Kluki · Business Model Canvas

Homework help today, a learning record for life.

October 2026

8 Key partners

- App Store & Google Play
- Google Cloud: AI on the EU endpoint; hosting in Frankfurt
- Teachers: curriculum review per state
- Planned: university for pedagogical evaluation
- Planned: tutoring centres, after-school care, parent councils

7 Key activities

- Product development (one codebase, iOS + Android)
- Quality of AI answers: reports, review, prompt tuning
- Curriculum catalogs for all 16 German states
- Marketing to parents: store search, communities, creators

6 Key resources

- Working app, ready for the stores
- ~17,000 curriculum topics (16 states, Türkiye, England, US)
- Founder: 7+ yrs Meta advertising, team lead, AI product builder
- Own AI video production for ads

2 Value proposition

- **Snap the homework: the parent gets the answer and how to teach it, step by step; the child works it out instead of copying**
- Homework check, handwriting included: finds mistakes, explains the right way
- Exam plans built from the parent's own instructions
- Curriculum quizzes and three questions of the day
- A learning archive from grade 1 to graduation
- German, Turkish, English · AI in the EU · no ads, no tracking

4 Customer relationships

- Self-service app, one calm homework-time reminder
- Today card, streaks, Sunday summary
- In-app help, feedback and "report this answer"
- Early families: Premium free until 31 Dec 2026, in return for feedback

3 Channels

- App Store & Google Play search (parent keywords are uncontested)
- kluki.org with early-access list
- Parent communities, parent councils, schools
- Turkish-German associations and media
- Parent creators on Instagram/TikTok; word of mouth

1 Customer segments

- Parents of school children, grades 1–13, in Germany (start: Berlin); ≈8.4 m families with children
- Families whose parents went to school in another system or language, e.g. ≈2.9 m people of Turkish origin in Germany
- Next: Türkiye; later England and the US

9 Cost structure · year 1 (2027), lean → funded

- People: founder unpaid (lean) → €4,000 gross/month (~€4,850 incl. employer costs); pedagogy lead part-time ~€4,000/month → ~€106k/yr funded
- App store fee: 15% of revenue
- Accounts & tools: Apple €99/yr, Google Play €25 once, domains → €600/yr
- Workspace: home office in Berlin (€0); coworking ~€300/desk/month from 2028 if funded
- Teacher review €2,000 → €12,000 · legal & data protection €4,000 · accounting €1,500
- AI usage: ~€0.65 per active family/month today (measured), ~€1.30 from 2027
- Infrastructure: free tiers at launch; Supabase Pro ~$25 + Vercel Pro ~$20/month only when usage requires → €1,200/yr
- Equipment: own laptop + test phones €500 → €3,300 (devices, design tools)
- Travel & meetings (fairs, accelerators, Türkiye): €500 → €2,000/yr
- Marketing €3,000 → €25,000 · Total 2027: ~€14.6k lean · ~€161k funded (ask: €250k for 18 months)

5 Revenue streams

- Freemium: free plan with one curriculum subject per child
- Planned: question packs (20 questions, €3.99)
- Premium for the whole family (planned): €9.99/month or €59.99/year, 7-day trial on the yearly plan
- Later: schools and tutoring providers (B2B)

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