"Education is the most powerful weapon which you can use to change the world"

MyeTutor.org

"**Pixar for Education**"

We redefine the global educational experience by personalizing online tutoring for high school students

Athanasios T. Ladopoulos

Founder & CEO

Failing students cost money, time & opportunity

Education
needs to leap from the

old way

to the new way

of learning

MyeTutor.org

The Future of Education is *Personalized*

Carter

MyeTutor.org

The Future of Education is
Personalized

Personalized tutoring learning platform

Carter

Sally

Students   Platform   Tutors

Personalization means learning more, faster

Sally & **MyeTutor**.org

learning

Carter

At school

time
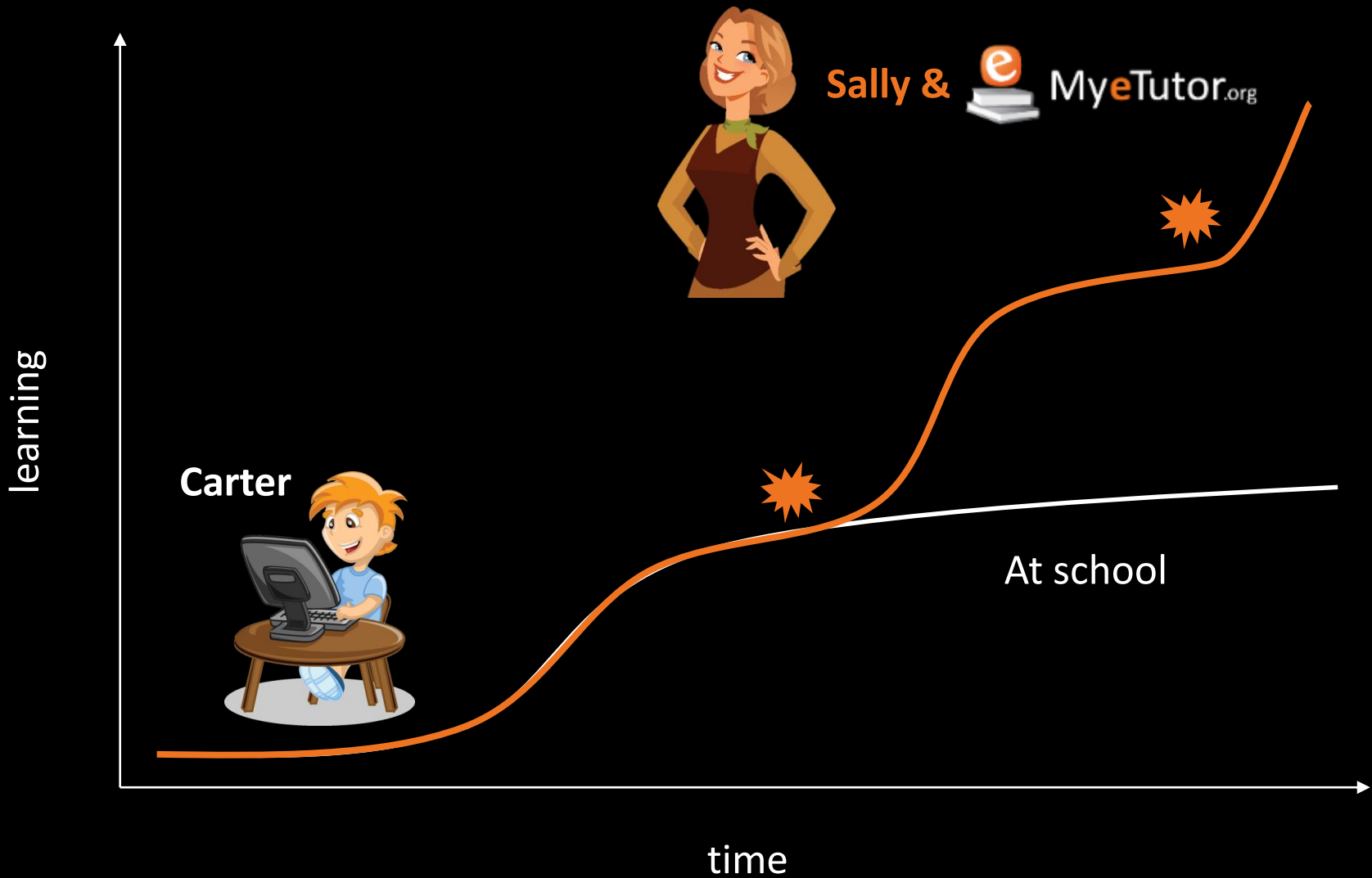
MyeTutor.org

Many factors in personalization

Mobile

Analytics

Flipped class

PERSONALIZED
Education

MyeTutor.org

Adaptive

Interactive

Blended, Collaborative
&
Peer-to-Peer learning
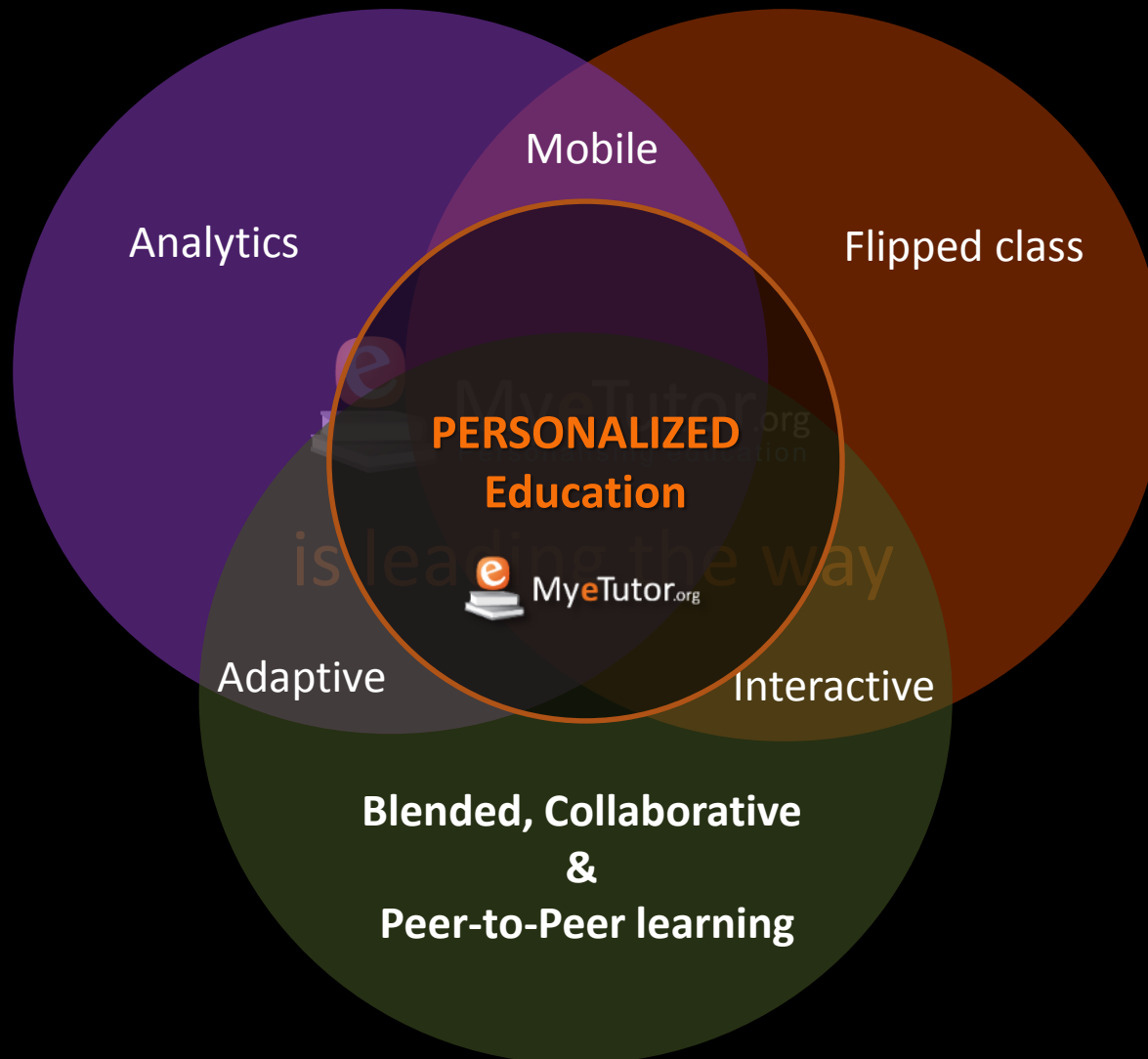
MyeTutor.org

Personalization is what matters

What Teachers do every day
- 25%
- 4%
- 71%

Legend:
- Classroom prep/Admin/Grading
- Personalised - Student focus
- Teaching in the classroom
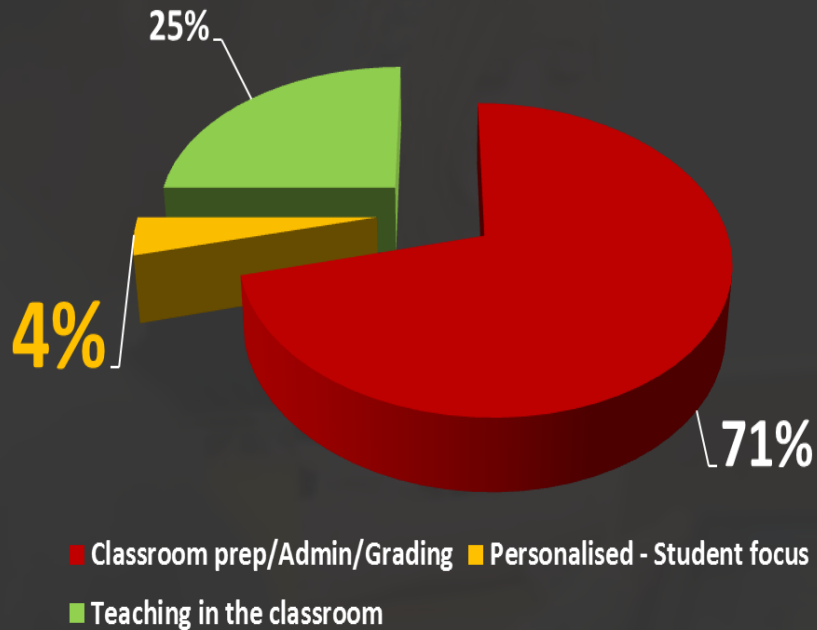
What MyeTutor.org does every day
- 10%
- 5%
- 85%

Legend:
- Classroom preperation
- Personalised - Student focus
- Teaching in the classroom
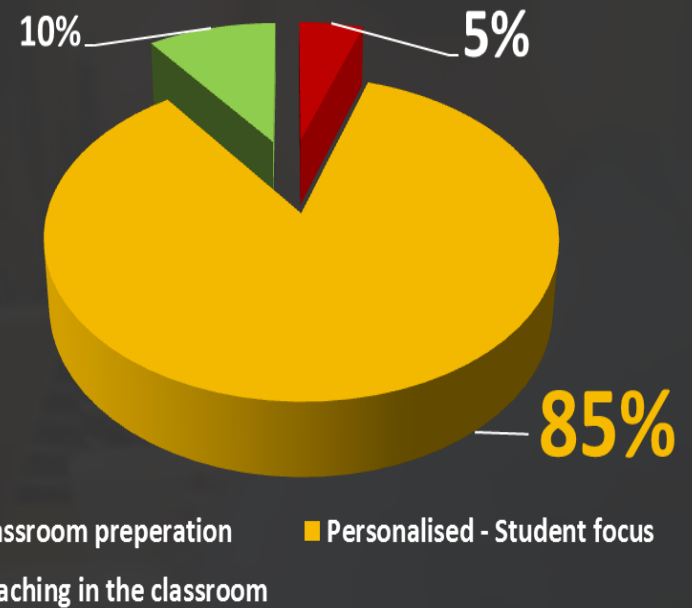
MyeTutor.org

How myetutor.org works: continues evaluation

Student evaluation → . Learning style
. Knowledge level → **Personalized / adaptive content**

MyeTutor.org

How myetutor.org works: ...knowledge adaptive

. Knowledge level
(What he knows)

Subject A

Subject X

Subject B

Subject F

Knowledge level

Subject C

Subject E

Subject D

. Subject strengths
. Subject weaknesses

MyeTutor.org

How myetutor.org works: ...learning personality adaptive

> . Learning style
> *(How he learns best)*

. Knowledge level

Learning Styles

- Visual
- Verbal
- Auditory
- Kinesthetic
- Logical
- Social
- Solitary

MyeTutor.org

Personalizing, adaptive & matching algorithms
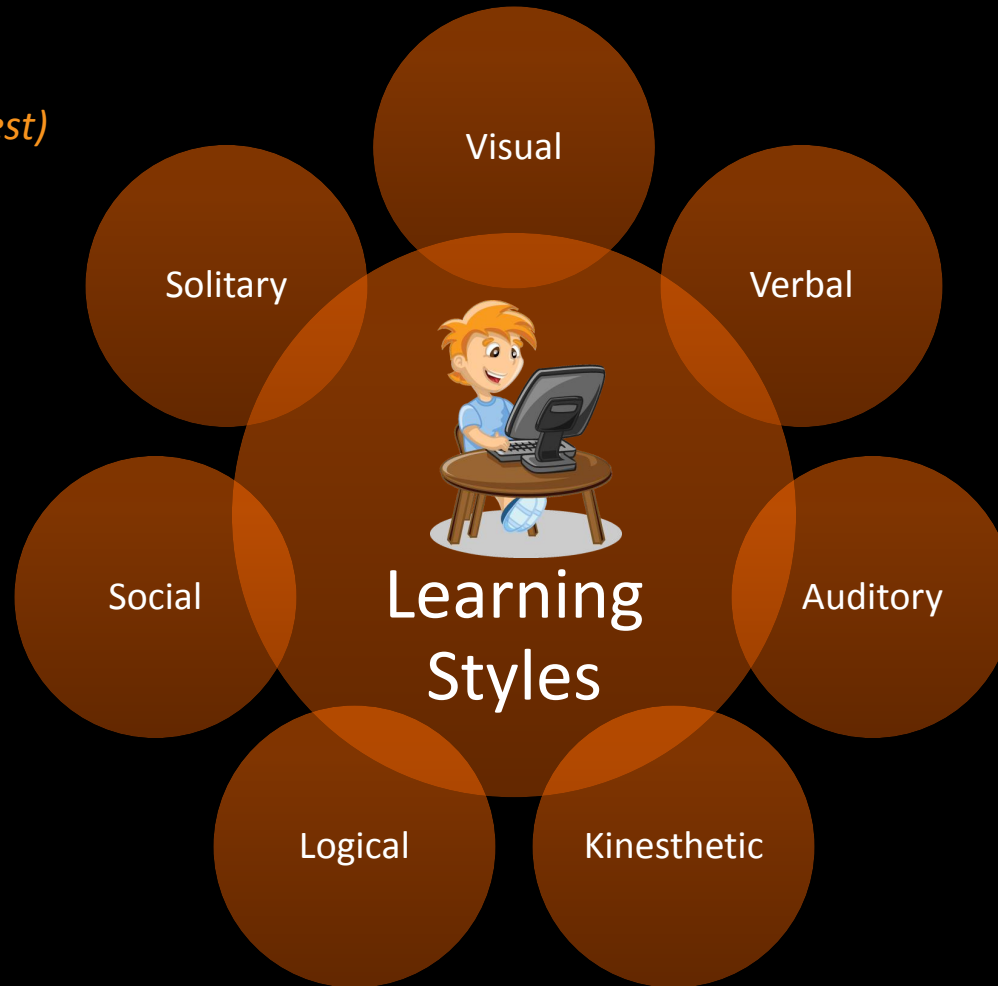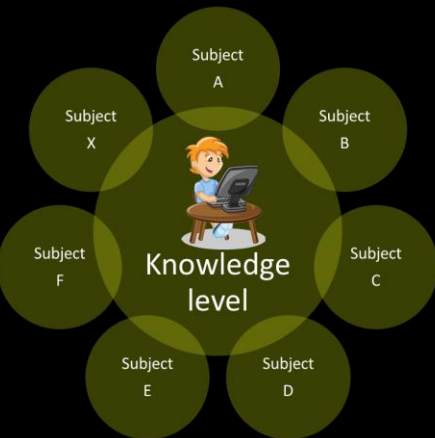
Student Success

Match Tutor & Intervention

Student evaluation

. Learning style
. Knowledge level

Learning Styles

Visual
Verbal
Auditory
Kinesthetic
Logical
Social
Solitary

Knowledge level

Subject A
Subject B
Subject C
Subject D
Subject E
Subject F
Subject X

Personalized / adaptive content

Frustration/ failure

Content creation / deployment

Student performance

Performance monitoring & prediction / content adjustment

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Matches made across multiple dimensions

- Tutor
  - Availability
  - Skills
  - Chemistry

| Teaching Style | = | Learning Style |

- Peer students
  - Availability
  - Learning style
  - Class level

| Knowledge level | = | Knowledge level |

MyeTutor.org

Interactive learning interface

Connecting matched tutors & peers its easy

- **Any time**
  - . 24/7

- **Any-place-any-device**
  - . Flexibility
  - . On the move
  - . PC/laptop/tablet/mobile

Can't miss a class!

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Initial target: 7th grade – College (EU & US)

Student numbers (m)

5mil — Target

65mil — Europe+US

1,330mil — Rest of the world

- Target
- Europe+US
- Rest of the world

Yearly Global Tutoring Spending in $

World Tutoring: 152bil

Europe & US Tutoring: 30bil
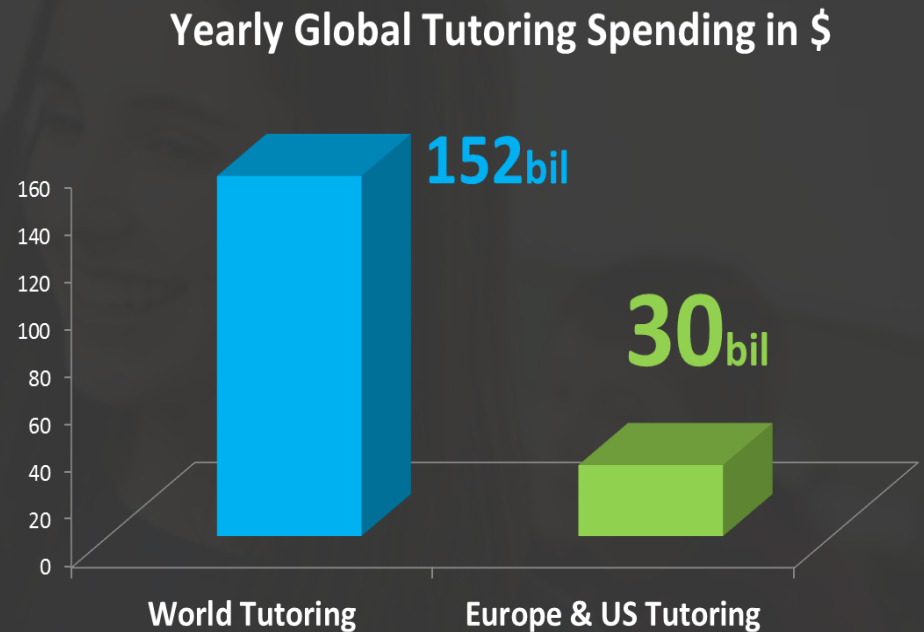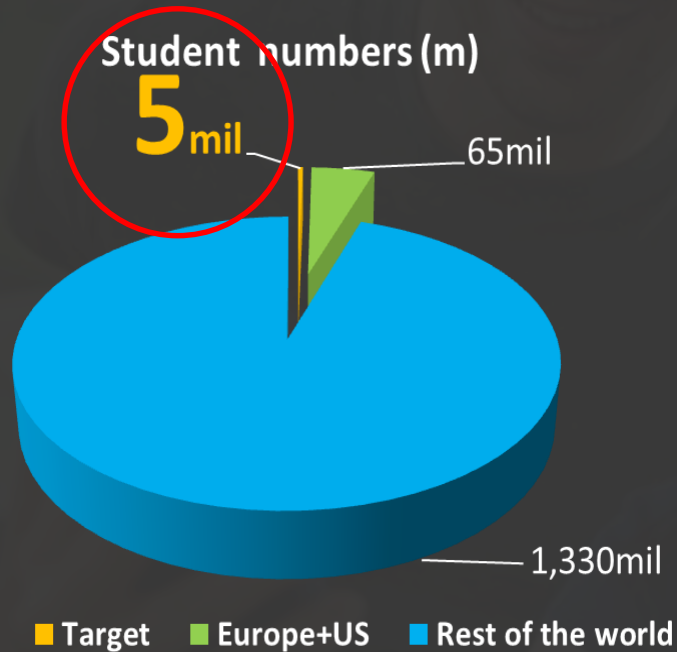
MyeTutor.org

Personalization sets MyeTutor apart

	PERSONALIZED		ADAPTIVE		
BENEFITS	My way of learning	Best match tutor-student	My pace/progress of learning	My time-place-device	High school student focused

MyeTutor.org

Off-line

1. Franchise rules
Prevent online expansion

2. Mom-&-Pop
Family/ one-person / group owned

3. Cash tied assets
Buildings

On-line

1. Technology
Mostly interactive not personalised

2. Business model
Targeting academia, not students

3. IP opportunities
Process initiated – seeking law firm to represent

Local teams and a network of Highly Competent Tutors

MyeTutor.org

Personalized tutoring works……

72%

80%

70%

60%

50%

40%

30%

20%

12%

10%

0%

10 hours

■ One grade

■ Two or more grades

■ none

http://www.prweb.com/releases/prweb2011/01/prweb4942384.htm

MyeTutor.org
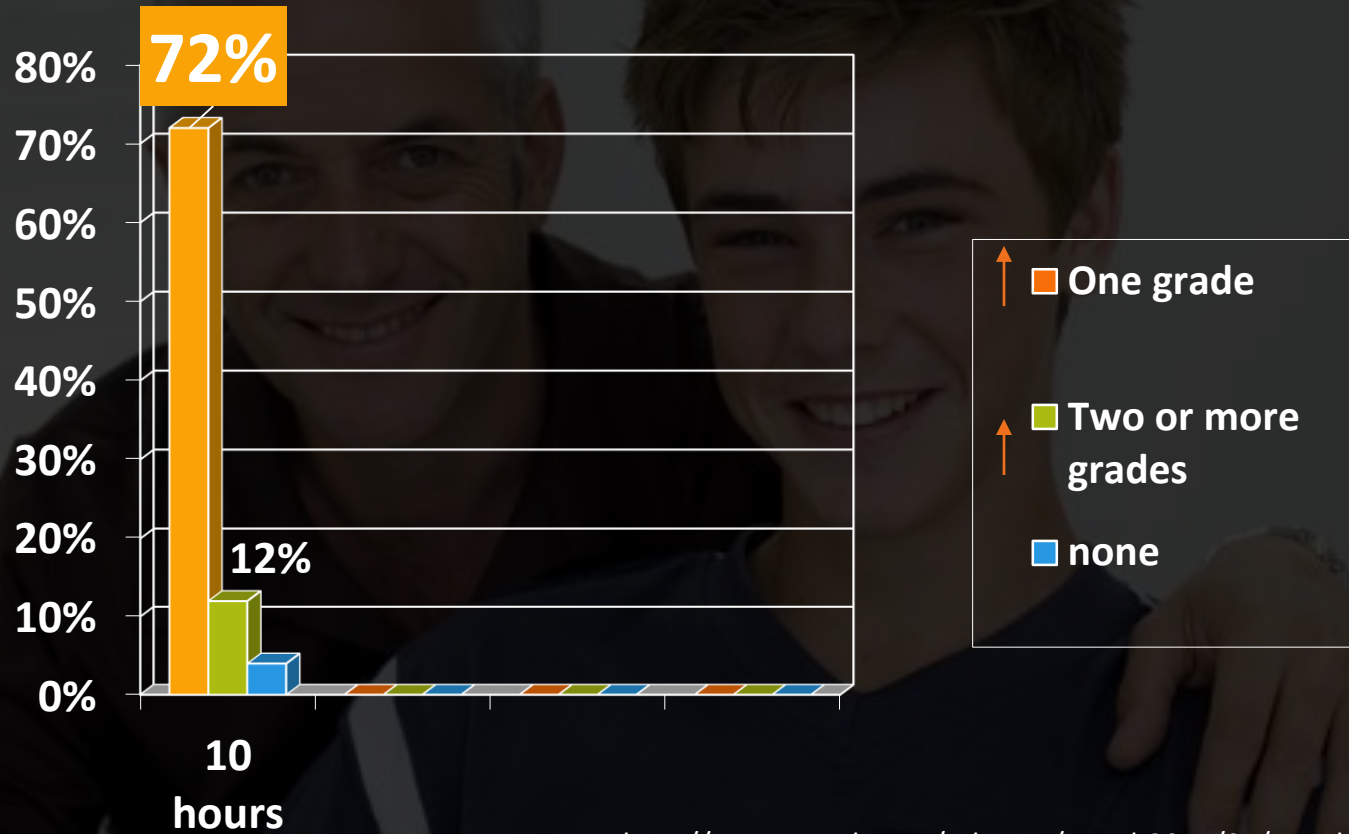
Personalized systems work...

Pass rates **85%**↑ in math

Pass rates **22%**↑ in math

Pass rates **13%**↑ in math
- Withdrawals down 56%
- **50% finished a course 4 weeks earlier**

Applying a progress adaptive style of personalised systems developed by Knewton

CUSTOMERS and USERS

- Yearly **tiered subscription**
- **€15 / €20** per hr 9h per month
- **Parents pay us** we share with tutors

MyeTutor.org

For students is up to

59% cheaper

Compared with 20 top US and UK competitors

MyeTutor.org

Subjects by 2017 and
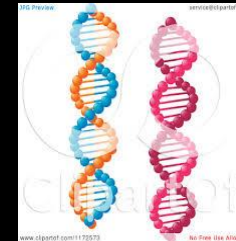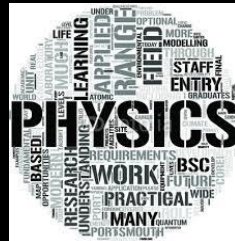
Markets 2015-2019
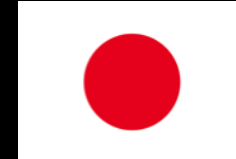
Marketing Plan for rapid market penetration

e-steki.gr

iSchool

83,000 members

Online

- ✓ **STUDENT portals**
- ✓ **TUTORS portals and agencies**
- ✓ **PARENT portals**
- ✓ **TOY stores**
- ✓ **PUBLISHERS**
- ✓ **CHILDREN online BOOK stores**
- ✓ **SPORTS stores**
- ✓ **GAMING industry**

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Partner ships

- ✓ **Private schools**
- ✓ **Corporations with CSR in Education**
- ✓ **Municipalities**

Offline

- ✓ **PR**
- ✓ **Press – content**
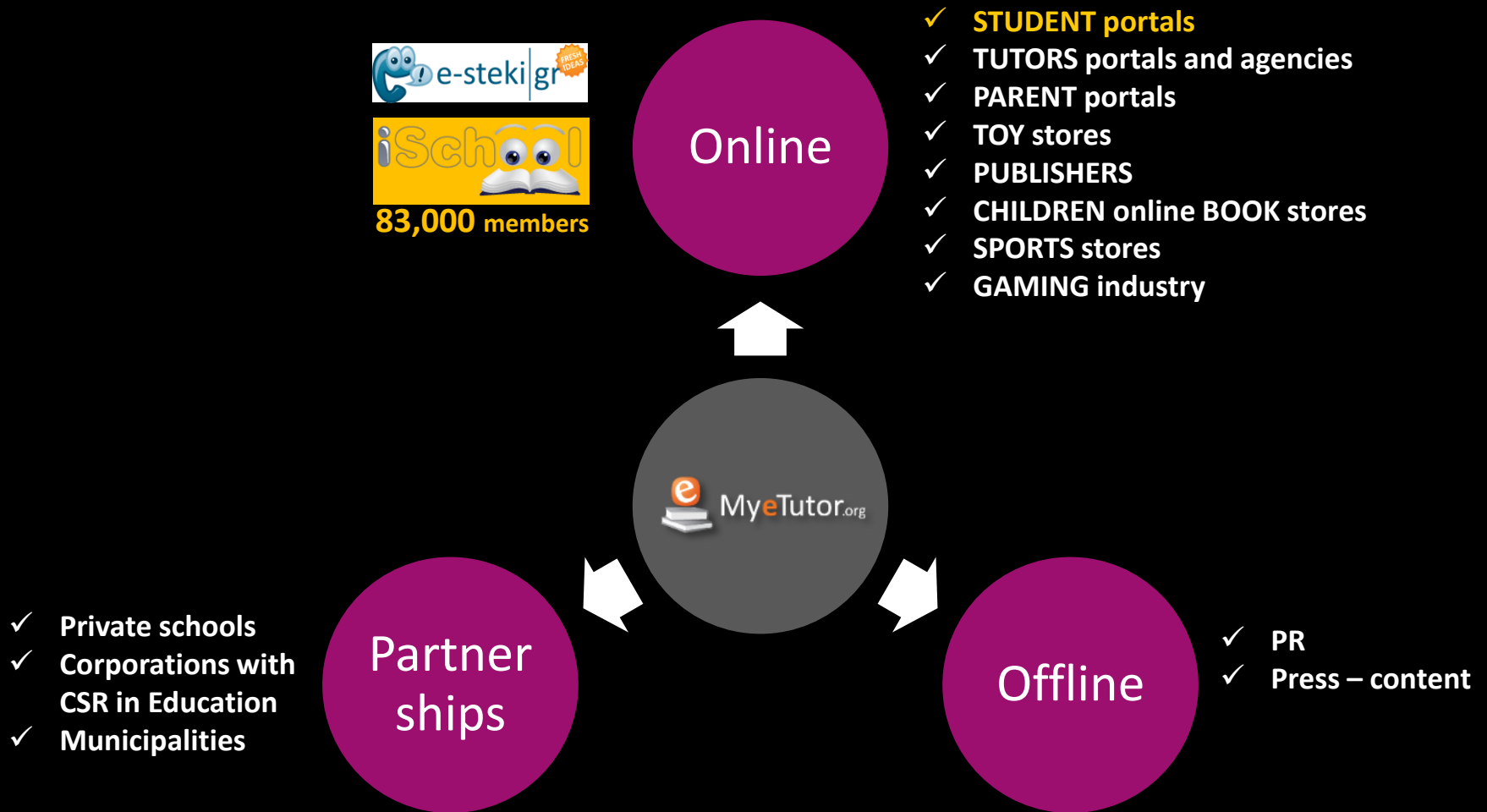
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MyeTutor.org Revenues - EBITDA

Break Even Q1 Year 3
Profitable Q2 Year 3

203.0

35.2

7.5

38.7

Millions Euro

	Year 1	Year 2	Year 3	Year 4	Year 5
■ Sales (m)	0.4	6.7	35.2	90.8	203.0
■ EBITDA (m)	-0.9	-1.4	7.8	18.7	39.0
■ PBT (m)	-0.9	-1.6	7.5	18.4	38.7

Includes only Greece, UK, France, Germany, Italy and US – and 68,700 students in 5 years

MyeTutor.org

Experienced business & technical team

Athanasios Ladopoulos MSc
CEO/Founder

- 20 years experience in finance & management
- 2nd start up
- MSc in Artificial Intelligence & Neuron Networks

Nathan Alan Tufte
CTO/Co-founder

- 20 years Computer Science & IT - 15 years Ed Tech development
- 3rd start up
- BSc Computer Science

Dr. Hristijan Petreski
Software engineer/Big Data
Algorithmic developer

Predictive Analytics and Big Data

Dr. Demetra Kalogridis - USA
Educational Sociologist – Senior Data Scientist

Senior Researcher Stanford University – School of Ed/on

Vince Nakayama - USA
SVP Product Development and UX

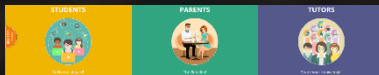SVP of Product Dev/nt and UX in Jawbone, Amazon Lab126 (Fire TV), Apple (Quick Time iphone/Apple TV).

Dr. Irene Tsapara - USA
Math course Architect & Curricula Designer

Math Prof. Nortnwestern University / Kaplan

MyeTutor.org

Significant progress during MIT EFG competition

Product development

BETA - MyeTutor.org

Algorithms
Own content - GR
Own content GCSE - UK

Project Management
Trello
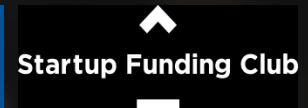**Slack**

Team scale-up

Top recruits

40% increase
3 in US
1 in GR
3 apprentices

Focused search
2 candidates

Investors prospecting

Startup Funding Club

Europe

Startup Funding Club - UK
Angel investor - SWZ

US

Angel investors - SV
Maveron Capital - SV
Expansive Ventures - SV

MyeTutor.org

Significant progress during MIT EFG competition

Commercial developments

Distribution Agreements
ischool/steki.gr
Athens College
THEA - City of Athens

Patents
Patent inquiries

Public awareness

Competitions
HEA
Pioneers - AUS
Web-Summit Dublin

Speeches/Press/other
OG / Conferences x 3

International presence

New US headquarters
Presence in Silicon VL
HQ Boston/London/
Reg in Delaware

Major corporates
HP - US

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Most recent commercial developments

Infrastructure agreement with

SOFTLAYER®
an IBM Company

An IBM company to provide us with the highest performing cloud infrastructure available, access to global data centres and best in class network infrastructure
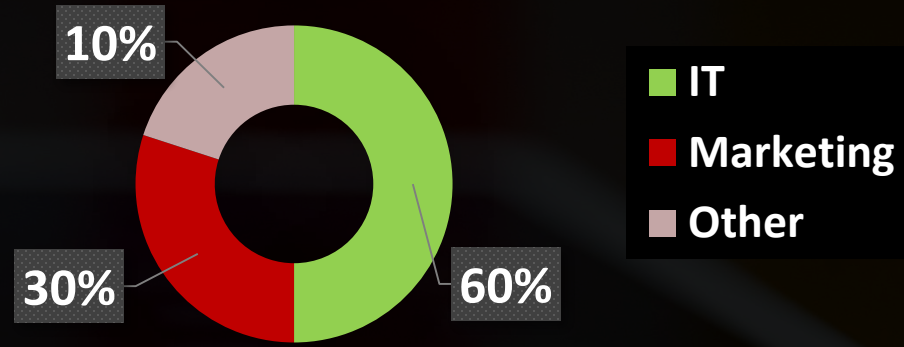
Patents/Delaware Registration/Immigration
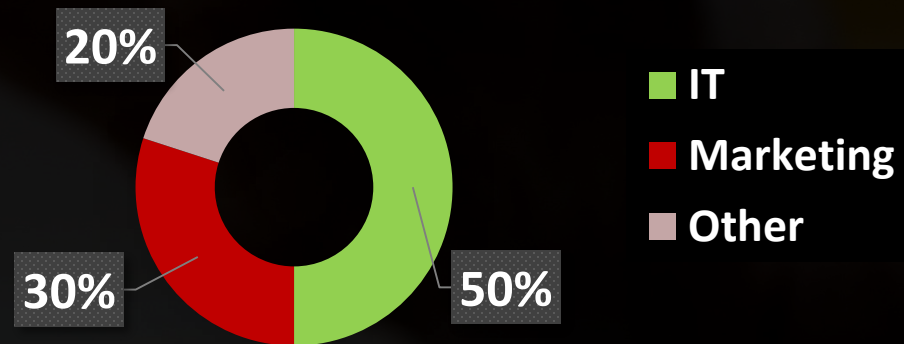
Selection process - Reviewing law firms documentation

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Raising €1m

MIT EFG

€MIT EFG Funds
Extensive VC and Partner network

- 10%
- 30%
- 60%

Legend:
- IT
- Marketing
- Other

€1m
for 12months

- 20%
- 30%
- 50%

Legend:
- IT
- Marketing
- Other

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2015 milestones: expand to UK and Greece

UK Release

GR Release

Marketing Plan UK

MVP Release

Marketing Plan GR

Recruitment – 10 people

Product development & Innovation / IT development

| May 2015 | June | Aug | Sept | Oct | Jan |

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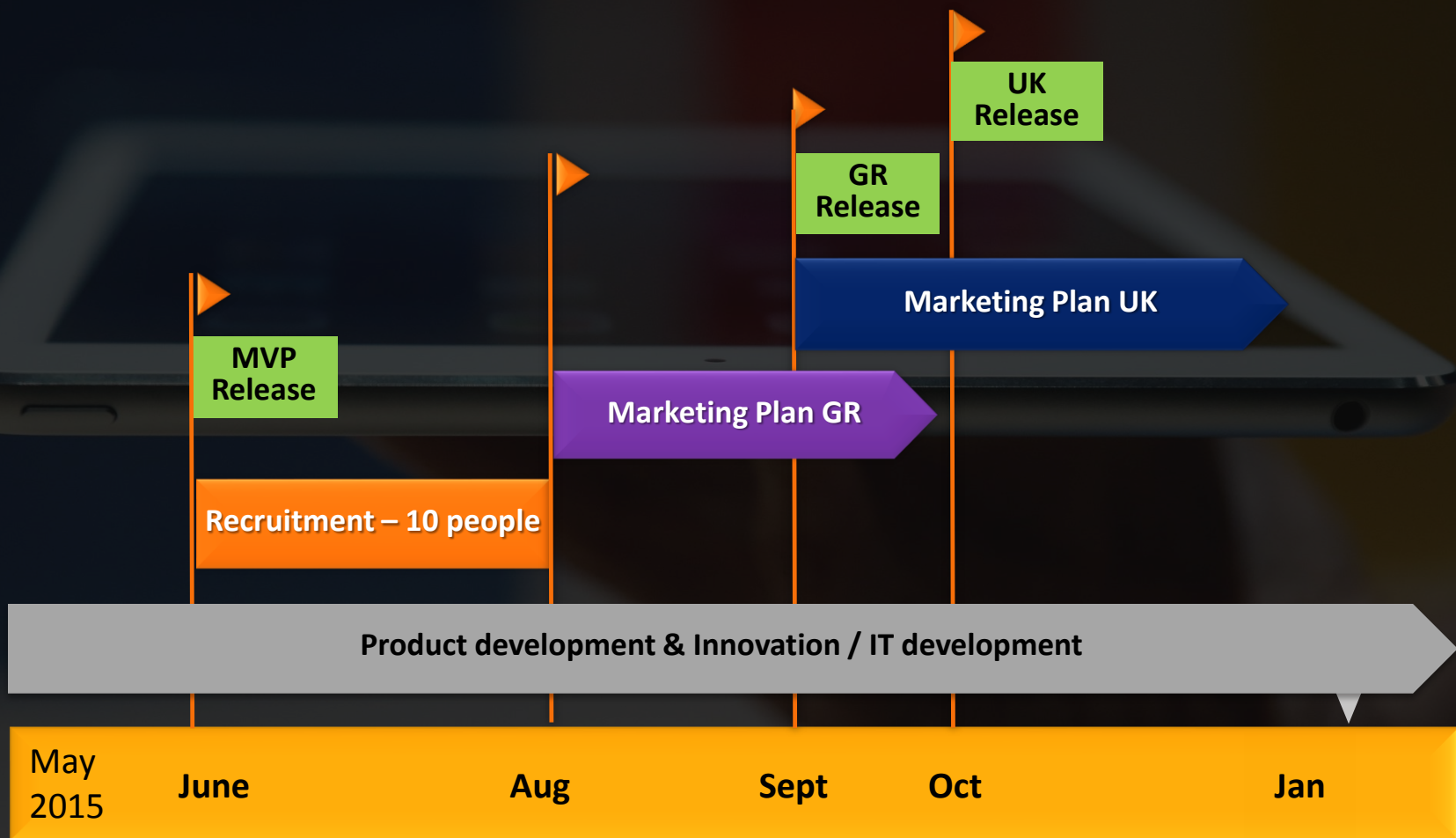
Global expansion to IPO in 2020

68,700 students

IPO

21,500 students

UK Release

EUROPE Releases

ASIA - II Releases

GR Release

US Release

ASIA - I Releases

C: Euro 30-50m

MVP Release

B: Euro 10-15m

A: Euro 4-5m

Euro 1m

| Jun 2015 | Jun 2016 | Sept 2017 | Sept 2018 | Mar 2019 | Q3 2021 IPO |

MyeTutor.org
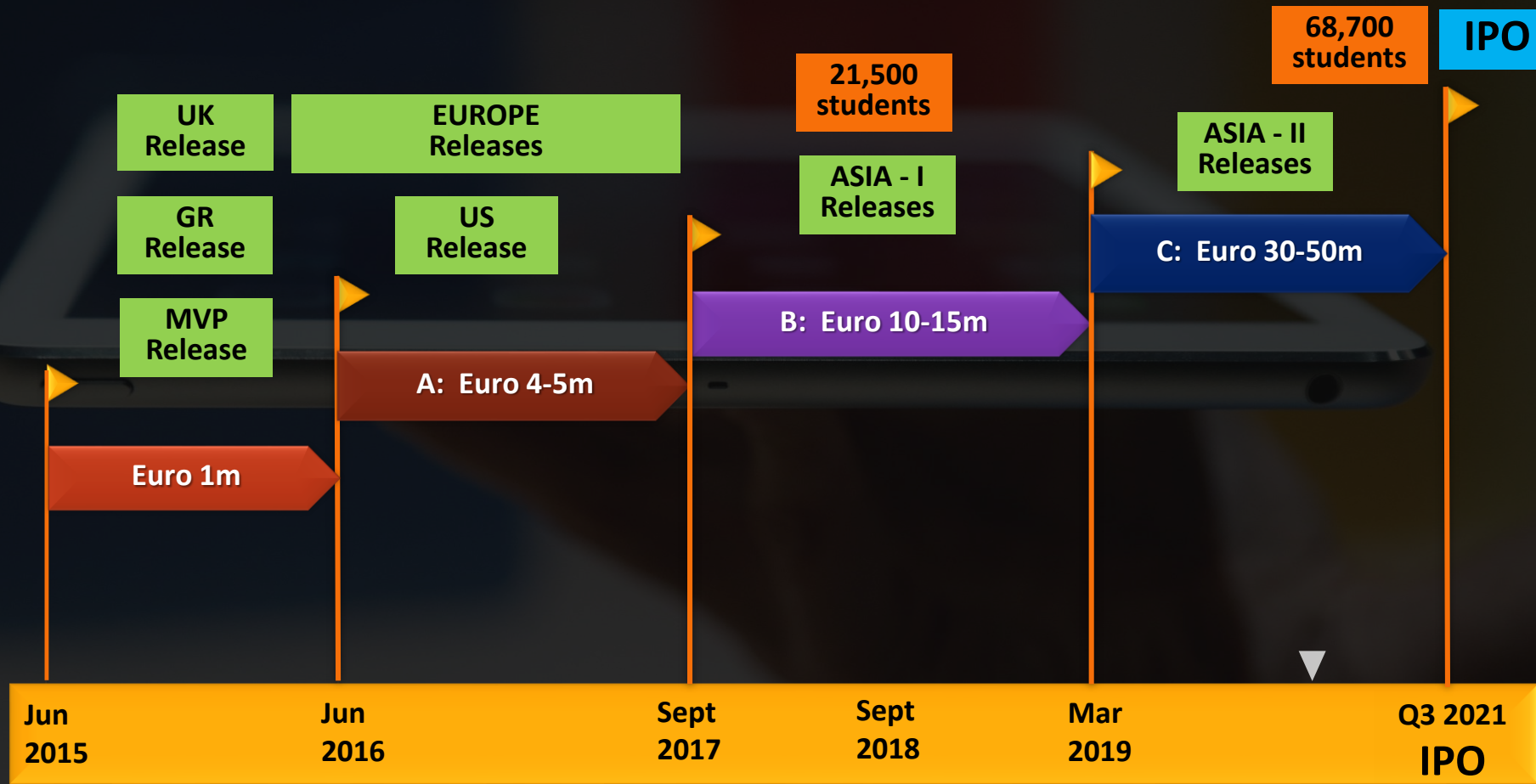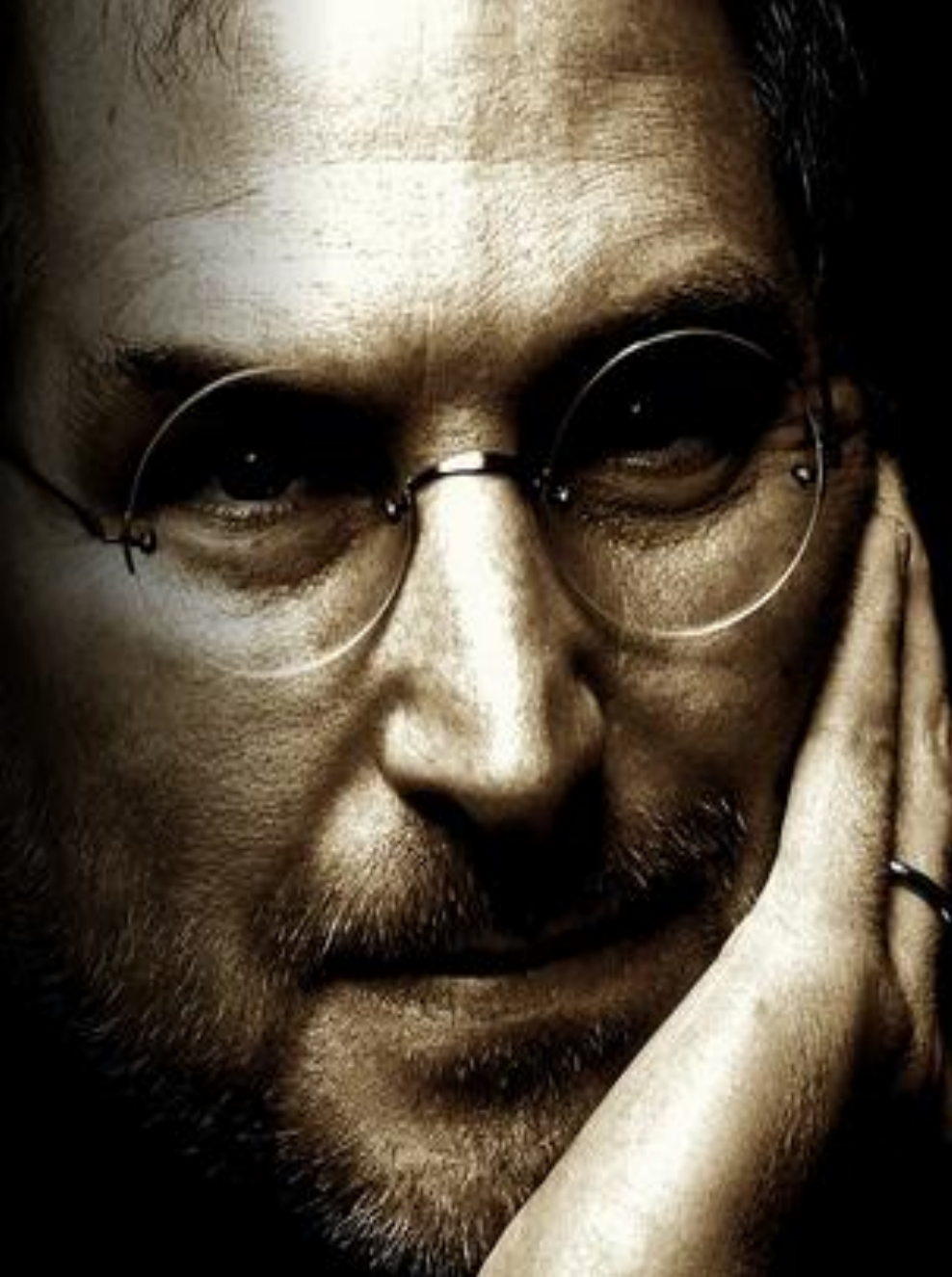
150bil market size
PERSONALIZED education
STRONG Team

"Here's to the crazy ones.
The misfits.
The rebels.
The troublemakers.
The round pegs in the square holes.
The ones who see things differently.
They're not fond of rules.
And they have no respect for the status quo. You can quote them, disagree with them, glorify or vilify them.

About the only thing you can't do is ignore them.
Because they change things.
They push the human race forward. And while some may see them as the crazy ones, we see genius.

Because the people who are crazy to think they can change the world, are the ones who do."

MyeTutor.org

Thank you

Headquarter in London UK since 2014, eLearning Industries Ltd is an Education Technology company. Its eLearning platform MyeTutor.org uses cutting edge technology combined with carefully selected tutors to offer personalized, adaptive education to students in High-schools studying math. MyeTutor.org is addressing a market of more than seventy million students in Europe and the US spending close to €30bl a year on private tutoring. The company is dedicated to engaging students in better education and in helping them to learn the right way and succeed in their exams.

For more information on eLearning Industries and MyeTutor.org, email info@MyeTutor.org, or visit www.myetutor.org

Disclaimer

The Pain - US

▶ **THE EDUCATION CRISIS**

30% of students in the U.S. fail out of high school

33% of U.S. college students require remediation

46% of U.S. college students do not graduate
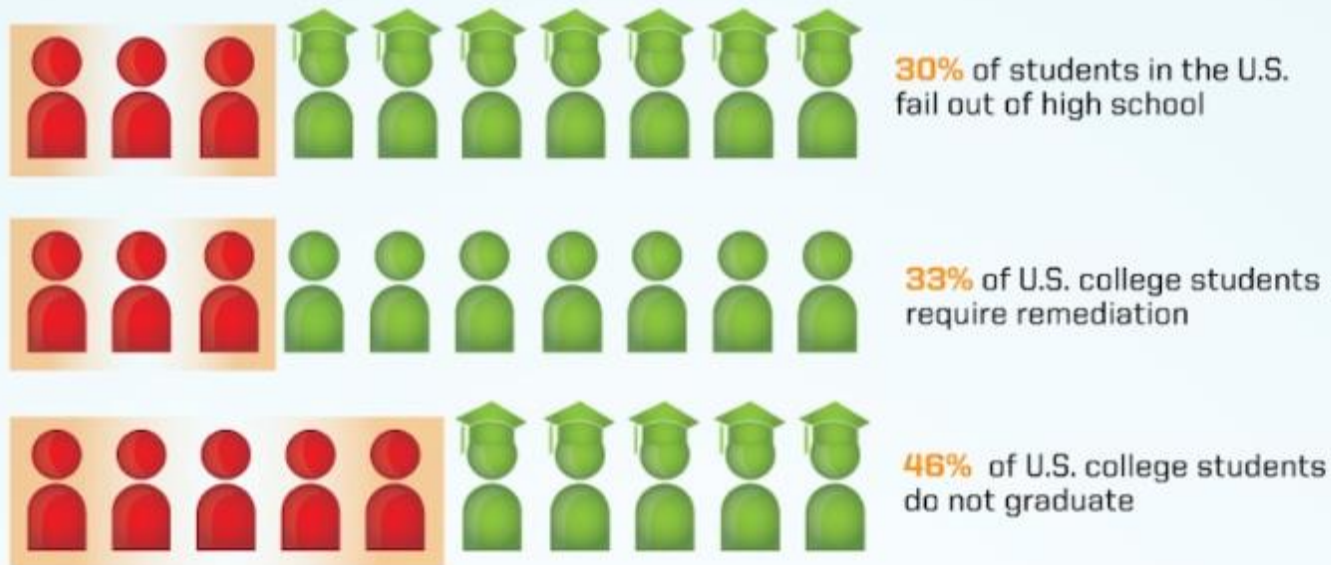
🕐 **1 STUDENT DROPS OUT OF HIGH SCHOOL EVERY 26 SECONDS.**

Sources: Ambient Insight | Sloan Consortium | American Association of School Administrators | Center for Budget and Policy Priorities |New Media Consortium | Xplana Livres Hebdo Publishers Weekly | BMO Capital Markets | Xplana | Gates Foundation | CIA World Factbook | Go-eknowledge.com | Arizona State University | University of Alabama Devry University | Capella Education | Florida Virtual School | Michigan Virtual School | Mackinac.org | Trade.gov | Education-Portal.com | CornellSun.com | Dartmouth.edu Knewton Internal Estimates

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MyeTutor: Number of students, Average Price paid, CLTV

Students	Year 1	Year 2	Year 3	Year 4	Year 5
Greece	298	2,144	5,090	6,641	7,823
UK	180	1,340	5,818	12,813	17,736
GER	78	1,012	3,456	8,498	11,763
FRA	19	689	2,498	5,464	7,564
IT	0	339	2,898	10,507	14,544
US	0	199	1,756	6,700	9,274
TOTAL	**575**	**5,723**	**21,516**	**50,623**	**68,704**
Rev/Student	**€ 637**	**€ 1,169**	**€ 1,635**	**€ 1,794**	**€ 2,955**

Average Price	€ 1,638

CLTV	€ 8,190

MyeTutor.org

Market share in the US

	Students	Market share
KUMON	**340k**	**8.9%**
Sylvan	**172k**	**4.5%**
Huntington	**134k**	**3.5%**
MyeTutor	**10k**	**0.26%**

http://www.franchisechatter.com/2014/04/15/franchise-chatter-guide-how-old-school-tutoring-franchises-are-facing-competition-from-a-new-class-of-online-only-programs/

MyeTutor.org

Tutoring Cost and Savings

COST	Per year	Over 5 Years
US	€ 4,725	€ 23,625
UK	€ 3,889	€ 19,444
MyeTutor	€ 1,638	€ 8,190

SAVINGS	Per year	Over 5 Years
US	€ 3,087	€ 15,435
UK	€ 2,251	€ 11,254

http://www.franchisechatter.com/2014/04/15/franchise-chatter-guide-how-old-school-tutoring-franchises-are-facing-competition-from-a-new-class-of-online-only-programs/

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MyeTutor: Savings for a family

Per year cost of Tutoring

US	Year 1	Year 2	Year 3	Year 4	Year 5	5 Years Savings
$5,250						
US Family	€ 4,725	€ 4,725	€ 4,725	€ 4,725	€ 4,725	€ 23,625
Savings	€ 4,088	€ 3,556	€ 3,090	€ 2,931	€ 1,770	**€ 15,435**
(Disc)/Prem	**-87%**	**-75%**	**-65%**	**-62%**	**-37%**	
Average saving		**-65%**	**€ 3,087**			

UK	Year 1	Year 2	Year 3	Year 4	Year 5	
£2,758						
UK Family	€ 3,889	€ 3,889	€ 3,889	€ 3,889	€ 3,889	€ 19,444
Savings	€ 3,251	€ 2,720	€ 2,253	€ 2,095	€ 934	**€ 11,254**
(Disc)/Prem	**-84%**	**-70%**	**-58%**	**-54%**	**-24%**	
Average saving		**-58%**	**€ 2,251**			

EURO	28-06-2015
US ex-rate	0.9

MyeTutor.org

Extended team

Business Development

Marketing

Sales & Marketing

Advisers

Dinos

Michael

Thanasis
CEO

Karina

Alec

Nathan
CTO

Vassilis

Vince

Technology

Ioannis

Hristijan

Konstantinos

Stefan

Anastasis

Haris

Georgia

Eri

Pedagogical

Irene

eLearning

Dimitris

Konstantina

Maths

Georgia

Demetra

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