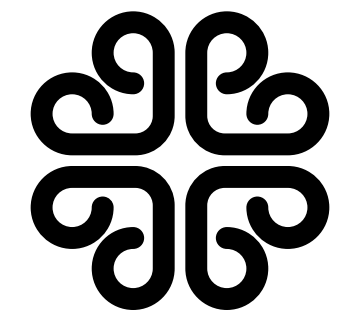




The lifelong learning relationship for the AI era.



AI is changing what people can do faster than
people can adapt.

The problem is keeping up. Not finding information.



Why now.

Human adaptation is becoming the bottleneck.



The Learning Agent

A new category for the AI era.

General AI helps you complete today's task. A Learning Agent helps you become capable of tomorrow's.

It remembers. It adapts. It grows with you.



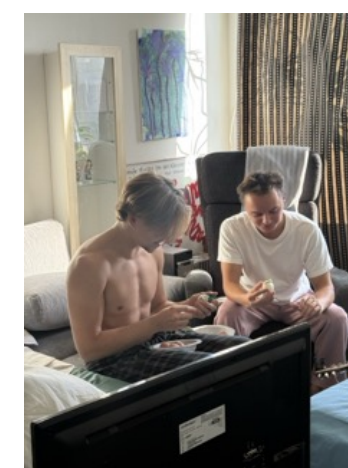
We built the system we wished had existed for us.

We went to university because we believed that was how you got ahead. Then AI changed what getting ahead meant faster than education could adapt.



SEP 2025

So we dropped out, moved into a
25-square-metre dorm room, and started
building Klar.





Three founders.
One complete founding team.



Eric — Marketing

Isabel — CEO

Andreas — Product



The consumer engine already works.

\$130K

annualized run rate — first 30 days, launched end of January 2026

100% organic acquisition · 42% trial-to-paid conversion · 10M+ organic views



Why students first.

Exam → University → First job → Promotion → Career change → New technology → Lifetime learning

The subject changes. The world changes. The relationship doesn't.



Where we are today: 150,000+ users in signed distribution.

110,000

Meitner — 500+ schools

35,000+

S.E.R.O. — national reach

5,000+

Student unions — direct partnerships



What the signed base is worth.

\$174M

ARR ceiling — at the target of 10 signed platform partnerships

\$36M

ARR potential today — at full penetration of the signed 150,000+

\$6.4M

modeled ARR baseline — at current conversion, retention and pricing



Why it compounds.

More learners → More learner context → Better interventions → Better outcomes → Stronger retention → More distribution

Every interaction makes the relationship more valuable.



Raising \$10–15M

Demand is already there. Now we scale it.



Every person will soon have access to powerful AI.

Access alone won't make people capable.

Klar is building the lifelong learning relationship for the AI era.