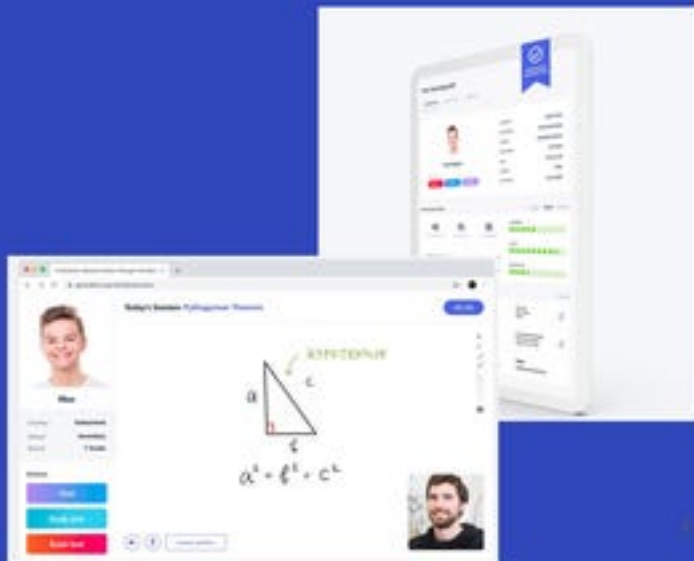




We build the No. 1 global school

Leading platform for online
live tutoring to disrupt an
entire industry





Who is the teacher you still remember from school? Who inspired you?



A GLOBAL PROBLEM

Lack of access to great, inspiring teachers for children aged 6-19



1: Global Industry Analytics - Private Tutoring: Varies between countries



Up to every second child¹ needs some kind of private tutoring!

Every year, the EU spends more than EUR 850 billion on education (4% GDP). More than 20% comes from private households.

OUR PURPOSE

Our Vision:

Unlock the full potential of every student for a self-determined future.



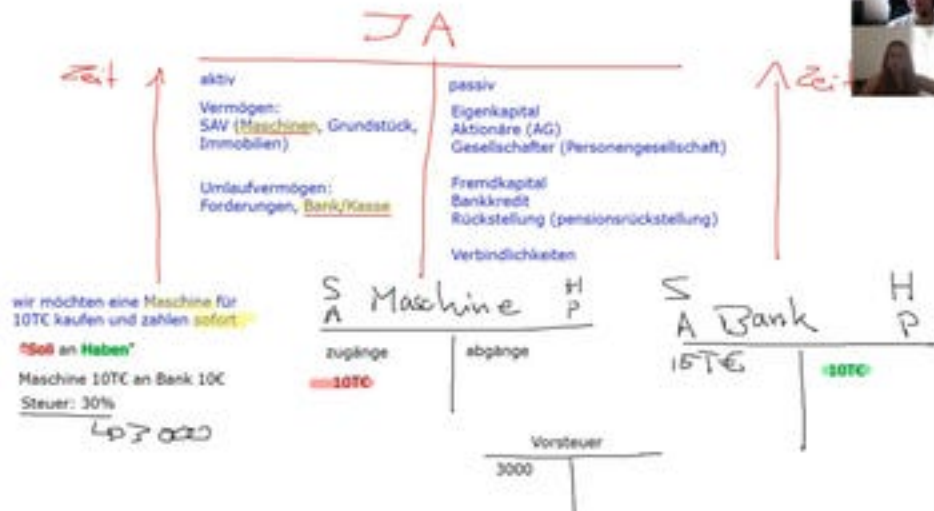
Our Mission:

Building the no. 1 global school by connecting every student with the ideal teacher.¹



¹ We sell 6/12/24 month membership packages to the parents (these packages include 6/8/12/16 sessions per month).

We connect students with top-teachers for virtual, video-based one-on-one tutoring sessions.



GoStudent Infrastructure

The GoStudent infrastructure delivers the ideal learning experience **before, during and after** the session using a sustainable membership-based model.

BEFORE



DURING



Today's Session: Pythagorean Theorem

Max

- University: University of London
- Year: Year 1
- Availability: Available
- Language: English

Pythagorean Theorem

$a^2 + b^2 = c^2$

Elias

AFTER



Max and Elias meet 2 times/week following a personalized 3-month study plan.

From an idea generation to a business model

Problem

Global access to top, inspiring teachers that explain school subject in an understandable way and help students to unlock their full potential



Chat explosion

More and more students join the homework chat



Homework chat

The classmates of Felix' younger brother were the inspiration for a homework chat in WhatsApp

Private tutoring session

One student asks for a private tutoring class, but we soon realized that students do not want to pay for this service



App development

GoStudent builds its own app with an integrated chat function

New target audience

GoStudent starts targeting parents and extends service to one-to-one online tutoring

From an idea generation to a business model

Sustainable learning

Membership models, ranging from 6 to 24 months, are launched



Business model cracked!

GoStudent finds its business model

Changes all over

GoStudent moves from the basement of a sailing school to the 2nd district and sets up key processes and structures

Team growth

Team grows from around 40 talents to +160 employees



Let's conquer Europe!

GoStudent expands to France and Spain

Expansion continues to UK and Ireland, Italy, Greece, the Netherlands and Turkey. Local offices are opened all across Europe



GoStudent goes global

GoStudent expands to Mexico, Canada & Russia



Our investment thesis

7x WHY?

- **Compelling value proposition for customer and tutors**
- **Scalable technology platform**
- **Very attractive unit economics**
- **Large disruptable TAM**
- **Leading digital tutoring platform in Europe**
- **Business is at a tipping point**
- **Experienced and entrepreneurial team**

Our Customer Value Proposition

Higher quality

We identify the best tutors¹ and create the ideal student-tutor match².

More convenient

We create a collaborative workspace incl. Study plan, subject-specific tools, recordings, etc. which optimize the human interaction and allow learners to interact when, where and how they want to.

Tailored and 1:1 at affordable price

We offer exceptional 1:1 tutoring tailored to each student needs at affordable prices³ and long-term contracts (6/12/24M)⁴ to ensure significant learning improvements.

>50k
tutor-student matches
~5%
tutor pass-rate



Trustpilot Customer Review

(n=1114)

Our hand-picked teaching experts are the basis for our success

Session split:

- ~50% of sessions in math
- ~30% of sessions for languages
- ~20% of sessions in side-subjects (e.g., Latin, Physics)

Key Motivations



Helping
People Learn



Supplemental
Income



Flexibility &
Convenience



Jones, 23 years
Student ~15 sessions per month

GoStudent gives me the opportunity to follow my passion of teaching while earning sufficient money to fund my studies and become engineer.



Marion, 30 years
Part-time, ~40 sessions per month

With GoStudent I can teach and have time for my kids. All the admin stuff is taken care of, the Webinars and mentor program allows for best practice sharing and learning new tutoring skills.

We build an active and loyal tutor community with our superior value proposition (i.e., strong income potential, platform experience, on-time payment, flexibility in working)

We make tutoring more effective with our study portal and personalized by leveraging AI-technologies

AI-powered matching algorithm



+25 attributes, preferences, special skills per learner and instructor

as well as their availabilities used to find the student-tutor fit with the highest probability for a successful teaching experience

Tutoring tools/study portal



Personalized interaction layer:

- Collaborative workspace
- Tool and material per subject
- Notes and recordings for post-session review
- Study plan to prepare for future exams
- Integrated feedback forms and progress tracking

AI-emotions tracking

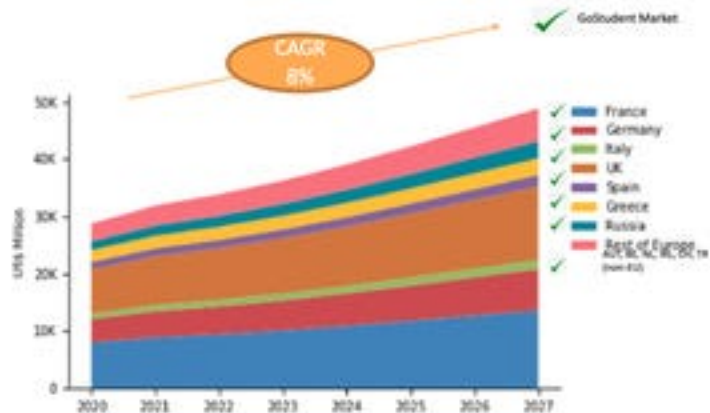


+ 32 facial expressions allow to analyze 8 emotions, attention/ engagement level and satisfaction score

for tutor and student and enable use cases such as quality control of tutoring, identification of training needs for emotional intelligence as well potential use case in tutor recruiting process for emotional intelligence © GoStudent. Confidential and proprietary

- By end of 2021 we will have +90% of the TAM in Europe in-scope which is comparable to the total tutoring market in China

European Private Tutoring Market 2020-27, USD bn



By entering +15 European countries by the end of 2021 – we cover 90% of the addressable market in EU

Private Tutoring Market 2021, USD bn



32bn

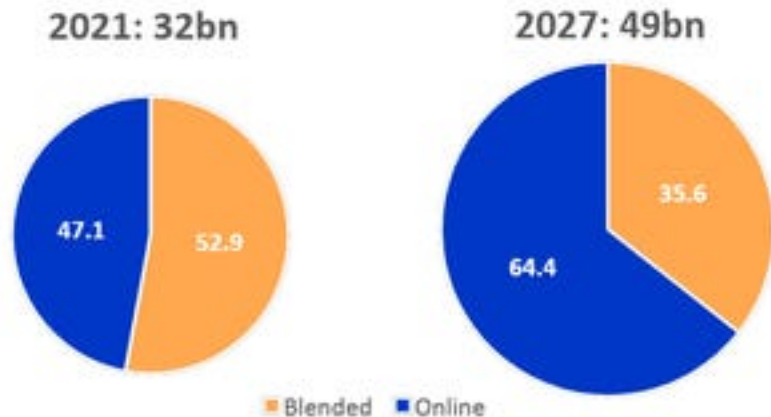


34bn

In 2021 market size of China is comparable to Europe

○ The inevitable shift to online tutoring is here and we will co-shape this transition

European Private Tutoring Market 2021-27, USD bn



~8% Market CAGR until 2027 (6% Pre-School – 8.8% High School)

Long-term trend toward online adoption

COVID accelerated this trend (before COVID 30% could not imagine taking online tutoring, today only 3%)

Entire TAM now accessible for online tutoring

As the market leader in Europe for **Online Tutoring** we will drive this shift

Competition: Extremely fragmented market and only smaller local players (below 1% market share)

GoStudent provides highest value-for-money offering



Shadow market

Legacy offline learning centers

Traditional marketplaces

Access to high quality tutor regardless of location



Personalized online-live instructions



Customer support



Pricing



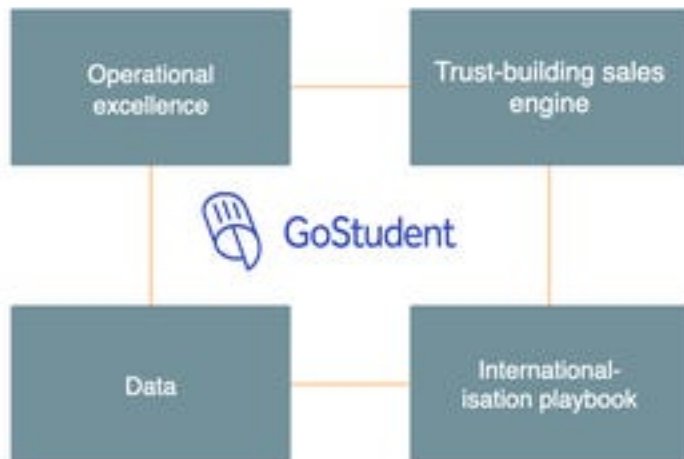
What is our secret sauce which made us the leading digital tutoring platform in Europe?



Processes in place to scale tutor supply, sales, recruiting, customer support and product development
Strong and loyal customer and tutor base



Constantly collected data allows for **AI-based matching**, improving the learning journey



Education is all about trust – therefore we build an **inhouse tele-sales force** using consultative selling approach as the most suitable way to access customers and achieving above industry standard CVRs

As a **first** European private tutor player we successfully entered **new markets outside the home market**





We are confident to push our growth in GMV with our strategic roadmap in 2021....

Strategic roadmap 2021

Focus on international expansion

All major markets to be entered end 2021 – prepare expansion beyond EU in Q4

Strengthen our core market

Expand market leadership in online tutoring in DACH

Build a trusted and renowned brand

*Fill the need for an Edu-brand in Europe which people can trust 100%
(marketing team hired in Berlin)*

Hire fast the best talent

We thrive for 5-6x FTE growth in 2021 while increasing our processes and efficiency in our Sales/Customer Success/Tutor Supply engine

○ We have a perfectly balanced team of experts for fulfilling our vision...



Felix Ohswald
CEO, Founder



Nikolaus Menches
VP Sales
+ 20 years sales experience



Gregor Müller
COO, Co-Founder



Hesham Elnakhlawy
VP Product
+15 years PD experience



Laura Warner
Chief Growth Officer



Paul Cumiskey
VP Marketing
+ 20 years Mkt. experience



Dr. Alfons Priessner
Chief of Staff



Ivo Kolev
CTO
+ 20 years CTO experience

... and will be supported by our advisory board and investors with strong expertise in Education / B2C



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[Udemy](#)



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Founder and CEO
[HelloFresh](#)



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