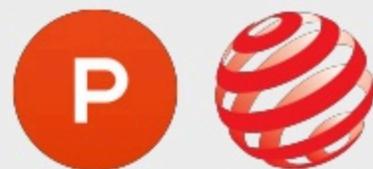




laoshi^{老师}

Tools for learning and teaching Mandarin Chinese



laoshi.io

problem

- Mandarin Chinese is the hardest language to learn
- Learning words and characters is the biggest obstacle
- Students don't learn words before lessons — that breaks learning progress
- Just 20% of students study during 2 years and achieve HSK2 (300 vocabulary words)

market

- 60,000+ Mandarin Chinese language teachers worldwide
- 40 million people are studying Chinese as a second language
- Tutors can deal with 5 - 10 students, teachers — from 30 up to 200
- Owl ventures, Sequoia Capital, Tiger Global invested \$176 million in LingoAce, a platform providing online live classes for Mandarin Chinese language learners from ages 4 to 15

solution



Value for tutors:

- Less time for preparation and H/W
- Reduce students churn rate
- Find new students
- Earn more money

Value for students:

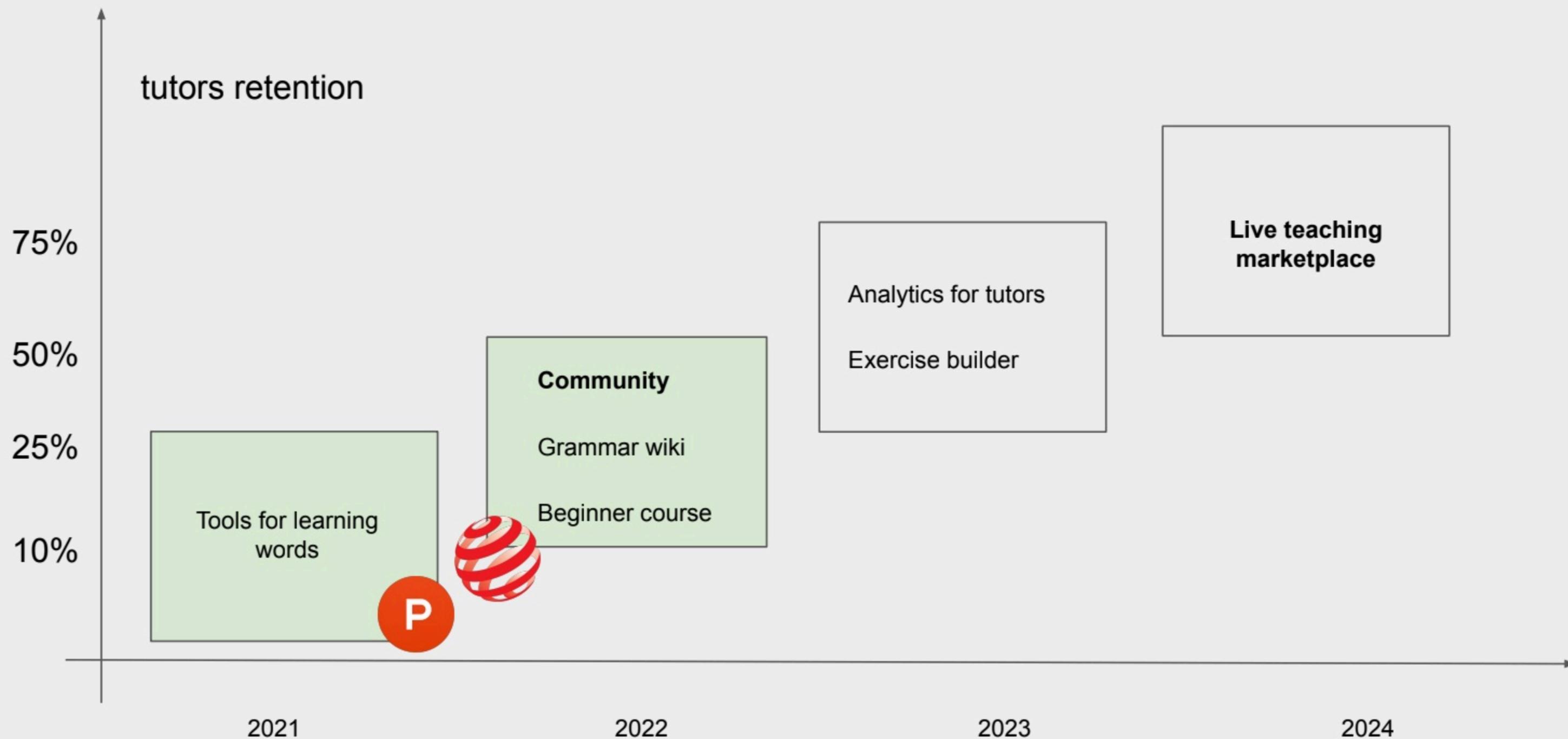
- Help with learning words
- Reduce preparation time
- Save money
- Best matching tutors

competitors

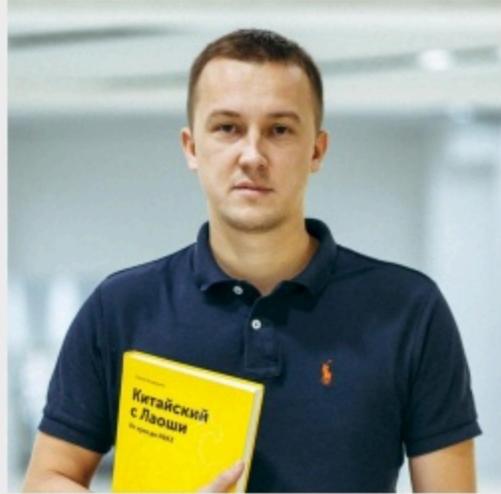
	words	handwriting	SRS	textbooks	community	Tools for tutors	focus on Chinese
duolingo	✓	✗	✗	✗	✗	✗	✗
skritter	✓	✓	✓	✓	✗	✗	✓
quizlet	✓	✗	✗	✗	✓	✓	✗
lingoace	✓	✗	✗	✗	✗	✓	✓
laoshi	✓	✓	✓	✓	✓	✓	✓

Competitive advantages

roadmap



team



Sergei Kondrashov



CEO
(domain expert)

Mandarin Chinese,
Teaching, Author,
Network of schools



Danil Khasanshin



BDM
(experienced)

Business development,
Team building, Exit,
Fundraising, Networking

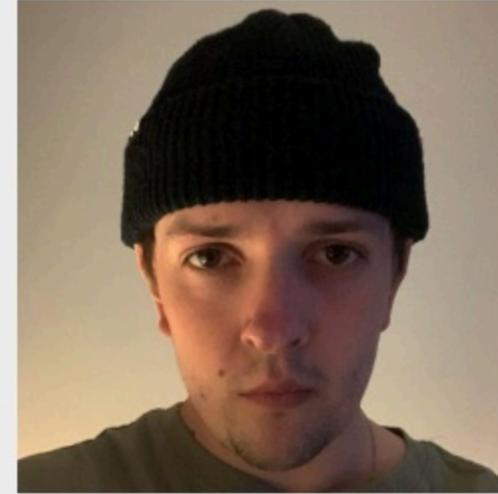


Natalia Sinitsyna



Content director
(management)

Content creation,
Tutoring, Passion,
School management



Kostya Zakharenko



Product designer
(responsible)

Product design,
Visual Style, Design
system, Scale



Zaur Sundukov



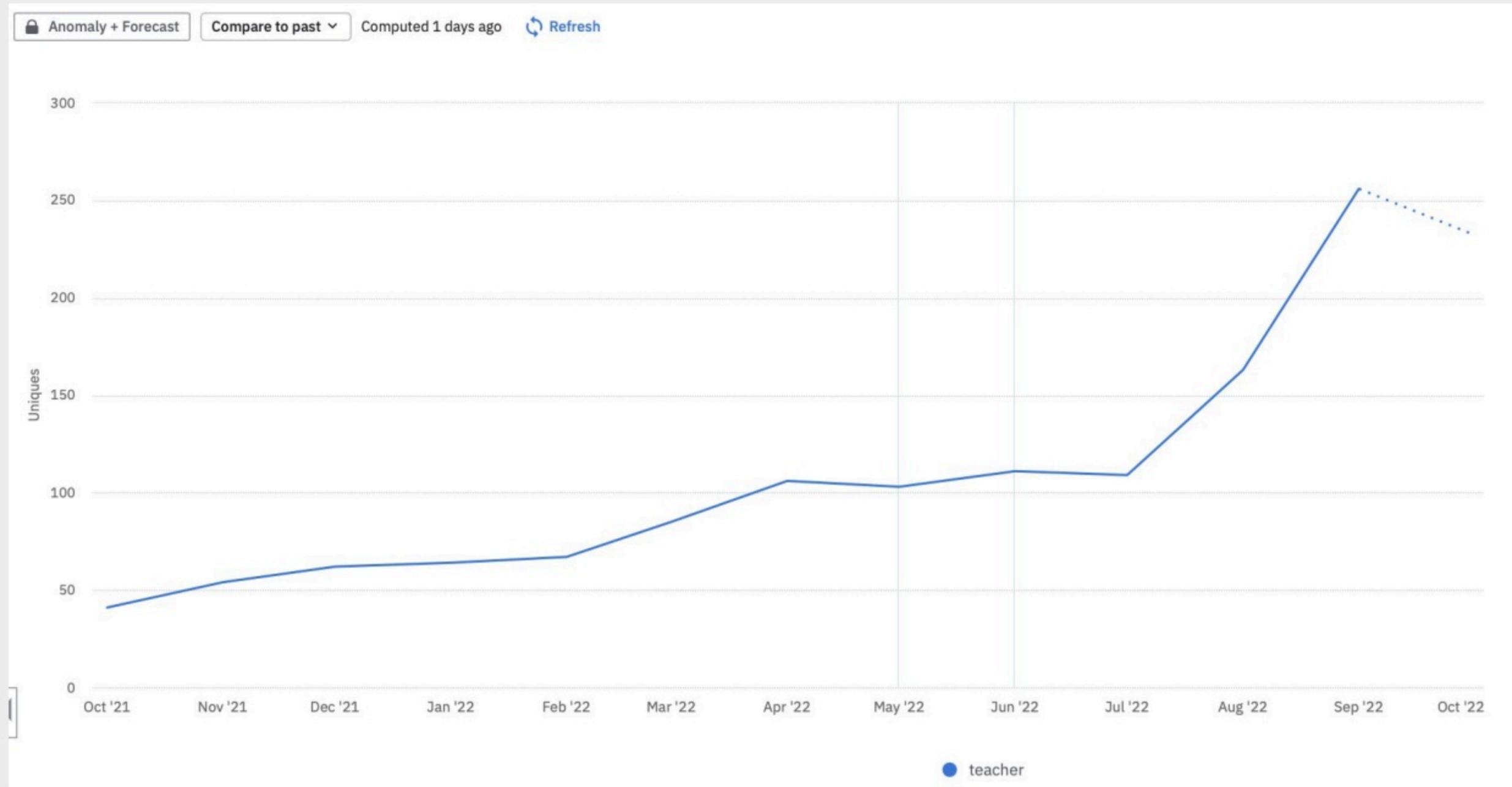
CTO
(technical lead)

Science, Articles, Patents,
AI/ML, Research,
Hackathons, Code Jam

before that project we

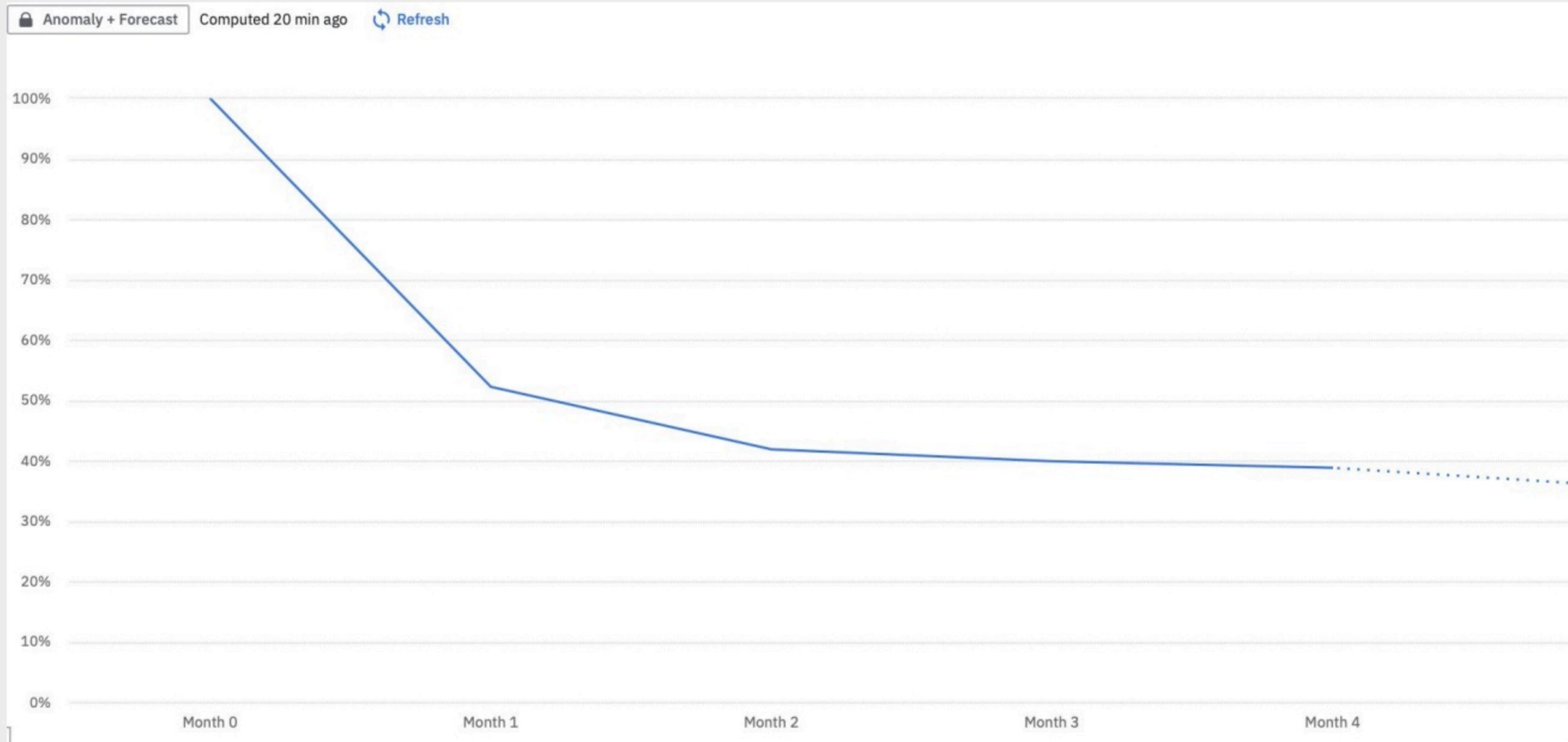
- created a study book of Mandarin Chinese for beginners and sold 4,000+ copies directly to consumers
- organized and managed 8 offline schools in different cities with 2,000+ students

teacher growth



This is what teachers growth looks like

teacher retention



A sign of product-market fit

summary

- 1,200 DAU, 13K MAU (organic, [word of mouth](#))
- 3,700+ students are learning Mandarin Chinese with Laoshi
- 290+ teachers with 5 month retention: >40%
- 200+ paying subscribers;
- Active user engagement: all - 5 days a week, paying - 6.5 days
- Average time spent of active users in the app — 6 hours per week



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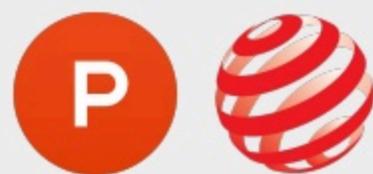
Danil

danil@laoshi.io



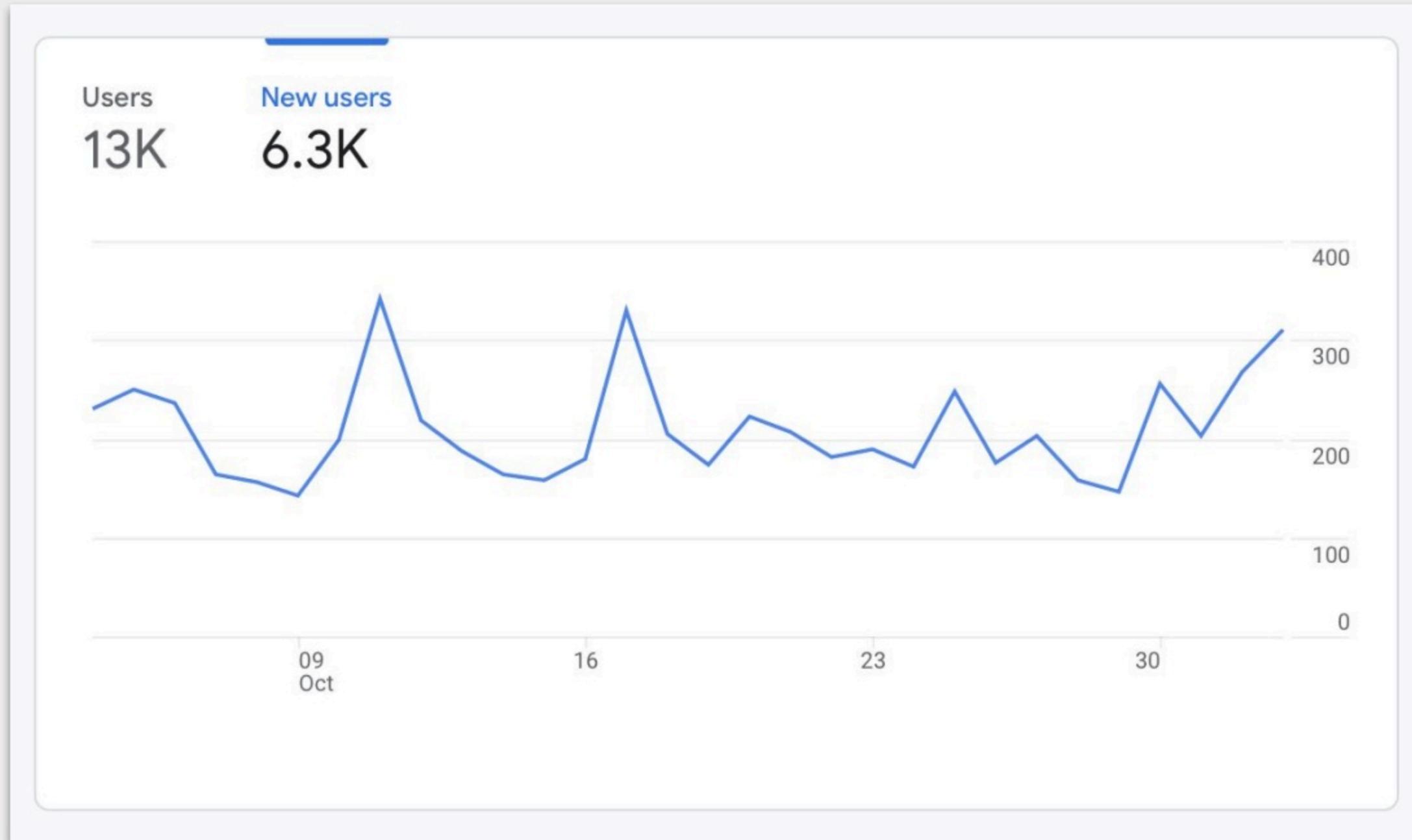
Sergei

sergei@laoshi.io



Appendix

Viral effect



New users organic spikes

business model

Tutor acquisition cost — \$50

Tutor teaches at least 5 students

1-year subscription for students > \$40

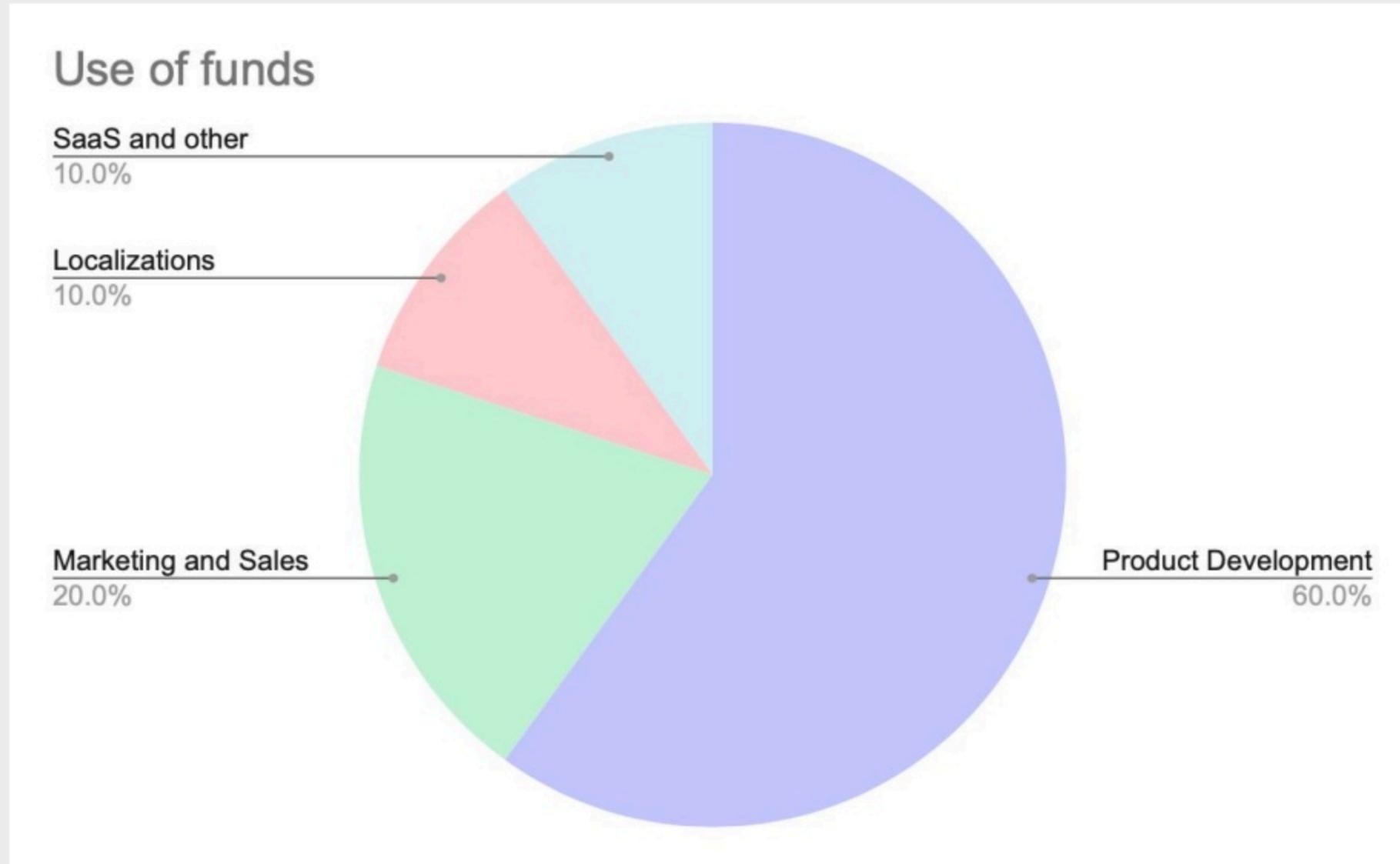
1-year revenue from 1 tutor of at least \$200

Our plan for the next few years is to get 10,000 tutors

They will help us earn > \$2,000,000 ARR just for using tools

Live lessons and courses (commission), help us reach at least \$10,000,000 ARR

The ask



We are looking for \$600k to release a stable version, become profitable, and be ready to grow