

careerist

Ed-Fintech Platform

We finance, train and place job seekers in tech and beyond



*"Edtech meets SaaS [and fintech] in Careerist's job placement learning platform" - **Techcrunch***

2023



OUR AMBITION:

**Finance, train and place millions of
job seekers in the US tech and beyond**



Problem: Job market is broken

Issues for junior and mid-level job seekers:

- ✗ **No job-specific skills**
to pass interviews
- ✗ **Hundreds of job applications**
and rejections while job hunting
- ✗ **Not enough capital**
to pay for high-quality, job-specific training



Solution

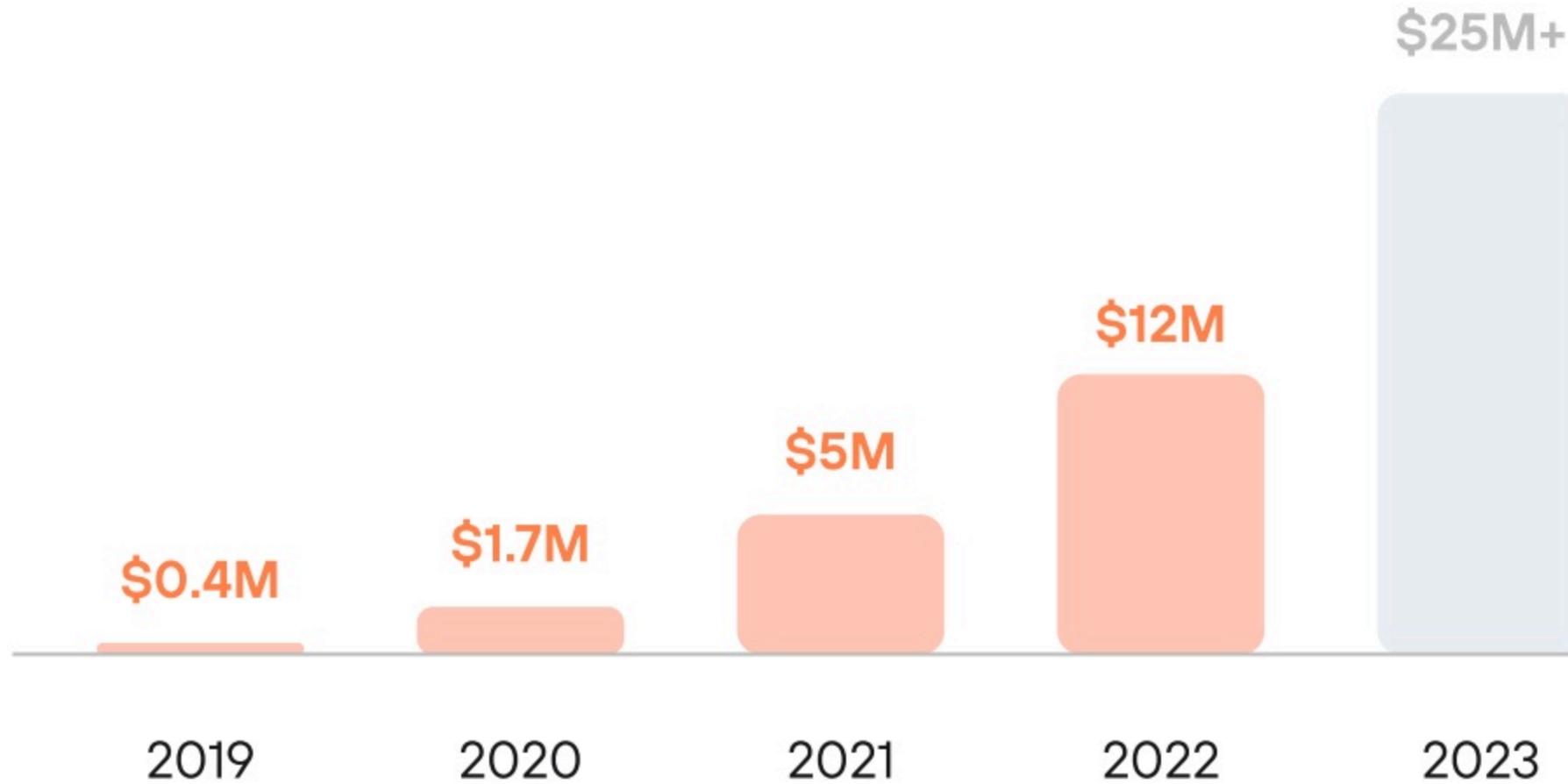
Edtech meets fintech:

- 1 Learning Marketplace ✓ Automated training via our LMS software and freelance tutors
- 2 Job Application Software ✓ Automated job hunting for job seekers, recruiting fees for employers
- 3 Financing ✓ Loans, deferred tuition plans, FinOps, underwriting with our own data, collections



Traction: Growing 250% YoY while profitable

Yearly cash revenue



~\$2M in monthly revenue and
~\$500K in monthly EBITDA



Traction: We've already helped 1,000+ diverse job seekers get jobs at Fortune 500 companies and beyond



Business model: Low-risk combination of upfront and deferred payment options

STUDENTS PAY

- Up to \$12,500 upfront payment
- OR a monthly deferred payment plan/loan

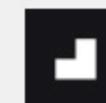
There are also 10-20% recruiting fees paid by employers for candidates matching



Acquisition channels and network effect

Careerist's main acquisition channels are organic traffic and low-cost referrals. This proves a big network effect that will grow and scale as more clients will eventually bring even more referrals.

Q4'22	# of Clients	%
Organic	569	35.04
Referrals	409	25.18
Google	224	13.77
Webinars	176	10.85
Facebook	168	10.36
Other	78	4.80
Total	1624	



High Client Rating and NPS



Career Karma

4.6

688 reviews



TrustPilot

4.5

78 reviews



Switchup

4.6

132 reviews

vs ~2 for Coursera
and ~2.5 for Udemy

Our NPS is 70+

How likely are you to recommend Careerist	Our live lessons and instructors	Your homework and assignments	Your internship experience	Your mentors
70	74	95	71	81



Market

TAM

50M+

people each year
change jobs in the U.S.
= **\$100B+ market**

SAM

3M+

jun & mid-level pros that
change jobs in U.S. tech
= **\$10B+ market**

Due to high LTV we need
less than 20,000 consumer
clients to make over \$100M

E-Learning Market surpassed \$315B (with \$120B in North America) in 2021 and is projected to have 20% CAGR to become a trillion-dollar market by the end of 2020s



Team of serial entrepreneurs and experts in product-lead growth



Ivan Tsybaev **Founder & CEO**

Serial entrepreneur, experienced in Growth Hacking & Fintech. Built Trucker Path, the US most popular trucking app with factoring as monetization.



Max Gusakov **Founder & CTO**

15 years of experience as Engineering Manager, Full-stack Developer and UX pro. Built Trucker Path together with Ivan and the team.



Max Glubochansky **Founder & CBO**

10+ years in Software and Business Development at Apple, Intel and other Silicon Valley companies. Mentored hundreds of people to help their careers.



Maria Pisareva **Finance**

10+ years of CFO experience in tech and international companies such as Hyundai, RubyGarage, Lauffer, 4Service Group.



Cosmo Grill **Marketing**

Marketing at General Assembly, an EdTech startup acquired by the publicly-traded Adecco for \$413M, and other tech startups.



Kirill Myasnikov **Operations**

10+ years in Project and Operations Management at General Electric, ExxonMobil and other international companies.



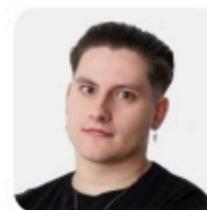
Lei Aquino **Sales**

Certified COPC CX Implementation Leader and Lean Six Sigma yellow belt with 6+ years of experience in sales and operations management.



Roman Kurchaev **Sales**

Enthusiastic professional with 10+ years in managing Sales in Edtech for Skillbox, Mentorama and other B2C businesses.



Alexey Ishchenko **Marketing**

5+ years in building successful marketing departments for worldwide EdTech and FinTech companies.



James Herbert **Fintech Advisor & Investor**

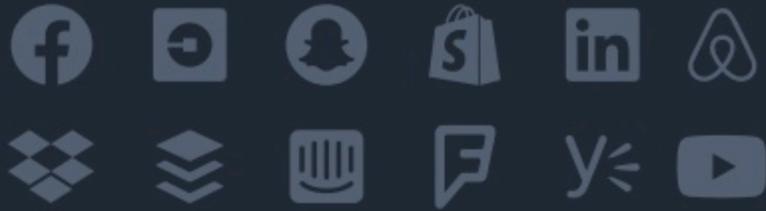
Fintech guru. Head of Student Loan Refinancing at First Republic Bank. President & Co-founder at LendingHome, a late stage fintech startup.

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Thank You!

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