

Scalable personalized education.

Striving towards a yellow dot in New York – one step at a time.

Briefing.

January 2026

Dear reader,

At Studied, we are seeking capital and strategic support for our first scale-up phase.

In this deck you find a comprehensive overview of the company, roadmap, plan for 2026 to 2028 and financials.

We are happy to elaborate further in conversation.

Best regards,



Bas Jennissen
Director & Founder



Sarah Ewals
Finance

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Company.

Vision.

Global problem

In the whole world, the education system is under pressure.

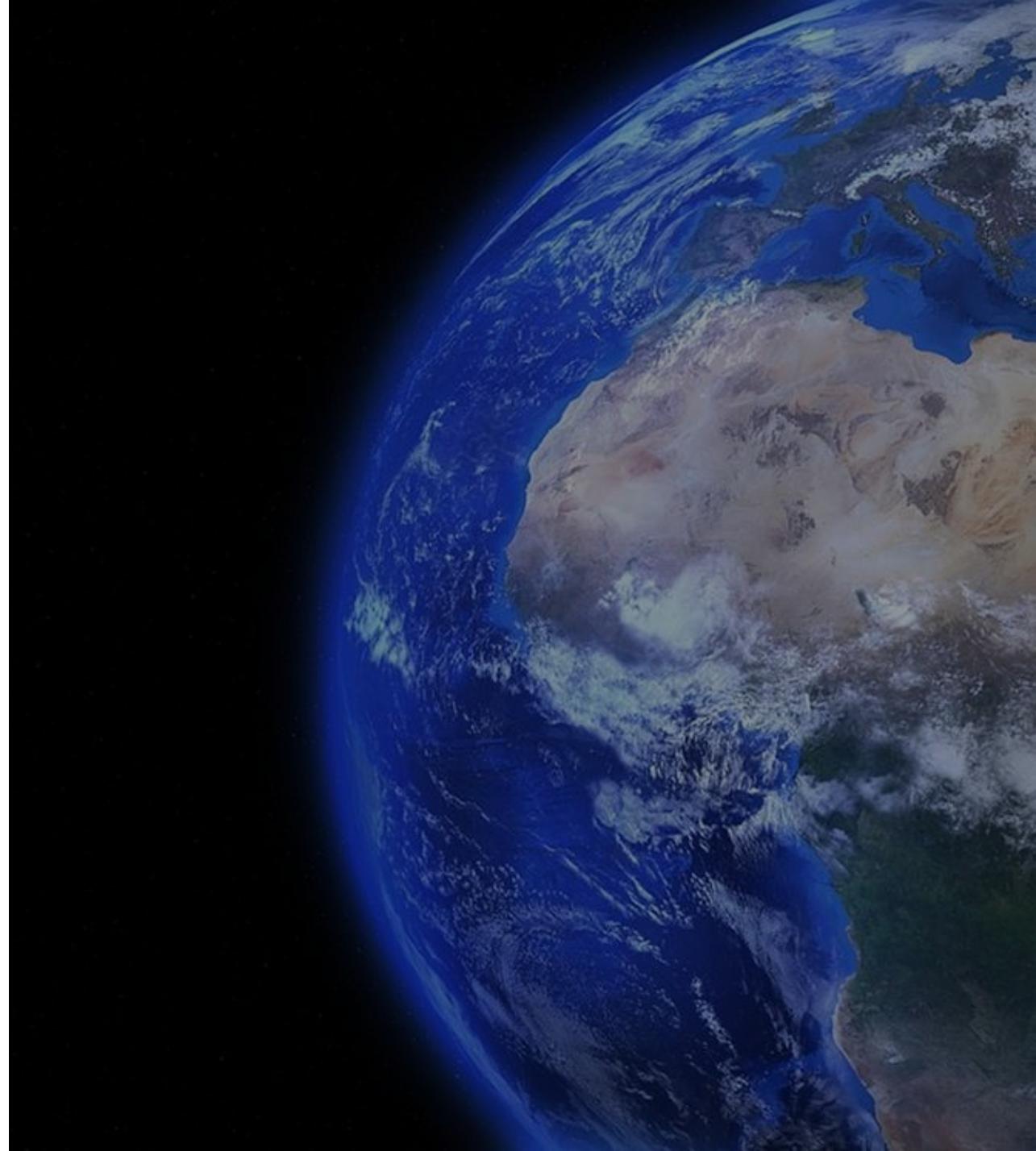
- Teacher shortages continue to rise,
- Demand for individual support increases,
- Overall educational quality is declining.
- Technology is advancing faster than schools can adapt.

Why this matters

Education is the foundation of our human development, economic prosperity and social justice.

Our vision

We envision an education system where every learner receives what they need to thrive.



Mission.

What we do

Providing quality, personalised education that adapts to the individual learner.

Our solution of today

We provide personalized education to students in:

- primary education to university and
- consumer language education

in Maastricht.

Our solution of tomorrow

We aim to scale personalized education both geographically and across multiple education markets.



Business Model.

Core business

Recruiting, training and matching educators to learners and facilitating a structured guidance process.

Offering

- Quality and measurable outcomes.
- Lessons are charged for hourly rate × real lesson time
- Minimum hour agreements create recurring revenue.

Scalability

We scale by expanding our educator network, enabling rapid expansion across regions, levels, and subjects.



Application.

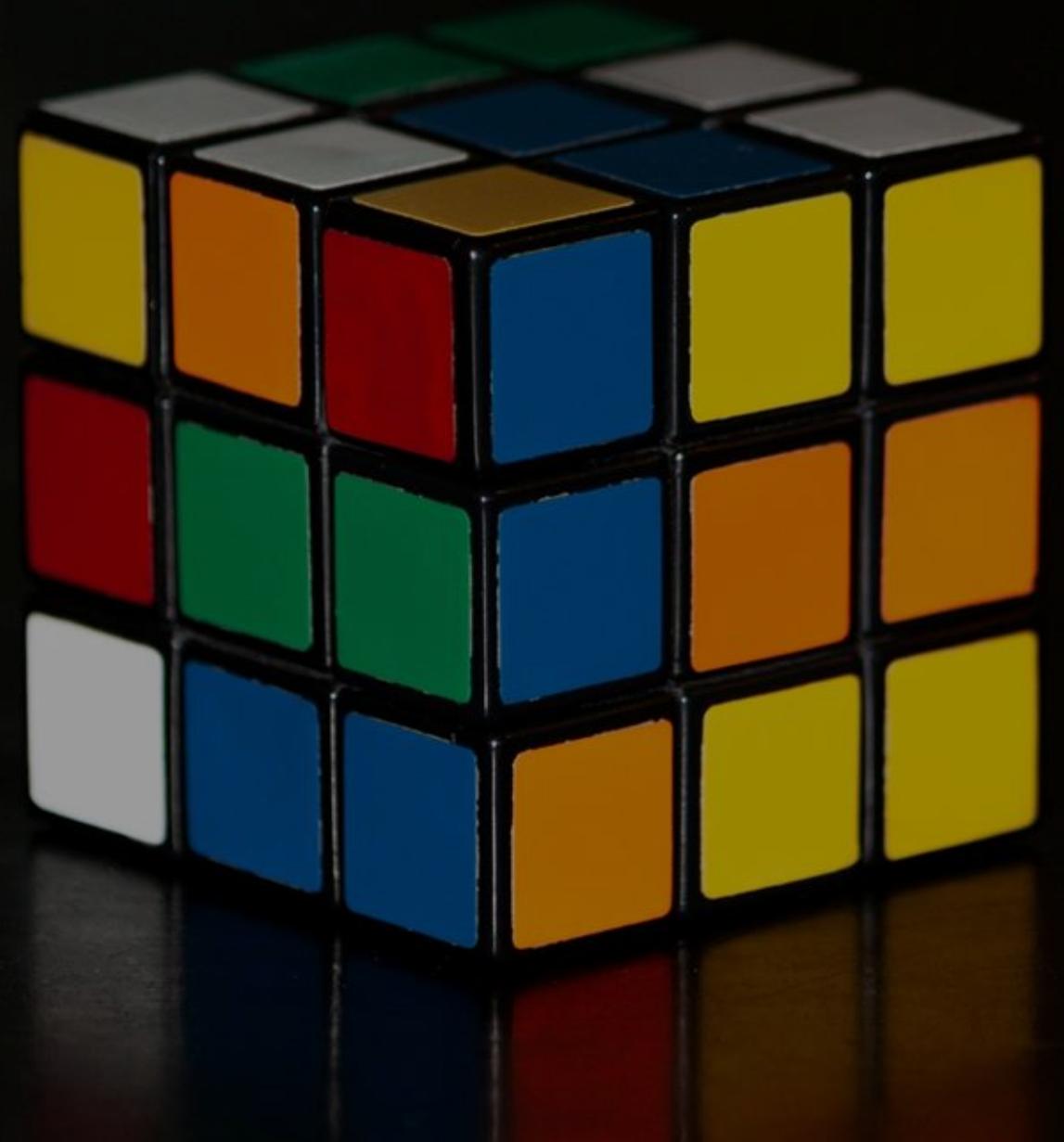
Multiple markets

Our business model can be applied in multiple educational markets.

- General education: Proven application.
- Language education: Proven application for consumers, tested and ready to scale for corporates.
- Corporate education: Logical future extension.

Way of working

- Structured guidance process that ensures tailored, effective and consistent learning.
- Educators are carefully selected students from universities and universities of applied sciences.
- Administration and communication around lessons through custom system and app.



People.

Director & founder – Bas Jennissen

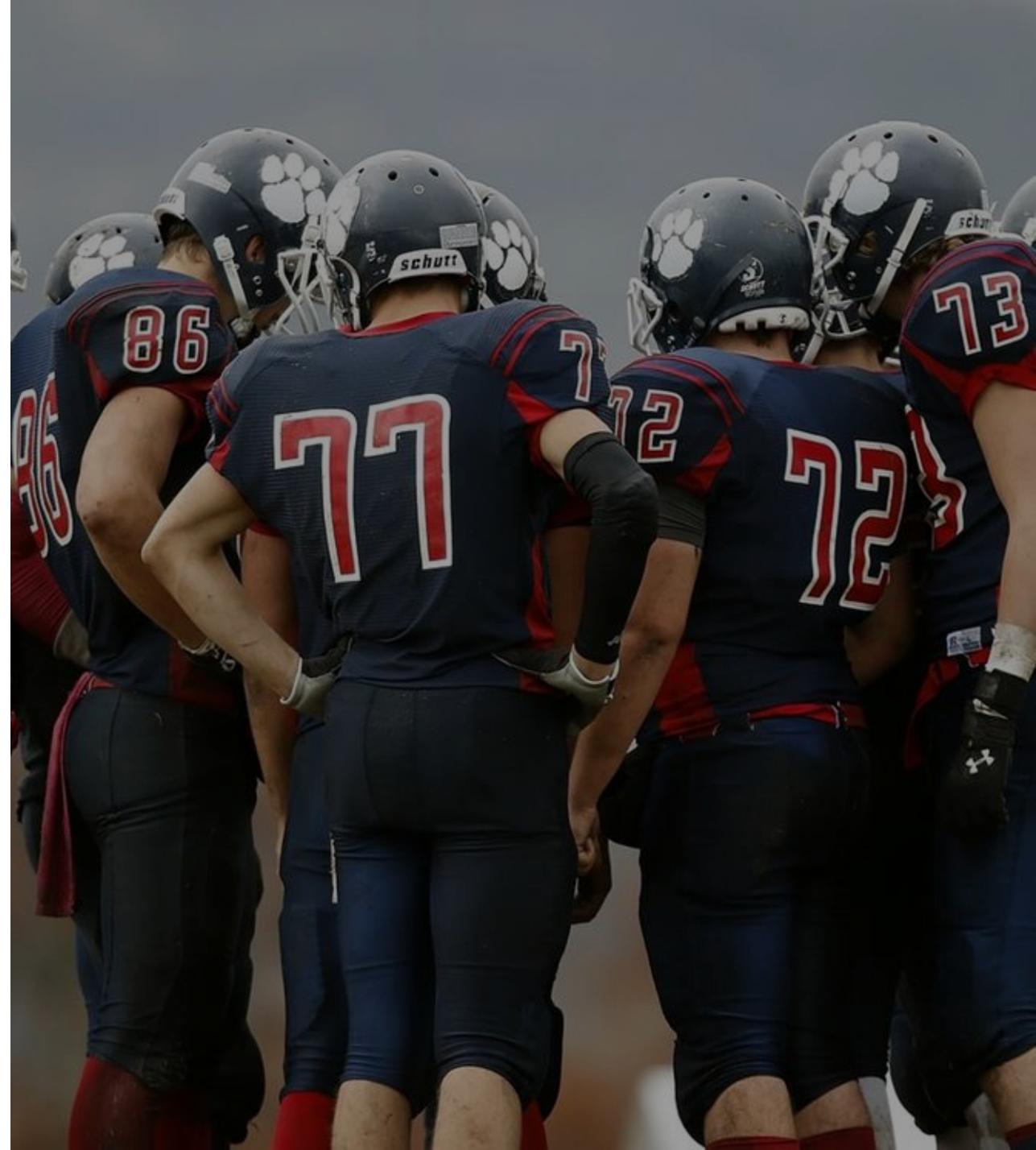
- Lawyer in tax & corporate law.
- ±10 years of experience building, managing and developing organizations.
- Grew up in a multi-generational family of educators.
- Driven by personal experiences in education.

HQ team

A lean central team of part-time young professionals for Sales, HR, Marketing & Communication, Business Development and Finance to enable sustainable scaling.

Educators

Recruited, carefully selected and trained students from universities and universities of applied sciences.



Traction.

Key-numbers

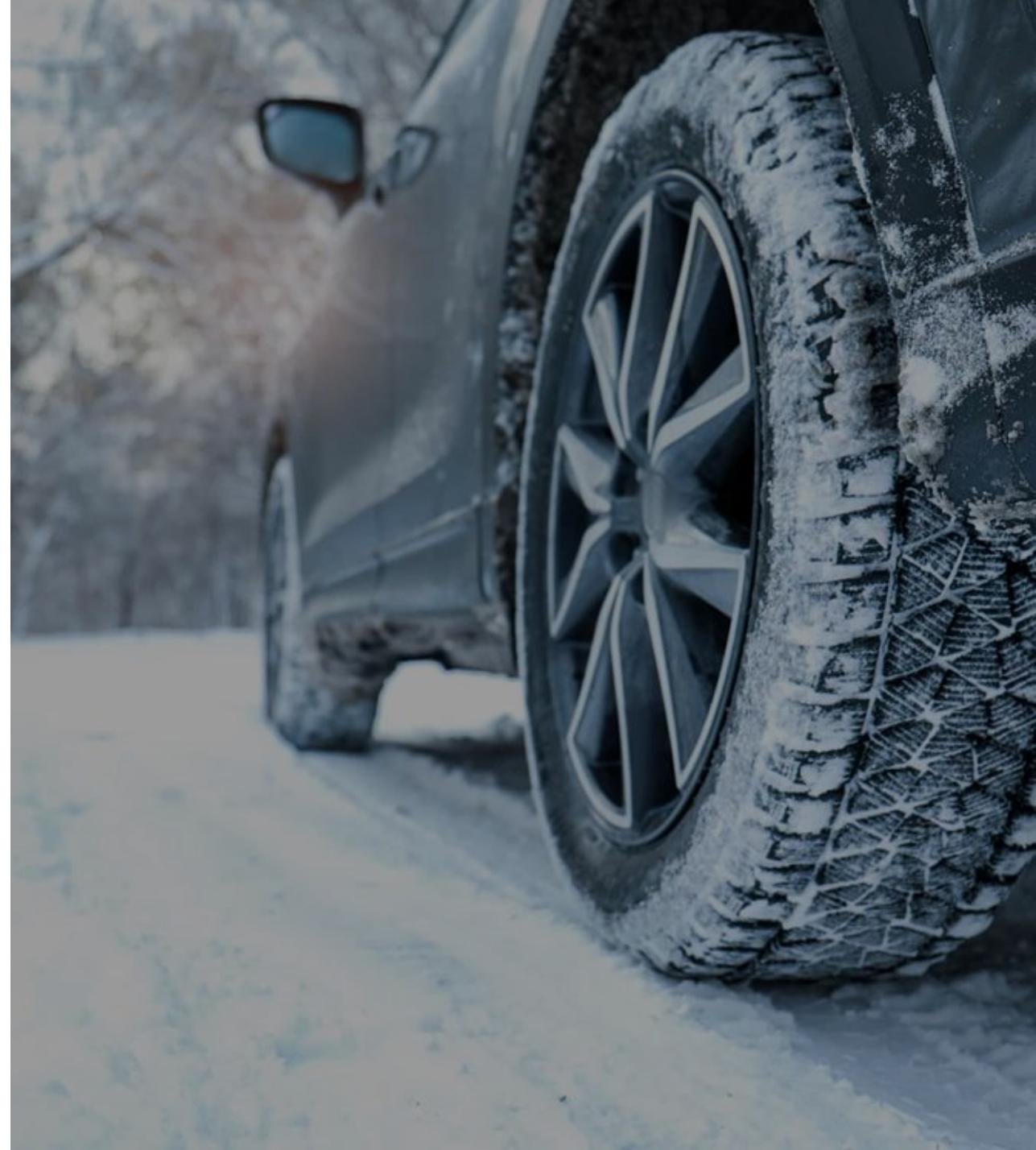
- Revenue: from €606 in 2018 to €58.428 in 2024.
- Compound Annual Growth Rate (CAGR) of +114%.
- Results were achieved without marketing investments.

Customer satisfaction

We maintain a consistently high satisfaction rate of 4.7 / 5 average rating based on 138 verified Google Reviews.

Testimonials

Client testimonials consistently confirm delivery of core promise of personalised, quality support.



Potential.

Strategic insights

Existing providers struggle with structural weaknesses:

- Inconsistent quality driven by individual tutors
- Superficial personalisation without structured guidance
- Digital tools focused on administration rather than learning outcomes
- Transactional service models with limited pedagogical oversight.

Positioning

There is a positioning opportunity for a scalable provider that delivers consistent, quality personalised education.



Realization.

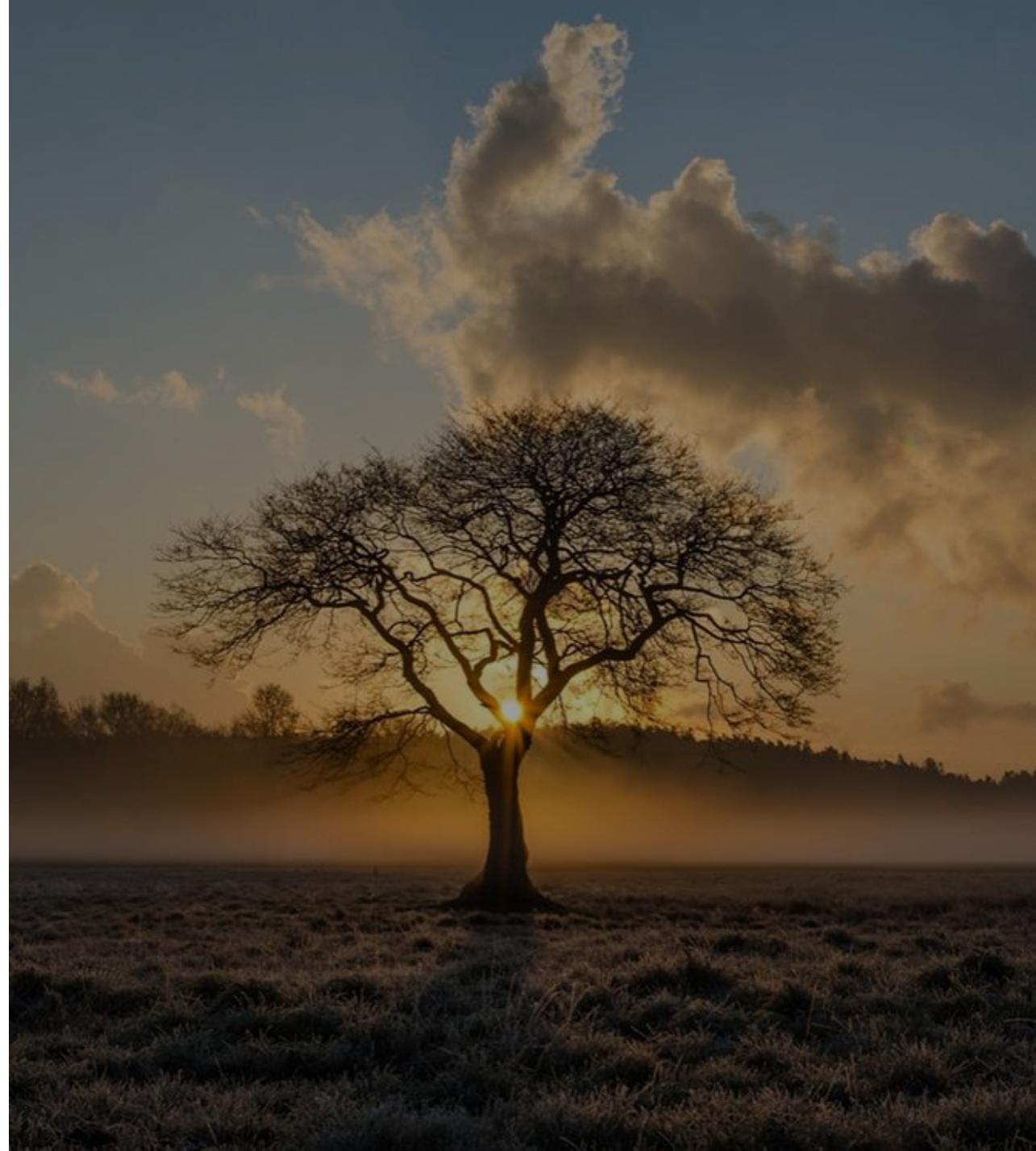
Centralized approach

Potential can realize through a centralized approach:

- Shared systems, processes and a central team keep overhead low across markets.
- A centralised structure enables fast, sustainable expansion across regions and domains.
- One framework safeguards consistent, reproducible quality across all activities.

Next steps

To crystallize our next steps, we have made a roadmap and plan for 2026 – 2028.



Roadmap.

Short term.

2026 – 2028: Start Scaling

- Expand geographically in the Netherlands to scale general education and consumer language education
- Launch corporate language education
- Secure quality and increase customer lifetime value

2028 – 2030: Strengthen Foundation

- Securing and optimizing performance through a pilot flagship location and targeted upselling.
- Spin off language education to “Spoken”.
- Launch corporate education under “Developed”.
- Centralise operations under “The Yellow Dot Company”.



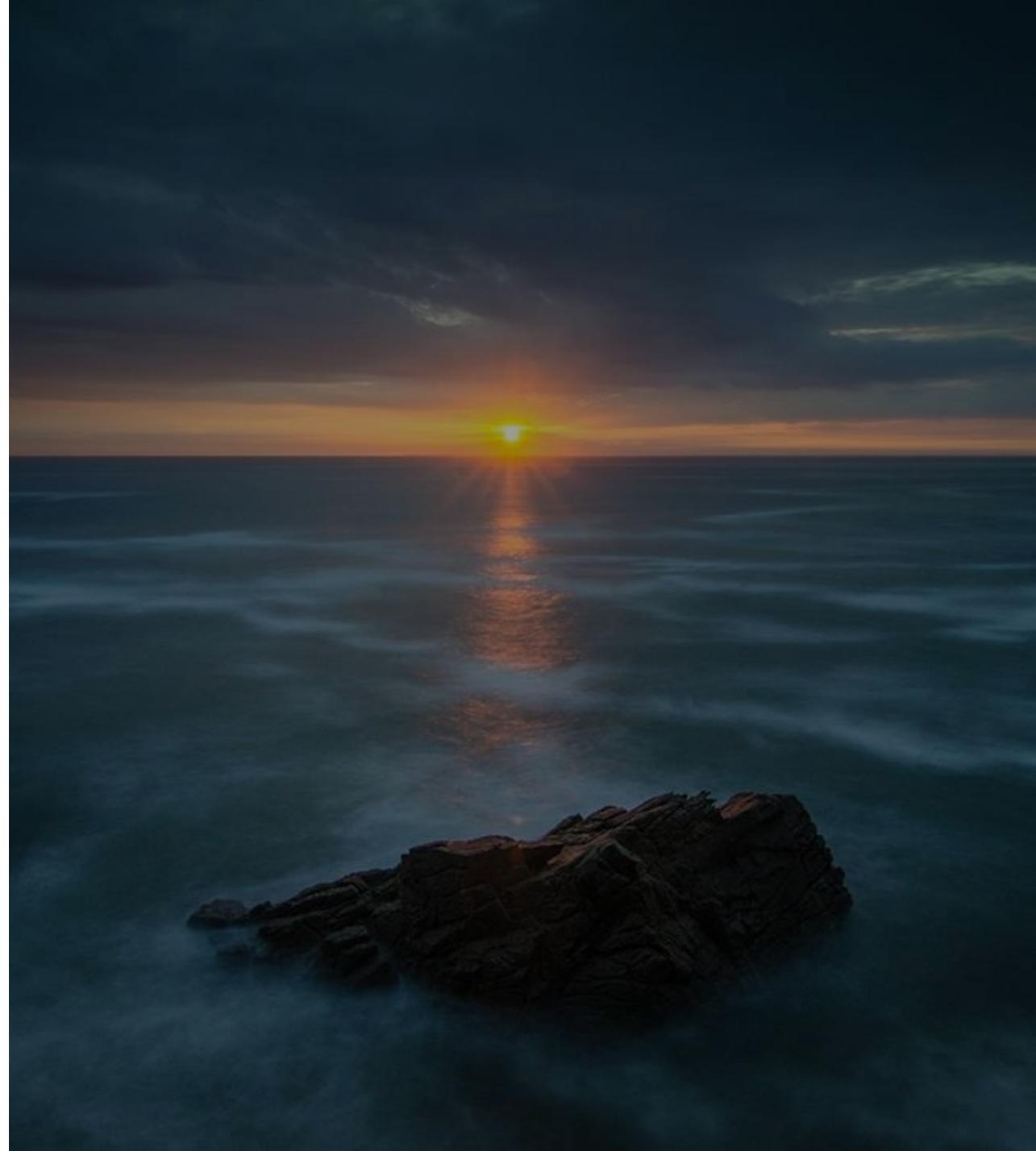
Long term.

2030 – 2035: Scale-up Phase 2

- Establish flagship locations in key-cities to strengthen and expand existing activities.
- Build a dedicated tender team to win government and supranational education contracts.
- Establish a foundation to fund our social activities.

2035+: Pathways on the Horizon

- Build a global presence for all business units.
- Consider adding a private schooling business unit.
- Pursue strategic acquisitions to enter new markets or scale existing activities.
- Through social initiatives and impact projects, support those who lack access to quality education.



Plan 2026 - 2028.

Targets.

Revenu targets per year

- 2026: € 200.000
- 2027: € 600.000
- 2028: € 1.000.000

Operational targets for 2026

- General education: ≥ 10 university clients per city in four new Dutch cities.
- Consumer language education: $5 \geq$ clients per city in the same four cities.
- Corporate language education: ≥ 12 contracts of minimum €10.000 per year for two years.
- Quality framework: introduce measurable quality indicators and KPIs across tutors, Sales and HR.



Strategy.

General education & consumer language education

- Partnerships with student organisations, international associations and expat communities
- SEO-optimised website content targeted at four new Dutch cities

Corporate language education

- Scalable, high-volume email campaigns targeting internationally oriented industries
- Targeted LinkedIn outreach to build industry-specific networks
- Warm introductions through existing contacts

Quality framework

- Introduce quantifiable quality indicators via our custom system and app
- Implement quality-related KPIs across tutors, Sales and HR



Financials.

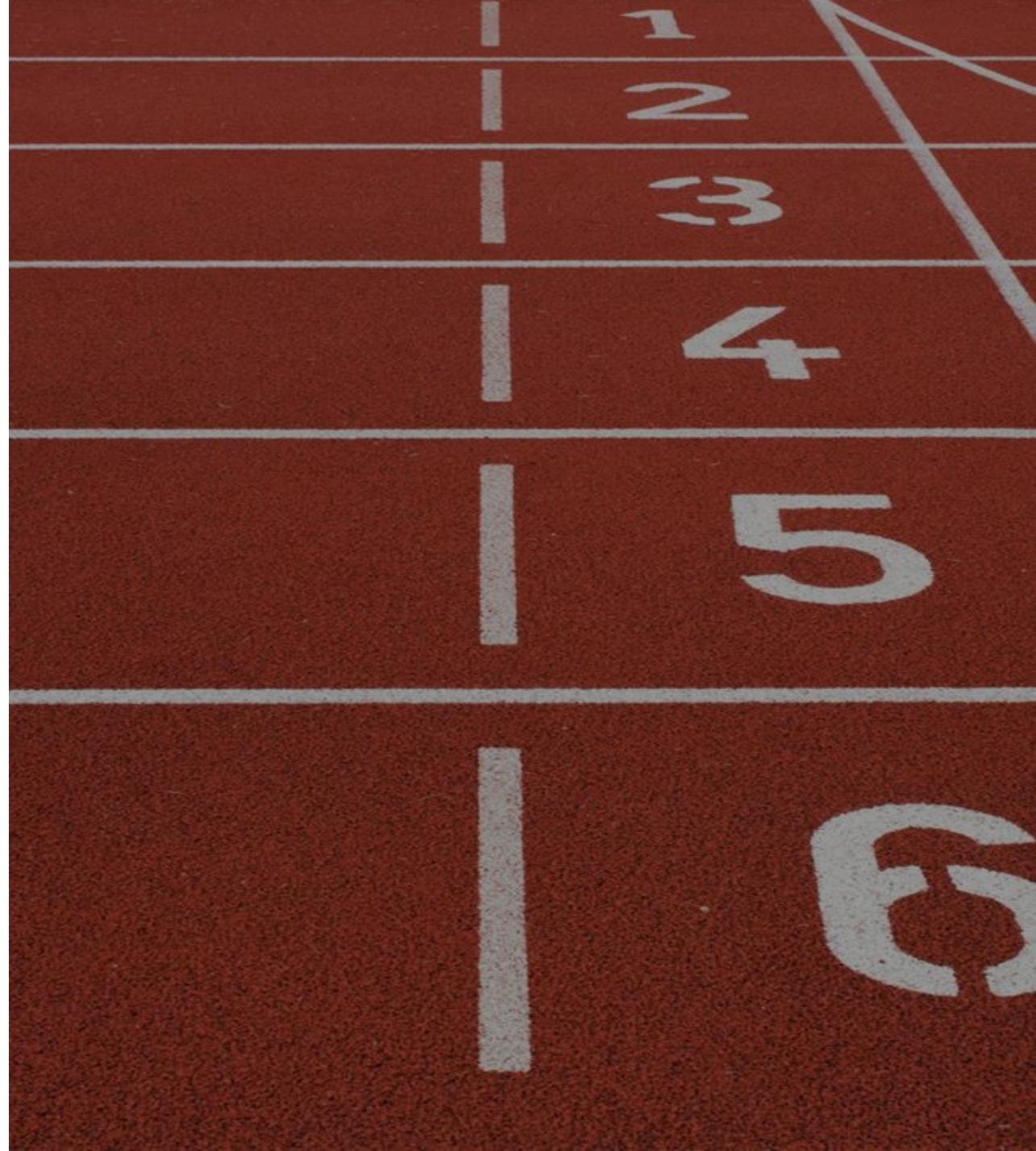
Performance.

Historic financials

- Revenue grew from €606 in 2018 to €58,428 in 2024, representing a 114% CAGR.
- Estimated 2025 revenue of €36,524 reflects a temporary pricing adjustment, not a structural decline.

Forecasted financials 2026 - 2028

- Forecast based on the plan for 2026–2028.
- Clear path to at least €1.0m revenue by the end of 2028.
- Scaling driven by defined, measurable operational targets.



Funding.

Total funds needed

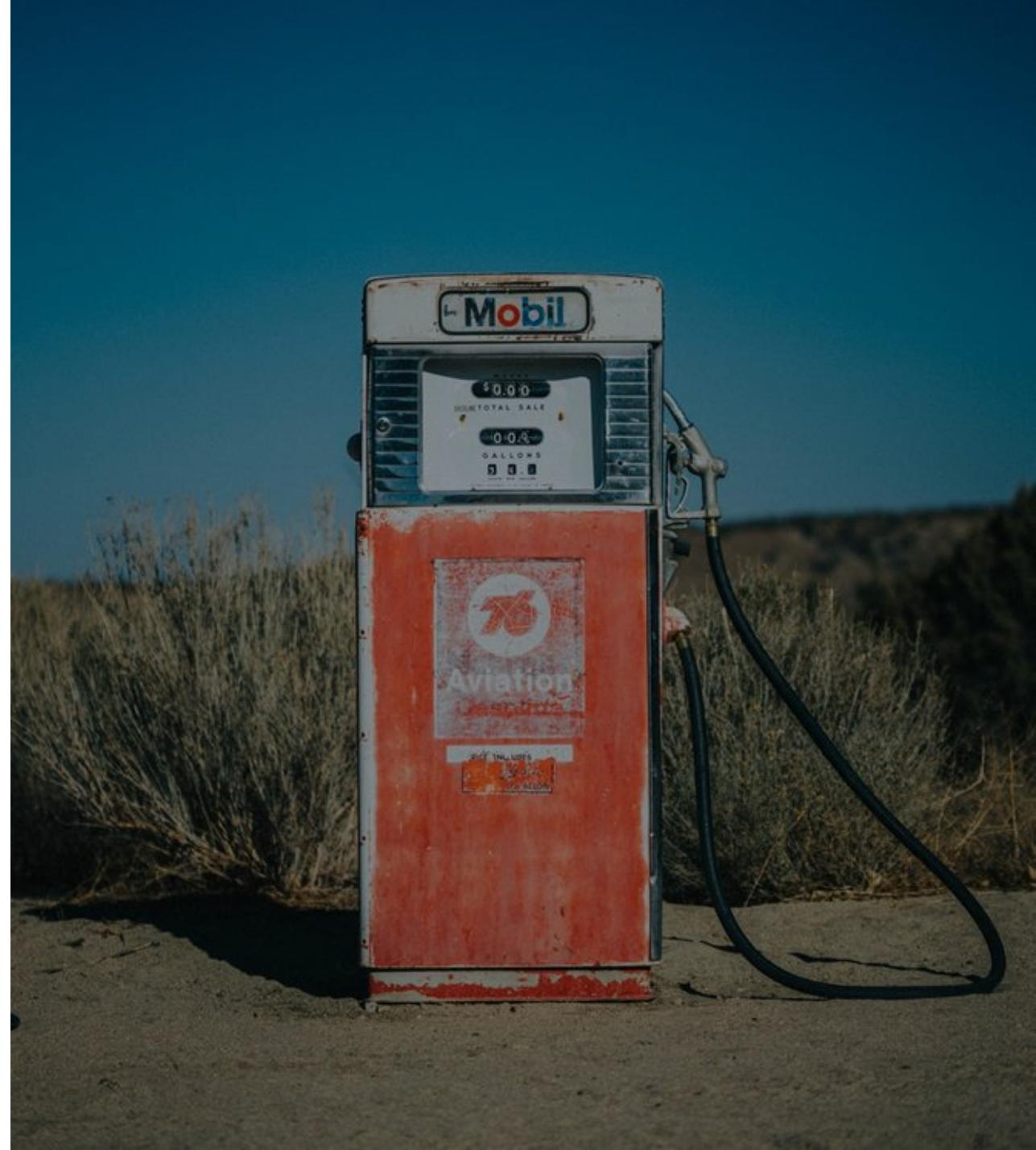
- External funding is required to achieve 2028 goals.
- Minimum funds needed is €66,026, but we are targeting a € 150.000 raise.

Funding strategy

- Fully based on equity financing to align with our growth stage and benefit of value of the right investor.

Investor profile

- An experienced investor with sufficient financial capacity to fund our next growth phase.
- Proven ability to sustainably scale a business and a relevant, accessible professional network.
- Thorough understanding of the corporate life cycle and strong interest in the education sector.



Proposal.

Valuation

- Valuation based on a Discounted Cash Flow (DCF).
- Based on forecasted financials for 2026–2028.
- Resulting enterprise value is €814.850,64.

Equity offering

- Non-participating 8% cumulative preference shares

Investment horizon

- Expected horizon is 3–5 years.
- This aligns with the completion of the first scale-up phase and foundation for second scale-up phase.
- Most value realisation will occur at a liquidity event, which becomes realistic within this timeframe.



Let's talk.

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