BULGARIAN SME PROMOTION AGENCY

EDUTOPIA RISING:

THE ROLE OF PLAY IN BUILDING RESILIENT, FUTURE-READY MINDS

OSAKA, KANSAI, JAPAN
EXPO 2025

Bulgaria Pavilion S12 **22 JULY 2025 09:00-12:00**

Co-funded by the European Union

BULGARIAN SME PROMOTION AGENCY

PROGRAMME
COMPETITIVENESS AND INNOVATIONS IN ENTERPRISES

Companies

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SmarTest

Corporate Business Technologies

Roni Games

Interlecta

Vizipedia

TRI Soft

Examtic

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SmarTest / Examtic

Examtic is an innovative educational platform helping teachers save time and improve student outcomes through digital assessment tools powered by AI. Trusted by hundreds of schools, we combine test creation, delivery (digital & paper), real-time analytics, and tools to prepare students for national exams.

Our platform is designed specifically for Bulgarian teachers and is aligned with the national curriculum. It enables teachers to create differentiated tests, monitor student progress, reduce cheating, and gain deep insights into classroom performance. The flexible architecture allows us to adapt the platform to other national standards and languages, creating opportunities for international collaboration.

We also offer free teacher training and work with ministries, universities and NGOs to support digital transformation. We're looking to connect with partners in edtech, teacher training, and AI-powered learning to expand our impact and bring better education to every classroom.

We're Interested In:

·EdTech platforms (AI, gamification, adaptive learning)

·NGOs & foundations working in education and innovation

·XR/VR or game-based learning companies

- International schools or public education institutions

Elena Barutchieva

/Business Development Specialist/

+359 879 58 54 02

info@examtic.com

www.examtic.com

Corporate Business Technologies
IT works

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Corporate Business Technologies (CBT)

At Corporate Business Technologies (CBT), we're not just in the business of creating software – we're in the business of crafting strategic assets. Our mission is to deliver tailored, cutting-edge solutions that enhance operational efficiency and drive long-term growth for our clients. We aspire to be the partner you return to time and time again, building upon what we've created together. That's why we're dedicated to cultivating authentic client relationships by working with you, not just on the project.

For years, we have been the trusted partner of Bulgaria's largest textbook publishing house for their mission of "Gamifying Education". Since 2023, we have been using digital 3D models to transform traditional textbook learning into dynamic, immersive experiences.

We are seeking strategic partners to expand the reach of our educational gamification products and bring innovative learning experiences to new markets.

At the "Learning and Playing" World EXPO 2025, we aim to connect with Japanese and international corporations that share our passion for engaging, impactful e-learning solutions. Our flagship offering, Klett AR, is an advanced interactive application designed for schools, museums, galleries, and other educational institutions. It enables immersive educational experiences through dynamic 3D models, helping educators drive student engagement and improve learning outcomes. Recognized by Forbes 30 Under 30 Bulgaria, Klett AR combines text, video, animation, and 3D models to create rich, interactive lessons. The app is fully white-labeled and easily adaptable for publishers within the Klett network, leveraging existing content to accelerate deployment across different regions.

Valentin Piralkov

/Lead Software Developer/

+359 884 990 878

valentin@cbt.bg

www.cbt.bg

Roni Games

Established in 2021, it has produced several games and apps using Unity Engine. Our own games include Twerk Hero for mobile, with over 100K organic downloads and collaboration with Sony Music. Dungeon Raider – infinite dungeon crawler/runner and Dance Hero – dance simulator, both for mobile and PC. We have also made custom apps for startups, including AR/MR apps, math-based fight game, guitar learning app with real-time feedback, all-in-one app for toddlers with timed screen lock and other.

Right now, we are developing Dog Walking Simulator for PC. It is game all about dogs, their needs and wants, how to make them happy and how to have safe yet fun walk with your dog. The game includes interesting story revolving around mafia, different groups wanting dogs for their own desires and you deciding which way to follow. The game is made with comedy in mind. It is currently available to wishlist on Steam.

We are looking for several things:

1. Investors – We need more money for Dog Walking Simulator and other projects we have planned for the future.
2. Clients – we can provide wide range of services for competitive prices. This includes QA, Game Design, Game Development, full production cycle for small to medium games.
3. Our own publisher – We recently signed with the Polish company PlayWay and we are looking forward to meeting them in person.

Simeon Denev

/CEO/

simeon@ronigames.com

www.ronigames.com

vizipedia

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Vizipedia

Believing firmly that play and research are the highest form of learning, Vizipedia employs game-based and project-based learning principles coupled with the speedy and infinite visual and technological possibilities offered by AI to spice up knowledge content, making it accessible, engaging and interactive – as both educators and students can now wrap-up and distribute full-fletched educational games in a matter of minutes.

Education nowadays is facing multiple challenges. Student's basic skills are constantly deteriorating. Additionally, the AI revolution is challenging human's cognitive skills. Existing AI-driven EduTech solutions are focusing on accelerating knowledge acquisition through AI tutoring. But it ends up prepping students for skills that machines could perform in a fraction of the time.

Instead, Vizipedia aims to future-proof education by providing a tool that, through the use of game-based and project-based learning, equips students with skills starting from the lowest in order (e.g. remembering) to the highest (e.g. creating). It also nurtures the skills of the future – creative thinking, system thinking and critical thinking.

Our goals for the expo in Osaka:

- Present our groundbreaking product that allows the creation of education games through artificial intelligence
- Meet potential partners – academia, governments, learning management systems providers, and distributors, who will be willing to integrate our product in their work
- Meet with media partners who can promote our work

Yane Frenski

/Founder/

+43 6991 82 06 969

y.frenski@vizl.ai

www.vizipedia.org

Interlecta

Interlecta is an innovative tech and product firm specializing in real-time, multilingual mobile and web solutions, particularly for social and healthcare platforms. With experienced leadership, deep roots in Bulgaria, and a growing presence in the US, Interlecta has built a reputation for delivering forward-thinking technologies across diverse markets.

As part of its commitment to meaningful innovation, Interlecta spun off Tinusaur, a dedicated STEM education initiative that makes science and technology engaging and accessible to all. Tinusaur addresses the growing need for practical, hands-on learning tools in education by developing affordable microcontroller-based kits and comprehensive curriculum resources. By combining electronics assembly, programming, and real-world project building, Tinusaur bridges the gap between technology and education, empowering teachers and students through an experiential learning approach, adaptable for classrooms and extracurricular activities.
Exploring new partnerships, showcasing our latest innovations in STEM education and real-time communication technologies, and gaining insights into global trends in educational technology and digital transformation.

We'd like to connect with educators, policymakers, and potential collaborators to expand the reach of Tinusaur's hands-on learning platform while also seeking opportunities to integrate Interlecta's multilingual and real-time solutions into broader international projects.

Neven Boyanov

/Founder/

+359-885546134

neven@interlecta.com

www.interlecta.com

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TRI Soft

TRI Soft is a Bulgarian company specializing in innovative sensor-based solutions and interactive systems for education, training, and simulation. We combine hardware (depth cameras, gesture & eye tracking) with AI-driven software to create immersive and adaptive learning environments. Our flagship platform, FluurMat, is an interactive floor system used in schools, therapy centers, and museums — proven to boost engagement, motor skills, and knowledge retention. With active R&D and pilot implementations across Europe, TRI Soft is at the forefront of applying photonics and human–computer interaction in real-world educational scenarios.

We look forward to participating in the "Learning & Playing" thematic week at World EXPO 2025 in Osaka to:

- Showcase FluurMat to an international educational and technology audience, highlighting its unique combination of sensor-based interaction and AI-enhanced feedback.
- Explore collaborative opportunities with global ed-tech companies, R&D institutes, and ministry/municipal delegations interested in immersive learning tools.
- Establish strategic partnerships with educational content developers, rehabilitation centers, and interactive museum projects.
- Learn from global trends in "learning through play" and contribute to discussions on how sensor-driven systems can support 21st-century skills, inclusive education, and lifelong learning.
- Investigate pilot cooperation, export and funding opportunities in Asian markets, especially in Japan, Korea, and Southeast Asia — focusing on initiatives supporting interactive and play-based learning solutions.

Stefan Stavrev,PhD

/Business Consultant – IT/

ceo@tri-soft.net

www.tri-soft.net