

Ideas at Play: Pre-Seed Deck

1 • Vision

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The vision: become the understanding layer of education. Give every child the one-to-one guidance to truly understand STEM, not merely memorize enough to pass the next test.

Ask: \$1.5M to put the first users on the product in 6 months, ship fully within 12, reach profitability by month 18, and change the next generation along the way.

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2 • The problem

Education is optimized to offer daycare services for children, and at best cover, practice, and test material, not to advance understanding.

- Classrooms move at a group pace.
- Evenings at home are short and parents are tired, often working 2+ jobs. Repeating the same explanation adds frustration without resolving anything.
- Practice apps reinforce procedures; repetition cannot repair a concept the child never understood.
- AI can explain anything, but it is not yet organized around diagnosing and resolving one child's misunderstanding in a likeable package.
- Human tutors provide individual attention, but quality is expensive.

The cost is larger than one grade: children begin to believe they are simply "not math people" in a future they may not be ready for.

3 • The product

An AI STEM mentor app that helps children move from "I don't get it" to genuine understanding: through questions, real life analogies, real time voice, text, and a shared whiteboard.

1 I'm stuck

School work stalls, and explaining it again, louder, doesn't help. The mentor starts here.

2 The session

No lecture. The mentor starts from what the child already thinks and finds the concept in their world: pizza, pocket money, game time. By voice, text, or a shared whiteboard, question by question. The answer is never handed over.

3 Another way

When an example doesn't land, the mentor switches to a different corner of the child's life. Still questions, never a lecture.

4 The click

The session ends when the child explains the concept back in their own words, and it holds up on a new example.

5 What changes

A child who can figure things out, and a parent who saw every step of it happen.

Built for parents to trust: parent account and verifiable consent, full session visibility, data localized on user's machine with parent-controlled deletion, no advertising or sale of child data, conversations never used to train third-party models.

4 • Why now

The building blocks are here and getting cheaper every quarter. AI reasoning, real time voice interaction, and vision models that can read a child's drawing are commodity infrastructure now.

Public education is not preparing children for a technological future. For most families it functions closer to daycare than to STEM preparation, with a small set of selective schools carrying the load.

Families are already spending, without much to show for it. Money flows into gamified apps, private tutoring, and study tools that do not reliably produce understanding.

I am experiencing the gap live. Years of firsthand trials as a parent, across curricula, regional schools, groups, apps, and tools, show a wide gap between what children can achieve and what the current options deliver.

The opportunity is financial and generational. This is a large financial opportunity, but it is also a chance at real change for the coming generation, one I have a direct personal stake in as a parent of three.

5 • Market and business model

Initial wedge: ages 8 to 13

~24 million US children, a ~\$58B TAM.

Expansion within 6 to 12 months: ages 8 to 18

~44 million US children; a ~\$106B TAM.

Further expansion

English-speaking markets add ~\$38B

Localized worldwide expansion is ~\$100B+

\$200 per child per month, first concept free. Positioned as premium mentoring, not a low-cost chatbot subscription.

	200 subs	1,000 subs	10,000 subs
ARR	\$0.48M	\$2.4M	\$24M
AI cost	\$0.06M	\$0.3M	\$3.0M
Fixed costs*	\$0.68M	\$0.68M	\$1.8M
Net	-\$0.26M	+\$1.42M	+\$19.2M

*Salaries (~\$500k), advertising ~\$120k, legal and compliance ~\$36k, hosting and tools ~\$24k. For 10,000 subscribers, the team grows to roughly 6-8. **Breakeven at 320 subscribers.**

6 • Status and what the raise unlocks

What exists today, built by me:

- Live landing page at ideasatpl.ai with waitlist and price-interest capture: the page itself demos the method.
- Product specification: mentoring loop, learner state, safety requirements, lesson architecture.
- A fractions lesson designed end to end: dialogue, analogies, and whiteboard flow.

What the raise unlocks:

1 A full, usable MVP

Voice, text, and shared whiteboard, with parent supervision and safety checks built in, architected to scale across STEM concepts for the target age group, not a one-lesson demo.

2 Speed

The product built and in families' hands fast, with go-to-market running from day one rather than after launch.

3 Market fit

Pricing, willingness to pay, retention, and cost to serve, measured on real paying families.

7 • Team

Florin Basca: founder, engineer, quantitative builder, and parent of three.

- **A career spent at 0→1.** Engineering roles at a string of early-stage startups across quant trading, fintech, and real estate.
- **Ships complete products solo.** riskoncraft.com, a trading-analytics product taken from idea to live product by one person.
- **Directly motivated:** building the tool my own three children need.

The team stays lean until profitability, at most three people. I build the product. A **marketer** owns family acquisition from day one. An **AI engineer** joins once the pilot proves demand.