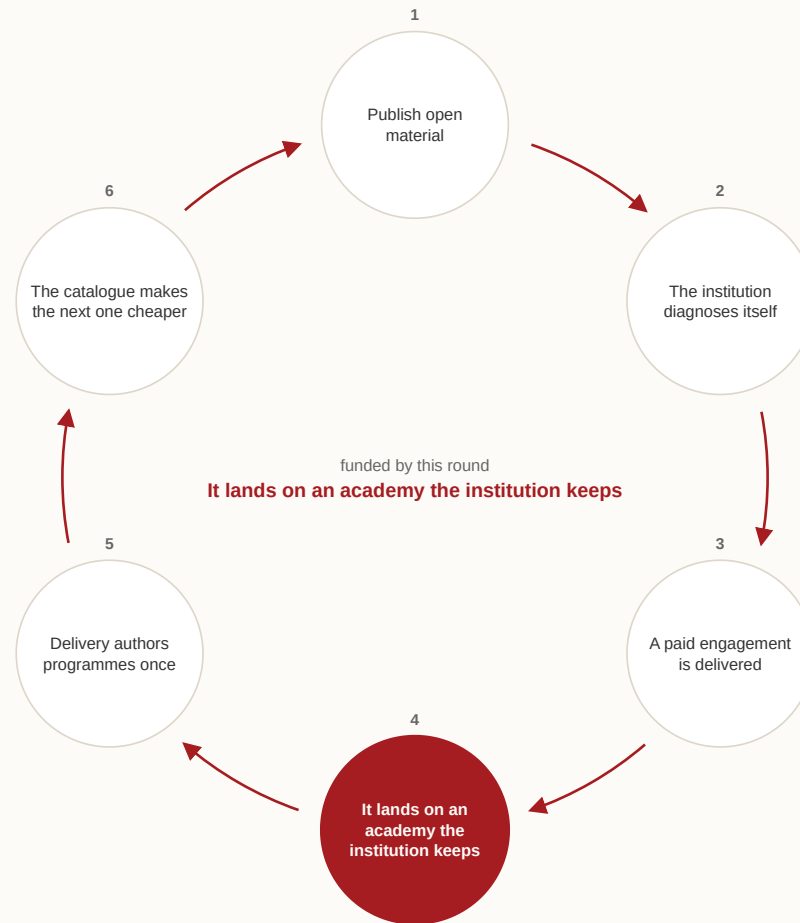


Business flywheel

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STAGE	WHAT IT COUNTS	FIGURE	BASIS
1. Reads the open material	Anyone reading the free, ungated library in any of the three languages. No account, no gate, no form.	—	PLAN ASSUMPTION
2. Completes the free readiness self-assessment	An institution that has put its own situation through the published instrument. This is the first stage at which a reader becomes identifiable as an institution with a problem.	—	PLAN ASSUMPTION
3. Opens a scoping conversation	A scoping call, on the institution's initiative or after a speaking engagement or the AI Learning Challenge — the two published routes into a school system or a ministry.	—	PLAN ASSUMPTION
4. Signs a paid engagement	A fixed-scope, fixed-fee engagement on one of the six published service lines. This is the first paid stage, and the point at which the delivery capacity the round funds becomes the constraint.	—	PLAN ASSUMPTION
5. Runs its own white-label academy	Smoother Experiences deployed as the institution's own platform. The first recurring line: it renews rather than being rebooked. No price for it is published, so the terms are on request.	—	PLAN ASSUMPTION
6. Renews and widens	More cohorts, more of the catalogue, further faculties, campuses or agencies on the same tenancy. This is the stage the whole plan is pointed at, and the one that would let a later round be underwritten on the recurring line alone.	—	PLAN ASSUMPTION

Roadmap

aiLearning · ailearning.global · Runway 18 months · periods derived from ROUND.runway · forward-looking statements

	Month 1–6 after close	Month 7–12 after close	Month 13–18 after close
PRODUCT	- Multi-tenant deployment hardened to carry several institutions at once <i>platform</i> - Per-organisation administration: roles, enrolment and approval workflows per tenant <i>platform</i> ◆ Accessibility and security work documented to the published WCAG 2.1 AA bar, for institutional procurement <i>platform</i> - Authoring tooling opened to institution staff, so a tenant writes its own learning experiences <i>platform</i>	- Catalogue and diagnostic layer deepened across all three operating languages <i>programmes</i> - Learning Designer beyond its free public tier — built only once the pricing model is settled <i>platform</i>	- Programme library extended into the sectors the service engagements open <i>programmes</i> ◆ Platform feature set frozen for an institutional reference release <i>platform</i>
MARKET	◆ AI Learning Challenge, first edition — Saturday 28 November 2026; public schools free, private schools contribute US\$100 <i>reach</i> - Readiness self-assessment worked as the published front door of the paid assessment <i>reach</i> - Institutional reach into education ministries, universities and school networks <i>reach</i>	- Sponsor and funder route opened for programmes that stay free to the participant <i>reach</i> - Corporate learning functions approached with the training line delivered on the platform <i>reach</i>	- All three operating languages worked as first-class markets, not as translations <i>programmes</i> ◆ First renewals of white-label academies — the test of whether the recurring line holds <i>platform</i>
TEAM	◆ The delivery lead the plan funds is hired — the constraint on the service lines today <i>delivery</i> - Scoping, fieldwork and documentation capacity built behind the delivery lead <i>delivery</i>	Further delivery capacity added only where the signed engagements warrant it <i>delivery</i>	not yet defined
FINANCE	◆ First close at the minimum viable amount — the platform half of the plan <i>platform</i> - Infrastructure, compute and hosting under both properties funded across the plan horizon <i>infrastructure</i>	◆ Smoother Experiences pricing model settled and published — today it is an unsettled internal draft <i>platform</i>	- Recurring line reported to investors quarterly, as the tier rights promise <i>platform</i> ◆ Plan horizon reached; the next-round decision is taken on the recurring line, not on a projection <i>platform</i>

Use of funds: Platform 40% · Programmes 24% · Delivery 16% · Reach 12% · Infrastructure 8%
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