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# noto

THE AI NATIVE OPERATING SYSTEM FOR LESSON-BASED BUSINESSES

Group Classes > Summer 2024 > Geometry

### Upcoming Classes

View all

- Class 3**  
**Geometry**  
Wed Jul 3, 2024  
11:00 AM - 12:30 PM
- Class 4**  
**Geometry**  
Fri Jul 5, 2024  
11:00 AM - 12:30 PM
- Class 5**  
**Geometry**  
Mon Jul 8, 2024  
11:00 AM - 12:30 PM
- Class 6**  
**Geometry**  
Tue Jul 9, 2024  
11:00 AM - 12:30 PM

Activity Payments Notes

Filter

- Geometry Class 2 occurred** Jul 2
  - Class 2**  
**Geometry**  
Tue Jul 2, 2024  
11:00 AM - 12:30 PM  
SN MK EF +2
- Louise Berger sent out a homework reminder** Jul 1
- Michael Zhang sent out a payment reminder to Zuzannah Koch** Jul 1
- Zuzannah Koch is overdue for Geometry class payment** Jul 1
- Geometry Class 1 occurred** Jul 1
  - Class 1**  
**Geometry**  
Mon Jul 1, 2024  
11:00 AM - 12:30 PM  
SN MK EF +2
- Milton Koch enrolled in Geometry** Jun 15
- Michael Zhang created Geometry class** Jun 15

### Geometry

Summer 2024

Mon to Fri, 11:00 AM - 12:30 PM  
Every week through Aug 9  
No class July 4

Instructor: Louise Berger

#### Class Roster

- SN Sadie Nolan
- MK Milton Koch
- EF Elin Fulton
- DK Darcy King
- EM Ellen Mencoza
- PK Poppy Keith
- IL Iris Long
- HP Hajra Porter
- SW Sapphire Watson
- NM Nellie Malone

#### Details

Open to 8th, 9th, and 10th grade  
10 student capacity  
\$1,200.00 tuition

Class settings

9:41 notonyc

Today Thursday, August 15

S	M	T	W	T	F	S
11	12	13	14	15	16	17

Next

- AP Chemistry** 9:00 AM - 11:00 AM  
10 students enrolled  
1 assignment due  
Take attendance
- Chemistry Honors** 11:00 AM - 1:00 PM  
8 students enrolled
- Science Tutoring: Shivam Owens** 3:00 PM - 4:00 PM  
1 student enrolled
- SAT Tutoring: Duncan Calhoun** 3:00 PM - 4:00 PM  
1 student enrolled

Home Classes Availability Profile



**TOAST, RESTAURANTS**

1M businesses  
\$2.5B revenue  
\$24B company



**SLICE, PIZZERIAS**

75,000 locations  
\$300M revenue  
\$2B company



**PROCORE, CONSTRUCTION**

550,000 businesses  
\$1.2B revenue  
\$10B company



**SERVICETITAN, TRADES**

1M businesses  
\$2.5B revenue  
\$24B company



**MINDBODY, YOGA + PILATES**

48,000 businesses  
\$500M revenue  
\$3B company

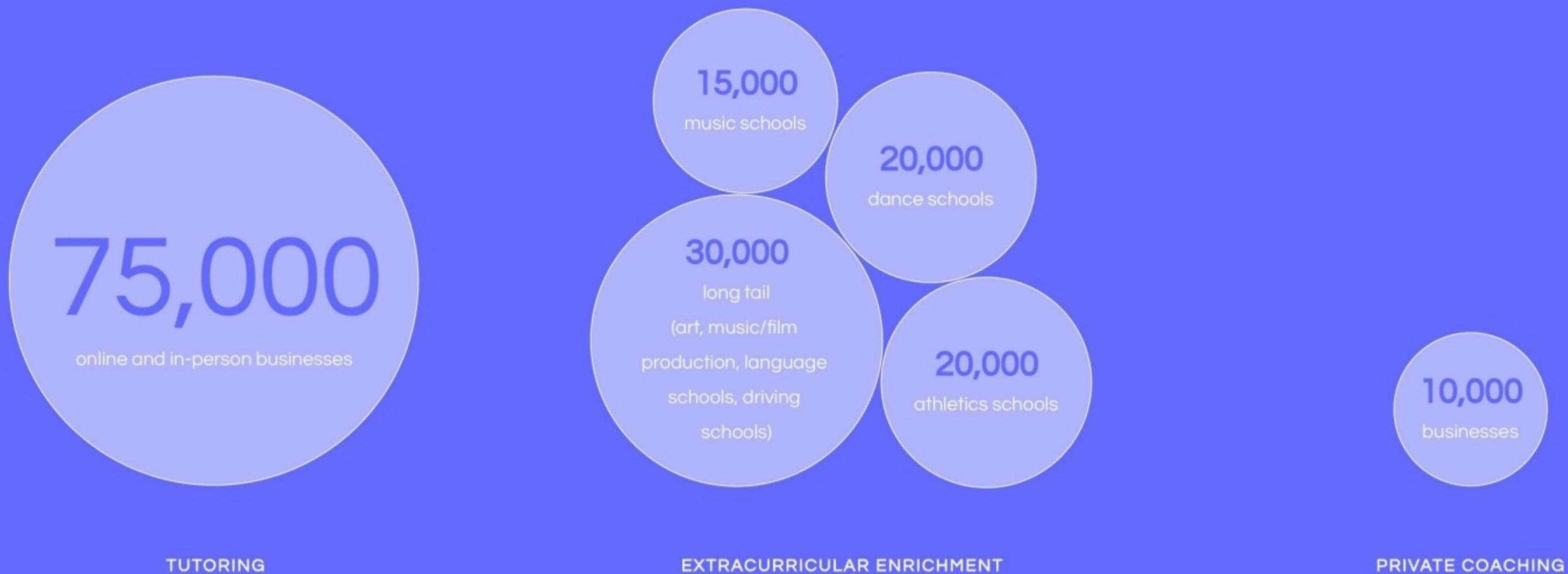


**???, LESSON-BASED BUSINESSES**

150,000 businesses  
\$1.1B revenue  
\$11B company

Winners in SMB are big, but what about **lesson-based** businesses?

## What are lesson-based businesses?



Total addressable market is  
\$150B, 4 times that of yoga +  
pilates, yet there's **no winner**—

What's **unique** about lesson-based businesses?

(1)

Private lessons are  
complex

(2)

Businesses are  
relationship-driven

Group classes run on fixed times  
with simpler coordination.

Private classes involve **multiple  
parties** and **constant shuffling**.

(1)

Private lessons are complex

(2)

Businesses are relationship-driven

Carrie, The Practice Room

I think the number one thing would be event reminders, which includes policy and a link to reschedule.

Number 1.25 would be invoicing and notification of an unpaid lesson coming up or attended.

Number 2 would be them being able to text about any of the above, rather than filling my email inbox with their nonsense :-)

Music school owners need to deal with **constant rescheduling**, **reminding parents and staff** to attend classes, and **managing staff hours** if parents have a late cancellation.

(1)

Private lessons are  
complex

(2)

Businesses are  
relationship-driven

Greater (3x) admin demands for  
customer service and bespoke  
services. Need background for  
every new client.

(1)

Private lessons are  
complex

(2)

Businesses are  
relationship-driven

# The opportunity:

Achieve much higher ACVs by  
greatly decreasing labor costs.

(1)

Private lessons are  
complex

(2)

Businesses are  
relationship-driven

These businesses require a strong element of **trust** and often require deep **personal knowledge** (student goals, test scores, learning style).

(1)

Private lessons are  
complex

(2)

Businesses are  
relationship-driven

Because these schools are heavily  
reliant on text-based  
communication, we have a unique  
opportunity: 10x value through AI  
on top of the system of record.

(1)

Private lessons are complex

(2)

Businesses are relationship-driven

Hello AJ

I have a customer that has a prodigy violin kid and spends a fortune here in lessons. But she is a real "Ball buster" (pardon my crude)!! They WILL NOT LEAVE A CREDIT CARD NOR WILL THEY ACCEPT GETTING A BILL. We were managing ok until NOTO took over, it seems she got a bill and went ballistic. I feel so bad but after 50 years in business, I know how to handle these people. Anyway, is there a way we can circumvent the invoice so it simply does not go to her!! I would be grateful if possible. Sorry for this!!

Felicia

Oh oops.....guess what. they joined NOTO and put their card on file. Miracles just won't cease.

CRISIS AVERTED!!!!

Thank you.

Noto was able to solve a dispute between a school and a high-paying parent who is very particular about the way they receive bills.

COMPETITIVE LANDSCAPE

55% of our market are on spreadsheets and sticky notes.

45% are on sluggish private equity owned legacy software, many of which are over a decade old.

Legacies don't monetize on payments like Noto does.

				Essential			Initial Inquiry	
				Parent	Student/ Rising Grade	Status	All Inquiries	
Scheduled with Tutor	NCTA HELD	Pandadoc Sent	Pandadoc Completed				NOTES	Request
Week of: 1/13/23								
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Debraey Kragen-Slickles	owen/y	initial email		ACT/SAT
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Padmaja Kambhampati	junior	initial email		
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Lana Gluck	siblings	initial email		SEE/SAT
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Amy Sorto (Older Sister)	Carlos	initial email	My name is Amy Sorto and I have a much younger brother named Carlos who is in high school in his second year. He goes to Elizabeth	ACT/SAT
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Wendy A Schweitzer	son	initial email	My son needs to prepare for the ACT and we would like to sign up for him taking a practice ACT with you. Also, sign him up for tutoring. My	ACT/SAT
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Megan	initial email	I am a high school junior that is looking to take a practice ACT on site. How do I sign up? Thank you and have a good day.	ACT/SAT
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Lily Shi	Hannah	initial email	My daughter Hannah is a sophomore in high school. She's registered to take AP LAN in May and wants a private tutor to help her. She also	AP/ACT
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Mina Huh	son	initial email		
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Lily Shi	hannah/sophomore	initial email		ACT/SAT
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Madhavi Reddy	son	initial email		ACT/SAT
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Joe Schwartzman	college student	held call	connect w/ borris	GRE/GM
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Darby Finkelstein	Mat	held call	reschedule pingy mock	ACT/SAT
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Donna Cass	son/ 8th grader	Incoming VM-called at 4:21 pm no answer		Academ
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	n/a	n/a	Incoming VM- called at 4:40 pm no answer		ACT/SAT

