



moiki

Get students reading and writing interactive stories

Moiki EDU is an authoring platform. The teacher writes a branching story around the lesson. Students read it, choose, and live with the consequences of their choices. They can also write their own.

800+

users signed up with a school or university email, in 17 countries

84%

of them signed up before Moiki EDU existed

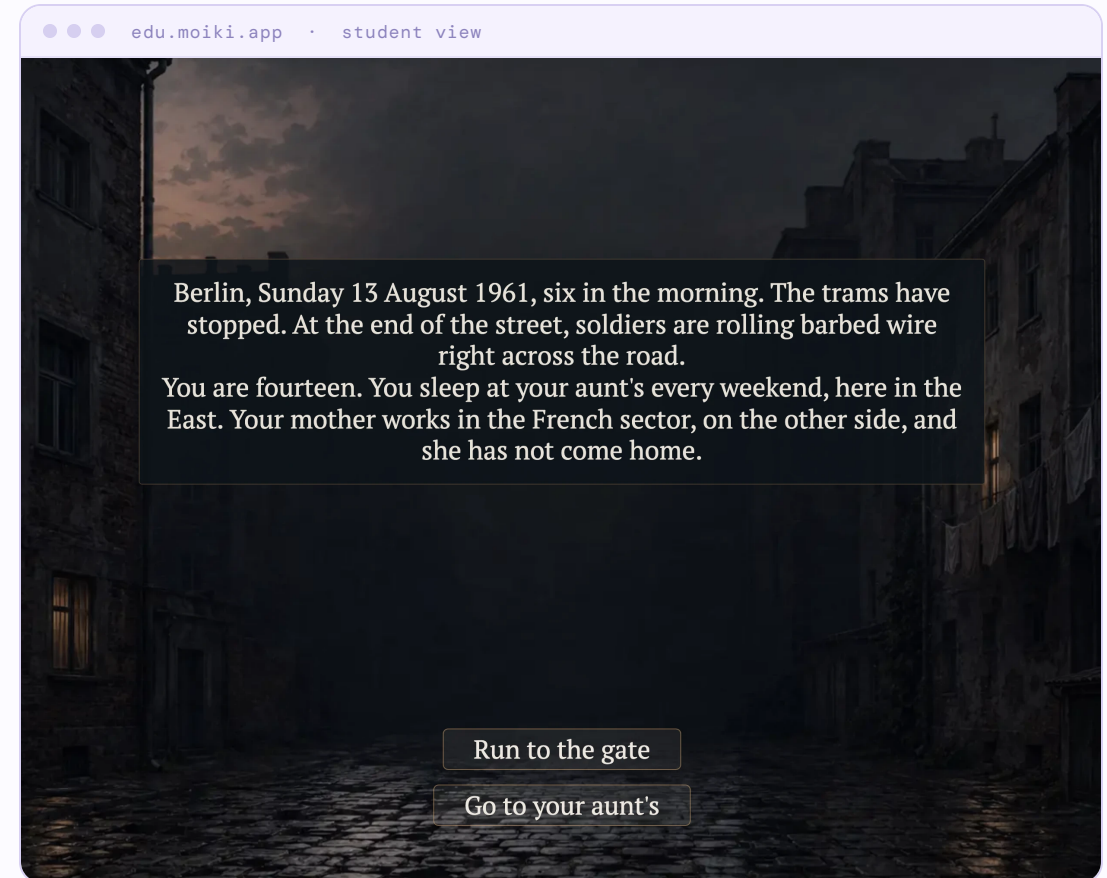
Building a situation should be as easy as writing a quiz

Simulations, role-plays and branching scenarios have been in classrooms for decades.

Making one is the hard part. Creating a branching experience, and then playing it with a class, takes **more design, more tooling and more organisation** than a document or a quiz.

“We are always looking for tools that are easy to pick up and not too time-consuming.”

CÉCILE DIET · TEACHER-LIBRARIAN · ACADÉMIE DE BESANÇON



THE OPENING OF OUR DEMO STORY

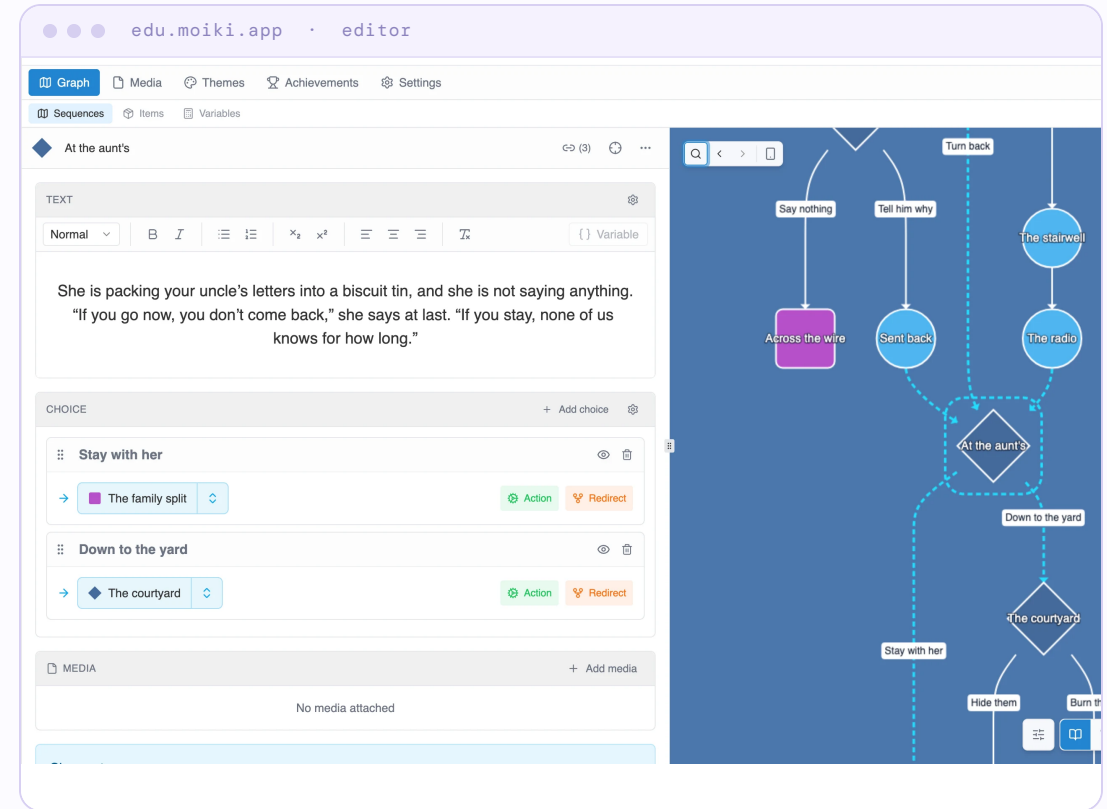
FOURTEEN SEQUENCES, FIVE DECISIONS

Sequences, choices, consequences, no code

- 01 **Write** The teacher writes a sequence and its choices, each leading to a sequence. The graph builds itself as the writing goes.
- 02 **Branch** Counters and flags remember what the student did. An early choice can open or lock a path much later in the story.
- 03 **Play** Each student moves through their own version of the situation, and meets the consequences of what they chose.
- 04 **Hand over** Each student writes a story, or a group writes one together, each member taking a part of it. The teacher sets the frame, then reads and comments.

“Simple to pick up and effective if you compare it with Glide or Twine.”

ÉLODIE LAHAYE · ACADEMIE D'ORLÉANS-TOURS

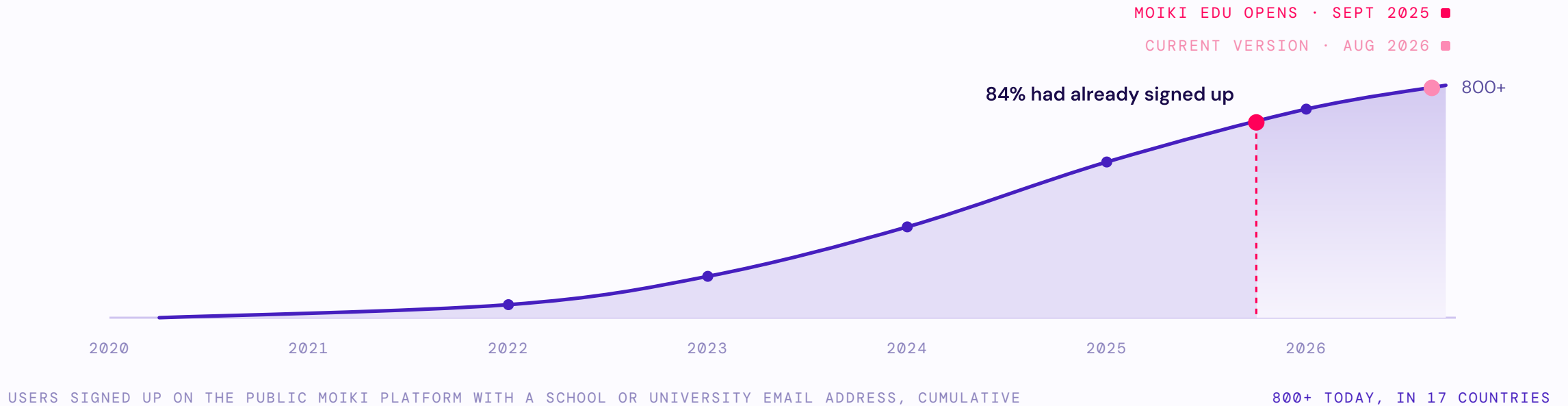


OUR DEMO STORY IN THE EDITOR

FOURTEEN SEQUENCES, THREE ENDINGS

● NARRATION ◆ CHOICES ⚙ LOCKS ■ ENDINGS ★ AND MORE

Teachers adopted Moiki before Moiki EDU existed



Referenced nationally

Édubase, the ministry's lesson base, holds two scenarios built with Moiki. A national ÉduNum letter of May 2023 presents it for creating interactive stories.

Documented in academies

Versailles, Orléans-Tours, Besançon. The Versailles biology site alone publishes five articles on Moiki, two of them full classroom reports with the sequence step by step and the pupils' feedback.

Already beyond France

École branchée in Québec ran a dedicated training in 2025. In Belgium, eduLAB has taught it since 2021 and the University of Liège lists it among its teaching tools.

One story, several endings: each one opens a discussion

Reading, thinking and writing, differently.

- | | | |
|----|--------------|--|
| 01 | Read | The student reads a situation and chooses what to do. Each choice changes what happens next. |
| 02 | Think | The student weighs the information, anticipates the consequences, then discusses the paths taken with the class. |
| 03 | Write | The student writes a story: the sequences, the choices, and what follows from each choice. |

“Create a real scenario that draws on concepts seen in class, and turn them into an active analysis through a story the student lives.”

LAURENT DI PASQUALE · EDULAB, BELGIUM

ENDING 1 · ACROSS THE WIRE

The officer waves you through. You are in the West, and your mother is waiting on the platform. Your aunt stays on the other side, and you did not say goodbye.

ENDING 2 · THE FAMILY SPLIT

You stay in the East with your aunt. Your mother is six hundred metres away, behind the Wall. Letters arrive opened, and visits are rare, short and watched.

ENDINGS 3, 4, 5 · AND AS MANY AS NEEDED

As many endings as the subject needs. **Two for a dilemma, more for an investigation or a simulation.** The teacher decides, and the graph follows.

Organic adoption since 2020

■ MOIKI PUBLIC PLATFORM · SINCE MARCH 2020

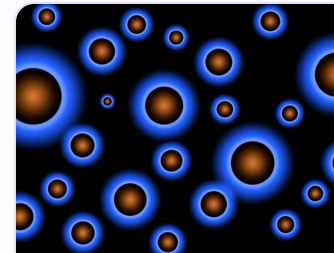
13,500+ accounts opened, with no advertising and no outbound sales

8,000+ creators wrote at least one story

14,500+ stories written

78,000+ plays of the published stories

■ THE THREE MOST-PLAYED STORIES



Ramón le Carbone
The carbon cycle, upper
secondary biology

25,000+



Chasseur d'infoux !
Media literacy escape
game

3,600+



**Haro sur le bouquetin
des Alpes**
Biosecurity, upper
secondary science

2,900+

We built a storytelling platform. **Teachers turned it into an education tool.** The three most-played stories on it are classroom material.

The editor, and everything a class needs

- 01

Classes

The teacher sets up a class and runs a workshop with it: reading, writing, or writing together.
- 02

Students

Students join the class without a personal account, from their school portal through GAR, or with a simple access code.
- 03

Evidence

The teacher sees which paths the class took and where it stopped, then starts the discussion from there.
- 04

Reuse

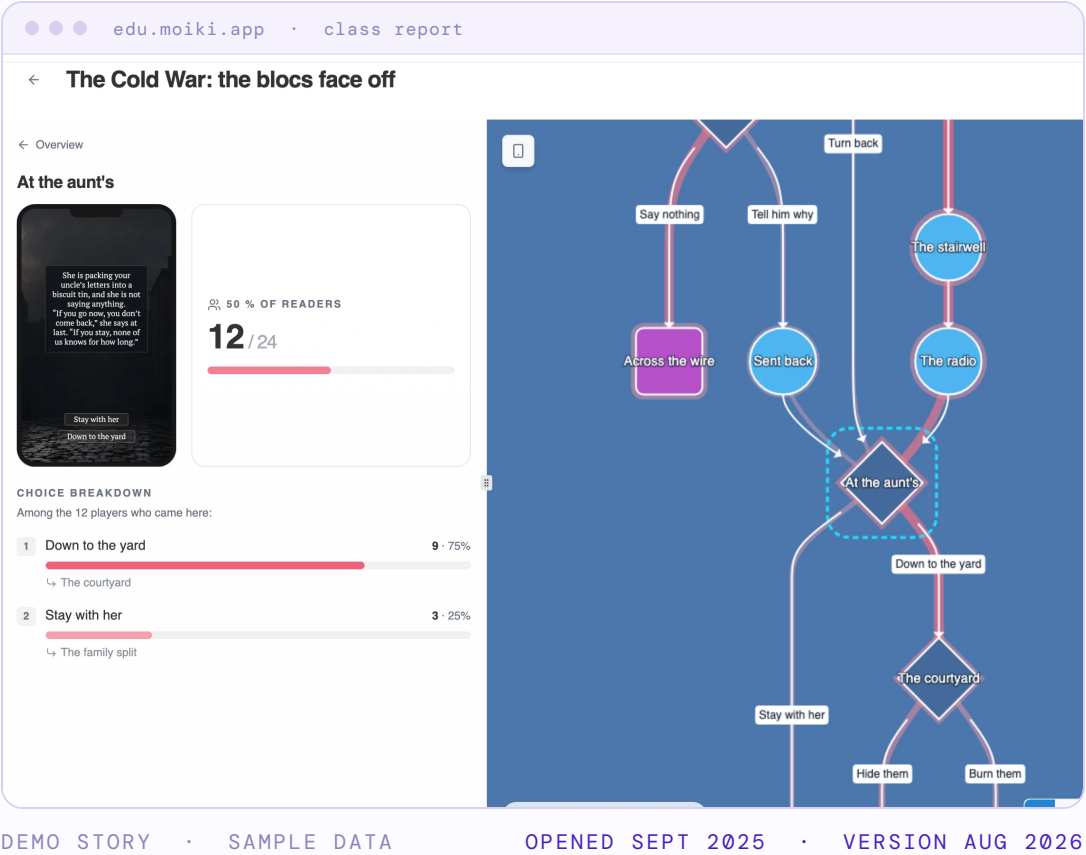
The teacher publishes a workshop to the catalogue.
Colleagues duplicate and adapt it, and the original author stays credited.

GAR

GDPR

HOSTED IN FRANCE

NO ADVERTISING

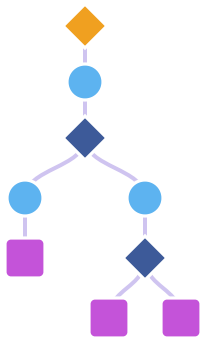


From a writing engine to teaching infrastructure

Branching authoring tools already exist. Moiki EDU adds the class, the follow-up and the institutional deployment around the authoring tool.

MOIKI, FREE · SINCE MARCH 2020

The writing engine



- **Write** a branching story, with counters and flags for the consequences.
- **Publish** it in a public catalogue, or keep it private.
- **Share** a link that anyone can open, with no account.



MOIKI EDU · SINCE SEPTEMBER 2025

The school layer

- **Classes** and workshops, run with a real class.
- **Class report**: paths taken, where it stopped.
- **Reuse** between colleagues, author's name kept.
- **Student access** without personal accounts, through GAR or a code.
- **Student writing**, alone or several on one story, in a frame the teacher sets.
- **School framework**: GDPR, hosted in France, no advertising.

Teachers were already running the free engine in class through private links: **1,000+ different stories** played that way in four and a half months of 2026, with no class, no student identification and no teacher follow-up. The school layer exists to hold that use.

OUR POSITION ON AI

No generative AI in Moiki. The time saved is elsewhere.

Teachers save time on everything around the story: running it with a class, student access, tracking, reuse. The content stays theirs. For students, laying out the branches and their consequences is the point of the activity: if a machine writes them instead, the exercise disappears.

Our first proof of monetisation

FIRST PUBLIC-SECTOR CUSTOMER · DÉPARTEMENT DE SEINE-ET-MARNE

■ THE ORIGIN

The department's youth council, made of elected collégiens, chooses screen time as its theme and asks for a story competition for the collèges.

■ MARCH 2026 · FIRST PAID ENGAGEMENT

Moiki runs preparatory workshops in Melun with the youth council to design the competition.

■ 2026 / 27 · SECOND, LARGER ORDER

The competition opens to the department's collèges: classes write an interactive story on the theme with Moiki EDU, from October to April. The department pays for teacher training, licences and the organisation.



135

collèges under the department's responsibility

75,000

students in those collèges

2

orders from the department in 2026

WHAT WE ARE TESTING NOW

ALREADY PAID

Territorial programmes

A department or region funds training, licences and a competition around Moiki. One contract can cover dozens of schools.

TO BE VALIDATED

School licence

Classes, students, access, evidence, bought by the school on its own budget line. The first school licences are the next milestone.

SELF-SERVICE CHANNEL

Teacher · 30 € a year

For a teacher acting alone. No demo, no quotation, no salesperson.

Six years of product, eleven months of Moiki EDU

Bootstrapped for six years, with no outside capital raised.



Clément Jacquet

CO-FOUNDER · PRODUCT & TECHNOLOGY

Created Moiki in 2020 and has maintained it since. Owns product direction and architecture.



Julien Revel

CO-FOUNDER · ARCHITECTURE & R&D

Former CTO and R&D manager. Brings the engineering discipline a school platform needs.



Philippe Louchet

ASSOCIATE DIRECTOR · SALES

Key account and business development in technology and education. Owns the route to public buyers.

2020–2025 · use validated

Teachers found Moiki, used it in class, and documented it across subjects, academies and countries.

2025–2026 · the EDU product built

The school layer exists: classes, GAR, class report, co-writing, reuse. Opened September 2025, current version August 2026.

2026–2027 · a business model to replicate

Seine-et-Marne opens a first route: Moiki sold inside funded teaching programmes. The year ahead is about repeating it.

Make learning something students **explore, not just consume.**