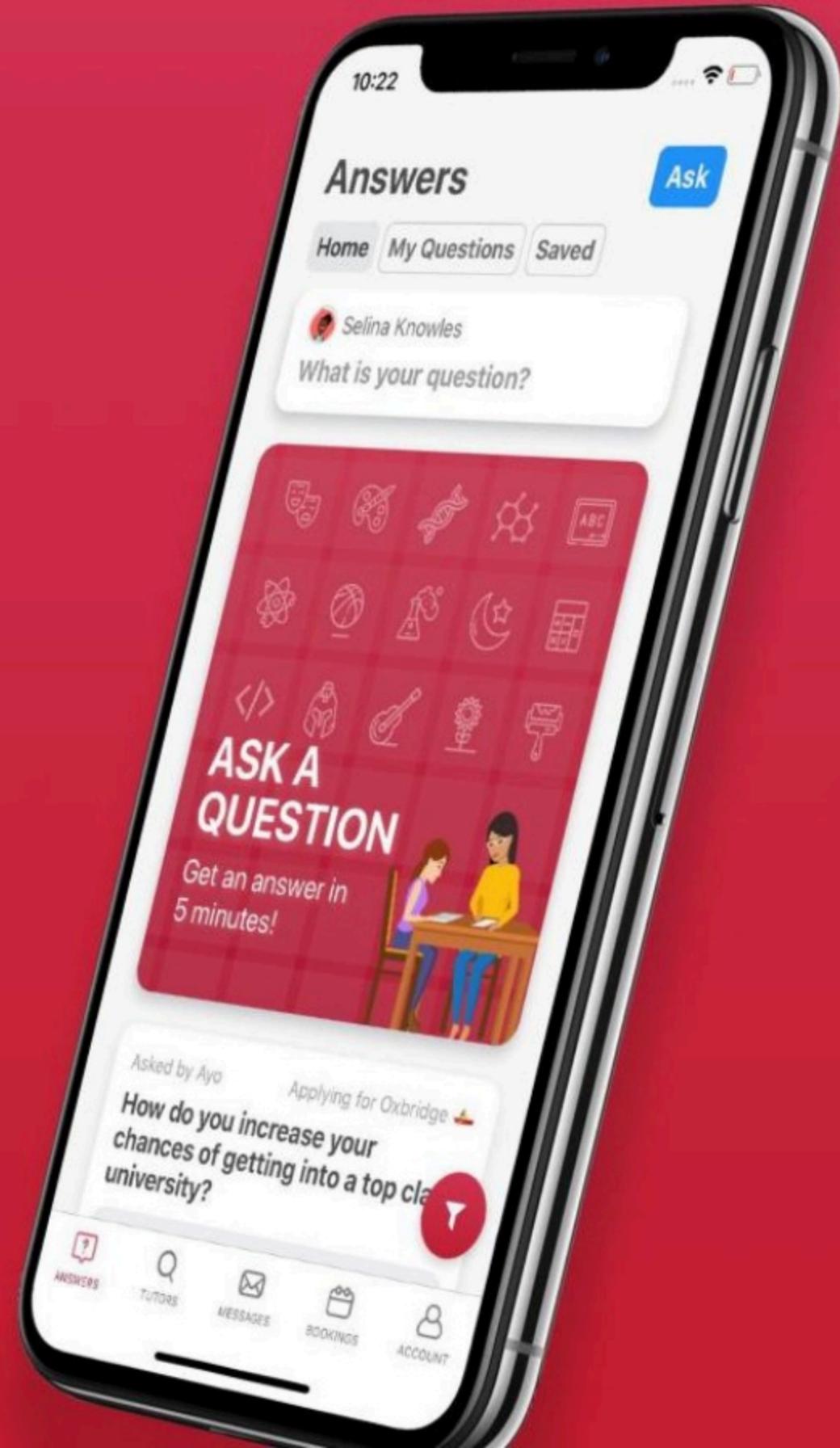


SCOODLE

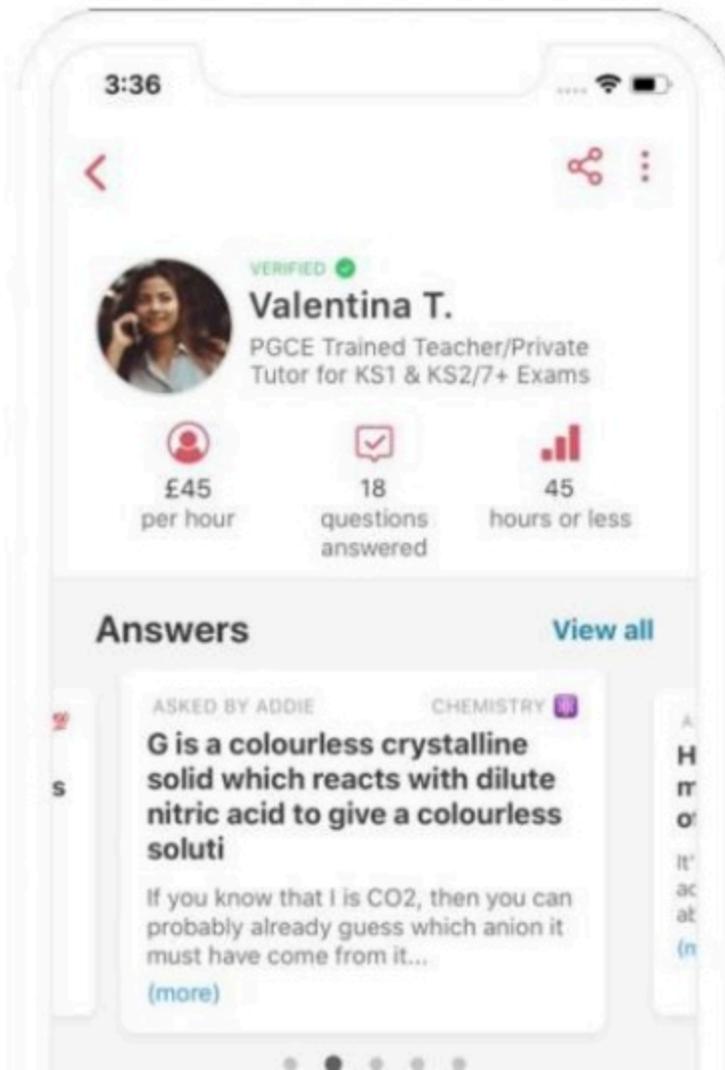
We're building a "twitch for educators"



How it works for educators

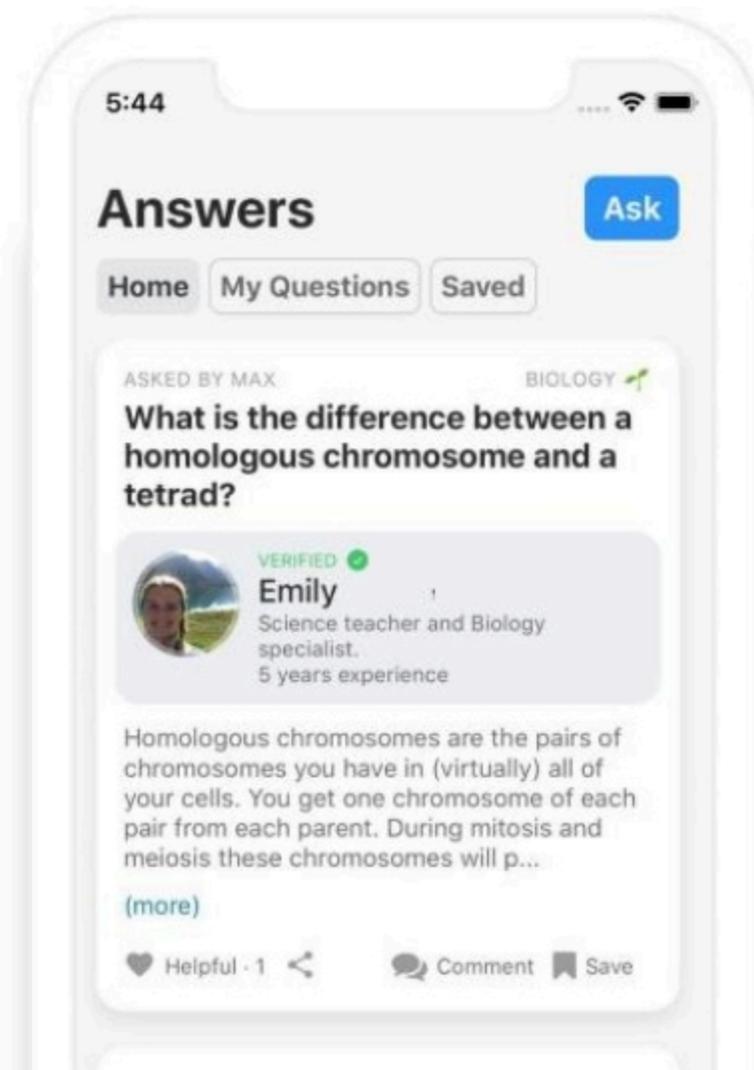
1 Make a profile

Educators share their bio, education history and ID to get verified on Scoodle.



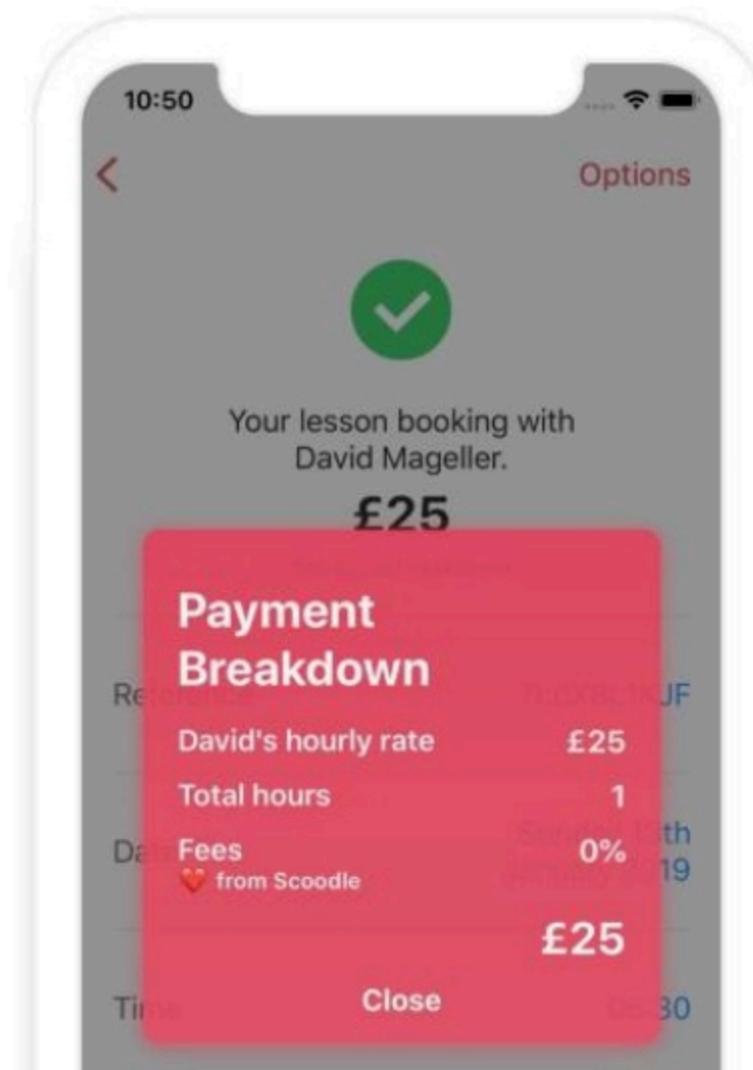
2 Share content

Educators grow their brand by sharing answers, essays and resources. They are discovered by 1000s of students.



3 Make money

Students can then book lessons, with 100% of the earnings going to the Educators. They can also earn royalties with content.





Biz Stone ✓

@biz

Follow



“Everybody has something they want to learn, and something they can teach.”
(Reminds me of Jelly so I invested.) Check it out: scoodle.co.uk

9:28 PM - 14 Jan 2019

LinkedIn created a professional identity. Facebook created a social identity.

Scoodle will create the teaching identity.



*“Through Scoodle, every teacher will have a brand.
Teachers will become the Kim Kardashians of
education.”*

Ismaail Jeilani

Cofounder at Scoodle

What makes us different?



0% Commission

Scoodle is the first platform to remove booking fees. If a Educator charges £30 per hour, they keep the full £30. **This means almost zero leakage.**



TeachRank

We're building a multi-component algorithm driven by machine learning to **help students get the right answers & resources quickly.**



Profiles

Every educator has a profile that lists their content and performance. We index that data via SEO to increase their discovery.



Q&A

Educators can answer questions to increase their bookings. **Imagine stack overflow, but being able to hire the developers after getting an answer.**

Why now?

Coronavirus



Online learning has gone from a luxury to a necessity in weeks.

Revenue and MAUs have both increased, with minimal increase in marketing spend.

Falling CPMs



As marketing spend falls globally, Scoodle is well placed to capitalise on falling CPMs across ad networks.

Our CPMs are 3x less, from £1.50 to £0.50.

Hiring



As a growing business in an area that has not been as impacted by Covid-19, top talent is more attracted to Scoodle.

We've confirmed 2 FTE since March 2020, and we're actively hiring.

Growth Strategy



Digital Marketing

Student CAC: £0.70 to £0.90
Educator CAC: £2.30 to £3.20
Referral uplift: 20% (every 10 downloads gives us 2 'free' users).



SEO

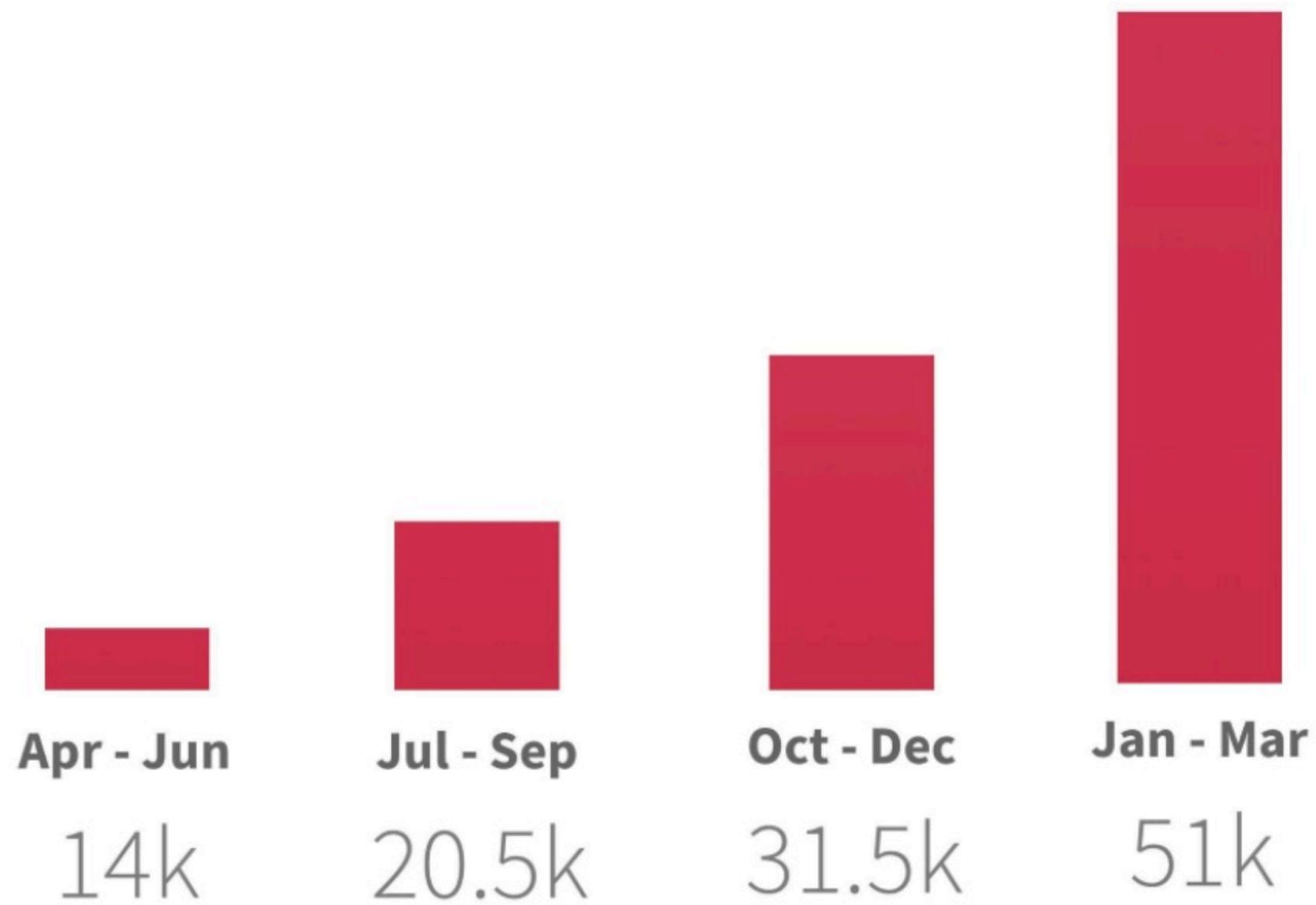
We index thousands of answers and resources on Scoodle, whilst indexing Educator full names - just like LinkedIn.



Referral Scheme

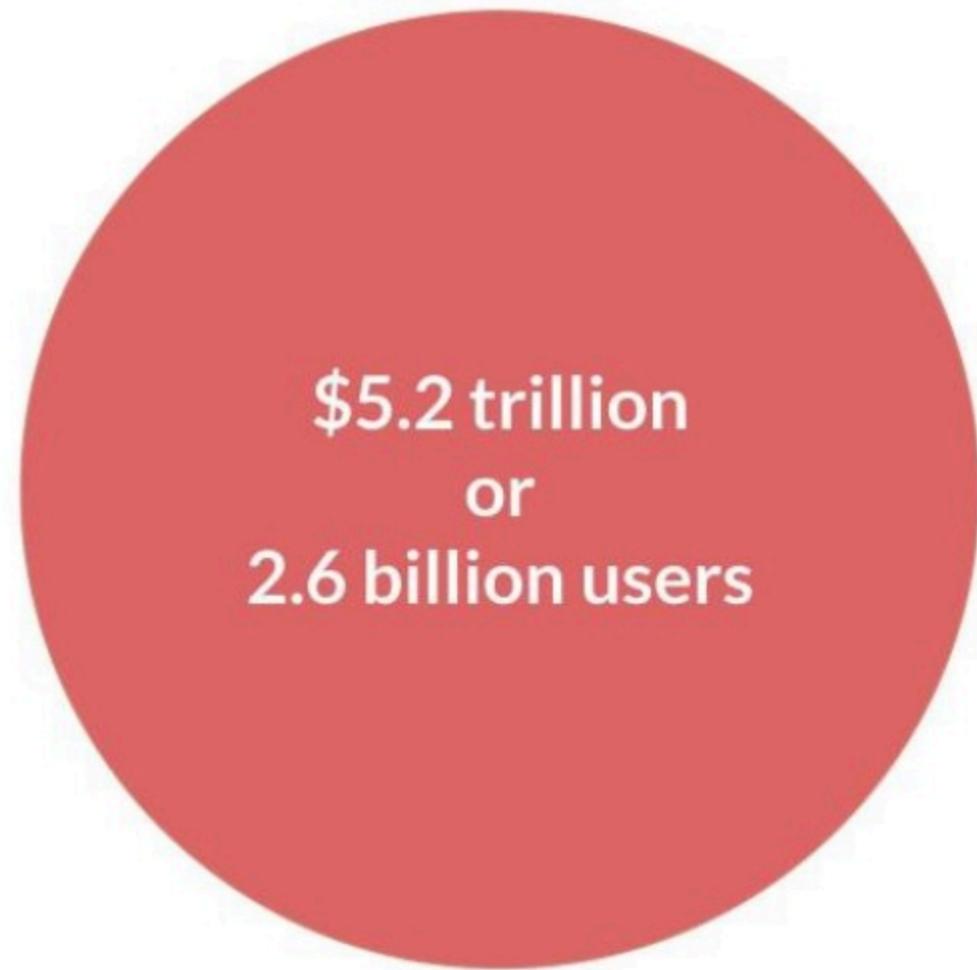
Product driven referral schemes and brand ambassadors at schools and universities.

User Growth

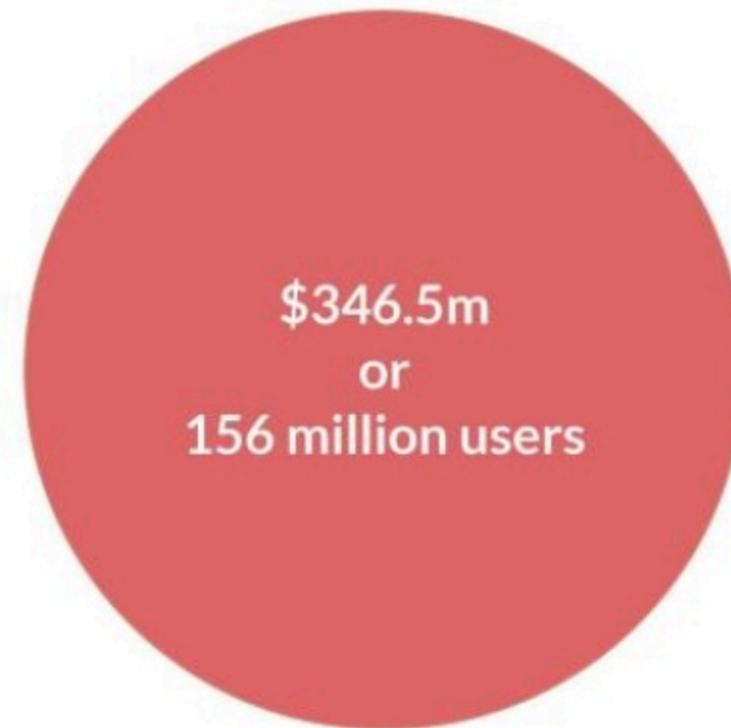


How big is the market?

TAM



SAM



SOM



-  Up to 10x more messages
-  Premium listing in search
-  Zero fees on lessons
-  Unlimited resources
-  No ads, ever

~~£10~~ /month Free for 3 days

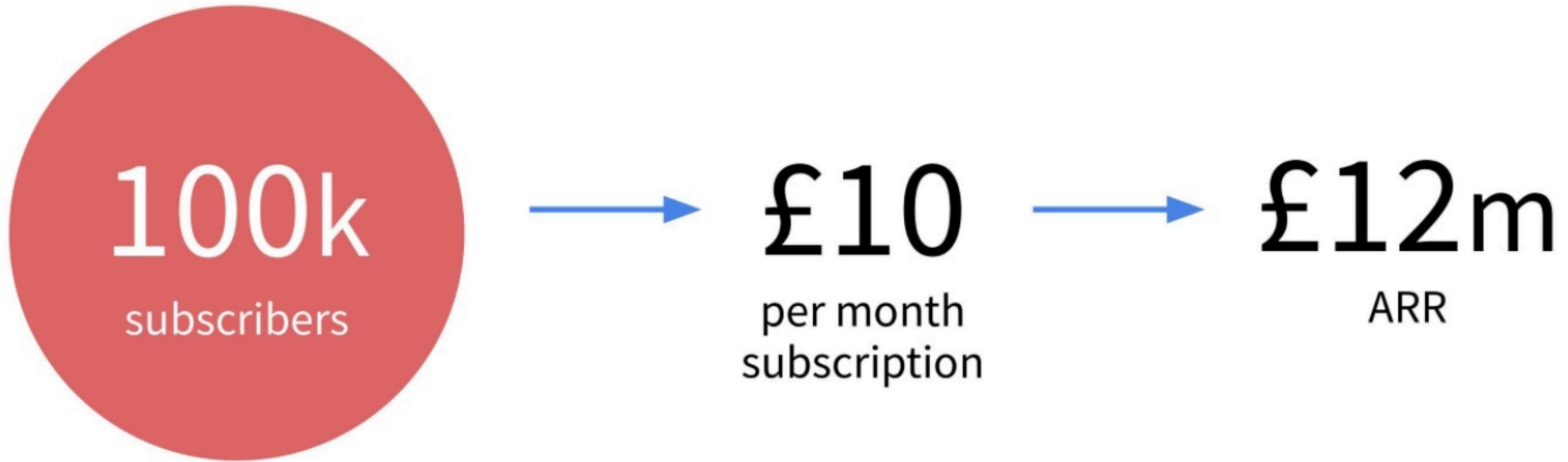
Billed annually

Get started free

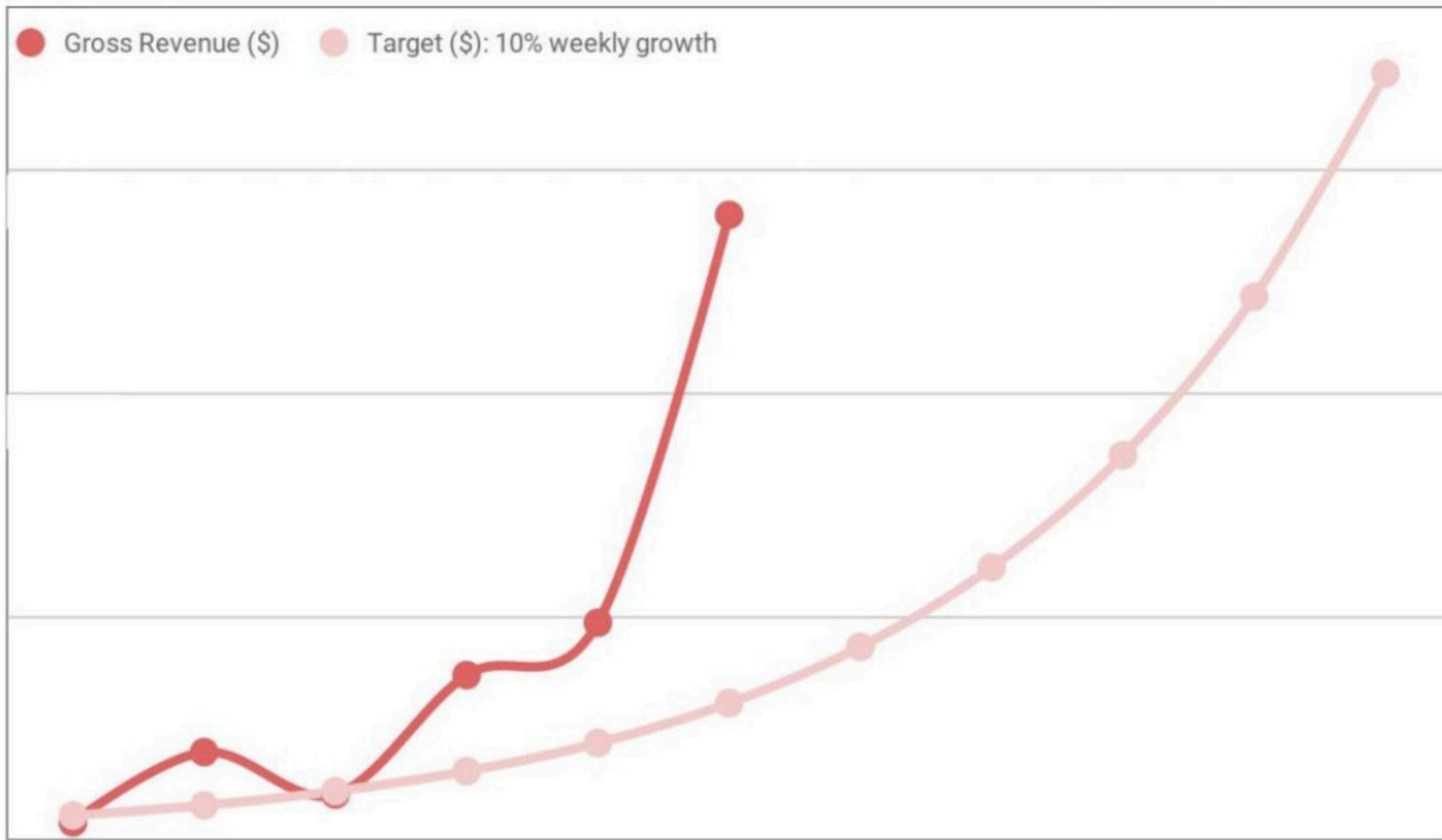
[View terms](#)

How we make money

Subscriptions at scale



Revenue



20%

Weekly revenue growth,
Nov - Apr

4.7%

new tutors convert to
paying users

1 in 5

new tutors start trials

Team



Ismail Jeilani

Cofounder & CEO

- Self-funded university with first teaching business, making £400k
- Tutor for 7 years
- Ex-Google, digital marketing
- Ex-PM at edtech startup, raising £500k from partnerships
- FT top 100 minorities in tech



Mujavid Bukhari

Cofounder & Data

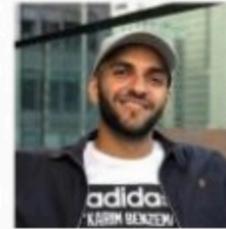
- Ex-Google, working on YouTube, gDocs and gmail.
- Ex-Codecademy, building courses used by 100k students
- Tutor for 5 years
- Experience at 5 Seed - Series B startups.
- Helped build internationally used syllabus, sold 200k+ copies



Imdad Ahad

Cofounder & CTO

- Ex- U.K. Government Digital Services, specialising in large-scale web system development.
- Previously at multiple FTSE 100 companies including BT, BAE Systems, Shell, GE and Accenture.
- YouTube channel with 500,000+ views across 140 countries.



Rasheed Wihaib | Software Engineer

ex-Software Engineer @ Shazam & Google



Hayley Ard | Marketing Manager

ex-Head of Consumer Lifestyle @ Stylus



Muntasir Syed | Software Engineer

ex-Software Engineer @ Haplo (Edtech Startup)



Brad Wallington | Senior Product Designer

ex-Head of Design @ YR Live

Angel round~ £180k

With a £180k angel round, we built an iOS, android and web platform, grew to 25,000 users and joined Oxford University's accelerator, Oxford Foundry in 12 months.



Wallace Ko | Morgan Stanley
MD & CEO, Taiwan



Pieter Kooyman | Miniclip
Chief Advertising Officer



James Russell | Miniclip
Head of Product Design



Paul Bugryniec | Miniclip
Head of Business Intelligence



Saad Choudri | Miniclip
Chief Commercial Officer