

LibTrix

**The social-media platform that enables young talents
discover careers and connects companies with fresh talent**





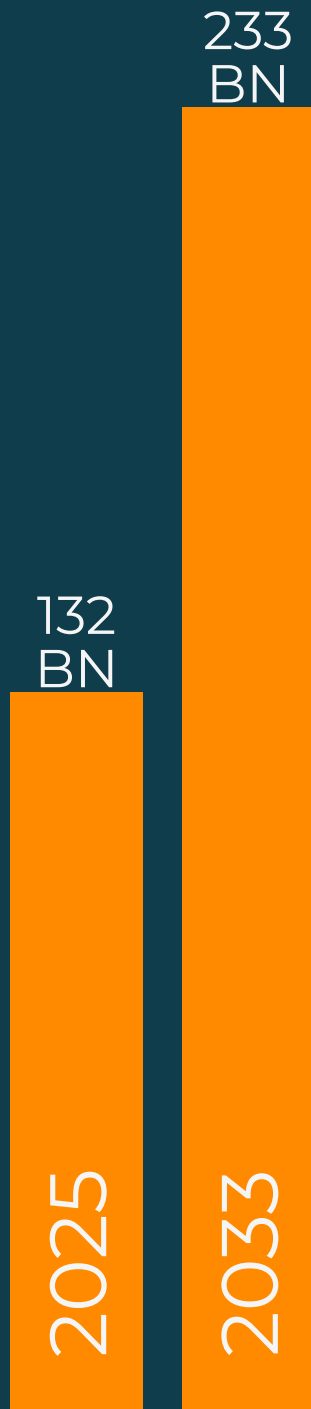
Challenge

- **65% of Gen Z can only name 5 mainstream jobs**
- **Companies face severe talent shortage**
- **Traditional recruiting fails to reach Gen Z**
- **Young talents have limited access to niche jobs and authentic career insights**

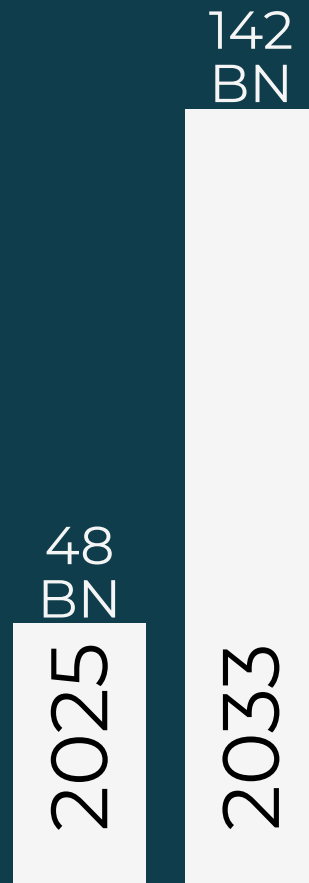


Solution

- **Social media experience for career orientation**
- **Tutor videos from peers in the same age group**
- **Direct job applications via company accounts**
- **Bridge between professional associations, companies, and young talents**



Source: Cognitive Market Research,
Europe Recruitment Industry Report
Recruiting, Staffing in Europe

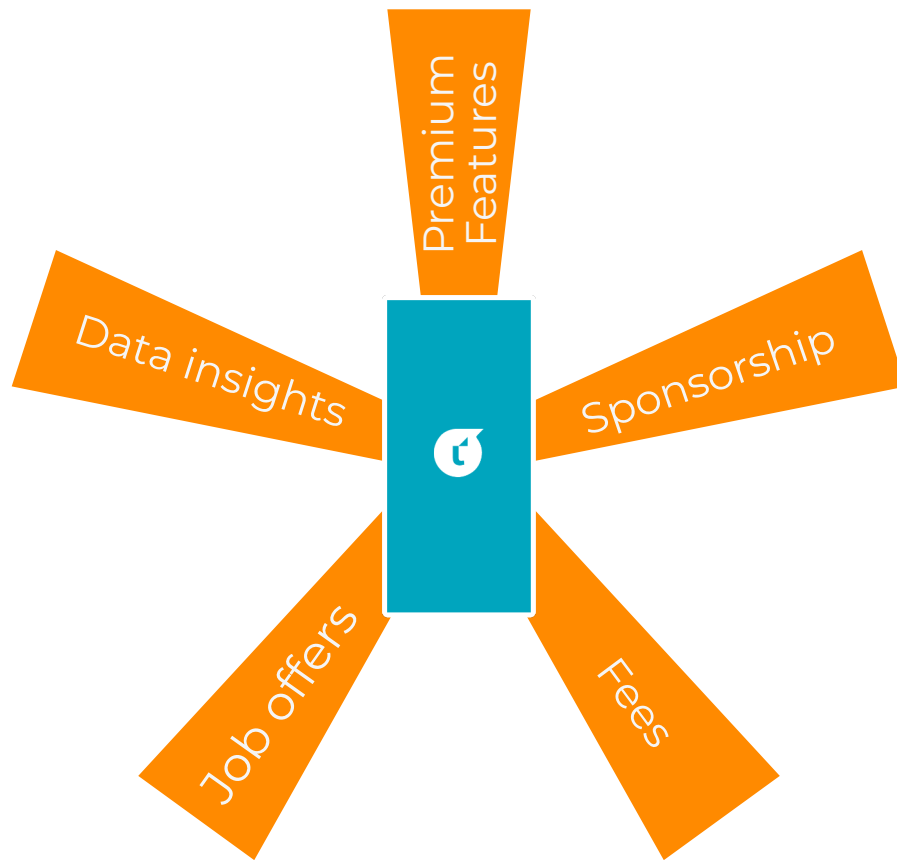


Source: Market Data Forecast Europe
EDTech Market Size and Growth
Report

Opportunity

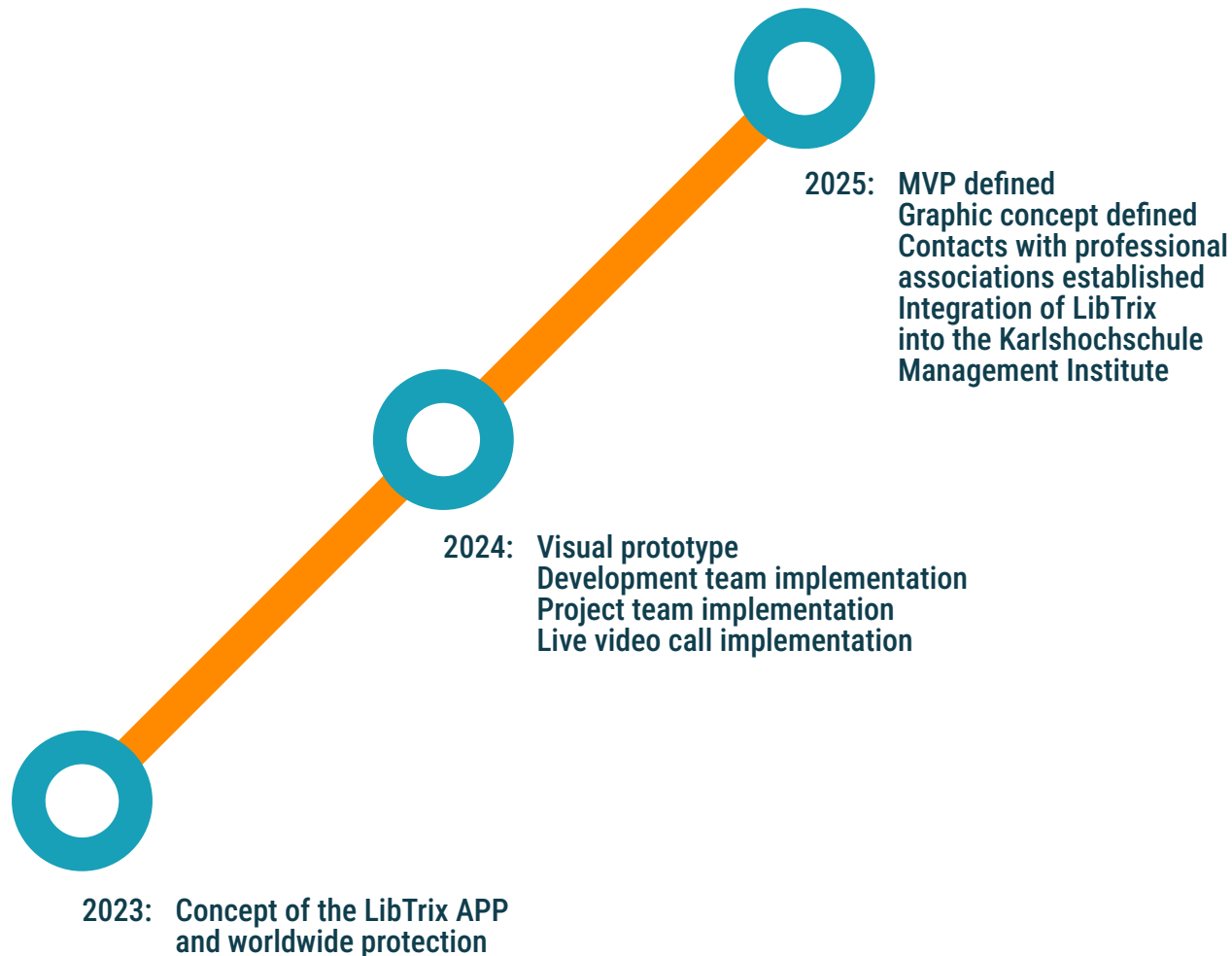
- **Recruiting market in Europe: > € 130 bn**
- **Social media recruiting: double-digit annual growth**
- **Professional associations as key entry partners**

Business Model



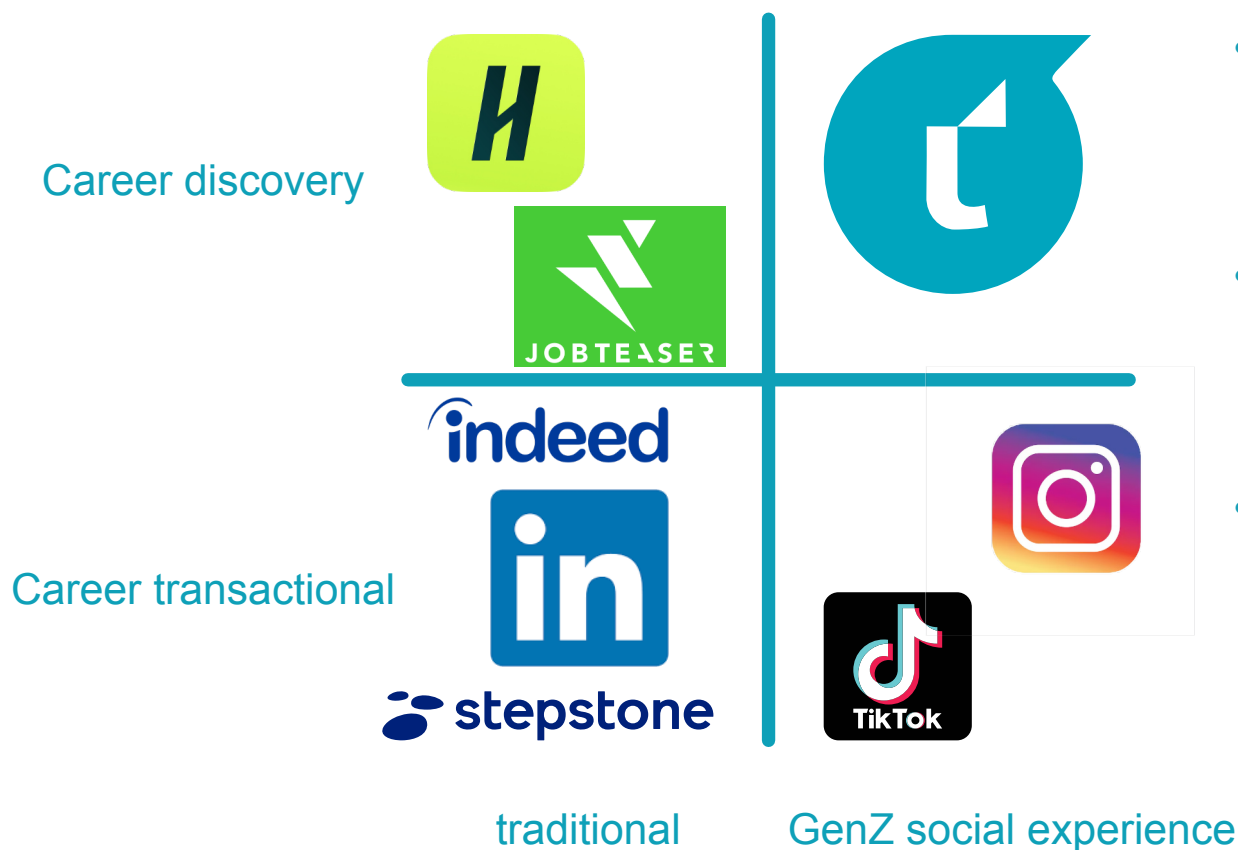
- **Company accounts with job postings (subscription model)**
- **Premium features (highlighted placement, application filters)**
- **Fees from tutorials**
- **Sponsorship by associations**
- **long term: data insights for vocational training**

Progress & Risk Mitigation



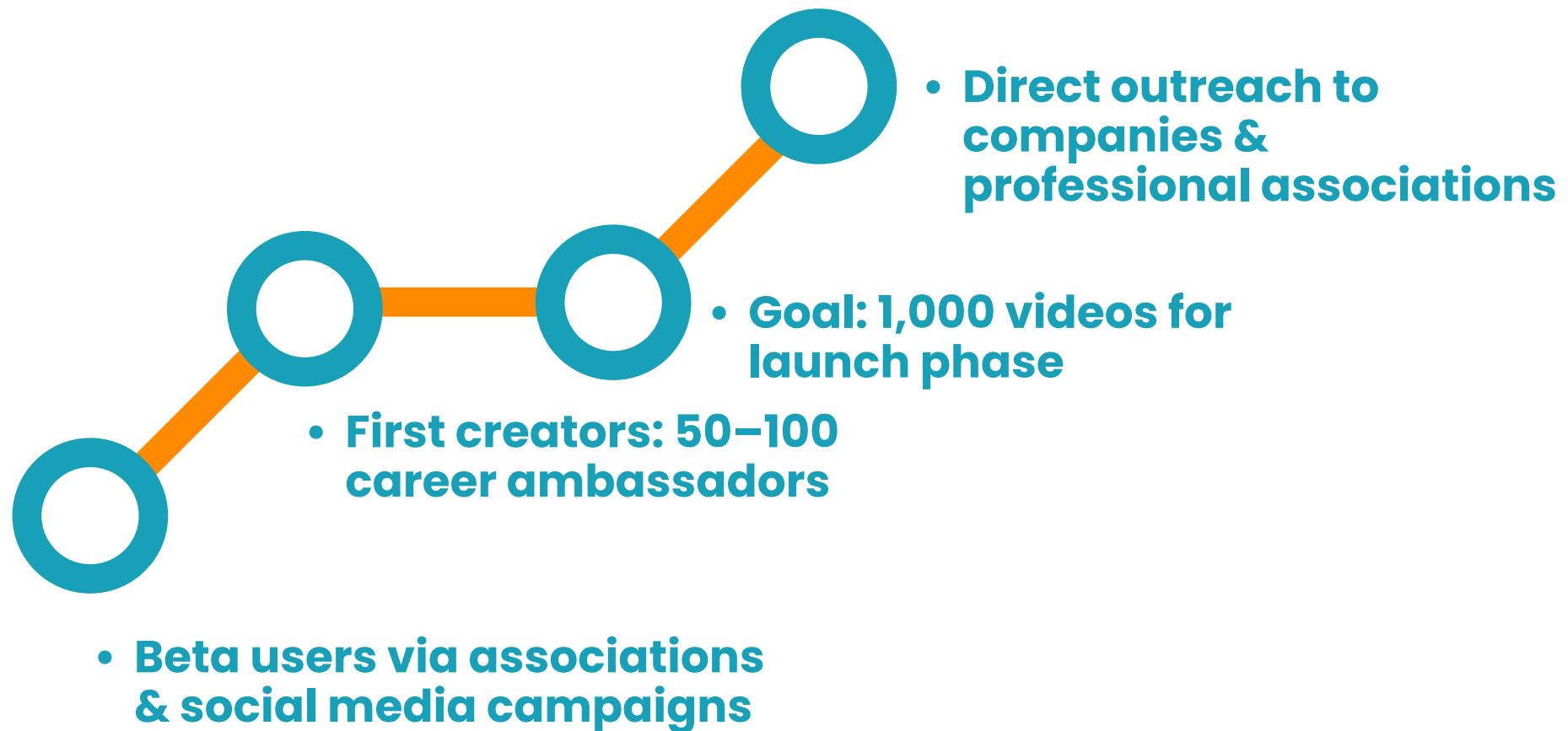
- **Phase 1: Concept & UX Design**
users like the flow,
Gen Z design language confirmed
- **Phase 2: Tech validated:**
video calls in Flutter works
- **Phase 3:**
Clickable prototype ready
Visual demo available
- **Phase 4: SoW ready**
costs, roadmap clear
- **Phase 5: MVP for**
iOS and Android
defined and in preparation
- **Proof of interest:**
Central Association of Watches & Jewellery interested

Competition & Differentiation



- **Handshake**
university partnerships + orientation, but limited to US
- **JobTeaser**
career orientation for students, but UX feels old-fashioned
- **LinkedIn**
networking + recruiting, but very formal, not Gen Z-friendly
- **StepStone / Indeed**
job boards, functional, purely transactional
- **TikTok**
Gen Z attention + “CareerTok” content, but no structure, no direct recruiting
- **Instagram**
employer branding, not focused on jobs
- **LibTrix**
Career discovery through peer tutors
Social-media-native UX
video, stories, live calls
Integrated recruiting
companies + associations
directly inside the platform
Partnership with professional associations + recruiting

Go to Market Strategy



How does it work

1. Explore Professions

Short, engaging video content (TikTok / Instagram style) introduces professions beyond the mainstream.

Content provided by young professionals & tutors with real-life experience.

2. Learn & Connect

Users book live tutorials / Q&A sessions with tutors.

LibTrix facilitates video calls, interactive demos, and practical insights.

Platform earns 30% commission.

3. Career Matching

Personalised recommendations based on user interests & interaction history.

Integration with professional associations to showcase career paths.

4. Apply Directly

Companies maintain verified accounts with job postings.

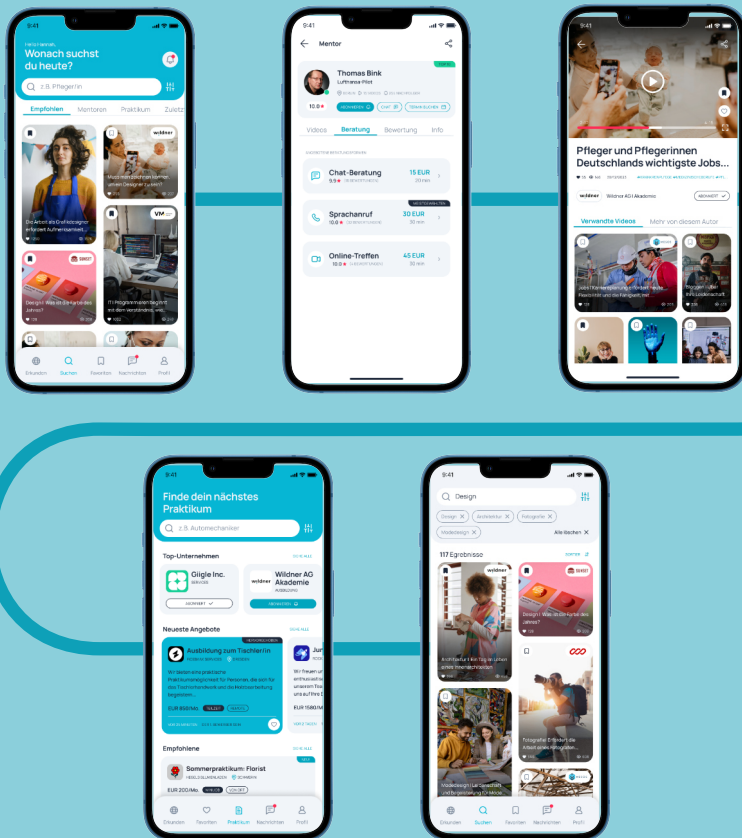
Users can apply directly to open positions within the app.

Recruiting fees & employer branding packages.

5. Grow the Ecosystem

More users → more tutors → more companies → more institutions.

Network effects create a self-reinforcing growth cycle.



Institutional Backing



- **LibTrix is integrated into the Wildner Education Group, a leading private education network in Germany**
- **Affiliation with Karlshochschule Management Institute provides academic credibility and strategic alignment in digital transformation and the future of work**
- **Karlshochschule Management Institute acts as a think tank at the interface of science, business, and society**
- **LibTrix serves as a lighthouse project in the field of digital platform ecosystems and AI-driven transformation of work**
- **Strong foundation for investor confidence, partnerships, and long-term scalability**

Team



Klaus Wildner



Philip Hoevels



Frank Giese



Wojciech Bednarczyk

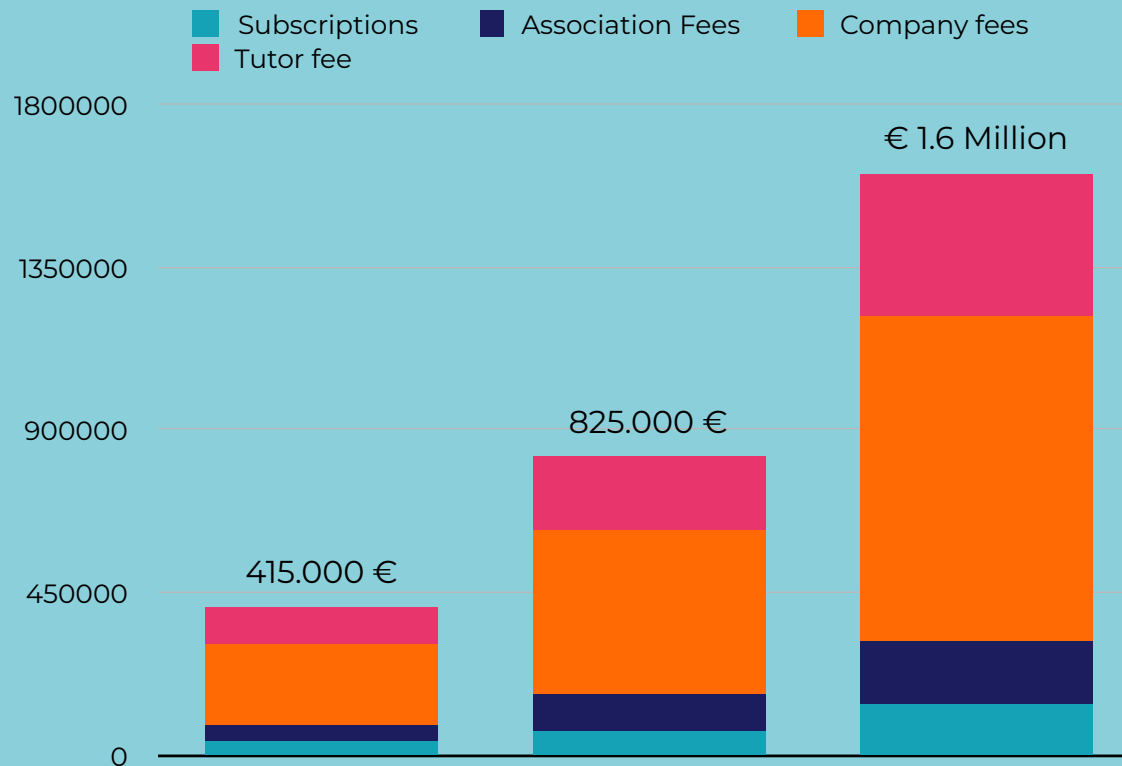
- **Klaus**
Academic + Business leadership
Founder of Wildner Group
- **Philip**
Business & analytics
- **Frank**
Project Management &
Investor Relations
- **Wojciech / VM Software House**
Tech execution
MVP and final release candidate
development
iOS and Android

Revenue Scenarios

Conservative Case
slow adoption, limited traction

Assumptions first year

- **Users: 90.000**
- **Paying subs: 5% Fee: € 8**
- **Tutorials: 225 tutors, 5 sessions/month, €25/session**
- **Recruiting: 45 companies €5,000 average spend**
- **Associations: 10 €5,000 average spend**



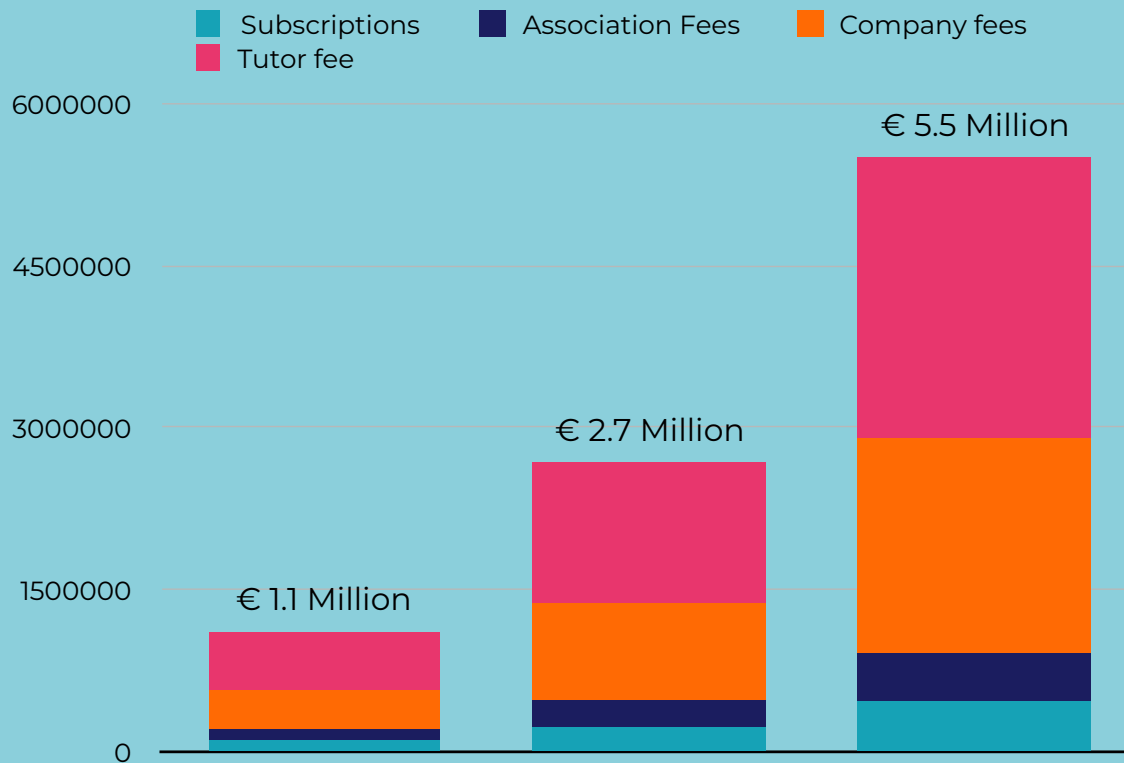
Budget Allocation for conservative case:
Marketing & user acquisition: € 900.000
Product & tech scaling: € 600.000
Team (community, sales, content, ops): € 750.000
Buffer: € 250.000

Revenue Scenarios

Base Case Realistic
moderate adoption, solid growth

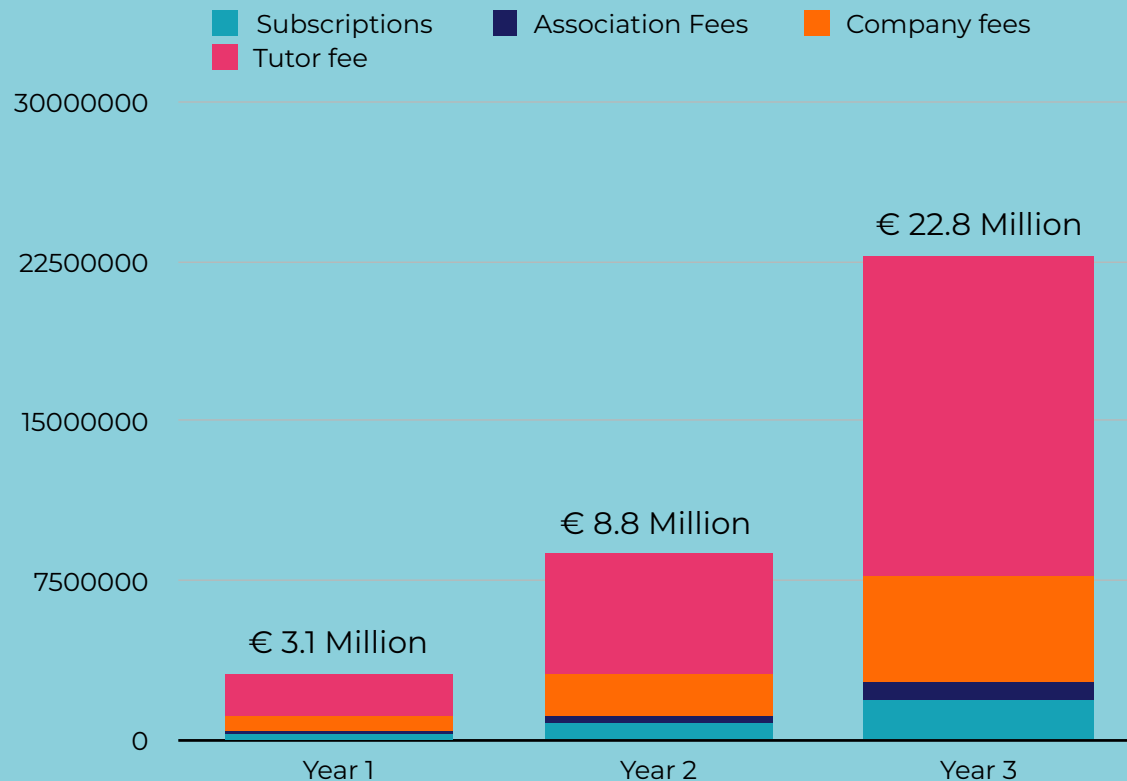
Assumptions first year

- **Users: 150.000**
- **Paying subs:**
8% Fee: €8
- **Tutorials:**
100 tutors, 10 sessions/
month, €30/session
- **Recruiting: 75 companies**
€5,000 average spend
- **Associations: 20**
€5,000 average spend



Budget Allocation for base case:
Marketing & user acquisition: € 2.000.000
Product & tech scaling: € 600.000
Team (community, sales, content, ops): € 1.275.000
Buffer: €250k

Revenue Scenarios



Budget Allocation for Aggressive Growth:

Marketing & user acquisition: €2.0M

Product & tech scaling: €1.0M

Team (community, sales, content, ops): €1.0M–1.2M

Buffer: €250k

Aggressive Case viral adoption, strong market demand

Assumptions first year

- **Users: 250,000**
- **Paying subs: 12% Fee: €8**
- **Tutorials: 1000 tutors, 15 sessions/month, €35/session**
- **Recruiting: 150 companies €5,000 average spend**
- **Associations: 35 €5,000 average spend**

Roadmap / Milestones

Q4 2025

- close seed round

Q1 2026

- MVP ready & beta launch

Q2 2026

- go live with 4,000 videos

Q4 2026

- 150.000 users /
75 company accounts

Q2 2027

- 250.000 users /
130 company accounts

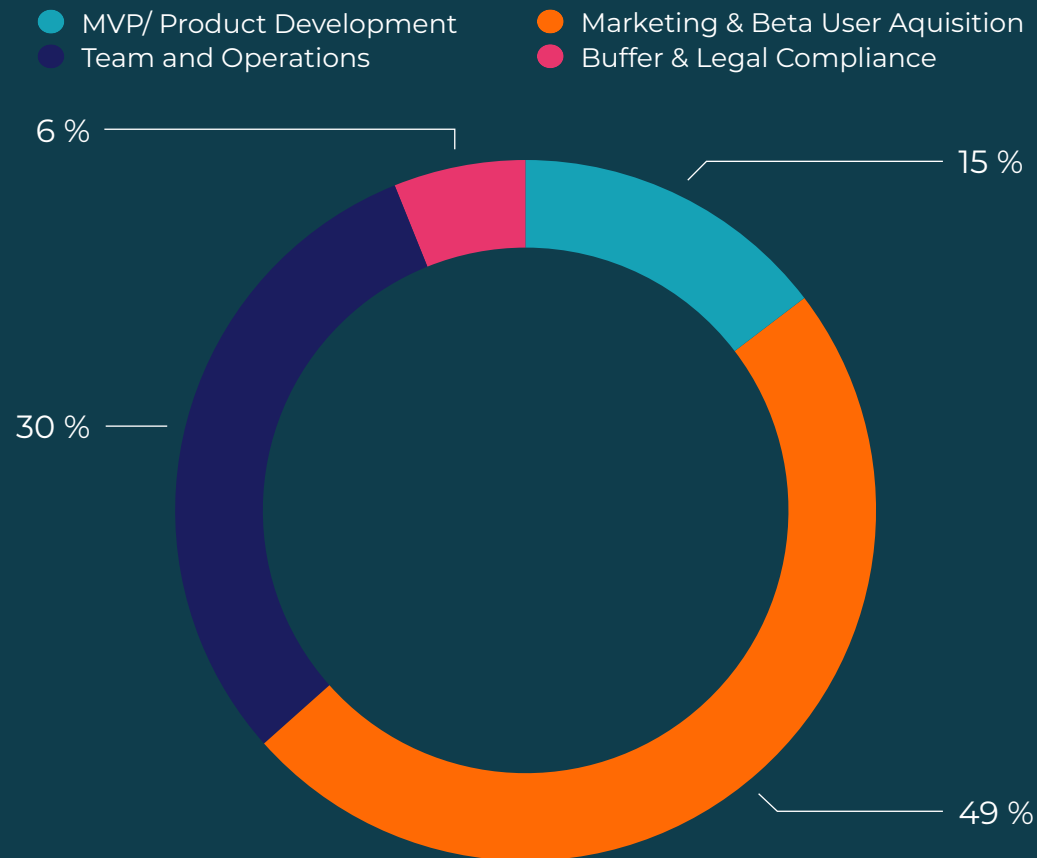
Q4 2027

- 360.000 users
international expansion

Investment Asked

Accelerate the scaling of the validated concept:

- **Product development iOS and Android: € 600.000**
- **Marketing & User Acquisition: € 2.000.000**
- **Team & Operations: € 1.275.000**
- **Buffer & Legal/ Compliance: € 250.000**
- **Total: 4,1 million**



Conclusion

Our Ask

- € 3,75 to 4,5 million Investment
- Runway: 18–24 months

Use of Funds based on 4,1 million midpoint

- MVP Development: €210.000 + Final Product € 390.000, € 600.000 in total
- Marketing & Beta Acquisition: € 2.000.000
aggressive multi-country rollout, influencer marketing, association partnerships
- Team and Operations: € 1.275.000 Team: Graphics, UAT, Content, Marketing
- Buffer and Legal / Compliance: € 250.000

Investor Proposition

- Equity participation in LibTrix, integrated into the Wildner Education Group
- Exposure to two high-growth markets:
- Recruiting, Stuffing in Europe \$ 132 Billion in 2025, CAGR 7,3
Europe Recruitment Market Report 2025, cognitivemarketresearch.com
- EDTech Market Size and Growth in Europe \$ 48 Billion in 2025, CAGR 12,85
Europe Edtech Market Report 2025, marketdataforecast.com
- Diversified revenue model (tutorial fees, subscriptions, recruiting, associations)
- Exit option within 3 years: IPO

Milestones (Next 24 Months / Base case)

- MVP launch
- 720.000 active users
- 250 corporate partners and 50 professional associations
- Revenue ramp-up: € 2,7 M potential in year 2 (Base Case)



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