



The EdTech platform that pays you for learning

www.tutellus.io

Deck Tutellus.io - December 2017

THE PAIN: STUDYING IS HARD AND IT DOESN'T HELP TO REDUCE POVERTY WORLDWIDE



Learning in an EdTech platform is a hard and expensive process if you want to improve your skills enough to get a job. And you can't make money by doing it: people can not get out of poverty by studying.





THE SOLUTION: A PLATFORM THAT PAYS YOU FOR LEARNING



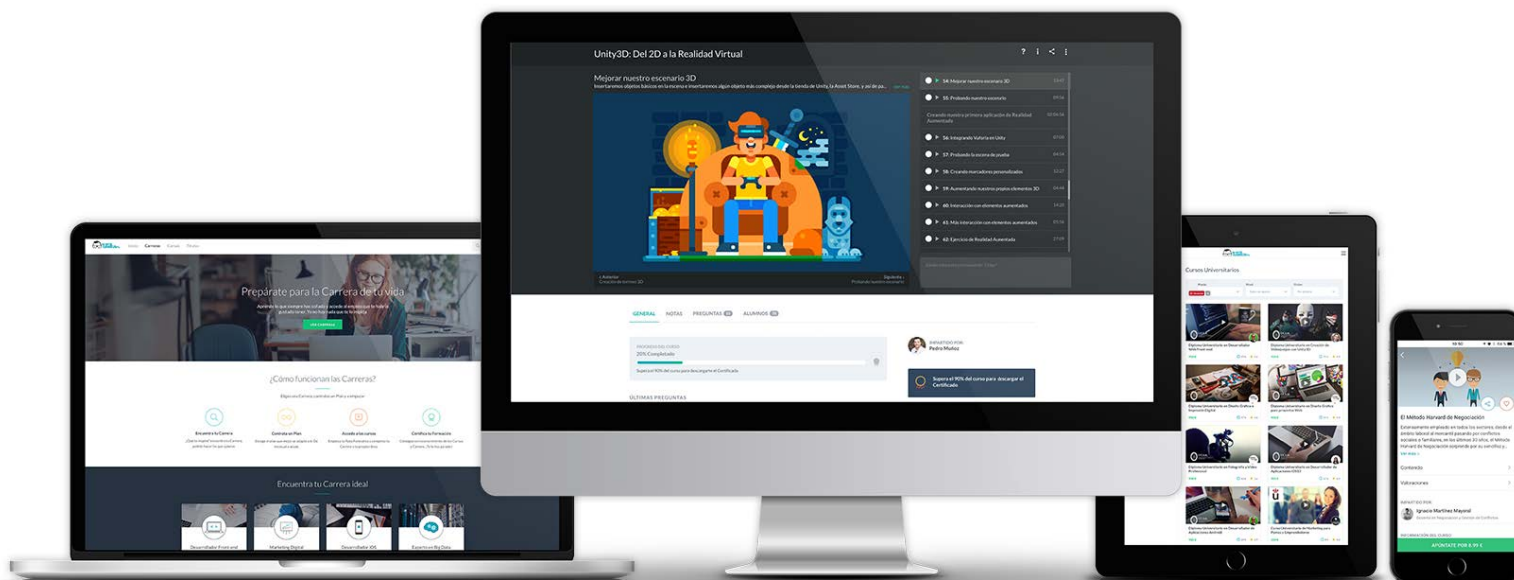
We create our own cryptocurrency, the TUT token. The more you learn, the more money you get, the more relevant you are in the Community and the more visible you become to companies that may be interested in you.



FULL WORKING PLATFORM SINCE 2013



We are the leading platform in 20 countries, and from now on we'll become the leading decentralized platform worldwide.



1.000.000
Students



+2.000.000
Transactions



+1b min
Learning



\$ 10m
Transactioned

“Tutellus.com, the leading Educational platform in the Spanish speaking world.”

El País, 2016



A full community where everyone get benefits.

Community
+1.000.000 Students

Teachers
+130.000 Videocourses

Affiliates
+10.000 content promoters

Tutors
+20.000 users with high relevance



Countries
+160 on 5 continents

Universities
+80 agreements

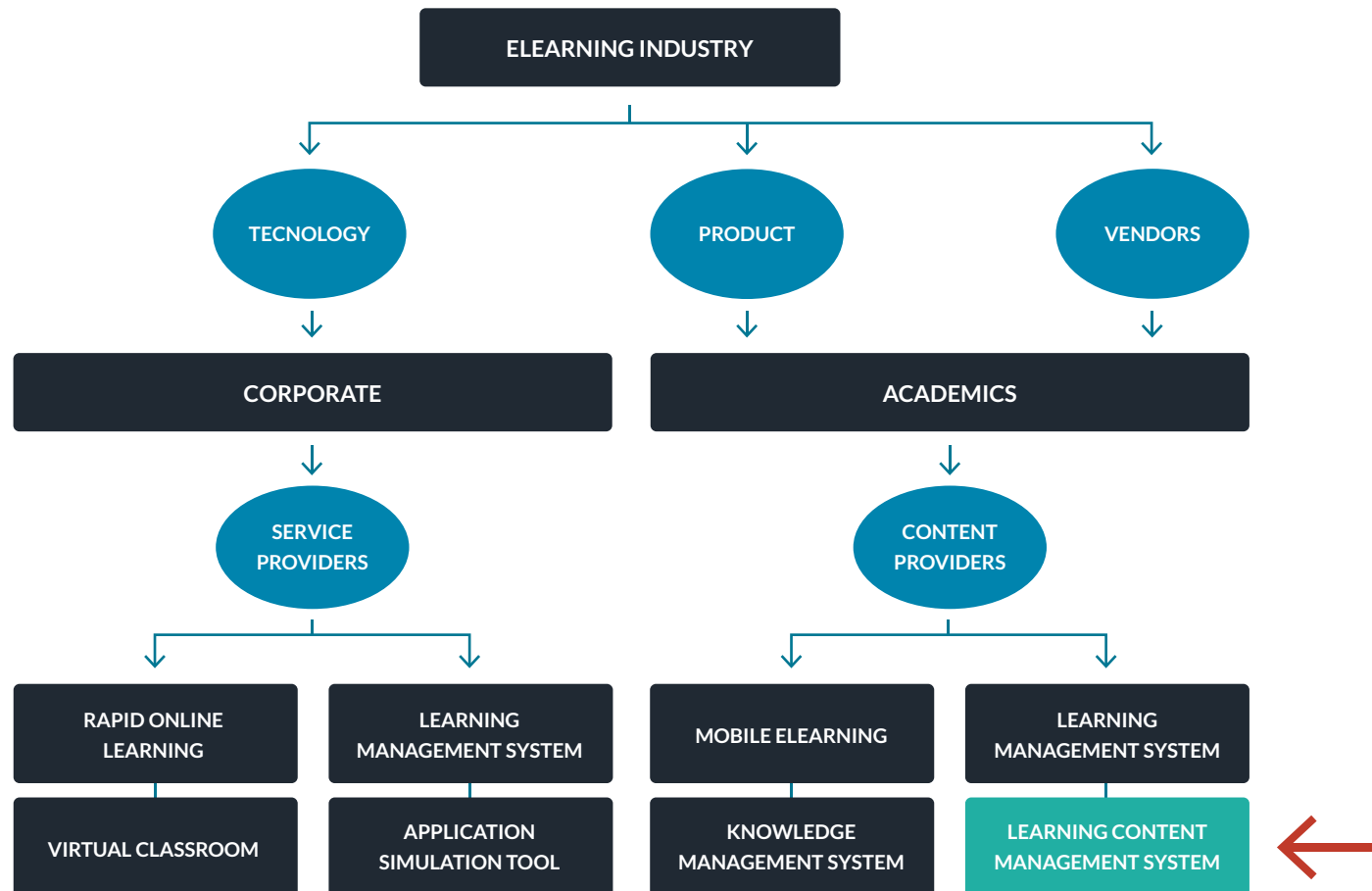
Job finders
+50.000.000 monthly users

Companies
+50 corporative channels

A HUGE BUSINESS OPORTUNITY



According to Forbes, the online education market was worth over USD 165 billion in 2016, mostly in the English-speaking world (USA, the UK, and India). It is expected to keep growing, reaching over USD 240 billion in 2023 (source: Docebo)



EDTECH COMPANIES



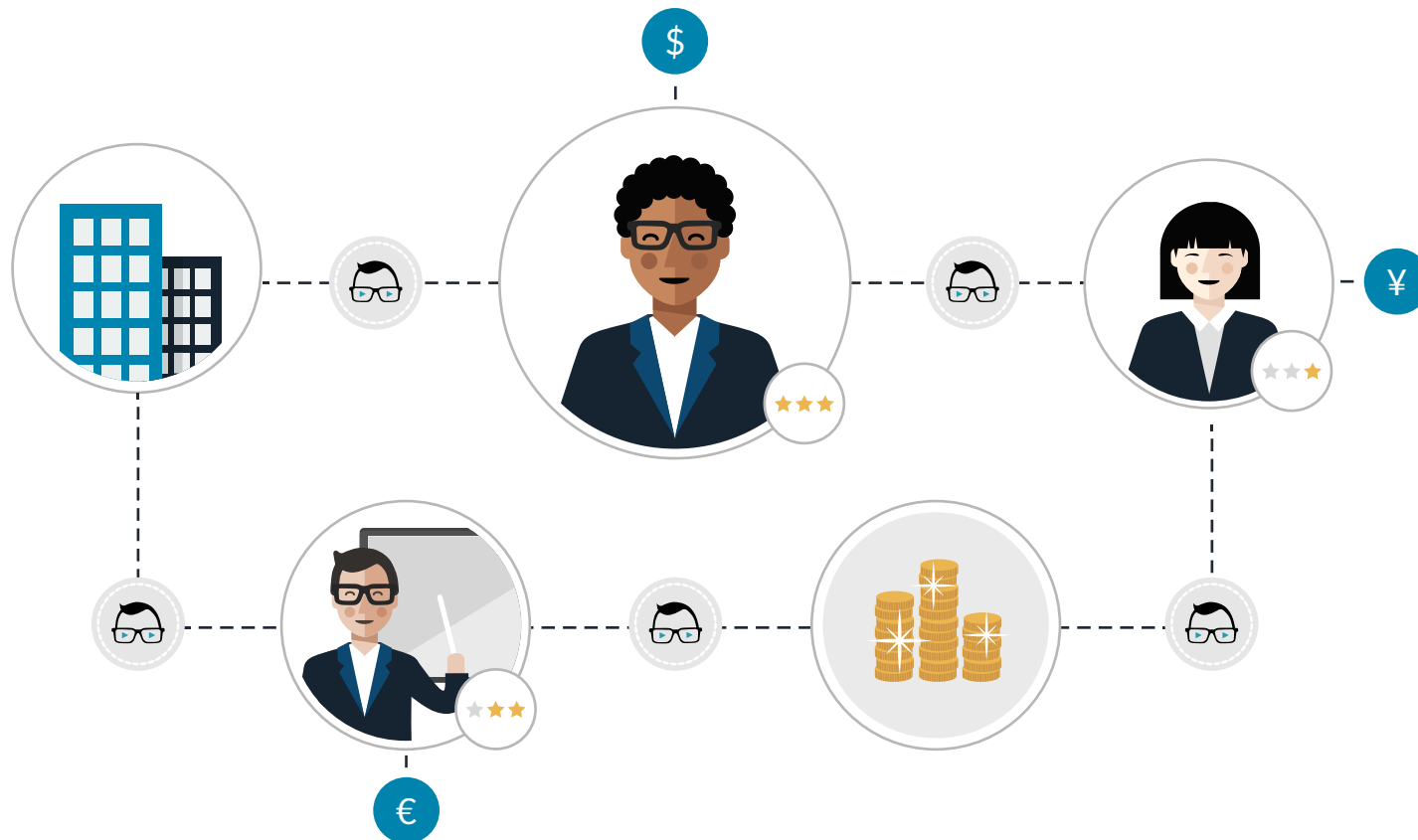
There are many business models (colaborative platforms, suscription services, LMS...), most of them come from traditional education and hold classical EdTech infrastructures with paid and free products.

	Tutellus	Udemy	Coursera	Edx	BitDegree	Lynda
Free or paid courses?	both	paid	both	both	free	paid
Does the student earn money?	yes	no	no	no	yes	no
Free certification?	yes	no	no	no	yes	no
Value through third entities?	yes	no	no	no	yes	no
Collaborative platform?	yes	yes	no	no	no	no
Tested technology?	yes	yes	yes	yes	no	yes
Already available courses?	yes	yes	yes	yes	no	yes
Track record in EdTech?	yes	yes	yes	yes	no	yes
Blockchain integration?	yes	no	no	no	yes	no
Value*	10	5	5	5	4	4

HOW THE TOKEN WORKS



An ecosystem where all players get benefits: Students, Teachers and Companies. Using the Pool tokens and the Market students and teachers may study for free and earn money through tokens, get Relevance and access to valuable services



BENEFITS FOR EVERYONE



With a governance and tokenomic model sustainable on the long term.



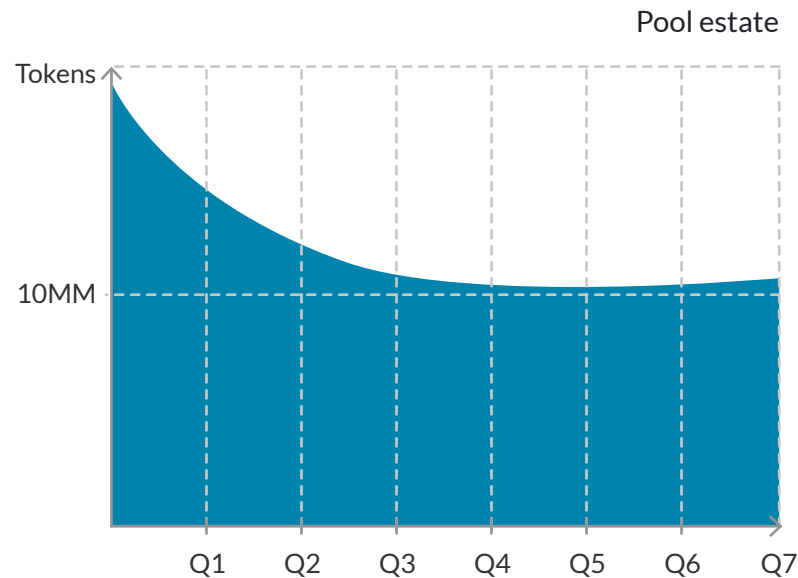
STUDENTS

- ▶ Earn money while studying
- ▶ Learn more and better
- ▶ Get rewards with Relevance
- ▶ Pay in cryptocurrency
- ▶ Access from complex fiat markets



TEACHERS

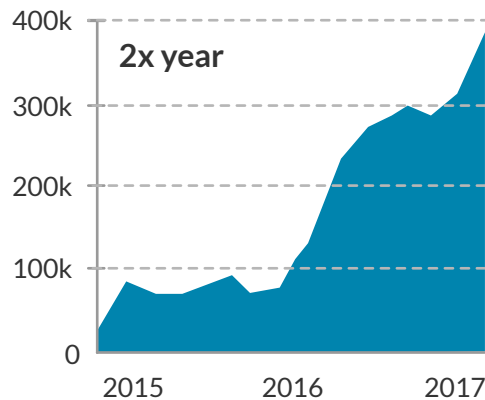
- ▶ Get payments instantly
- ▶ Earn money with best Students
- ▶ Earn money with Relevance
- ▶ Earn money with Subscriptions
- ▶ Access to VIP Promotional services



SCALING-UP OF TRANSACTIONS, USERS AND SALES

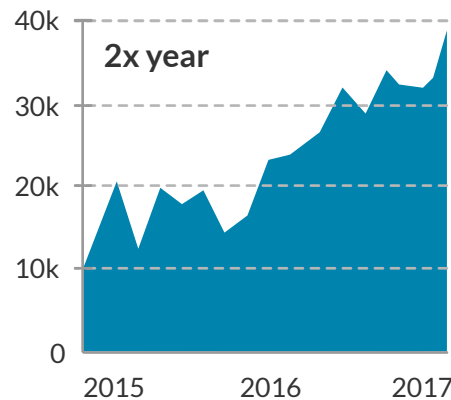


We have validated a Growth model, using these three main metrics, that would allow an exponential growing in the short-term, with the proper inversions.



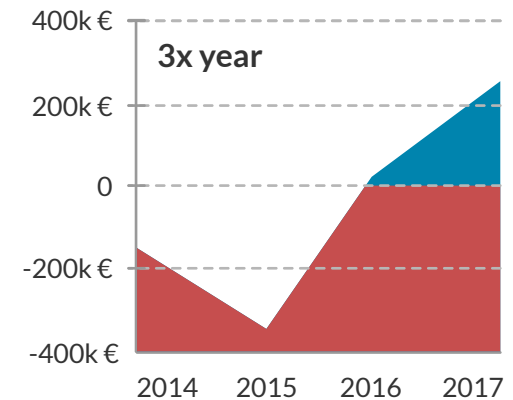
Transactioned courses

We are closing to 100000 new courses transactioned per month. Web, Android, IOS... the number of people studying courses on-line is steadily increasing.



Monthly Active Users

While educational APPs have a lower TAD than social APPs, our frequency of use continues to grow.



EBITDA

We have found a sales scaling model that proves the profitability of our business model, generating even Cash Flow since 2017.

OUR PARTNERS



Our partners add value in multiple transversal areas



Mariano Olmeda, Banco Santander (assistant director-general). *Corporate strategy*



Gonzalo Ruiz, Civeta (CEO). *Digital Business Models*



Albert Serrano, Privalia (CEO). *Operations and penetration in Latin America*



César Tanarro, Amazon (M&A). *Ecommerce & on-line sells*



Alejandro Abarca, HM Hospitales (owner). *Institutional relations*



Luis Gil-Casares, Societ  General (DG). *Relations with large corporate organisations*

and many more



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CONTACT

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