



PITCH DECK - QAVRA

Qavra

Reinventing Student Life Through AI, Learning and Community.





What is Qavra?

Qavra is a next-generation academic social platform designed to help students prepare for exams while connecting the wider academic community in one place.

It combines practical study tools with a social academic environment where students can discover useful content, opportunities, events, scholarships, internships, and relevant updates.

Problem

Exam Preparation Is Expensive

Students spend extra money and time on PDFs, test banks, and printed notes during exam periods.

They also lack an easy way to turn existing materials into tests and evaluate themselves.

Limited Student Socialization

Students are often limited to their own classroom circles.

Connecting with students from other departments and universities can be difficult.

Opportunities Are Scattered

Events, projects, internships, and job opportunities are spread across different platforms.

Students often struggle to discover opportunities that are relevant to them.

Learning Is Complex, Resources Are Fragmented

Course content is often too academic and difficult to understand.

Students also need to search multiple websites to find useful study materials.

Solution



AI-Powered Exam Preparation

Students can turn PDFs, notes, and study materials into interactive exams with AI.

They can practice instantly, track performance, and identify weak areas without extra printing costs.

A Connected Student Community

Qavra connects students beyond their own classrooms and universities.

Students can meet, communicate, and build academic or social connections in one shared platform.

Personalized Access to Opportunities

Projects, events, internships, jobs, and other opportunities are brought together in one place.

Qavra helps students discover opportunities based on their university, interests, and goals.

Simpler Learning, All Resources in One Place

AI simplifies complex academic content into easier explanations students can understand.

Students can also find study materials, PDFs, books, and test banks directly inside Qavra.

AI-Powered

Students can upload PDFs, notes, or study materials and instantly turn them into AI-generated interactive exams. Qavra helps them practice, test their knowledge, identify weak areas, and prepare more efficiently without printing costs or manual test creation.

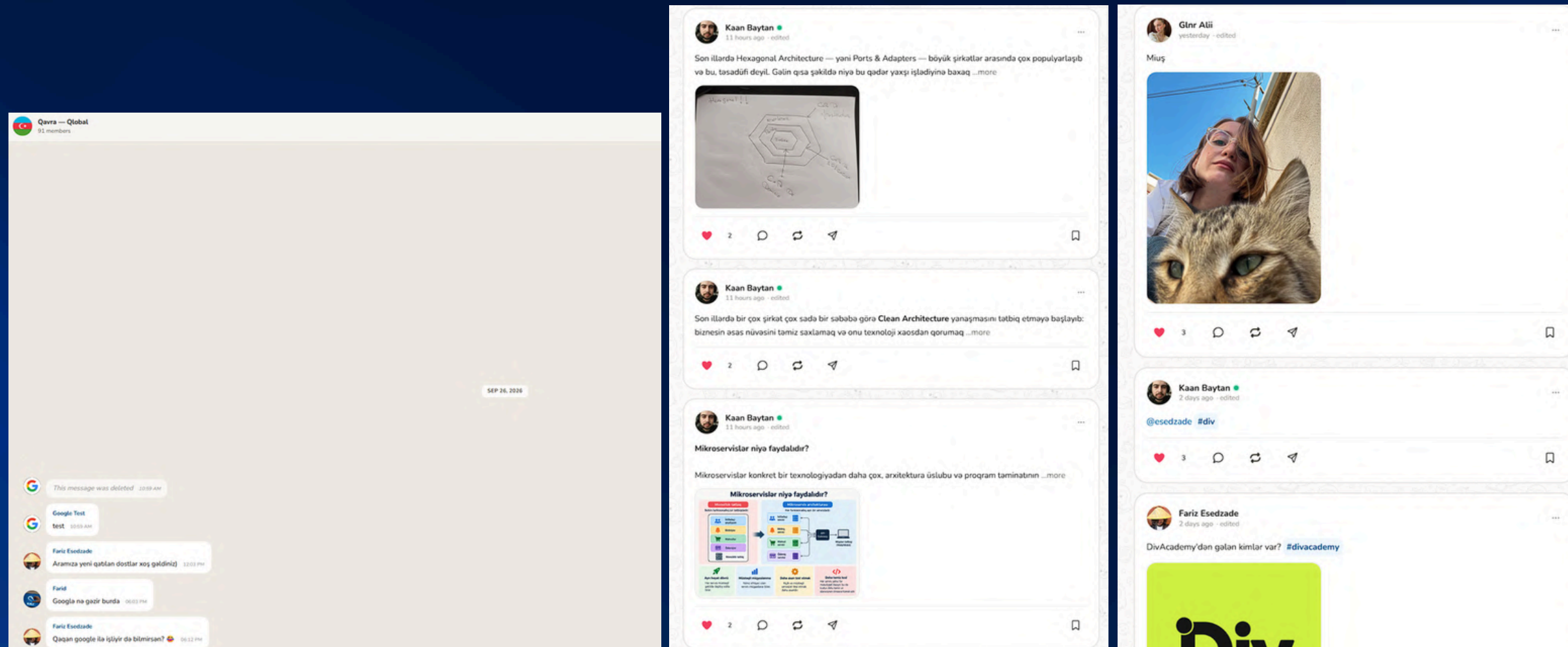


Student Community



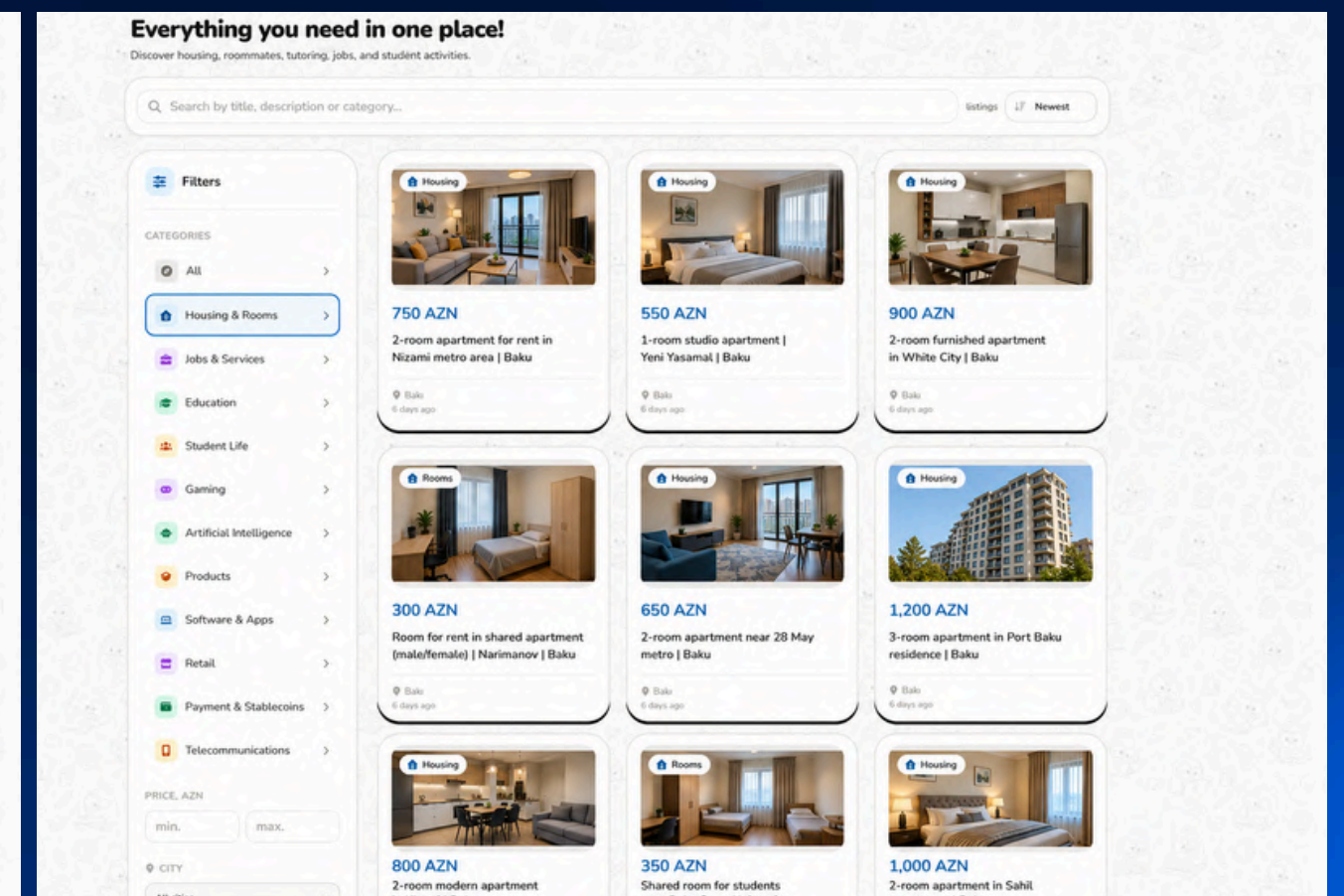
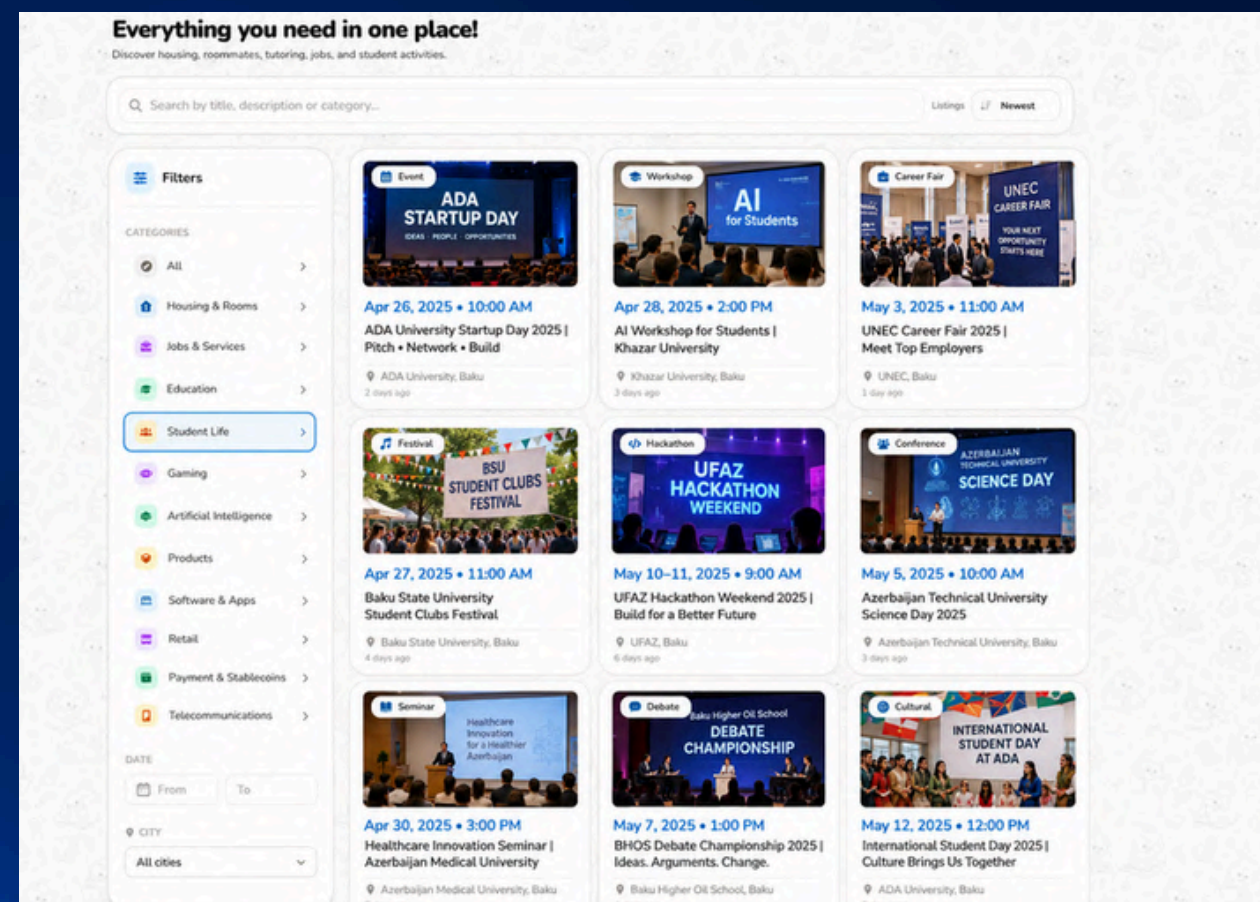
Qavra brings students from different classes, departments, and universities into one shared community. Students can meet new people, communicate, exchange knowledge, and build both academic and social connections beyond their usual circles.

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Opportunities

Qavra brings internships, jobs, projects, scholarships, events, and student opportunities together in one place. Students can discover relevant opportunities based on their university, interests, and goals instead of searching across multiple platforms.



Simpler Learning



Qavra makes complex academic content easier to understand with AI and brings study materials, PDFs, books, test banks, and other educational resources into one platform. Students can learn, review, and practice without searching across multiple websites.



Target User



Academic Achiever

Students focused on exam prep. They want to simplify dense lectures and generate AI practice tests to eliminate physical printing costs.



Connected Student

Socially active users looking to break classroom isolation and build professional networks via a cross-university feed.



Opportunity Hunter

Ambitious youth searching for a centralized space to access local tech events, startups, internships, and direct career growth.

Market Size



Scaling into a multi-billion global EdTech market, validated through strong early traction in Azerbaijan.

TAM

210 Million+

Global Higher Ed Students

The worldwide population of college and university students seeking digital learning, AI exam prep, and peer networking tools.

SAM

260,000+

Higher Ed Students in Azerbaijan

Official higher education student population across 51 universities in Azerbaijan representing our immediate launch and sandbox market.

SOM

15,000+

Year 1 Target Active Users

A realistic ~5-6% early market penetration in Baku's top universities (BDU, ADNSU, UNEC, ADA) focused on exam season monetisation.



Early Traction

Qavra is live in production. Initial organic adoption confirms student interest in our exam tools and resource sharing.

95+

Registered
Students



85+

Academic Posts
Created



290+

Platform
Interactions



20+

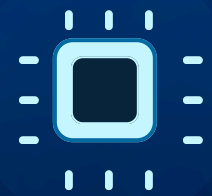
Study Files
Uploaded



Business Model



A freemium ecosystem driving low-barrier user adoption, monetized through scalable B2C micro-transactions and enterprise B2B solutions.



Premium AI

B2C • Micro-transactions & Subscriptions

Advanced exam generation, AI study tools and higher usage limits.



Institutional Plans

B2B • Annual SaaS

Universities and education providers access dedicated tools and student engagement solutions.



Career Solutions

B2B • Pay-per-Listing

Companies promote jobs, internships, scholarships and events directly to relevant student audiences.



Why Now?



A convergence of AI maturity, surging printing costs, and student fragmentation makes this the ideal timing for Qavra.



AI Adoption

AI can now transform study materials into personalized learning experiences instantly.



Digital Student Behavior

Students already live online, but their academic and social experiences are scattered.



Growing Career Awareness

Students increasingly seek internships, projects, scholarships, and events earlier in their education.



Open Local Market

Azerbaijan still lacks a dominant all-in-one digital platform designed specifically for student life.

Go-to-Market



Competitive Landscape



Students currently juggle fragmented tools for exams, resources, and networking. Qavra unifies the entire academic journey into a single localized ecosystem.

Platform	AI Exam Prep	Study Resources	Student Community	Opportunities	Built for Azerbaijan
Qavra	✓	✓	✓	✓	✓
Quizlet	✓	✓	—	—	—
Studocu	— / Partial	✓	—	—	—
Telegram / WhatsApp	—	Partial	✓	Partial	Partial
LinkedIn / Handshake	—	—	Partial	✓	—

Roadmap



Q4: Validation & Analytics

Expand early adoption across key universities, launch student ambassador programs, and improve retention and engagement analytics.



Q1: B2C Monetization

Launch Premium AI, seasonal exam packs, higher usage limits, and paid student-focused features.



Q2: C2C Expansion

Expand marketplace, student listings, peer-to-peer resources, roommate discovery, and promoted listings.



Q3: Regional Expansion

Strengthen product-market fit in Azerbaijan and prepare localized entry into neighboring student markets.

ASK

Seeking strategic angel partners and early-stage capital to scale Qavra from initial market validation to campus-wide adoption across Azerbaijan.



Pre-Seed Capital

Accelerate AI features, cloud infrastructure, and user acquisition.



University Partnerships

Launch Qavra across universities and build strong campus communities.



Corporate & Education Partners

Bring more internships, jobs, scholarships, events, and educational opportunities to students.

OUR TEAM

**Kaan
Baytan**

Co-Founder & CEO



**Fariz
Əsədzadə**

Co-Founder & COO



**Gülzar
Əliyeva**

UI/UX Designer



**Ariadna
Kotlyarova**

Lead Developer



**Səfiqə
Ələkbərova**

DevOps Engineer



THANK YOU



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