



The Company

Heroes Made is a technology company **transforming Social and Emotional Learning (SEL)** in elementary schools through an expansive, proprietary platform. We offer the world's most extensive SEL library with ready-to-use customizable lessons, real-time emotional tracking, and actionable assessments. Our **plug-and-play solution** requires **zero prep**, making SEL effortless for educators while empowering students to thrive emotionally and socially.

Key Management Team

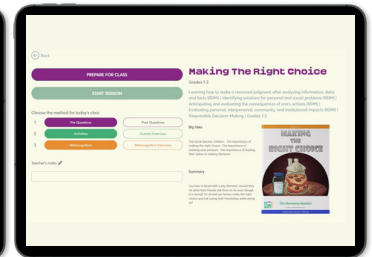
CEO: Maria Lavithi – 15 years of industry experience in the USA, specializing in writing, sales, and research.

CTO: George Tziayas – 10 years of expertise in scaling EdTech solutions and advanced technology.

CPO: Daniel Howard – 10 years in product design, illustration, and project management.

Value Proposition

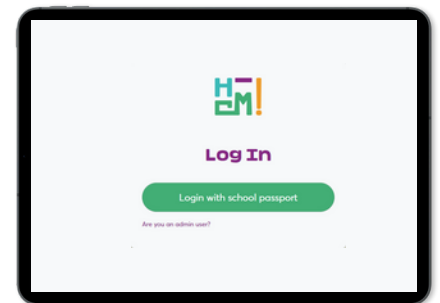
Heroes Made offers the world's most comprehensive, customizable, zero-prep Social and Emotional Learning (SEL) platform, designed to seamlessly integrate into any school's curriculum. With over 200+ customizable lessons (and new ones added monthly), real-time emotional tracking and actionable assessments **Heroes Made** supports each child's development. We empower educators with an effortless, plug-and-play solution, allowing them to deliver SEL with minimal time investment.



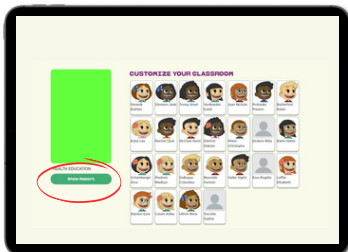
THE LEAD PRODUCT

The Platform

Heroes Made is a robust, **customizable** Social and Emotional Learning (SEL) platform offering a comprehensive library of SEL lessons with flexible teaching methods, a preliminary assessment tool, and a classroom mood tracker that helps educators gauge the general emotional climate. The company is planning to develop an advanced AI-driven analytics dashboard that will track several critical KPIs and provide stakeholder-specific access for oversight, actions, and policy.



THE FEATURES



Expansive Lessons: Customizable lessons where each student becomes the hero of their SEL journey. **Hero Journals:** A one-click emotions tracker gives students a voice and provides real-time insights into class well-being. **Assessments:** Actionable insights help track progress and guide the next steps for each student's growth. **Student Authors' Library:** A one-of-a-kind platform for student-created stories, professionally illustrated and published—stories by students, for students.

Business Model and Go to Market

Heroes Made offers three flexible **subscription models** to fit the needs of any school: \$9.50 per student, \$350 per class, or \$4,500 per school annually, which includes unlimited access for all students and teachers.

Heroes Made expands globally through **direct sales** to schools, districts, and charter schools, **partnerships with distributors** in the U.S. and Europe, online educational **marketplaces**, and targeted **campaigns** for public, private, independent, and charter schools. The company also actively participates in leading EdTech **conferences** and events to enhance visibility and reach.

Traction

Partnerships with GG4L, Amazon Marketplace, Eduvision, EdCuration.

