

LANGUAGE TRAVEL MARKETPLACE

Learning a new language?

3 most important things to know

1.

3.5 million people travel abroad every year to study foreign a language. This number will quadruple in 10 years.

2.

Full immersion courses are by far the most efficient way to start speaking a new language.

3.

LanguageTours unites language training providers from around the world to give users an easy way to choose and book a perfect study tour. All online.

What about the numbers?



3.5M

The infographic consists of three red circles of varying sizes. The largest circle in the center contains the text '\$24B'. To its left is a medium-sized circle containing '3.5M'. To its right is a small circle containing '0.25%'. Below each circle is a descriptive sentence. The circles are arranged horizontally, with the largest one in the middle.

People travel
abroad every
year to study a
foreign language

\$24B

EduTravel industry is
yet to have a game
changer.

0.25%

Only a fraction
of second language
learners experienced
language travel.

yet...

PRODUCT

BLEM

Student's pain

No global marketplace for booking language courses abroad

Biased agents charge booking/agent fees

Search engine results dominated by just a few language providers

Very limited offer in developing markets

School's pain

Seasonal fluctuations in demand

Huge costs for running marketing in multiple markets

No road to market leading to emerging regions

Significant expenses to hire multilingual sales/support staff

Schools need LanguageTours...

- to easily enter new markets
- to increase occupancy by selling overcapacity
- to increase profit by selling low-season places
- to cut multilingual staffing costs
- to easily manage bookings in one place

Students need LanguageTours...

- to safely search and book their tour online
- to avoid paying any agency/booking fees
- to be sure their school is accredited to teach
- to receive exclusive discounts and promotions
- to have support in native language

Exciting markets

ENGLISH AS A SECOND LANGUAGE SOURCE MARKETS

NUMBER OF STUDENTS PER YEAR

Japan	135 000
South Korea	120 000
Italy	105 000
China	99 000
Brazil	80 000
Spain	70 000
Turkey	65 000
Switzerland	60 000
France	51 000
Russia	44 000
Germany	44 000
Rest of Europe	181 000
Rest of LatAm	86 000
Middle East	83 000
Far East	60 000
Other	22 000

OTHER LANGUAGES MARKETS COMPARISON

English	78%
French	6%
German	5%
Spanish	5%
Italian	2%
Chinese	2%
Portuguese	1%
Russian	1%

KEY FIGURES

Total addressable market (tuition + accommodation)	24B
Number of students	2.5M

Competitive environment

LanguageTours will compete for students with offline educational agencies and online language school catalogues such as languagecourse.net.

LanguageTours provides functionality to complete booking and payment online. We are seamlessly connecting language schools with students from around the world.

Most of the bookings are currently done by local offline agencies, the idea is to provide high quality online consultation and provide ongoing travel support in native language.

Consumer strategy

Google Organic Search (SEO)

Google AdWords

Word of mouth

Facebook ad + re-targeting

Influencer collaboration

Partner programs with local schools

Partner-school strategy

In-house sales/business development

Leverage current network of language school contacts

Interest confirmed from 3 world's leading English training providers

Monetisation

Course fee commission 15-40% for each booking

Student accommodation commissions 5-15% for each booking

Additional services for students (visa service, flight & transfer)

Premium services for schools (featured placements)

Annual sales targets for each school (4-5% of net revenue generated)

Unit economics

Average language course tuition fee per week €275

Average commission for one week 25% or €70

Average trip duration (2 - 32 weeks) 4 weeks

Total LanguageTours tuition fee commission €280

Additional commission (accommodation, visa service, flights) 30%

Total LanguageTours commission per one booking €364

Client Acquisition Cost (Italian & German markets): €53

Founders & The Team

Idea for **language.tours** evolved whilst we were developing international educational agency EliteStudent in Moscow.

Launched in 2014 we are now the leading agency in Russia, **booking over 10 000 weeks** of studies abroad and generating **over €2 mln. in revenues** in 2017. Now we want to go global.



Maxim Grebenuk (Business) - King's College London, BSc Computer Science Graduate. Gained experience as an investment banking analyst at Goldman Sachs, J.P. Morgan and Dimensional Fund Advisors, moving to Moscow, Russia in 2014 to launch EliteStudent LLC - international educational agency (elitestudent.ru).



Nikolay Stoev (Tech) — Moscow State University, MSc Computer Science Graduate. Gained experience as a PM in REDMADROBOT (biggest Russian mobile development outsourcing company). In 2011 launched successful software development company (high-load web and mobile apps) — Secret Lab.

More than idea

Industry experience: 4 years of hard work @ EliteStudent.ru

Performance track record: €2 mln. in revenues 2017 (Russia + CIS)

30 000 client base

6000 paying clients






What's next? Going global with LanguageTours

Check it out: <https://language.tours>

Traction & validation: First paying clients Italy & Germany

Running first sales: Early revenue in Italian market

The Big Plan

		Total paying clients	Cumul. net revenue
 Q4 2018	Full-scale operations Italy & Germany. Launch multi-channel marketing campaign.	544	€ -159k
 Q1 2019	Set up European support desk. Launch in Spain & Benelux. 200+ schools available.	1 519	€ -239k
 Q2 2019	Start offering more languages to learn: Spanish, German & Italian language schools.	3 225	€ -229k
 Q3 2019	Extend number of paid services: visa service, accommodation search, transfer. Break even.	5 889	€ 90k
 Q4 2019	Launch LatAm - setup marketing & support.	11 173	€ 647k

Terms & Exit

Currently raising seed round of: €300 000

Giving away: 15% equity

Purpose of investment: Setup European sales & support desk
Launch full-scale marketing campaign
Offer more languages in addition to English

Previous investments: None. Self-funded.

Capitalisation table: Maxim 50% / Nikolay 50%

Incorporation: Language Tours Limited (UK)

Exit strategy: Acquisition or sell of shares

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THE EDUTRAVEL
REVOLUTION**

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