Tutel – AI-Native Tutoring for the German School System

Curriculum-aligned. Designed for DSGVO compliance and EU AI Act alignment. Built for teachers, students & families.

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German Schools Are Under Pressure – and AI Isn't Solving It Yet

- **Teachers are overloaded.** Large, heterogeneous classes, growing admin load, and constant curriculum changes leave little time for individualized support.

- **Parents pay for fragmented tutoring.** Private Nachhilfe is expensive, hard to coordinate, and rarely integrated with what's happening in class.

- **Students already use AI in the shadows.** They paste homework into ChatGPT – answers aren't curriculum-aligned, often wrong level, and schools can't endorse it.

- **Schools can't adopt most "AI tutors".** Global tools fail on DSGVO, AI Act readiness, youth protection, and German school infrastructure – so leadership says "no".

AI + Regulation + €20B Liquidity = The Perfect Storm

- **The "Startchancen" Liquidity Event.** Germany has unlocked €20 billion over 10 years specifically for school development. Unlike DigitalPakt 1.0 (hardware), this funds software and licenses.

- **The "Compliance Moat" is now law.** The EU AI Act (Feb 2025 prohibitions) and strict state-level DSGVO enforcement effectively ban non-compliant US tools. Schools need a safe alternative immediately.

- **AI Quality Threshold.** For the first time, LLMs can tutor complex German subjects (e.g., Mathe LK, Deutsch Erörterung) with high pedagogical accuracy.

- **The "Shadow AI" Threat.** Schools are paralyzed by students using ChatGPT for cheating. Leaders are actively searching for a controlled, curriculum-aligned platform to regain control.

Tutel – The AI Tutor Schools Can Actually Approve

An AI-native tutoring platform built for KMK curriculum, schools, and families.

AI Tutor for Students

Curriculum-aware tutoring across 51 subjects, aligned with KMK expectations and exam formats (ZP10, Abitur).
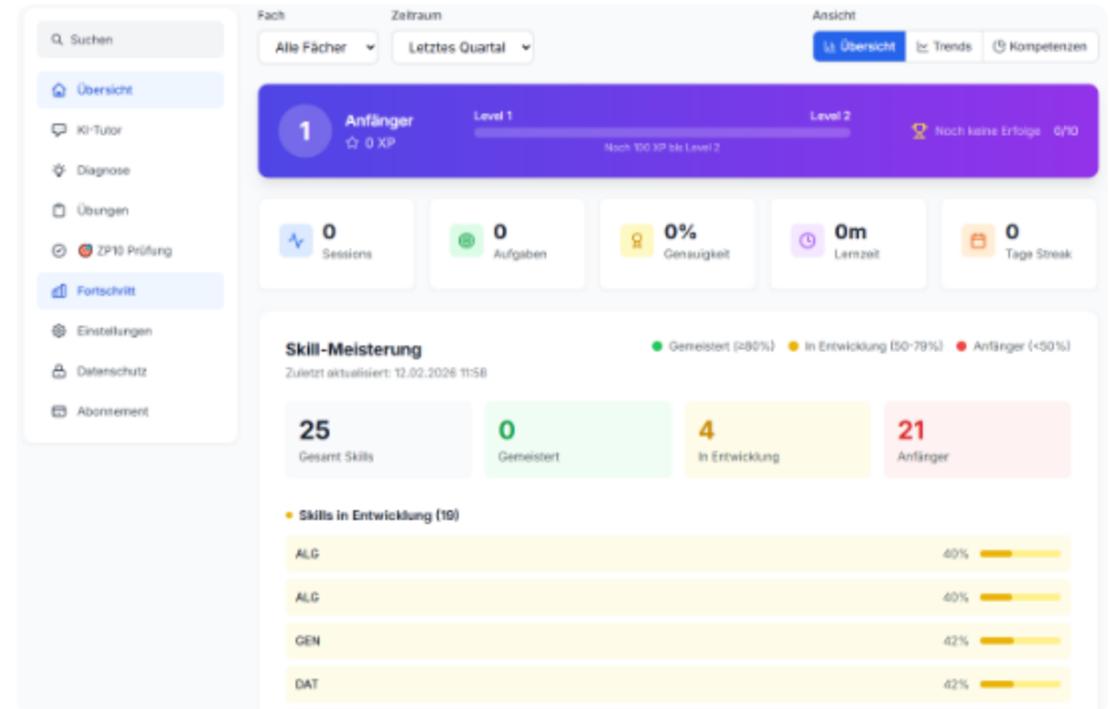
Diagnostics & Mastery Tracking

Adaptive diagnostics and mastery tracking show where each student is strong or struggling.
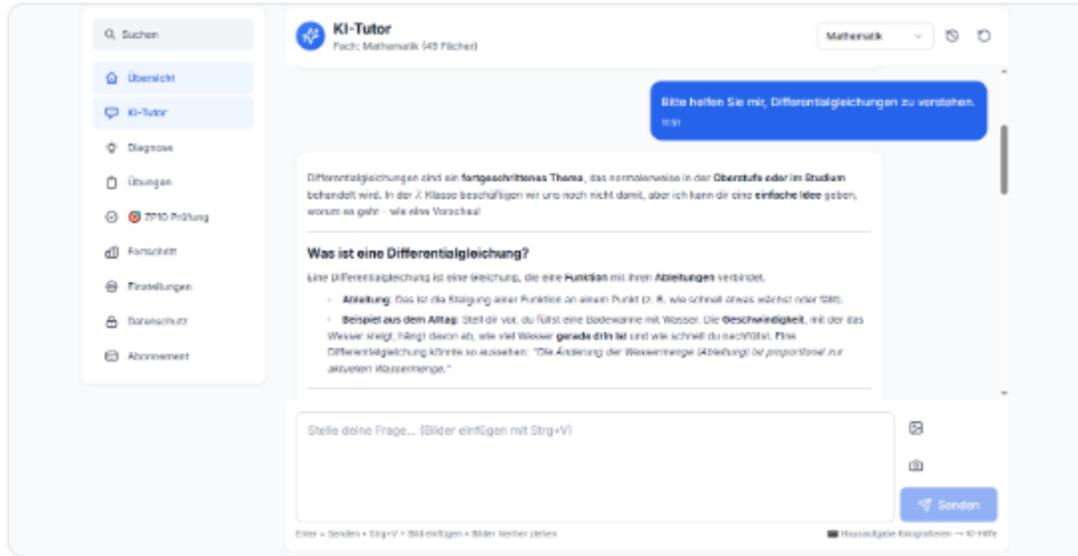
Teacher & School Dashboards

Class and student views, risk flags, progress summaries designed for German reporting.

Designed for DSGVO & EU AI Act Alignment

EU-hostable architecture, privacy-by-design, AI transparency tailored to education. Formal compliance processes underway.
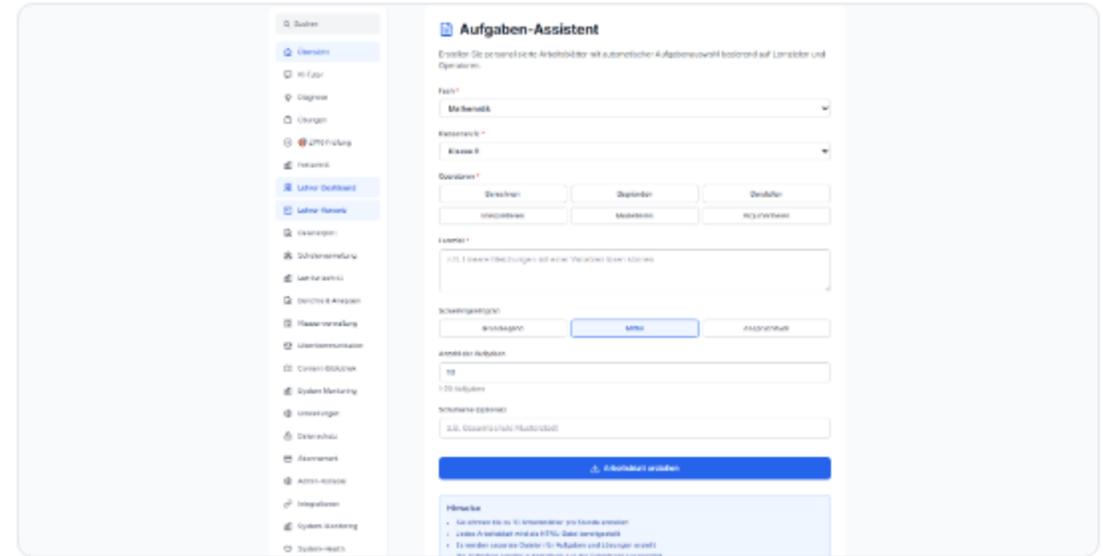
Live MVP — Shipped Fast, Built to Last

AI Tutor Interface

- Subject-aware AI tutor with 51 subjects integrated
- Simple, student-friendly chat interface that adapts to level
- Dynamic tool suggestions per subject (formulas, timelines, code)

Teacher Dashboard

- Overview of classes, students and recent activity
- Early mastery/progress views per subject and topic
- Designed for quick scanning: "Where do I intervene today?"

"Not a concept deck. Tutel is a live, working product with real users, verified payments, and production infrastructure."

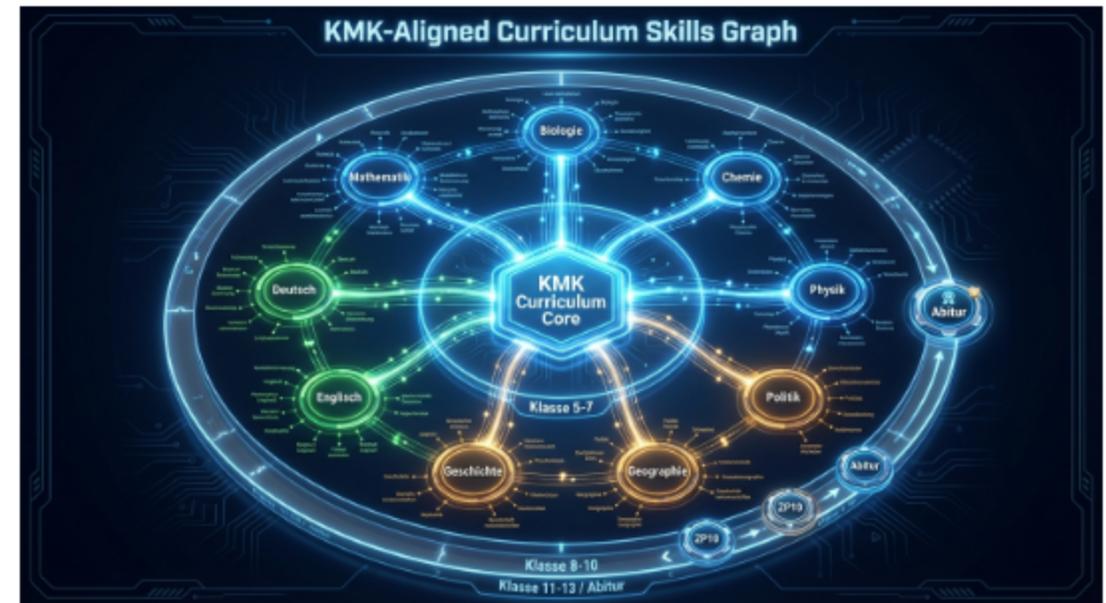# Under the Hood – Subject Graph, AI Orchestrator & Mastery Engine

- **Rich subject & skills graph.** A structured model of subjects, skills and competencies for 51 subjects, mapped to German Sek I/II and exam requirements.

- **AI Orchestrator (Supabase Edge + Mistral).** Central orchestrator loads subject-specific prompts and toolsets, calls Mistral models, returns answers plus tool suggestions.

- **Assessment & mastery infrastructure.** Database tables for assessments, items, student results and competency mastery track difficulty, Bloom level, attempts, streaks and predicted mastery.

- **EU-hostable stack.** Next.js + Supabase (Postgres, Auth, Storage) with logging and tenant boundaries designed for EU hosting and school system integration.

"We're not a thin wrapper around ChatGPT. Tutel is a structured learning system powered by AI."

AI TUTORING PLATFORM: **PROFESSIONAL SYSTEM ARCHITECTURE**

RICH SUBJECT & SKILLS GRAPH
51 subjects → skills → competencies. Sek I/II, ZP10, Abitur pathways.

AI ORCHESTRATOR (Supabase Edge + Mistral)
Loads subject-specific prompts. Selects tools per subject. Calls Mistral models. Returns answers + context-aware tools.

ASSESSMENT & MASTERY INFRASTRUCTURE
Tracks attempts, streaks, time-on-task. Computes difficulty, Bloom level, mastery. IRT 2PL adaptive model.

EU-HOSTABLE STACK
Next.js + Supabase (Postgres, Auth, Storage). Multi-tenant with logging + DSGVO compliance.
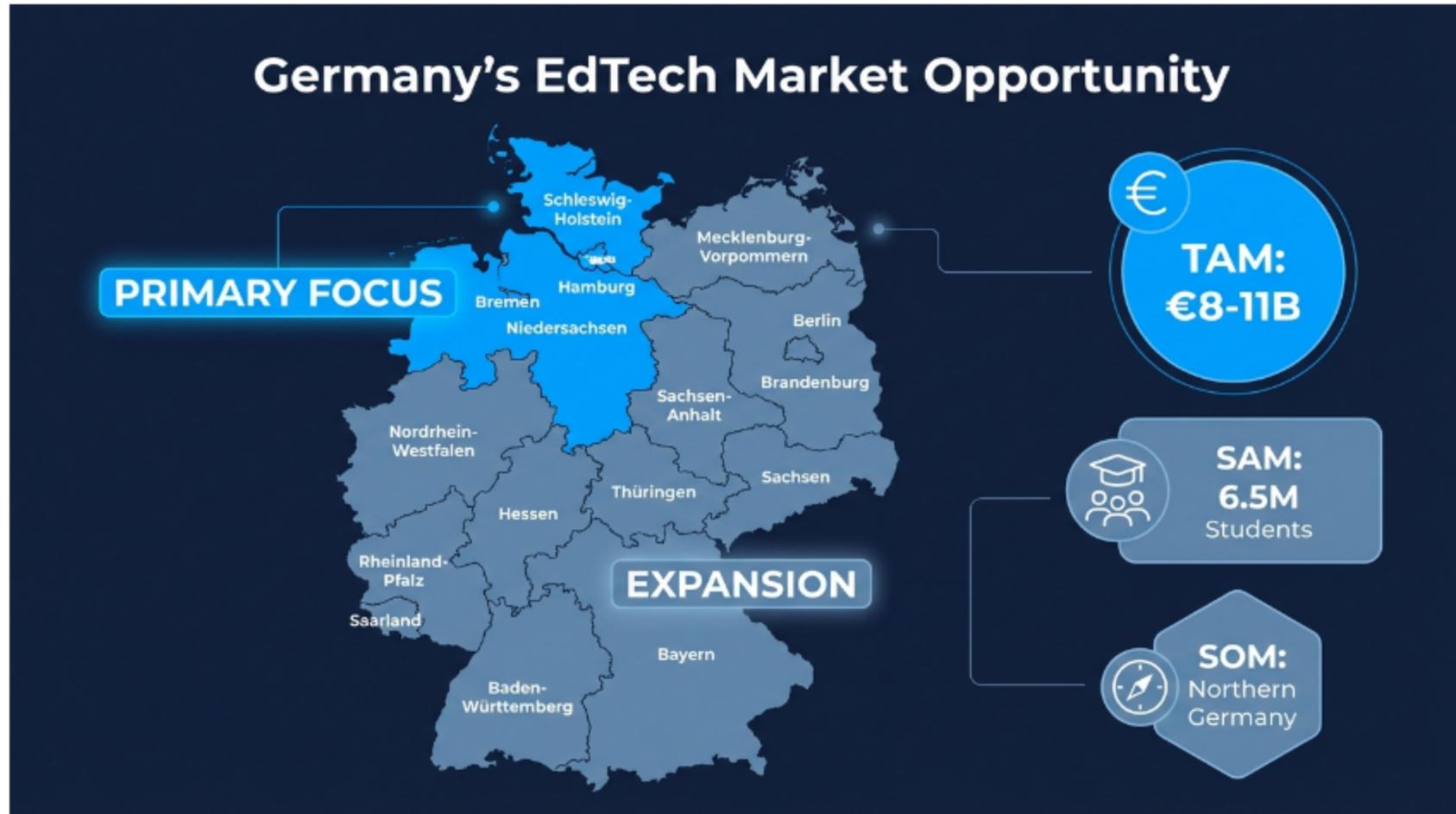
Built on Curriculum, Designed for Evidence

- **KMK-aligned subjects and skills.** Subjects and skills are modeled to reflect German curricula, not generic "math" or "science" – including typical pathways toward ZP10 and Abitur.

- **From diagnostics to mastery.** Students take baseline diagnostics; the tutor and practice engine adjust based on mastery data, not just the last question. Teachers see mastery by student, class and topic.

- **Evidence roadmap baked in.** The product and data model are designed for quasi-experimental pilots with schools and university partners: measuring learning gains, time-to-mastery and teacher workload reduction.

- **Compliance enables research.** Transparency, logging and risk management serve regulatory requirements and provide the data needed for credible learning science.

Germany First – A Deep, Under-Served Market

Germany's EdTech Market Opportunity

PRIMARY FOCUS

Schleswig-Holstein · Mecklenburg-Vorpommern · Hamburg · Bremen · Niedersachsen · Berlin · Brandenburg · Nordrhein-Westfalen · Sachsen-Anhalt · Sachsen · Hessen · Thüringen · Rheinland-Pfalz · Ssarland · Bayern · Baden-Württemberg

EXPANSION

TAM: €8-11B

SAM: 6.5M Students

SOM: Northern Germany

- **Core wedge:** German K-12 & vocational education (Sek I/II, ZP10, Abitur, Berufsschulen).
- **Digital transformation mandated:** Schools need safe, curriculum-aligned AI tools.
- **High tutoring spend:** Significant Nachhilfe & exam prep spending – fragmented, not AI-enabled.
- **EU expansion path:** Germany-proven architecture localizes to other EU curricula.

Business Model – Liquidity First, Enterprise Value Second

1. B2C: The Liquidity Engine (Families)

—**€19.99/mo or €199.90/year (7-day trial).** Positioned as a fraction of the cost of a single human tutoring hour.

—**Strategy:** Priced below a single Nachhilfe hour (€30–50/hr). High-velocity acquisition via exam-prep funnels (Abitur/ZP10) to fund operations while B2B cycles mature.

2. B2B: The Growth Engine (Schools & Districts)

—**€29–49 per student/year** (Pilot → Schule → Schulträger).

—**Compliance Premium:** Schools pay for DSGVO/AI Act indemnification, curriculum alignment, and teacher dashboards.

—**Volume Pricing:** €49/student (200+), €29/student (1000+ Schulträger) with 90-day free pilot.

3. Vocational: The Expansion (Year 2+)

—**€15/user/month.** Corporate training budgets allow for higher ARPU once the core platform is proven.

"B2C cash flow funds the 9-month B2B sales cycle, de-risking the 'Valley of Death'."

Go-To-Market – Pilots, Partners & Exam Seasons

Phase 1 – Lighthouse pilots (0–6 months after funding)

— 3–5 pilots with a mix of Gymnasien, Gesamtschulen and Berufsschulen.

— Focus regions: Hamburg, Niedersachsen and Schleswig-Holstein, leveraging proximity for in-person onboarding.

— Goals: qualitative teacher acceptance, early quantitative usage and learning signals.

Phase 2 – Scale in target states (6–18 months)

— Turn pilot results into case studies and references for other schools and local authorities.

— Integrate with existing systems (e.g. WebUntis/IServ/LMS) where it accelerates adoption.

Phase 3 – B2C & exam-season campaigns

— Launch direct B2C offerings focused on upcoming exam phases (ZP10, Abitur).

— Use student demand and awareness to support school-level decision-making, not bypass it.

"We start with realistic pilots, prove impact, and then scale systematically across northern Germany and beyond."

Competitive Landscape – Owning the AI + Curriculum + Compliance Corner

simpleclub / StudySmarter / Sofatutor	**Strength:** Established brands, strong content libraries.	**Gap:** Not AI-native, limited school dashboards, limited AI Act alignment.
Generic AI tools (ChatGPT)	**Strength:** Powerful models, flexible use cases.	**Gap:** No curriculum alignment, no dashboards, no DSGVO-grade implementation.
Publishers & incumbents	**Strength:** Curriculum alignment, school relationships.	**Gap:** Slower on AI adoption, legacy tech stacks.

Tutel's Differentiators

- **AI-native architecture** built on a 51-subject curriculum graph.
- **Compliance as a feature.** DSGVO and AI Act are core, not tax.
- **Teacher- and school-centric design.** Dashboards are first-class.
- **Extreme execution speed.** From zero to 200+ pages, 58 edge functions, and live users in 4 months.

Where We Are Today

MVP live and production-ready

—AI tutor with 51 integrated subjects.

—Multi-role dashboards (learner, teacher, guardian, admin) implemented.

—58 edge functions, full payment pipeline verified end-to-end.

Documentation and investor material complete

—Detailed technical architecture, GTM strategy, regulatory roadmap, risk assessment and financial models prepared.

Early demand signals

—68 registered users, with paid campaigns active in Hamburg & Niedersachsen.

—Organic discovery plus active paid acquisition. First parent+student family pairs signed up and using the platform.

Company incorporated

—ArchiTech AI UG (haftungsbeschränkt) fully incorporated. 45/45/10 cap table (founders + ESOP for key hires).

Early Traction — 68 Registered Users

68	**9**	**€50/d**	**35/35**
Registered Users	New in Last 7 Days	Active Ad Spend	Payment Tests Pass

Organic User Growth

✓ Consistent daily signups since late January

✓ First parent+student family pair signed up organically

✓ German user base: gmx.de, web.de, posteo.de domains

✓ Paid campaigns active in Hamburg & Niedersachsen

Revenue Infrastructure Verified

✓ Full Stripe payment pipeline live (checkout → webhook → upgrade)

✓ Free tier with rate-limited access

✓ Premium: €19.99/mo, 7-day trial, automated tier upgrade

✓ End-to-end payment flow tested: 35/35 assertions pass

"68 users and growing — organic discovery plus active paid campaigns in our target region."

Roadmap – From MVP to Evidence-Backed Adoption

18-MONTH EXECUTION PLAN & MILESTONES

PHASE 1: FOUNDATION & VALIDATION
- 3 pilot school agreements
- UX polish + practice flows
- Hamburg + surrounding regions
- EXIST grant applications

PILOTS LAUNCHED

PHASE 2: EXPANSION & INTEGRATION
- Expand to 6-10 schools
- Teacher workflow integration
- B2C exam prep launch (ZP10/Abitur)
- University partnership study

PRODUCT-MARKET FIT CONFIRMED

PHASE 3: GROWTH & SCALING
- 2-3 Bundesländer presence
- Sales playbook complete
- Evidence publication
- Seed round ready

SCALE-UP READY

MONTH 0 — MONTH 6 — MONTH 12 — MONTH 18

0–6 Months
- —UX polish and practice/assessment flows.
- —Launch pilots in Hamburg region.
- —3+ pilot agreements.
- —INVEST Zuschuss qualification for angel investors (25% government co-invest).

6–12 Months
- —Expand to 6–10 active schools.
- —Integrate diagnostics into teacher workflows.
- —University research partnership.
- —B2C exam prep (ZP10/Abitur).

12–18 Months
- —Presence in 2–3 Bundesländer.
- —Publish evidence & case studies.
- —Seed round preparation.

Team – Execution Speed Meets Domain Expertise

Aidan Wagener — CEO & Product

Ian De Jongh — CTO & Engineering

ArchiTech AI UG ⚲ Marschacht, Germany

Aidan Wagener CEO & Product

- Product development and technology entrepreneurship. Deep understanding of the German education market.
- Focus on user-centric design, motivation, and learning behavior.
- Vision, GTM Strategy, and Investor Relations.

Ian De Jongh CTO & Engineering

- Full-stack engineer with deep expertise in AI systems and scalable cloud architecture.
- Built Tutel's multi-tenant backend (58 Edge Functions) and AI orchestration engine.
- Architecture, Security, and AI Implementation.

Critical Hires (First 90 Days Post-Funding)

1. Head of Public Sector Sales
Senior hire with existing Schulträger relationships to navigate procurement.

2. Curriculum Lead
Pedagogical expert for strict KMK alignment and Abitur requirements.

3-Year Trajectory

Year 1: €450K ARR
—B2C traction + 15 lighthouse school pilots.
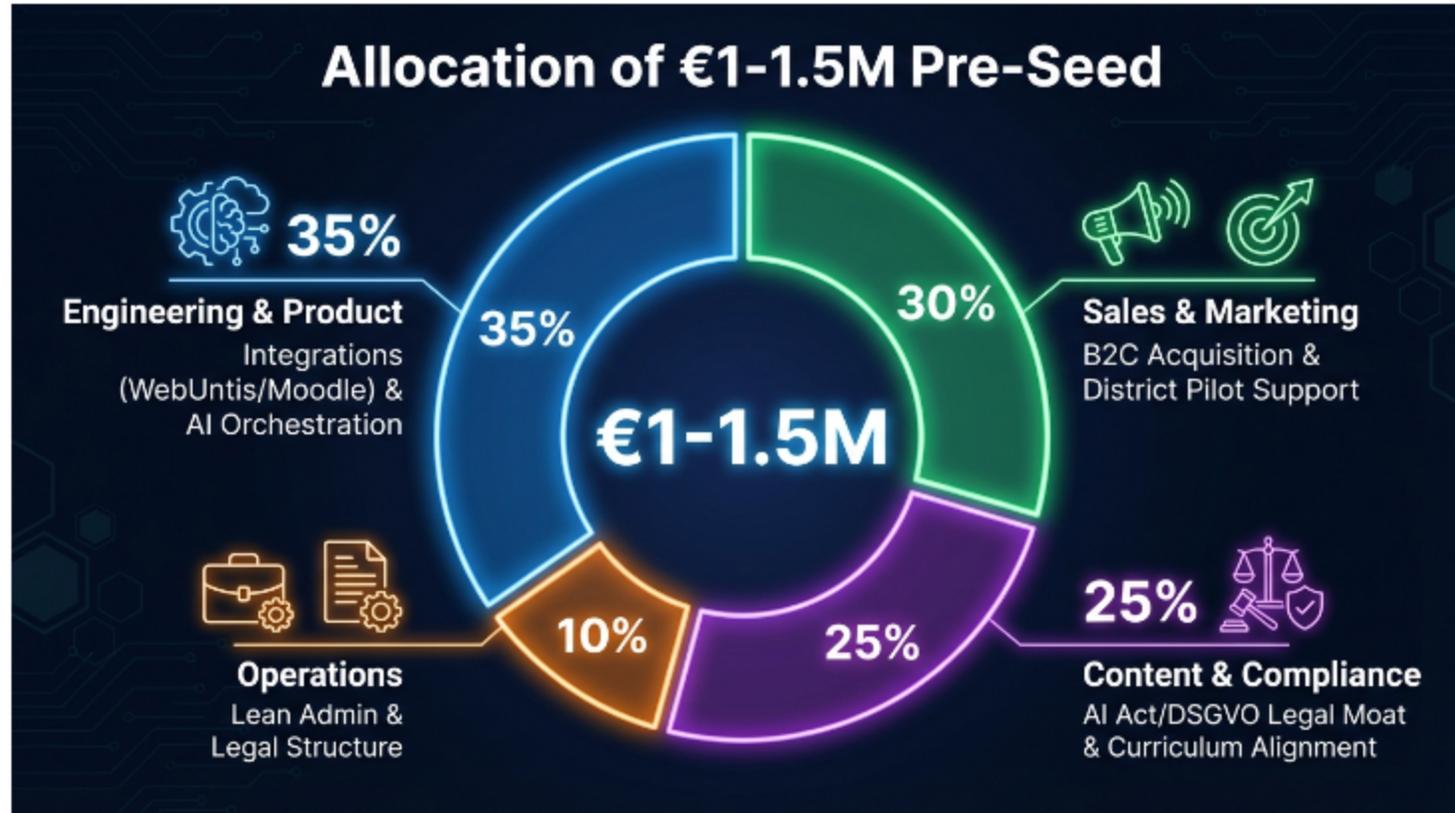—Validation phase — product-market fit.

Year 2: €2.8M ARR
—5 municipal district framework contracts.
—Breakout via Startchancen funding.

Year 3: €8.5M ARR
—Publisher bundling + vocational expansion.
—Positive cash flow / Series A ready.

Round Details – €1-1.5M Pre-Seed

Engineering & Product — 40%
Core engineering, Integrations (WebUntis/IServ), AI Orchestration.

Curriculum & Compliance — 25%
Pedagogical design, DSGVO/AI Act legal moat, Content mapping.

Go-to-Market — 25%
Head of Public Sector Sales, B2C User Acquisition, Pilot Support.

Operations — 10%
Founder salaries, Admin, Legal structure.

Why Tutel?

AI TUTORING SOLUTIONS: COMPETITIVE LANDSCAPE

	GENERIC AI CHATBOTS	SPECIALIZED AI TUTORS
Personalized Learning Paths	✗	✓
Curriculum Alignment	✗	✓
Subject Expertise Depth	✗	✓
Progress Tracking & Analytics	✗	✓
Real-time Feedback	✓	✓

✓ = Present
✗ = Limited/Absent

1 Germany-first, not generic.
Purpose-built around German curricula and exam pathways.

2 AI-native from day one.
Subject graph, AI orchestrator and mastery engine.

3 Compliance as a moat.
DSGVO and EU AI Act built into architecture.

4 Teacher-centric.
Dashboards, diagnostics and transparency.

5 Weaponized execution.
From zero to 200+ pages, 58 edge functions, and live users — with a 2-person team.

Let's Build the Future of AI in German Schools

Tutel is ready to move from product to pilots. We're looking for long-term partners who understand education, AI and regulation – and want to help define how AI is actually used in European classrooms.

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Thank you. We'd love to continue the conversation.