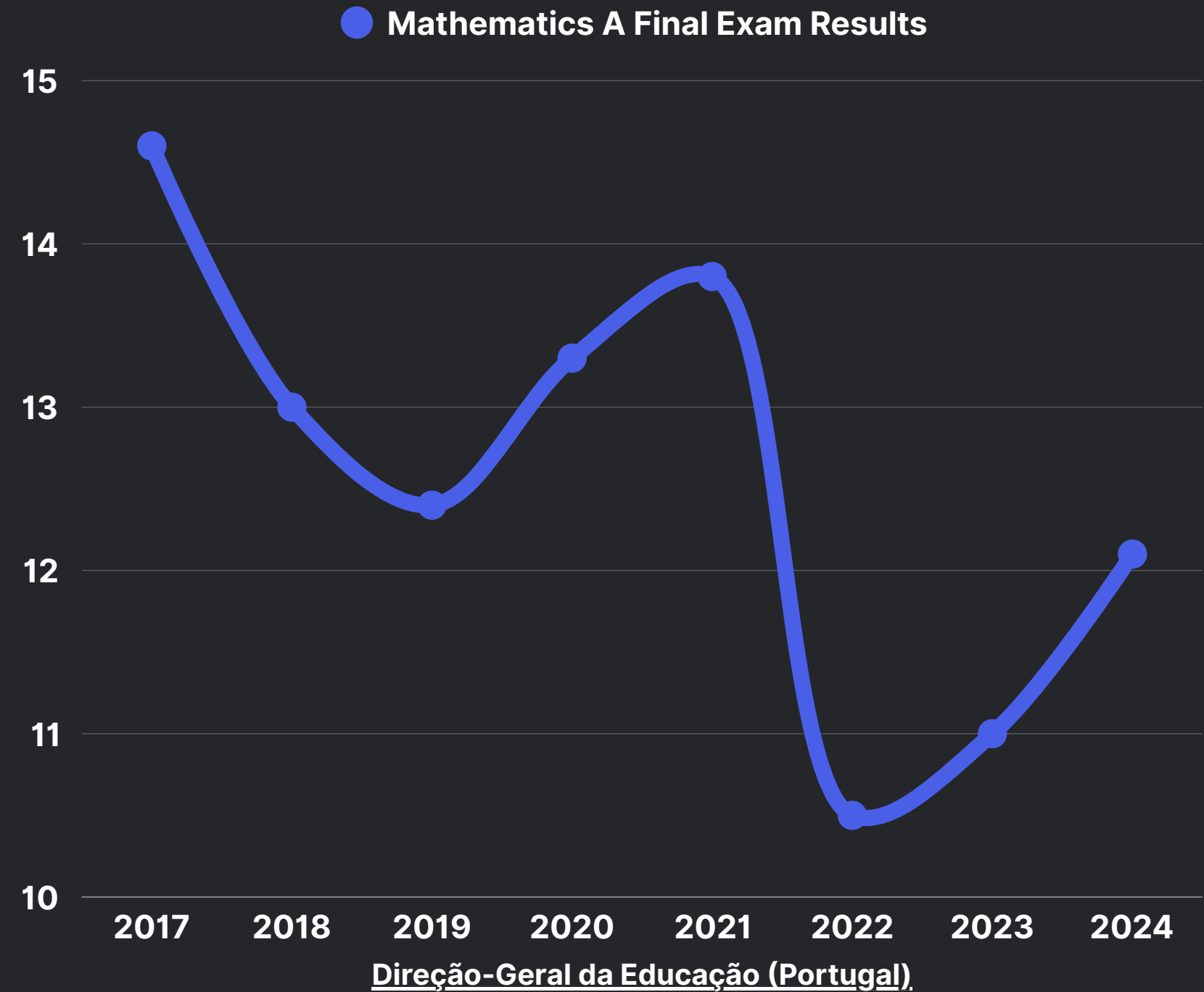
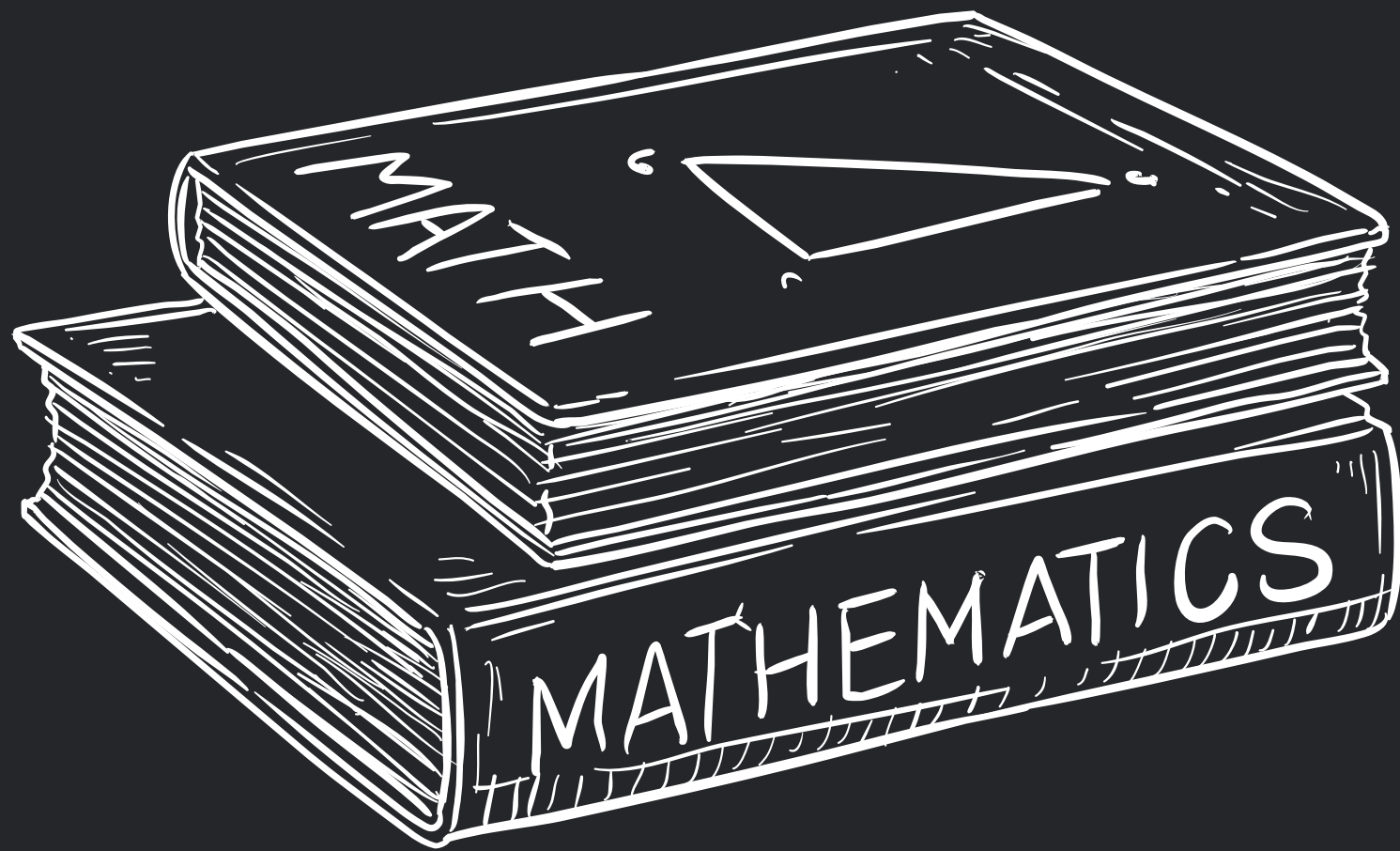


SumtUp

AI-Powered Math. Human-Centered Learning.

Math in Portugal: When Numbers Don't Add Up.



The Math Learning Ecosystem.



Students

The Math Learning Ecosystem.



Students



Schools

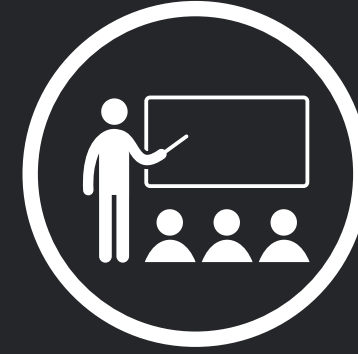
The Math Learning Ecosystem.



Students



Schools



Teachers

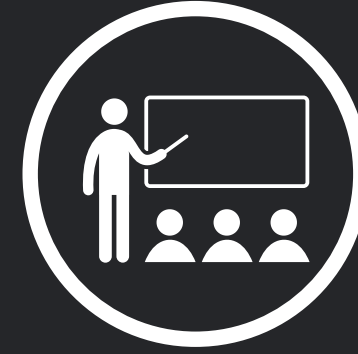
The Math Learning Ecosystem.



Students



Schools



Teachers



Parents

Weak math foundations

Overloaded teachers

Lack of motivation

One-size-fits-all teaching

Parents can't help

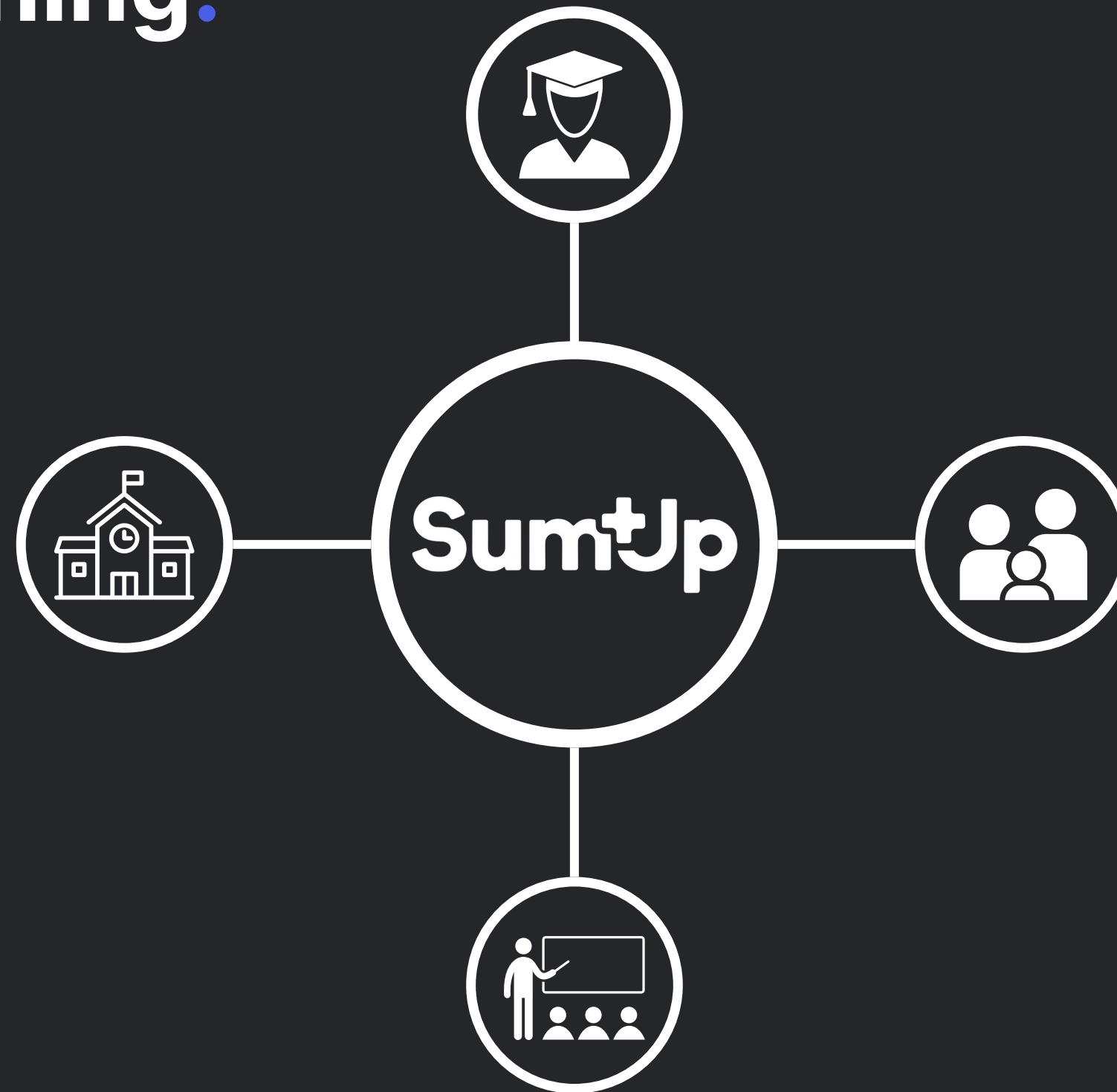
Tutoring is costly

How can we change the way
students learn math — for good?

Sum+Up

AI-Powered Math. Human-Centered Learning.

AI-Powered Math. Human-Centered Learning.



SumUp

AI-driven educational platform

Personalized mathematics learning

Dynamically adapts

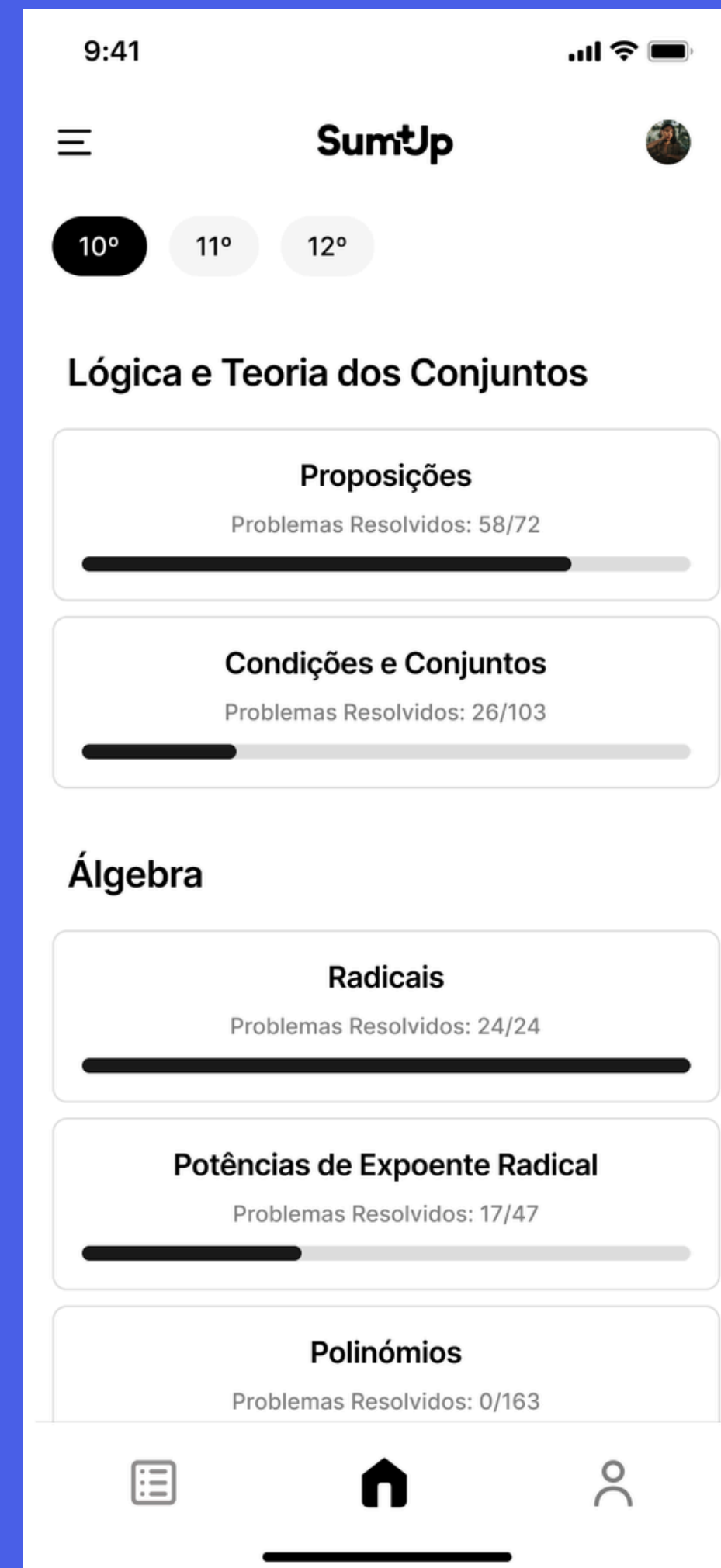


SumUp

AI-driven educational platform

Personalized mathematics learning

Dynamically adapts

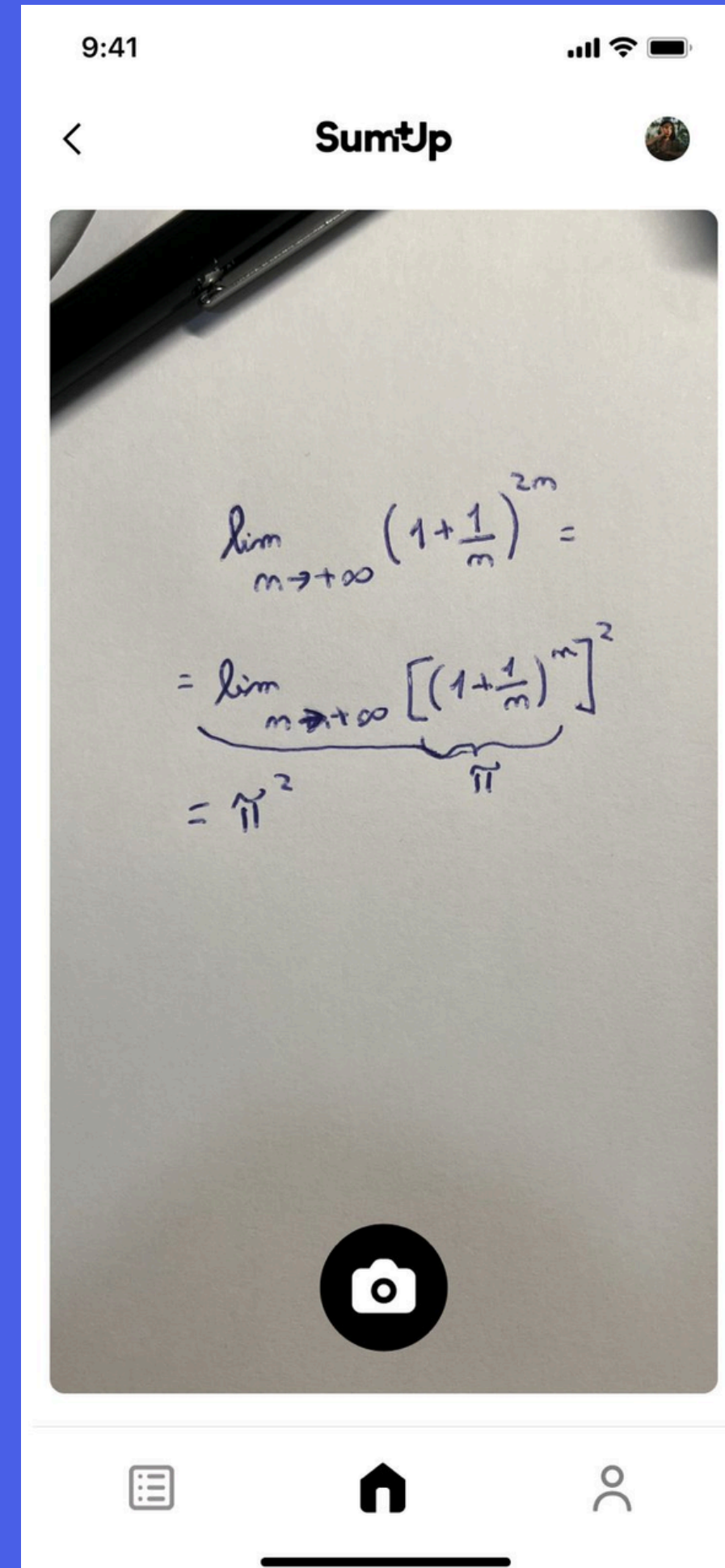


SumUp

AI-driven educational platform

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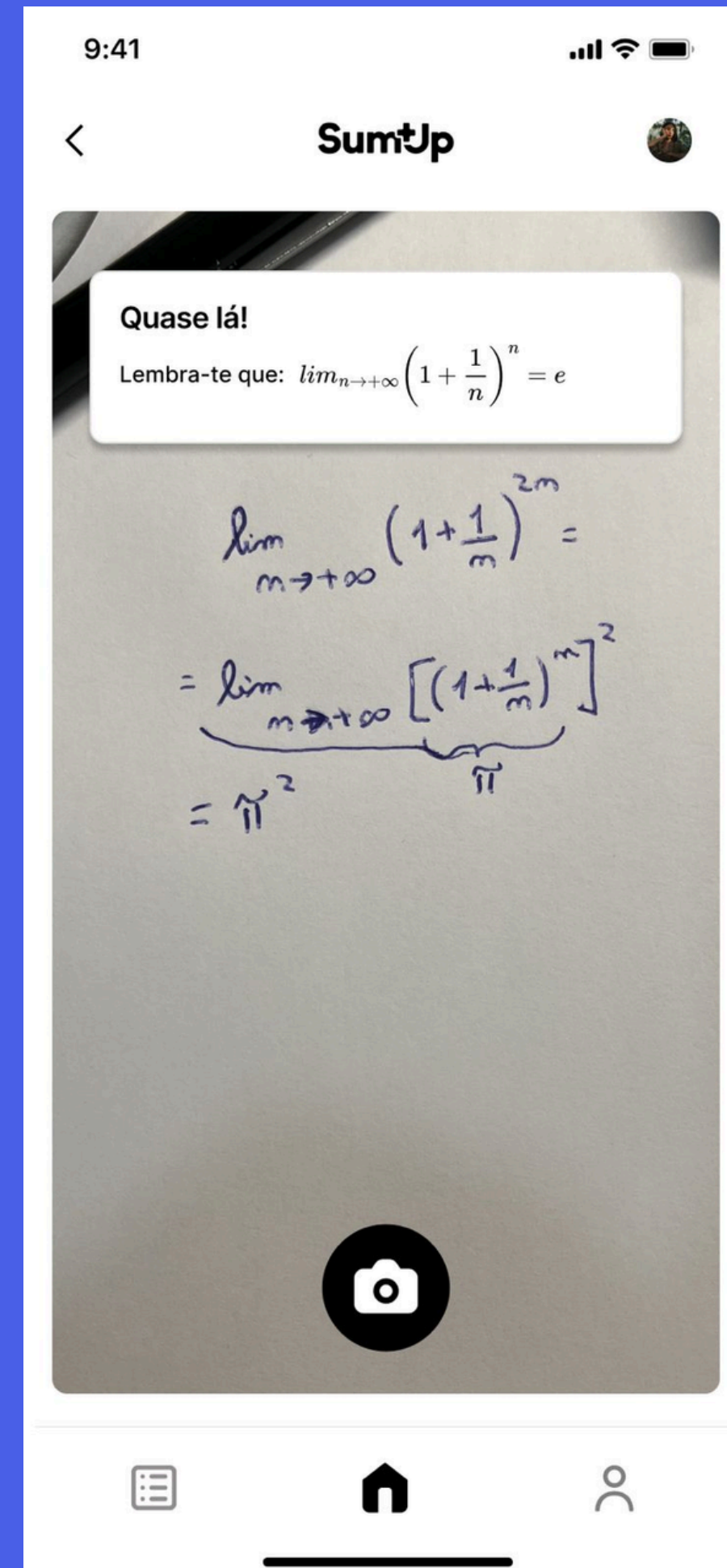


SumUp

AI-driven educational platform

Personalized mathematics learning

Dynamically adapts

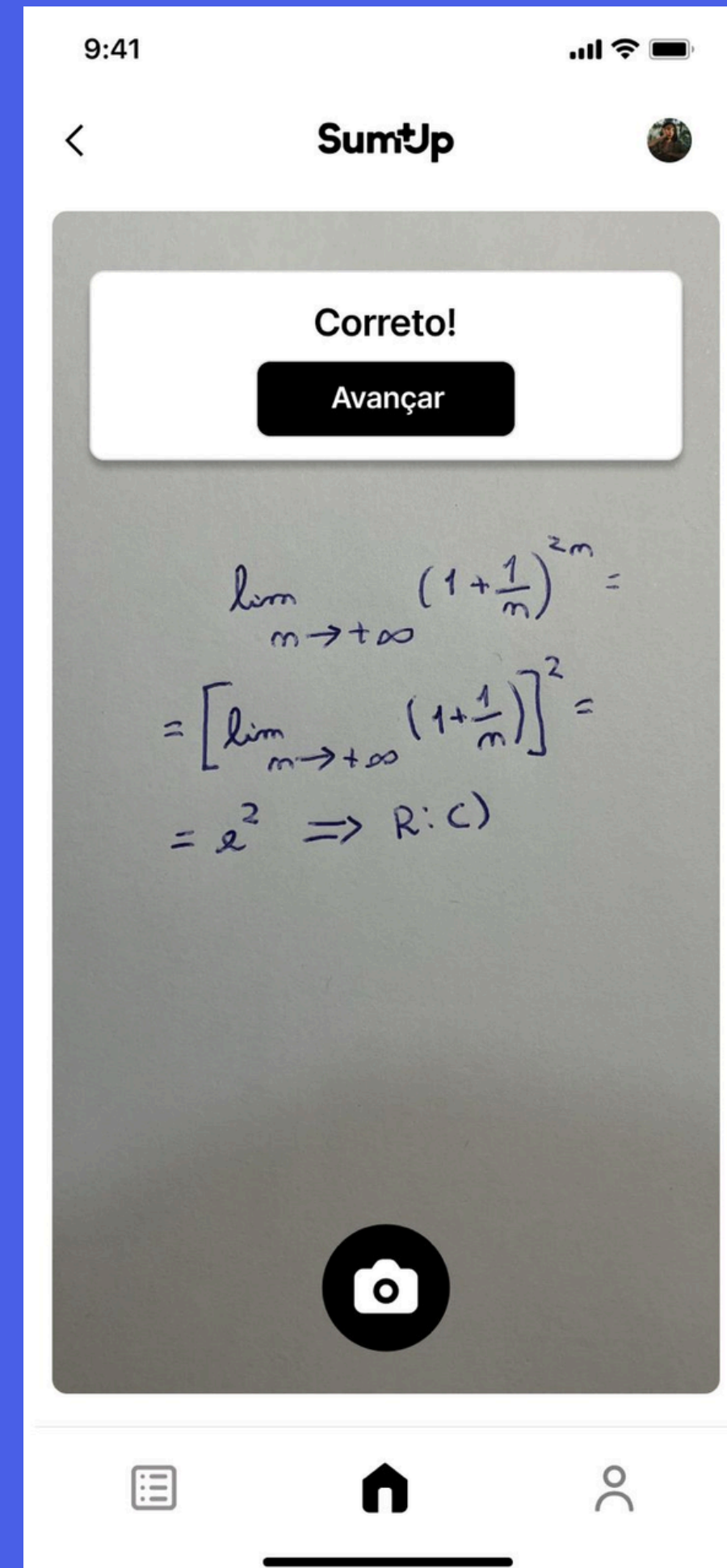


SumUp

AI-driven educational platform

Personalized mathematics learning

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SumUp

AI-driven educational platform

Personalized mathematics learning

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SumUp

AI-driven educational platform

Personalized mathematics learning

Dynamically adapts

The screenshot shows a web browser window with the URL <https://sumup.com/professor>. The interface is divided into three main columns: 'Melhores Alunos', 'Alunos com Dificuldade', and 'Maiores Dificuldades'. A sidebar on the left contains navigation links: 'Início', 'Dificuldades', 'Exercícios', and 'Alunos'. At the bottom left of the sidebar, there is a profile for 'Prof. Conceição Andrade'. The 'Melhores Alunos' column lists six students with their names, SumUp scores, and progress bars. The 'Alunos com Dificuldade' column lists six students with their names, SumUp scores, and progress bars. The 'Maiores Dificuldades' column lists six mathematical topics with their difficulty levels and progress bars.

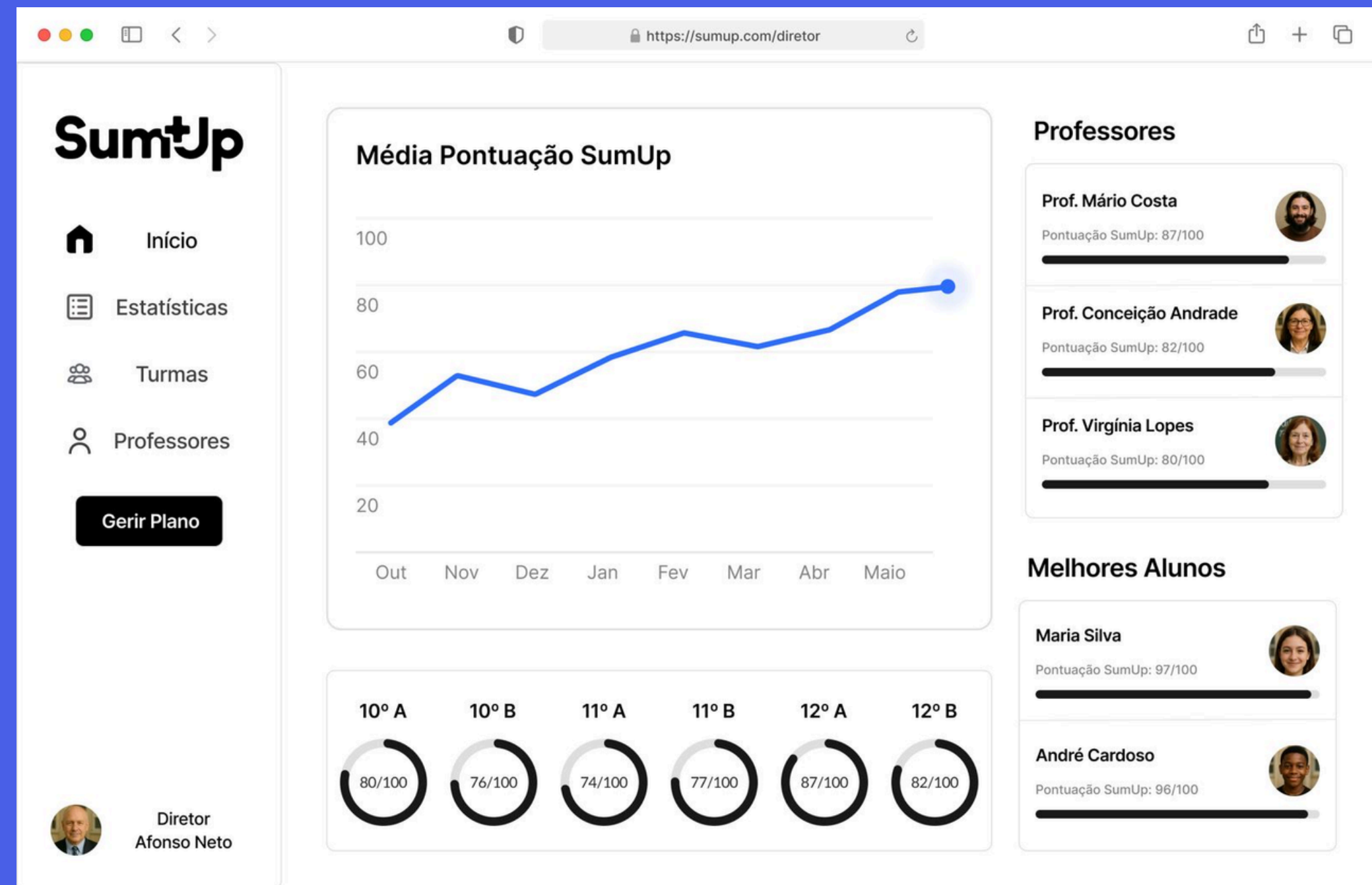
Category	Name	SumUp Score	Progress
Melhores Alunos	Maria Silva	97/100	High
	André Cardoso	96/100	High
	Filipa Nazaré	94/100	High
	Tomás Nazaré	93/100	High
	Rodrigo Sousa	93/100	High
	Ana Mendes	91/100	High
Alunos com Dificuldade	José Santos	63/100	Low
	Samuel Oliveira	58/100	Low
	Vanessa Almeida	53/100	Low
	Leticia Marques	51/100	Low
	António Martins	46/100	Low
	Alex Ferreira	43/100	Low
Maiores Dificuldades	Formalismo Matemático	87/100	High
	Álgebra	76/100	High
	Números Complexos	61/100	Medium
	Sucessões	55/100	Low
	Funções	54/100	Low
	Estatística	48/100	Low

SumUp

AI-driven educational platform

Personalized mathematics learning

Dynamically adapts

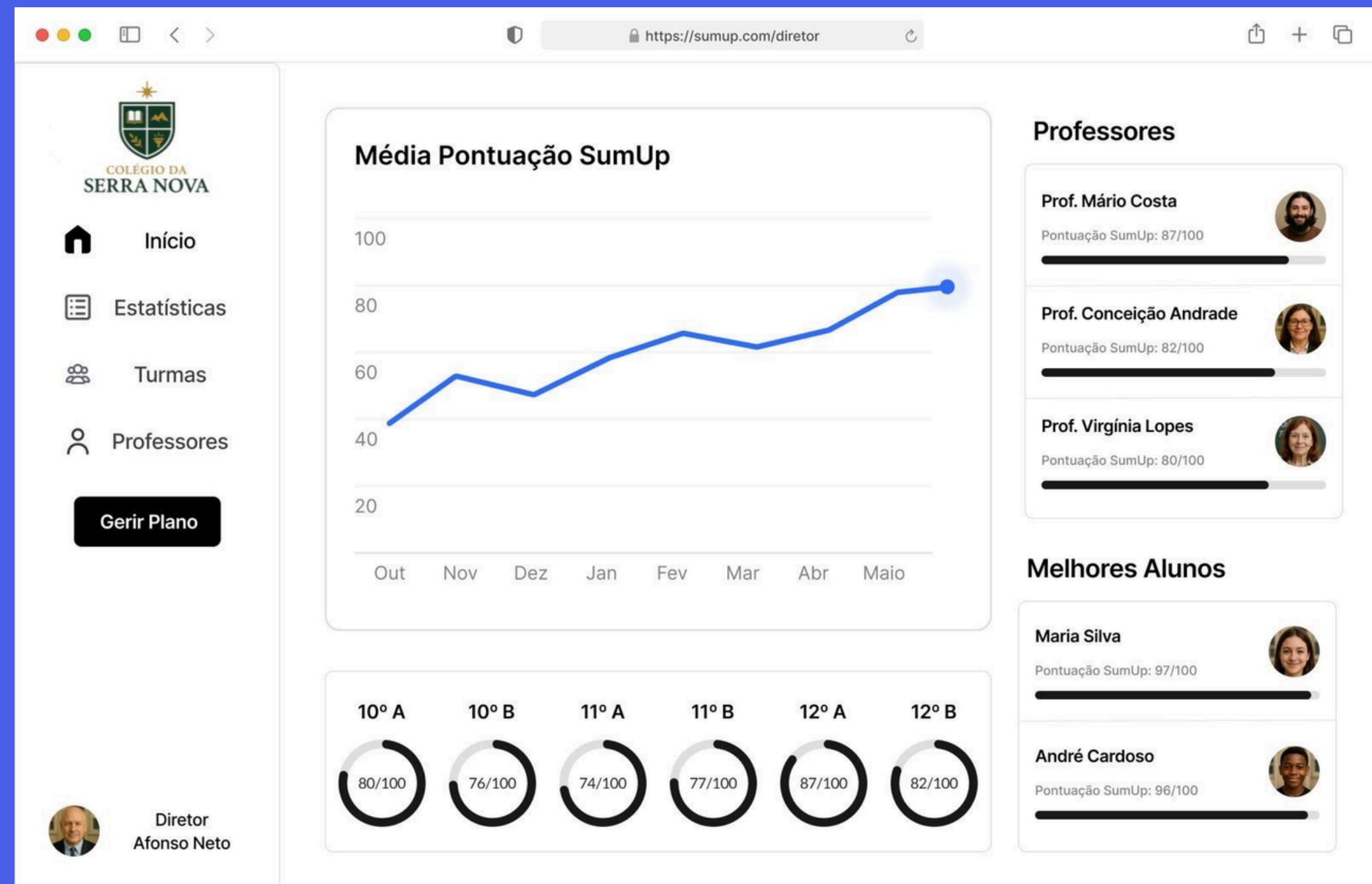


SumUp

AI-driven educational platform

Personalized mathematics learning

Dynamically adapts



How We Monetize (B2C).

Premium

- **19,99€/Month**
- **1 month free**
- Full Learning Path
- Unlimited Automatic
Correction
- Unlimited Exercise Bank
- Parents Dashboard

How We Monetize (B2B).

Institutional

- **4000€/Year per class**
- All Premium Features
- Teacher & Director
Dashboards
- Priority Customer Support

How We Monetize (B2B).

Institutional

- **4000€/Year per class**
- All Premium Features
- Teacher & Director Dashboards
- Priority Customer Support



White Label

- **2000€/Year**
- Custom Branding
- School Logo

A >€100M market opportunity to transform how students learn math in Portugal

€4B

€25M

Portuguese Highschool Market

€5M

TAM: Global market	€4B
SAM: Portuguese highschool Market	€25M
SOM: First 3 years targeting (20%)	€5M

The team.



Tiago Portugal

MSc in Electrical and
Computer Engineering

Head of Investment
Banking at TIC

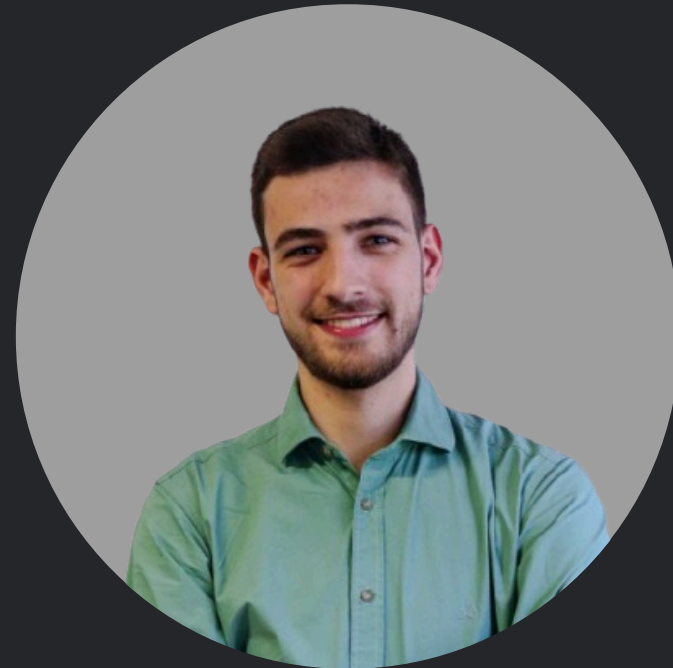
Tecstorm Winner



Beatriz Neto

MSc in Electrical and
Computer Engineering

Design team member
at Diferencial



Gabriel Batista

MSc in Electrical and
Computer Engineering

Ex-Junitec Innovation
Member

Ex Founder



Francisco Oliveira

MSc in Electrical and
Computer Engineering

Personal & academic
ventures



Francisco Sousa

MSc in Electrical and
Computer Engineering

Project Management
Office at Galp



TIME
TO BE
YOU

MIND
BODY

“ *It starts with one. But together,
we can **SumUp** to something
greater.* ”

SumUp

AI-Powered Math. Human-Centered Learning.



OUR WEBSITE

Key partnerships

- Math Publishers
- Image Content Recognition Partner

Key activities

- Platform Development
- Trust and brand reputation maintenance
- Model quality control
- Customer services

Customer relationships

- Community environment
- Self service
- Easy to use
- Technical support

Customer segments

- Secondary school students
- Secondary educational institutions

Key resources

- AI models (LLM APIs)
- Math repository
- Servers
- Student profile repository

Value Proposition

- Fast adaptation to the student profile
- Recursive learning technique
- Available at any time/ any place
- Professor and parents can keep track of students progress and difficulties

Channels

- Online Advertsing
- Social Media
- In person

Cost structure

- Servers
- APIs
- Sales Person
- Content costs

Revenue streams

- Subscription model
 - B2B
 - B2C

Go-To-Market.

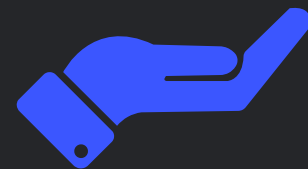
How we are approaching the market



Stage 1

Beta Testers

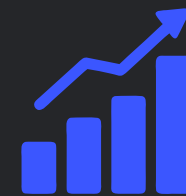
- First version
- Build **buzz** on social media, newspapers



Stage 2

Introduction

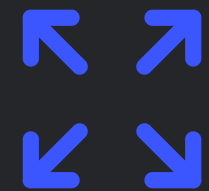
- Early adopters
- Launch **targeted paid campaigns**
- Use early success stories in **marketing**



Stage 3

Growth

- **Expand** to other regions and school networks
- **Customer support** with specialized technicians



Stage 4

Expansion

- Enter **new international markets**
- Product **expansion**, more features

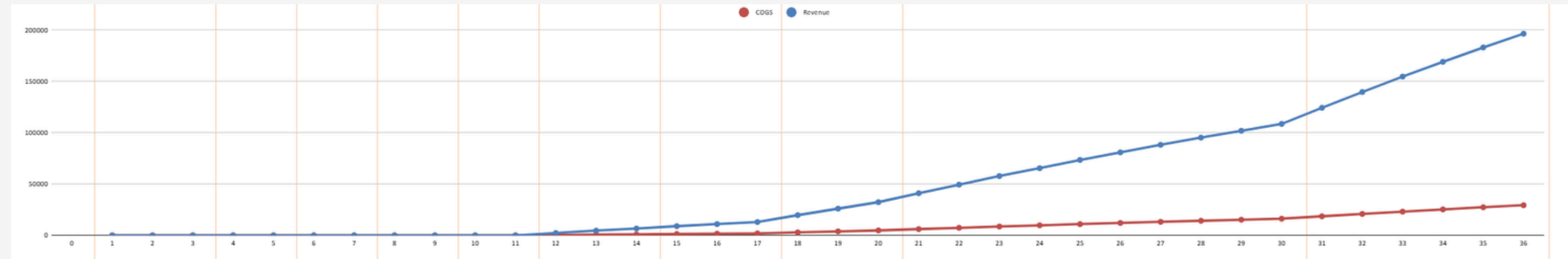
Marketing.

Month	Milestone	Investment/month
11	5K revenue/month	5000
14	100% growth rate/month	5000
17	Hire VP sales	15000
20	100K revenue/month	20000
30	1M revenue/month	40000
36	3-Year checkpoint	40000

Sales.

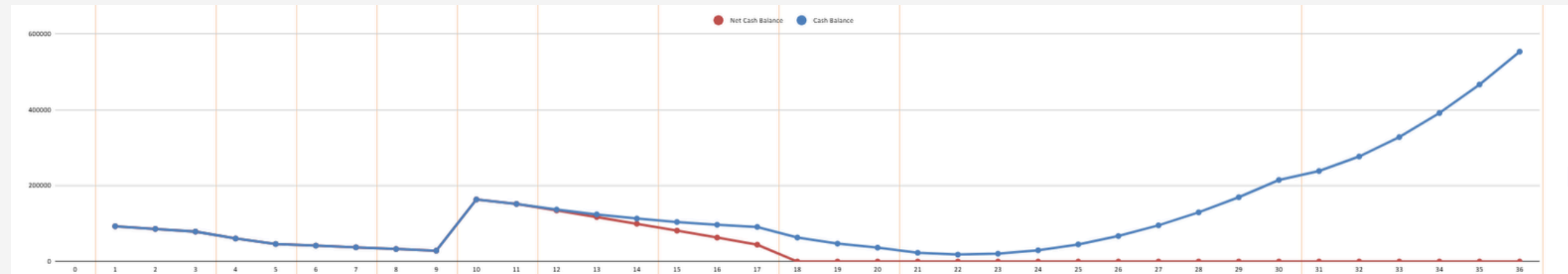
CAC

4000 euros



Churn

3%



Competition.

SumUp



MILAGE
LEARN+



	SumUp	Khan Academy	MILAGE LEARN+	[X=]	SOCRATIC
Automatic exercise correction	✓	✗	✓	✓	✓
Custom exercise generation	✓	✗	✓	✗	✗
Image recognition (exercise photo)	✓	✗	✓	✓	✓
Parent dashboard	✓	✗	✗	✗	✗
Teacher classroom management	✓	✗	✓	✗	✗
Progress Map	✓	✓	✓	✗	✗

Key Partners.

Math Publishers



- **Reliable and trustworthy in the educational market**
- **Publishers have large databases of math problems aligned with curricula**

Image content recognition



- **Analyse and respond to user input effectively and accurately**
- **Eliminate the possibility of the client loose confidence in the app due to image processing errors**

Technology

How are we building the product



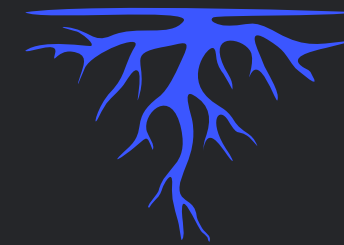
Memory

- Long-Term Memory
 - Student Profile
 - Difficulties
- Short-Term Memory
 - Recent struggles



Vision

- OCR
- Plot understanding
- End-to-end approach with SOTA LLM/VLM models



Grounding

- Exercises created by experts
- RAG for retrieving relevant exercises



Decision

- All context provided for a LLM to decide
- Robust personalized decisions