Seed

kinnu

The power to learn anything you want to.

A brain-optimised learning app designed around how humans ~~should~~ actually learn.

We are product-obsessed founders with experience in consumer tech, b2b, edtech and learning science

Christopher Kahler, CEO
Founder CEO of Qriously, a market research company that predicted Brexit and Trump, $5m revenues

Raised $15m from Accel, Spark, acquired 2019

Memory Trainer (10m users)
Retro Camera (30m users)

Abraham Müller, CTO
Founder CTO of Qriously
At Qriously, scaled infrastructure to handle 150k requests/second from a universe of 2b respondents

Oversaw ML pipeline to design sample makeup in real-time

Hanna Celina PhD, CPO
Head of Insights at FutureLearn
Senior Research Fellow at Monash University

Previously at Deliveroo, Google

BS Harvard
PhD Comp. Sci. Newcastle

Accel · SPARK CAPITAL · qriously · deliveroo · Google · HARVARD UNIVERSITY · Future Learn

“I know kung fu.”
– Neo from the Matrix

We don’t have to be in the Matrix to learn super fast

Spaced Repetition
Helps build long term memory

Interleaving
Increases rate of learning

Visual Acuity
Mental focus follows visual focus

Propositional Density
Increases brain’s energy efficiency

Failure Priming
Makes the brain more plastic

Active Recall
Increases rate and solidity of memory

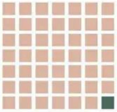
Context Switching
Increases concept connection strength

Method of Loci
Makes memorisation easier

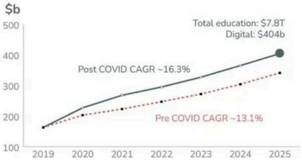
Why now

- LLMs will massively decrease cost of content creation, and allow for adaptive, dynamic content.
- Increase in demand for casual learning
- People feel guilty spending too much time on social media and 'want to do something better for their brains'
- Growth in microcontent (e.g. tiktok, twitter)

Only 2% of learners complete online courses



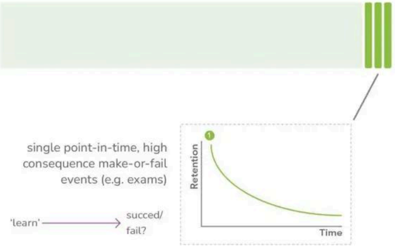
Amount spent on digital learning



Problem: Your brain's learning firmware is outdated

How we currently learn

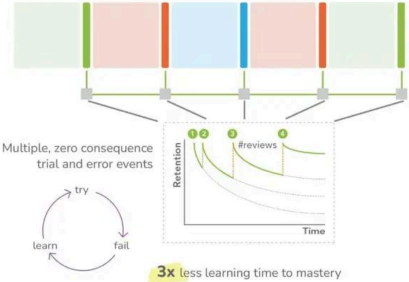
long lectures / content material on one topic



single point-in-time, high consequence make-or-fail events (e.g. exams)

How we should learn

adaptive, interleaved, micro-sessions



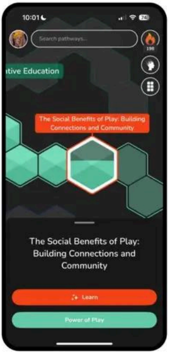
Multiple, zero consequence trial and error events

3x less learning time to mastery

10x higher knowledge retention

Kinnu: the non plus ultra learning experience.

Map-based, geospatial content discovery
with an exponentially growing library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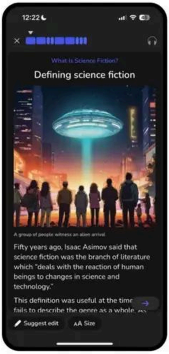
Search pathways...
198
tive Education
The Social Benefits of Play: Building Connections and Community

The Social Benefits of Play: Building Connections and Community



Defining science fiction

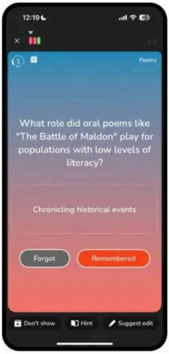
A group of people witness an alien arrival

Fifty years ago, Isaac Asimov said that science fiction was the branch of literature which "deals with the reaction of human beings to changes in science and technology."

This definition was useful at the time fails to describe the genre as a whole. As

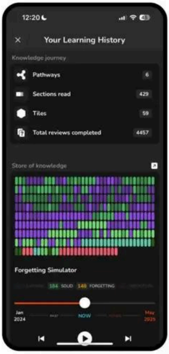
Dynamic bite-sized content you can
read or listen to on the go

Smart reviews: dynamic review spacing,
rephrasing with evolving difficulty



What role did oral poems like "The Battle of Maldon" play for populations with low levels of literacy?

Chronicling historical events



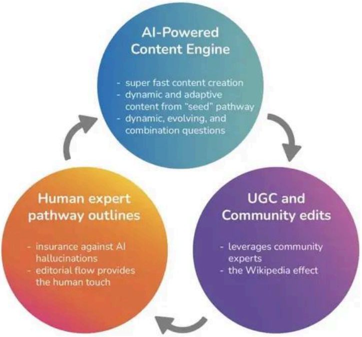
Your Learning History

Knowledge journey

Pathways	6
Sections read	429
Tiles	59
Total reviews completed	4457

Proof of knowledge baked into the
learning experience, tracked in real-time

Faster, more learnable content creation at "Library of Congress" scale.



AI-Powered Content Engine

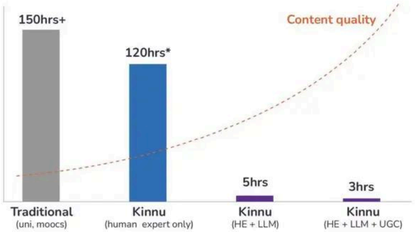
- super fast content creation
- dynamic and adaptive content from "seed" pathway
- dynamic, evolving, and combination questions

UGC and Community edits

- leverages community experts
- the Wikipedia effect

Human expert pathway outlines

- insurance against AI hallucinations
- editorial flow provides the human touch



Traction: where we are 10 months after launch

Day-1 retention: [redacted] **Day-30 retention:** [redacted]
Retention

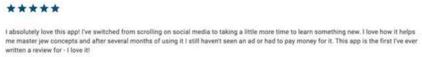
DAU/MAU: ~20%
Stickiness

Total installs: >100k
Install base on Android and iOS

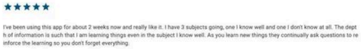
Avg App and Play Store rating: 4.8⭐
Best in class ratings

[redacted] **decreasing 15% m/m**
Blended CAC

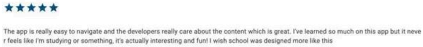
Learners ❤️ Kinnu


★★★★★

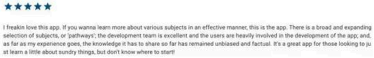
I absolutely love this app! I've switched from scrolling on social media to taking a little more time to learn something new. I love how it helps me master jew concepts and after several months of using it I still haven't seen an ad or had to pay money for it. This app is the first I've ever written a review for - I love it!


★★★★★

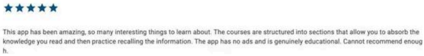
I've been using this app for about 2 weeks now and really like it. I have 3 subjects going, one I know well and one I don't know at all. The depth of information is such that I am learning things even in the subject I know well. As you learn new things they continually ask questions to reinforce the learning so you don't forget everything.


★★★★★

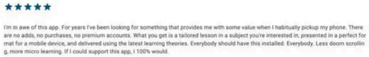
The app is really easy to navigate and the developers really care about the content which is great. I've learned so much on this app but it never feels like I'm studying or something, it's actually interesting and fun! I wish school was designed more like this


★★★★★

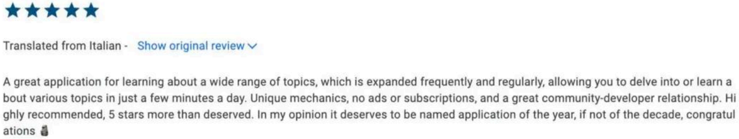
I freakin love this app. If you wanna learn more about various subjects in an effective manner, this is the app. There is a broad and expanding selection of subjects, or 'pathways'; the development team is excellent and the users are heavily involved in the development of the app; and, as far as my experience goes, the knowledge it has to share so far has remained unbiased and factual. It's a great app for those looking to just learn a little about sundry things, but don't know where to start!


★★★★★

This app has been amazing, so many interesting things to learn about. The courses are structured into sections that allow you to absorb the knowledge you read and then practice recalling the information. The app has no ads and is genuinely educational. Cannot recommend enough.


★★★★★

I'm in awe of this app. For years I've been looking for something that provides me with some value when I habitually pickup my phone. There are no adds, no purchases, no premium accounts. What you get is a tailored lesson in a subject you're interested in, presented in a perfect format for a mobile device, and delivered using the latest learning theories. Everybody should have this installed. Everybody. Less doom scrolling, more micro learning. If I could support this app, I 100% would.


★★★★★

Translated from Italian -

A great application for learning about a wide range of topics, which is expanded frequently and regularly, allowing you to delve into or learn about various topics in just a few minutes a day. Unique mechanics, no ads or subscriptions, and a great community-developer relationship. Highly recommended, 5 stars more than deserved. In my opinion it deserves to be named application of the year, if not of the decade, congratulations 🗿

GTM

Content- and community-led growth: adult enthusiast learners
Case study: [redacted]

NOW

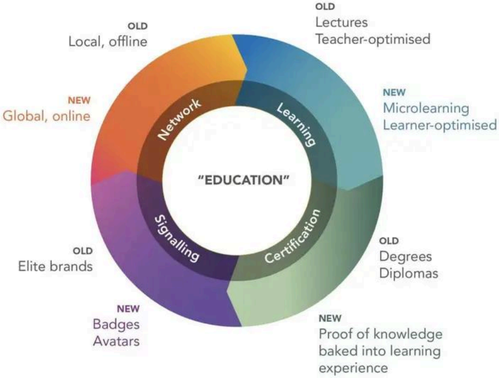
WOM – "this just works"
Case study: Duolingo, Anki

SEO for own content. [redacted] **Growing 20% w/w**
Case study: Udemy, FutureLearn

LATER

b2b – corporate learning, l&d
Case study: Coursera + Google

How we think of the future of education.



Fundraising

Raised ~$2.5m from Spark, Jigsaw and world class angels, including:

Tom Leathes
Founder, CEO of Motorway (val $1b)

Rene Rechtman
Founder, CEO of Moonbug (exit $1b)

Tom Hulme
Partner, Google Ventures

Adelina Grozdanova
Founder Upgrade (val $6b)

Guy Podjarny
Founder, CEO of Snyk (val $8b)

Currently raising $6.5m USD

Allocation and benchmarks for this round:

[redacted]

[redacted]

Thank you for your time and attention.