

STRATEGIC PARTNER

BeneluxSoft is a technology company operating in Belgium since February 2022, delivering high-performance software solutions, digital transformation services, and end-to-end digital solutions.

Sustaining success for businesses is often as challenging as achieving it. While continuing to deliver high-quality services, building strong and forward-looking partnerships is essential to long-term growth.

In essence, we work to prepare your business for success at every scale. By leveraging the latest technologies, innovative strategies, and deep industry expertise, we ensure your organization adapts to evolving market demands and achieves sustainable growth.



The screenshot shows the homepage of the BeneluxSoft website. The header includes a location icon and the text 'België'. The main navigation menu has items: Home (highlighted in red), Services, Products, EU Projects, About us, and Contact. A 'Get in touch' button is also in the header. Below the header, there is a 'Review us on Trustpilot' button with a 5-star rating. A large headline reads 'Need a Trustworthy IT Partner?'. Below the headline, a subtext says 'Partner with a trusted digital company that values transparency, delivers results, and drives your success.' There are three circular icons representing different services. A 'Check our services' button is also present. Logos for 'GALESCO GROUP', 'DECOMIL', and 'NATIONAL CYBER GROUP' are displayed. A large image of a smiling man in a suit is the central visual element. At the bottom, there is a promotional message: 'Exclusive offer! Call now and get a 20% discount special to our first meeting.' and a 'Learn more >' button.

Our Projects

O1

SmartApply is a platform designed to optimize university application processes and student management systems, actively used in Poland and Germany. With support for six languages and AI-powered integration, SmartApply delivers a dynamic and user-friendly experience.

From application management to student progress tracking, it offers comprehensive solutions that enhance administrative efficiency while strengthening student engagement.

O2

Scorm Editor is a tool that enables the creation of SCORM-compliant content and offers AI-powered features for an enhanced learning experience. Through its import and export capabilities, this platform helps educators efficiently manage and distribute digital learning materials while providing seamless integration with Learning Management Systems (LMS).

O3

Current Challenges Faced by Users in the Education Sector

Although the education sector has rapidly digitalized, the learning experience still remains fragmented. Offline courses, live one-to-one lessons, and group classes are generally scattered across different, disconnected platforms.

Research shows that education is steadily shifting to digital channels and that users achieve efficiency rates of up to 85% from online education. Statistics also highlight that students, particularly within the 6–18 and 18–34 age groups, increasingly prefer online platforms as their primary source of education.

Lack of Integration: The fragmented nature of education models makes it difficult to manage the learning process from a single center.

Lack of Transparent Tracking: There is no end-to-end system that allows parents to monitor their children's academic development in real time and transparently.

Interface / Dashboard Deficiency: Platforms lack user-friendly and customizable dashboard structures required for all age groups, including parents.

Instructor Quality and Cost: Accessing qualified and specialized instructors at budget-friendly prices is becoming increasingly difficult.

Insufficiency of Group Classes: Live group classes, which are one of the most effective methods of social learning, are not offered at a sufficient or efficient level on most platforms.

There is currently no “family-friendly” ecosystem that allows users of all ages to both pursue their own education and manage their children's education under a single platform.

Current Challenges Faced by Educators in the Education Sector

Educators, who are the cornerstone of the education sector, are facing many operational and technical challenges that limit their efficiency during the digital transformation process:

Infrastructure Cost: Educators who wish to transfer their expertise to digital platforms are confronted with high-cost and labor-intensive technical infrastructure preparations.

Loss of Focus: Due to dealing with technical details, educators are unable to allocate sufficient time to their core responsibilities—creating educational content and teaching.

Single-Method Education Model: Limiting education to a single method (only video courses or only one-to-one lessons) restricts educators' potential. Educators need a flexible environment where they can offer courses, group classes, and one-to-one lessons in a hybrid model. Due to single-method education, educators' income remains capped at a certain level.

Lack of Location Independence: There remains a lack of professional platforms that allow educators who wish to share their expertise globally to operate independently of time and location.

Lack of Data: Research shows that performance analyses play a key role in educator success. However, particularly in the global market, comprehensive data dashboards that allow educators to track their development are insufficient.

Financial Transparency: The need for reliable financial management tools that allow transparent tracking and sustainability of earnings is increasing.

Current Challenges Faced by Corporate Users in the Education Sector

The sustainable growth and competitiveness of organizations are directly dependent on the quality of internal training and the data-driven analysis of these trainings. However, in today's business world, there are major obstacles hindering these processes:

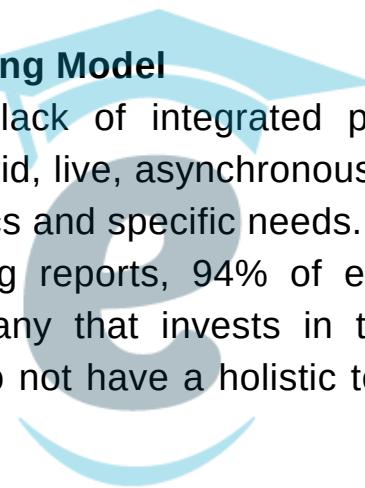
1. Lack of an Integrated Training Model

Organizations experience a lack of integrated platforms that consolidate different learning methods (hybrid, live, asynchronous) under a single structure, tailored to their internal dynamics and specific needs.

According to LinkedIn Learning reports, 94% of employees state that they would stay longer at a company that invests in their career development; however, most organizations do not have a holistic technological infrastructure to support this development.

2. Lack of Transparent Tracking and Analytics

Providing training alone is not sufficient; the core issue is the inability to convert these trainings into concrete data and measurable outcomes.



Solutions Provided by Lernava for Users

Lernava is a next-generation EdTech platform that unifies video courses (offline), live one-to-one lessons, and group trainings within a single integrated ecosystem for digital-focused audiences of all ages—especially those between 6 and 34. By eliminating fragmentation in education, it delivers a user-friendly learning experience that enables students, parents, and educators to manage all roles through a single unified panel.

Key Value Propositions:

- Flexible and Personalized Learning:** A productivity-focused structure that allows students to choose hybrid (live/offline) learning models according to their needs.
- Transparent Parental Monitoring:** Real-time tracking of education processes, performance data, and instructor feedback.
- Verified Instructor Quality:** Academic and career-oriented development supported by expert educators who have passed comprehensive qualification processes.
- Holistic Ecosystem:** Role transitions and end-to-end digital management through a single platform.

All the skills you need in one place

Lernava supports your professional growth by covering a wide range of areas from essential skills to technical topics.



Online 1:1 Live Lessons

Personalized programs with expert instructors. Improve quickly with lessons tailored to your needs.

[View All](#)



Online Courses

Learn at your own pace, from anywhere. Explore unlimited access to our extensive course library.

[View All](#)



Online Live Group Lessons

Learn together in a social setting. Boost your motivation and reach shared goals with interactive classes.

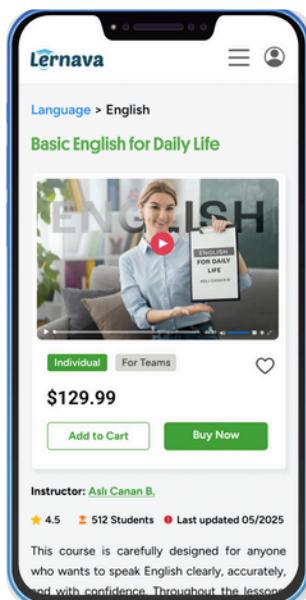
[View All](#)

Solutions Provided by Lernava for Educators

Lernava provides an end-to-end operational management system in which educators are freed from technical processes and can focus solely on “high-quality education.” By eliminating geographical boundaries, the platform brings local expertise to the global marketplace.

- **Automated Management Panel:** Seamless global lesson management with smart calendar synchronization and automatic time zone integration.
- **Multi-Functional Education Models:** Diversified revenue models managed from a single center, including live one-to-one lessons, interactive group sessions, and asynchronous (offline) course content.
- **Global Reach:** The ability for educators to access a worldwide student audience through multi-language support and location-independent infrastructure.
- **Data-Driven Decision Support Mechanisms:** Advanced analytics dashboards that allow educators to track student performance, demographic data, and financial earnings in real time.

Lernava’s educator acquisition strategies, content verification algorithms, revenue-sharing models, and go-to-market operations are protected as strategic trade secrets. Comprehensive datasets covering the platform’s growth projections, technical architecture, and market share analyses will be shared with interested investors only after the execution of a preliminary Non-Disclosure Agreement (NDA), in accordance with our confidentiality principles.



Solutions Provided by Lernava for Corporate Users

Lernava provides a data-driven and customizable corporate training ecosystem that enhances employee competencies during organizations' digital transformation processes. Going beyond standard packages, it brings together flexible learning models aligned with company objectives within an integrated structure.

Corporate Value Propositions:

- **Customized Corporate Infrastructure:** Uninterrupted training management through company-dedicated dashboards with live, video, or hybrid learning models.
- **Data-Driven Monitoring and Transparency:** Real-time tracking of employee attendance, training completion rates, and active participation processes.
- **Measurement and Performance Analytics:** Assessment of learning outcomes through post-training evaluations and support of development processes with periodic analytical reports.
- **Strategic Solution Partnership:** Boutique training planning shaped according to corporate culture and specific needs, maximizing employee productivity.

Lernava's corporate client acquisition strategies, company-specific content methodologies, corporate pricing models, and B2B operational roadmaps are protected as high-level confidential trade secrets.

All of our works that include efficiency data regarding our corporate partnerships, technical integration details, and growth plans will be shared only with investors who have signed a preliminary Non-Disclosure Agreement (NDA), in accordance with our confidentiality principles.



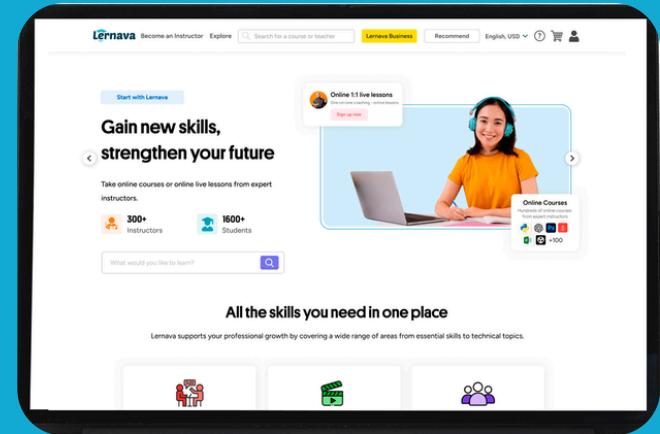
Empower Your Corporate Teams for Success

Help your teams achieve their goals with personalized learning paths designed by expert instructors, powered by smart technology and real-world business scenarios.

[Contact Us](#)

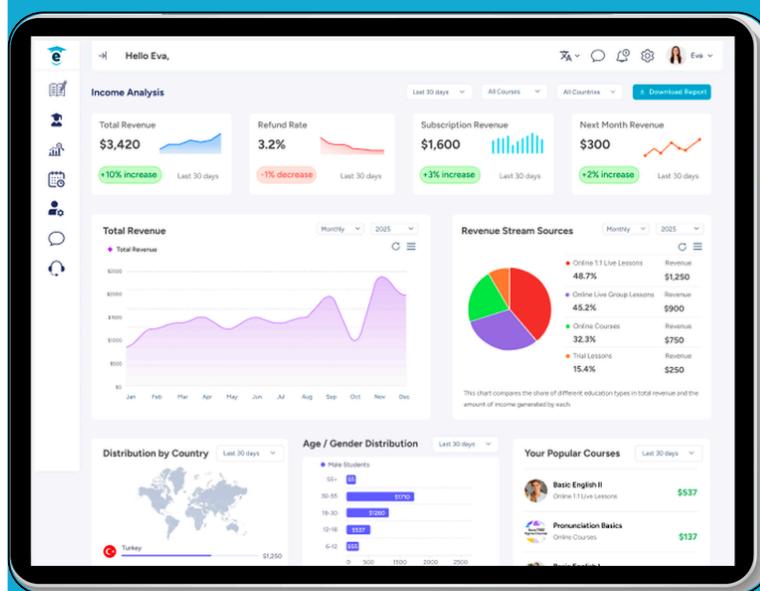
User Dashboard

- Holistic Education and Course Ecosystem
- Interactive Group and Live Class Experience
- Smart Learning Calendar and Notification System
- E-Learning and Assignment Center
- Exams, Quizzes, and Performance Assessment
- Freedom to Choose Instructors and Direct Communication



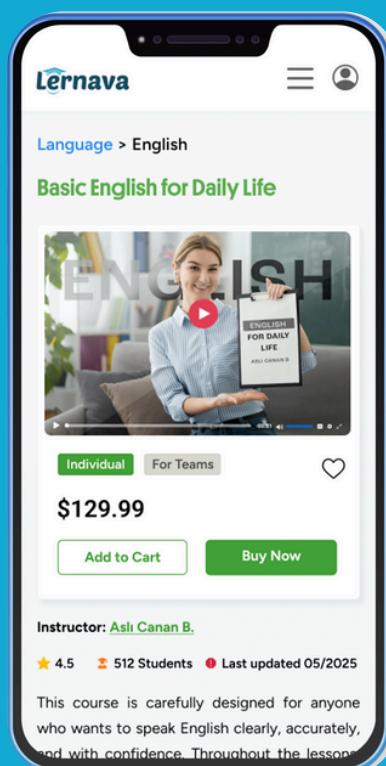
Parent Dashboard

- Child Monitoring and Academic Development Analysis
- Parent Education and Personal Development Academy
- Instructor Communication and Smart Notification System
- Centralized Financial and Subscription Management



Tutor Dashboard

- Smart Scheduling and Calendar Synchronization
- Integrated Live Class and LMS Content Management
- Flexible Pricing and Financial Reporting
- Data-Driven Instructor Marketing Analytics
- Student Portfolio Management and Performance Tracking
- Holistic Communication and Feedback System



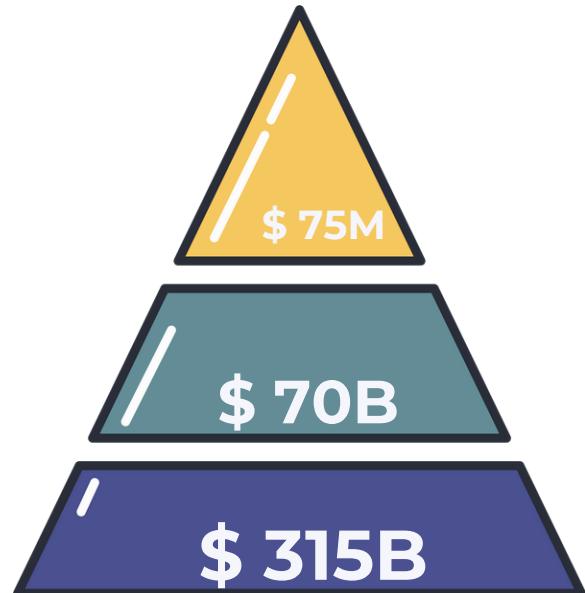
Market Analysis



Target Market -Global 2023- 2024

- **TAM (Total Addressable Market)**

By the end of 2025, the global e-learning market will have reached an approximate volume of USD 399 billion. This represents a massive pool covering all digital layers of education.



- **SAM (Serviceable Available Market)**

The “Live Education, Hybrid Learning, and LMS” segment, which is Lernava’s primary focus, has reached USD 140 billion, driven by rapid growth especially in Europe and North America.

- **SOM (Serviceable Obtainable Market – Europe)**

As Lernava, we aim for global growth with multilingual support, primarily starting from Germany.

Market Analysis



Category	2023–2024 Forecast (As Shown in Visuals)	2023–2024 Actual (Real Market)	Reason for the Gap
TAM (Global)	\$250B - \$315B	\$340B - \$360B	Artificial intelligence and personalized learning tools increased training budgets by approximately 20%.
SAM (Regional / Business Model)	\$50B - \$70B	\$85B - \$95B	Companies shifted their corporate training budgets almost entirely to digital platforms.
SOM (Initial Target Market)	\$50M - \$75M	\$100M+ (Aggressive Market Entry)	Rapid adoption of mobile payments and subscription models by next-generation users (Gen Z & Alpha).

Market Analysis



We have structured our market data to cover approximately 180 million potential users aged 8–34 across Europe:

- **TAM (Total Addressable Market)**

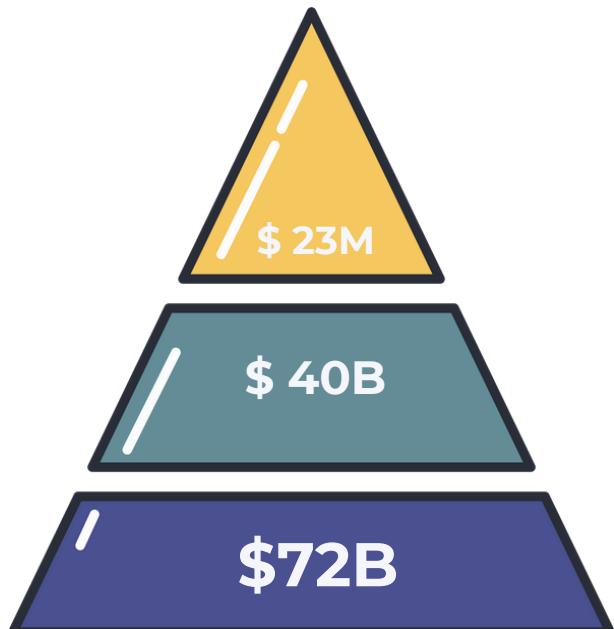
The total volume of all digital education, corporate development, and academic e-learning expenditures across Europe.

- **SAM (Serviceable Available Market)**

The Europe-focused EdTech market centered on "Live Classes, Interactive Group Trainings, and Personal Development," which is Lernava's direct area of expertise.

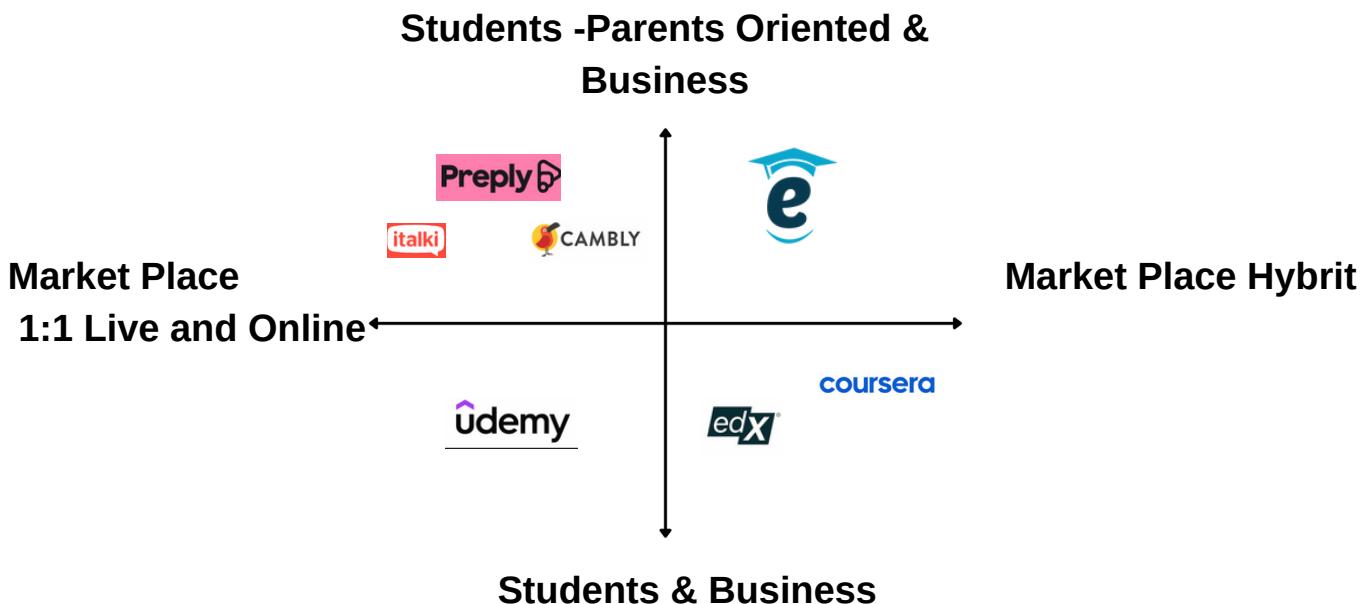
- **SOM (Serviceable Obtainable Market)**

The conservative and attainable market share that Lernava targets in its 3–5 year projection, particularly in Germany and other European countries.



What Makes Us Different

Feature / Competitor	Udemy	Preply	Speexx	Lernava
Offline Video Courses	✓	✗	✗	✓
Live 1:1 Lessons	✗	✓	✗	✓
Live Group Classes	✗	✗	✓	✓
Video + Live Lessons from the Same Tutor	✗	✗	✗	✓
Tutor Marketplace	Limited	✓	✗	✓
Corporate Training (B2B)	Partially	Partially	✓	✓
Integration of All Education Formats	✗	✗	✗	✓
Global Multi-Language Support	✓	✓	✓	✓



Go-to-Market Strategy

Months
0-6

Important Note: In accordance with our data privacy policies, the operational details of our business model, our market strategies, and all academic research data are not included in this document. A detailed presentation and supporting data will be shared with interested investors following the execution of a preliminary Non-Disclosure Agreement (NDA).

Months
6-12

Important Note: In accordance with our data privacy policies, the operational details of our business model, our market strategies, and all academic research data are not included in this document. A detailed presentation and supporting data will be shared with interested investors following the execution of a preliminary Non-Disclosure Agreement (NDA).

Months
12-18

Important Note: In accordance with our data privacy policies, the operational details of our business model, our market strategies, and all academic research data are not included in this document. A detailed presentation and supporting data will be shared with interested investors following the execution of a preliminary Non-Disclosure Agreement (NDA).

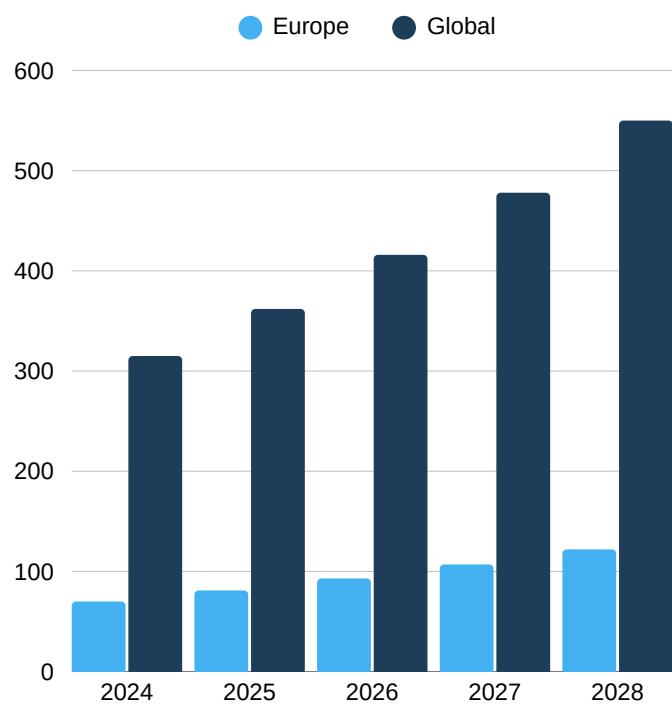


Market Analysis

Market size and 2028 forecasts are based on analyses from leading market research firms (Research and Markets, Statista, Grand View Research) and key Global and European EdTech sector reports.



SAM-TAM



Revenue Projection (Global Scale)

- $100,000 \text{ active students} \times \$50 \text{ average monthly spend} = \$5 \text{ million monthly}$
- Platform commission (25%) = \$1.25 million monthly revenue
- Scaled annual run rate = \$15 million annually
- Conservative estimate based on 0.006% penetration of the global market

Use of Funds

- Important Note: In accordance with our data privacy policies, the operational details of our business model, our market strategies, and all academic research data are not included in this document. A detailed presentation and supporting data will be shared with interested investors following the execution of a preliminary Non-Disclosure Agreement (NDA).



Why This Team Will Succeed?

Competitive Advantages That Strengthen Lernava

- **Field Experience and Verified Data:** Real market data obtained from more than 3,000 students through Digi-Homeschooling experience.
- **Technological Maturity:** A robust and scalable software architecture by Benelux Soft, proven through international projects.
- **Integrated Market Dominance:** A hybrid solution structure that unifies offline, one-to-one, and group education models into a single ecosystem—going beyond conventional competitors.
- **Global Operational Capability:** A team vision ready for international scaling, capable of managing educator and student operations across multiple countries.



EMBİYA ERDEM KILINÇ
FOUNDER & CEO



ADEN JOSEP
COMP. SCI/BSC, 3XCO- FOUNDER,
EX- SHAREPOINR ADMIN, EX-CMO



ÖMÜR PAÇACI
COMP.ENG/CTO, PH.D, FOUNDER,



ERHAN ERDEN
SENIOR FULL STACK DEVELOPER



MUSTAFA KUCUKGUL
MID-LEVEL FULL STACK
DEVELOPER



EMRE MUTLU
MID-LEVEL FULL STACK
DEVELOPER



NERGİS GİZEM PAÇACI
SENIOR UI/UX DESIGNER



İSMAİL AKYAYLA
MID-LEVEL FULL STACK
DEVELOPER



ŞAMIL ASAL
MID-LEVEL FULL STACK
DEVELOPER



ZEYNEP KÜÇÜK
SOFTWARE TEST ENGINEER,
CONTENT MANAGER



İSMAİL YAŞAR
PRODUCT MANAGER
EXECUTION & DELIVERY