

# Prepia

We Made Exam Prep FUN!



**Presented by:**

Viktor Pešić, CEO

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[www.prepia.com](http://www.prepia.com)

# Why Now. Why Us.

## 100 exams

Prepia delivers exam prep for over 100 certification exams across healthcare and IT—launching new verticals in under 24 hours thanks to our proprietary content engine.

## 8 months to \$1m ARR

We launched our first app just 8 months ago and have already surpassed \$1M in ARR, doubling revenue approximately every two months with zero outside capital.

## \$11 CAC 4X ROAS

With \$11 CAC and \$44 LTV (6-month view), we've scaled efficiently using only Google Ads—now poised to accelerate further via TikTok, Meta, ASO, SEO, and B2B partnerships.

# Problem Statement

6.5 million

students in the U.S. take the exams we cover — every single year.

70%

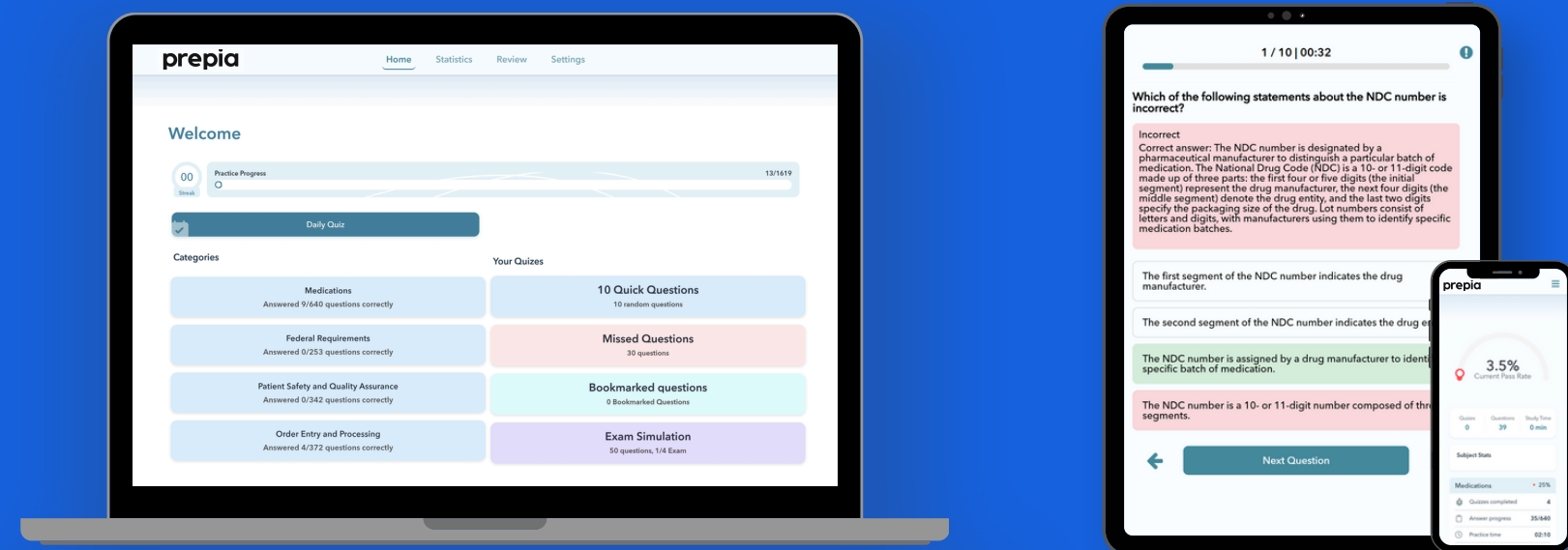
of students are feeling bored and 80% of students are feeling stressed.

# Solution

Prepia transforms exam prep into a **personalized, engaging experience** that reduces stress and boosts confidence with **interactive learning** and **smart progress tracking**.

## Built with Complexity, Delivered with Simplicity:

- AI Content Generation System
- Automatic App Creation Software
- Conversion Optimization Framework
- Adaptive Learning Algorithm
- Pass Prediction Algorithm
- AI Validation System for Q&A



\*Highest grossing apps are ATI TEAS (Nursing), CompTIA (Bundle of 14 IT & Cybersecurity exam preps), HESI A2 (Nursing), Medical (Bundle of 4 exam preps; CPC, CCMA, CET, CPT), Surgical (Bundle of 4 exam preps; CST, CSFA, CRT, RRT), Marriage and Family Therapy - MFT (Behavior Health), American College Testing - ACT (Essentials), etc.

# Market Opportunity

There's a massive opportunity in exam prep as students demand smarter, more engaging ways to study—and Prepia is here to deliver.



The global education apps market is projected to more than double by 2034, growing at **8.12% CAGR**, reaching **\$410 billion** and currently sized at

**\$203 billion**

Source



The U.S. exam prep apps market is projected to grow at a **7.6% CAGR**, reaching **\$53 billion** by 2028 and currently sized at

**\$37 billion**

Source



We aim to reach \$25M in 3 years in the U.S. by serving healthcare and IT professionals—two of the fastest-growing certification sectors.

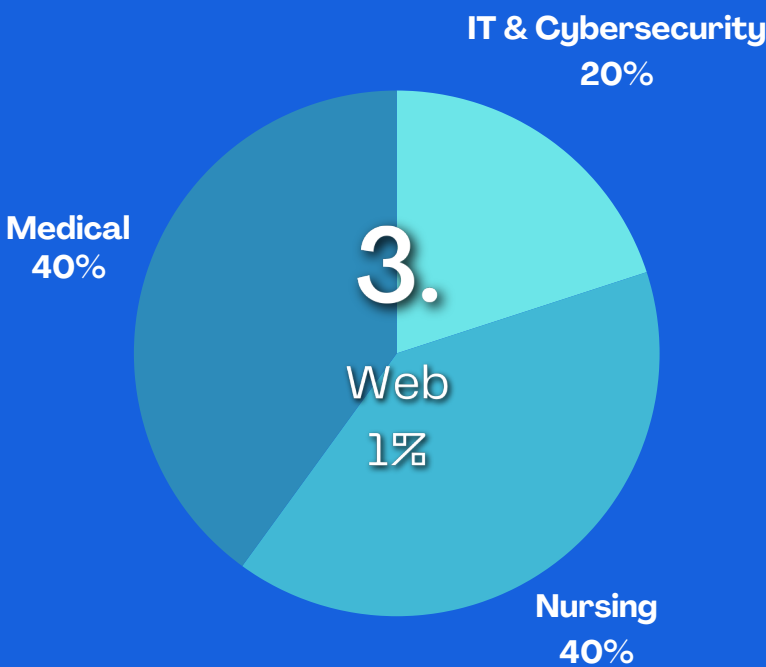
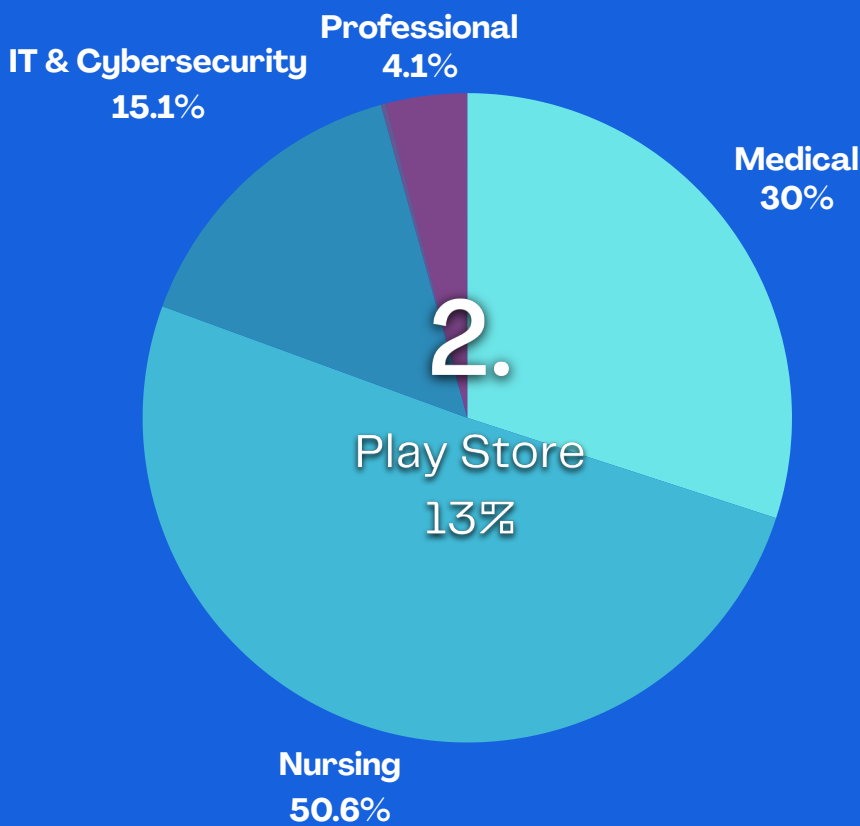
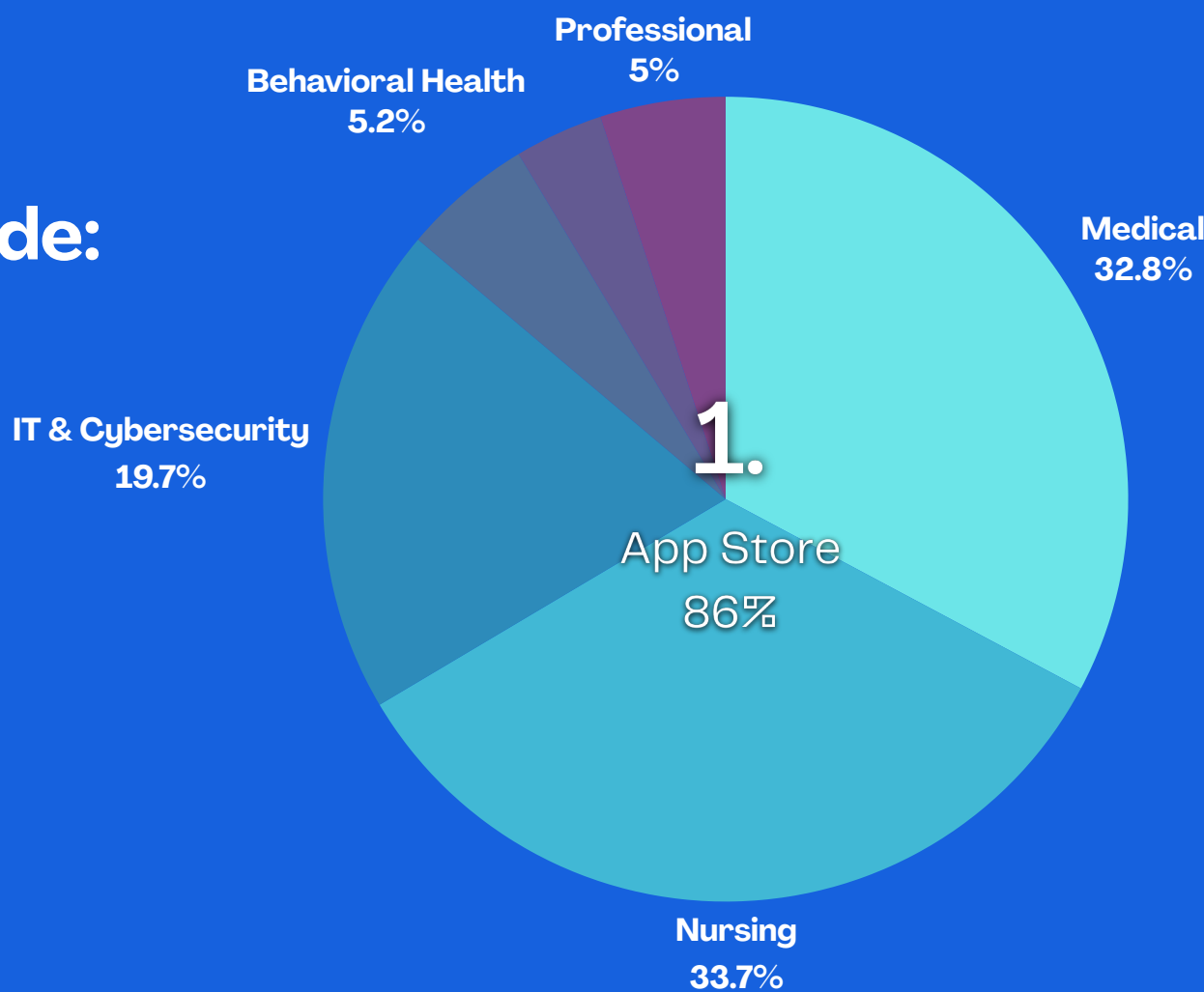
**\$25 million**

Source 1, Source 2

# Business Model

We operate on a subscription-based model, with pricing starting at \_\_\_\_\_ **\$7,99 /week**

## Our revenue sources include:



# Competitive Landscape

	<div>1</div> <div>Mometrix</div>	<div>2</div> <div>PocketPrep</div>	<div>3</div> <div>NurseHub</div>	<div>4</div> <div>Prepia</div>
<div>\$</div> <div>Operating Cost</div>	Very high	Very high	High	Very Low
<div>⚡</div> <div>Operating Speed</div>	Very slow	Slow	Slow	Fast
<div>👥</div> <div>Cultural Adaptability</div>	Conservative	Neutral	Neutral	Culturally Fluent
<div>📺</div> <div>UX</div>	Outdated	Cluttered	Intuitive	Seamless

# Traction



\$ **83,000**  
in revenue last 30 days

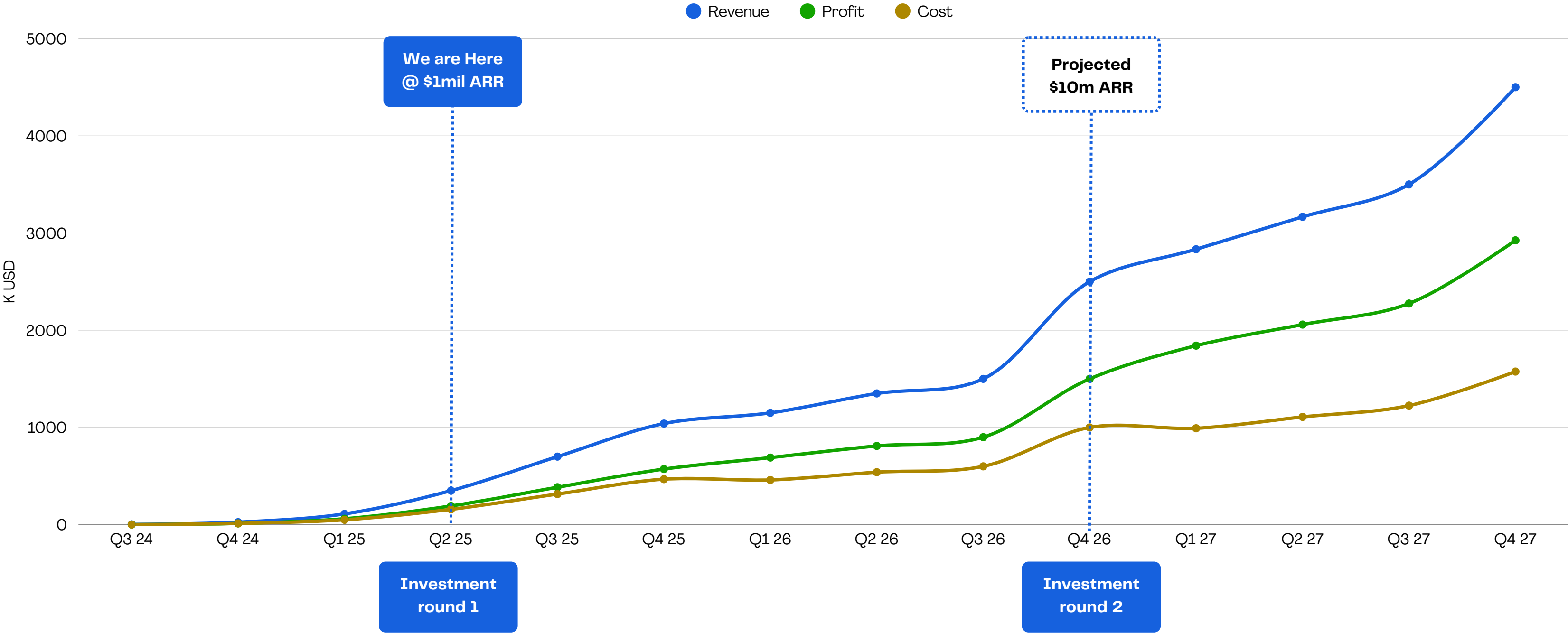
\$ **11**  
average CAC

\$ **44**  
average LTV (6 months)

x **4**  
ROAS

★ **4.8/5**  
rating from 1200+ reviews

# Financial Projections



# Future Plans

Marketing	Increase Spend & Optimize Proven Google Ads		
	Build Growth Team & Explore New UA Channels	Scale Proven Channels for User Growth	
Product Development	Produce video sessions	AI Tutor	
	Optimize Web App	Student progress predictive model	Benchmarked analytics reports
B2B	Pilot with Schools, Hospitals, Certification Bodies, Employers & Workforce Programs [Education Partnerships] + Pharma, CROs, Diagnostic Platforms & Digital Therapeutics Companies [Healthcare & Tech Ecosystem Partnerships]		
	Scale Proven Partnerships with Institutions & Ecosystem Players via Bulk Licensing, Sponsorships & Integrations		
	H1	H2	H3

# Funding Ask

We are seeking 1,000,000€ to scale our operations. Funds will be allocated to



**700,000€**

Marketing



**150,000€**

Staff Cost



**150,000€**

Product Development

# Team Overview

## **VIKTOR PEŠIĆ, CEO**

Robotics Champion & Record Holder, B.Sc.  
Software Engineering, serial entrepreneur.



## **IVAN JURIŠIĆ, COO**

ESCP Alumnus, Ex-Roche & KOL for  
Digital Health, serial entrepreneur.



# Thank you for considering **Prepia**

We're excited about the opportunity to partner  
with you in creating a sustainable and fun future!