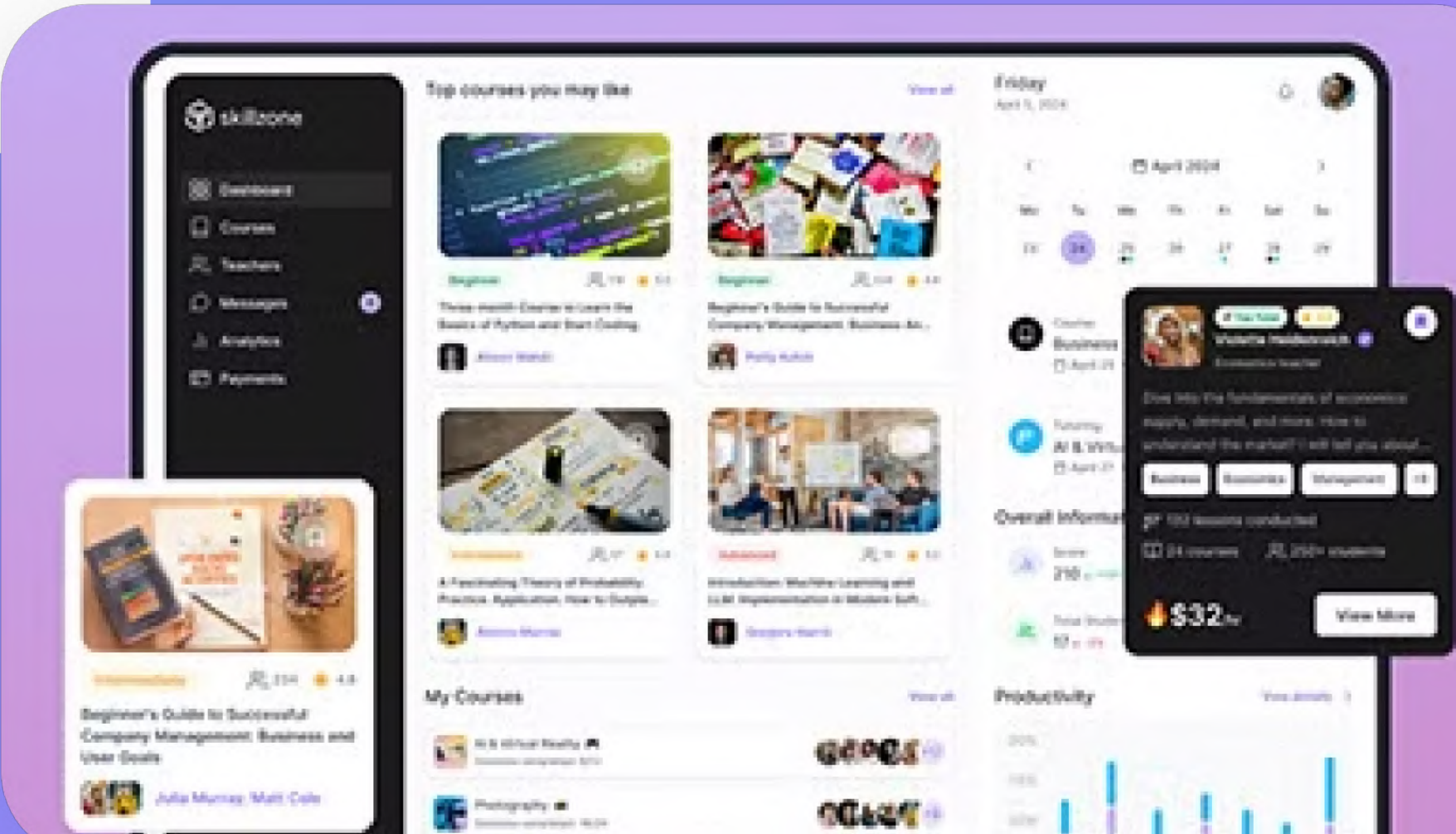


REANSTARTUP

OCT 31 2024

PRIVILEGED & CONFIDENTIAL

LEARNING PLATFORM



Try Pitch

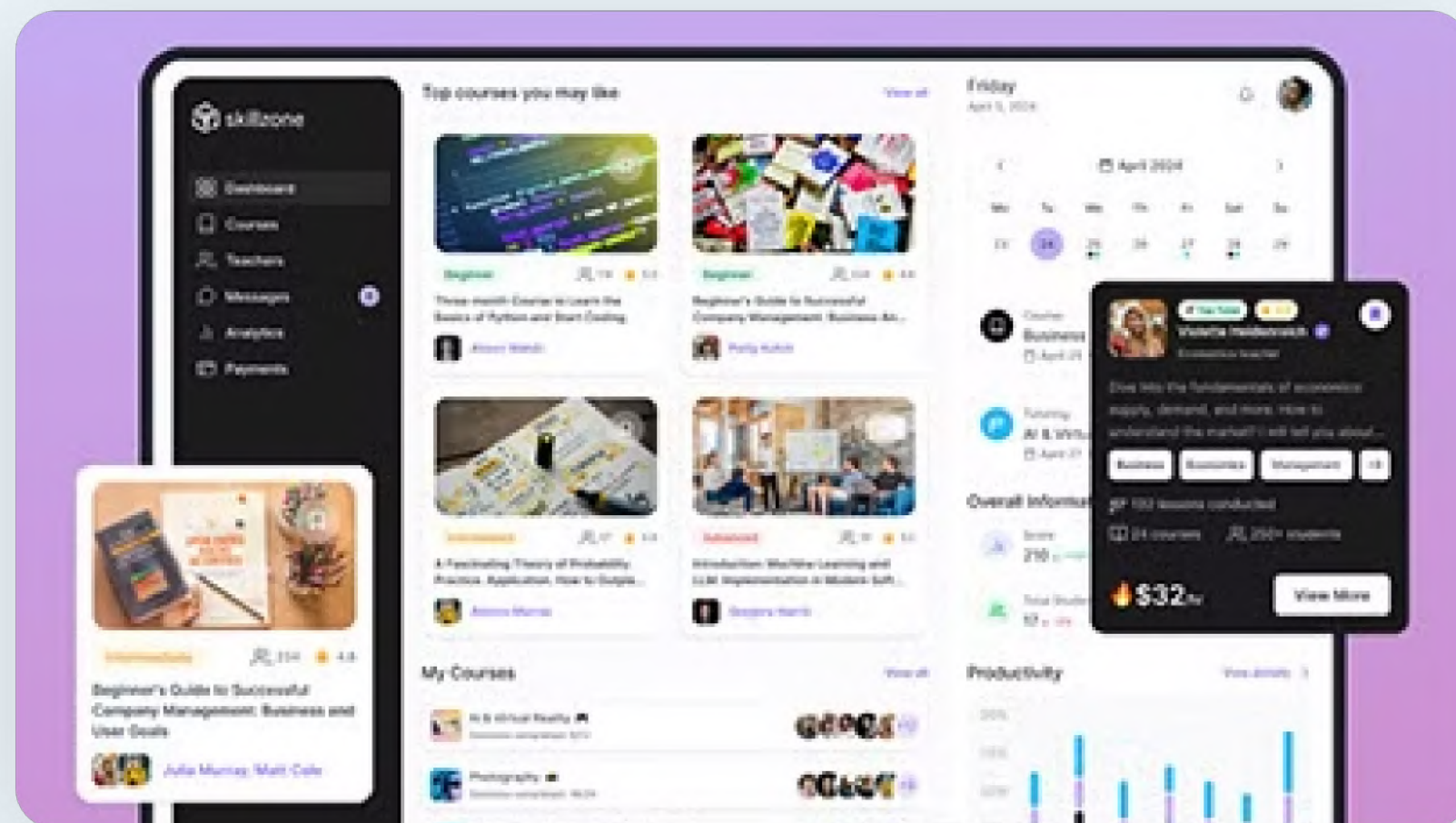
THE PROBLEM

- Lack of access to quality content and lectures
- Affordability
- Lack of motivation
- No progress tracking

VALUE PROPOSITION

- Quality Content and Lectures
- Affordable Price
- Encouragement
- Progress Tracking

Business Model



Freemium

Provide free contents and subscription for premium features



Merchandise Sales

Directly sell school equipments and books

Revenue Stream

Freemium

Provide free contents and subscription for premium features

Premium Features	
1. All previous exam paper 2. Lecture content from top lecturers	3. Tip & Trick to do better 4. Progress Tracking
Monthly	Yearly
\$0.99	\$9.99

Revenue Stream

Merchandise Sales

Directly sell school equipments and books



LEARNING PLATFORM

MARKET OPPORTUNITY

Number of Grade 12 student

In 2024, There are 106,351 students participate in the BACII exam.

**Expected Average
Revenue per student:
15\$/year**

Market Size

~1.6

Million Dollar

TARGET CUSTOMER



Grade 12 Student



Outstanding student



Competitive student



Digital oriented



Public/Private School



Referrals



Direct Sales



Events

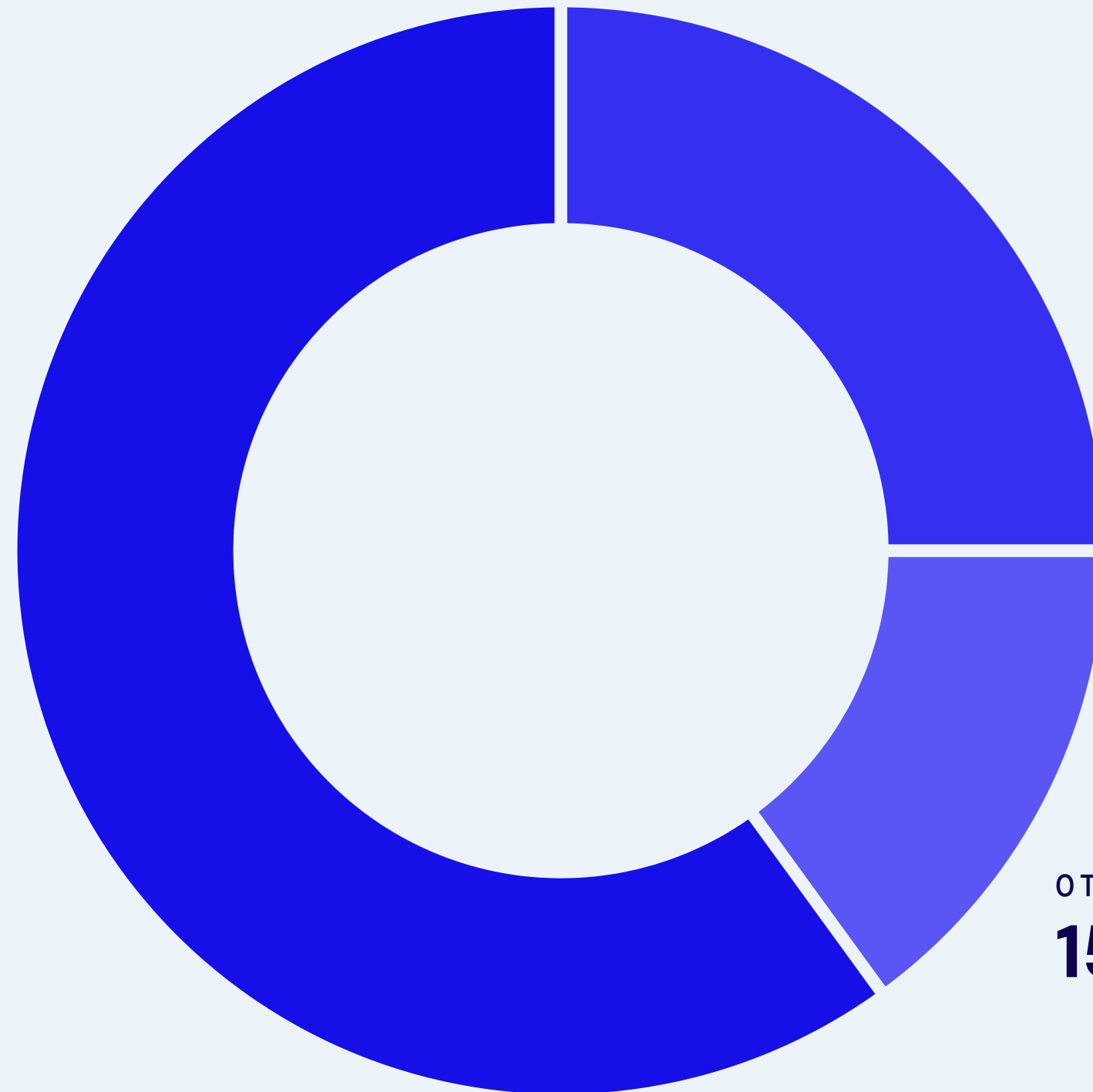
MARKET VALIDATION

Grade 12 Student survey

60%

LOVE

OUR IDEA



25%

USE THE APP

*AFTER TRY OUR MVP

OTHERS

15%

MARKET STRATEGY

Direct Target · Partnership

By targeting outstanding and competitive student

Faster adoption and achieve great success stories

–

Provide Free subscription for potential students
















Partnership with school

Build credibility and increase the reach of our platform

–

Provide Commission to school for every subscription
made by their students

Why our learning platform is better?

	Digital Platform	Encouragement	Online Exercises	Progress Tracking
Learning Platform				
Tesdopi				
E-school Cambodia				
Extra Courses				

FUTURE PLAN

How We Develop Success

YEAR 1

Focus on
Direct Target

Create Success Story
Content

Improve Functionality
and Content Quality

YEAR 2

School Partnership
with Private School

Test Merchandise Sale
(Sourcing and sale)

Attract Popular
Lecturers

YEAR 5

Reach All Students in
Phnom Penh and
Provinces

Partner with All Top
Private Schools

The Best Education App