

MotiMore

*where pedagogy evolves,
not just digitizes*

Presented by
Lilla Lukács





Students are present. Learning isn't.

"The dropout crisis is just the tip of an iceberg. What it doesn't count are all the kids who are in school but being disengaged from it, who don't enjoy it, who don't get any real benefit from it."


(Sir Ken Robinson)





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, engagement and assessment in education, we risk failing an entire generation.

The affected numbers are bigger than what we think

REGION	ADDRESSABLE INSTITUTIONS (THOUSAND)	LOW SCENARIO		MEDIUM SCENARIO		HIGH SCENARIO	
		USERS (THOUSAND)	SAM (€M)	USERS (THOUSAND)	SAM (€M)	USERS (THOUSAND)	SAM (€M)
 CEE	34.4	589.7	€2.1 - €5.7	1,735.0	€12.5 - €20.5	3,447.3	€37.6 - €51.7
 DACH	26.0	603.6	€2.0 - €5.6	1,777.3	€12.5 - €20.1	3,533.0	€38.6 - €48.8
 UK	30.8	462.9	€1.7 - €3.1	1,370.3	€10.2 - €14.8	2,728.2	€26.9 - €46.1
 TOTAL	91.1	1,656.2	€5.8 - €14.4	4,882.6	€35.2 - €55.4	9,708.5	€103.1 - €146.7

-  **~91K**
Addressable Institutions
-  **~4.9M**
Users in Medium Scenario
-  **€35-55M**
SAM in Medium Scenario
-  **€103-147M**
SAM in High Scenario

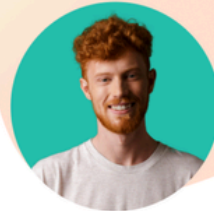
In every given moment 12% of the SAM is so disengaged from schooling that they are official flagged as near drop-out students.

MotiMore is not just another EdTech tool
- it's a seamless methodological shift in assessment
that can be integrated into every school setting, built
on a decade of hands-on pedagogical experience in
how schools actually adopt innovation.

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!



The end of passive learning era: Build. Motivate. Track. Grow.

Turning learning into a **visible, achievable** journey

MotiMore helps **teachers** and **students** set goals, stay motivated, and grow every day.



Set clear learning goals and desired competencies

Define what matters and guide learning with clarity.



Create milestones, quests, and classroom activities

Break learning into engaging steps and fun challenges.



Give continuous, motivating feedback instead of one-time grades

Recognize progress in the moment and keep students inspired.

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 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 limit!



Enter the tasks to be completed!



Start the Study period!



Study period name

Ókori törté

Start of period

2026-01-16

End of period

2026-02-15

Back

Save and continue

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.



Track student progress and engagement in real time

See what's working, spot who needs support, and act instantly.



Support autonomy, participation, and growth every day

Empower every learner to take ownership of their journey.



Turn learning into a visible, achievable journey

Every step forward builds confidence and results.

2026.02.04. - 2026.03.31.

CSODABOGÁR NAGYKÖVET

120 pont

INKLÜZÍV MESTER

100 pont

TUDATOS TÁMOGATÓ

80 pont

ÉRZÉKENY SEGÍTŐ

60 pont

KÖVÁNCSI FELFEDEZŐ

40 pont

132



Manila
132

138



London
138

74



Amsterdam
74

32



Nairobi
32

132



Palermo
132

0



Oslo
0

0



Montevideo
0

Nevek megjelenítése

... with integrated content management system

Tests, study materials, documents

*A fölszabadult vil...
Vincze Csaba (H.G. Wells írása alapján.)

1. 7. évf.,Gerinces...
K. Bolya

1. Vizek gerinces á...
K. Bolya

5német Die Uhrzeit ...
N.Kocsis BSKó

Text-based tasks

Short answer

Gap-fill

Crossword

Drag and Drop

Word search

Text highlight

Visual tasks

Hotspot

Embedding task

Picture match

Memory

Puzzle

Blind map

Quiz type tasks

Hangman

True-False

Quiz

Matching exercise

Sorting

Grouping

Collaborative tasks

Timeline

Joint essay

Essay/assignment

Essay

Add task(s)

What sets us apart in education



Goal Set

Set clear goals and desired competencies.



Milestone Reached!

Break learning into achievable milestones and exciting quests.



Great Feedback!

Get continuous, motivating feedback instead of one-time grades.



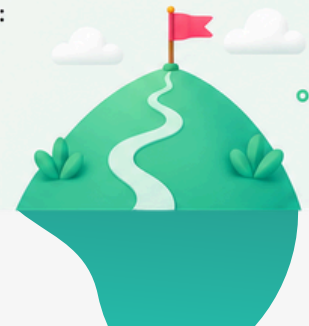
GAMIFICATION that works.

Most educational gamification is superficial (badges, points). MotiMore is **structural gamification**, integrating rewards, feedback loops, and real mastery into the learning journey, including a unique **CROSS-SUBJECT SKILL-MATRIX** measurement tool.



BUILT FOR MOTIVATION.

We focus on what truly drives students: **autonomy, achievement, and growth.** MotiMore turns learning into a visible, meaningful, and achievable journey every single day.



We lived with the problem. Then **solved** it.



1. From teachers experimenting
in classrooms (2015-18)

- *Designed to fit real classroom workflows.*



2. → to a validated
social enterprise
(2018-2022)

- *Adoption spreads peer-to-peer through teacher ambassadors.*



3. → to a scalable
EdTech platform
transforming
assessment and
motivation
(2023 - to present)

- ✓ **Low barrier to entry** with free teacher onboarding,
- ✓ **Fast, cost-effective growth** through webinars and community adoption,
- ✓ **Easy to learn** in 2–4 hours, master within 1–2 months,
- ✓ **Proven internationally** with 3,000+ teachers across Slovakia, Romania, Cyprus, and Italy,
- ✓ **Managed several quality award projects.**

Traction at a glance - without external funding and with minimal marketing



almost **50K** users
currently from HU,
SK, RO, CY, IT



freemium, new
licence modell



speaks **8** languages



€30 000

ARR

+

and heavy
project-based
networking



50K+ online
learning materials
were uploaded by
users



945K+ points
given out



Contracted with
18 schools within
9 months



Currently 48
institutions are
using MM





Business model



B2B sales targets by 2027 – 80 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: €160k Annual Recurring Revenue



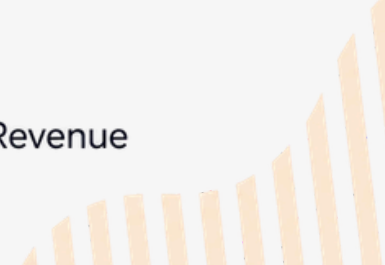
B2C sales targets by 2027 – 400 individual teachers open to innovative solutions with 30 student licences on average



Pricing: €1/student/month

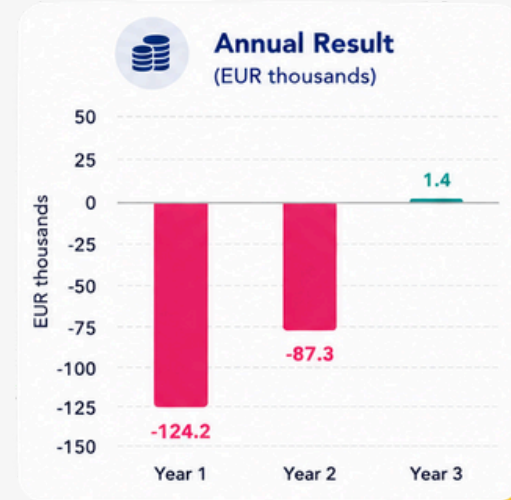
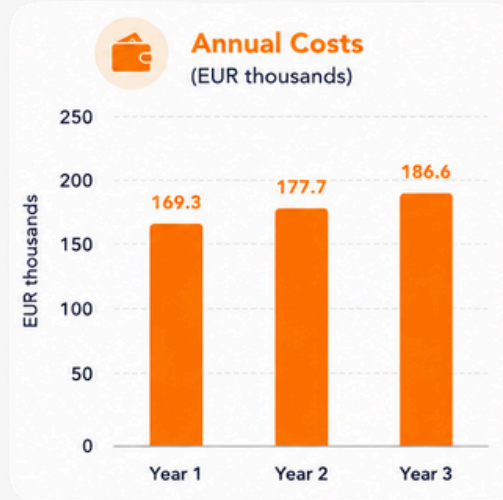
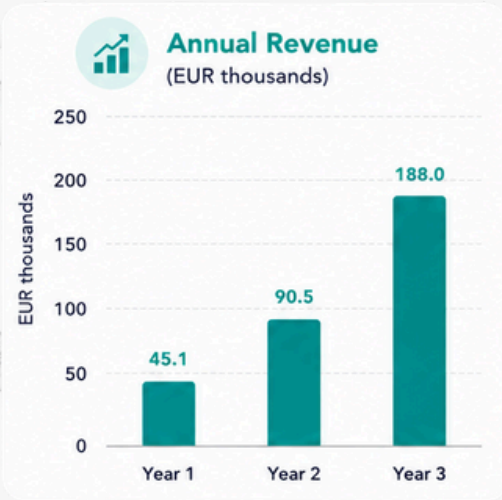


Goal: €15k Monthly Recurring Revenue



Scale-up points













Year	Annual Revenue (EUR thousands)	Annual Costs (EUR thousands)	Annual Result (EUR thousands)
1 Year 1	45.1	169.3	-124.2
2 Year 2	90.5	177.7	-87.3
3 Year 3	188.0	186.6	1.4



Key takeaway: Strong revenue growth over 3 years, costs stabilizing in Year 3, and the business turns profitable in Year 3 with a positive annual result.

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.

Platform	Main Focus	Key Features	Gamification Depth	Target Audience	Pricing
 Classcraft	RPG-based learning	characters, quests, teams, XP, HP	Deep	Elementary + High School	~\$8-12 / student / year (school package), varies by package
 ClassDojo	Behavior + communication	points, feedback, parent app	Deep	Elementary (K-5)	Free basic, Plus: ~\$5/month (for parents), school package \$50-60 per student per year
 Kahoot!	Quiz-based learning	live game, leaderboard, challenges	Low	All grade levels	\$3-10 / month (teacher), school license more expensive
 Quizizz	Independent learning + quiz	XP, power-ups, meme feedback	Low	Elementary-Middle School	Free basic, Pro: ~\$8-19 / month
 Blooket	Gamified quiz modes	multiple game modes, collection, competition	Medium-Low	Elementary School	Free + Plus: ~\$2.99-\$4.99/month
 Duolingo for Schools	Language learning	streak, XP, levels, badges	Medium	Students	Free (premium available separately)
 Habitica	RPG productivity	character development, quests	Deep	Students + Adults	Free basic, subscription ~\$5/month
 Edmodo (legacy features)	LMS + badges	badge system, feedback	Low	Schools	Mostly free (limited features)
 Minecraft: Education Edition	Sandbox learning	quests, world building	Deep	Elementary-Middle School	~\$5 / student / year
 GooseChase EDU	Mission-based learning	missions, points, creative tasks	Deep	All grade levels	~\$99 / year / teacher, school, \$800 per year
 Socrative	Formative assessment	quiz game mode, points	Medium-Low	Middle + Higher Education	~\$60 / year / teacher
 Baamboozle	Team-based games	point collection, competition	Medium	Elementary + Middle School	~\$7-10 / month

Our Advantages

- ✓ Competency-based and milestone assessment gamified
- ✓ Integrated into teacher workflow
- ✓ Long-term learning structure
- ✓ Cross-curricular assessment
- ✓ Assessment system + gamification + pedagogical framework
- ✓ Deep gamification

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 early investment



Founders

Equity

■ **Tibor Prievera**

Co-founder and CEO

■ **Tamás Záhorszky**

Co-founder, LLM, MBA

70%

Investors

IMPACT
VENTURES

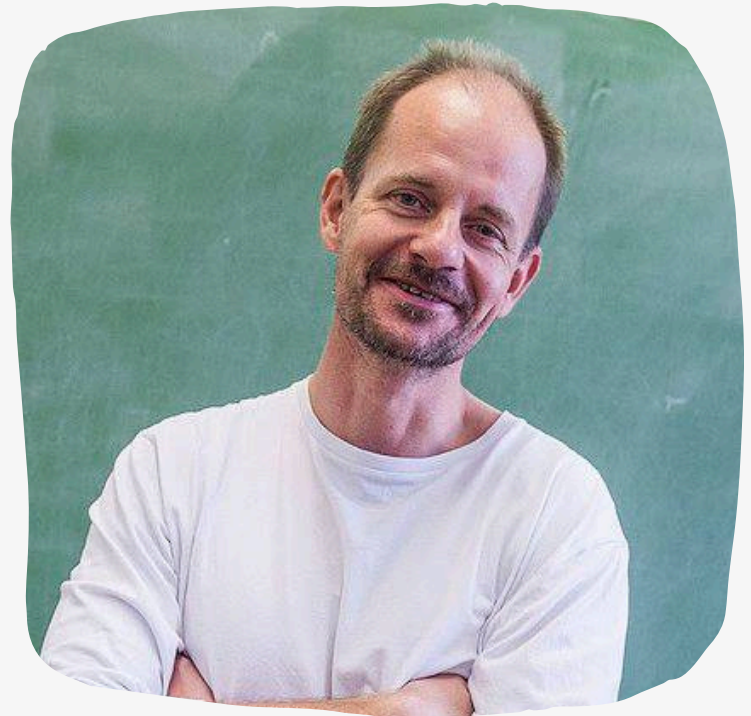
Other angel
investors

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

25+ years of pedagogical experience



Lilla Lukács

Co-CEO and Impact Manager

15+ years in pedagogy

10+ years in PM



Enikő Melke

COO and Sales

10+ years in pedagogy

5+ years in PM



András Schulcz

CTO

10+ years in full stack development

Overview of Benefits and Effects



Structural gamification module

to assess, administer and follow student progress



Content Management System

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.



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

Benefits



Students

Students' perception of their progress change, motivation grows



Students

Students' self-reported level of stress throughout using MotiMore



Teachers

Teachers' shift from teaching to learning



MotiMore empowers both students and teachers to achieve more – with less friction and more joy in the journey.



Increased Motivation

Students stay engaged and take ownership of their learning.



Better Progress Tracking

Real-time insights help students and teachers see growth.



Lower Stress

Balanced challenges and clear goals reduce anxiety.



Stronger Student Autonomy

Students explore, create, and learn independently.



More Effective Teaching

Teachers shift from lecturing to guiding and facilitating.



Enjoyable Experience

Lessons become more meaningful, interactive, and fun.



What teachers are saying

Two out of the three groups were unmotivated – and in our new system, you wouldn't even recognize those two "nihilist" groups. They are working, I don't have to call on my students, there is no boredom, we're making great progress with the material, and the lessons are much more enjoyable.

Jack's team soared in the first two weeks; now they've stagnated a bit, but this is mainly due to many absences because of illness.

In my class, only a few students have slowed down – they are the "smart calculators." But there is someone who works with pure enthusiasm at 1000%, even though they already have a lot of points.

We teachers really enjoy it, although it requires working differently. The planning was more intense, and so was pacing the content to make sure the system can tolerate a little delay.

Luisa enjoys that she can assign more smaller tasks, the projects are a hit, and I even have one that my mute students love, even though it involves speaking. In my class, many students volunteer to answer (can you imagine?!).

I have the best group in the grade in the pilot, so sometimes I already work more as a facilitator. (Of course, when needed, I take back control.) I'm learning my new role, while they love the freedom of independent exploration – especially building vocabulary.

They love watching the houses being built on the smartboard during class, and we use the calendar to plan weekly tasks. I even have a colleague's child in my group, so I can also hear the parent's side: the child now happily volunteers to study English 😊 and says that MotiMore isn't that bad after all. I think that's almost a compliment from a tenth-grade teenager.

– Teacher feedback

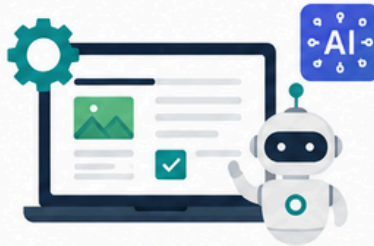
Raising 500K in **late seed** funding for growth

We're looking for a partner to help us scale MotiMore and reach our full potential.



Accelerate Sales & Market Expansion

Boost customer acquisition, strengthen our brand positioning and expand into new markets to drive sustainable growth.



Advance Our Product & AI Integration

Enhance core features, scalability, user experience and integrate AI capabilities to deliver a smarter, more personalized and future-ready learning experience.



Strengthen Operations & Build Our Team

Invest in people, processes and infrastructure to ensure seamless execution, operational excellence and build a strong, mission-driven team.



We're building the future of learning.
Join us in scaling MotiMore and making a lasting impact.





Thank you!

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