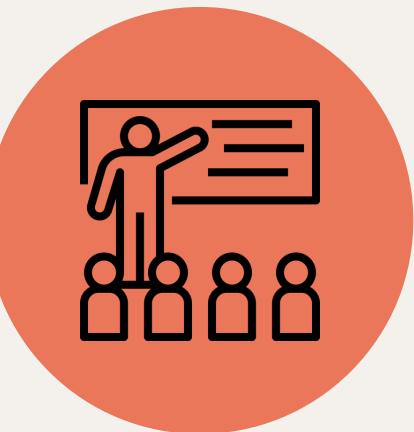


# **X<sup>3</sup> Learning**

**Educating generations of  
marginalised urban youth for a  
brighter future.**

# THE PROBLEM



Educational systems are struggling to provide individual help to students in need



Students lack the necessary core competencies for successful independent learning.

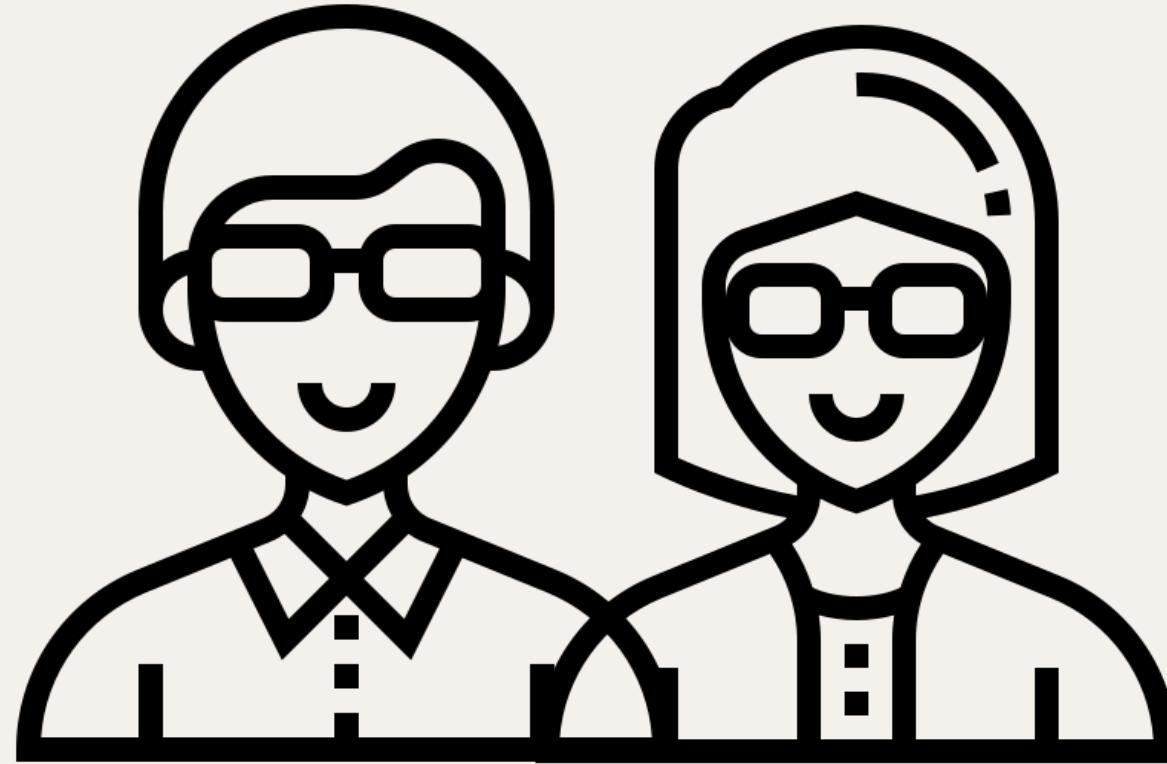


Students don't have a cohesive learning environment at home

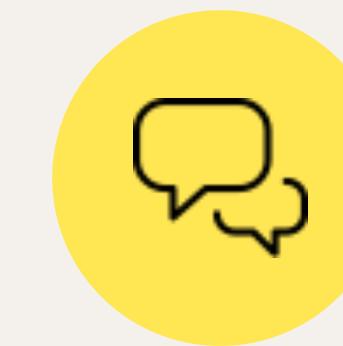
# OUR VISION

**We're dreaming of societal transformation in marginalised urban communities through a holistic approach of educating the next generation of world changers.**

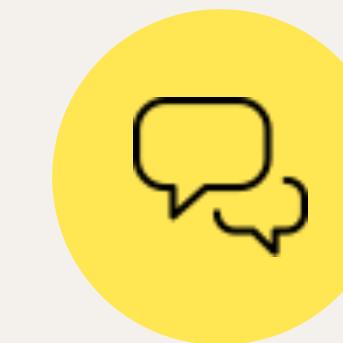
# THE SOLUTION



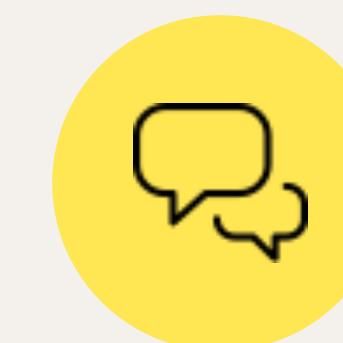
## X<sup>3</sup> Learning Coaches



Individualised learning in small groups of 2-4 students

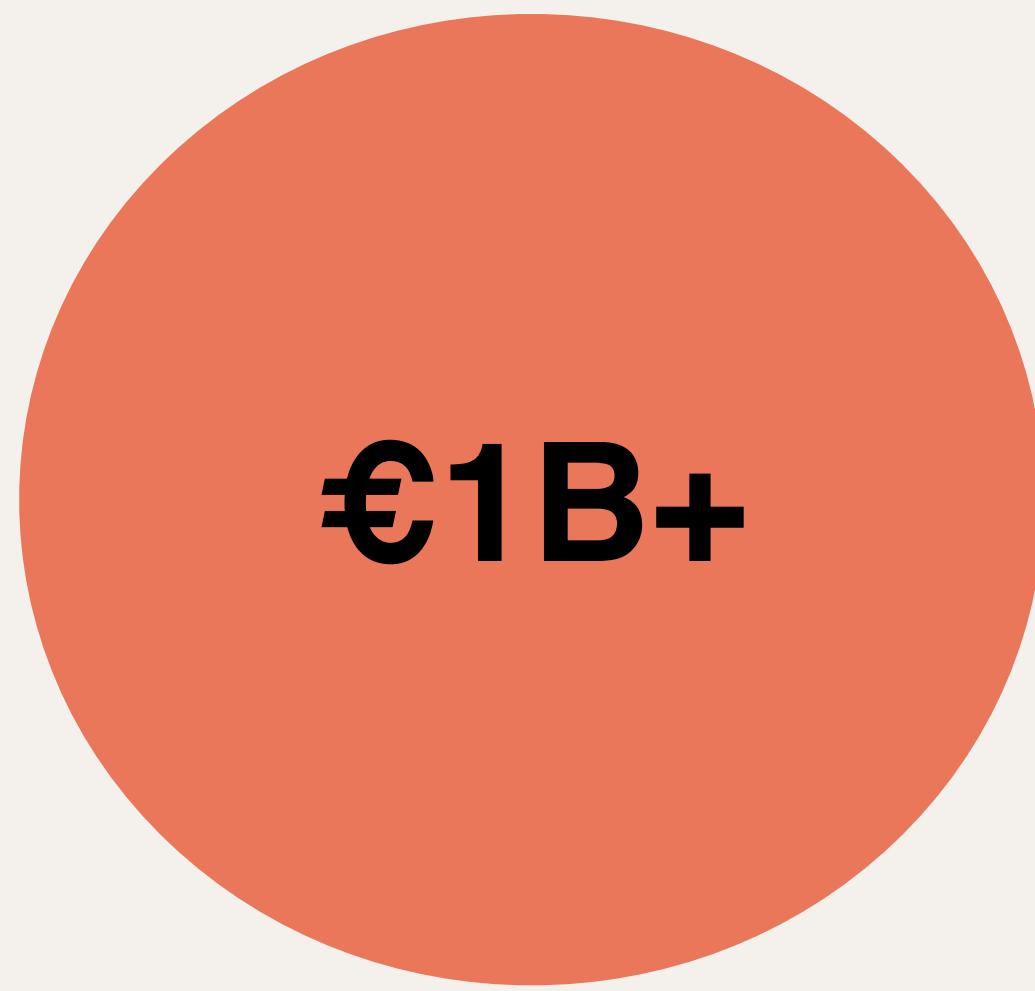


Coaches are trained to empower students by establishing Core Competencies

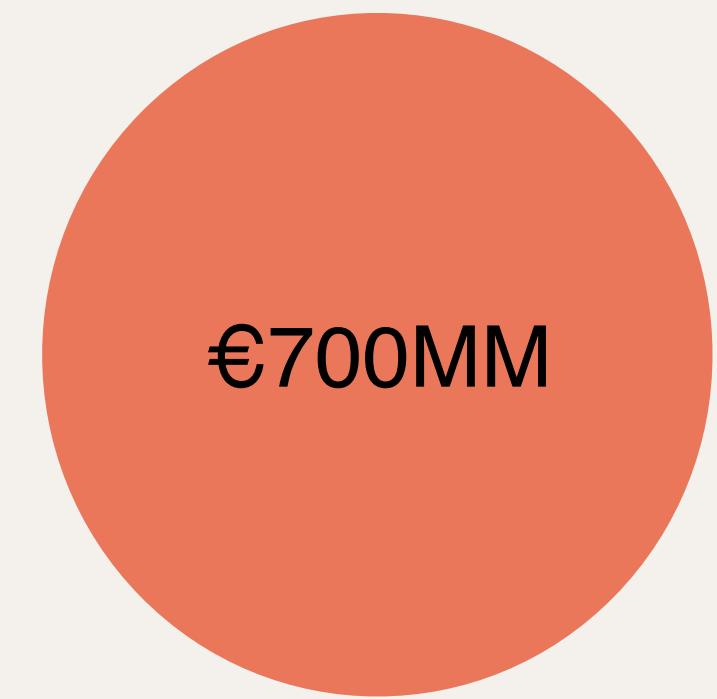


Focus on the family: A holistic, cohesive learning environment at their home

# MARKET



Total market in Germany (2019)  
(1.2MM students)

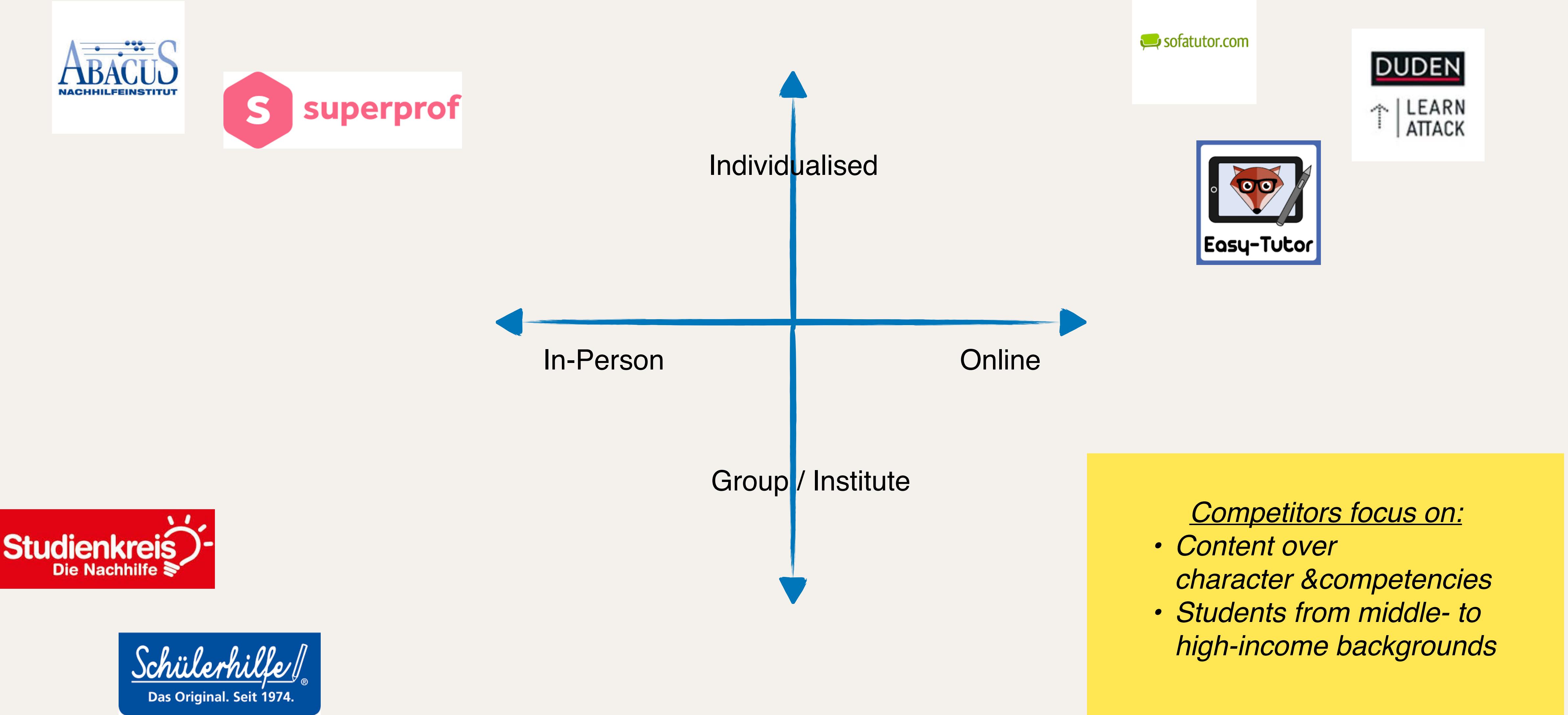


Tutoring outside of  
traditional learning institutes



Tutoring specific for marginalised  
urban youth (private + subsidised combined)

# COMPETITION



# OUR TEAM



Micha Orth, Founder

- MA, Intercultural Leadership
- 6+ yrs experience living and teaching in urban poor communities



Tabitha Schulz, Partner

- Teacher Gymnasium (English, Religion)



Jon & Corinna McMurray, Advisors

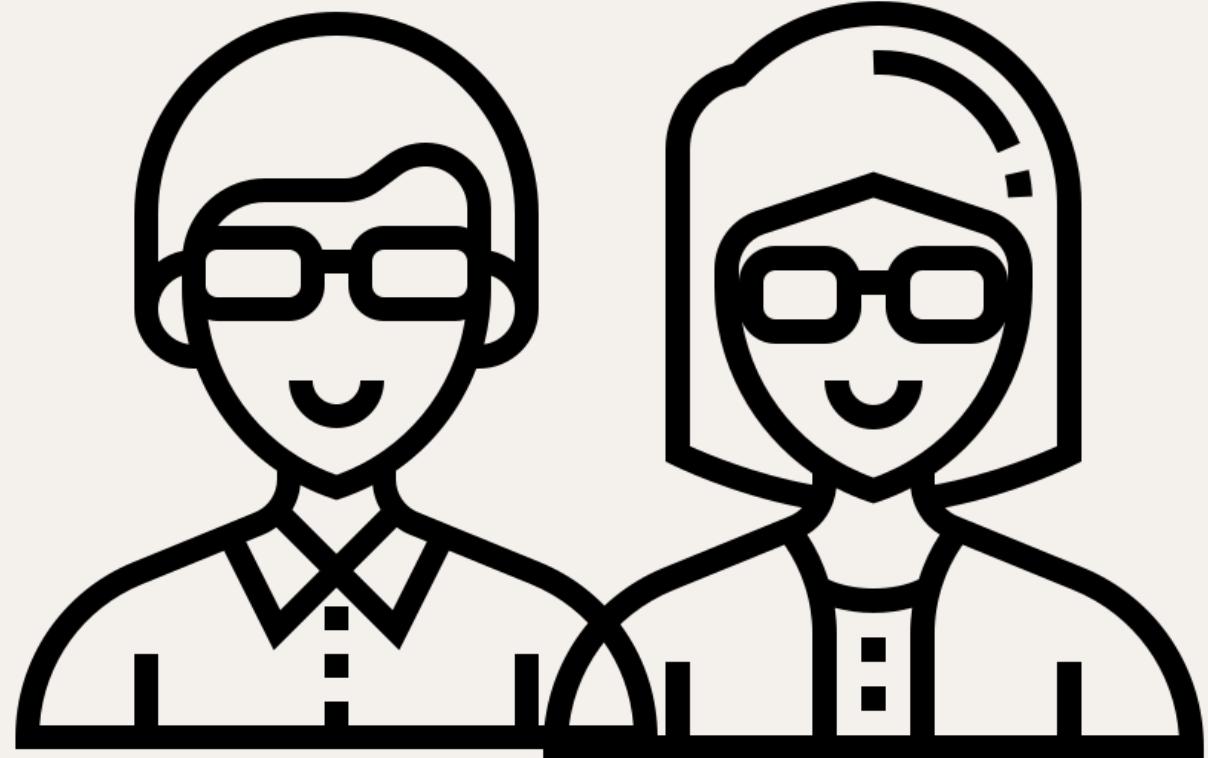
- Primary School Teacher, Occupational Therapist
- 20 yrs teaching in urban Toronto, Canada



Jonathan Bauer, Technical Assistant

- M.Sc, Mechanical Engineering, KIT
- Software engineering at Ditabis AG

# OUR APPROACH

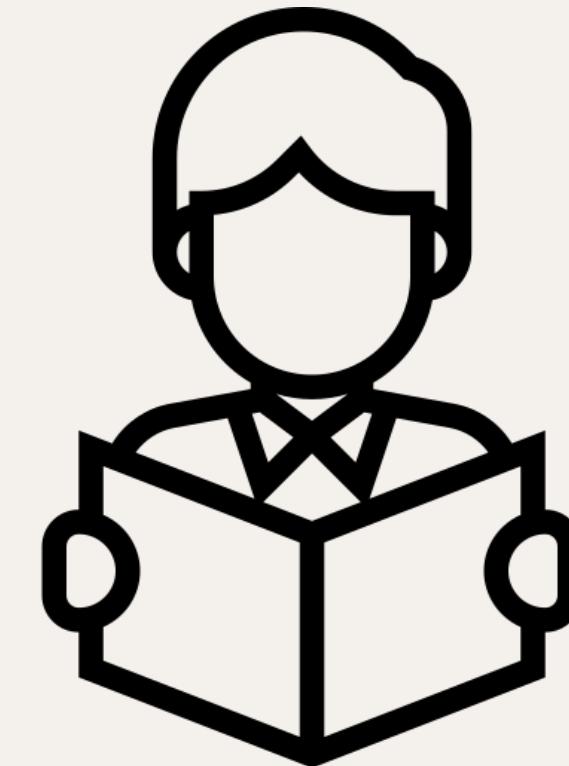


## Learning Coaches

- Focus on strong relationships with student and parents
- Lifelong Learner
- Sharing their social network
- Representing strong moral values

## Learning Session

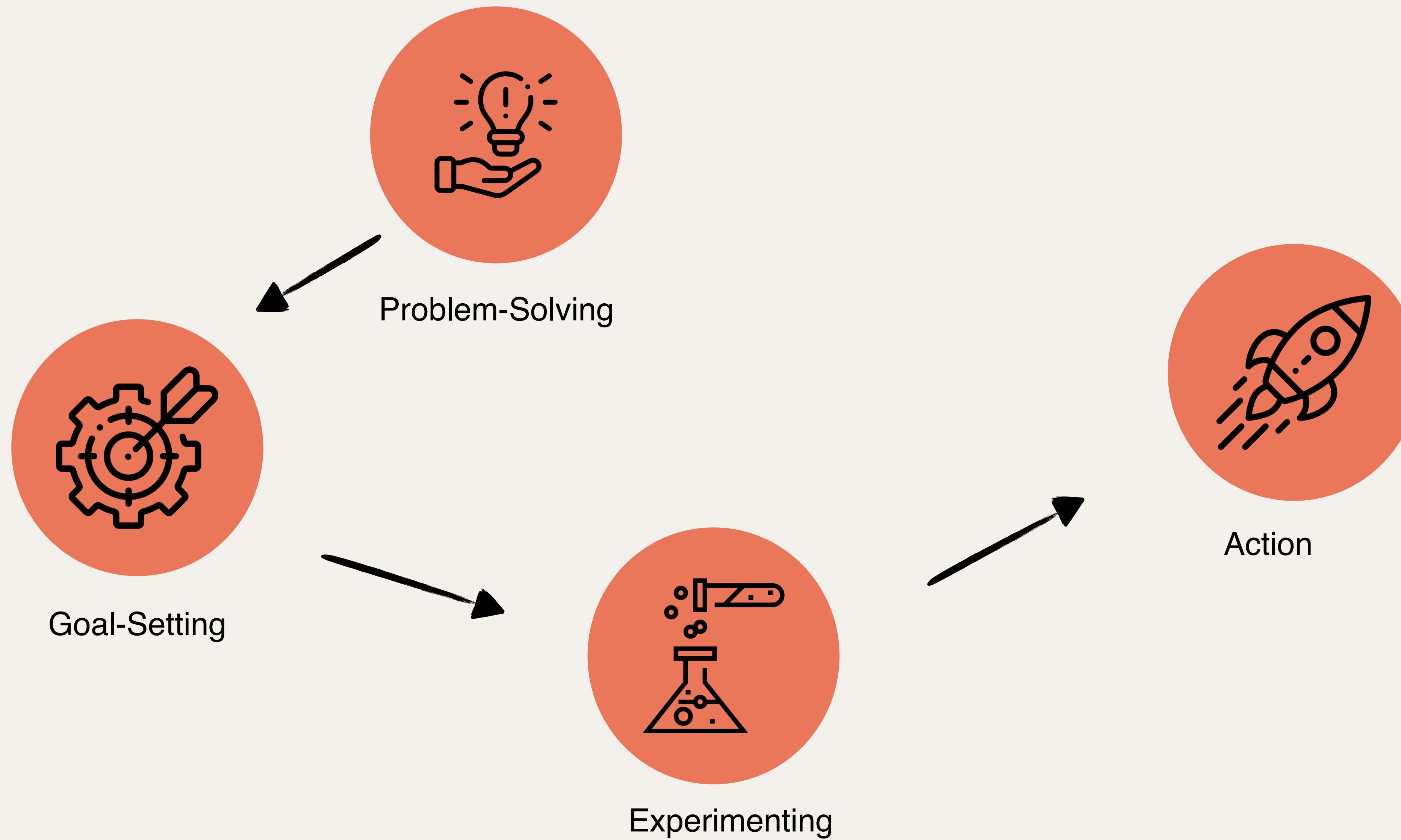
- Small groups of students (2-4) at home or at the school
- Setting s.m.a.r.t. goals
- Competency-based learning



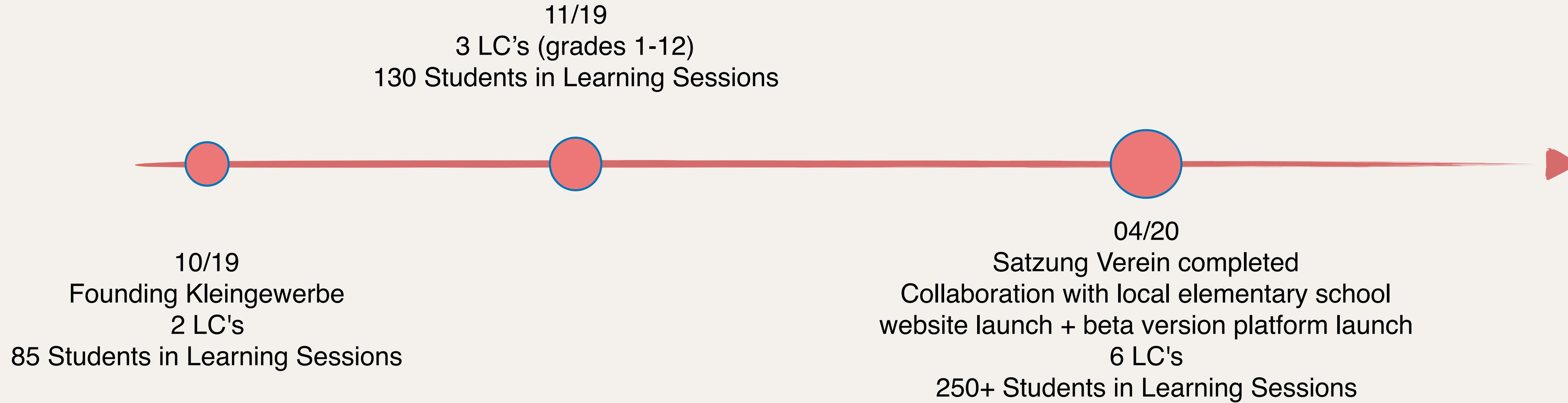
## Student

- Gains confidence
- Learns ‘how to learn’
- Increased life skills & better grades *longterm*

# OUR APPROACH



# TRACTION



# TRIPLE BOTTOMLINE

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## ◆ Social impact

- Students from lower socio-economic backgrounds are empowered to learn successfully and take responsibility for their lives and future
- Learning Coaches bridge the gap between different sectors of society

## ◆ Financial impact

- Prevention: Longterm savings for government as urban poor are less dependant on financial help/subsidies
- 3+ yrs: Platform for training LC's + Backend-structure for tutoring

## ◆ Spiritual impact

- Core Competencies and structure of Learning Sessions are pre-discipleship
- Faith-based company culture + values
- Christian LC's build meaningful relationships and are encouraged to share their faith

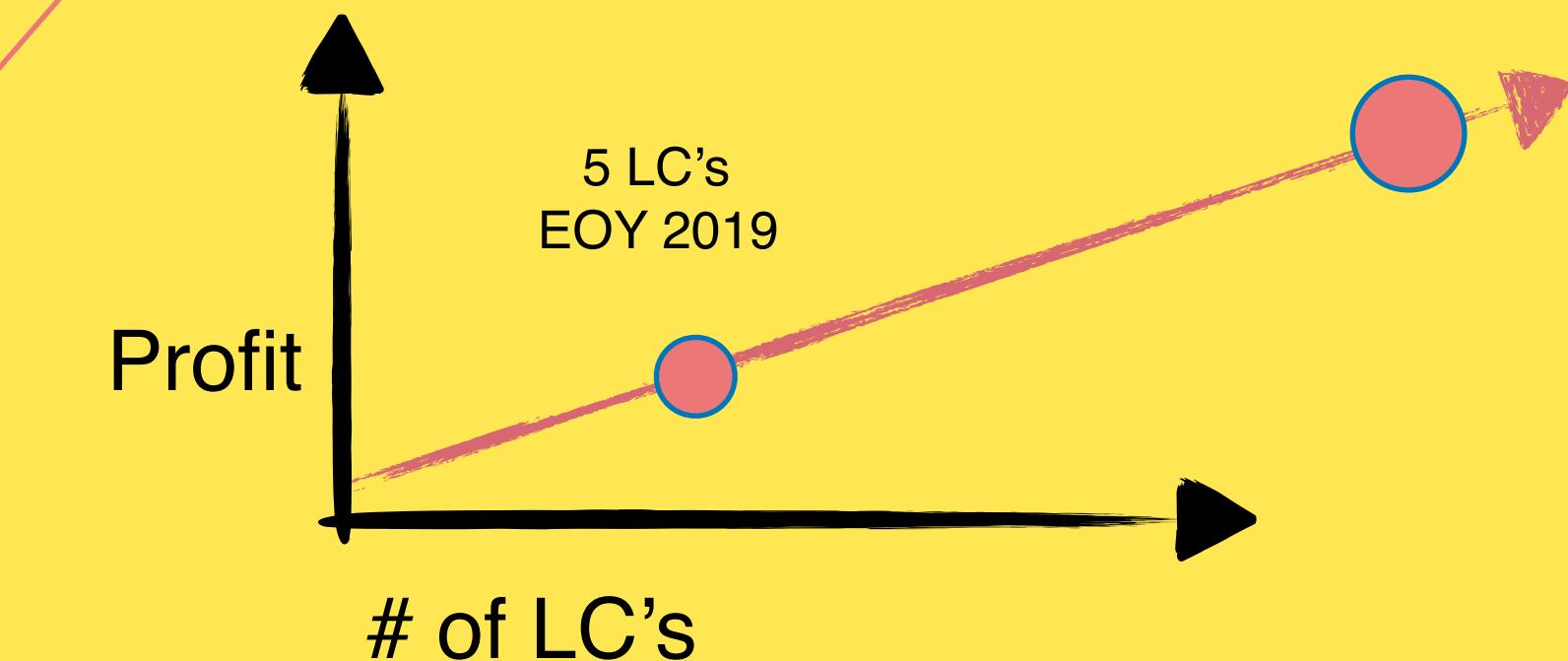
# BUSINESS MODEL

## Investments

Seed funding 2nd+3rd quarter 2020  
€ 40.000

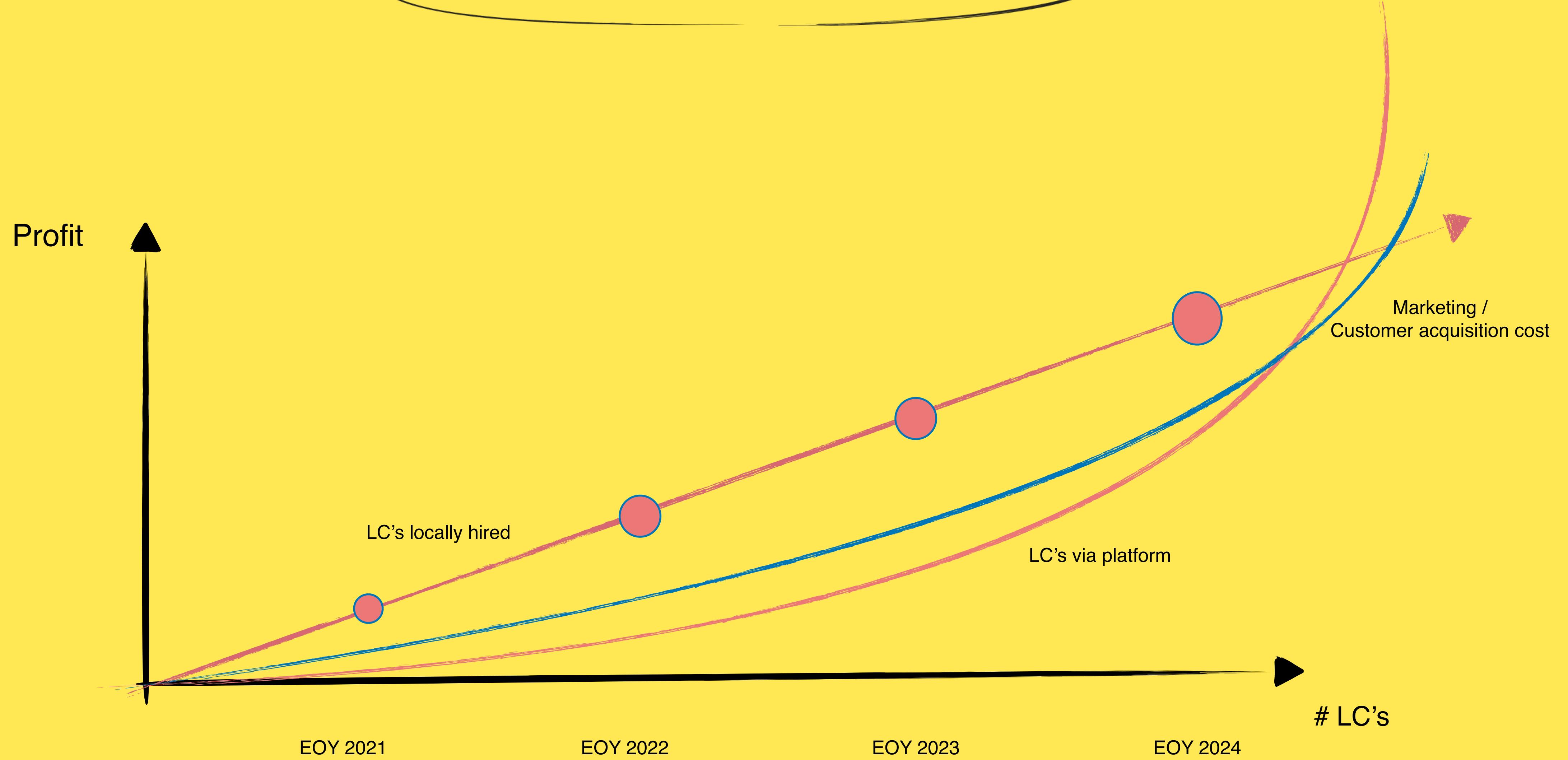
Public Funding  
(government, foundations,  
social project funds)

+ Donations  
X<sup>3</sup> Learning e.V.  
to be established in 04/2020



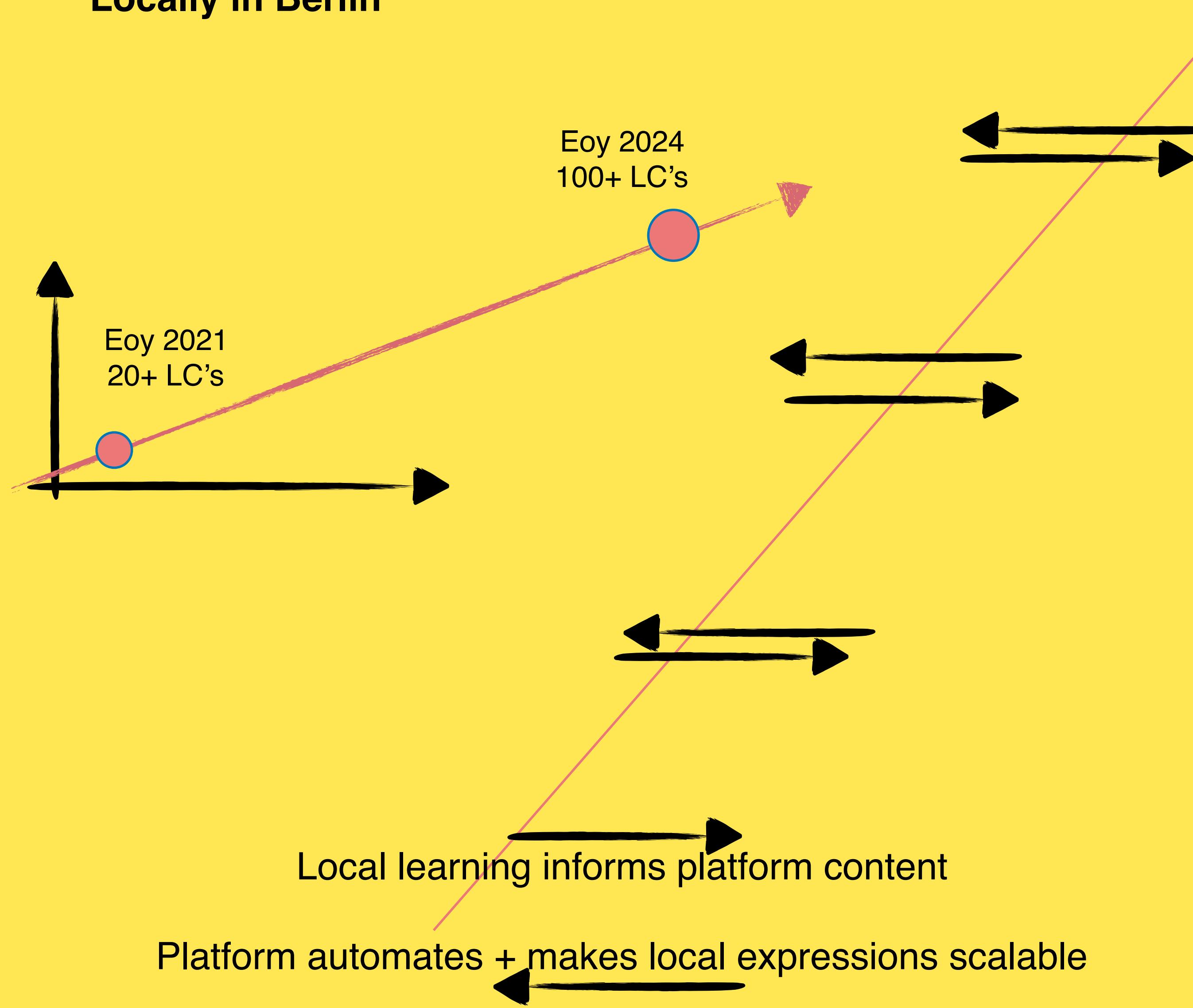
- Avg income / LC / year: €5540
- 30% profit margin / Learning Session

# BUSINESS MODEL



# 5 YEAR VISION

Locally in Berlin



X<sup>3</sup> Learning Platform  
Online / Global



- Training modules for LC's (core competencies)
- Access for LC's, students, parents
- Digitalised B2C transactions
- Data capture
- Billing

Company website launch 03/20

Betaversion of platform 05/20