

• 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

\$500K

DATE

June 2026

THE PROBLEM

America has a STEM crisis.

3.5M

STEM jobs the U.S. needed filled
by 2025 — gap persists.

Smithsonian Science Education Center est.

72%

of 8th graders below Proficient in
math (NAEP 2024)

NAEP • 2024

\$50–150

per-hour tutoring cost — out of
reach for most 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

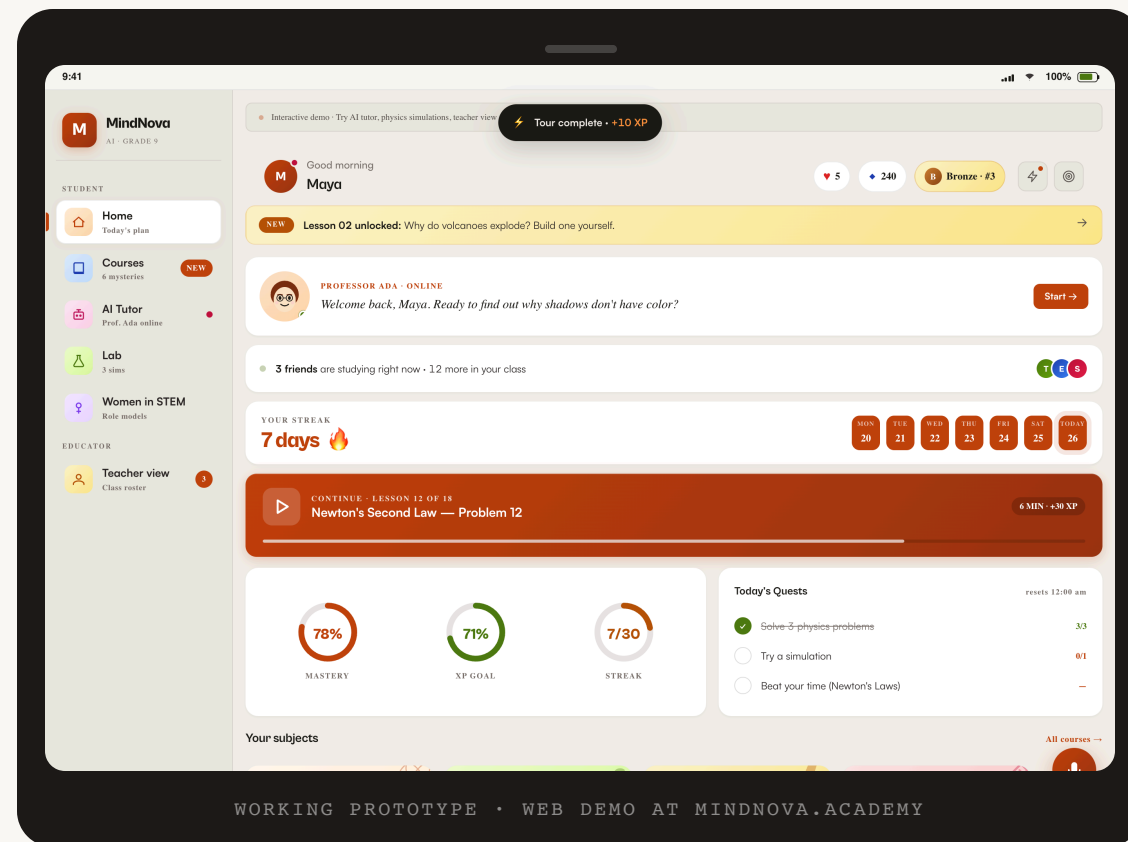
Women in STEM

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. AI segment growing 39%.

Global K-12 EdTech is an \$80B+ market. The AI segment is the fastest-growing slice — and almost no one is doing it well.

TAM

\$83.7B

Global K-12 EdTech market, 2025.

SAM

\$5.2B

AI in K-12: ≈\$0.5B today → \$5.2B by 2032.

SOM

\$50M

Serviceable obtainable market — not a revenue forecast.

U.S. students K-12

56M

Title I funding

\$18B

Women-in-STEM grants

\$500M

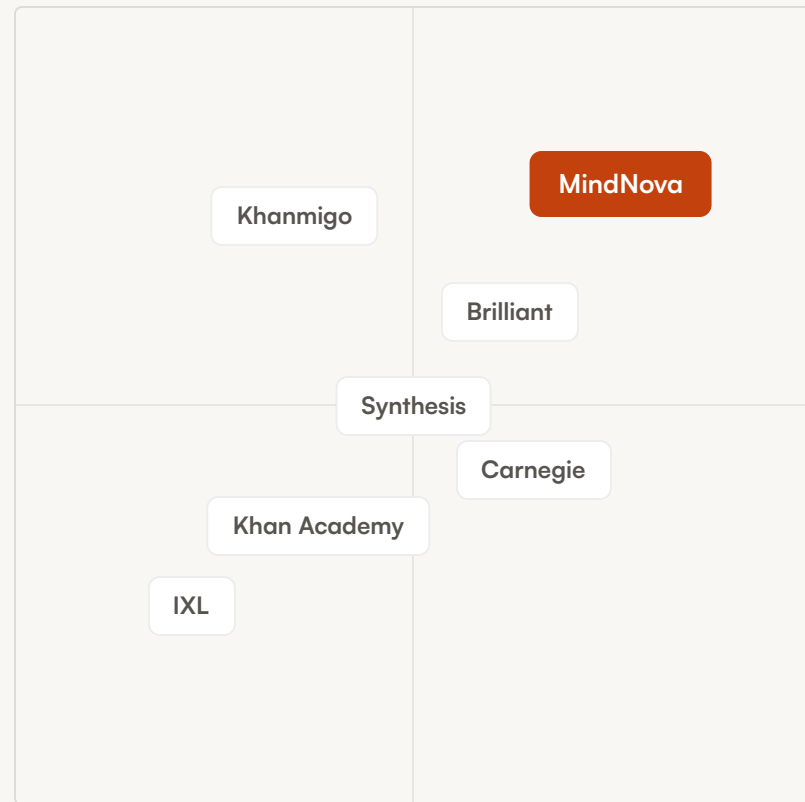
AI EdTech CAGR

39%

COMPETITION

We own the unowned quadrant.

↑ HIGH AI PERSONALIZATION



← DRILL / PRACTICE

DEEP STEM SIMULATION →

Why MindNova wins

- **First to combine** deep AI tutoring with native physics simulations in K-12.
- **Built-in Women in STEM** track unlocks dedicated federal grant programs.
- **Workforce-aligned** curriculum — enterprise pipeline competitors lack.
- **Teacher-first growth** — one teacher $\approx$ 20—30 student exposures.

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/mo

Fortune-500 aerospace, defense,
semiconductor. STEM workforce pipeline
contracts (target segment).

NON-DILUTIVE

\$275K+

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

CAC (at scale)

\$15

LTV (revenue)

\$180

LTV / CAC (margin)

9.8×

Payback

1.2mo

Gross Margin

82%

TRACTION & ROADMAP

Prototype today. \$1M ARR by mid-2028.

WHAT WE'VE BUILT

- ✓ Platform architecture finalized — 11 modules
- ✓ MVP in active development
- ✓ Working AI tutor + 3 physics simulations
- ✓ Domain secured — mindnova.academy
- ✓ Founder full-time, based in New York
- ✓ Curriculum partner discussions underway

NEXT 18 MONTHS

- Q2–Q3 2026 MVP launch — **paid tier live from day one.** NSF SBIR prepared.
- Q3 2026 10 school pilots; **first schools convert.** Mobile app launches.
- Q4 2026 500 paying subscribers (EOY). 4 paying schools.
- Q2 2027 Series A opens. 50-school pilot pipeline.
- Q3 2027 Series A close (target). First enterprise pilot.

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.

150 teachers • 4.5K students

PHASE 02 • 6–18 MO

Parent conversion

Free-tier students hit usage limits. Parents convert at \$15/mo. Teacher-referral CAC runs ~\$2.

3K paid • \$45K B2C MRR

PHASE 03 • 18–30 MO

School districts

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

60 schools • \$1.2M revenue

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

FINANCIAL PROJECTION

Path to \$3.8M revenue by 2030.

METRIC	2026	2027	2028
B2C subscribers	500	3,000	6,000
B2B schools	4	18	60
Corporate contracts (excl. pilots)	0	0	2
B2C MRR (December exit)	\$7.5K	\$45K	\$90K
Revenue	\$72K	\$400K	\$1.2M
Grants (conditional; foundation 2026, SBIR 2027+)	\$50K	\$200K	\$300K
Operating costs (incl. payroll)	\$455K	\$948K	\$1.44M
Gross margin	78%	82%	84%

B2C MRR = December exit at \$15/mo list. Revenue incl. schools + corporate; 2026 reflects mid-year launch. 5-yr plan: 2029 \$2.3M • 2030 \$3.8M.

UNIT ECONOMICS

Every dollar in, \$10+ out.

CUSTOMER ACQUISITION

Direct paid CAC	\$45
Teacher referral CAC	\$2
Blended CAC (Y3+)	\$15
Payback period	1.2 months

LIFETIME VALUE

Avg subscription length (modeled)	12 mo
Monthly ARPU	\$15
Gross margin	82%
LTV (revenue basis)	\$180

LTV / CAC (margin-adj)

9.8×

CAC Payback

1.2mo

Gross Margin

82%

NRR target (2028)

115%

ARPU

\$15

3-YEAR P&L

From \$72K to \$1.2M revenue in three years.

P&L LINE	2026	2027	2028
B2C revenue (\$15/mo × subscribers)	\$45K	\$290K	\$750K
B2B school revenue (\$5/student/mo)	\$25K	\$100K	\$360K
Corporate L&D revenue (incl. sponsored pilot)	\$2K	\$10K	\$90K
Total revenue	\$72K	\$400K	\$1.2M
Cost of revenue (AI inference + infra)	(\$16K)	(\$72K)	(\$192K)
Gross profit	\$56K	\$328K	\$1,008K
Team & payroll (W-2)	(\$312K)	(\$681K)	(\$1,003K)
S&M (non-payroll)	(\$50K)	(\$90K)	(\$160K)
R&D / infra (non-payroll)	(\$30K)	(\$50K)	(\$70K)
G&A (legal, finance, facilities, fees)	(\$63K)	(\$127K)	(\$207K)
EBITDA (excl. grants)	(\$399K)	(\$620K)	(\$432K)
+ Grants (conditional; foundation 2026, SBIR 2027+)	\$50K	\$200K	\$300K
Funding	\$100K initial + \$500K seed	Series A \$500K (projected)	None assumed

USE OF FUNDS & MILESTONES

\$500K buys the **runway** to Series A.

QUARTERLY MILESTONES

Q2 2026	MVP launch — paid tier live from day one. NSF SBIR Phase I prepared (\$275K).
Q3 2026	10 school pilots signed (5 districts); first schools convert. Mobile (iOS/iPad) launches.
Q4 2026	500 paying subscribers (EOY). 4 paying schools • \$10K MRR.
Q1 2027	Series A prep • pipeline ≥ 20 schools. ~\$400K 2027 revenue target.
Q3 2027	Series A close (target). Fortune 500 aerospace/defense pilot converts.

USE OF FUNDS • \$500K

Engineering & AI Founding engineer • simulation lab • adaptive engine	\$250K 50%
Growth & Partnerships 10 school pilots (5 districts) • teacher community • marketing	\$175K 35%
Curriculum & Compliance Curriculum contractor • FERPA/COPPA • legal	\$75K 15%
CAP TABLE POST-SEED	
Founder (Rozlana)	82%
Seed investors	10%
ESOP pool	6%
Technical advisor	2%
Implied post-money	\$5.0M

THE TEAM

Builders who ship.



Rozlana Yergaliyeva

FOUNDER & CEO

Visionary behind MindNova. Drives product strategy, curriculum design, and partnerships. Full-time, based in New York. Deeply committed to closing the STEM gap and empowering women in technical fields.



Technical Advisor

ENGINEERING & AI BUILD

Founder of an early-stage AI ventures studio; 7+ AI products shipped. Fractional CTO through Series A. Day-to-day engineering led in-house by the Founding Engineer (first hire at close). 2% advisor equity.

HIRING POST-SEED

Senior Founding Engineer — AI/ML (W-2, equity) • Design contractor • Curriculum contractor (ex-teacher) • Part-time District Partnerships Lead

THE ASK

Join us in building it.

\$500K

Seed round — \$100K of initial capital already in. ~12-month lean runway to a 2027 Series A, extended by conditional grants and cost levers.

PRODUCT • 50%

\$250K

Engineering • AI infra • Simulations

Hire Senior Founding Engineer (W-2, equity). Build production simulation lab. Deepen adaptive engine.

GROWTH • 35%

\$175K

Marketing • Partnerships • Pilots

Acquire 10 school pilots across 5 districts. Build teacher community. Content marketing.

OPERATIONS • 15%

\$75K

Curriculum • Legal • Compliance

Curriculum contractor. FERPA / COPPA compliance. Legal setup.