



Ai-first

Education for kids & teens in France

Pitch document

September 2026

AI First Club can prepare youth to thrive in an AI-native era — targeting an underserved market

85% vs <1%

THE PROBLEM

85% of teens already use AI — but **fewer than 1%** have had structured training

Competitors teach coding — none teach how to use AI for thinking, learning or real-life projects

\$7B

THE MARKET

Market Size: >\$7 billion globally

CAGR: 34%–38%

Key Drivers: personalized adaptive learning, early introduction of AI literacy, and major EdTech investments

MISSION

PREPARE KIDS FOR THE FUTURE

AI literacy should not be a privilege — our online format makes it accessible

GDG Alignment: 4 – Quality Education, 8 – Decent Work, 10 – Reduced Inequalities

Regional Leaders: NA with the largest market share, APAC and UAE with the fastest implementation and growth rates



Source: French Senate 2024; French Ministry of Education 2026; Centre Inffo 2025



Ai First Club trains practical AI literacy through an innovative “Think, Not Just Code” method

WHAT COMPETITORS TEACH

How to CODE AI — Python, machine learning, model training, data science
(Magic Makers, KIDnKOD, Logiscool)

Robotics & competition prep — LEGO, Scratch, FLL, coding clubs
(KIDnKOD, CoderDojo France)

Generic digital skills — Pix certification (national programme, mandatory since Jan 2026)
(Pix, Magic Makers)

WHAT FRENCH SCHOOLS TEACH

Ai integration through the national Pix programme (mandatory since Jan'26) misses practical, critical or responsible AI use for everyday learning



AI FIRST CLUB PREPARES KIDS FOR AI-NATIVE WORLD



AI for Learning

How to LEARN WITH AI — using AI effectively and honestly as a student. AI as a study partner, not a cheat sheet.

Critical AI

How to THINK CRITICALLY about AI — evaluating outputs, understanding bias, navigating an AI-native world.

Real-life applicability

How to USE AI for DAILY tasks, hobbies and projects

4 pillars of AI First Club value proposition: embed AI in day-to-day through practice in responsible environment



Fundamentals

How AI thinks, what it can and can't do, core concepts, prompting, key tools

Discussions, student presentations, and hands-on boundary-testing across different tools



Skills

Practical skills that transfer across applications and real-life scenarios (e.g. research, presentations, structuring) in safe and responsible environment

Hands-on practice in class + independent exploration between sessions



Real Projects

A start-up, a game, a solution for an ecological or social problem — a responsible real-life application of the AI skills

Student picks the theme and builds end-to-end over the course arc (see course structure for main streams)



Certification

Structured wrap-up and facilitation to pass external certification (e.g. Anthropic, Google, OpenAI)

Courses are structured according to the requirements of top-notch AI companies, preparing students for professional-grade exams

AI First CLub course programs are building end-to-end AI skills through a modular learning journey

Step 1. Fundamentals

aka "Create Your Own AI Studio"

Covers core use cases —
image, video, agents,
prompting

*Recommended starting point
for every student
(with option to skip only if
they pass a test)*



Step 2. Specialized streams to address real-life applications

AI for School	Research, writing, presentations — studying smarter
Creative AI	Social media content, visual storytelling, personal brand
STEM & Sustainability	Science projects, ecological solutions, data thinking
Entrepreneurship	Build a product, validate an idea, pitch it
Agentic AI	Technical side — build tools, automate, deploy as products

Agile curriculum; demand-prioritized

Go Deeper — Enablers

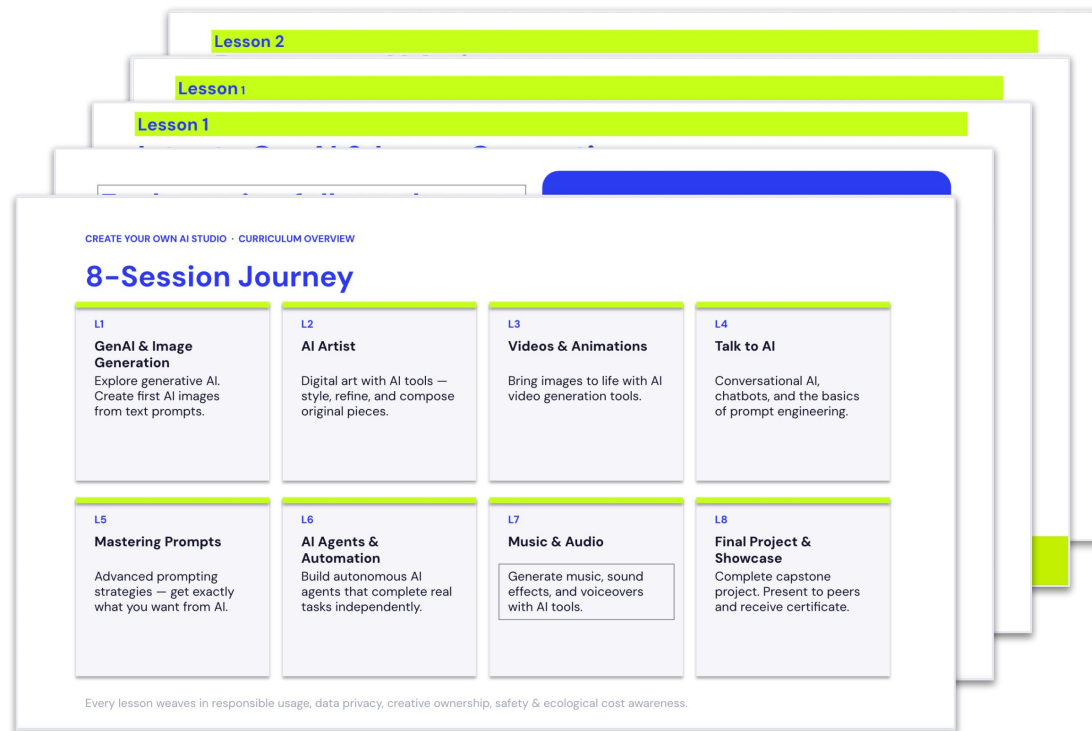
Tech & AI Systems How AI actually works —
models, data, architecture,
limitations

Critical Thinking & Ethics Questioning outputs,
understanding bias,
responsibility

Step 1 is the live MVP. Scaling streams and enablers progressively with pilot feedback

MVP execution: core curriculum and application platform are fully operational

INAUGURAL COURSE MATERIALS AND METHODOLOGY IS FULLY DEVELOPED



WEBSITE IS LIVE AND COLLECTS EARLY APPLICATIONS



ai-first-club.com

Live lesson demo available on request

Teaching AI to students is in critical demand yet learning opportunities are missing

2030

Multiple National AI strategies target doubling AI specialists by 2030 (France, UAE)

53%

of workers already use AI professionally; 72% feel they need training

83%

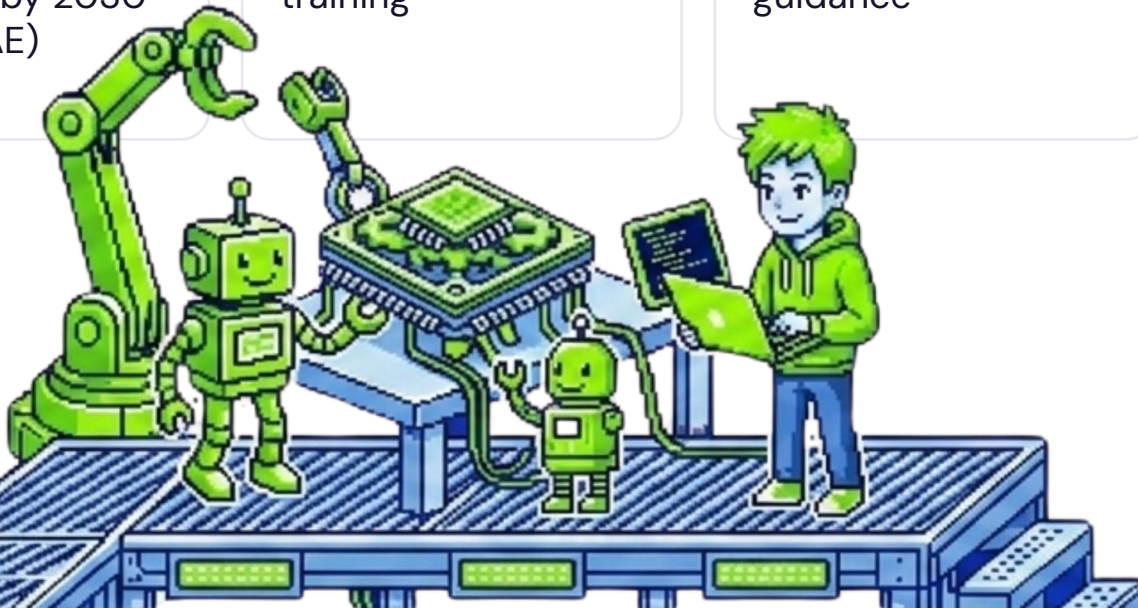
of youth use AI for school/studies — but without structured guidance

35%

of parents worried schools aren't preparing students for an AI-driven future

< 1%

of students enrolled in AI-related enrichment programs last year



Delivery model: online end-state, offline test in early stage

WHO IT'S FOR

AI-curious kids & teens, 10+

- Comfortable typing, reading & using a laptop independently
- No coding background needed
- Unafraid to explore and experiment

THE FORMAT



Online — default

In-person — on request

Delivery

Live sessions via video conference

Available on request

Students need

Laptop + AI tools (Claude, Higgsfield)

Laptop — bring your own

Parent involvement

May be needed to set up tool access

Minimal

THE STRUCTURE

~2 months

Short courses with clear outcomes

8 × 45 min

Live sessions, weekly



Homework

7 tasks for independent practice, ~1-2 hrs each

80%

Hands-on practice ratio

COURSE OUTCOMES

1 Real-life project

A website, an app, an agent, or an AI-based solution of an Ecology problem – student choose where to apply new skills



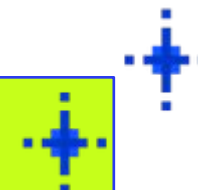
2 Portfolio

Throughout the course, students build up their selection of key artifacts, e.g., prompt libraries, digital artorjects, code bases



3 Transferable skills

Tool-agnostic knowledge and habits vital in AI era: iteration, verification, QC, process mapping, systems thinking



Now, at the early stage, we have flexibility to further test formats and approaches

Acquisition model: Start D2C to validate demand, scale through trusted school and community partners



CAC & CHANNEL ECONOMICS



CAC is a friction point

D2C CAC target per enrolled learner is very competitive with other digital extracurriculars

Our advantage is justified by unique market offer



LTV : CAC ≥ 3×

North-star unit economics target

Driven by conversion to advanced courses, camps & referrals

Once the model is tested and adjusted, we start tiered roll out allowing to manage complexity

1

PROVE THE MODEL

M1–M12

- Register entity
- Launch flagship cohorts & test demand
- Validate pricing & cohort economics

→ Near-breakeven Year 2

2

REPEAT THE MODEL

Geo & Consumer Format Expansion

- Advanced courses, bootcamps & clubs
- First private-school partnerships
- Scale instructor & operations capacity

→ Repeatable B2C + B2B delivery engine

3

SCALE THE MODEL

Institutional Expansion

- Package curriculum for school licensing
- Expand bilingual offer to adapt for markets
- Evaluate market expansion via local partners

→ Institutional AI-literacy platform

YEAR 1 MUST PROVE

Four proof points

Willingness to pay

Parents invest and buy full 2-months programs

Cohort size

10–15 students enrolled per cohort at launch

Repeat enrolment

Families re-enrol into the next programme tier

School-partnership interest

B2B unit economics validated with one pilot school

AI First team: Education, Strategy, Operations — and real skin in the game



Maria Nightingale

Founder · Operations & Curriculum

FULL-TIME

BCG · 7 years

GSK · 4 years

1,000+ hrs teaching

AI for Kids curriculum

Train-the-trainer

EN · FR · RU

- Career started in the classroom: teacher, methodologist, and teacher-trainer, with 1,000+ hours of hands-on teaching
- At BCG (2018–2026) designed training programs deployed to 2,000+ learners; personally trained 300+ across structured problem-solving, critical thinking, and Lean systems. Built a train-the-trainer model that scales without the author in the room for teams of 1500+ running operations planning.
- At GSK (2014–2018) built go-to-market and brand strategy for global pharma brands — the commercial and marketing engine behind AI First Club's customer acquisition.
- For AI First Club: built AI literacy curriculum and responsible AI methodology for children from the ground up; builds knowledge of French education system and regulatory context.



Anton Stepanenko

Co-founder · Education Strategy & Impact

GLOBAL EDUCATION NETWORK ·
MISSION-DRIVEN EdTech

12 yrs management consulting

Global Head of Skilling

Google.org sponsored

2,000+ families

Teach for All

- Global education networks and mission-driven EdTech.
- 12 years in management consulting as Global Head of Skilling — advising governments and national training institutions on workforce development and skilling programmes.
- Founder of Todogood — an online vocational academy for families in distress, reaching 2,000+ families, sponsored by Google.org. Mission-driven EdTech that scales across cultures.
- Co-founder of Teach for All in Russia — the global programme that places top graduates into under-resourced classrooms. Brings a global education network and direct experience working with international schools, universities, and government bodies.
- For AI First Club: education ecosystem relationships, institutional credibility, and mission-aligned network.



Thank you

Happy to continue the conversation!
Reach us here: mariia.radushina@gmail.com

