

MotiMore

*where pedagogy evolves,
not just digitizes*


Presented by
Tibor Prievara





Traditional assessments fail in motivating the learners

Every day, millions of students **disengage from learning** because traditional education fails to meet their needs. They don't learn self-regulation, motivation is purely extrinsic, and **school feels like a stressful rat race rather than a place of growth.**



If we don't rethink motivation and engagement in education, we risk failing an entire generation.

MotiMore is not just another EdTech tool
— it's a seamless **methodological shift in**
assessment that **can be integrated into every**
school setting

MotiMore - Learning, differently!

MotiMore is a software designed for educational environments, from elementary school to university, that supports the reinforcement of students' motivation through gamified assessment methods. We believe that traditional evaluation methods are becoming less effective in motivating students and supporting the development of 21st-century skills. By using the system, teachers have the opportunity to develop students' skills beyond factual knowledge, such as time management, self-directed learning, collaboration, critical thinking and responsibility.

Let's get into it!



Unique Selling Points

Built for **MOTIVATION**, not just administration.



Unlike traditional LMS platforms, MotiMore doesn't just track progress—it **makes students WANT to learn.**

GAMIFICATION that works. Most educational gamification is superficial (badges, points).



MotiMore is **structural gamification**, integrating rewards, feedback loops, and real mastery into the learning journey.

Unique Selling Points



A **seamless SHIFT for teachers**. MotiMore is designed to work without disrupting existing lesson plans—teachers can adopt it gradually, resulting in a more learning-centred approach.



MotiMore combines an **LMS, CMS, and gamification system to ASSESS, ADMINISTER, and follow** student progress, including **a unique CROSS-SUBJECT SKILL-MATRIX measurement tool**.

A 21st-Century Approach to Learning Management

Study period planner

Here you can create a new Study period for your group. If you are creating a Study period for the first time, follow the Help for the steps of planning.

Basic data of the Study period

The Study period refers to the time during which students study and earn points. Typically, this encompasses a learning unit or topic (approximately 3-4 weeks).

Enter the basic data of the Study period!



Determine the levels and point limits!



Enter the tasks to be completed!



Start the Study period!



Study period name

teszt1

Start of period

2023-07-20

End of period

2023-08-19

Help

Name the Study period. It's worth assigning a serial number to it, and you can also enter the name of the topic. For example:
Period 1 - Debate

The period automatically starts from the day you open this interface. Feel free to modify it and define the start and end dates as you wish.

Back

Save and continue

Gamification: Measuring Education's True Impact

Completion of scoring

Quick scoring

Group scoring

Selected students: 0

What do you give points for??

Essay


Points

600

Addition

Select all

Search among students

☐  **Agota Christie**

Jedi (5)

1700 point

What do you give points for?


Essay

Points

600

Addition

[Show the student's points](#)

☐  **Frida Kahlo**

Very good (4)

1200 point

What do you give points for?


Essay

Points

600

Addition

[Show the student's points](#)

☐  **Janka Austen**

Good enough (3)

1100 point

What do you give points for?

Essay

Points

600

Addition

[Show the student's points](#)

Group leaderboard

Here you can see the students' results. The Study period plan is displayed below the leaderboard.

Study periods

→ test2

2023.07.20. - 2023.08.19.



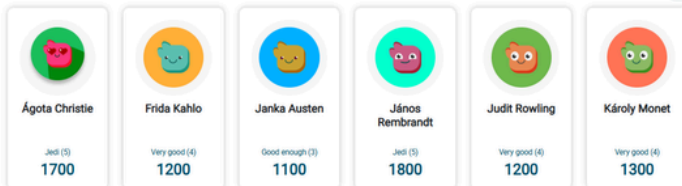
Group overview, scoring

Here you have the opportunity to give points to a group or to a student.

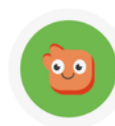
I'll give points

Invita

See



Judit Rowling



Note saved!

Only you can see this note, not the student..

Badges



Allocate badges

Generate .pdf

[Show next badge](#)

Mastery Points total: 699 point

699 / 1000 point

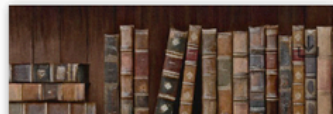
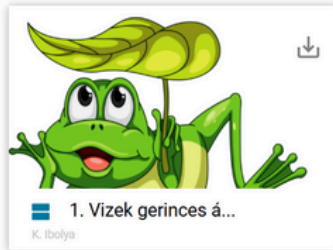
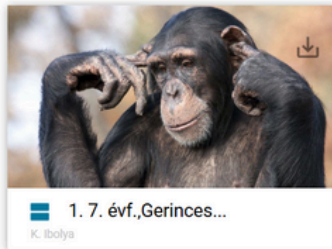
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Study periods

Points achieved during the period

Multimedia and Interactive Content Management System with a Learning Material database

Tests, study materials, documents



Text-based tasks

Short answer



Gap-fill



Crossword



Drag and Drop



Word search



Text highlight



Collaborative tasks

Timeline



Joint essay



Visual tasks

Hotspot



Embedding task



Picture match



Memory



Puzzle



Blind map



Quiz type tasks

Hangman



True-False



Quiz



Matching exercise



Sorting



Grouping



Essay/assignment

Essay





Add task(s)



From Idea to Impact: MotiMore's Growth Journey



- 📌 2015 – Enabler Founded: Laying the foundation for EdTech innovation, idea from teachers to teachers as a social innovation.
 - 📌 2018 – First Market Validation: Secured first business order with Hashtag.School (MotiMore pre-product) as a Social Enterprise, proving demand for gamified learning solutions,
 - 📌 2020 – Scaling as a Social Enterprise: First financing round for Hashtag.School, reinforcing our mission-driven approach.
 - 📌 2022 DEC – **MotiMore is Born as a Start-up**: A bold pivot to a scalable EdTech startup, bringing gamification and motivation-driven learning to schools worldwide.
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**100k+ registered users in
#school (pre MotiMore pro-
bono project)**

**20k migrated with us in
2023**

**40k users currently from
HU, SK, RO, CY, IT**



€30 000

ARR



**40k+ online
learning materials**

**745k+ points
given out**



**Contracted with
18 schools within
9 months**

**Currently 41
school systems
are being used**

Proven Market Success: Scaling Organically in Hungary



Fast & Cost-Effective Growth – Our webinar-driven strategy allows us to reach and convert B2C clients efficiently without heavy ad spend.



High Engagement & Low Barrier to Entry – Teachers register for free, ensuring a strong influx of engaged users.



Viral Expansion Through Educators – Teachers act as ambassadors, driving institutional adoption from the inside.

With 3,000 teachers from SK, RO, CY, and IT, MotiMore's go-to-market strategy is proven and primed for easy international expansion.


Servicable market potential in the region and beyond



Europe:

- E-Learning Market – \$84.4B (2024) → \$210B (2033), growing at **10.12% CAGR**.
- Gamification – Projected to exceed \$100B by 2030.

Asia:

- E-Learning Market – \$83.75B (2024) → \$219.87B (2033), growing at **11.32% CAGR**.
 - LMS Market – Valued at \$3.5B, driven by digital learning demand.
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Currently positioned for Scalable Growth and Market Expansion

Hungary	€18M
Slovakia	€10,1M
Serbia	€12,7M
Austria	€16,6M
Czechia	€19,9M
Romania	€35,5M
Poland	€70,1M



Main target countries are in **bold**.

The app currently speaks 8 languages.

Business model



B2B sales targets by 2027 – 120 entire school systems from K1 to UNI and VET with 200 student licences on average in a white label system

Pricing: €10/student/year

Goal: €200k Annual Recurring Revenue



B2C sales targets by 2027 – 500 individual teachers open to innovative solutions with 30 student licences on average



Pricing: €1/student/month
Goal: €15k Monthly Recurring Revenue

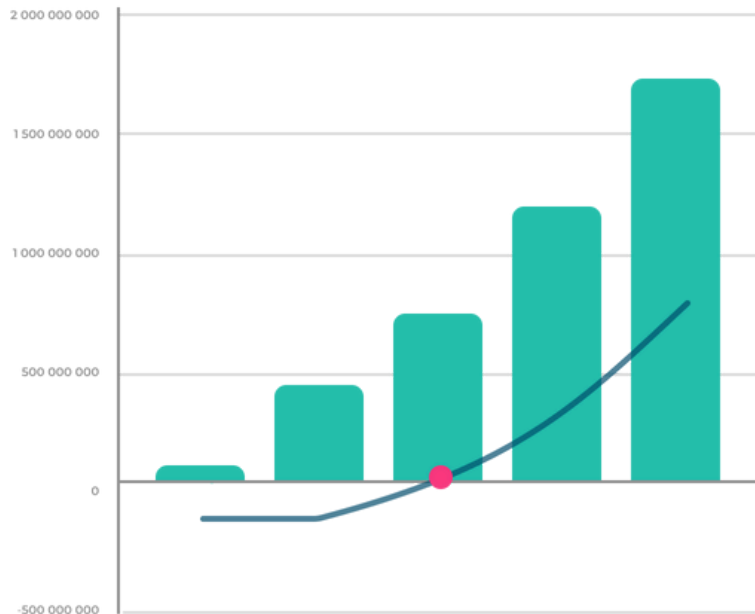
Scale-up points

Steep growth in revenues **114,83% average YoY growth**

Breakeven in the school year of 2026/27 at **135k licenced user**

45,57% EBITDA margin in 2027
Constantly improving unit economics

Total Revenues & EBITDA



MotiMore vs. Competitors



MotiMore is significantly more affordable than many competitors, making it accessible for schools and teachers. Given its start-up nature it excels in user numbers.

	Competitor	Pricing (USD/month)	User Base	Countries Active	Key Feature
1	TalentLMS	109.0	> 1M	50	LMS & Gamification
2	iSpring Learn	664.0	500K+	35	LMS & Interactive Learning
3	Mambo.IO	499.0	100K+	20	Gamification API
4	Adobe Learning Manager	200.0	1M+	60	Enterprise LMS
5	Litmos	150.0	800K+	40	Corporate Training LMS
6	MotiMore	1.0	20K+	5	Assessment & Gamification-Focused LMS

MotiMore vs. Competitors



MotiMore also stands alone as a platform that seamlessly unites

- Learning Management,
- Content Management,
- Gamification,
- Communication,
- Lesson Planning and
- Cross-Subject Evaluation **into a single, powerful solution.**

MotiMore may be the only platform that seamlessly shifts teachers from a traditional teaching paradigm to a learner-centered approach with minimal disruption.

Motimore also aims for social impact

E-mentoring programme - Helping kids with disadvantaged backgrounds with gamification and online peer mentoring

The programme is based on connecting **disadvantaged students** on the periphery of the formal education system with outstanding high school students from elite institutions as well as **volunteer mentors from top universities**.

This online collaboration between the two extremes of social classes resulted in **200+ students per year** reaching higher qualification than anybody else ever in their families.

Healthy ownership ratio after several rounds of early investments



Founders

Equity



Tibor Prievara

Co-founder and CEO



Tamás Záhorszky

Co-founder, LLM, MBA

70%

Investors



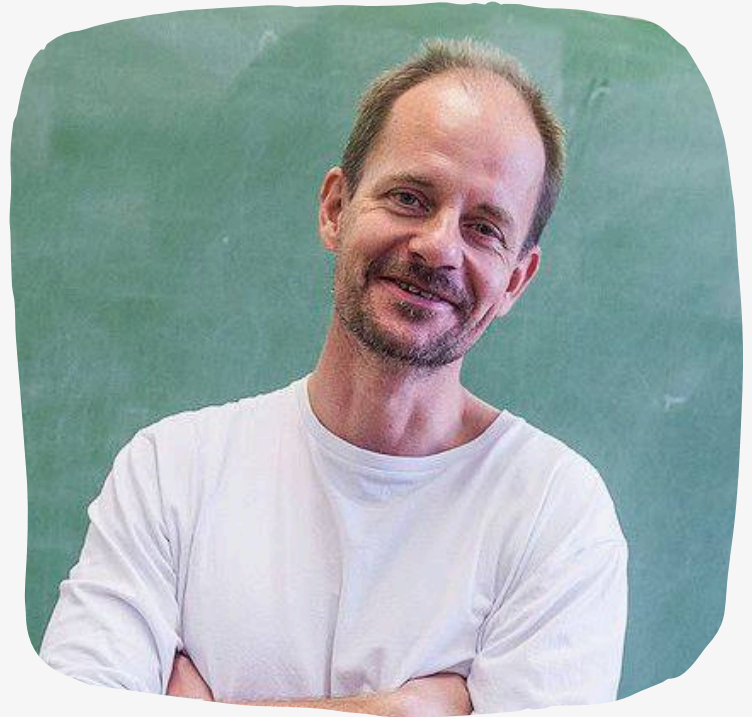
Other angel
investors

30%

Tibor Prievara

Educator
University lecturer
EduBlogger

Author of several books
on 21st century learning,
gamification and
pedagogy.



Decision makers with deep pedagogical, technical and entrepreneurial background



Tibor Prievara

Co-founder and CEO



Lilla Lukács

Co-CEO and
Impact Manager



Anna Medve

COO and Sales



Overview of benefits and effects

Structural gamification module

to assess, administer and follow student progress

Content Management Sytem

create and share online digital materials

Test engine

varied, integrated with both the CMS and the gamification module

Matrix of competences

a badges system that is geared towards creating a learner portfolio of completed projects and their products.



Students' perception of their progress change, motivation grows



Students' self-reported level of stress throughout using MotiMore



Teachers' shift from teaching to learning

Raising 200K in seed funding for growth



50% – Accelerating Sales & Market Expansion

- ◆ **Boosting customer acquisition & brand positioning to drive revenue growth.**

33.5% – Advancing MotiMore's Technology

- ◆ **Enhancing features, scalability & UX for a frictionless learning experience, possible AI integration.**

16.5% – Strengthening Operations & Team

- ◆ **Ensuring seamless execution, talent acquisition, and sustainable scaling.**
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Thank you!

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