



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

Nicolas Vanhove | Founder



# CO-FOUNDERS



**Nicolas Vanhove**  
**TUTOROO Founder**  
*HEC Montreal*

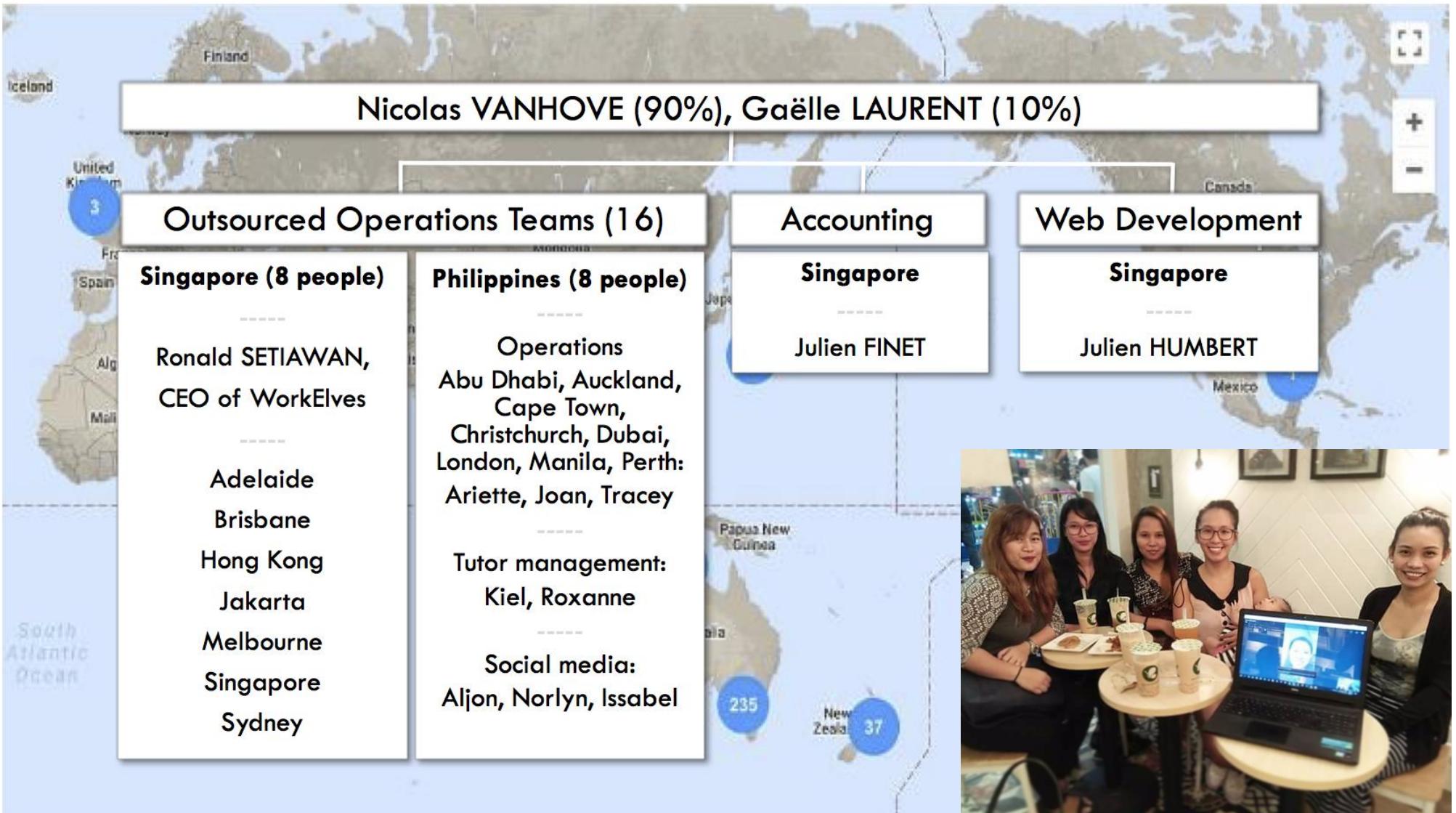


**Gaëlle Laurent**  
**Early Investor**  
*CA Indosuez*  
*Pictet Group*

# OUR TEAM



As of October 2018, a team of 18 people across South East Asia and Europe



# 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.**

Google search results for "private french tutor":

About 2,120,000 results (0.94 seconds)

**Private French Tutor Singapore | Best French Lessons from \$40/h**  
[Ad] [frenchtutorsingapore.tutoroo.co/](http://frenchtutorsingapore.tutoroo.co/) ▾  
Learn French with a private French tutor in Singapore. Best rate in Singapore.

**French Teacher in Singapore | Highly Trained & Qualified**  
[Ad] [www.alliancefrancaise.org.sg/French-Teacher/Contact-Us-Now](http://www.alliancefrancaise.org.sg/French-Teacher/Contact-Us-Now) ▾  
Study French at Singapore's Premier French Language School. Enrol Now!  
SkillsFuture Credit · Private Classes · Corporate Classes · Group Classes  
French Courses for Adults · French Corporate Classes · French Private Classes

**Private French Tutors | 24/7 French Lessons Online | lingoda.com**  
[Ad] [www.lingoda.com/french/tutors](http://www.lingoda.com/french/tutors) ▾  
Distance French Courses! Effective 1 to 1 Video Lessons.  
Private Classes · Trial class for 0.99€ · 500+ qualified teachers · Classes 24/7 · Certificates A1-C2

**Leading Private Tuition Agency | Find 1-to-1 Private Tutors | smiletutor.sg**  
[Ad] [www.smiletutor.sg/find-tutor](http://www.smiletutor.sg/find-tutor) ▾  
Find Experienced Private Tutors For Pri/Sec/JC. No Agency fees, Contact us now!  
Over 10,000 Active Tutors · No Contract & Agent Fees  
PSLE - from \$22.00/hr - Tutors for P1-P6 · More ▾



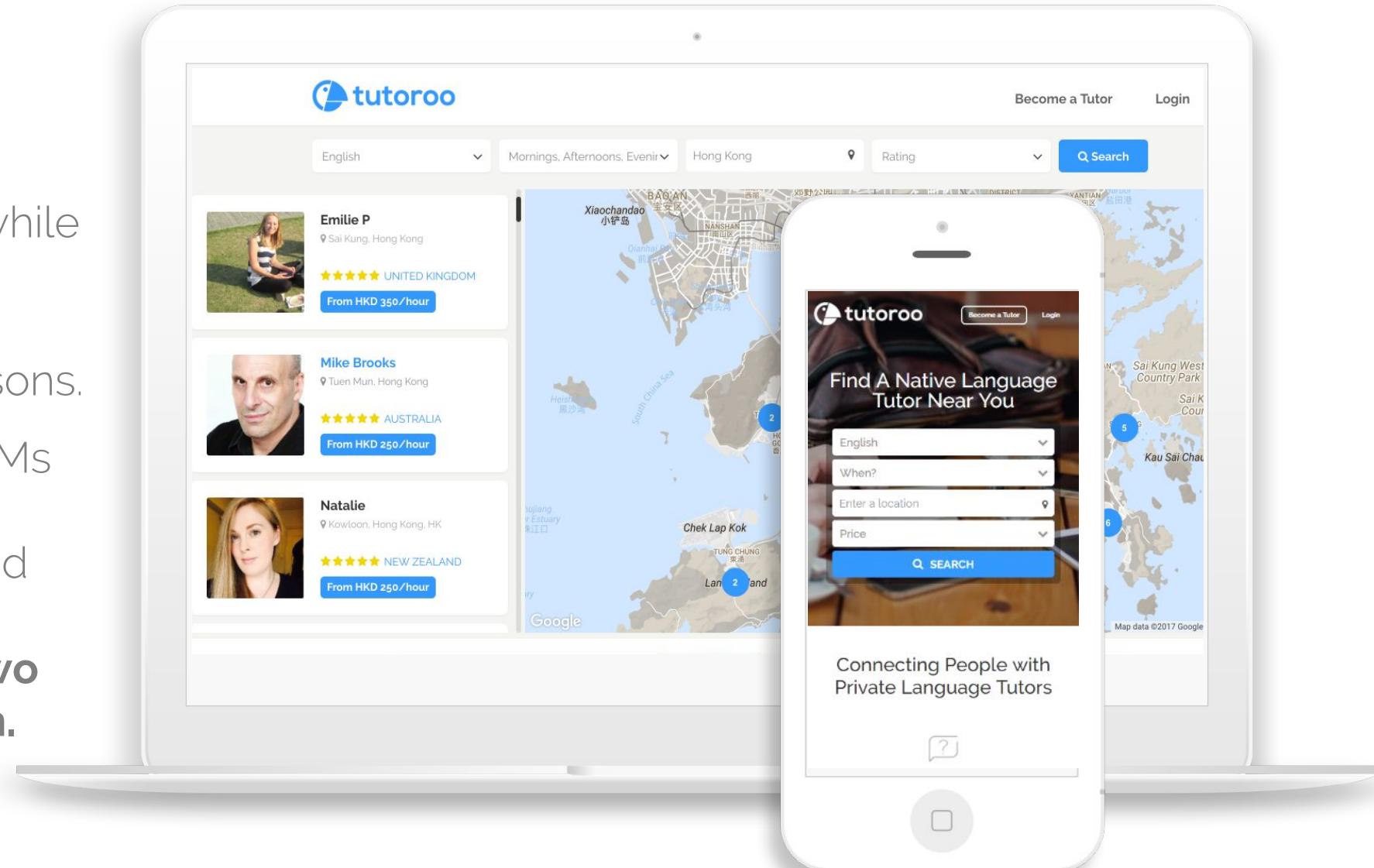
# TUTOROO SOLUTION



## Intuitive & Simple

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

Fully integrated with CRMs tools in the backend, we track all introductions and **collect 100% of the payments of the first two weeks of private tuition.**



# TRACTION NUMBERS



## Students inquiries

2,000 students inquiries received every month in 17 cities.

## Tutors signups

54,000+ private tutors registered on the platform.

## Revenue

>10,000 successful transactions accounting for **over SGD1,000,000 in revenue**, 100% of the first two weeks of tuition is collected by TUTOROO as a transaction fee..

## As Seen In...



URL	LANGUAGE	Joined Time
<a href="https://www.tutoroo.co/backoffice/user/edit/17419">https://www.tutoroo.co/backoffice/user/edit/17419</a>	French	12-10-2017 14:02:46
<a href="https://www.tutoroo.co/backoffice/user/edit/17418">https://www.tutoroo.co/backoffice/user/edit/17418</a>	English	12-10-2017 13:27:41
<a href="https://www.tutoroo.co/backoffice/user/edit/17417">https://www.tutoroo.co/backoffice/user/edit/17417</a>	Indonesian	12-10-2017 13:14:42
<a href="https://www.tutoroo.co/backoffice/user/edit/17416">https://www.tutoroo.co/backoffice/user/edit/17416</a>	Vietnamese	12-10-2017 13:14:06
<a href="https://www.tutoroo.co/backoffice/user/edit/17415">https://www.tutoroo.co/backoffice/user/edit/17415</a>	English	12-10-2017 13:11:03
<a href="https://www.tutoroo.co/backoffice/user/edit/17414">https://www.tutoroo.co/backoffice/user/edit/17414</a>	English	12-10-2017 12:54:45
<a href="https://www.tutoroo.co/backoffice/user/edit/17413">https://www.tutoroo.co/backoffice/user/edit/17413</a>	Korean	12-10-2017 12:49:47
<a href="https://www.tutoroo.co/backoffice/user/edit/17412">https://www.tutoroo.co/backoffice/user/edit/17412</a>	French	12-10-2017 12:24:37
<a href="https://www.tutoroo.co/backoffice/user/edit/17411">https://www.tutoroo.co/backoffice/user/edit/17411</a>	English	12-10-2017 12:23:04
<a href="https://www.tutoroo.co/backoffice/user/edit/17410">https://www.tutoroo.co/backoffice/user/edit/17410</a>	English	12-10-2017 12:21:11
<a href="https://www.tutoroo.co/backoffice/user/edit/17409">https://www.tutoroo.co/backoffice/user/edit/17409</a>	Spanish	12-10-2017 12:18:06
<a href="https://www.tutoroo.co/backoffice/user/edit/17408">https://www.tutoroo.co/backoffice/user/edit/17408</a>	English	12-10-2017 12:12:08
<a href="https://www.tutoroo.co/backoffice/user/edit/17407">https://www.tutoroo.co/backoffice/user/edit/17407</a>	French	12-10-2017 12:05:05
<a href="https://www.tutoroo.co/backoffice/user/edit/17406">https://www.tutoroo.co/backoffice/user/edit/17406</a>	English	12-10-2017 12:03:16
<a href="https://www.tutoroo.co/backoffice/user/edit/17405">https://www.tutoroo.co/backoffice/user/edit/17405</a>	Filipino	12-10-2017 11:40:50
<a href="https://www.tutoroo.co/backoffice/user/edit/17404">https://www.tutoroo.co/backoffice/user/edit/17404</a>	French	12-10-2017 11:40:07
<a href="https://www.tutoroo.co/backoffice/user/edit/17403">https://www.tutoroo.co/backoffice/user/edit/17403</a>	English	12-10-2017 11:34:55
<a href="https://www.tutoroo.co/backoffice/user/edit/17402">https://www.tutoroo.co/backoffice/user/edit/17402</a>	German	12-10-2017 11:30:15
<a href="https://www.tutoroo.co/backoffice/user/edit/17401">https://www.tutoroo.co/backoffice/user/edit/17401</a>	English	12-10-2017 11:28:08
<a href="https://www.tutoroo.co/backoffice/user/edit/17400">https://www.tutoroo.co/backoffice/user/edit/17400</a>	French	12-10-2017 11:03:58
<a href="https://www.tutoroo.co/backoffice/user/edit/17399">https://www.tutoroo.co/backoffice/user/edit/17399</a>	English	12-10-2017 10:35:44
<a href="https://www.tutoroo.co/backoffice/user/edit/17398">https://www.tutoroo.co/backoffice/user/edit/17398</a>	French	12-10-2017 10:33:05
<a href="https://www.tutoroo.co/backoffice/user/edit/17397">https://www.tutoroo.co/backoffice/user/edit/17397</a>	Vietnamese	12-10-2017 10:17:59

Date	Source	Description	Reference	Currency	Debit (Source)	Credit (Source)	Debit (SGD)	Credit (SGD)	F
<b>Successful Matches</b>									
1 Oct 2018	Receivable Invoice	Emma Spanish Teresa Melbourne - Spanish	367847493	AUD	-	30.00	-	29.68	
1 Oct 2018	Receivable Invoice	Eva German Alexandra HK - German	364930114	HKD	-	1,100.00	-	192.60	
1 Oct 2018	Receivable Invoice	Shazia French Sonia K Dubai - French	369168738	AED	-	450.00	-	167.64	
1 Oct 2018	Receivable Invoice	Veron Mandarin Heather SG - Mandarin	369562508	SGD	-	160.00	-	160.00	
1 Oct 2018	Receivable Invoice	Fokker Thai Joyce SG - Thai	362899703	SGD	-	160.00	-	160.00	
1 Oct 2018	Receivable Invoice	Grace French Guilhem HK - English	360192338	HKD	-	1,120.00	-	196.00	
1 Oct 2018	Receivable Invoice	Tarek French Aldrin T Dubai - French	364268536	AED	-	450.00	-	167.64	
1 Oct 2018	Receivable Invoice	Zhaoxia English Katrina SG - English	370385164	SGD	-	180.00	-	180.00	
1 Oct 2018	Receivable Invoice	Vanessa Spanish Nidya Sydney - Spanish	368785666	AUD	-	150.00	-	148.40	
1 Oct 2018	Receivable Invoice	Chris Indonesian Sabrina Jakarta - Indonesian	362272615	IDR	-	200,000.00	-	18.37	
1 Oct 2018	Receivable Invoice	Reem English Corinne Perth - English	370157724	AUD	-	30.00	-	29.66	
1 Oct 2018	Receivable Invoice	Winston Mandarin Abby Auckland - Mandarin	339932976	NZD	-	80.00	-	72.49	
1 Oct 2018	Receivable Invoice	Valerie Thai Petch SG - Thai	INV-2018-000496	SGD	-	160.00	-	160.00	
1 Oct 2018	Receivable Invoice	Benjamin Mandarin Xiaohong Dubai - Mandarin	369161132	AED	-	300.00	-	111.76	
1 Oct 2018	Receivable Invoice	Fay English Hannah HK - English	345840388	HKD	-	1,120.00	-	195.86	
1 Oct 2018	Receivable Invoice	Gilbert Mandarin Shanny SG - Mandarin	368786258	SGD	-	240.00	-	240.00	
1 Oct 2018	Receivable Invoice	Lotty French Medjie SG - French	INV-2018-000497	SGD	-	40.00	-	40.00	
1 Oct 2018	Receivable Invoice	David Thai Phanichaya Melbourne - Thai	365693465	AUD	-	120.00	-	118.65	

# The TUTOROO Community: over 54,000 tutors



**tutoroo.co**  
the marketplace  
for native speakers  
in Asia

5000 students  
300 private tutors

Secure | https://www.tutoroo.co

LOGIN BECOME A TUTOR

Find A Native Language Tutor Near You

English When Enter a location Rating SEARCH

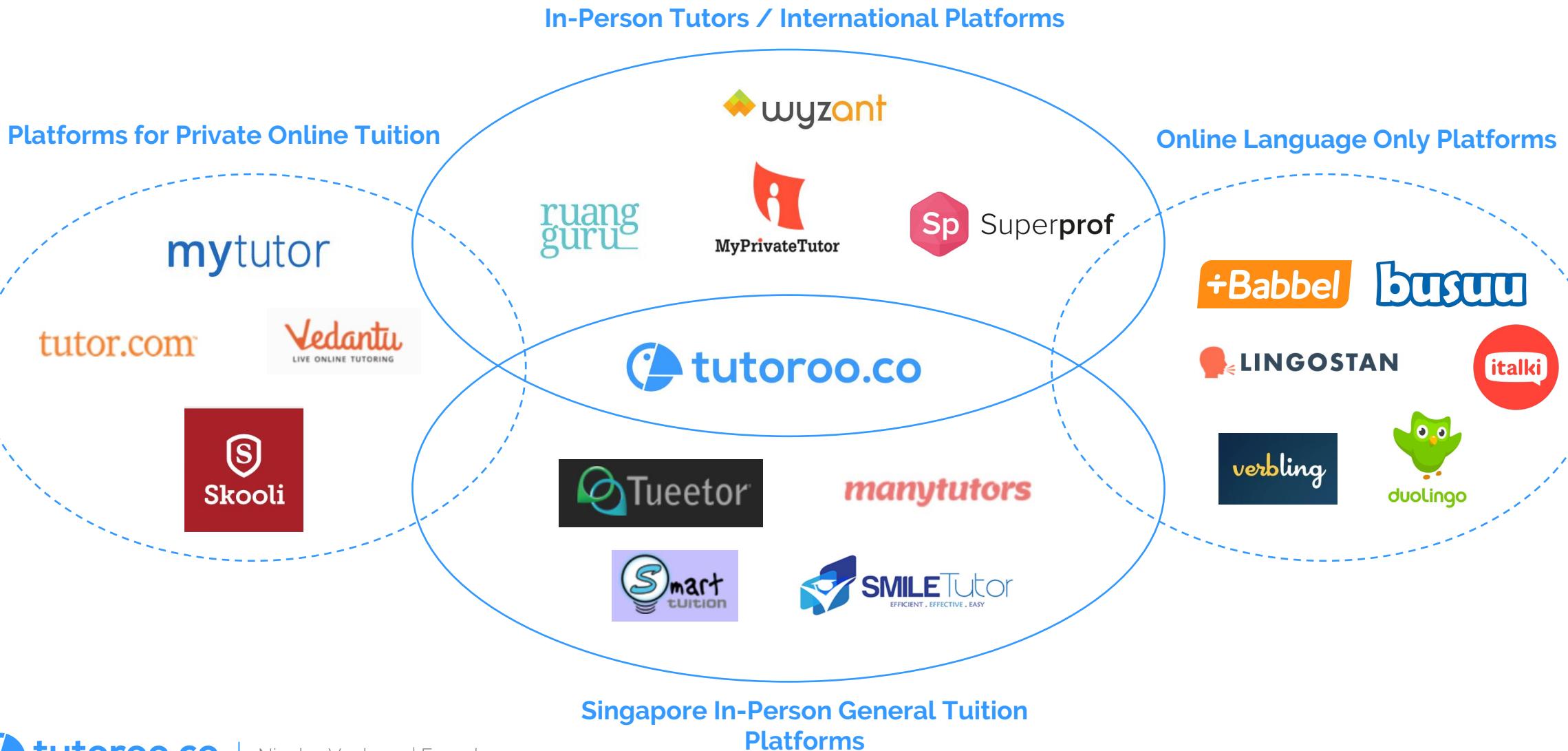
Connecting People with Private Language Tutors

A community of 48000 private native tutors worldwide

*The first TUTOROO tutors get-together in Singapore, in 2017.*



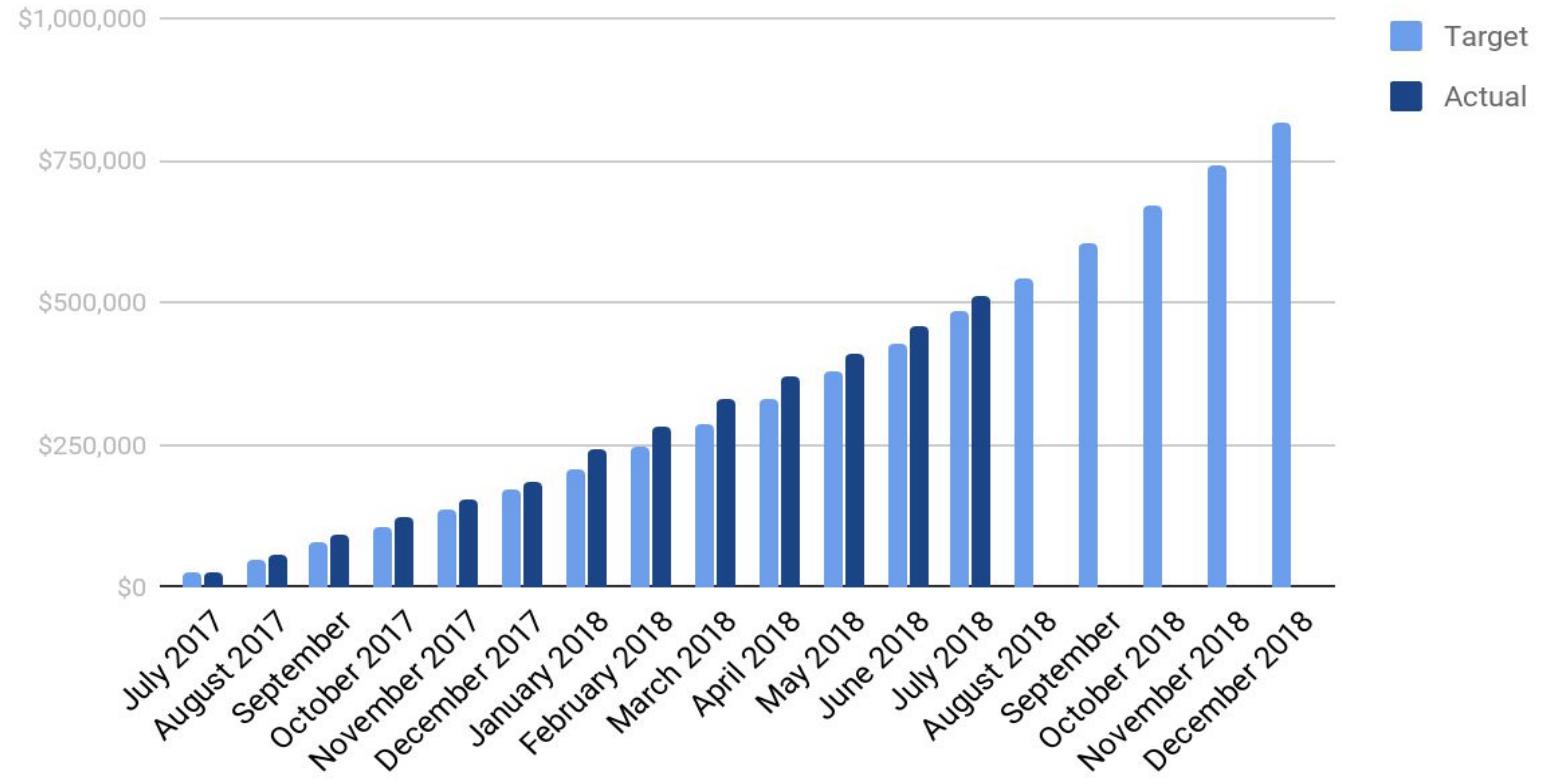
# COMPETITION LANDSCAPE



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

Target: 7%  
month-on-month  
growth, base July 2017  
(24K SGD/month)

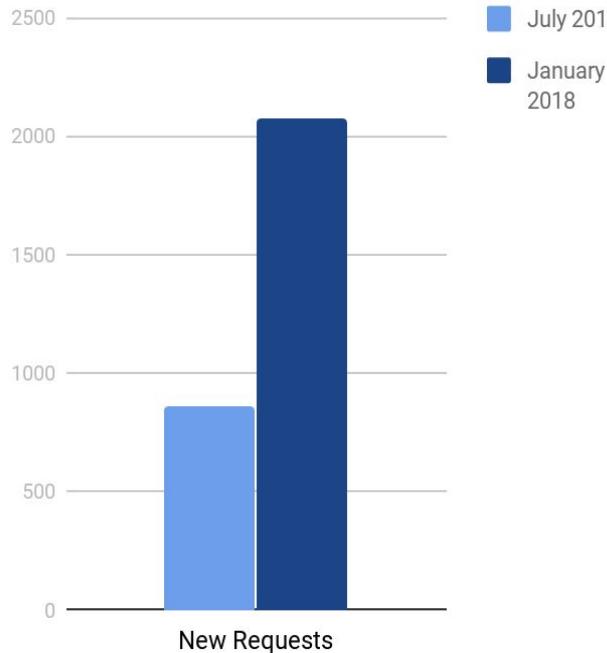
Cumulated Revenues: Target vs Actual (2017-2018)



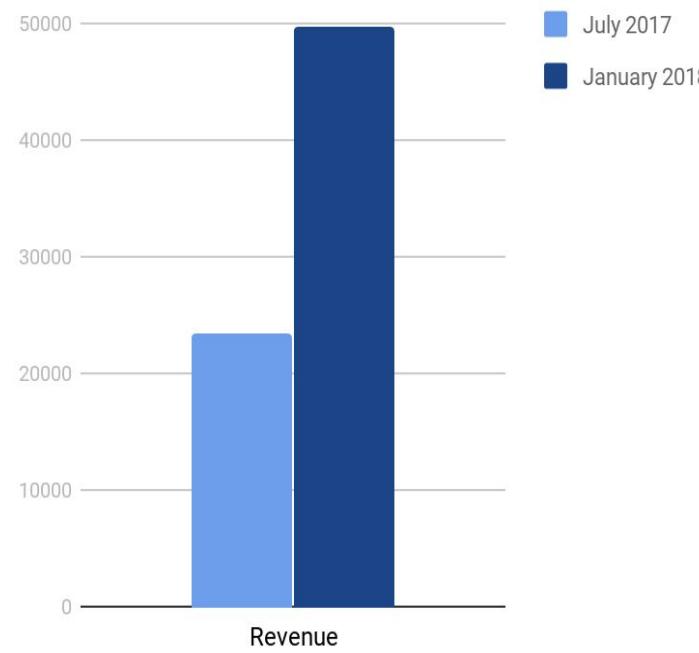
# TRACTION: JULY 2017 VS JANUARY 2018



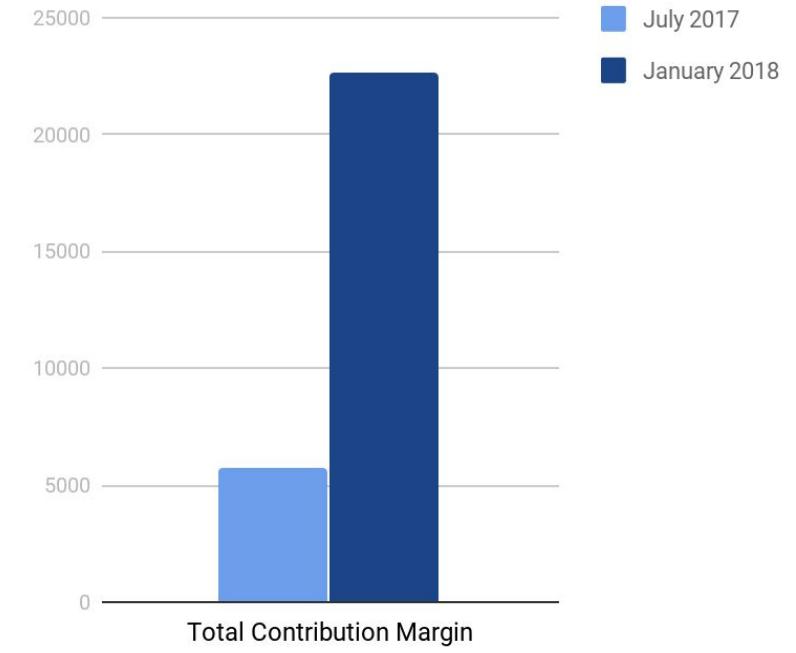
New Requests



Revenue



Total Contribution Margin



New Requests:  
+141%

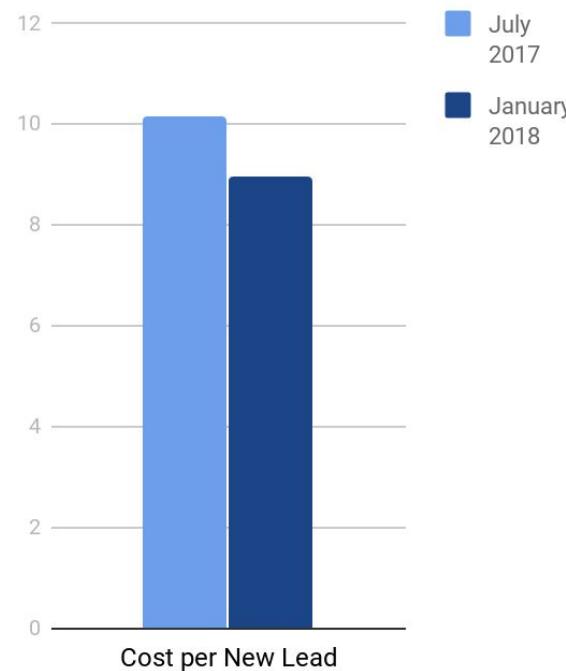
Revenue:  
+112%

Total Contribution Margin:  
+297%

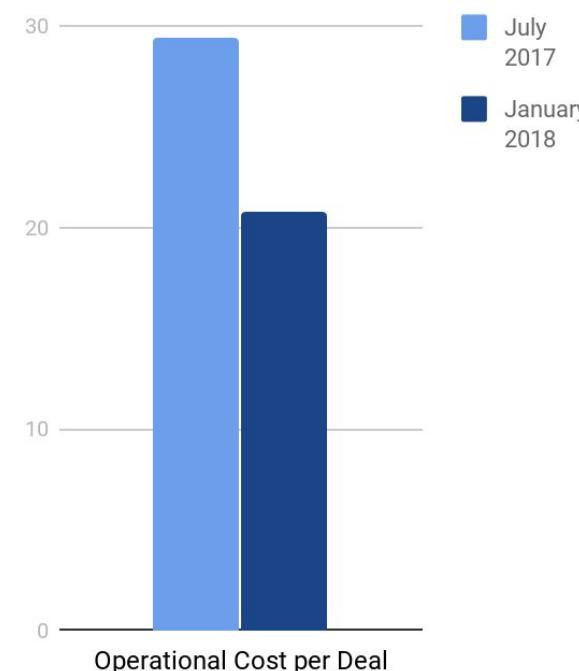
# UNIT ECONOMICS: JULY 2017 VS JANUARY 2018

Constant Average Revenue per Deal: +/-120 SGD

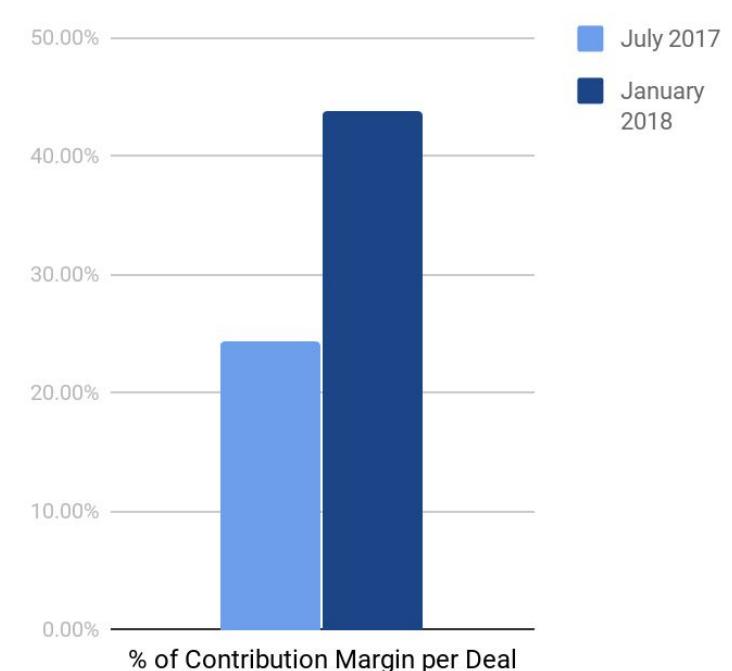
Cost per New Lead



Operational Cost per Deal



% of Contribution Margin per Deal



**Cost per New Lead:**  
**-11.82%**

**Operational Cost per Deal:**  
**-29.27%**

**% of Contribution Margin per Deal:**  
**+79.48%**

# REVENUES STREAMS



## Phase 1 (Bootstrapped)

### Students-Tutors Introductions

We collect **100%** of the first 2 weeks of private tuition and we keep it entirely.

**15%** of the revenues are already recurring (repeating business.)

## Phase 2 (2018) (Post-Pre Series A 1M)

### Communities & B2B

We collect **30% of all B2B sessions** over the first 2 years.

We collect 70% of the first 2 weeks of tuition for students referred by partners.

## Phase 3 (2019) (Post-Series A)

### Tutors Certifications

We collect annual fees from TUTOROO tutors **certifications**. We partner-up with local language agencies that look for teachers. We **distribute teaching materials**.

## Phase 4 (2021) (Post-Series B and above)

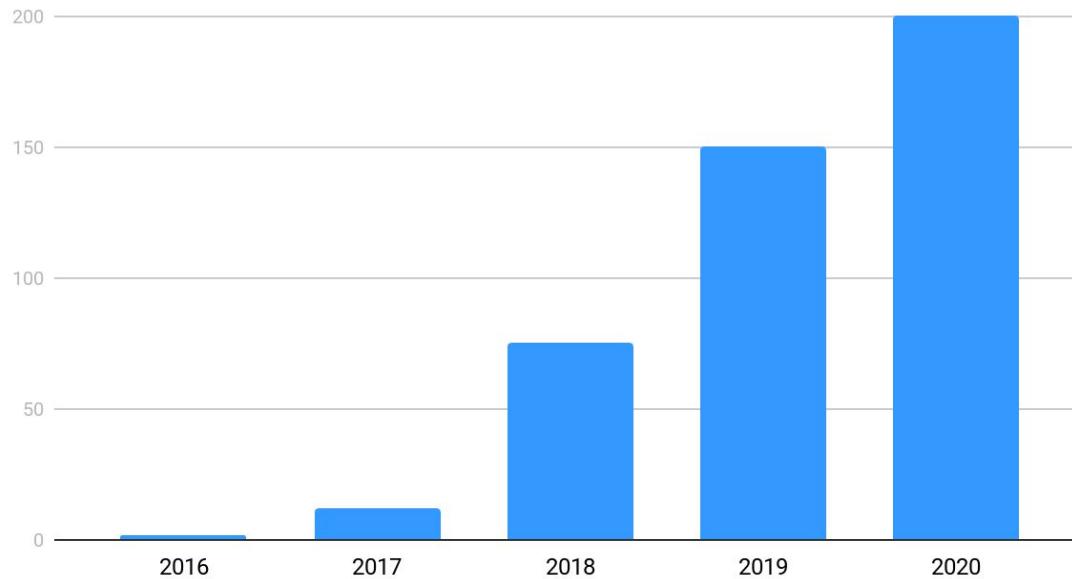
**Global Language Tutoring Platform;** we expand: **TUTOROO Music, TUTOROO Maths...**

Push all recurrent revenues streams.  
(Target: **50%+ of the revenues to be subscription based** or equivalent.)

# EXPANSION CITIES & REVENUE

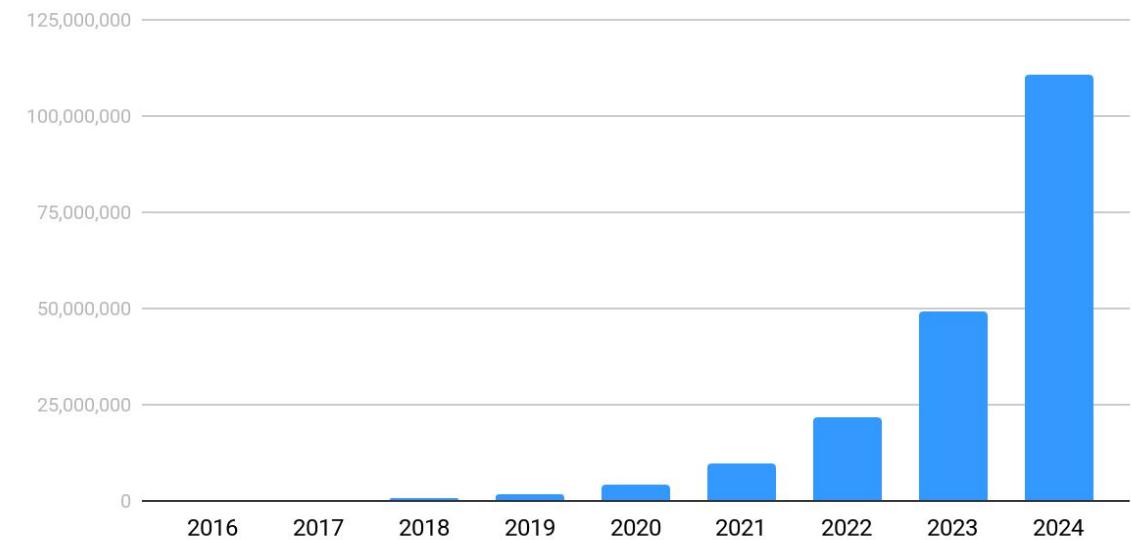


**Number of Cities**



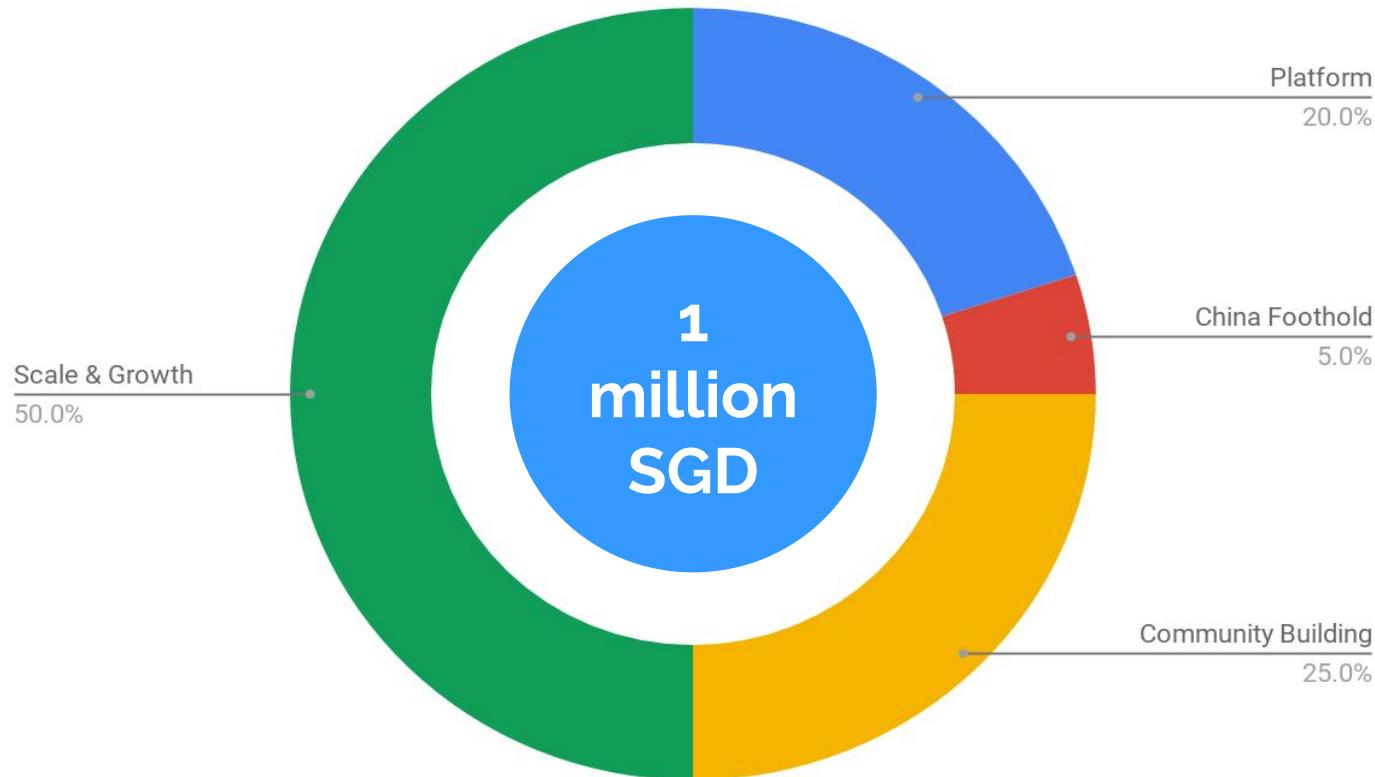
From 2 to 200 cities worldwide in 4 years. Students and tutors meet up for **in-person** language lessons **only**.

**Revenue**



7% month-on-month growth of revenues  
**from 370k SGD in 2017 up to 110M SGD**  
revenues end of 2024.

# ASK AND USAGE



## Proposed Investment Terms:

- SAFE Note **SGD 1,000,000**
- 5% discount
- Minimum ticket size: SGD 100,000
- **Cap to be confirmed depending on ticket size.**

## Current Cap Table:

- 100% Co-Founders

# ASK AND USAGE



## Platform \$150,000

Continuous growth and **improvement of the TUTOROO platform.**

Development of an **app: Tinder for language tutors near you now.**

Platform improvements and **new search features.**

## Community Building \$100,000

Creation of **online wiki tools.**

Creation of **events** with local tutors.

Creation of **viral video content.**

**Certifications for TUTOROO tutors.**

## Scale and Growth \$550,000

**Deployment in 65 new cities.**

1 **Chief of Content (SEO);**

1 **Marketing Manager (SEM);**

1 **Growth Hacker.**

## Clients Acquisition \$150,000

Facebook Ads.

**Google Ads Display & Retargeting.**

Partnerships.

## Customer Support \$50,000

To accelerate the **growth up to 80 cities by 2019.**

# PRODUCT AND OPERATIONS ROADMAP 2019



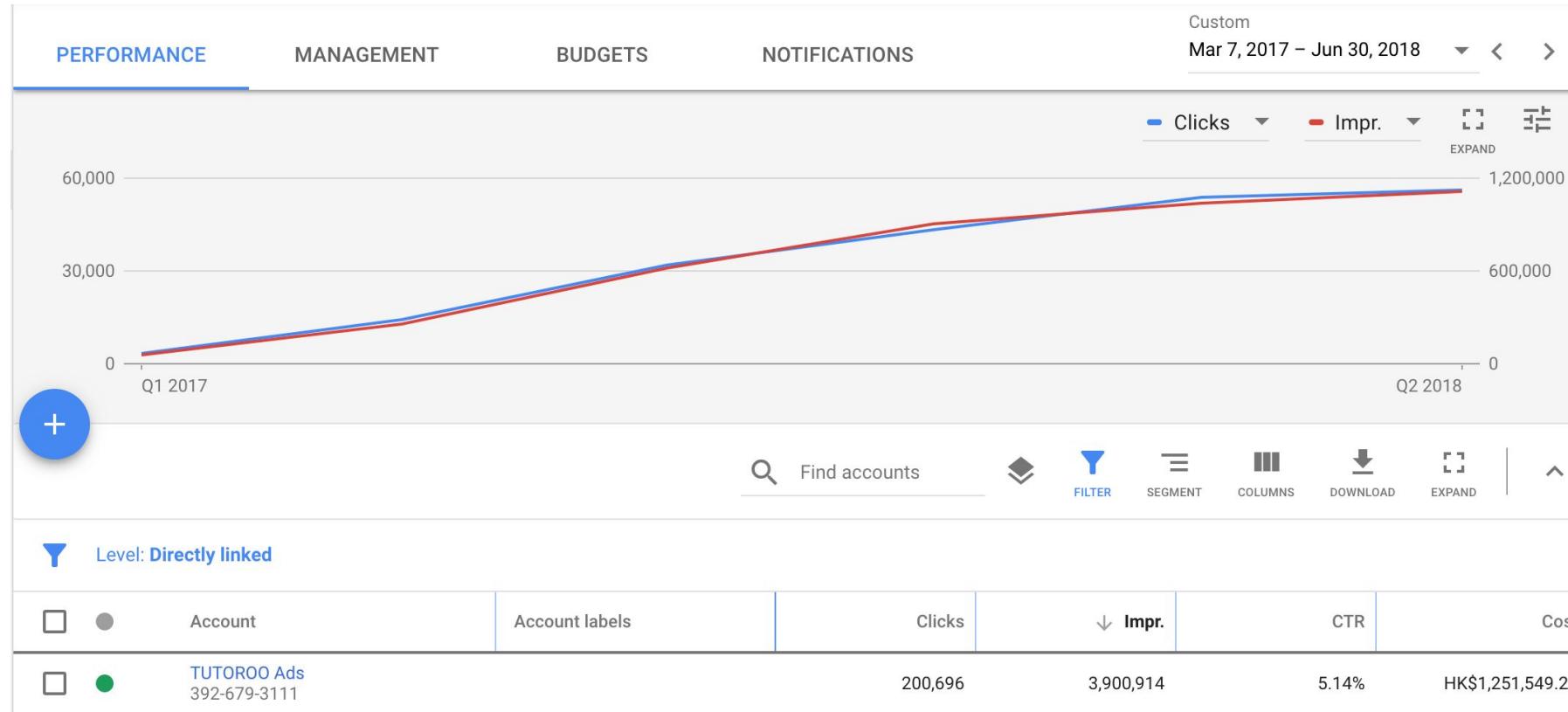
## Product



## Operations



# ONLINE MARKETING & SEO's POTENTIAL



For every \$1 invested in marketing, we generate \$3.

## Paid & Organic Traffic Capture

Since 2017, 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. Right now, we have a 1% market share only.

# GROWTH STRATEGY

## Phase 1 (Bootstrapped)

### Students-Tutors Introductions

We introduce students with native speakers for **one-to-one, in-person** sessions.

## Phase 2 (2018) (Post-Pre Series A 1M)

### Communities & B2B

We strengthen our community of users, we duplicate our business model to **new cities** & we enter the B2B market.

## Phase 3 (2019) (Post-Series A)

### Tutors Certifications

We certify our tutors, we offer them subscription services and **we double the number of cities** we are operating in,

## Phase 4 (2021) (Post-Series B and above)

### Global Language Tutoring Platform

**TUTOROO** becomes a household name for private language tuition, worldwide.

# 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   



 **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   



 **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   



Chronological ▾

 **Michael Poon ▶ TUTOROO**  
February 24 · 

They are really helpful

 Like    Comment    Share    Message   



 **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   



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   



 **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   



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   





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Nicolas Vanhove | Founder

