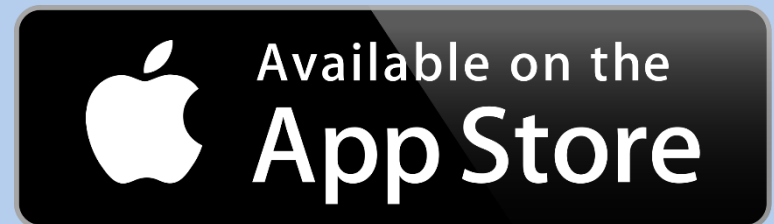




*What would you like to learn today?*



# WHAT IS **U**learn?

**Ulearn** is an app designed to serve as a connecting platform between people that want to teach and those that want to learn.



# WHAT IS *learn*?

Born as a hackathon idea (February 2017) from the minds of two biomedical engineers with a passion for *hacking*.

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*Ignacio Albert*

Manager and designer –

Getting the team together and working is never an easy task. I've been involved in so many group projects that it just feels natural to me: I can put the right people in the right spot!

App developer –

I would never miss the chance to develop a good idea; especially in the form of an app! If given something to develop, I can get totally focused and forget about eating and sleeping.

*Alexis Pomares*



# WHAT IS *Ulearn*?

*Ulearn* takes advantage of the already-established communities:

- **Students** at school, or university campuses.
- **Neighbors** in our block and our district.
- **Colleagues** at work.

Besides their jobs and duties, these people have passions and skills that they want to share, practice or master.



# WHAT IS *Ulearn*?



## *Teachers*

- Paid for their lessons.
- Gain prestige by rating.
- Decide on pricing.

## *Students*



- Select their teachers.
  - Rate their teaching skills.
  - Establish contact.
- 
- Agree on the schedule and meetup location.
  - Determine their knowledge areas of interest and expertise.

# WHY *Ulearn* ?

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**TIME !**

The app is designed to connect people that are close – thus saving them from a long journey to their class. Finding the teacher you want is only a *tap* away!



**MONEY !**

Save money by saving time; make money by teaching your skills.  
Choose the teacher that best adapts to your needs and budget.



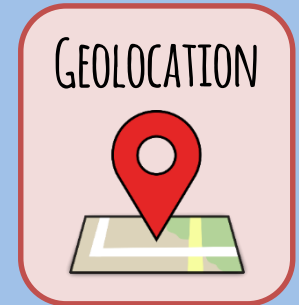
**QUALITY !**

Ratings for all users (both teaching and being taught) ensures quality of customers.  
Show them your best self!

# HOW WILL WE SHARE KNOWLEDGE ?

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**GEOLOCATION** – For convenience, teachers' listing will appear to you in order of proximity. Of course, we will not reveal your exact location! Meet-up can be scheduled later through the chat.



**CREDITS** – Gives the learner an idea of how much the teacher will charge. Credits can be bought and transferred to the teacher after completion of a lesson, and later redeemed for money. Alternatively, a credit card and cash option could be implemented.



**RATING** – An additional ranking variable: those with more reviews and higher rating will appear first. A higher rating will give you better clients and a more competitive price.




# HOW WILL WE SHARE KNOWLEDGE?



## PROFILE

**Ulearn**

PROFILELEARNCHATS

Alexis Pomares Pastor

Hey! I am Spanish and I love latino dances! Always wanted to try salsa? That's the right time! I can also teach you some useful Spanish words.  
I am learning Chinese right now, so hit me up if you know it!




## SEARCH


**Ulearn**

PROFILELEARNCHATS

WHAT WOULD YOU LIKE TO LEARN TODAY?

**SEARCH**

 Martial Arts

 Music

☒ Music

- Drums
- Guitar
- Saxophone
- Piano
- Violin

## RESULTS

 Musical instruments

Guitar Lessons

 Dan  #guitar, #singing, #piano 800 m

 Enma  #guitar, #acting, #violin 1.9 km

 James  #tennis, #guitar 2.2 km

 Karim  #guitar, #magic, #juggling 2.8 km

 Richard  #guitar, #python 3.5 km

## MATCH

 Musical instruments

Guitar Lessons

Dan

Playing acoustic guitar and singing, would be happy to share my passion for pop-folk music!



## CHAT

**Ulearn**


PROFILELEARNCHATS

Hey! So I've seen that you're teaching guitar lessons. I used to practice some time ago but I kind of abandoned it for the last 2 or 3 years.

Oh well, it's never too late to get back on track! I do teach guitar lessons but I have a fairly busy schedule. When would it work best for you?

I'm currently working full time, so I have the weekend mostly free (except for Sunday morning). But I think I could do weekdays as well as long as it's after 8pm.

Okay, that's good then! I have the weekends fully booked but after 8pm on Mondays, Tuesdays and



**Ulearn**

Time line



# ANALYZING THE MARKET

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*Ulearn* targets teaching in its following forms:

- Tutoring / tuition (academics)
  - ✓ “Tuition culture” – present in many Asian countries (Singapore, Korea)
    - ❑ **Billion-dollar industry** in Singapore (Household Expenditure Survey).
    - ❑ **Huge tutoring market:** 70% of parents send their children for tuition.
    - ❑ **Well paid**, depending on qualifications and experience for academic and language tutors (Private: 15\$ - 120\$, Tuition centres: 15\$ - 55\$).
  - ✓ Tutoring network companies take huge cuts from tutors.

# ANALYZING THE MARKET

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*Ulearn* targets teaching in its following forms:

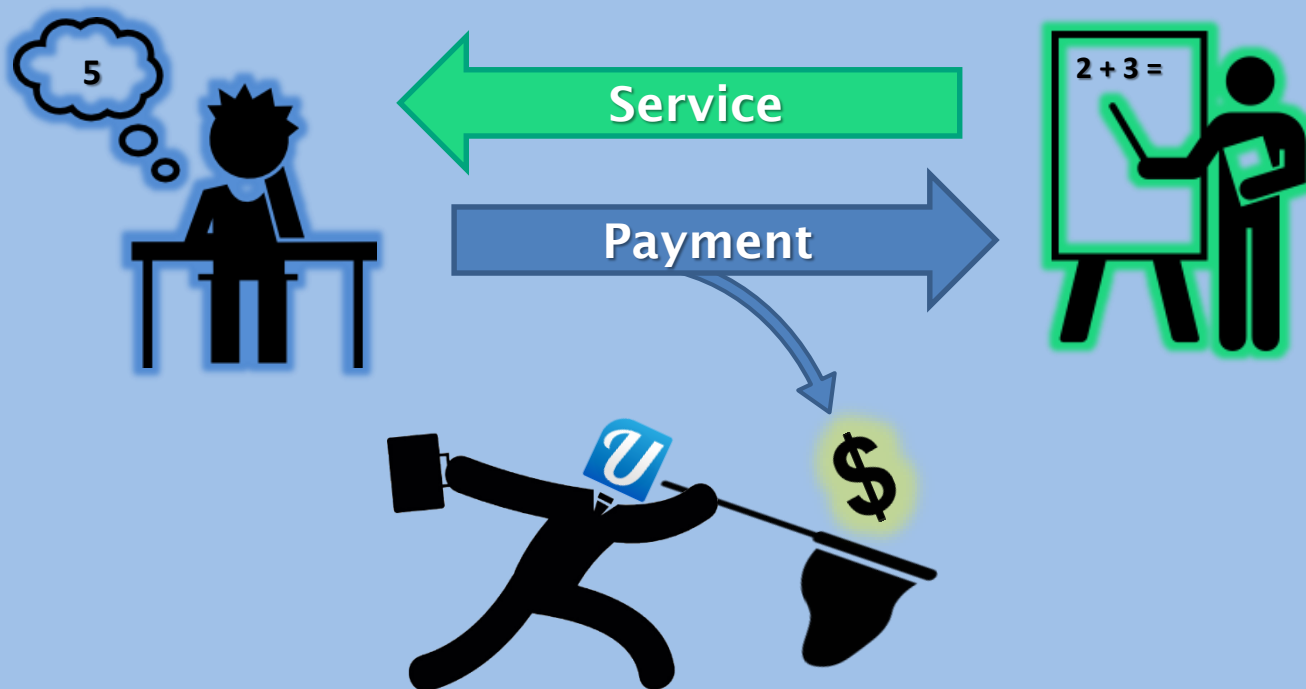
- Skills
  - ✓ Competitive workers requiring continuous enhancement of skills.
  - ✓ Examples: programming, foreign and local languages, mentorship.
- Hobbies
  - ✓ Abilities for personal enrichment and enjoyment.
  - ✓ Examples: music (piano, guitar), cooking, videogames.

# REVENUE AND PROFIT

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Revenue would be obtained by commission.

This is the way companies like *Grab*, *Uber*, and most tutor-networking webpages operate. A percentage % of the payment would be deducted from the service provider and given as a commission for the company's service.



# EXPANDING AND KEEPING OUR CUSTOMERS

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## Expanding the customer base:

- Marketing in the form of:
  - Promotions for inviting new customers
  - Traditional and digital advertising
- Providing a **working and reliable service**.
  - Free / Subsidized tutoring for the first period of release
  - Establish a customer base to get the service running

# EXPANDING AND KEEPING OUR CUSTOMERS

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## Keeping customers on the loop:

- **Rewards for veterans:** beginner, intermediate, advanced
  - Experience ranking system with associated advantages
    - Based on number of hours and people taught, and total money transactions
  - Discounts for faithful customers:
    - Students: discounts for lessons
    - Teachers: zero / reduced comission for a given number of lessons
  - Limit to the total amount of comission
    - *Never pay more than \$1 !*

# EXPANDING AND KEEPING OUR CUSTOMERS

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## Keeping customers on the loop:

- Credit deals and packages.
  - Buy bundles of credits for a reduced price.
  - Redeem bundles of credits for reduced comission.
- Make it **preferable** to other forms of networking.
  - Easiness of use
  - Better control of the chosen tutor/student, and more options
  - Lower commission

# A POSSIBLE DRAWBACK?

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Reasonably, customers will try to avoid paying comission...

*How do you prevent customers from not using the app after their first meeting?*

*Simple answer: **YOU DON'T!***

There is no feasable way to prevent this from happening; and thinking this is a drawback is contrary to the idea we pursue.

**Ulearn** is intended as a solution to the ripping-off comissions of current tutor-networking companies. It offers an alternative to distributing flyers, hanging up posters or typing internet posts for people that are trying to advertise themselves.

Not only it would be unfair, but also impractical, for us to force this service on you. However, when the day comes that you need to find a new teacher or student, **Ulearn** service will still be there to provide cost-effective advantages.

# COMPETITION

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- ✓ Competitive prices
- ✓ Tutor and student optionality
- ✓ Lowest commission
- ✓ Quality check by rating
- ✓ Many knowledge areas
- ✓ 24/7 service
- ✓ Accounts for location
- ✓ Service easy and fast to scale
- ✓ Easy internationalization

## Competitors

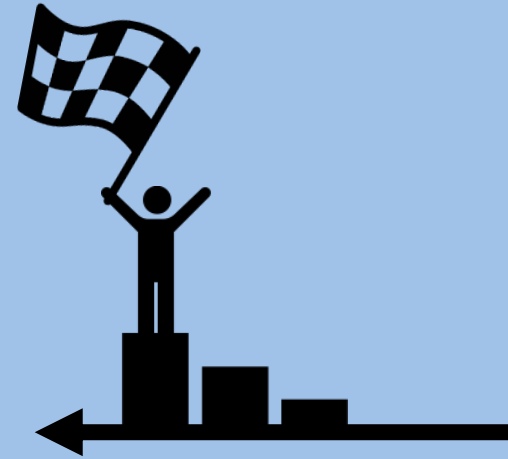
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- Varying prices
- Some optionality
- × Very high commission
- ✓ Quality check by evaluation
- Specific knowledge areas
- × Schedule-restricted service
- × Does not account for location
- × Slow and complicated to scale
- × Difficult to internationalize



# CONCLUSION

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**U**learn:

App-based service that facilitates student-teacher networking by:

- Creating an open market with more competitive prices.
- Allowing you to know who your teacher will be.
- Connecting people that are close by geolocation.
- Targeting all sectors of learning: academic tutoring, skills and hobbies.

**Ulearn** will occupy a novel space in a billion-dollar market - offering distinctive advantages over its competitors - by becoming the solution to many of the problems experienced by customers and service providers of knowledge.

# *Ulearn*



*Connecting knowledge . . .*

