UNIVERSAL PITCH DECK

SocialStation®
+ Thinks4®

Cooperative AI for human-centred learning.

A physical-digital learning infrastructure that turns
AI from an individual screen experience
into a shared learning environment.

IMDEA S.r.l. · Italy
Europe-designed · Global ambition



AI IN EDUCATION

The problem

Most AI toolsare built for one learner, one screen, one chatbot.

- AI adoption is moving faster than schools can redesign the learning experience.
- Collaboration and peer learning can become weaker when every learner is sent back to an individual device.
- Teachers need better ways to mediate AI use without adding more screen-centric isolation.

PAIN POINT

How can schools adopt AI while keeping learning social, collaborative and human-centred?

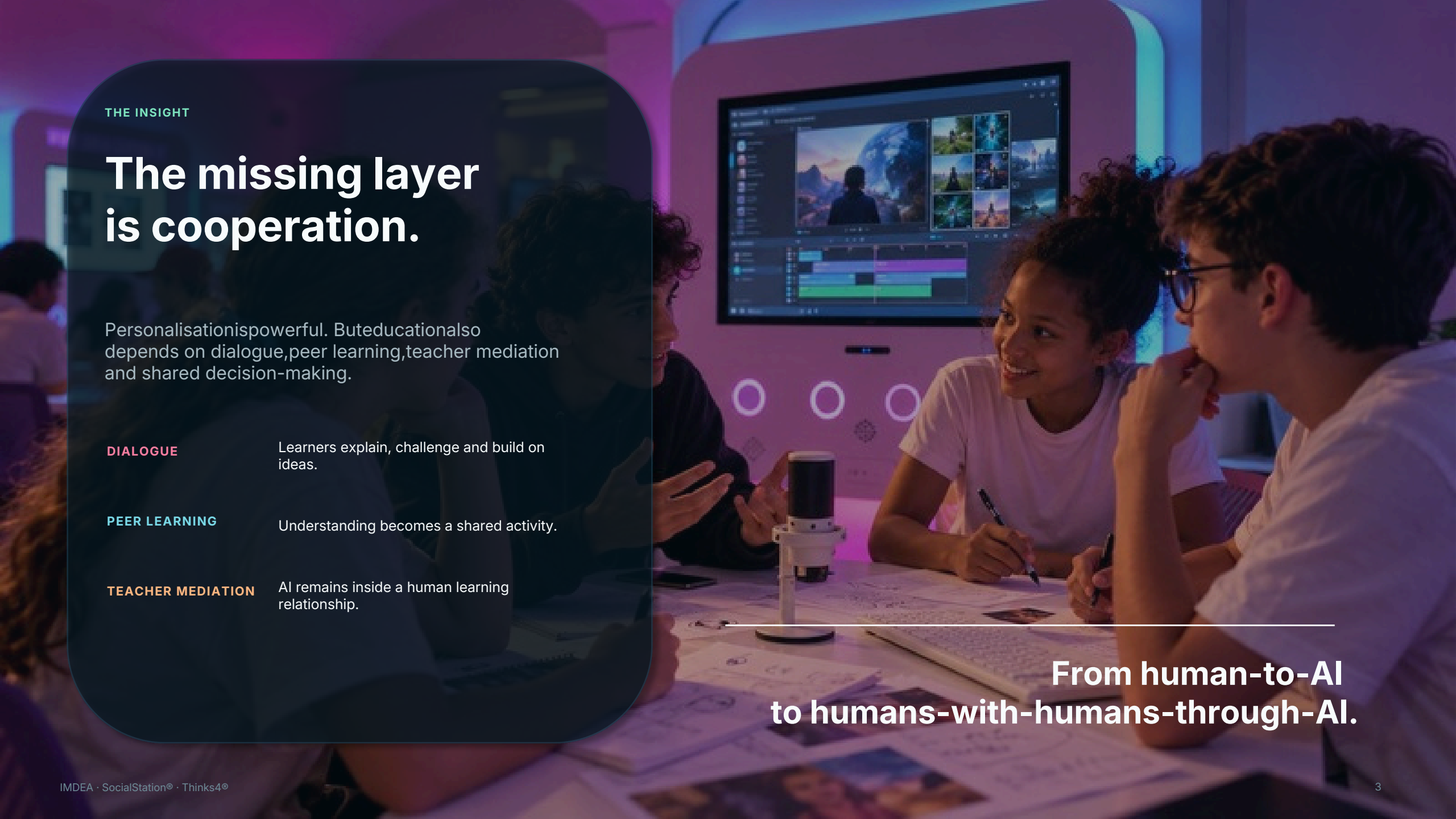


THE INSIGHT

The missing layer is cooperation.

Personalisationispowerful. Buteducationalso depends on dialogue,peer learning,teacher mediation and shared decision-making.

DIALOGUE	Learners explain, challenge and build on ideas.
PEER LEARNING	Understanding becomes a shared activity.
TEACHER MEDIATION	AI remains inside a human learning relationship.



From human-to-AI to humans-with-humans-through-AI.

SOCIALSTATION® + THINKS4®

The solution

Oneenvironment. Multiple people. Shared AI.

SocialStation®

The physical shared interface:

display,computing, camera, four LED controls and cooperative table.

Thinks4®

Thecooperative AI software and pedagogicallayer for shared content, interaction, creation and analytics.

Four cooperative actions

ORIENT | INSPIRE | ELABORATE | SHARE

Not another educational chatbot. A place where people learn together through AI.



THREE LAYERS

How it works

01 PHYSICALLAYER

Display · integrated computing · camera · cooperative table · 4 physical LED controls

02 DIGITAL LAYER

Generative AI · multimedia content · chatbot · analytics · collaborative creation tools

03 LEARNING LAYER

Cooperative method · teacher mediation · group tasks · content creation · evidence collection

PROTECTED IP

REGISTERED BRANDS

Hardware + software + method, designed as one system.



WHERE WE CREATE VALUE

Market wedge → global expansion

One cooperative AI infrastructure, multiple learning environments.

- K-12SCHOOLS
- VET & TRAINING
- UNIVERSITIES
- PUBLIC PROGRAMMES
- NONPROFITS
- ENTERPRISE LEARNING

BUYER ROLES

School leaders · innovation & technology managers · public authorities · programme directors · education networks

EXPANSION LOGIC

Italy today → Europe / US / MENA / ASEAN next



HYBRID REVENUE ENGINE

Business model

Hardware opensthedoor.Software and services compound therelationship.

HARDWARE

SocialStation®

Rentalorsale ofstations
Deployment packages

SOFTWARE

Thinks4® SaaS

Recurring licences
AI + analytics + content tools

SERVICES

Living Lab & Programs

Pilot projects
Educationservices · customisation

DIRECT B2B / B2G → STANDARDISED PACKAGES → CHANNEL PARTNERS → LICENSING / DISTRIBUTION

Direction: increase recurring software & service revenue while hardware remains the physical gateway.

BUILT BEFORE INSTITUTIONAL CAPITAL

Traction

€25k → €72,220

2025 → 2026 revenue · nearly 3× year-over-year

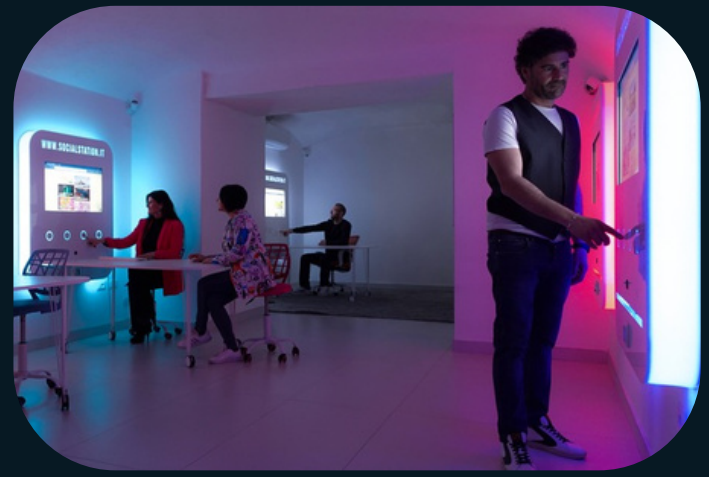
900+

hoursofeducational activities

€0

institutionalcapital raised











Real school Living Lab deployments · collaborative short films · podcasts · video projects · digital content · protected IP/design

Capital-efficient by design: revenue + projects + internal resources.

MOAT + TEAM

Why we are hard to copy

A system-level advantage, not a single feature.

01	**Protected physical-digital design**	Hardware architecture + registered IP
02	**Integrated stack**	Hardware + software + pedagogy
03	**Cooperative AI positioning**	Built around group learning, not individual AI
04	**Living Lab know-how**	Iterative field experience with schools
05	**Education relationships**	Teachers, schools, stakeholders and partners

---

CORE TEAM
Domenico Di Frenna — Founder & CEO
Gabriele Negri — CTO · Remo Minopoli — COO · Imma Amato — CFO
Luca Rizzuti — AI Specialist, Data & Analytics · Manuel Mazzone business development



THE ASK

Scale with us.

Froman Italian LivingLabto a global CooperativeAI learningin frastructure.

PILOT PARTNERS	Schools · universities · education systems
STRATEGIC PARTNERS	Distributors · system integrators · AI/cloud · research
CAPITAL	Preparing a first institutional seed round · ~€750k

Use of funds: industrialisation · Thinks4 / Cooperative AI · certification · independent evidence · engineering & commercial growth · international market entry



The future of AI in education should not only be smarter.
It should be more human, more social and more cooperative.

socialstation.it