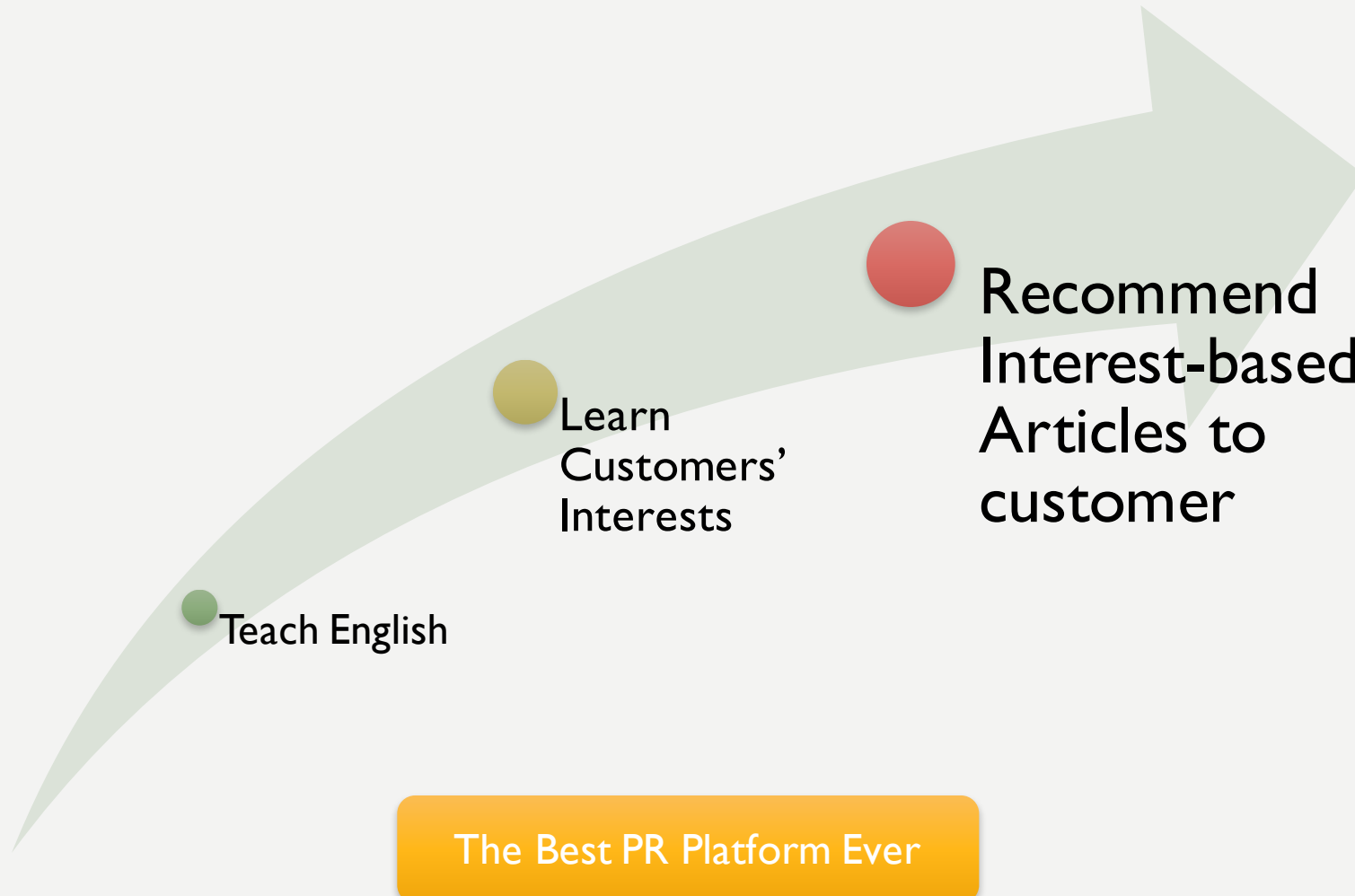




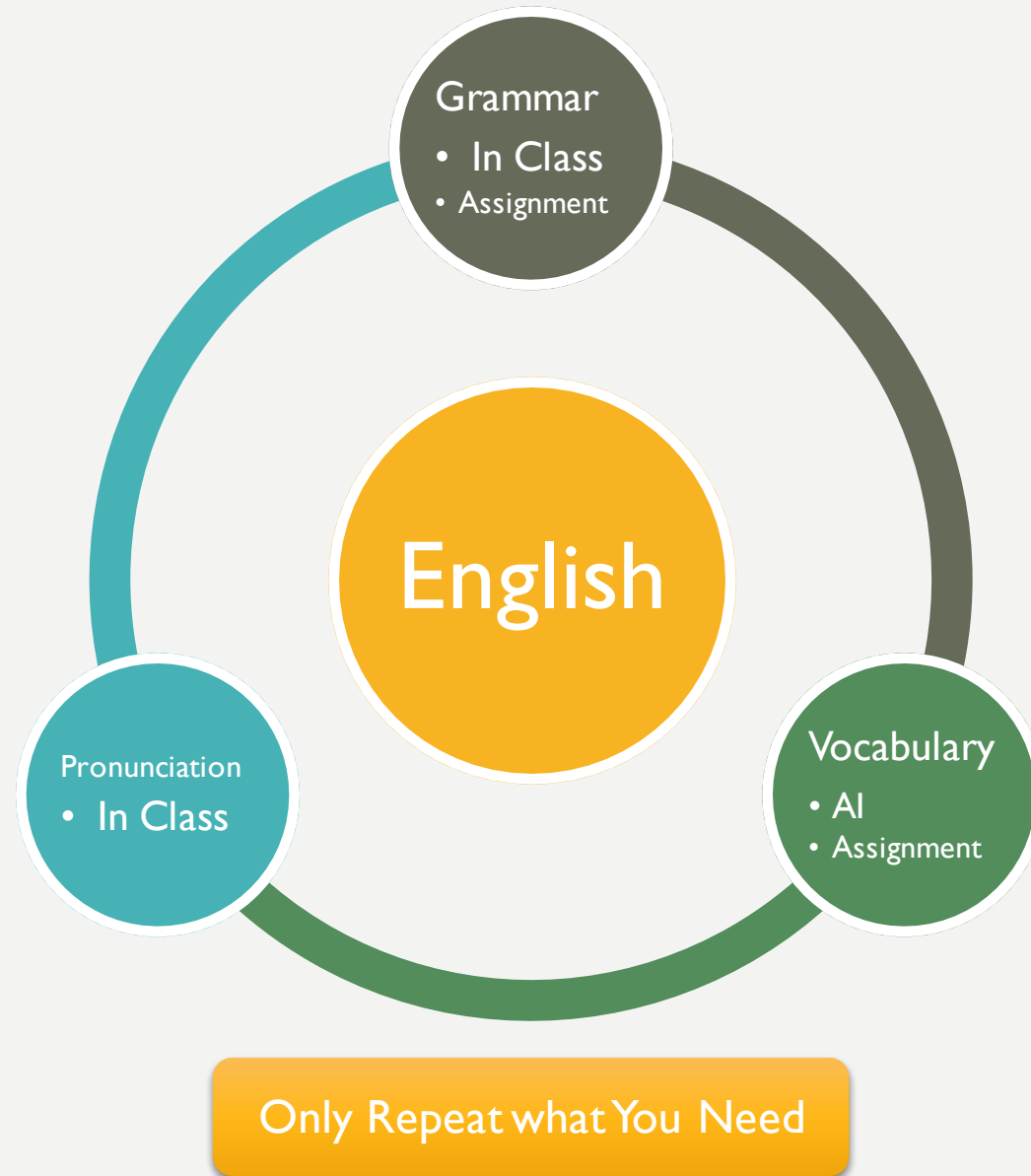
**YAN**

**PEIKANG HU**

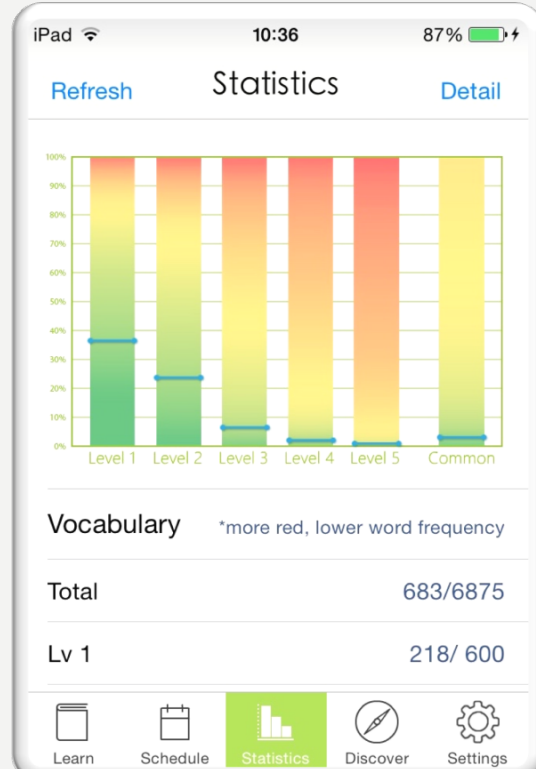
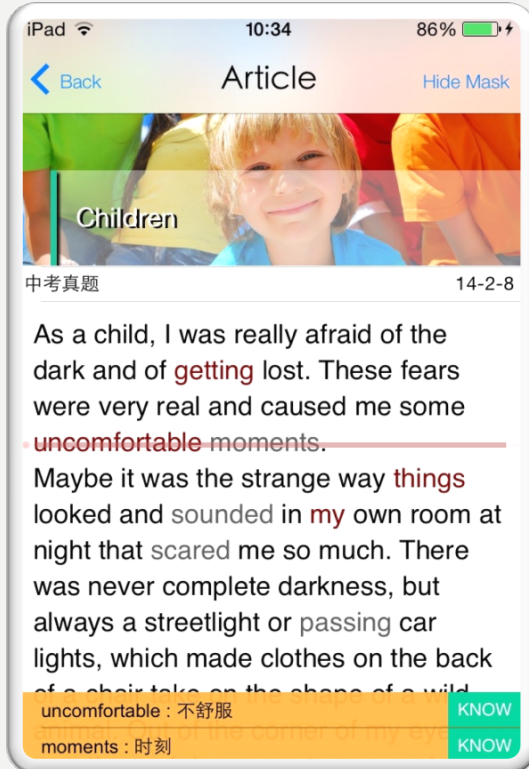
# BEGIN AT ENGLISH TRAINING END WITH PUBLIC RELATIONSHIP



# ACCURATELY TRACK THE ENGLISH ABILITY



# SELF-LEARNING APP



Without any marketing

App Link: <https://itunes.apple.com/us/app/yan-ying-yu-gao-xiao-bei-dan-ci/id1044107373?l=zh&ls=1&mt=8>

Evaluate  
Vocabulary

Record  
Grammar

Recommend  
Class Contents

Assign  
Homework

# A TEACHER'S DAY

Begin

Talk about Students



End

Talk about Teaching



Teach Students

Before

- Review Each Student
- Design a Class



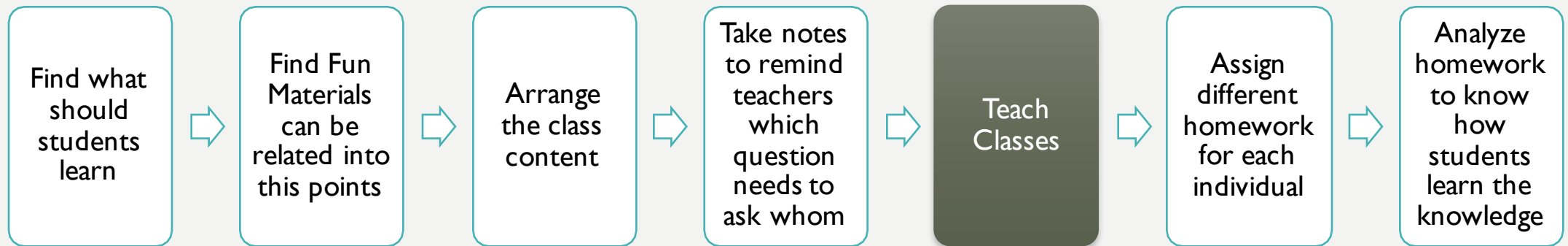
In-Class

- Evaluate Each Student
- Teach Each Student

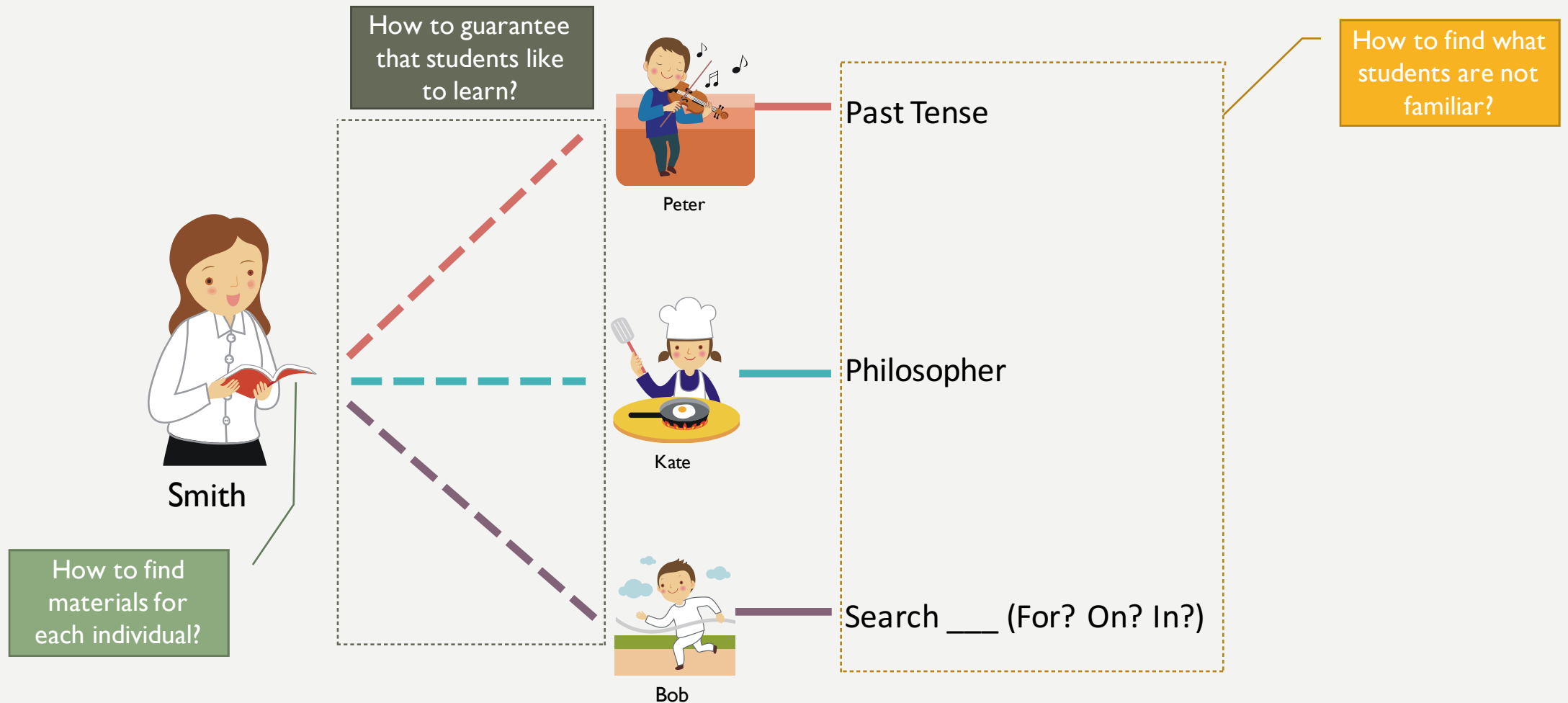


After

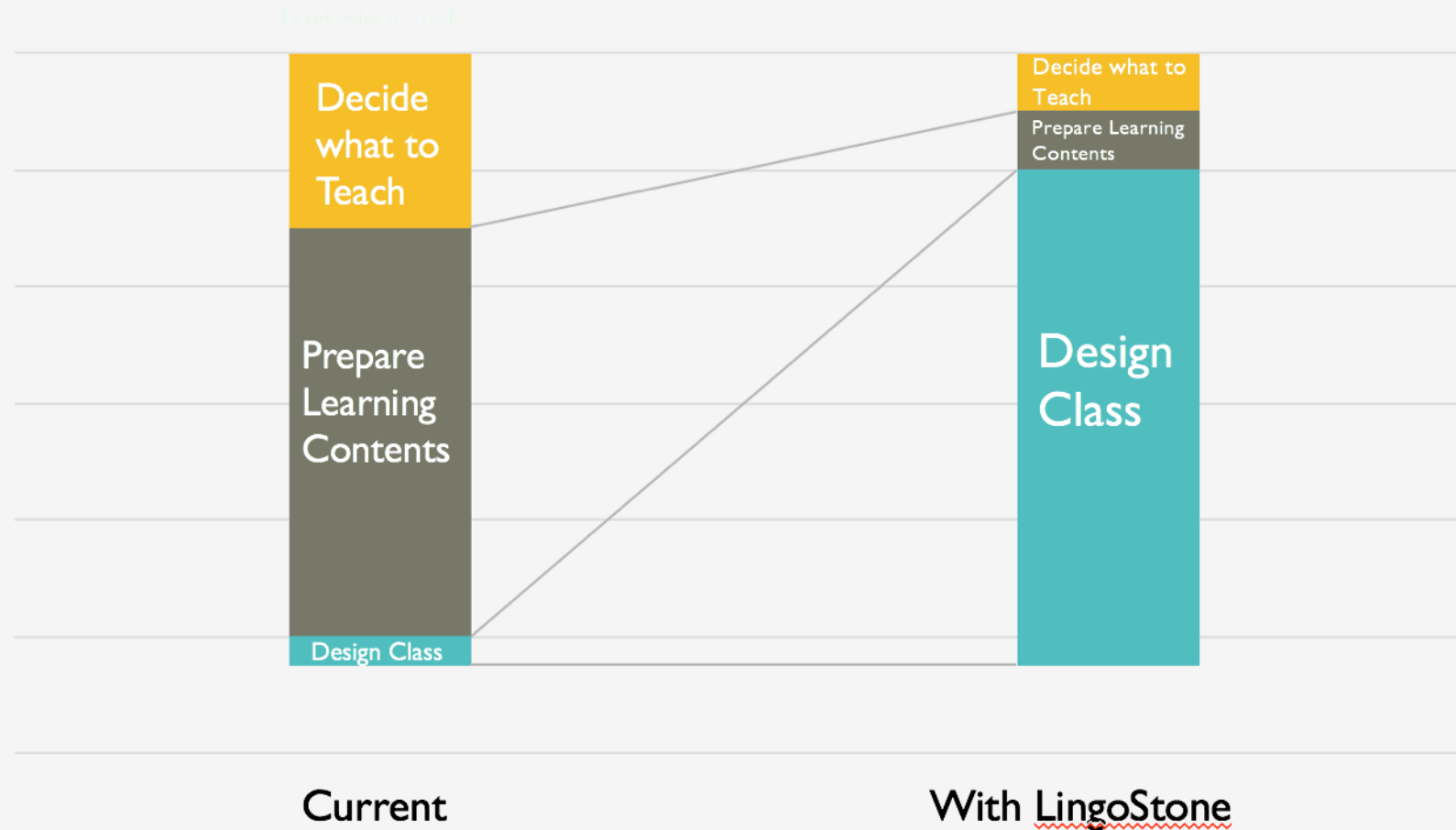
- Write Feedback and Encourage Students



# IDEAL TEACHING SCENARIO

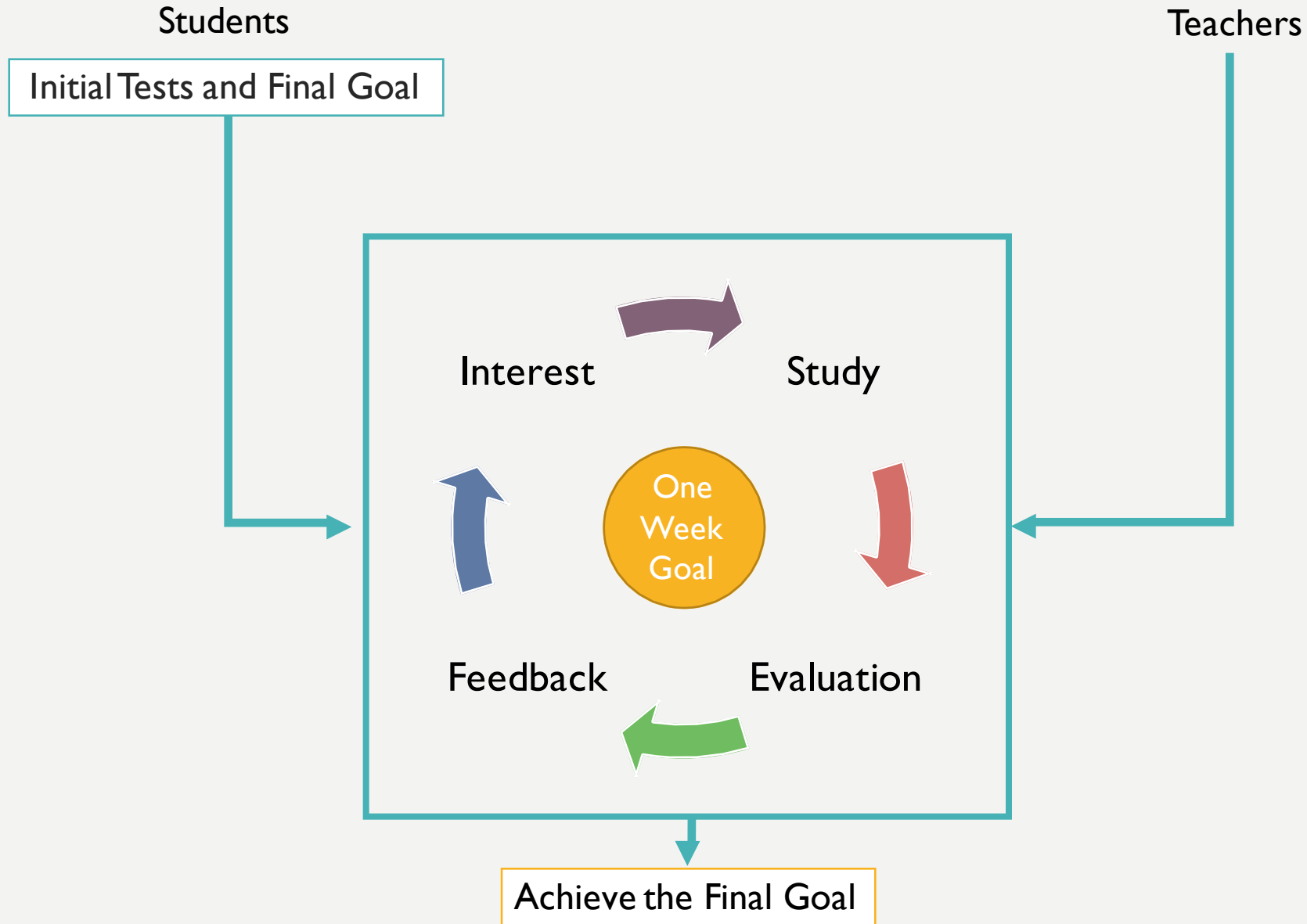


# CLASS PREPARATION





# STUDENTS' STUDY



# DIRECTOR'S "COMPLAINTS"



# WIN-WIN

Want to Reduce  
the Cost



English Training Schools  
(Online and Physical)

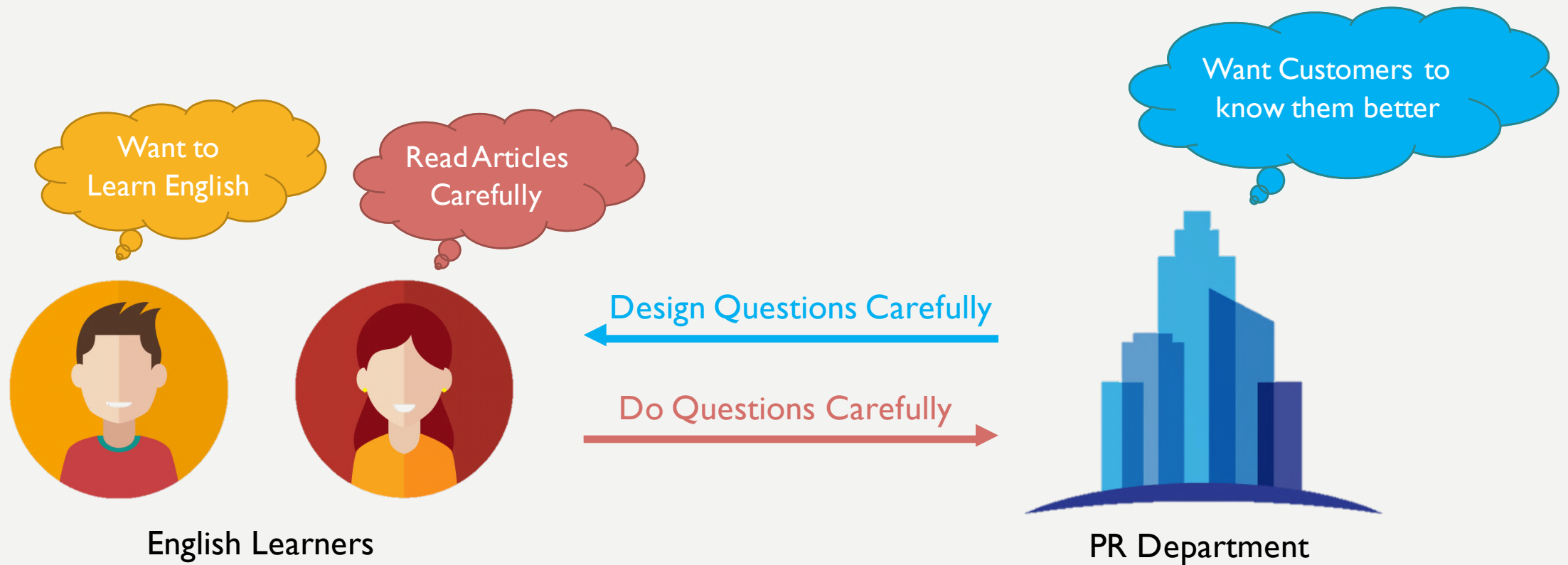
Free

More English Learners



Our Teaching System

# WIN-WIN



# EXPAND INTO CHINESE MARKET

FREE

Learning English App



Everyone who wants to learn English

FREE

English Teaching System



Middle-Class and Upper-Level Chinese

- English Schools' Coupon
- English Schools' Articles
- English Schools' Quizzes

- Non-essentials

Advertisement  
Platform

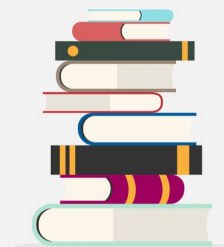
# MARKETING STRATEGY

## Push Strategy

Talk to English Training Schools One by One

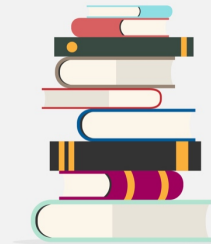


English Training Schools  
(Online and Physical)



Self-Learning App

## Pull Strategy



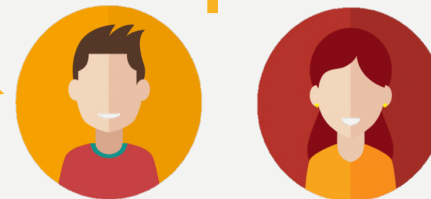
Self-Learning App



Teaching System



English Training Schools  
(Online and Physical)



English Learners



# REVENUE STREAMS





**THANKS**