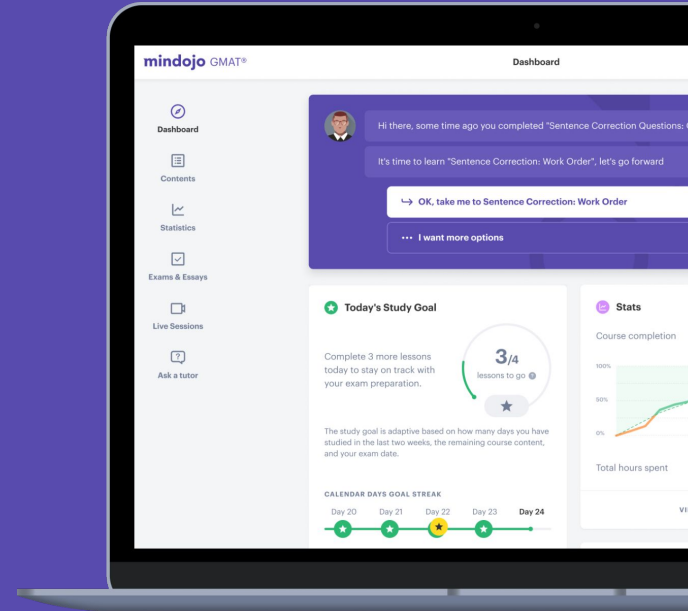




# mindodojo

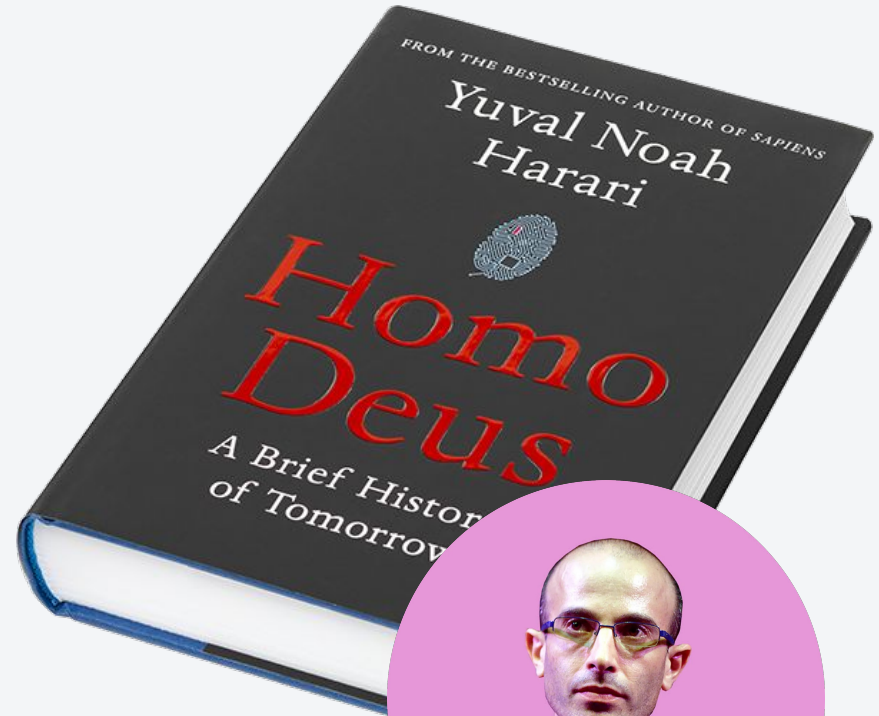
## AI-powered education



“**Mindojo** [is] developing interactive algorithms that will not only teach me ... but will simultaneously study me and get to know exactly who I am.”

**Yuval Noah Harari**

Homo Deus, #1 global bestseller



# Company Background



## In EdTech since 2008

Developed a platform for online adaptive courses. Recently began developing a gamified platform for kids' language learning.



## Growing organically

Raised a total of ~\$2M to date. Last fundraise in 2012.



## Proven products

Powering all Bloomberg Exam Prep courses, including GMAT, GRE, and CFA exam prep. More test-prep courses soon, as well as offering the platform as a service for organizations.



## Team

We are a team of ~40 professionals, across Eastern/Central Europe, the US, and headquartered in Tel Aviv, Israel

## Board



### Prof. Joseph Klafter

- Fmr President of Tel Aviv U.
- Fmr Chair of the Israel Science Foundation (ISF)
- Recipient of the Israel Prize in Chemistry and Physics



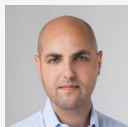
### Gideon S. Erhard

- Fmr Senior Manager & Director at Discount Investment Corp.
- Active Chairman of Yehuda Steel, an Israeli public company



### Prof. Sidney Strauss

- Foreign affiliate of the United States National Academy of Education
- Fmr Chief Scientist at the Israeli Ministry of Education



### Danny Glushenkov

- Seasoned director in private and public companies
- Fmr Head of Higher Education and Ministry of Science Budgets, Israeli government

## Team



### Guy Zaslavsky

#### Founder, CEO

- Fmr R&D officer, elite military units
- Summa cum laude, Physics from Technion, Israel



### Svyat Rymar

#### VP Operations

- Experienced IT program manager
- M.Sc. IT Security



### Evgenia Löfgren

#### Head of QA

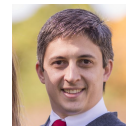
- Senior QA engineer
- Managing QA and test automation across diverse systems



### Andrey Bobkov

#### CTO

- Fmr manager @ PlayKot (gaming)
- M.Sc computer science equivalent, St. Petersburg University



### Chad Casarotto

#### Director of Content

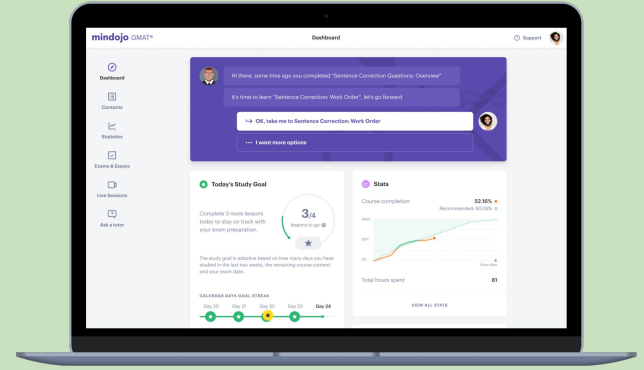
- Fmr subject matter expert and adjunct professor
- M.S. Math Education, top honors



## Gamified language learning for kids

Target audience:  
5-13 years

# mindojjo AI-based Products



## AI tutoring platform for self-motivated learners

Target audience:  
11 - 111 years

LANGUAGE LEARNING SOLUTION FOR K-6

# Gamified Learning App

- Dozens of game genres
- Peripheral learning
- Adapting to age and proficiency
- Listening, speaking, reading, writing, pronunciation
- Content by pedagogical experts and generative AI
- Suitable for all languages





# Conversation Simulator

- Lifelike dialogue
- Story-driven
- Plot twists
- Funny accidents
- 3-way conversations
- Irony and sarcasm



- Industry-best on-device speech recognition
- Trained for child learner inputs
- AI infers meaning of inputs

# Industry-best ESL speech recognition


We believe we created the industry-best machine learning model for child ESL speech recognition, running locally on the device with superior accuracy.



	OS on-device services iOS, Android	Leading cloud services Google, Amazon, Microsoft	Mindojo Edge ML
Accuracy <sup>†</sup>	50-70%	80-85%	~95%

<sup>†</sup> tested using 1,000s of short utterance validations of child ESL learners (faulty pronunciation, heavy accent, etc)





**4.8★**  
438 reviews

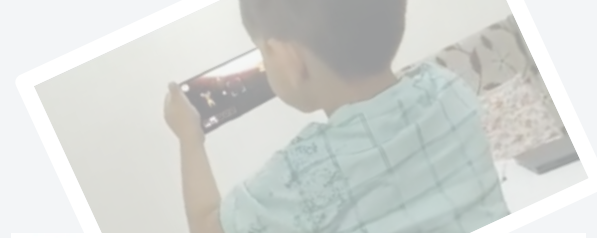

**1M+**  
Downloads



**BRITISH COUNCIL**

ELTons 2022 FINALIST


**Award For Innovation  
In English Language  
Teaching**

**Rowena Catarin**

★★★★★ May 3, 2023

Good app for my daughter 🙌🙌



**Crisday Alison**

★★★★★ May 13, 2023

I need this app for my kid to learned how reading English and to pronounce correctly.



# mindodojo


## Recognition of English learning app



משרד החדשנות,  
המדע והטכנולוגיה  
Ministry of Innovation, Science & Technology



**National challenge  
winner**



**amirmohamad esmaeli**

★★★★★ April 8, 2023

I'm a native Persian speaker, there are some mistakes in the pronunciations and i can fix it.



# Bloomberg Exam Prep

- Mindojo's AI e-learning platform powers Bloomberg Exam Prep's CFA, GMAT, and GRE courses
- Steady stream of B2C revenue
- Chat bot that uses adaptive and Socratic teaching
- Deep understanding in less time

The screenshot shows a chatbot interface with a user and a bot. The user asks: "What's wrong with the message on this sign?". The bot shows a sign with the text: "This office will not tolerate redundancy in this office". The bot responds: "office is repeated". The user replies: "that's it.". The bot explains: "The sign about redundancy contains redundancy! Redundancy is the unnecessary repetition of an idea. Since the sign already mentions this office, it is unnecessary to then say in this office. The unnecessary repetition makes the sentence direct."

What's wrong with the message on this sign?

office is repeated

that's it.

The sign about redundancy contains redundancy! Redundancy is the unnecessary repetition of an idea. Since the sign already mentions this office, it is unnecessary to then say in this office. The unnecessary repetition makes the sentence direct.

# School Partnerships

- Mindojo partners with over a dozen business schools and universities
- Provide their applicants with high-quality GMAT and GRE study materials



The Business School for the World®



UNIVERSITY OF LONDON



# Platform as a Service

- Educators for teaching more efficiently
- Companies for internal training
- Teaches any content better than a textbook or lecture
- Author content themselves
- Upload content → AI converts it into a lesson or full course
- Turn static content into dynamic, adaptive content



Two coworkers ask for your advice to help them solve a problem that they're having. How do you help them?

✗ By looking at the facts to discover why the problem occurred in the first place

Not really.

Your coworkers are asking for your advice to help them *solve* a problem, not to explain why the problem occurred.

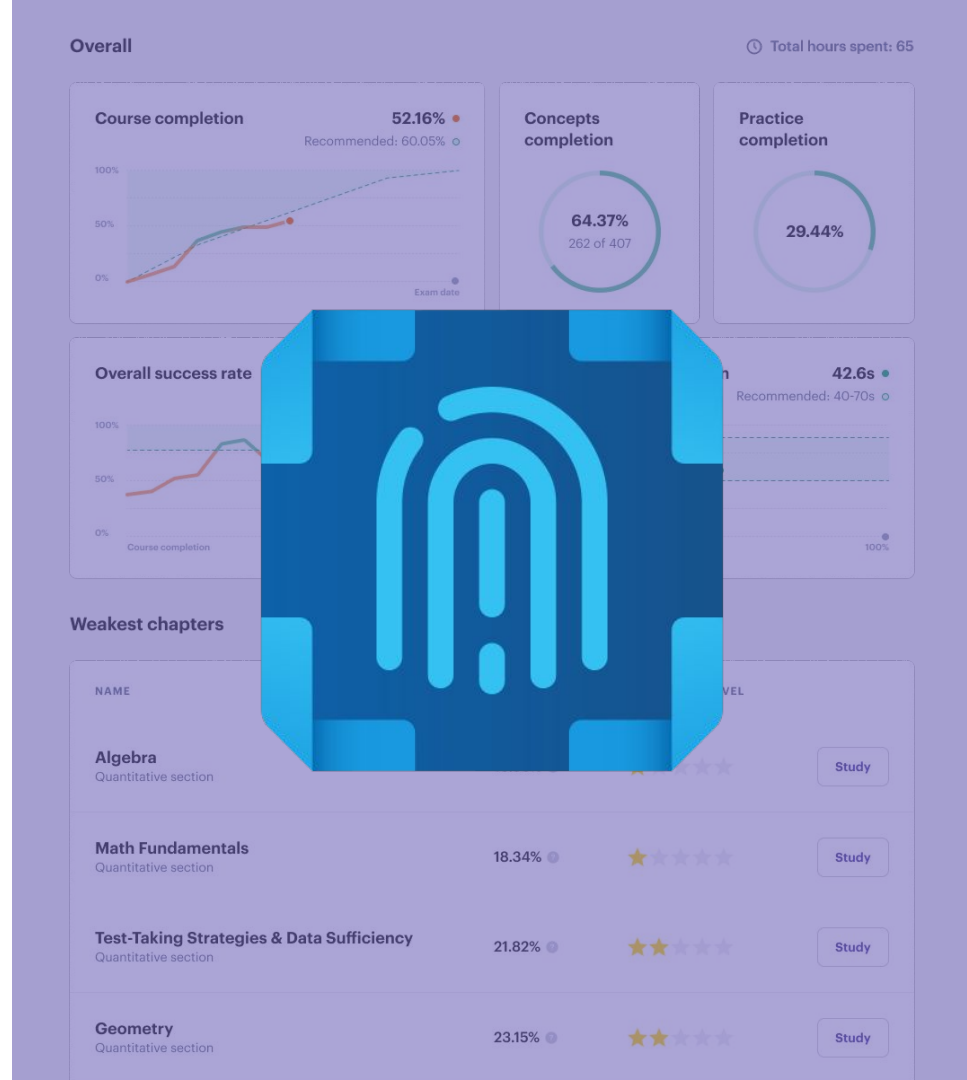
Let's try again.

By listening to their issue and then giving a recommendation

By analyzing their problem and then telling exactly what to do

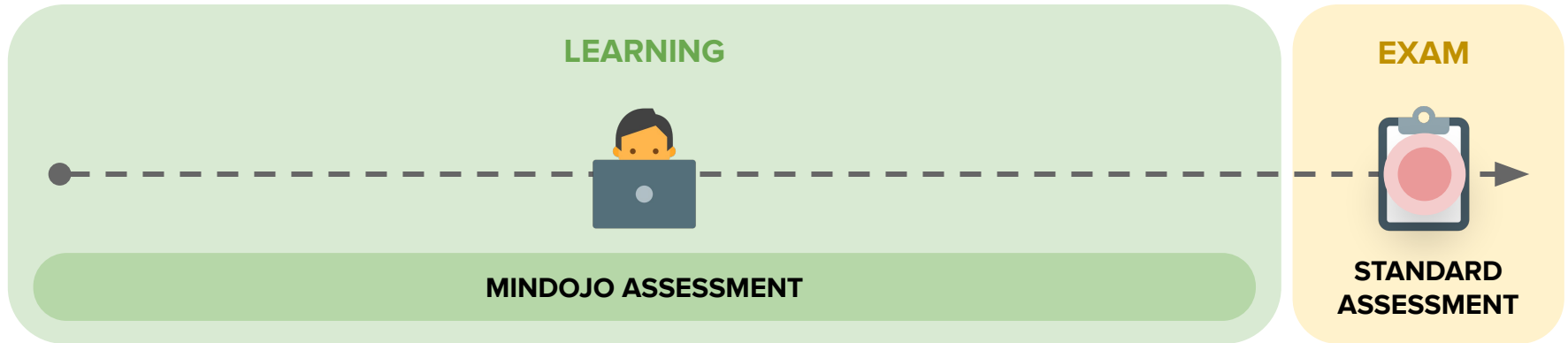
✗ By looking at the facts to discover why the problem occurred in the first place

**We use the Learning Fingerprint that is a complex sophisticated metric and is unique to every user.**



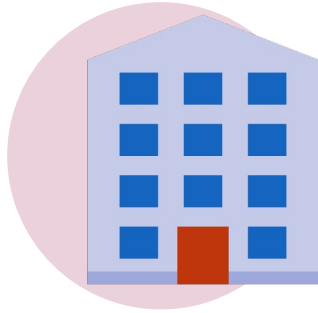
**Standard assessment relies on singular point occurring at the end of the learning. **Extremely vulnerable to cheating.****

Used also by competitors who try to mitigate cheating.



**Mindojo uses the entire learning process for the assessment.  
Cheating is impossible.**

# Opportunities



## Government

English and other language learning for K-12 school system



## B2B Partners

Regional brands, education companies, private school networks, etc.



## B2B2C Partners

Companies in position to market our products locally B2C