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The AI-powered microlearning platform for **the future of education**

We are transforming learning with AI-powered, **monetized microlearning**

Our platform enables experts to create, personalize, and monetize bite-sized educational content

518 early adopters validating demand with strong engagement

2.81x return on ad spend in early acquisition tests

$1.1T total addressable market in AI-driven learning and knowledge monetization

3X exited founder (Ivan Lukin) with an 18x VC-backed exit

AI-powered microlearning platform enabling experts to scale and monetize

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Our leadership team has **built, scaled, and exited** high-growth businesses

Ivan Lukin
CEO

3X exited founder

Built and successfully exited **3 companies**

ТОП КВЕСТОВ	4.6x Return
broni.biz	3x Return
EVENT	18x Return

Slava Penkin
CTO

AI and platform expert

Ex CTO of Skylink, a top-5 telecom company in the RU Market

Left a high-paying corporate job for the thrill of the Bigly challenge

Skylink | Rostelecom

Tony Tretyakov
Head of Growth

Digital marketing and acquisition expert

Former Head of Digital Marketing Raiffeisenbank Rus and TeleTrade Rus

Owner of 'LITE', a full-cycle digital marketing agency with a team of 18
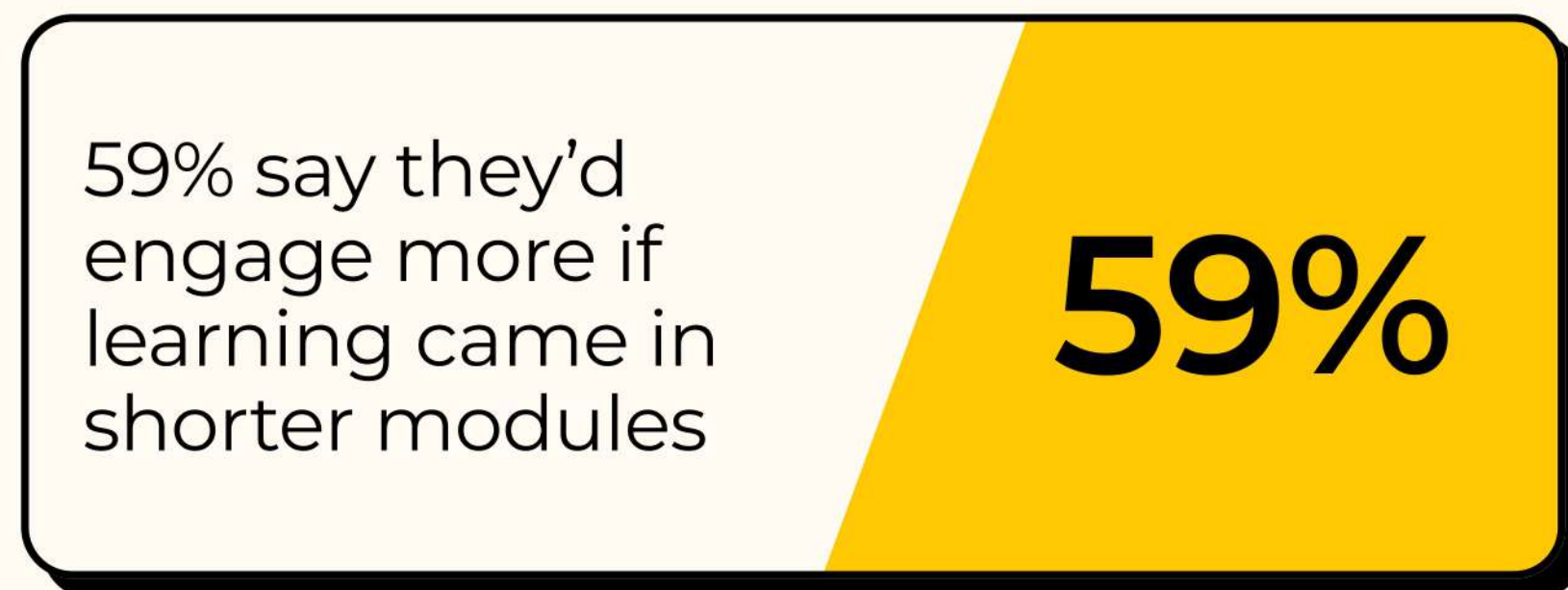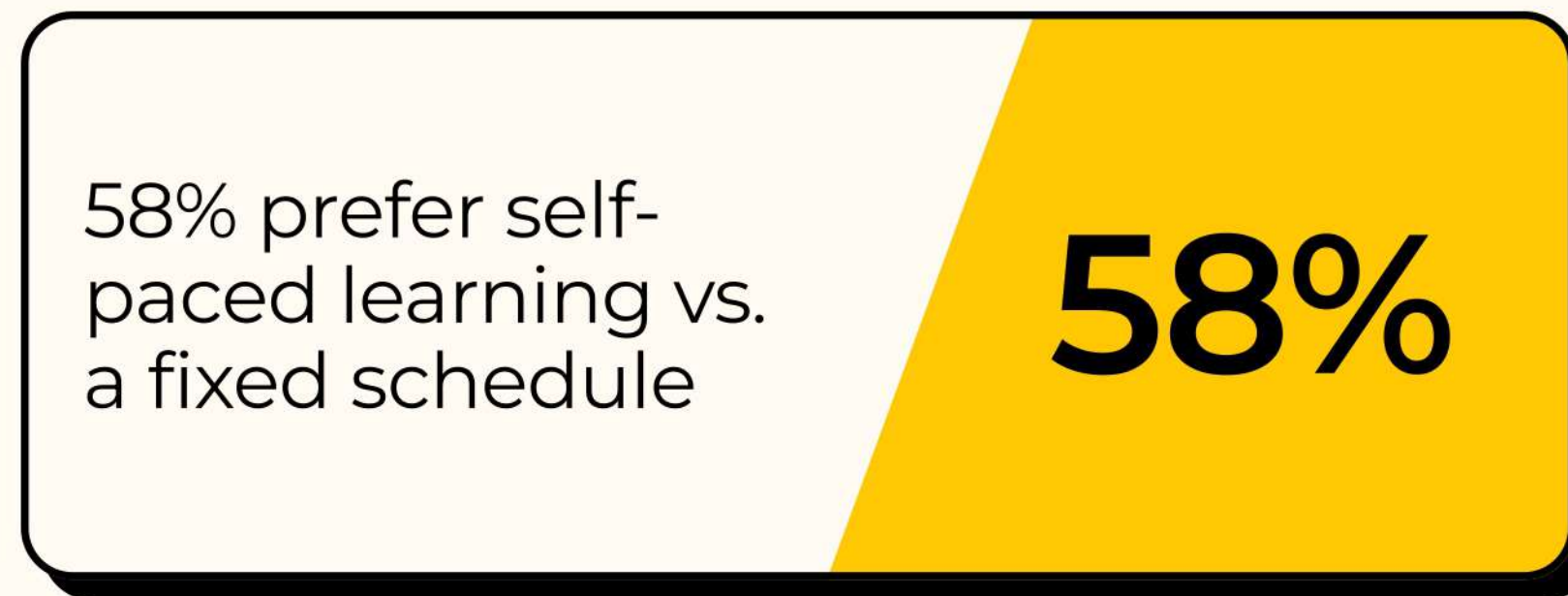
Raiffeisen BANK | TeleTrade

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Modern learners are rejecting long-form courses in favor of short, mobile content

Learning behaviors have shifted toward micro, mobile, and self-paced formats

82% of learners prefer microlearning over traditional long-form courses

82%

58% prefer self-paced learning vs. a fixed schedule

58%

59% say they'd engage more if learning came in shorter modules

59%

69% prefer short videos when learning something new

69%

Expert-driven models

Long-form learning is dead

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We built a new category:
AI-powered microlearning

Our platform transforms how knowledge is shared, learned, and monetized

For Learners

Structured high-impact education in minutes instead of hours

✔ AI personalizes structured, bite-sized content

✔ Microlearning improves retentions and fits busy schedules

✔ Direct access to expert insights, not long courses

For Experts

Turn knowledge into scalable, recurring revenue with minimal effort.

✔ AI automates content creation

✔ Built-in tools enable scalable, recurring revenue

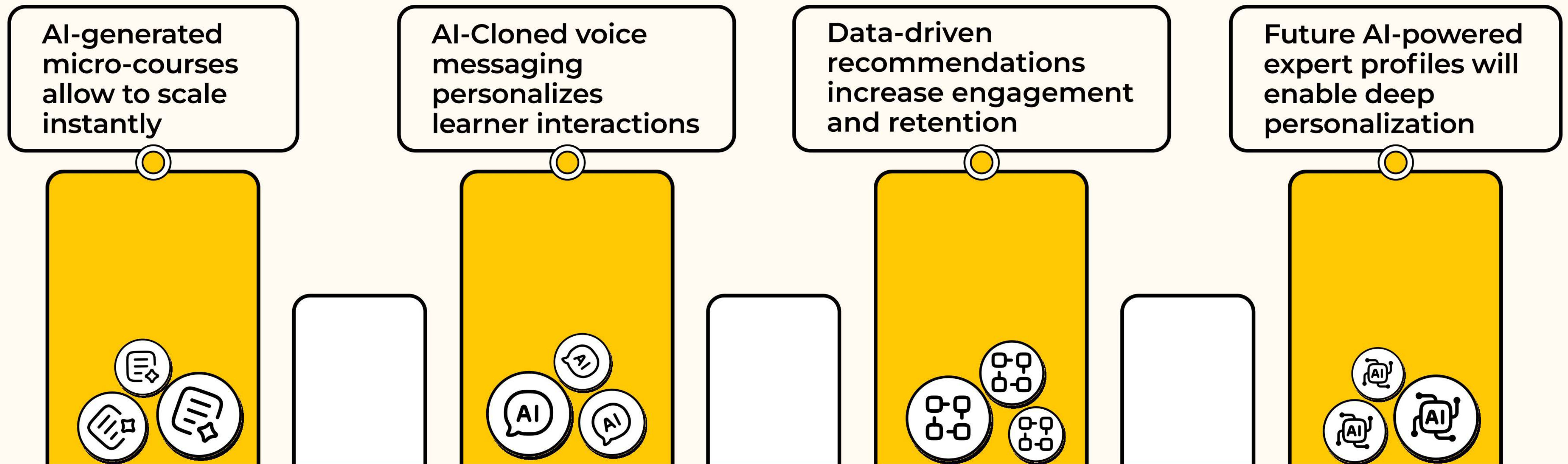✔ Audiences pay for high-value, structured knowledge

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We are the only platform delivering **AI-powered**, structured, and monetized learning

Existing platforms either lack engagment, structure, or effective monetization

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- AI ✓
- Engagement ✓
- Monetization ✓

Udemy **coursera**
- Long ✕
- Passive courses ✕
- Low completion rate ✕

YouTube **Others**
- Engaging but unstructured ✕
- No direct monetization ✕

patreon **substack**
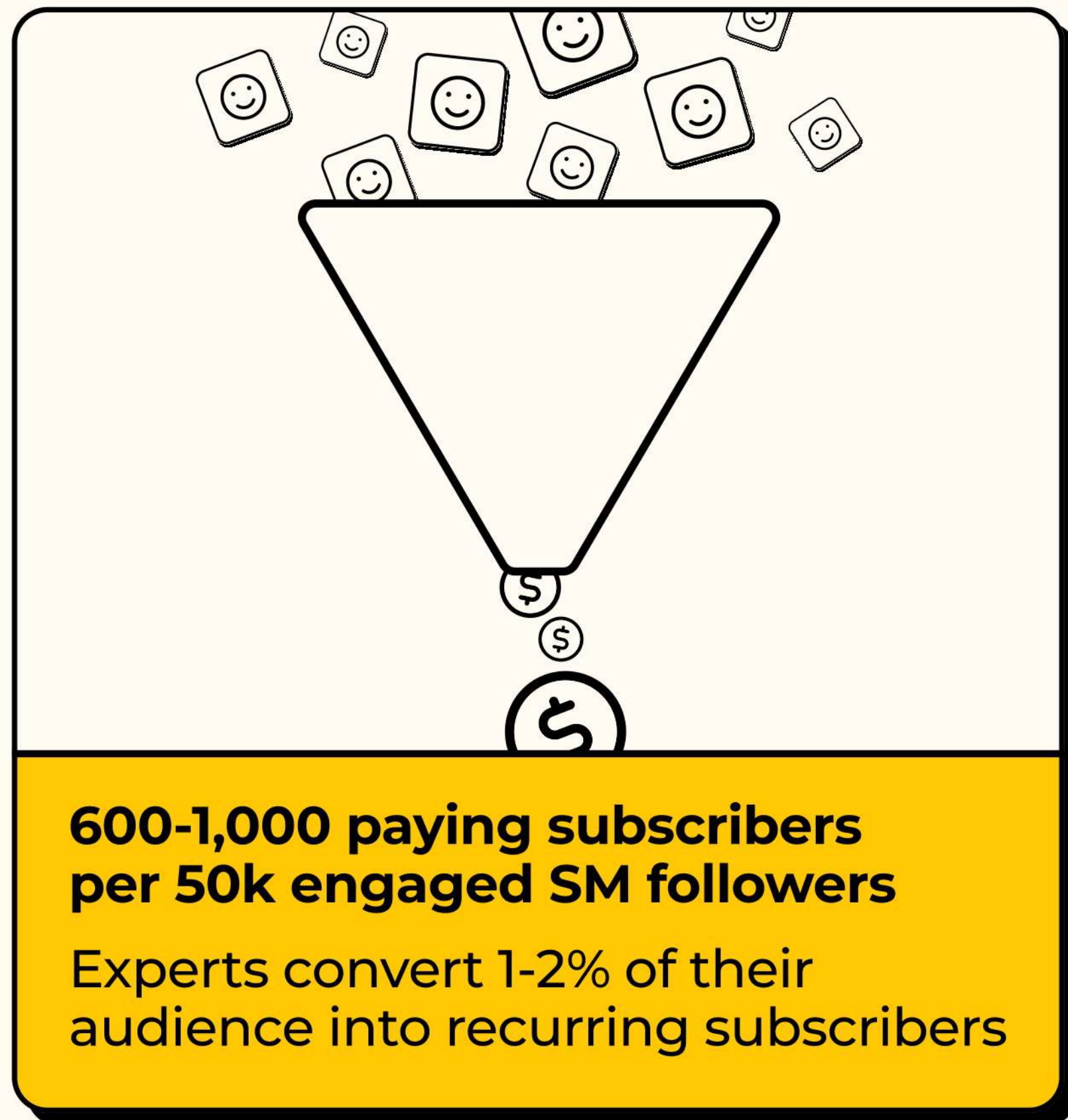- Strong monetization ✓
- No structured learning tools ✕
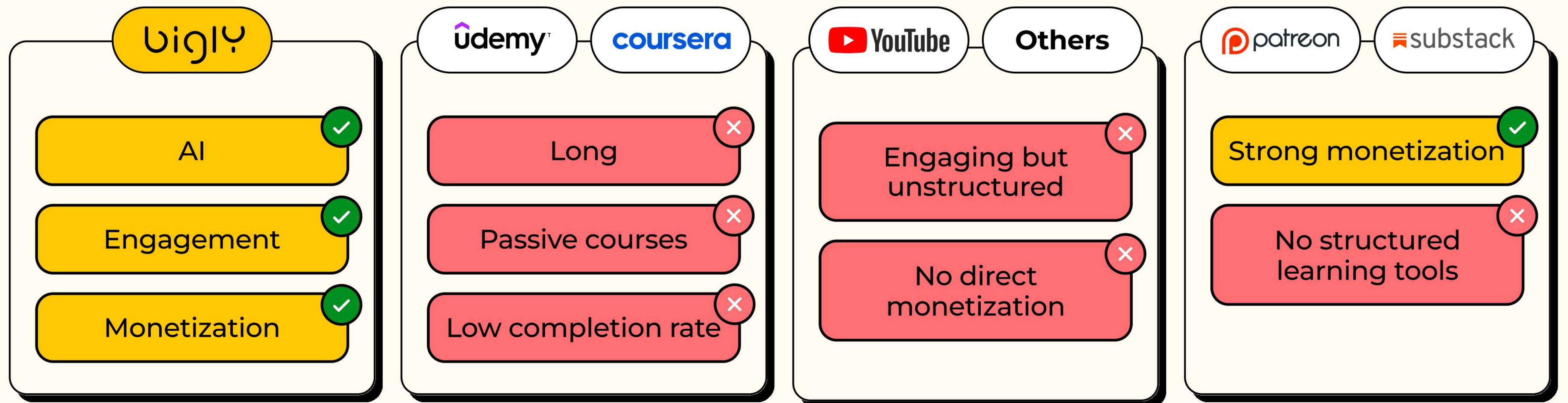
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Our **proprietary AI** makes knowledge **scalable, personal, and frictionless** by automating content creation, personalizing learning and driving engagement

AI-generated micro-courses allow to scale instantly

AI-Cloned voice messaging personalizes learner interactions

Data-driven recommendations increase engagement and retention

Future AI-powered expert profiles will enable deep personalization

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Experts earn significantly more with **Bigly** than on traditional platforms

Scalable, recurring revenue model
that outperforms course sales

**600-1,000 paying subscribers
per 50k engaged SM followers**

Experts convert 1-2% of their
audience into recurring subscribers

**$8000/mo from each
50k social media followers**

Promary living income
potential for Creators
& micro-influencers

**Higher lifetime value than
one-time course sales**

Recurring subscriptions
generate stable,
predictable income.

Bigly vs Traditional Platforms

— Bigly   — Other Platforms

$8000

$6000

$4000

$2000

$0

0 10,000 20,000 30,000 40,000 50,000

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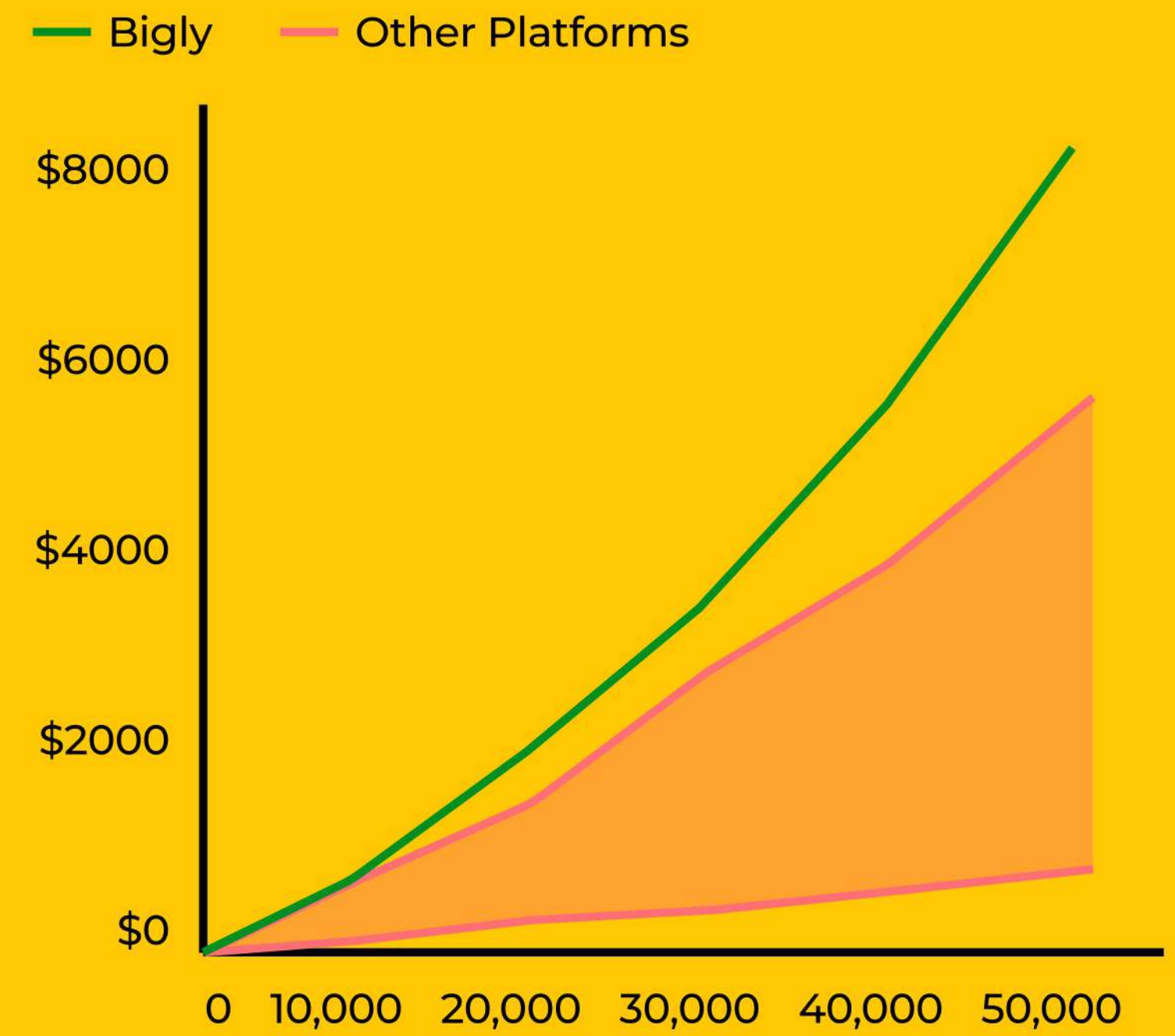
Our Revenue Model includes **recurring subscriptions, AI-powered upsells,** and **expert-driven growth**

Micro-subscriptions

$2 - $3 per week
a no-brainer price point

AI-driven upsells and add-ons

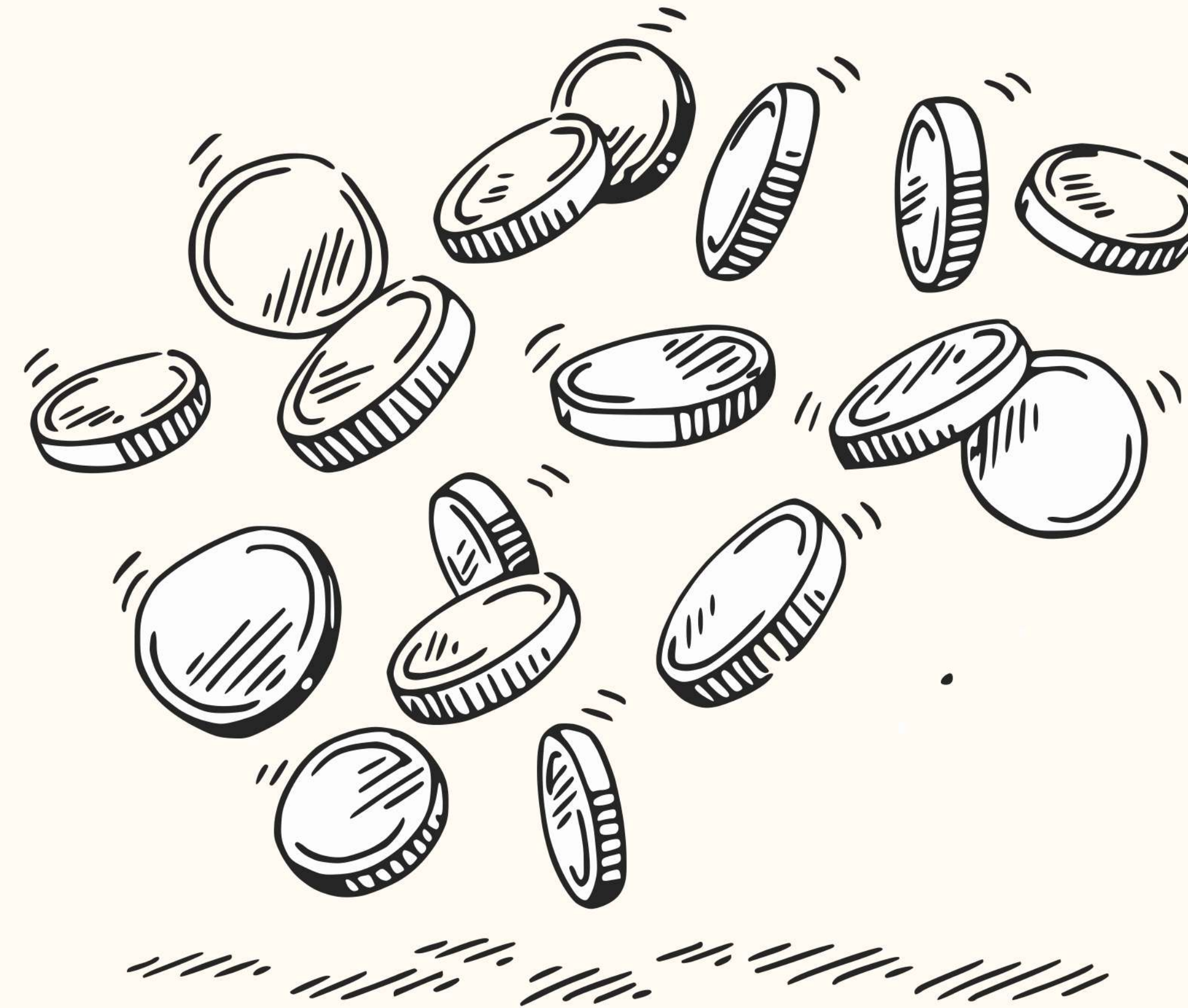Increase revenue per user overtime

Referral and co-creation incentives

Users help grow the platform organically
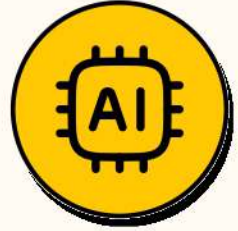
20% platform share
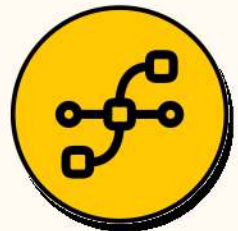
Sustainable, high-margin revenue model

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We scale through **expert driven growth** and not paid ads

Our creators bring their own audience, keeping acquisition costs low

AI-powered content recommendations increase retention and lifetime value
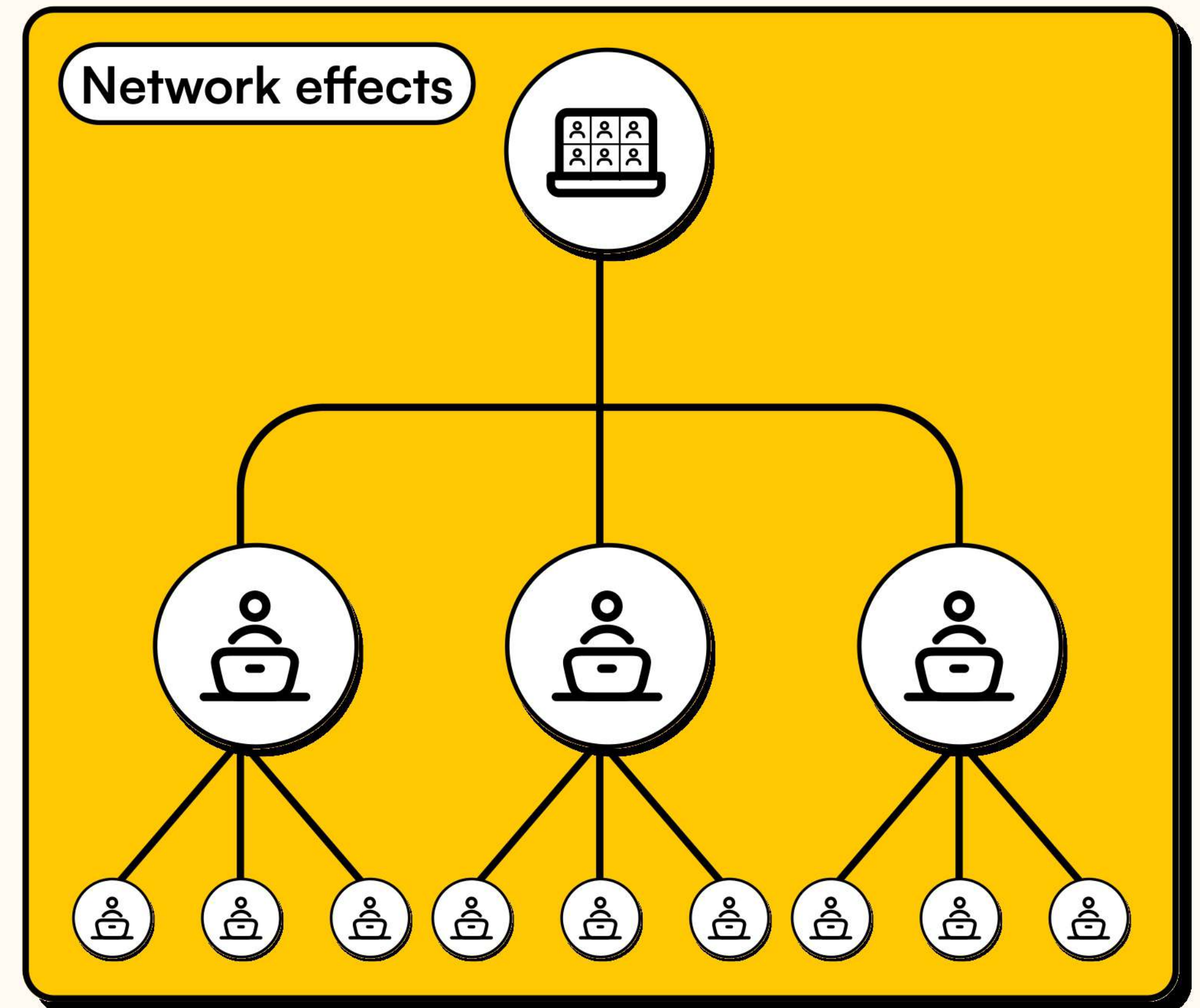
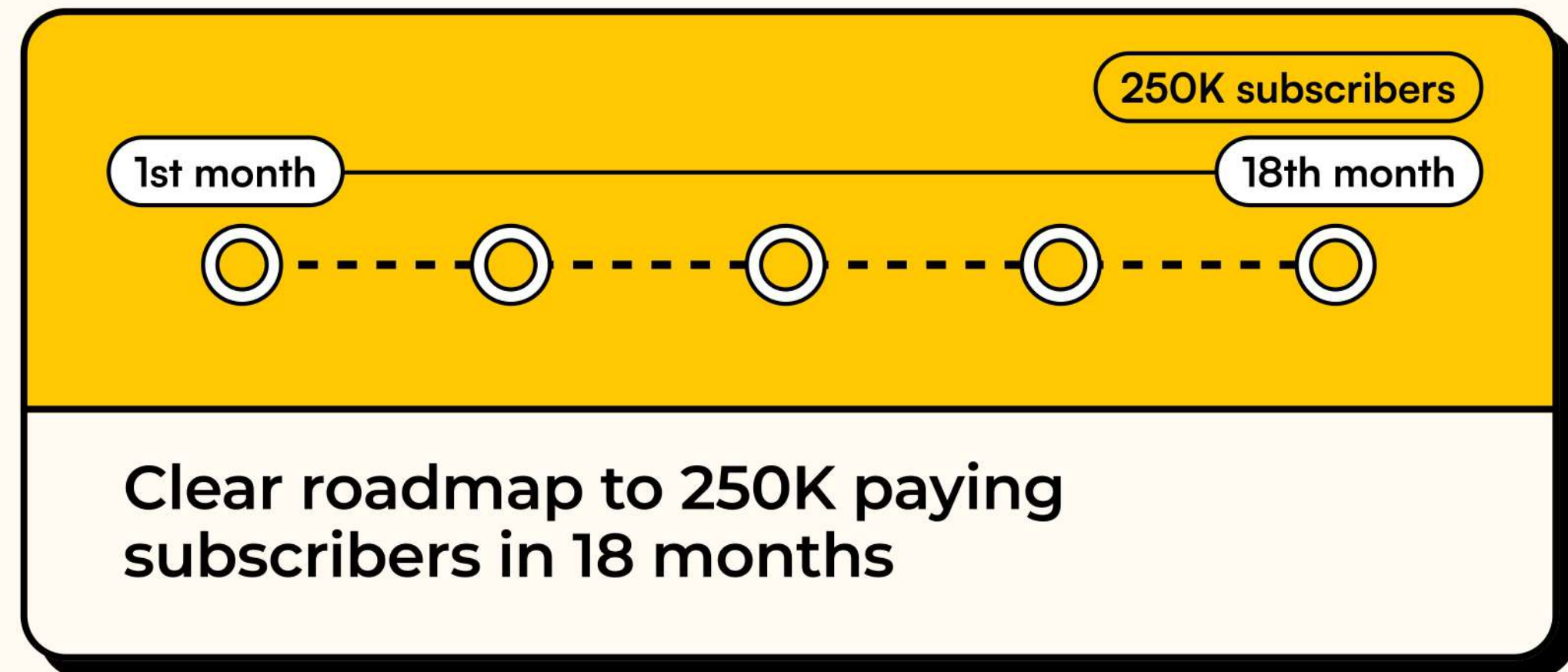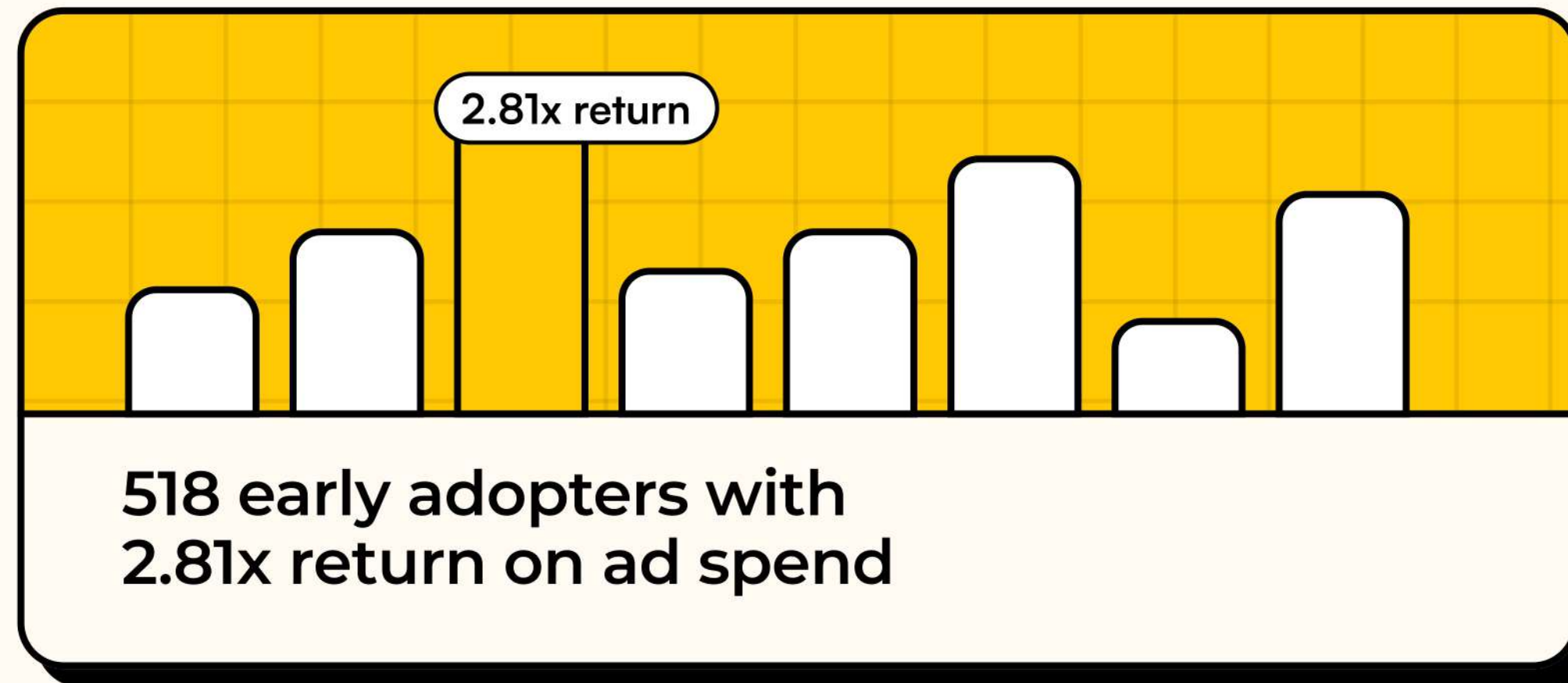Built-in referral and co-creation tools drive viral adoptio

Experts organically onboard hundreds to thousands of engaged learners

Acquiring an expert costs $300 - $350, leading to a <$2 cost per paying suscriber

Network effects

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Early traction validates demand and sets the **foundation for scale**

2.81x return

518 early adopters with 2.81x return on ad spend

AI-powered micro-learning products already generating income

High engagement and positive user feedback confirm demand

250K subscribers

1st month — 18th month

Clear roadmap to 250K paying subscribers in 18 months

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AI-driven learning platforms are prime acquisition targets

Recent high-profile deals prove demand
for expert-led, monetized education

**Teachable,
$250M acquisition, 2020**

Scaled to 100K+ creators and
$1B in sales in two years

**Pluralsight
$3.5B acquisition, 2021**

17k+ enterprise customers,
$400M+ annual revenue

**OnlyFans
$7B+ annual revenue**

Direct-to-creator monetization
model with no reliance on ads

$1B in sales

$400M+ ARR

No Ads

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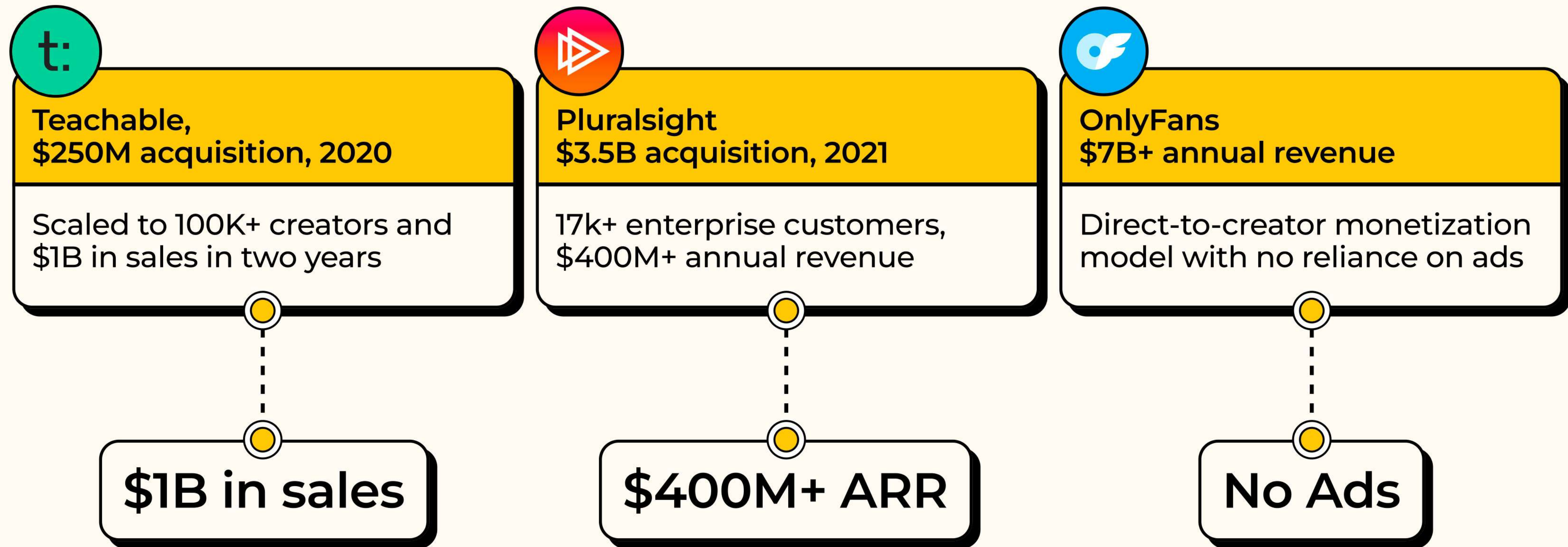
We are supported by **globally recognized and renowned advisors** who play an active role in our growth

Renu Thakral
Advising on engagement strategies and platform promotion through media

NBC Universal Portfolio Manager

NBC	peacock	CNBC
E!	bravo	TELEMUNDO

UC Irvine Advisory Board Member

UCIrvine

GW School of Business Advisory Board Member

School of Business
THE GEORGE WASHINGTON UNIVERSITY

Vanessa Liu
Advising on market positioning and strategic growth

Harvard Alumni Association President

HARVARD Alumni

Sugarwork CEO & Co-Founder

Sugarwork

SAP IO Vice President

SAP.iO

Alexis Gay
Advising on creator partnerships and monetization strategies

Comedian & SM Influencer
3M+ followers across all platforms

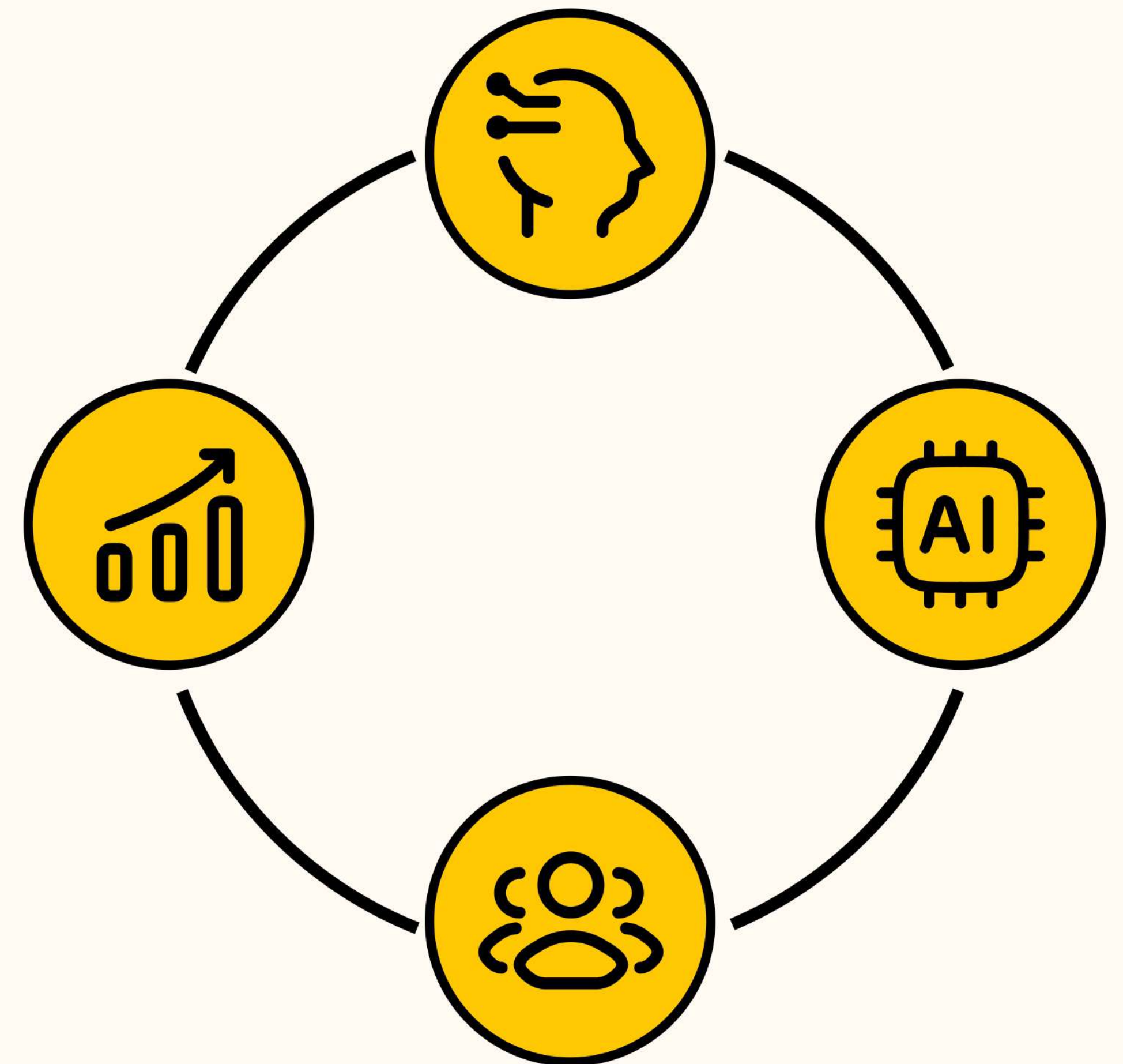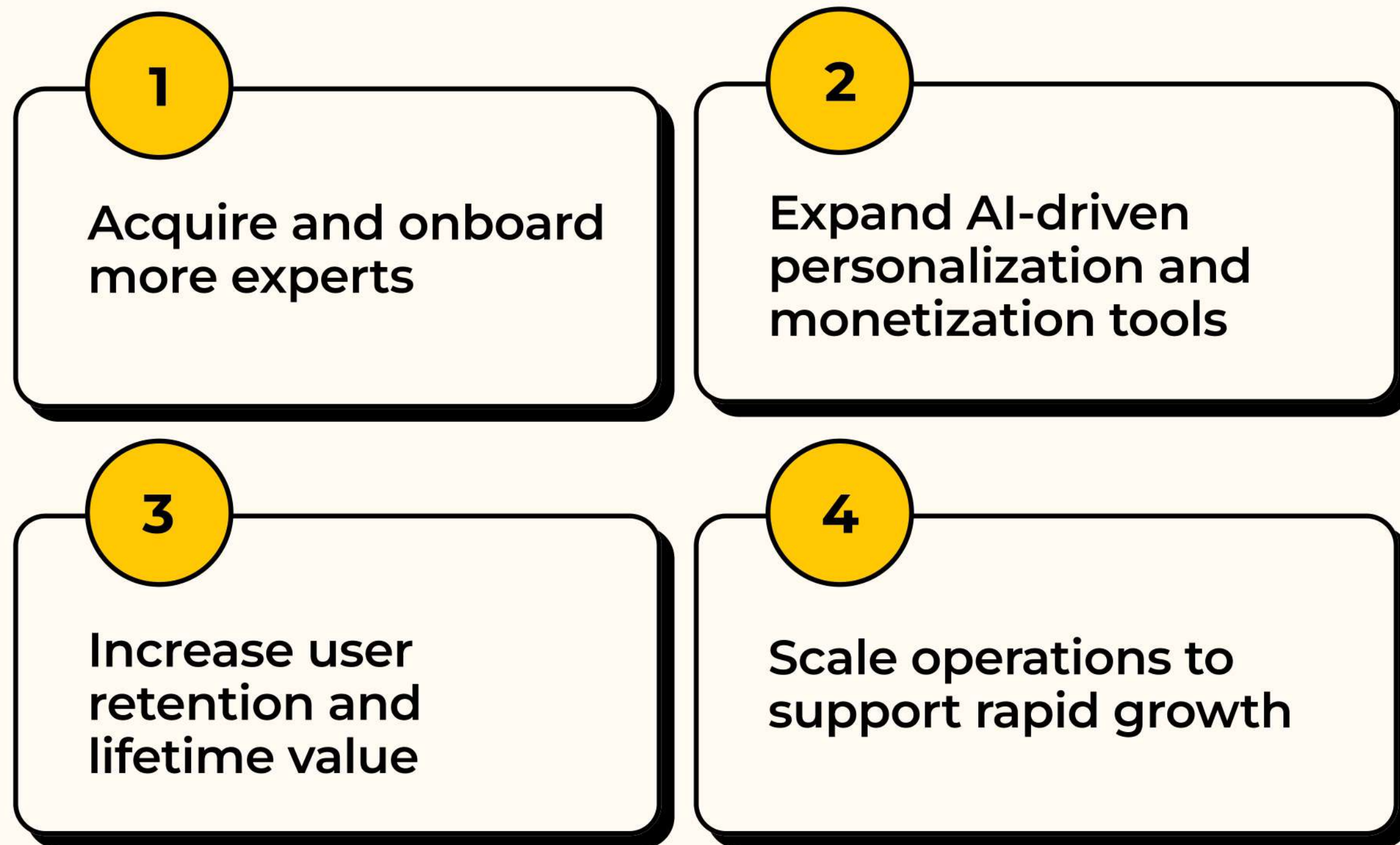**Patreon** Senior Manager, Creator Partnerships

PATREON

Fevo Director of Business Development

FEVO

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We are raising **$1.3M** to scale microlearning to **250K** users

This round will fuel growth, AI expansion, and expert onboarding

1
Acquire and onboard more experts

2
Expand AI-driven personalization and monetization tools

3
Increase user retention and lifetime value

4
Scale operations to support rapid growth

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Thank you

Ivan Lukin
CEO
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