

• Seed Round · 2026

# MindNova

AI tutor meets physics lab. Building America's next generation of engineers, scientists, and innovators.

FOUNDER & CEO

**Rozlana Yergaliyeva**

STAGE

**Pre-Seed → Seed**

RAISING

**\$1.5M**

DATE

**May 2026**

THE PROBLEM

# America has a STEM crisis.

**3.5M**

Unfilled STEM jobs projected by  
2027 in the United States.

U.S. Bureau of Labor Statistics

**67%**

of 8th graders below basic math  
proficiency

NAEP · 2024

**\$150**

per hour tutor cost —  
unaffordable for 80% of families

Wyzant · Tutor.com

**55K**

STEM teacher vacancies across  
U.S. K-12 schools

NEA · 2025

**26%**

of U.S. engineers are women

NSF Women in STEM · 2025

OUR SOLUTION

# A personal STEM tutor. For every student.

01

## Socratic AI Tutor

Guides students with questions and graduated hints. Refuses to just give answers — builds real understanding.

02

## Simulation Lab

Live physics, circuits, energy systems. Students learn by experimenting, not memorizing.

03

## Adaptive Engine

30+ signals per student. Difficulty adjusts invisibly. Every learner stays in flow.

04

## Teacher Intelligence

Auto-alerts on at-risk students. AI insights replace grading. Teachers coach, not grade.

05

## Gamified Mastery

XP, streaks, badges. Duolingo-grade engagement applied to STEM curriculum.

06

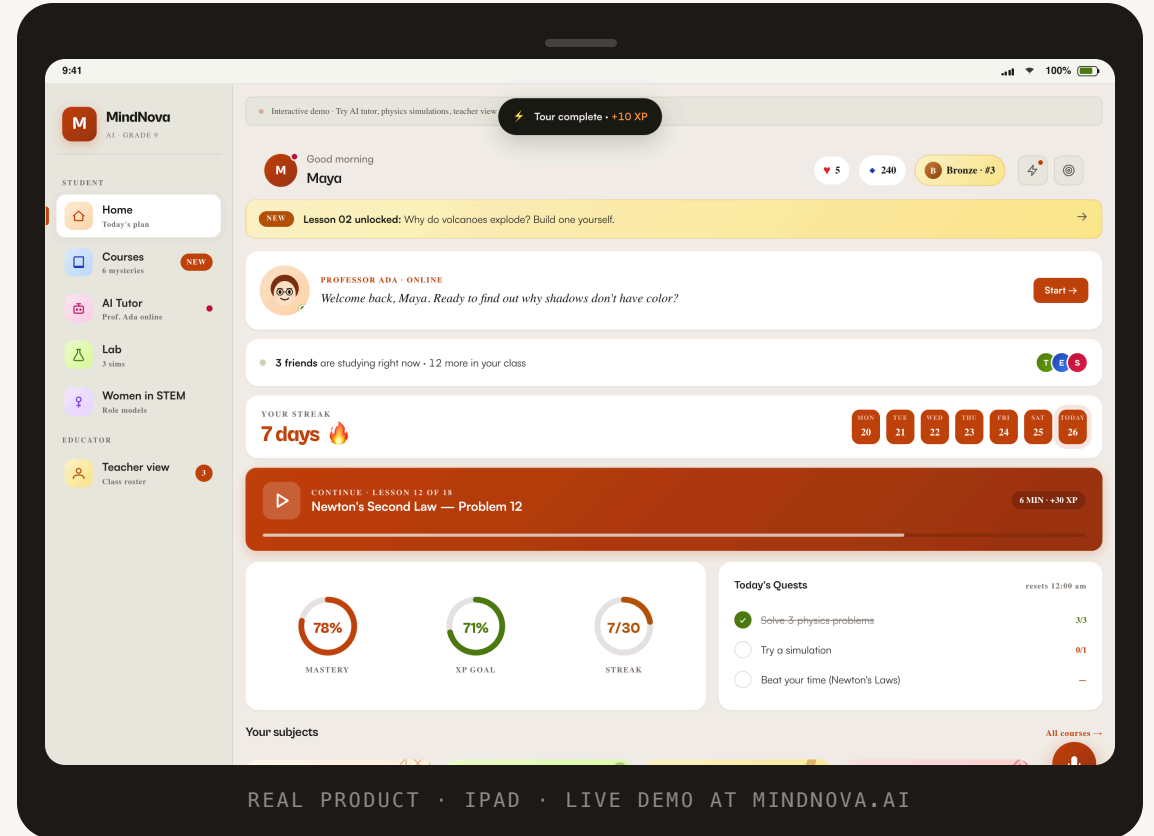
## Women in STEM

Career pathways, role models, mentorship — built in from day one.

THE PRODUCT

# Built to teach, not test.

- 01 Socratic AI tutor with graduated hints
- 02 Live physics simulation lab
- 03 Adaptive difficulty engine
- 04 Student mastery dashboard
- 05 Teacher AI-alerts & class roster
- 06 Gamification: XP, streaks, badges
- 07 Women in STEM career tracks



MARKET

# \$83B market growing 39% annually.

U.S. K-12 EdTech is the world's largest education market. The AI segment is the fastest-growing slice — and almost no one is doing it well.

TAM

**\$83.7B**

U.S. K-12 EdTech market, 2025.

SAM

**\$5.2B**

AI in K-12 education by 2032.

SOM

**\$50M**

MindNova 3-year capture target.

U.S. students K-12

**56M**

Title I funding

**\$18B**

Women-in-STEM grants

**\$500M**

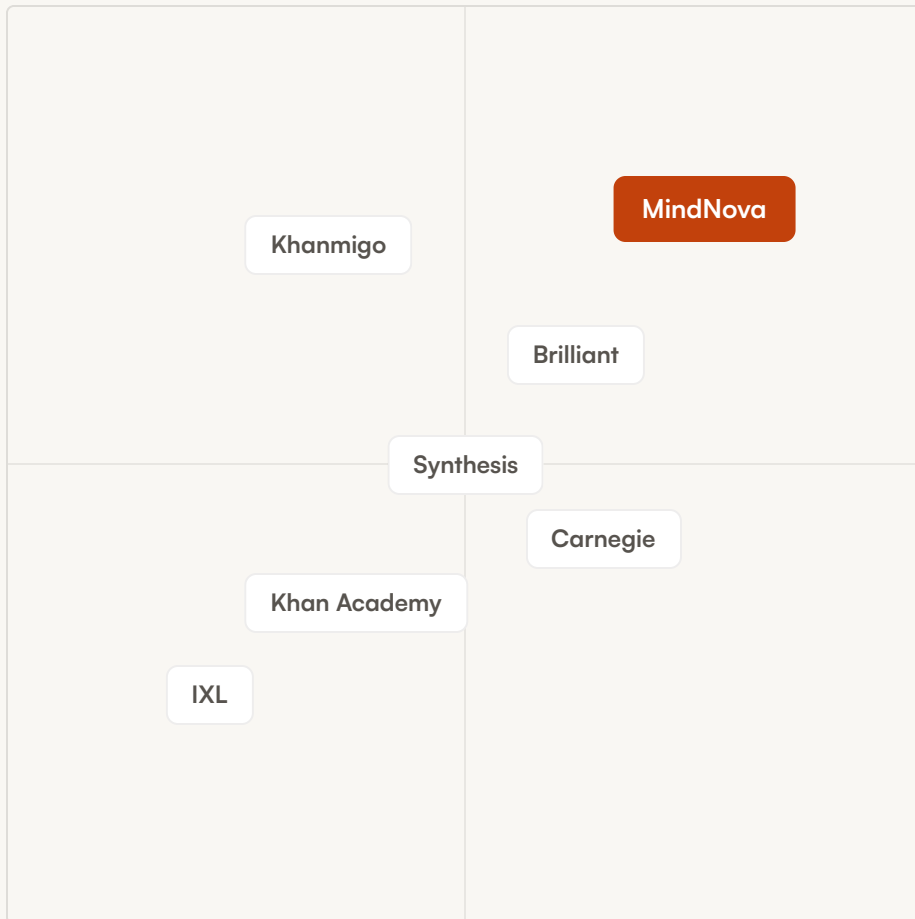
AI EdTech CAGR

**39%**

COMPETITION

# We own the unowned quadrant.

↑ HIGH AI PERSONALIZATION



## Why MindNova wins

- **Only player** combining deep AI tutoring with native physics simulations.
- **Built-in Women in STEM** track unlocks \$500M/yr federal grants.
- **Workforce-aligned** curriculum — enterprise pipeline competitors lack.
- **Teacher-first growth** — one teacher = 150 student leads.

BUSINESS MODEL

# Four revenue streams. One platform.

**B2C SUBSCRIPTION**

**\$15**/mo

Parents and students. Freemium funnel.  
Teacher referrals drive low CAC.

**B2B SCHOOLS**

**\$5**/student

Min 50 students = \$250/mo. Title I  
funding eligible — schools pay nothing  
out of pocket.

**CORPORATE L&D**

**\$50**/seat

Boeing, GE, Lockheed. STEM workforce  
pipeline contracts.

**NON-DILUTIVE**

**\$275K+**

NSF SBIR Phase I. DOE Clean Energy.  
Women-in-STEM grants.

CAC

**\$15**

LTV

**\$180**

LTV / CAC

**12x**

Payback

**1.2mo**

Gross Margin

**82%**

TRACTION & ROADMAP

# MVP today. \$1M ARR in 18 months.

WHAT WE'VE SHIPPED

- ✓ Platform architecture finalized — 11 modules
- ✓ MVP in active development
- ✓ Working AI tutor + 3 physics simulations
- ✓ Domain secured — mindnova.ai
- ✓ Immigration counsel engaged — EB-2 NIW path
- ✓ Curriculum partner discussions underway

NEXT 18 MONTHS

- Q2 2026** **MVP launch.** 500 beta users. NSF SBIR filed.
- Q3 2026** **10 school pilots.** Mobile app launches.
- Q4 2026** **5,000 paying users.** \$75K MRR.
- Q1 2027** **Series A.** 50 school contracts signed.
- Q3 2027** **\$1M ARR.** Enterprise pilot (Boeing/GE).

GO-TO-MARKET

# Teachers first. Then everyone.

PHASE 01 · 0-6 MO

## Teacher-led growth

Free teacher dashboards. Each teacher onboards 30+ students into the free tier. CAC near zero.

200 teachers · 6K students

PHASE 02 · 6-12 MO

## Parent conversion

Free-tier students hit usage limits. Parents convert at \$15/mo. Teacher referrals push CAC to \$2.

5K paid · \$75K MRR

PHASE 03 · 12-24 MO

## School districts

Schools with 20%+ teacher adoption become district leads. Title I funding closes contracts.

50 schools · \$1M ARR

**Channels:** Reddit (r/teachers) · NSTA + ASCD conferences · EdSurge content · TeachersPayTeachers · NEA outreach · STEM Olympiad partnerships

## FINANCIAL PROJECTION

# Path to \$3.8M ARR by 2028.

METRIC	2026	2027	2028
B2C subscribers	500	5,000	20,000
B2B schools	5	50	200
Corporate contracts	0	2	8
MRR	\$6K	\$75K	\$320K
<b>ARR</b>	<b>\$72K</b>	<b>\$900K</b>	<b>\$3.8M</b>
Grants (non-dilutive)	\$50K	\$275K	\$1M+
Operating costs	\$120K	\$400K	\$900K
<b>Gross margin</b>	<b>78%</b>	<b>82%</b>	<b>84%</b>

UNIT ECONOMICS

# Every dollar in returns **\$12 out.**

CUSTOMER ACQUISITION

Direct paid CAC	<b>\$45</b>
Teacher referral CAC	<b>\$2</b>
Blended CAC (Y2+)	<b>\$15</b>
Payback period	<b>1.2 months</b>

LIFETIME VALUE

Avg subscription length	<b>12 mo</b>
Monthly ARPU	<b>\$15</b>
Gross margin	<b>82%</b>
LTV (gross)	<b>\$180</b>

LTV / CAC	CAC Payback	Gross Margin	Net Retention	Rule of 40
<b>12x</b>	<b>1.2mo</b>	<b>82%</b>	<b>115%</b>	<b>68</b>

3-YEAR P&L

# From \$72K ARR to \$3.8M ARR.

P&L LINE	2026	2027	2028
B2C revenue (\$15/mo × subscribers)	\$45K	\$540K	\$2.7M
B2B school revenue (\$5/student × schools)	\$25K	\$240K	\$960K
Corporate L&D revenue	\$2K	\$120K	\$160K
<b>Total revenue</b>	<b>\$72K</b>	<b>\$900K</b>	<b>\$3.8M</b>
+ Grant funding (non-dilutive)	\$50K	\$275K	\$1M
Cost of revenue (AI inference + infra)	(\$16K)	(\$162K)	(\$608K)
Gross profit	\$56K	\$738K	\$3.19M
S&M expense	(\$60K)	(\$180K)	(\$380K)
R&D / Engineering	(\$30K)	(\$150K)	(\$380K)

USE OF FUNDS & MILESTONES

# \$1.5M buys 18 months to \$1M ARR.

QUARTERLY MILESTONES

Q2 2026	MVP launch. 500 beta users. NSF SBIR Phase I filed (\$275K).
Q3 2026	10 school pilots signed. Mobile (iOS/iPad) launches. First corp pilot.
Q4 2026	5,000 paying users. \$75K MRR. NSF Phase I awarded.
Q1 2027	Series A ready. 50 schools contracted. \$1M ARR target.
Q3 2027	Profitability. Boeing/GE enterprise contract signed. \$1M+ ARR.

USE OF FUNDS · \$1.5M

<b>Engineering &amp; AI</b> 2 engineers · simulation lab · adaptive engine	<b>\$750K</b> 50%
<b>Growth &amp; Partnerships</b> 5 district pilots · teacher community · marketing	<b>\$525K</b> 35%
<b>Curriculum &amp; Compliance</b> Head of curriculum · FERPA/COPPA · legal	<b>\$225K</b> 15%
<b>CAP TABLE POST-SEED</b>	
Founder (Rozlana)	72%
Seed investors	20%
ESOP pool	6%
Technical advisor	2%

THE TEAM

# Builders who ship.



**Rozlana Yergaliyeva**

**FOUNDER & CEO**

Visionary behind MindNova. Drives product strategy, curriculum design, and partnerships. Working with U.S. immigration counsel on EB-2 NIW pathway. Deeply committed to closing the STEM gap and empowering women in technical fields.



**Technical Advisor**

**ENGINEERING & AI BUILD**

Co-Founder and CEO of Verrafied AI. Built and shipped 7+ AI products. Leading the MVP build, AI infrastructure, and integration architecture. Advisor with 2% equity stake.

**HIRING POST-SEED**

Head of Curriculum (ex-teacher / professor) • Senior AI/ML Engineer • Growth Marketer (EdTech) • School Districts Partnerships Lead

THE ASK

# Join us in building it.

# \$1.5M

Seed round. 18-month runway. Path to \$1M ARR with clear Series A milestones.

PRODUCT · 50%

## \$750K

Engineering · AI infra · Simulations

Hire 2 engineers. Build production simulation lab.  
Deepen adaptive engine.

GROWTH · 35%

## \$525K

Marketing · Partnerships · Pilots

Acquire 5 district pilots. Build teacher community.  
Content marketing.

OPERATIONS · 15%

## \$225K

Curriculum · Legal · Compliance

Hire Head of Curriculum. FERPA / COPPA compliance.  
Legal setup.