



The first **superapp**
for students



We are live!
www.afterclass.io

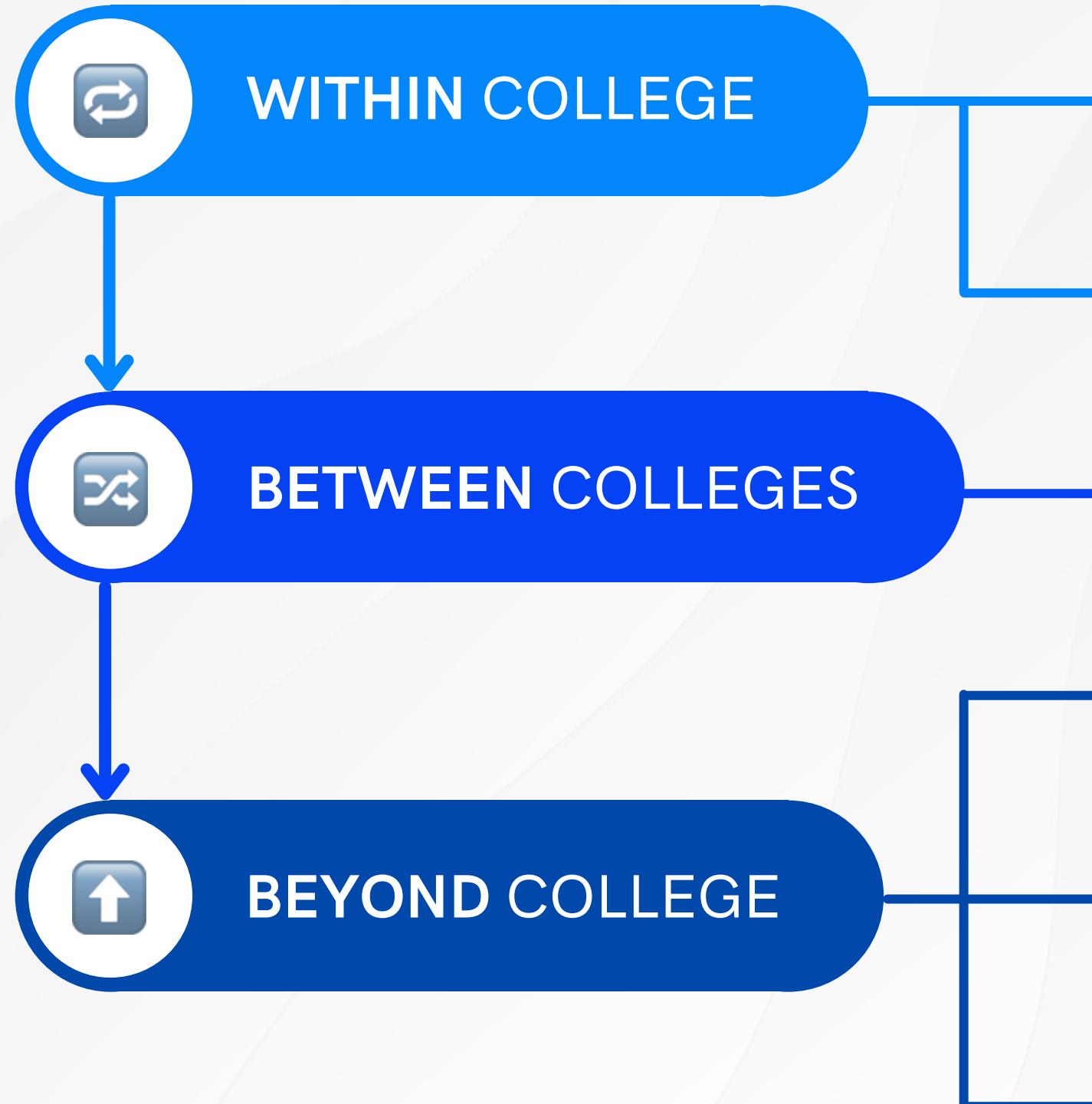


University students are **EXPECTED** to balance academic, social, and professional development
on our own



This is **impossible** even for working adults.

Multi-dimensional Problems



CUSTOMER SEGMENT

Students looking for
1st internship/job

Hirers looking for
interns/fresh grads

College students

Students **bidding**
for classes

Students looking
for course material

College students

+

JOBS TO BE DONE

Limited insight to find
"good" intern/job matches

Unable to interact with
students from **other colleges**

Unable to hear from **seniors**
what profs are "good"

Unnecessary spending on
one-time-use materials

Unable to interact with
classmates beyond cliques



The first superapp for students.
Made for students, by students.

www.afterclass.io

The screenshot displays the Afterclass mobile application's main screen. It features a top navigation bar with a search bar for "Search communities" and a user profile for "Casey Law" at "SMU". Below this is a large "Home" section with a "Trending Community Posts" feed. To the right, there are three other sections: "Reviews" (with a "Top Nexus Listings" card), "Marketplace" (with a "Key Upcoming Events" card), and "Nexus" (with a matching algorithm card). The bottom of the screen shows a footer with links for "Blog", "Contact Us", and "Donate".

Reviews

Read and write reviews about professors so you can choose your classes better



Analytics

See previous bid prices so you can bid better while saving credits

Marketplace

Buy and sell textbooks, notes, and course material



Deals

Pamper yourself, spend more time with friends, save money

Nexus

Let us help you find your dream internship with our matching algorithm
(Launching in Q4 2021)

Communities

Meet new friends within and beyond the classroom
(Launching in Q1 2022)



For students, by students.

Market Validation

Since launch on 21 June 2021, we have achieved 5,000+ users

7,000+ registered users



~80% of SMU undergrad population



2,000+ Marketplace users

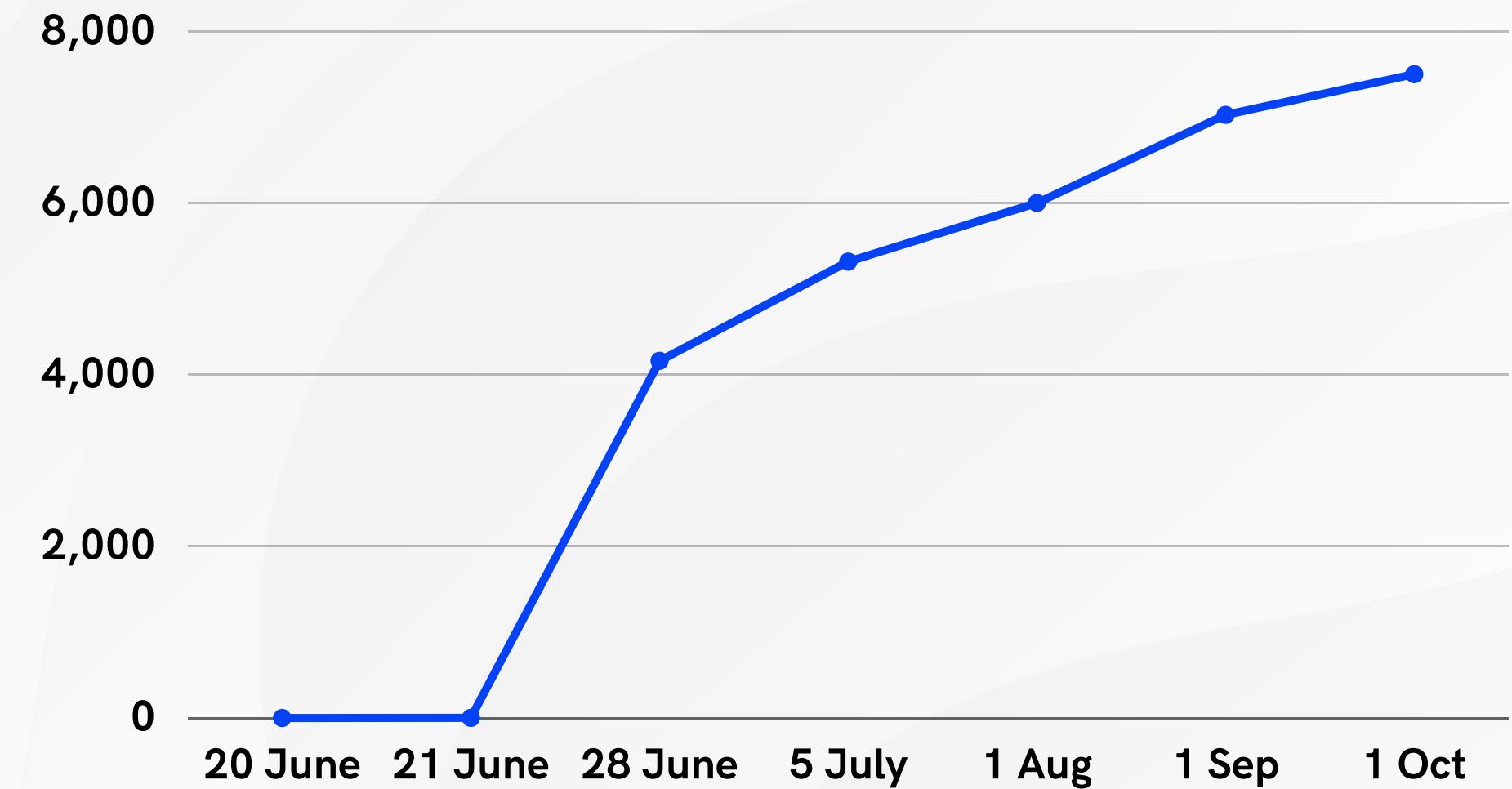
200+ early adopters



3,000,000+ pageviews

12,000+ prof + course reviews

30+ sponsors & partners



Data correct as at 1 Sep 2021

Launch partners:



Institute of
Innovation &
Entrepreneurship

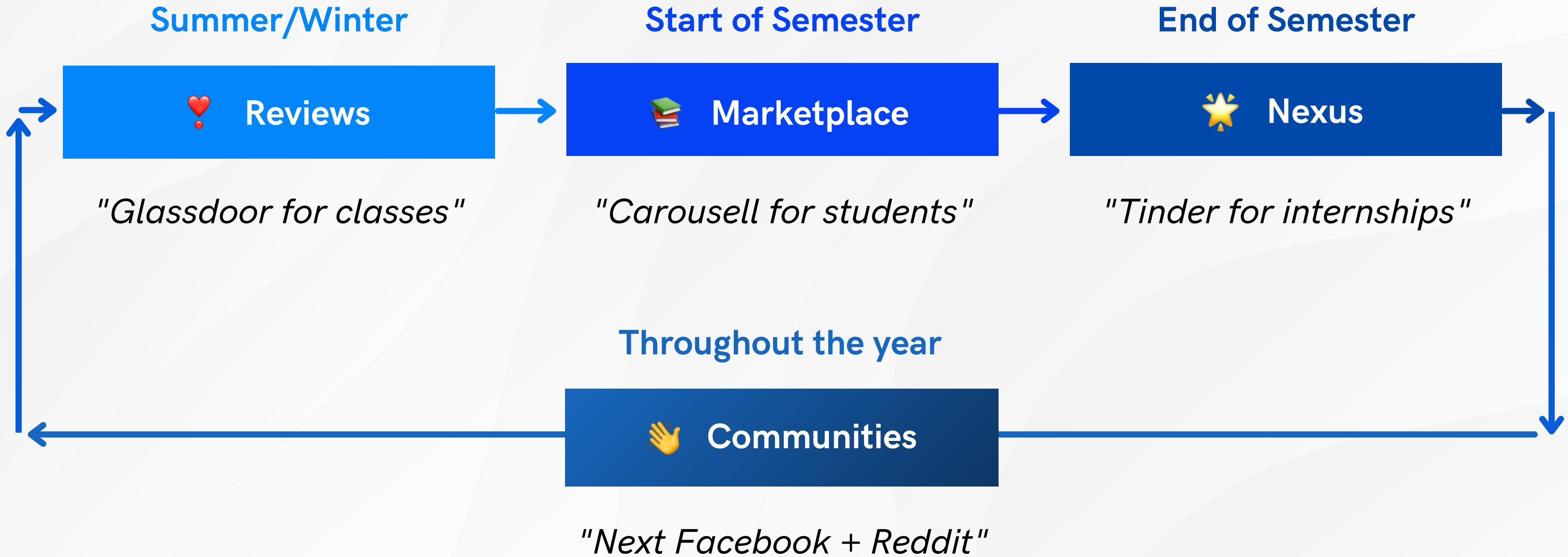
In collaboration with: **NUSMODS** **nanyangmods**



For students, by students.

User Journey Mapping

"With you throughout your student life cycle."



Revenue Streams

Our users are our product = No charge for core features

STUDENTS



Display of ad banners



Monthly subscription for **premium features** (i.e. *Analytics+*, *Ad-Free*, *Stickers*)



Communities+:
AfterClass Eats,
AfterClass Dates,
AfterClass Fitness



Bootstrapped
crowdsourced
user **donations**

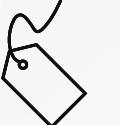


Raised \$10,000+
in sponsorship
and user
donations so far

NON-STUDENTS



Sponsorships &
startup grant
funding



Listing or
service fee on
Marketplace
Deals



Boosted
internship listing
& Match success
fee/commission
on **Nexus**



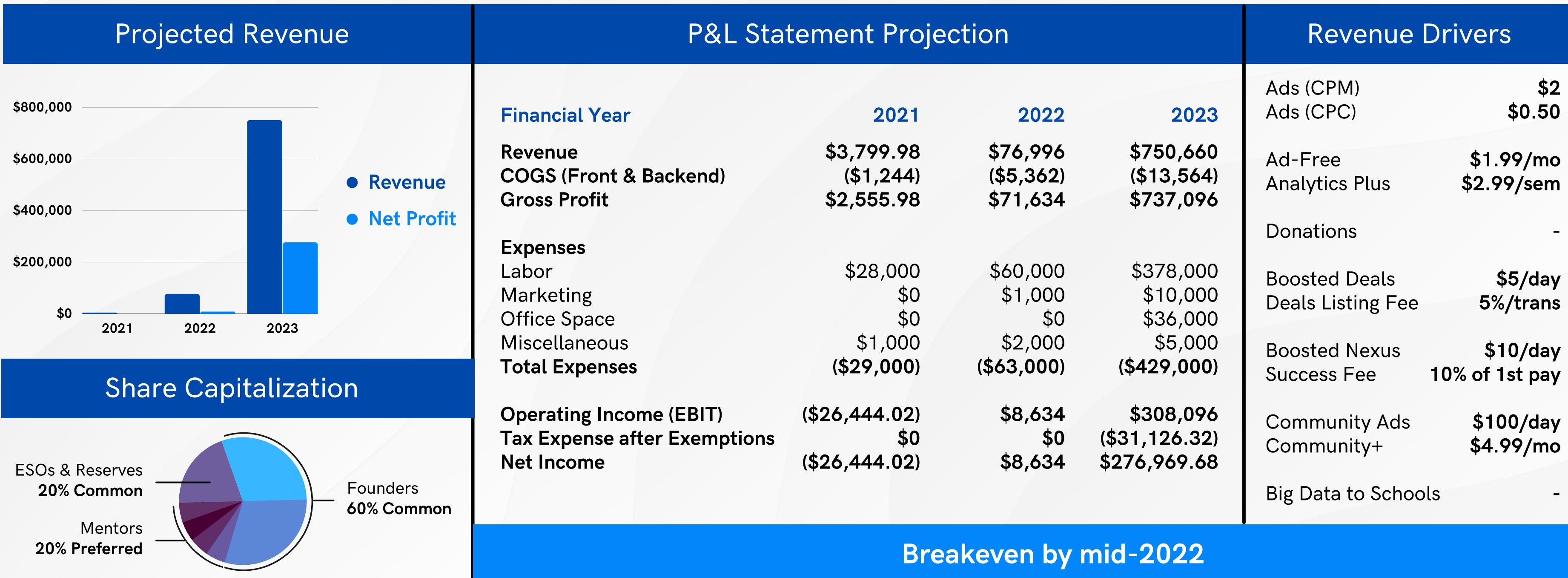
Promoted &
"First View"
Posts on
Communities



Sale of
anonymous big
data from
Reviews to
school board

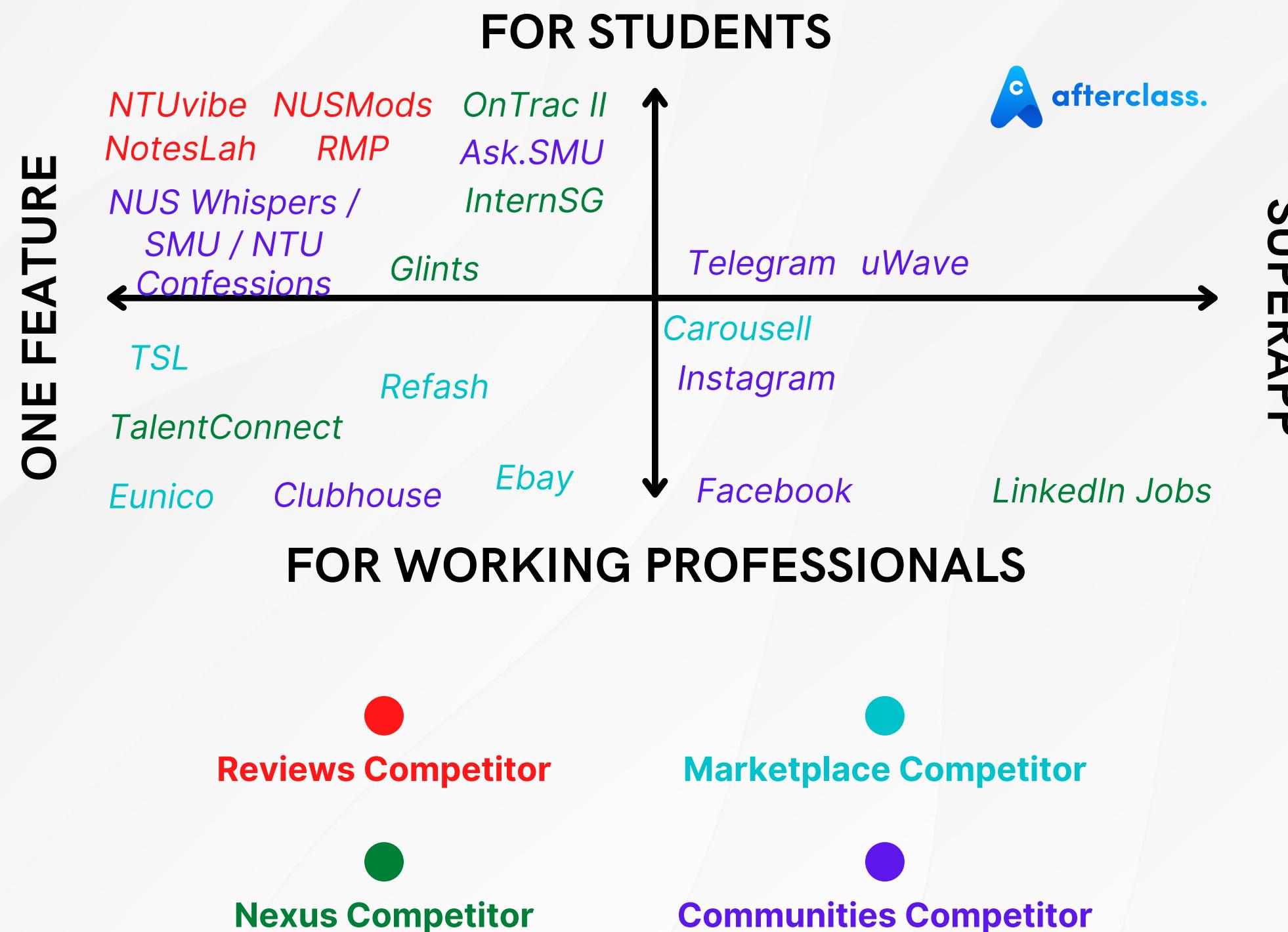


Product Strategy: Direct-to-market SaaS, multi-sided marketplace (B2C & C2C)



LTV in 2 years = Avg annual revenue per customer X Avg customer lifespan X Gross profit margin
= \$6,492.85 X 3 X 0.93
= **\$18,115.05** (vs edutech startup benchmark: \$15,340)

Competitor Overview



No other competitor is offered as a **superapp for college students**

- ✓ Plug-and-play model to scale to other colleges
- ✓ Tap on **network effect**
- ✓ Employer-to-students personalized matching



For students, by students.

Competitive Advantages

One feature, one college at a time.



afterclass.

VS



- ✓ Catered specifically for **college needs**
- ✓ Takes a youth-first approach to **product discovery**



afterclass.

VS



- ✓ Positioned to **empower student decisions**
- ✓ Rechannels **feedback** from students back to the colleges



afterclass.

VS



- ✓ **Inter-feature algorithms** to curate profile-specific recommendations
- ✓ Get **inputs** directly from students on what internships they are looking for



afterclass.

VS



carousell

- ✓ Organised for **specific courses**
- ✓ **Zero fees or charges** to students



For students, by students.

Why Us



Liaw Yong Hao, Casey

Co-Founder



Year 3, SMU LKCSB Student

(*Marketing & Communications Management*)

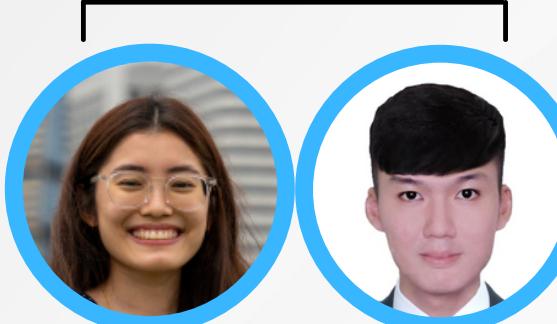
Head of Marketing, *SMUMods*

Product Marketing Intern, *Samsung*

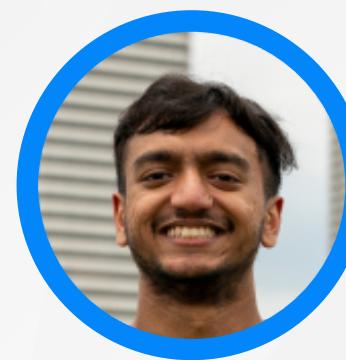
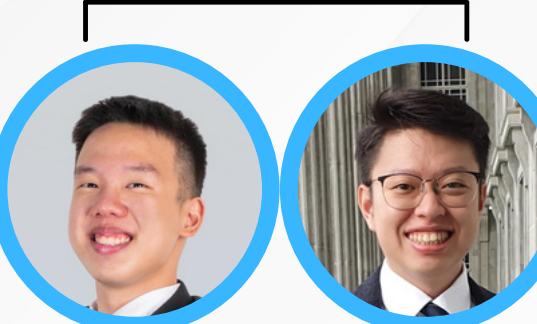
Regional Brand & Growth Marketing Intern, *Shopee*

GrabPay Sales & Operations, *Grab*

UI/UX Designers



Strategic Dev.



Yash Gadodia

Co-Founder



Year 3, SMU SCIS Student

(*Digital Cloud Solutioning & Business Analytics*)

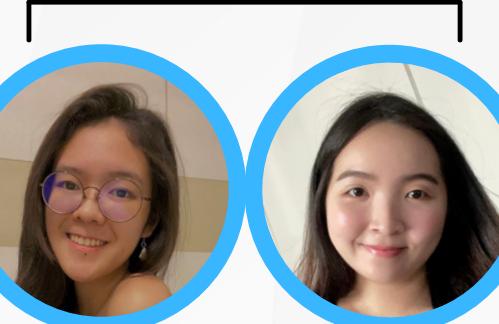
Team Lead & Backend Engineer, *SMUMods*

Google Development Student Club Lead

Full-Stack Engineer Intern, *Ninjavan*

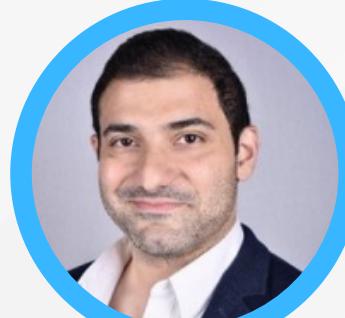
Full-Stack Engineer Intern, *Novocall*

Marcomms



Clement Tay

ex-Head of SEA of Snapask
(Series B, Edutech)



David Isaac

Product Mentor

Chief Growth Officer,
GrowthOps



Thibaut Briere

Mktg. Mentor

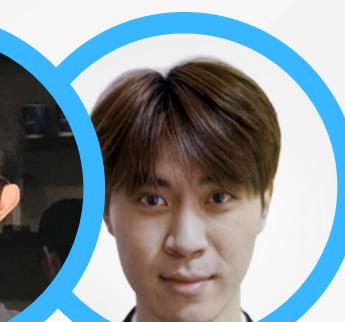
Founder & MD,
Growth Marketing Studio



Gerald Heng

Legal Mentor

Co-Founder & CEO,
Lexagle



Gabriel Chuan

Tech Mentor

& **Zachery Ng**
Founders, *SMUMods*

✓ **In-house** coding, biz-dev
marketing & UI/UX = **Low cost**

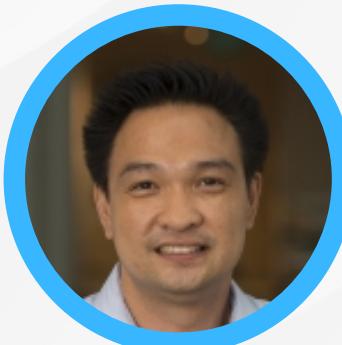
✓ Team is part of **target audience**
= **Understand student nuances**

✓ Over **100+** years of
combined experience

✓ Broad **mentorship**
coverage



Testimonials & Awards



"Wow, I'm seriously impressed you're so successful even though you are Year 3s!"

- Prof. Chiraphol, Finance Professor



"Thanks for making my student life easier. The reviews really help me decide which pros to take!"

- Anaanya, Year 3 Economics Undergrad



"29% failed to secure an internship? Clearly something needs to be done!"

- Kamarul, Founder of The Leather Society (SG)



"I can definitely see AfterClass going really far as a superapp for students."

- Keith, Protégé Ventures

Received

Andy Chua and Family Undergraduate Summer Venture Award



Winner

Eagles Hatch 2021
Pitching Competition

Featured

Aspire Entrepreneurs of SEA



afterclass.

The first **superapp**
for students



www.afterclass.io



hello@afterclass.io



[@afterclass.io](https://t.me/@afterclass.io)





For students, by students.

Appendix

Empowering students to maximize their academic and personal potential by **forming connections** and **aggregating information** to revolutionize the college experience.



MISSION

To be the de facto platform for every college student for every **academic, social, and professional need**.



VISION

Collaborative Efforts to Fulfilling Goals

Deals Launch Partners:



Shopwithbasic



\$5,000+

student deal value



Nexus Launch Partner:



20,000+
job listings

BIG-incubated startup

100+

in-depth interviews

1,000+

survey responses

3-month

social analytics research

*"Lack of interaction
between universities"*

*"No global exposure
due to COVID"*

*>80% of Professor
Reviews are positive,
unlike our intuition*

*>30% of students
want an internship
but couldn't find one*

*Module sentiment
generally decreased
due to online learning*

*Great potential to
work hand-in-hand
with universities*

Figures are estimates.

Market Size

Feb - Jun 2021

Jul - Aug 2021

Sep - Dec 2021

2022 onwards

Transition Phase

Launch Phase

SG Phase

ASEAN Phase

TAMSMU population
= 11,621**SAM**SMU undergrad popl.
= 9,144**SOM**55% of SAM
= ~5,000SMU population
= ~11,600SMU undergrad popl.
= ~9,10055% of SAM
+ 50% of freshmen
= ~6,000SG tertiary ed. popl.
= ~178,000SG undergrad popl.
= ~73,80040% of SAM
= ~30,000ASEAN tertiary ed. popl.
= ~12,000,000ASEAN undergrad popl.
= ~684,00030% of SAM
= ~200,000

Achieved target



Transition Phase:

- User Research*
- Branding*
- Legal Filings*
- Fundamental Codebase*
- Launch Plan*
- Migration Preparation*

Reviews & Marketplace Launch

- Sprints & Coding*
- Official Launch of MVP***
- Sponsor Sourcing*
- Market Research*
- Establish Collaborations*
- Expansion Preparation*

Nexus Launch:

- Incubation Application*
- Expansion to NUS & NTU***
- Product Refinement*
- Globalization Preparation*

Communities Launch:

- Expansion to SEA Markets***
- Expansion to SG polys & tertiary institutions*

North Star Metric

OKRs & KPIs

~30,000 users from
SMU, NUS & NTU
by end 2021

15% of total users
use us **daily**

10% of users refer
at least **3 friends**

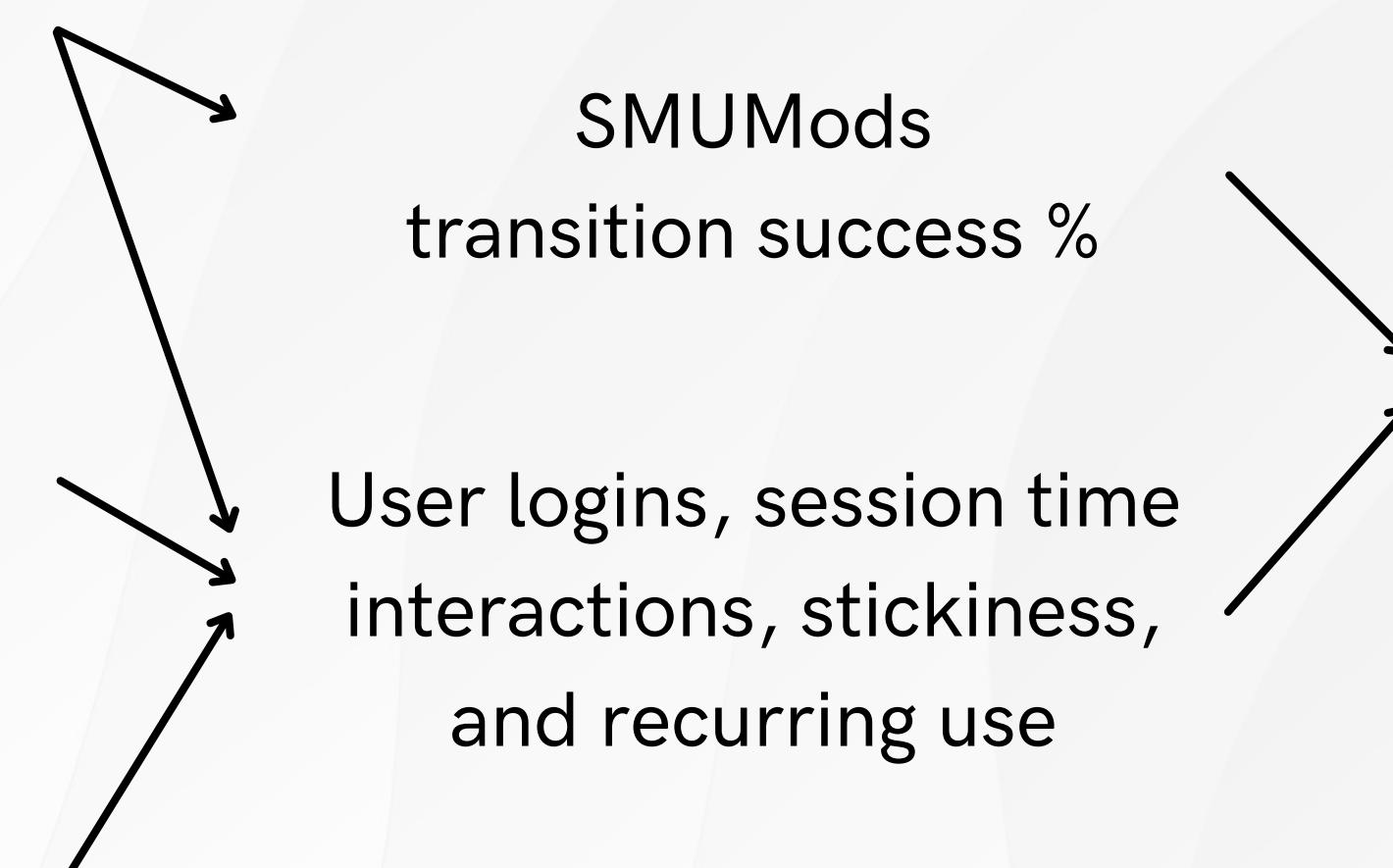
INPUT METRICS

SMUMods
transition success %

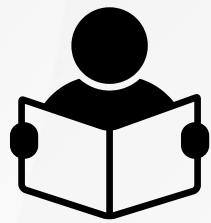
User logins, session time
interactions, stickiness,
and recurring use

OUTPUT METRICS

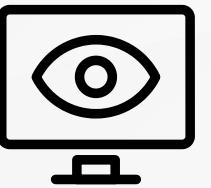
**Daily average users
(DAU) on platform**



Advertising Benefits



Directly tap into market size
of **9,000+** undergraduates



Attain monthly
impressions of **200,000+**

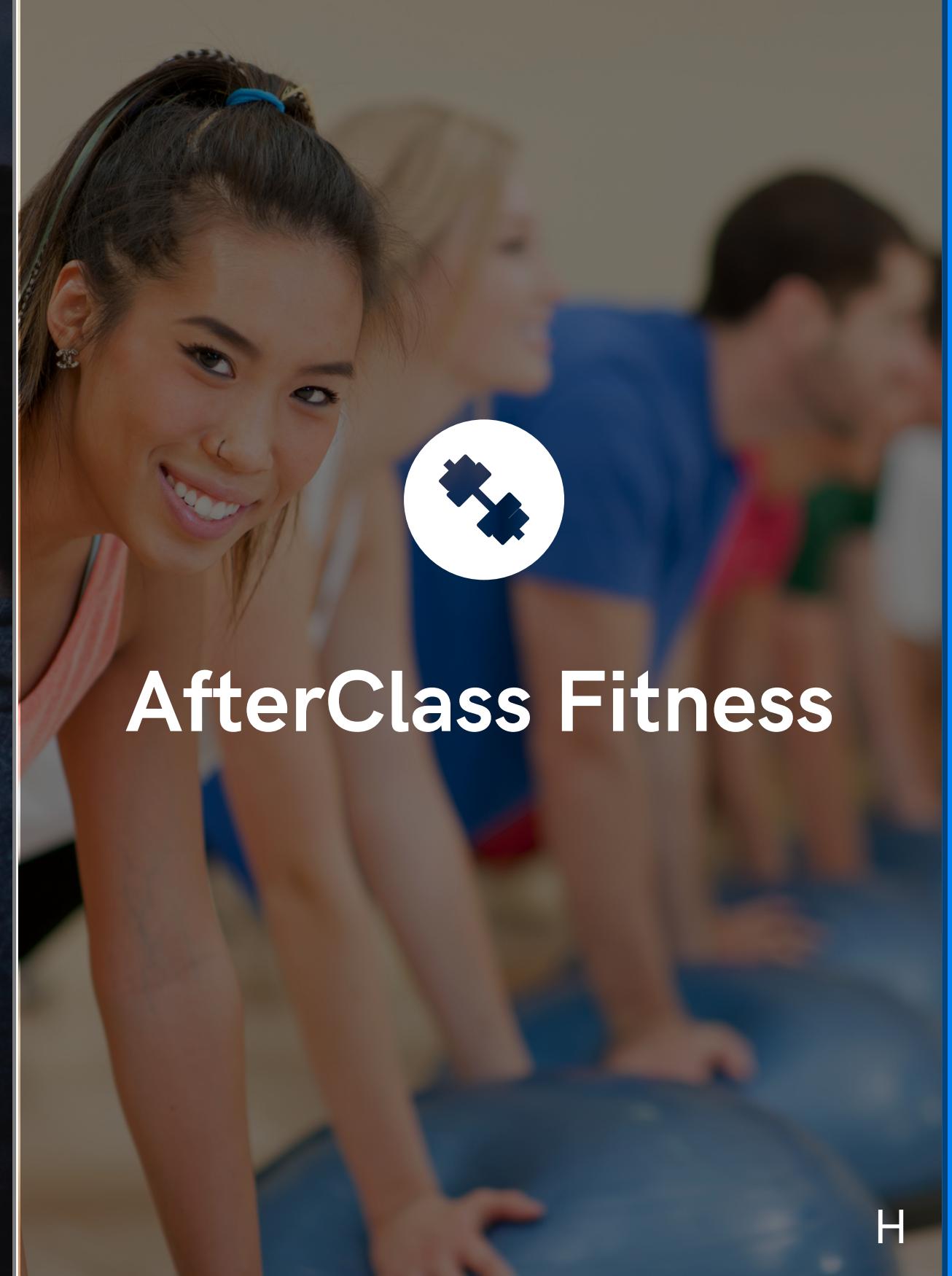
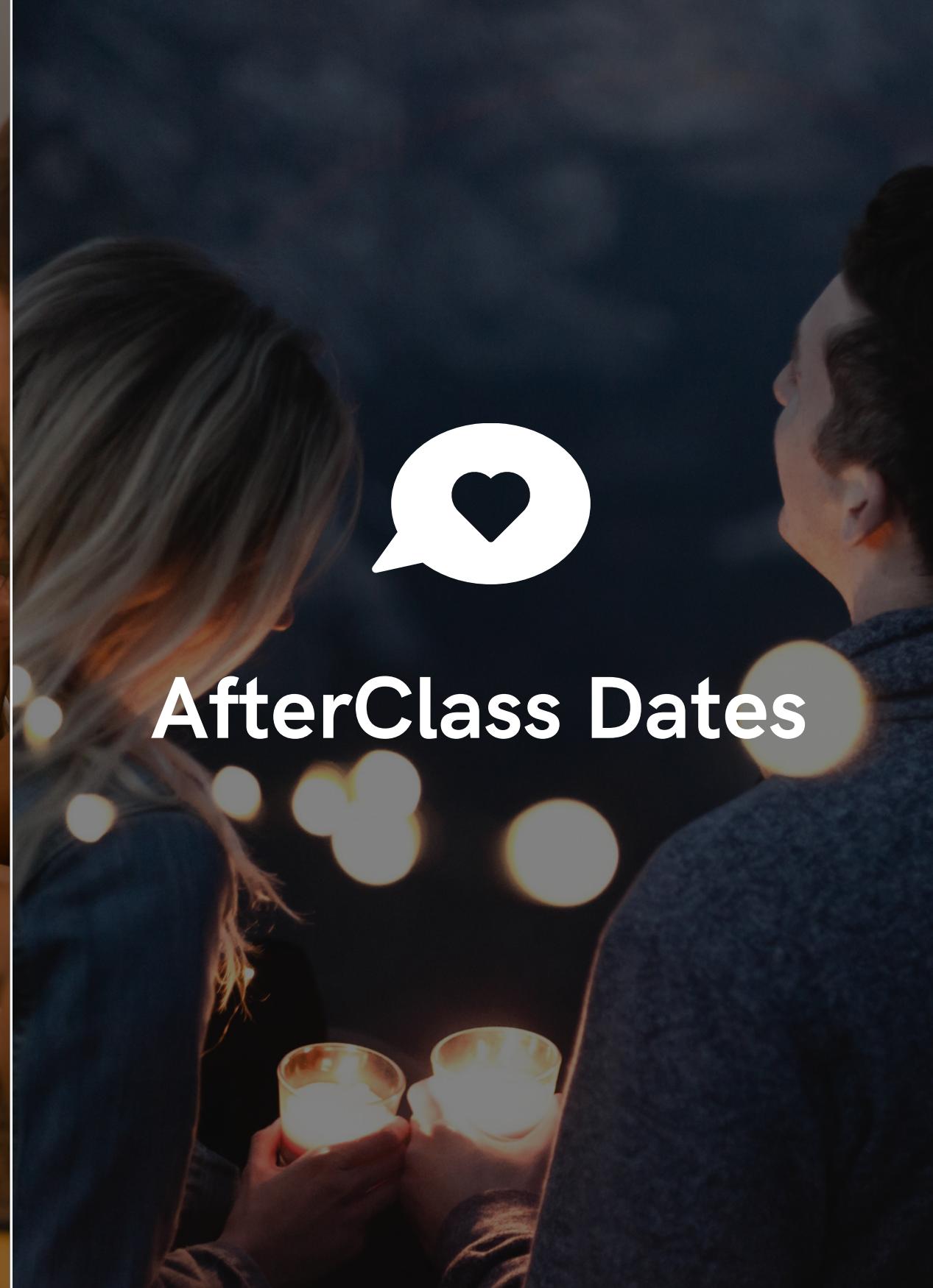


Guaranteed click-throughs
using landing carousel banner



Flexible bid-based
PPC or PPM ad model

Social-first information & community aggregator



Business Model Canvas (Users)

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITIONS	CUST RELATIONSHIPS	CUST SEGMENTS		
REVIEWS: users leaving reviews	product development marketing UI/UX & UXR	REVIEWS: consolidated source of information	self-service guided	free users premium users		
MARKETPLACE: listers		MARKETPLACE: student-first C2C & B2C sales platform		marketplace dealers hiring managers school boards		
NEXUS: job providers, HR managers, uni career centres	KEY RESOURCES	NEXUS: student-employer direct matching	CHANNELS			
COMMUNITIES: users	full-stack devs designers marketers	COMMUNITIES: micro-community collaborations	www.afterclass.io social media			
COST STRUCTURE		REVENUE STREAMS				
server maintenance manpower		ad banners, premium features, user donations, promoted posts & listings				

Business Model Canvas (Payers)

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITIONS	CUST RELATIONSHIPS	CUST SEGMENTS
REVIEWS: advertisers	product development corporate comms business development	REVIEWS: consolidated source of information	loyalists easy repurchase	free users premium users
MARKETPLACE: retailers		MARKETPLACE: student-first C2C & B2C sales platform		marketplace dealers hiring managers school boards
NEXUS: job providers, HR managers, uni career centres	KEY RESOURCES	NEXUS: student-employer direct matching	CHANNELS	
COMMUNITIES: advertisers	designers marketers partnerships	COMMUNITIES: micro-community collaborations	www.afterclass.io social media one-to-one	
COST STRUCTURE		REVENUE STREAMS		
server maintenance	manpower	ad banners, sponsorships, deals listing, service fee, boosted Nexus, success fee, sale of big data		

Value Proposition Canvas

