

REACTORED

Is the perfect language learning platform that connects schools and self-learners together and brings high-quality language education available for everyone with a speed and simplicity of the Spotify model.

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SEEKING

EUR€ 300,000

Investment usage

Marketing & Sales	120k€
Operations	80k€
Development	100k€

Seed Round

TEAM

Jaakko Vartiainen

CEO, Founder

Inventor of the REACT TO RED learning method, self-learned coder.

Kari Savolainen

COO, Founder

The main strategist. Experienced in business, proven knowledge in sales and marketing

Heini Syyriä

Lead of pedagogy, Awarded as Language teacher of the year 2017, known educator in digital language teaching.

Niklas Nikanti

Fullstack developer, CTO

AI-features, and UX.

Victoria Shevchenko

a Content Developer also a

Linguist fluent in 4 languages

PROBLEM

The existing language learning apps/solutions haven't been able to connect schools and self-learners effectively. Students fail in their language test not just because they don't know but because teachers do not have time to give them personal guidance. currently the only way to get to the correct answers is through hard work and dictionaries.



OPPORTUNITY

Why you should learn a specific language from multiple different places? We decided to fix this! Think about the service that could provide all the language learning material you need ondemand with a classteacher level guidance and support. "Spotify model for language learning"

SOLUTION

Browser based platform that connects educational institutions, publishers and the language learners. Just sign in and you will get access to teacher-made material in 16 languages. Users can search the content from the database or even create their own study sets.

Our unique multisensorial spellchecker method leads students to successful translations everytime they are facing difficulties. The evaluation is automated so teachers can finally use their valuable time in their students. Content producers gets paid from a commission that is calculated by our algorithms.



WHY INVEST NOW?

-The timing is right! Our platform is working beautifully and Reactored has already interest from abroad.

-The team is highly committed and well qualified to solve the problem with Reactored.

-The potential is huge cause the existing learning solutions have not realised the opportunity of the ondemand model

ADVANTAGE

Reactored is developed with the teachers in Finnish Schools and not just for them.

Our unique methods benefits all kinds of learners. With adjustable learning style we empower full personalization in ones learning experience.

-Timing there is not a single solution available that could provide the level of education that teachers personal guidance is offering.

TARGET MARKET

-Educational institutions

Teachers who wants to save time and teach more effectively

-Migrants We are developing the migrant features with adult education centers.

-Companies The best language learning experience from targeted material created by our teacher community.

BUSINESS MODEL

Sold by licenses

B2B

Schools 2500€/y

B2C

5,99€/m - 29,99€/y

ACHIEVEMENTS

-Platform launched 2/2018

-5000 users, 100 teachers,

+40 schools

-65000€ Revenue from past year

-Partnered with Xedu

-Pilots & Traction

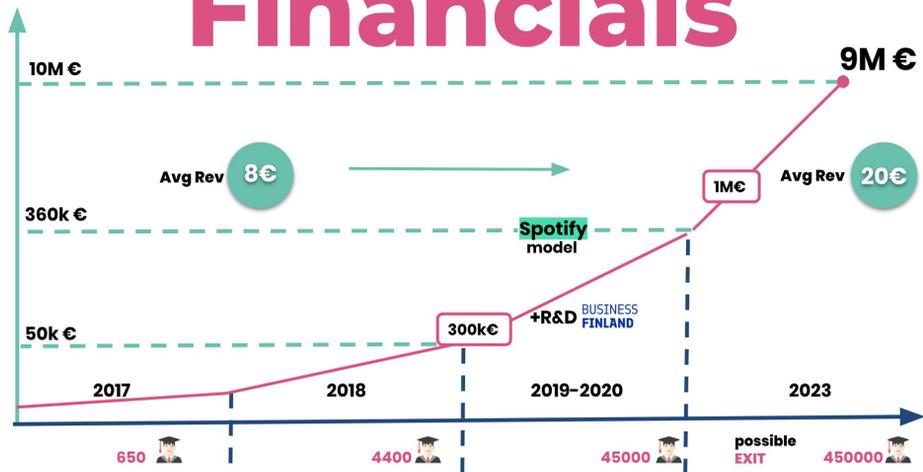
City of Helsinki, Lahti, Tampere,

First schools in Germany 4 new

teachers involved. Pilot with

publisher content.

Financials



www.reactored.com

REACTORED

Personalized language learning

