



FACTSHEET

## Contacts

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charly is a digital learning and marketing platform for students and businesses. The German company was founded in 2016 by Cecil von Croÿ and Karl Bagusat under the name PlusPeter and is divided into two business segments: With charly education ([www.charly.education](http://www.charly.education)) students have free access to a wide range of digital and analog learning tools including the first German online database for exam relevant content. The program also offers access to tutors who answer content-related questions in a timely manner. charly media ([www.charly.media](http://www.charly.media)) gives brands and companies the opportunity to reach 2.5 million students via cross-media channels, being the largest student marketer in Germany. This also includes the social media app Jodel, of which the platform is the exclusive marketer. charly is based in Berlin and currently employs 50 people.

## Product

### Company

charly education

### Employees

50

### Foundation

2016

### Headquarter

Berlin

### Founders

Cecil von Croÿ, Karl Bagusat

**Browser application** [www.charly.education](http://www.charly.education)

**Mobile application** [IOS & Android](#)

**Media** [www.charly.media](http://www.charly.media)

### Business model

Digital learning platform for students as well as student marketer

### How it works

The platform thrives on its community: students benefit from the digital learning tools, can submit content and share it with other users via app or website. Companies, meanwhile, can precisely target students in their advertising strategy.

## The benefits at a glance

### 1. Numerous learning tools for students bundled on one platform

Parallel to free printing services, study contents can be digitized and exchanged with other users. In addition, more than 35,000 exam questions and answers are freely accessible on the platform.

### 2. Community-driven platform as on Wikipedia

In order to complete the learning platform, students can submit further examination content that is verified and published. The additional tutor programme answers all further questions by experts. Based on their records, talented students can also take part and answer questions per picture, video or live session in the future.

### 3. Cross-media marketing simplifies search for talented workforce

charly offers companies the opportunity to reach 2.5 million students in the DACH region. Users can be targeted according to location, study programme as well as performance and can be informed about possible

job perspectives.

For further information, current press releases and picture material please visit the [Tonka-Newsroom](#).