PRE-SEED · BERLIN · 2026

Kluki

The AI homework coach for parents

Snap the homework. Learn how to guide your child to the answer, aligned with the school curriculum.

Alper Cengiz, founder · ben@alpercengiz.com

Kluki helps parents help their child.

THE PROBLEM

8 pm, the child is stuck, and the parent doesn’t know how it’s taught today.

66%

of German parents of primary-school children help with homework regularly (25% at secondary).

41.4%

of Berlin pupils speak a language other than German at home (45.8% at primary schools).

11.5M

pupils in Germany, taught to 16 different state curricula across many school types.

Sources: Deutsches Schulbarometer (Robert Bosch Stiftung, 2019) · Berlin Senate school statistics 2025/26 · Destatis 2026

TODAY'S TOOLS

AI homework apps give children the answer. Nobody coaches the parent.

23%

of German pupils aged 14–19 let AI do most of their homework.

Photo solvers (Gauth, Question.AI, Photomath) are among the top education apps and are built for the student: snap, get the solution.

The result: the task is done, the learning is skipped, and teachers push back.

The gap: a tool for the adult sitting next to the child.

Sources: Bitkom pupil survey 2025 · Gauth #2 US iOS education app, Q3 2025 (app-intelligence reports)

THE SOLUTION

Kluki talks to the parent: the answer, and how to teach it to *this* child.

1 • Snap

Photograph the task. Kluki already knows the child's age, grade, interests and focus span.

2 • Coach

The parent gets the solution and a step-by-step way to teach it: questions, hints, an example, the curriculum's method.

3 • Child thinks

The child works it out. Then: check the page (mistakes found, the right way taught), plan the next exam, practise.

THE PRODUCT · BUILT AND WORKING TODAY

Homework help today, a learning record for life.

Snap & coach

The answer for the parent, plus how to teach it, step by step.

Check their work

Reads the finished page, handwriting too: finds the mistakes, teaches the right way.

Exam planner

Day-by-day study plan with breaks and spaced review; re-plans.

Curriculum quizzes

Short, playful quizzes on the official topics, with points and stars.

Progress & weekly report

What sits, what needs practice, report-card reading.

School-life archive

Report cards, exams, worksheets and calendar, growing from grade 1 to graduation.

ALIGNED WITH SCHOOL

Every German state and school type. Plus Türkiye, England and the US.

Curriculum	Grades	Topics	Status
Germany: all 16 states, by school type	1–13	per state	launch market
Türkiye MEB	1–12	1,016	launch market
England (NC, GCSE, A level)	Years 1–13	1,317	available
US (Common Core, NGSS)	1–12	901	available

German, Turkish and English UI. A Turkish-speaking parent in Berlin can get coaching in Turkish on a German-curriculum task.

WHY NOW, AND WHY PARENTS TRUST IT

AI can now read a worksheet, cheaply.

Photos of printed tasks and handwriting are understood well enough for a consumer subscription.

≈ €0.65

AI cost per typical family per month today (our measurement; ≈ 2× from 2027, covered by a fair-use cap).

Trust by design

- Built for parents (18+), not a children’s app
- Explicit AI consent before anything is sent
- Says it is AI and can be wrong; one-tap “report answer”
- Homework and child photos stay on the phone
- Coaches, never grades: outside school assessment

Regulatory note: EU AI Act Annex III education use cases concern use in schools; a home app for parents is probably not high-risk (to be confirmed by counsel).

MARKET · GERMANY FIRST, THEN TÜRKIYE, UK, US

TAM

€590M

a year: ≈ 6.0M German + 8.9M Turkish households with school-age children

SAM

€240M

parents who actively help and can pay, with a smartphone

Beachhead

0.35M

Turkish-origin households in Germany with school children (≈ €25M/yr)

11.46M pupils in Germany (2025/26) and 15.96M K-12 students in Türkiye (2025/26). Kluki covers every German state; Türkiye, England and US curricula are already in the app. UK and US are upside, not counted.

Sources: Destatis 2026, Mikrozensus 2024 · MEB 2025-26 · TÜİK. Household counts, ARPU (DE €72, TR €18/yr) and paying shares are our estimates.

COMPETITION

Everyone builds for the student. Kluki builds for the parent.

Player	Built for	Approach	Curriculum	DE / TR
Gauth, Question.AI, Photomath	Student	Answer to the child	None	Partly
Knowunity, StudySmarter	Teen student	Notes / AI tutor	Partly	DE yes, TR no
sofatutor, simpleclub	Student (parent pays)	Video lessons	DE	DE only
Kunduz, Doping Hafıza	Student, exam prep	Yes / lessons	MEB	TR only
Khanmigo	Student + parent	Socratic tutor	US	No (US only)
Kluki	**Parent**	**Answer + how to teach it**	**16 DE states, MEB, UK, US**	**Both + EN**

Sources: company sites and press, checked Oct 2026. Small parent-facing apps exist (e.g. Explaino, Hwork) without curriculum alignment or DE/TR.

BUSINESS MODEL

Freemium subscription, one price for the whole family.

Plan	Price
Free	1 subject per child, 3 AI helps
Premium monthly	€9.99
Premium yearly	€59.99, 7-day trial

Education median: $9.99/month, $44.99/year (RevenueCat 2026). Türkiye: local price, to be tested.

Per subscriber in Germany

Monthly plan	€ / month
Price incl. 19% VAT	9.99
Net after VAT and 15% store fee	7.14
AI cost, typical family (2027)	≈ 1.30
Contribution	**≈ 5.84**

Yearly plan: €3.57 net per month. A fair-use cap and top-up packs protect margin on heavy users.

15% = Apple Small Business Program / Google Play subscriptions. AI cost: our measurement (≈ €0.65 today), doubled for the provider price change in 2027.

GO-TO-MARKET

Start where the pain is sharpest and the founder is at home.

1 • Turkish-speaking families in Germany

German curriculum, coaching in Turkish. Parent groups, Turkish-German associations and weekend schools, Turkish-German media.

2 • All German parents

German-first store listing, App Store search, parent creators, Klassenarbeit season pushes.

3 • Türkiye

MEB curriculum already in the app; local price; LGS/YKS families and ilkokul parents.

Founder edge

7+ years in Meta advertising, AI video production in-house: ad creative and tests at low cost.

WHERE WE ARE · OCTOBER 2026

Done

- Working app, iOS + Android, tested end to end
- 4 curricula, 3 languages
- Consent, reporting, account deletion, Apple/Google sign-in
- Store listings written in DE / TR / EN

Next 90 days

- App Store launch (targeted this week); Google Play after the closed test (12+ testers, 14 days)
- Early families on iPhone + Android: Premium free to end of 2026
- First funnel data: trial, paid, 30-day retention
- Teacher review of the DE and TR curricula

No users or revenue yet: we will report testers, weekly active families, trial→paid and the share of AI answers reported wrong, monthly.

TEAM

Alper Cengiz

Founder & Developer

- 7+ years with Meta advertisers: advised 150–280 businesses per quarter, then led two teams of up to 27 Meta Marketing Pros serving ≈ 4,500 advertiser accounts
- Built the whole Kluki app himself; AI products and AI video
- Booking.com; founded and ran two e-commerce brands
- Turkish native, English C1, lives in Berlin

Oana Cengiz

Sales

Ekin Sönmez

Marketing

Hiring with the round

German-native pedagogy lead (part-time), teacher reviewers per curriculum

PLAN · FUNDED CASE (ASSUMPTIONS)

€ / year	2027	2028	2029
Installs	30,000	100,000	250,000
Paying families, year end	524	1,948	5,118
Net revenue	17k	69k	184k
Costs (team, AI, marketing, fixed, equipment)	161k	245k	406k
Result	**−143k**	**−176k**	**−222k**

The €250k round funds ≈ 18 months (2027 and H1 2028), with salaries at German market level. The lever is conversion: at 2% download→paid (median), doubling it roughly doubles revenue. A seed round follows real funnel data in 2028.

Assumptions: 2.0% download→paid and 62% yearly plans (RevenueCat 2026), 12% monthly churn, 45% yearly renewal, 30% of payers in Türkiye at 35% price. Full model in the data room.

THE ASK

€250k

pre-seed for 18 months, from angels and grants, with salaries at German market level

Target by month 18: 1,000 paying families and a measured funnel

Use of funds, 18 months	**€k**
Founder full-time	87
Pedagogy lead (part-time), first hires 2028	93
User acquisition & community	50
Teacher curriculum review	16
AI usage	16
Infrastructure, legal, accounting	11
Equipment, workspace, travel	10
Total spend	**283**
minus expected revenue · plus reserve	–52 · +19
Round	**250**

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Helping parents help their child, in their own language, on their school’s curriculum.

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