

**INFORMATION MEMORANDUM**

**Investment Opportunity in the Educational Sharing Economy Platform Business**

Sifututor & Nakngaji - The Online Platform of Education

**Private & Confidential**

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# 1. EXECUTIVE SUMMARY

SifuTutor and NakNgaji, leading edtech platforms in Southeast Asia, seek **RM10 million** in investment to fund expansion into Indonesia, USA, and Europe, while enhancing operations in existing markets (Malaysia, Singapore, and Brunei). With a proven track record of growth and a robust technological foundation, we aim to capitalize on the burgeoning global demand for online tutoring and Islamic education services.

# 2. DETAILS OF THE COMPANY

The following is a brief overview of the company.

## *2.1 About Us*

Established in 2018 by Russian marine engineering graduates Syamil Yusoff and Hafiz Razali, Sifututor and Nakngaji were born out of their shared commitment to overcoming the challenge of finding reputable tutors for children while addressing the lack of opportunities for tutors, teachers and professionals to supplement their income in the dynamic gig economy.

Evolving from a conventional tutoring service to a digital platform in 2019, the company seamlessly connects parents with their preferred Tutor-Partners while handling scheduling, reporting, and payments. SifuTutor and Nakngaji has become a trusted platform for students, parents, and educators alike, embodying principles of personalized attention and academic rigor.

With a powerhouse of over 39,000 registered tutors, we’ve positively impacted the lives of approximately 35,000 students since our launch. Beyond education, we’re disrupting the gig economy in Malaysia by offering a tech-driven, well-matched alternative that aligns opportunities with skills and educational backgrounds, much like Grab or Uber.

Moving forward, the company remains committed to shaping tutoring success stories and aspires to be the preferred destination for those seeking fulfilling careers in education. SifuTutor and Nakngaji envisions becoming the people’s choice, thriving as a beacon of opportunity and excellence in the education sector.

## *2.2 Overview of Business Model*

In response to the intricate challenges posed by the fluctuating supply and demand dynamics in

tutoring, we proactively introduced an all-encompassing web and mobile app solution. This pioneering platform effortlessly bridges the gap between customers from Malaysia, Brunei and Singapore and Tutor-Partners nationwide, offering a resolute answer to the perennial struggle parents face in finding tutors conveniently, safely, and reliably. Our commitment extends beyond mere matchmaking, evolving into an end-to-end service model that includes consulting, monitoring, management, and after-sales services for both customers and tutors.

Emphasizing value addition at every step, our secure payment solution guarantees customers a seamless experience, freeing Tutor-Partners to focus on teaching without the burden of payment concerns.This holistic approach not only transforms the private education landscape but also ensures a reliable and enriching experience for both stakeholders.

SifuTutor and NakNgaji operate on a sharing economy model, similar to platforms like Uber or Grab, but for education. This approach leverages the resources and skills of individual Tutor-Partners who sign up to offer their services through the platform. We operate under a commission-based arrangement with all Tutor-Partners. The platform retains a percentage of the fee paid by the customer for each session as its commission. The remaining amount is disbursed to the Tutor-Partners. This model incentivizes Tutor-Partners to join the platform, as they can earn income while the platform takes care of administrative tasks such as marketing, customer acquisition, and payment processing.

## 

## *2.3 Current Business Environment Overview*

* SifuTutor: Premier tutoring platform operating in Malaysia
* NakNgaji: Innovative Islamic education platform serving Malaysia, Singapore & Brunei

## *2.4 Historical Performance*

Since the inception of the Sifututor and Nakngaji, the company has registered an uptrend revenue year over year. Our combined revenue growth demonstrates strong market traction:

* 2020: RM 2.8 million
* 2021: RM 3.7 million
* 2022: RM 4.9 million
* 2023: RM 8.4 million
* 2024: RM14.0 million \*

*(\*) For the Financial Year 2024, the figure based on estimated final sales as of 31 December 2024.*

## *2.4 Historical Growth of the Company*

Below are some important key growth metrics over the years:

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| No | Items | 2019 | 2020 | 2021 | 2022 | 2023 | 2024\* |
| 1 | No of manpower | 15 | 11 | 22 | 31 | 49 | 63 |
| 2 | No of registered Tutor-Partners | 1,909 | 2,566 | 3,932 | 7,683 | 12,557 | 22,230 |
| 3 | No of students | 1,720 | 2,312 | 3,061 | 4,077 | 6,950 | 12,350 |

*(\*) as of 30 September 2024*

# 3. EXPANSION PLAN AND RATIONALE

## 3.1 Expansion Targets

* SifuTutor: Extend operations into Indonesia
* NakNgaji: Launch services in USA and Europe

## 3.2 Why Expand

1. Economies of Scale: Increase operational efficiency and boost net profit margins.
2. 2. Market Diversification: Reduce reliance on local markets, ensuring business resilience.
3. 3. Currency Exposure: Leverage forex opportunities across multiple markets.
4. 4. Revenue Growth: Target double-digit growth over the next 5 years.
5. 5. IPO Preparation: Position for potential IPO within 5 years through sustained growth.
6. 6. Global Brand Establishment: Elevate Malaysian educational technology internationally.

# 4. CAPITAL REQUIREMENTS AND UTILLIZATION

We are seeking an investment of **RM10 million**, allocated as follows:

## 4.1 Current Operations (Malaysia, Singapore, Brunei): RM4 million

|  |  |
| --- | --- |
| Utilization | Allocation (MYR) |
| Product development and technology enhancement | 2,000,000 |
| Team expansion and training | 800,000 |
| Marketing and customer acquisition | 600,000 |
| Operational costs | 400,000 |

## 4.2 New Market Expansion (Indonesia, USA, Europe): RM6 million

|  |  |
| --- | --- |
| Utilization | Allocation (MYR) |
| Market entry and localization | 2,500,000 |
| Recruitment and partnerships | 1,500,000 |
| Marketing and customer acquisition | 1,000,000 |
| Operational setup and administrative | 1,000,000 |

# 5. SUMMARY FINANCIAL PROJECTION

We expect revenue growth to follow the below projections with the proposed investment:

* 2025: RM25 million
* 2026: RM50 million
* 2027: RM85 million
* 2028: RM140 million

# 6. COMPETITVE LANDSCAPE

SifuTutor and NakNgaji stand out in the global edtech landscape due to our **unique dual-market focus (secular tutoring and Islamic education)**, scalable technology platform, and proven operational success in Southeast Asia.

# 7. KEY INVESTMENT CONSIDERATION

* First Mover Advantage: Expand rapidly in existing markets and establish first-mover advantage in new territories.
* Diversification: Reduce market-specific risks through global expansion.
* Scalability: Leverage technology for efficient cross-market operations.
* Social Impact: Improve access to quality education and promote cultural understanding globally.
* Financial Returns: Target 10% post-tax profit margin by Year 3 of expansion.
* Innovation Driver: Contribute to edtech sector growth, positioning Malaysian tech globally.

# 8. KEY BENEFITS TO THE COMMUNITY

* Providing and creating about 100++ employment within the system.
* Creating 12,000++ opportunity to the Tutors.

# 9. EXIT STRATEGY

* IPO Preparation: Aim for potential IPO within 5 years, subject to market conditions and growth targets.
* Strategic Partnerships: Explore partnerships or acquisitions to accelerate growth and provide additional exit opportunities.
* Secondary Sale: Consider facilitating secondary sales to larger institutional investors as valuation grows.
* Continued Growth: Focus on sustainable growth and profitability to build long-term shareholder value.

# 10. INVESTMENT HIGHLIGHTS

As the investment is unique and one of its kind, the following are the key factors toward the feasible and viable investment by the Investors.

## *10.1 Proven Business Model*

Our one-on-one tutoring approach ensures personalized attention and significant academic improvement for students. This model has been successfully implemented and refined through our platforms, SifuTutor and NakNgaji.

## *10.2 High Growth Potential*

The demand for personalized education is on the rise. Our platform is positioned to capture a significant share of this growing market, driven by increasing adoption of online learning and the need for flexible educational solutions. We plan to expand our offerings by introducing additional services such as language lessons, music instruction, and sports coaching.

## *10.3 Scalable Technology*

Our advanced technological infrastructure allows for seamless expansion and scalability. We are equipped to handle a growing user base while maintaining the quality of our services.

## *10.4 Experienced Management Team*

Our leadership team brings together a wealth of experience in education, technology, and business development. Their combined expertise ensures strategic growth and operational excellence.

## *10.5 Market Opportunity*

The global education market is undergoing a transformative shift towards personalized and online learning. Our platform addresses key pain points in traditional education by providing a flexible, student-centric approach. With a growing base of satisfied students and tutors, we are well-positioned to capitalize on this trend. With over 2,000 Google reviews averaging 4.8 stars, we are recognized as the most reliable and trusted tutoring platform—eight times more than our closest competitor.

# 11. CONCLUSION

SifuTutor and NakNgaji offer a unique investment opportunity in the rapidly growing global edtech market:

* Proven Success: Consistent growth trajectory in Southeast Asia.
* Massive Market Potential: Global online education market projected to reach $319 billion by 2025.
* Dual Market Strategy: Diversified opportunities through secular and Islamic education platforms.
* Technology-Driven Scalability: Robust infrastructure for efficient global scaling.
* Social Impact: Improving educational access and promoting cultural understanding globally.

With a **RM10 million** investment, we project to more than triple our revenue over five years, reaching RM140 million by 2028. This growth, combined with our target 10% profit margin, presents an attractive return potential for investors.  
  
**We invite you to join us in revolutionizing online education and Islamic learning on a global scale, contributing to a more educated, connected, and culturally aware world.**