



Connects native speakers with people who want to enhance their conversational skills in any language at their preferred place and time.

Nicolas Vanhove | Founder



# OUR TEAM



**Nicolas Vanhove**

**CEO & Founder**

*HEC Montreal*



**Gaëlle Laurent**

**Early Investor**

*CA Indosuez*

*Pictet Group*



**Vincent Perrier-Trudov**

**Growth & IT**

*Consulting Quest*

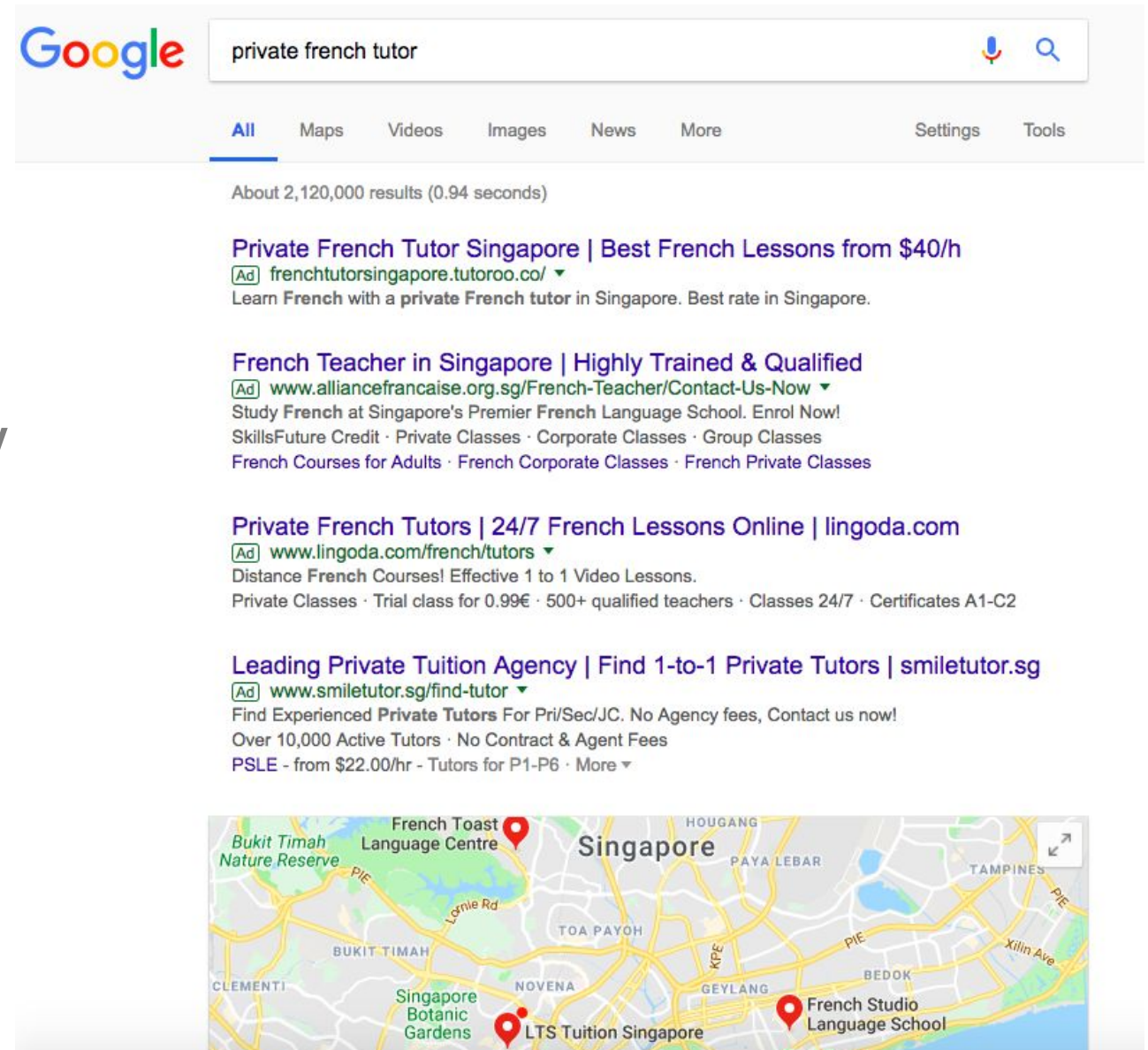
*Tsinghua University*

*INSEAD*

# THE PROBLEM

Beyond learning the grammar and the vocabulary, **the most difficult part in learning a foreign language is the practice, which can be acquired only by conversing with a native speaker.**

For people willing to practice foreign languages, **it is difficult to find a native speaker tutor who lives or works nearby.**



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About 2,120,000 results (0.94 seconds)

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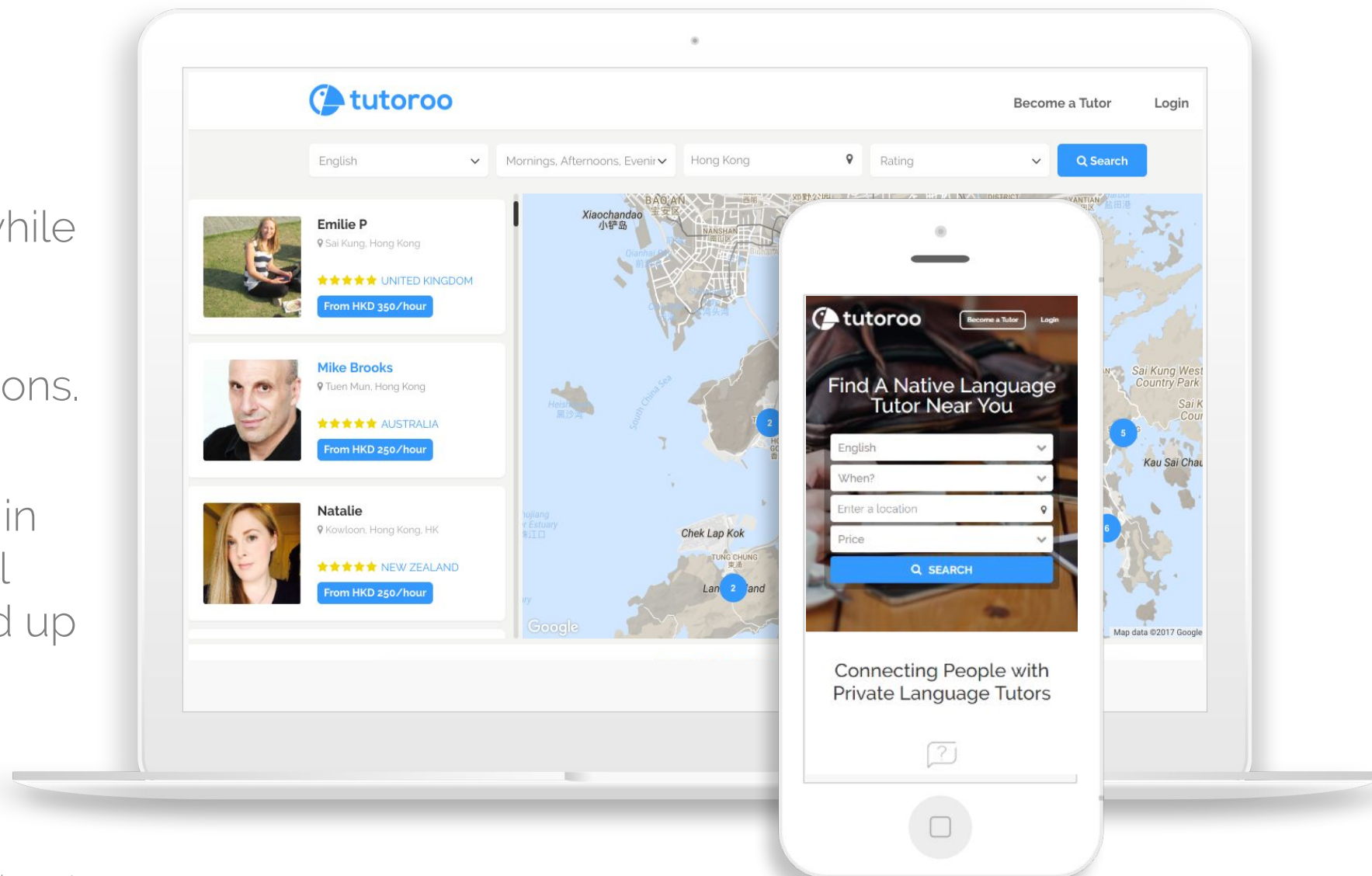


# TUTOROO SOLUTION

## Intuitive & Simple

Designed to provide a frictionless experience while connecting tutors to students, for private **in-person** language lessons.

Fully integrated with professional CRMs tools in the backend, we track all introductions end-to-end up to the reconciliation of payments.

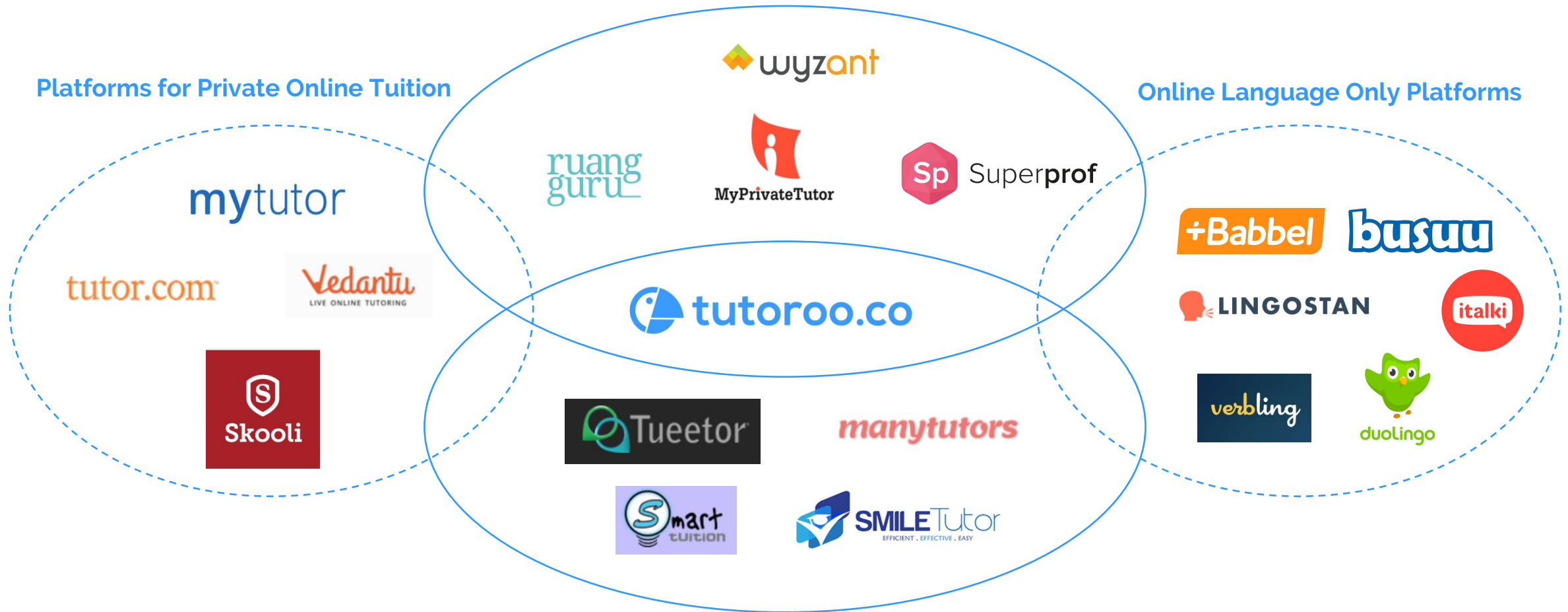


# COMPETITION LANDSCAPE

In-Person Tutors / International Platforms

Platforms for Private Online Tuition

Online Language Only Platforms



Singapore In-Person General Tuition  
Platforms

# TRACTION NUMBERS

## Students:

**2,000 student inquiries received every month** in 14 cities.

## Tutors:

20,000+ private tutors registered on the platform.  
**1 new signup every 4 minutes.**

As Seen In...



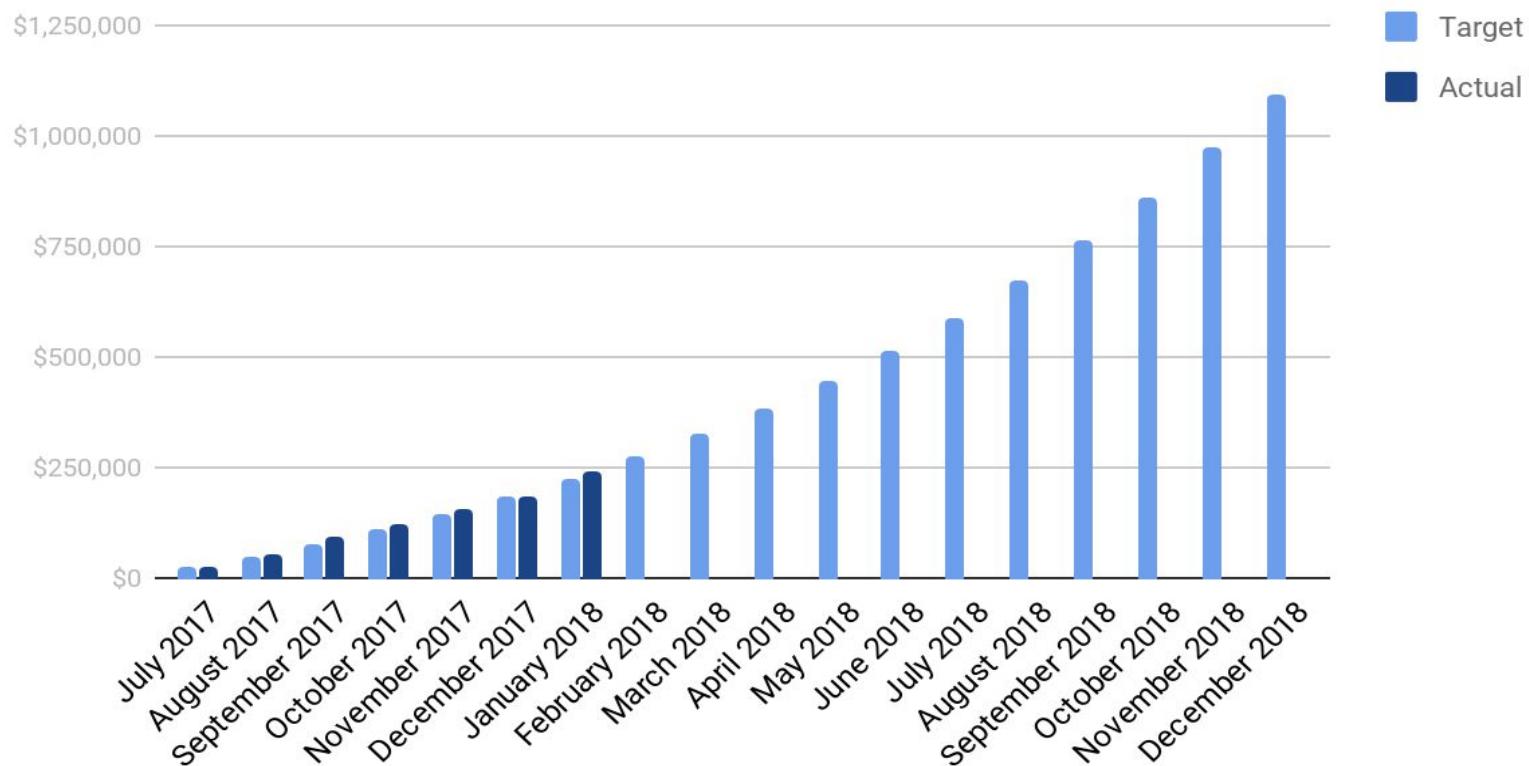
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https://www.tutoroo.co/backoffice/user/edit/17417	Indonesian	12-10-2017 13:14:42
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https://www.tutoroo.co/backoffice/user/edit/17397	Vietnamese	12-10-2017 10:17:59

# REVENUES: TARGETS VS. ACTUAL (2017-2018)

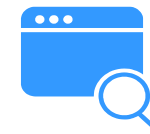


**Target: 10%  
month-on-month  
growth, base July 2017  
(24K SGD/month)**

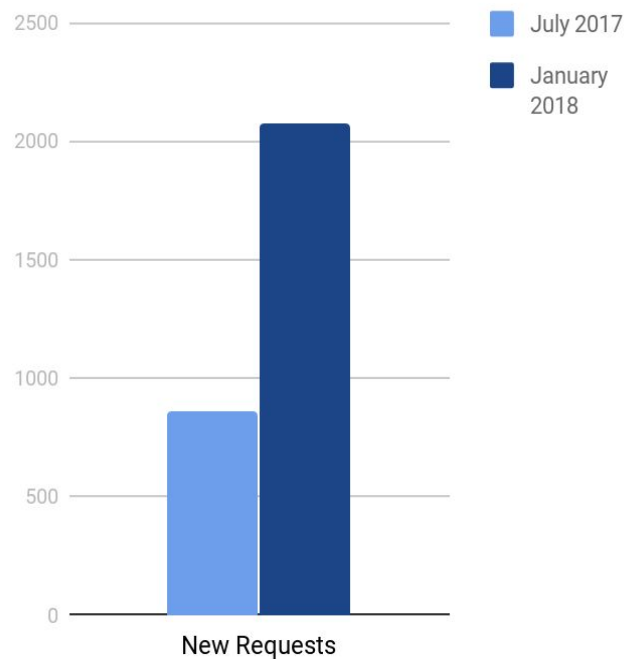
Cumulated Revenues: Target vs Actual (2017-2018)



# TRACTION: JULY 2017 VS JANUARY 2018

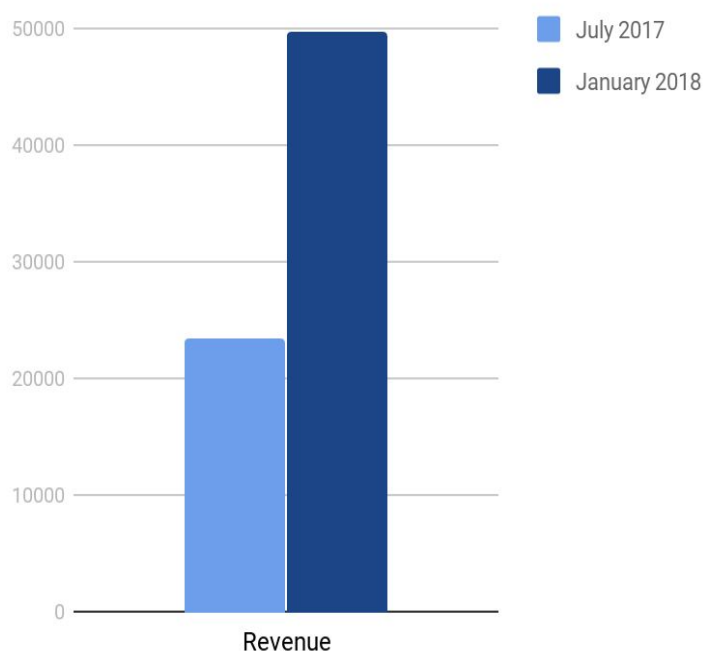


New Requests



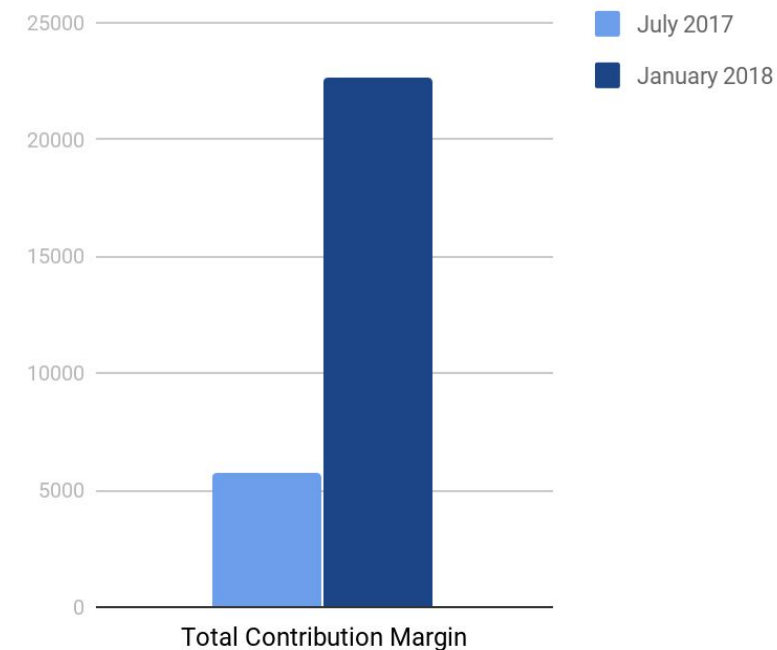
**New Requests:**  
**+141%**

Revenue



**Revenue:**  
**+112%**

Total Contribution Margin



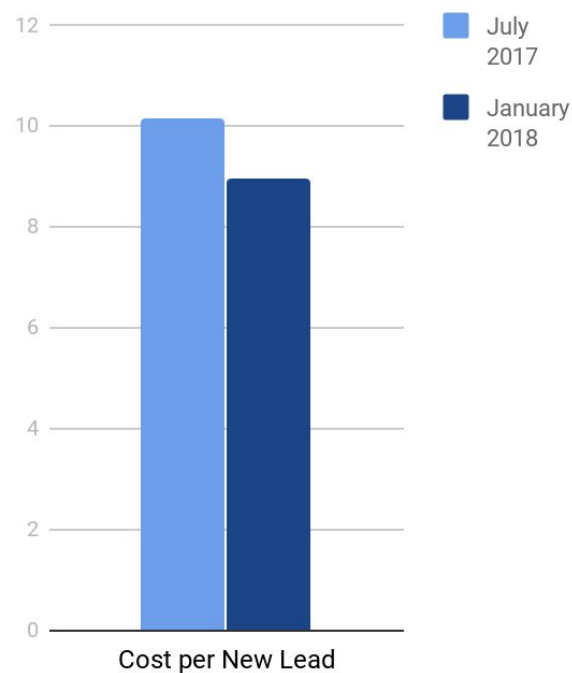
**Total Contribution Margin:**  
**+297%**



# UNIT ECONOMICS: JULY 2017 VS JANUARY 2018

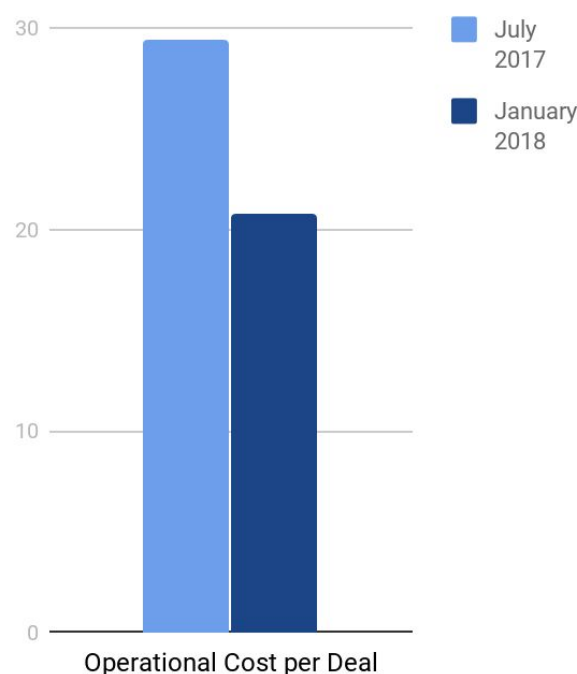
Constant Average Revenue per Deal: +/-120 SGD

Cost per New Lead



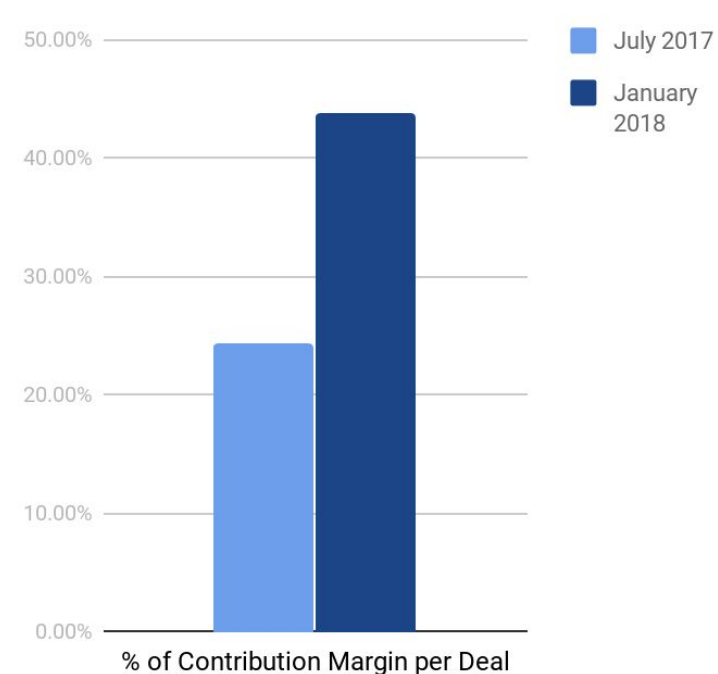
Cost per New Lead:  
-11.82%

Operational Cost per Deal



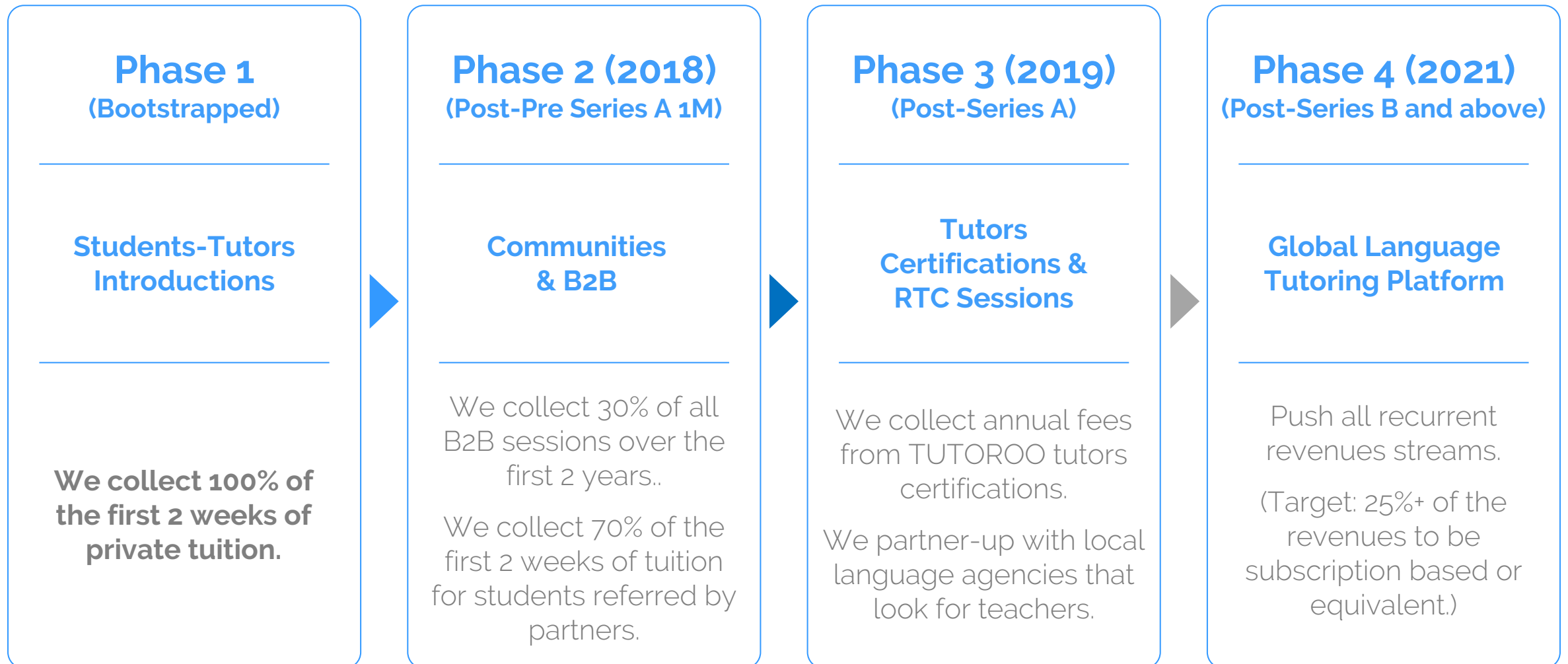
Operational Cost per Deal:  
-29.27%

% of Contribution Margin per Deal



% of Contribution Margin per Deal:  
+79.48%

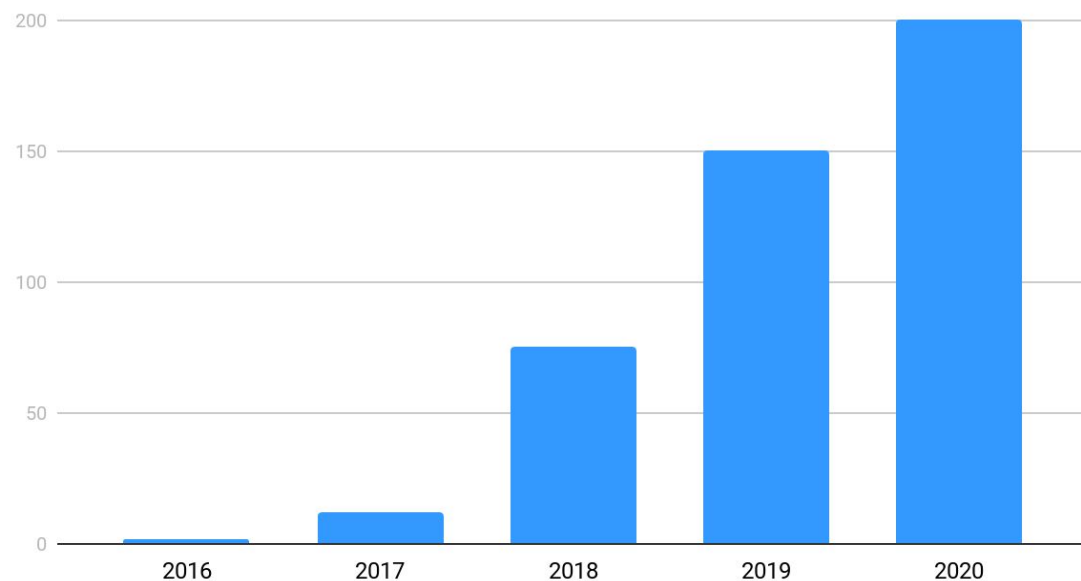
# REVENUES STREAMS



# EXPANSION CITIES & REVENUE

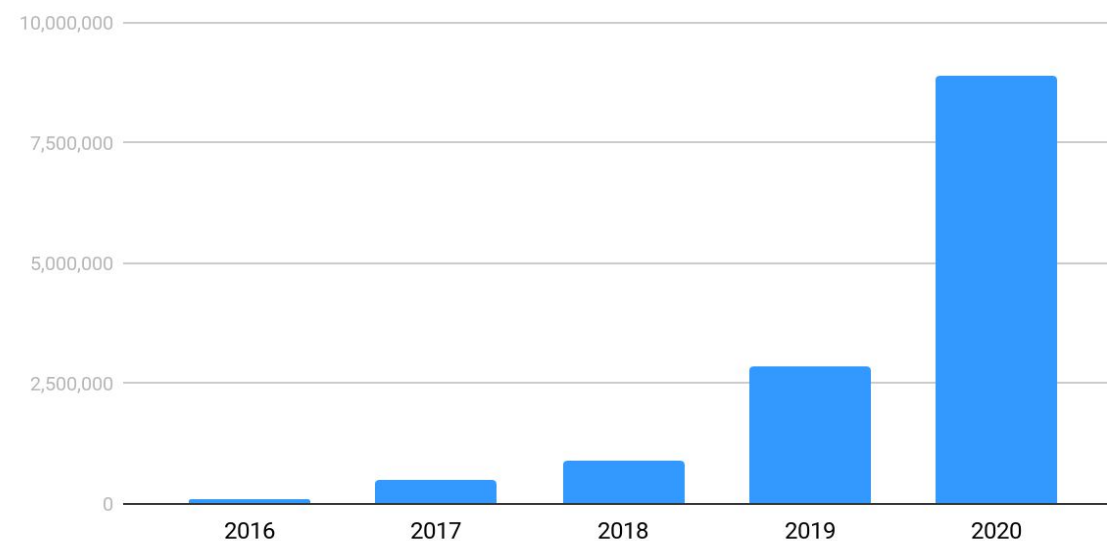


Number of Cities



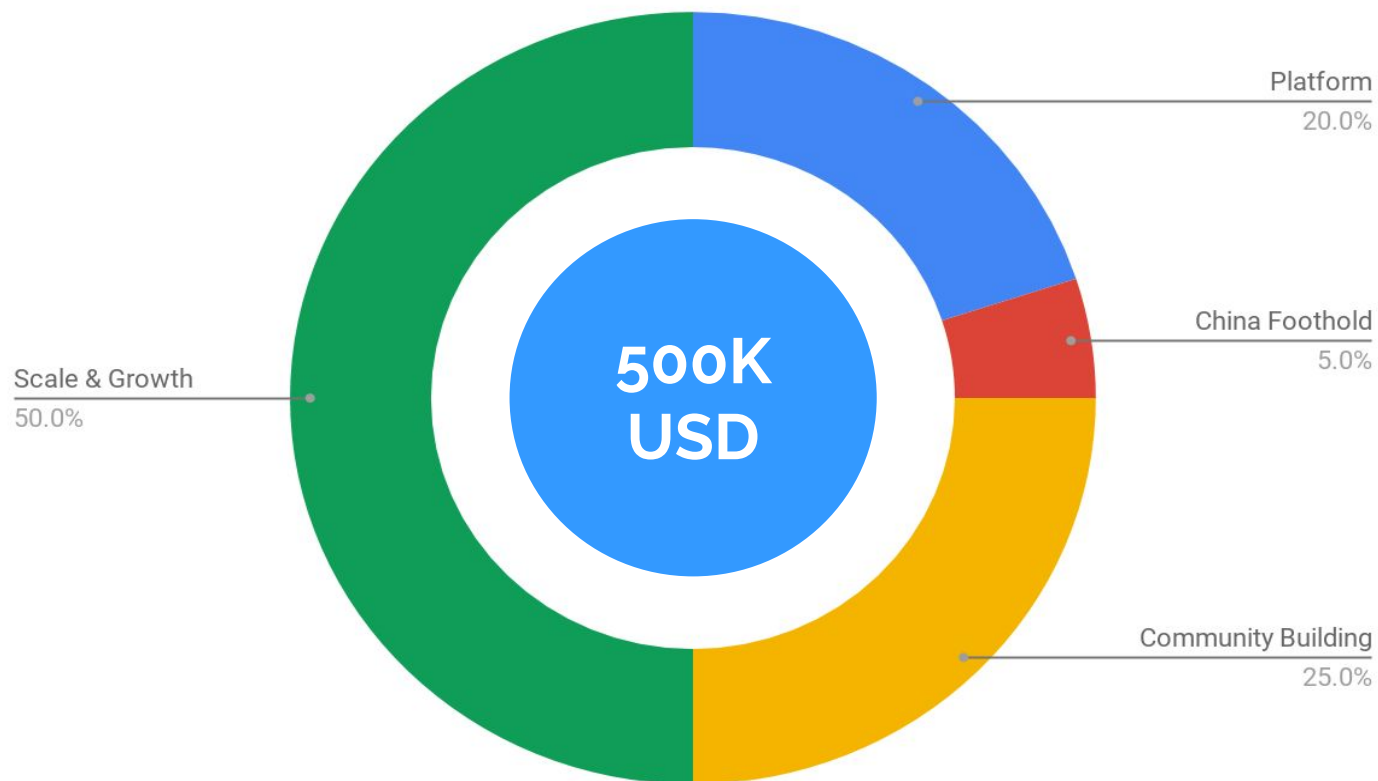
From 2 to 200 cities worldwide in 4 years. Students and tutors meet up for **in-person** lessons **only**.

Revenue



10% month-on-month growth of revenues **from 400k SGD in 2017 up to 8.9M SGD** revenues end of 2020.

# ASK AND USAGE



## Investment Terms:

- SAFE Note **500,000 USD**
- 5% discount
- Minimum ticket size: USD 100,000
- **Cap: 5,000,000 USD**

## Current Cap Table:

- 100% Co-Founders



# ASK AND USAGE



(4x 250K SAFE Notes)

## Platform

Outsourcing and coordination; continuous growth and **improvement of the platform**  
Development of an **app: Tinder for language tutors near you now**

## Community Building

Creation of **online wiki tools**  
Creation of **events** with local tutors  
Creation of **viral video content**

## China Foothold

Hire of a native **Chinese intern**

## Scale and Growth

1 full-time **Chief of Content** (SEO)  
1 full-time **Marketing Manager** (SEM)  
1 intern **Growth Hacking**

## Clients Acquisition

Facebook Ads  
**Google Display Network**

## Customer Support

Increase in the number of **Virtual Assistants** to fasten the speed at which we treat each new request and to accelerate the **growth up to 80 cities by 2019**

# PRODUCT AND OPERATIONS ROADMAP 2018

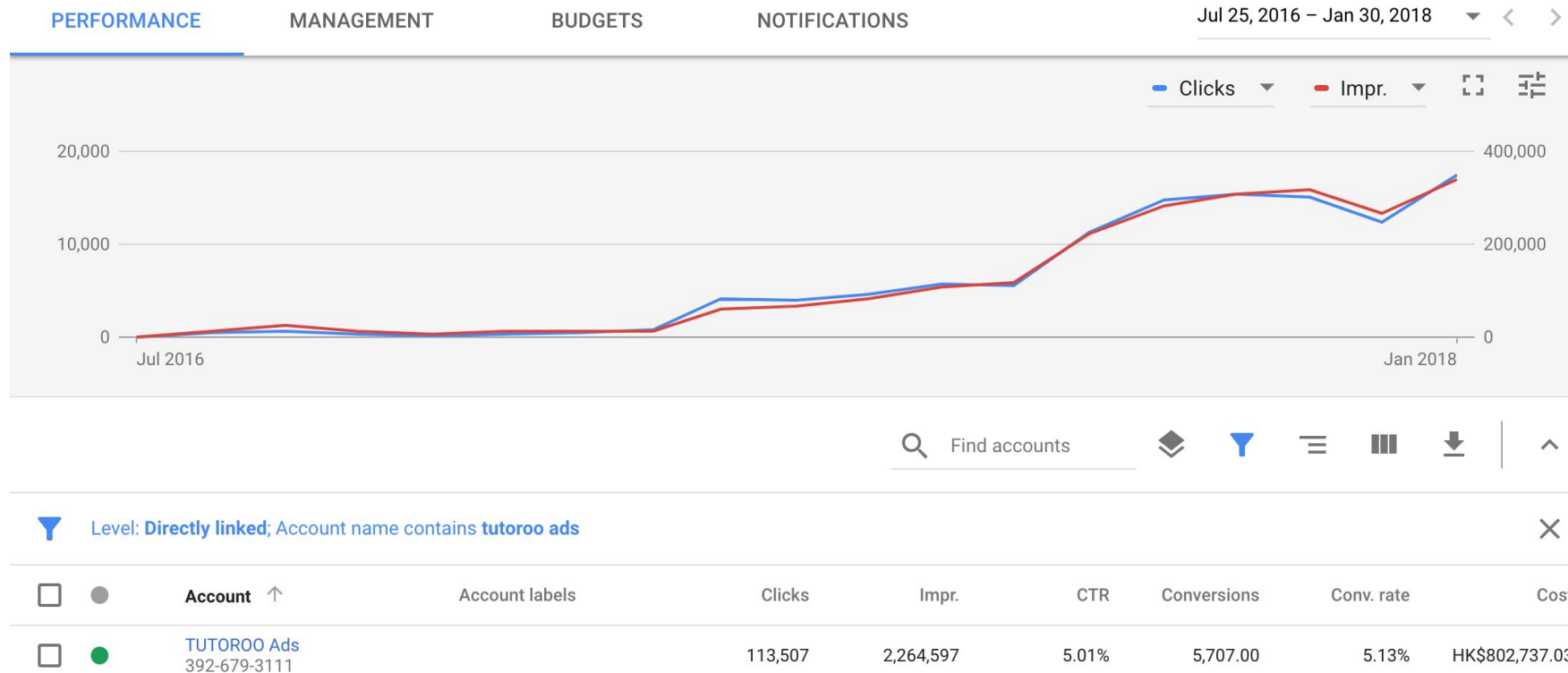
## Product



## Operations



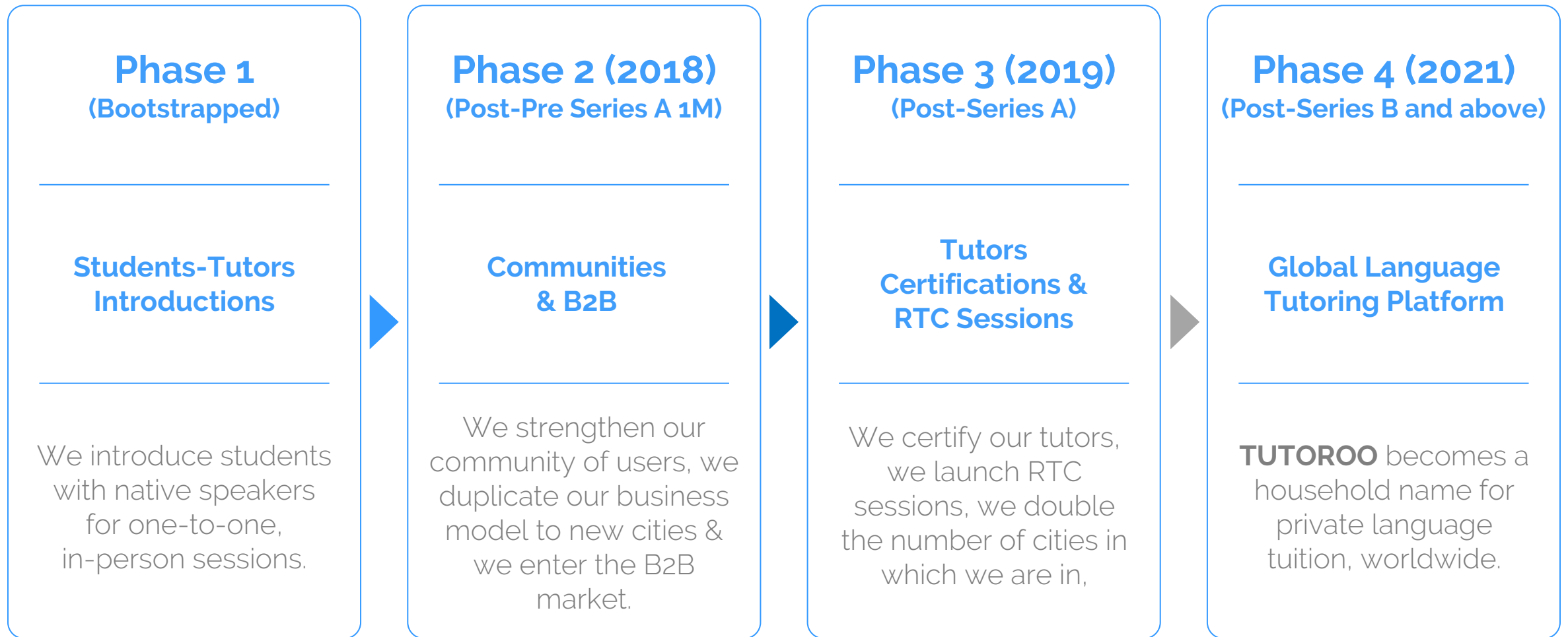
# ONLINE MARKETING & SEO's POTENTIAL



## Paid & Organic Traffic Capture


Since 2016, TUTOROO's Click Through Rate has been consistent at around 5%. Through our Content Strategy & solid investment in SEO, we aim to capture as much volume in organic traffic as paid traffic by the end of 2018.

# GROWTH STRATEGY












# WHAT OUR USERS ARE SAYING

 **Yejie Lim** ▶ TUTOROO  
December 9, 2016 · Singapore · 🌐






Great platform where tutors are matched with many potential students!  
Thanks TUTOROO!


 Love  Comment  Share  Message 


 TUTOROO

 **Helena Appio** ▶ TUTOROO  
February 19 · 🌐






I found a great German tutor very easily and really quickly through TUTOROO, thank you all!


 Love  Comment  Share  Message 

 TUTOROO

 **Martin Sin** ▶ TUTOROO  
May 16 · 🌐

Thank you for finding an English tutor for my son who is 5 now. My son attended the first class and he loves Ms. Isla so much!

 Love  Comment  Share  Message 


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 **Michael Poon** ▶ TUTOROO  
February 24 · 🌐






They are really helpful


 Like  Comment  Share  Message 


 TUTOROO

 **Heidi Mah** ▶ TUTOROO  
March 6 · 🌐






I engaged with a tutor from Tutoroo last year. Romain taught well, and was very helpful with extra translations and cultural adjustments when I resided in Paris in the later half of the year. Would recommend!


 Love  Comment  Share  Message 

 TUTOROO Chronological ▾

 **Wincy Ip** ▶ TUTOROO  
March 8 · 🌐

Tutoroo had been a great help of finding me an English tutor for my daughter and she is 9, since my preferable lesson hour is not easy!! Ariel is kind, patient and thoughtful for kids. Definitely recommend!


 Love  Comment  Share  Message 


 TUTOROO

 **Sally Ng** ▶ TUTOROO  
January 5 · 🌐





My private teacher, Anna is very nice and professional. She provides different learning materials to help me improve my English. I am appreciated of the help from tutoroo.



 Love  Comment  Share  Message 

 TUTOROO Chronological ▾

 **Karen Kerr** ▶ TUTOROO  
September 26 at 6:31pm · 🌐

Thank you for this great site. A fantastic way of getting people together and allowing them the choice of their tutor. Also enables you to work close to home 😊

 Love  Comment  Share  Message 

  TUTOROO and Karen Kerr Chronological ▾

 **Cecilia Hsing** ▶ TUTOROO  
April 5 · Hong Kong · 🌐

Thank you tutoroo. Love you!

 Love  Comment  Share  Message 

 TUTOROO



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[linkedin.com/in/nicolasvanhove](https://www.linkedin.com/in/nicolasvanhove)

[facebook.com/nicolas.vanhove21](https://www.facebook.com/nicolas.vanhove21)

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Nicolas Vanhove | Founder, CEO

