



New Schools

Teach anything, to anyone, anytime



# Meet the Founder

## Will Falkowski

I've spent 23 years building web-based products for companies across the UK and EU, including 14 years running my own company. Now I'm focused on building a product of my own.

Alongside building, I've coached professionals moving into entrepreneurship and taught web technologies in corporate training environments.

# The Shift to **AI** Learning

The world has already moved.

**86%**

Of learners globally are using AI to study with **54%** using it daily or weekly.

**53%**

Of university students use AI to save time on coursework.

**60%**

Of teachers use AI to make their own educational games or programmes.

# The **Problem**

Unguided AI is not teaching, it's causing harm.

# It's Chaos!

**Ungrounded** – models drift and hallucinate because they aren't grounded to any specific knowledge.

**Unsafe** – AI currently validates misinformation, conspiracy theories and jailbreak attempts.

**Ineffective** – Learners are using AI but without structure.

# The Academy ICP

Academy owner with 10–200 active learners per corporate training or specialised programmes.

**The Goal** – Teach courses in a structured, engaging and grounded way while using AI systems to assess and track progress.

**The Pain** – Launching a new programme requires hours of manual setup, and existing platforms don't support structured, grounded AI teaching and assessment.





# The Coaching ICP

Coaching organisations with 20–150 participants per year running group, workshops and training programmes.

**The Goal** – To provide value inside and outside of workshops, assess client understanding and prevent drop offs.

**The Pain** – Client momentum drops between sessions, and available AI tools are unguided and not grounded in the coach's curriculum or methodology.

# The **Vision**

In a world where learners are already using AI, my mission is;

**To empower educators with an easy to use AI layer that learners want to use and owners trust to teach their knowledge ... in their voice.**

# The **Solution**

New Schools enables educators to upload their knowledge, create branded AI teachers with their own voice and personality, and build structured learning journeys for any audience, all powered by a single, grounded knowledge base.

All this with a conversational dashboard.



# How it **Works**



## **Upload**

Upload documents, pdfs, books, transcripts to your knowledge base

## **Define**

Create and define your teacher or coaches persona

## **Design**

Use the conversational dashboard to create programmes

## **Engage**

Enroll and engage with the student using your custom teacher to support them

# Why **Now?**

The world has already moved.

## AI Maturity

Technology can now reliably follow a structured curriculum and stay **grounded**.

## AI Demand

**86% of learners** already use AI; the expect conversational support and now it can be **structured**.

## Market Shift

**60% of teachers** are already productising expertise with AI, making this the new norm for academies.



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Kajabi / Teachable



Moodle / LMS



Generic AI  
(ChatGPT)

Grounded Knowledge	✓ (Strict)	✗ (Static Content)	✗ (Admin-only)	! (Hallucinates)
Structured Journeys	✓ (Automatic)	! (Manual setup)	✓ (Complex setup)	✗ (Chaos)
Custom Persona	✓ (Your voice)	✗	✗	! (Generic)
Mastery Tracking	✓ (Real-time)	✗ (Completion only)	! (Basic data)	✗

# Initial **Beachhead**

**Independent academies &  
coaching organisations  
20–200 learners  
EU / UK initially**

## Launch Plan

- 5 pilot partners (Q1 2026)
- 20–50 learners per pilot
- Validate engagement, retention, pricing



# The Business **Model**



## Platform Subscription

€99 / €149 / €199 per  
month

SaaS + Usage

## Pre Paid Credits

Ensures high margin  
growth as the academy  
scales.

# Market Opportunity UK & EU Coaching & Academy Sector

## TAM

Global EdTech market projected to exceed  
\$550B–\$900B by early  
2030s 13–16% CAGR

Growth driven by  
\* AI powered personalised learning



# Serviceable Available Market (UK + NL initial focus)



## SAM

	UK	NL
1,700+ Independent Training Providers		63,000–75,000 coaches
27,000+ business mentors		2,645 coaching centres
100,000+ life coaches		1,200+ training providers

Targeting structured, cohort-based operators within this segment \*

# Market Opportunity UK & EU Coaching & Academy Sector

## **SOM – Initial 3–5 Year Target**

300–500 paying organisations

€150/month base + usage + revenue share

€540k–€1M ARR (blended base + usage + revenue share)

Upper range assumes blended revenue from usage and revenue share, not subscription alone \*



# Early Validation & Pilot Partners

## Current Status

Launch ready (go-live within 2–3 weeks)

5 pilot partners onboarded (accounts created)

20–50 learners per pilot expected



# 12 Months Plan

## Q1 2026

- \* Launch 5 pilot partners
- \* Onboard 100–250 learners
- \* Validate engagement, retention & unit economics

## Q2–Q3 2026

- \* Convert pilots to paying customers
- \* Expand to 10–15 organisations
- \* Refine pricing & usage model
- \* Launch advanced analytics & cost tracking dashboard

## End of 2026

- \* Reach 20–30 paying organisations
- \* Clear retention & journey completion metrics
- \* Ready for institutional seed round

# The **Raise**

€150,000

Pre-Seed

Instrument - SAFE

Use of Funds

- \* 14-18 months runway
- \* Convert pilots to paying customers
- \* Reach 20+ paying organisations
- \* Product refinement based on real usage data



# Investment Terms

**Valuation Cap:** €3,000,000

**Discount:** 20% on next priced round

**MFN:** Yes

**Min Ticket:** €15,000

SAFE converts at next qualified equity financing round  
(standard YC SAFE structure)

No prior SAFEs or convertible notes \*





# Cap Table (Current)

**FOUNDER:** Will Falkowski - 100%

No prior SAFEs

No convertible notes

No equity issued

Founder bootstrapped. No prior equity or debt rounds. \*

# Post €150k SAFE (Illustrative at €3m cap)

**Assuming €3M valuation cap:**

Investor ownership = 4.8–5%

Founder ownership = 95%

No prior dilution \*



# Exit Strategy

**Build to €5M–€10M ARR in 5–7 years**

- \* Strategic acquisition by AI enabled EdTech, LMS, or coaching platforms
- \* Attractive to private equity roll-ups and global training providers
- \* Founder aligned toward value creation and exit



**NS**

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**Thanks!**