StuDocu | StuDocu Pitch
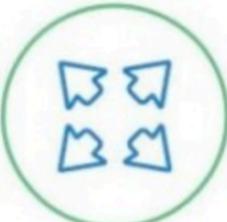
November 2020

StuDocu at a glance

Leading global online crowdsourced study platform

Selected KPIs

$XX.Xm
sales

~140%
sales growth YoY

~86%
gross margin

Unlimited
LTV/CAC

>2,000
universities

>XX
universities kickstarted every month

~5.5 million
quality documents approved and published[4]

59
Net Promoter Score

A highly efficient organization with only 48 full-time employees and profitability

Hyper growth in monthly active users[5] (MAU)

Number of active users (m)

MAU 12.8m (Oct '20)

>96% CAGR[6]
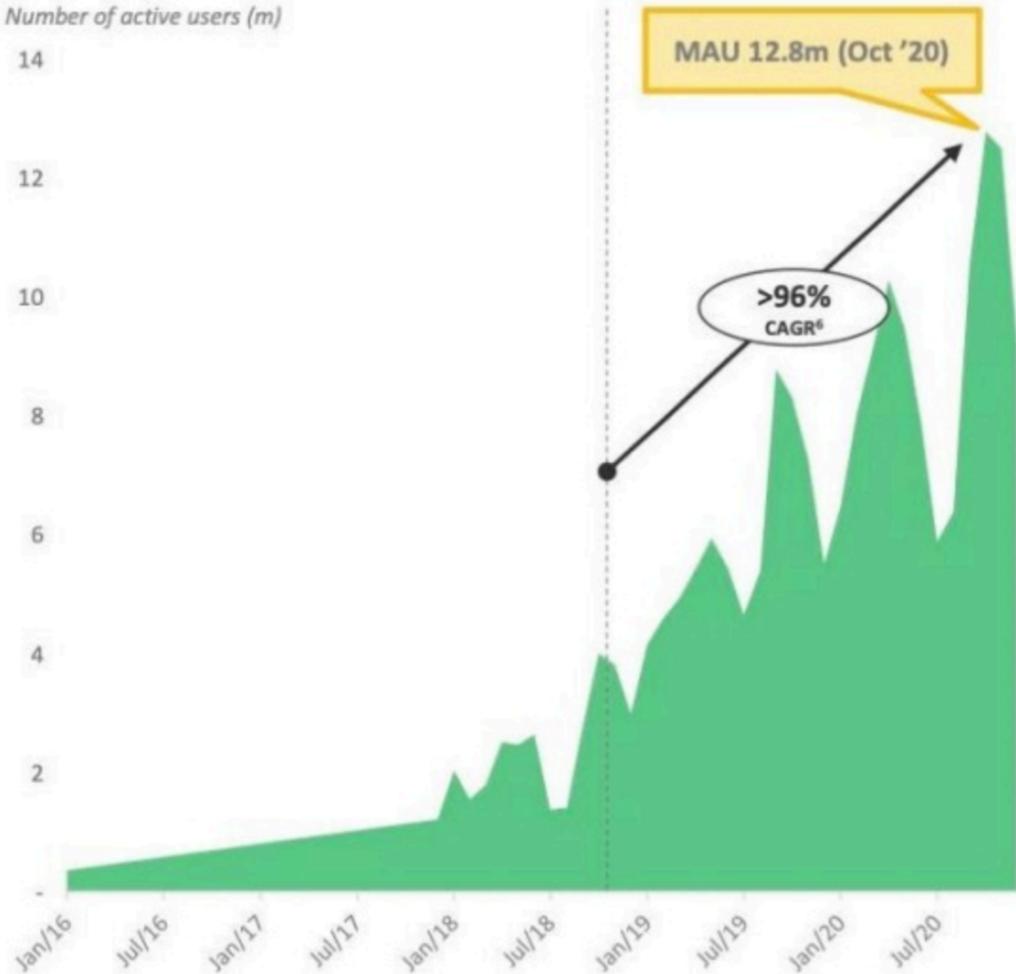
StuDocu: helping students excel

Bringing together the world's best study materials

Opportunity

Globally 250 million university students are looking for ways to study smarter and improve their grades

2 billion+ notes, study guides and essays are created each year with additional billions of study-related questions being asked

In the past, students did not have access to this enormous amount of valuable study content

StuDocu is on a **mission to be the online student community**, connecting and making all this knowledge available to students across all academic years and universities

Solution

Students upload their book summaries, lecture notes, trial exams and other study materials to StuDocu's platform, categorized by course or by book

These 5 million+ documents are viewed and downloaded by 12 million+ users per month

StuDocu Groups offer a great place for discussions, Q&As and collaboration

Product snapshot – Desktop viewer

The document viewer enables easy navigation and allows users to study directly on the platform. Furthermore, users can rate documents and start discussions with their fellow classmates

On the course page, students can find all the content available for their courses and engage in discussion groups with classmates
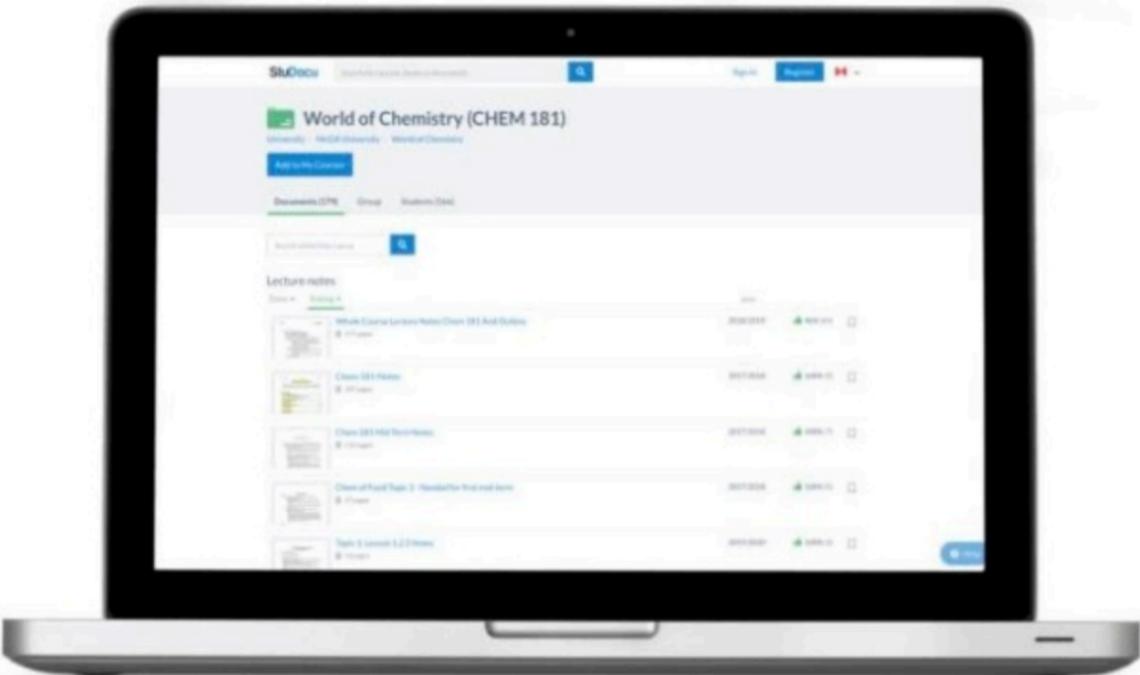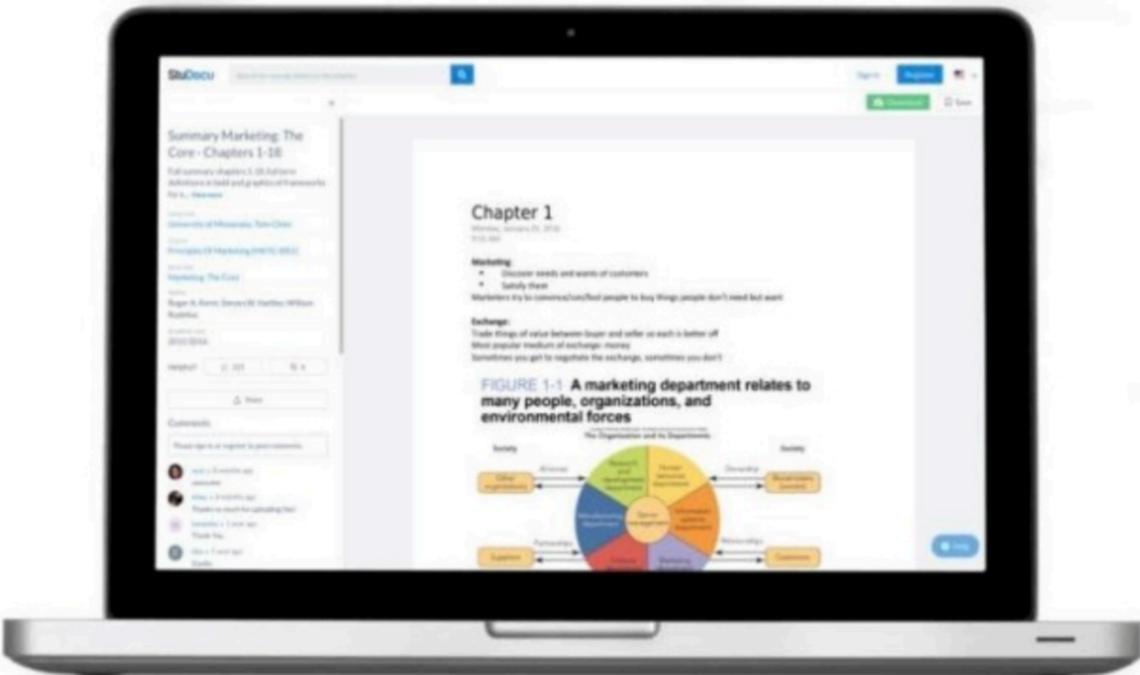
Product snapshot - App
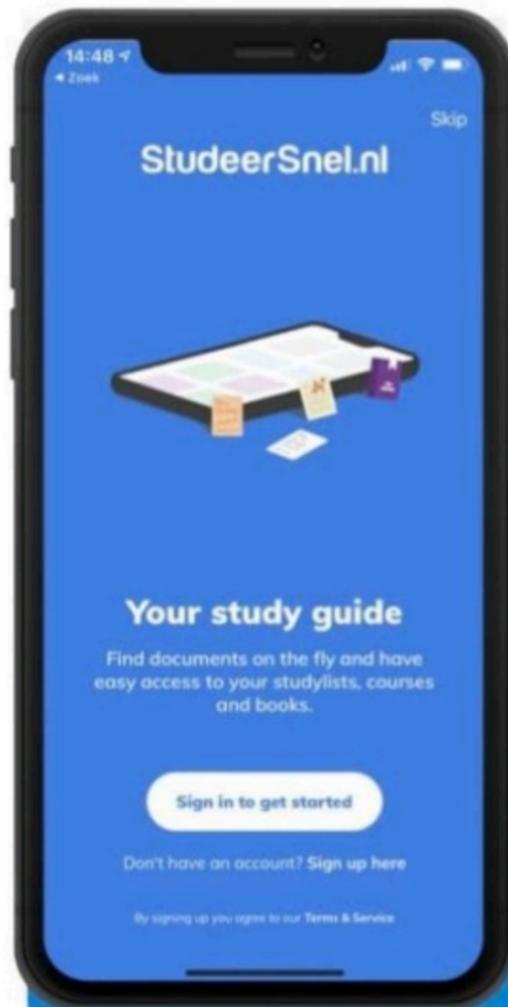
A welcome screen allows students to login or create an account, or skip sign up and explore first
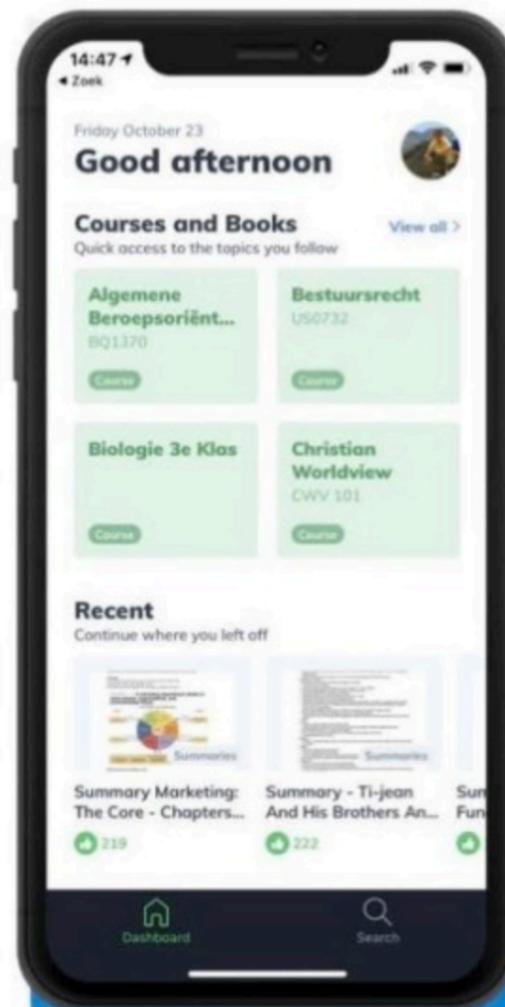
The dashboard allows students to quickly navigate to their recent documents and courses

The document viewer offers students a clean reading experience, while maximizing screen space for reading content

Comprehensive offering creates many unique selling propositions for student users

Key unique selling propositions

All the study documents you need to excel in your studies
- Lecture notes
- Book summaries
- Study guides

High quality documents
- Student ratings system allows for the best content to be featured first

All documents are well organised and can easily be found by:
- University courses
- Study books
- Ordered by title / author
- General search

Responsive website which can be used on any device and screen size
- PC/Mac
- iOS/Android

StuDocu App for Android & iOS
- Beautiful mobile app to browse documents when on-the-go

StuDocu Groups
- If you have study-related questions simply ask them in StuDocu Groups, where fellow students can help out

User reviews

Sam Poole
"The notes and resources are outstanding in quality and allow me to reach my potential as a student."

Ona Camprubí
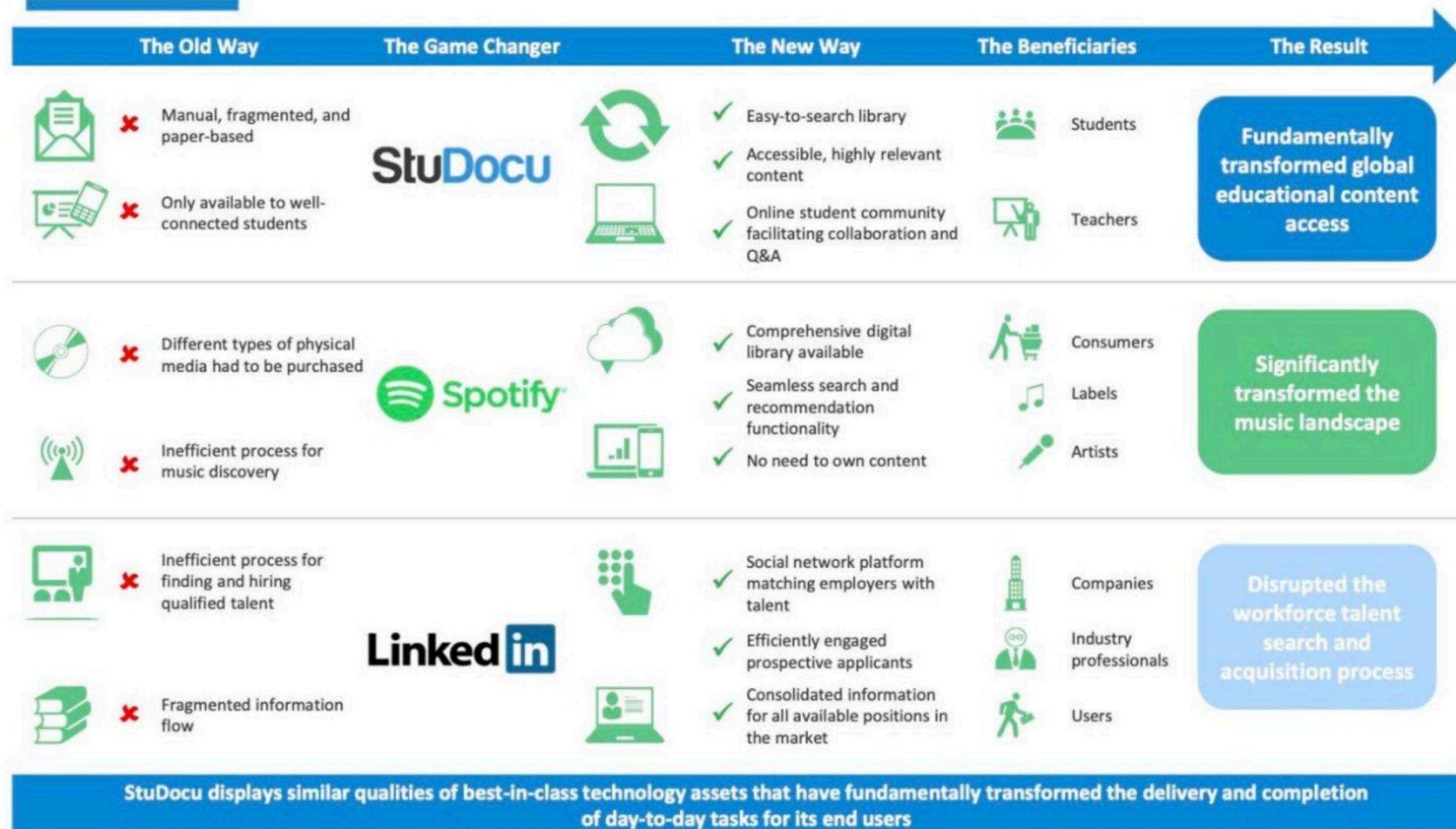*"Porque es muy útil i puedes encontrar la mayoria de apuntes que necesitas."*

Irene Pan
"Very helpful, fair system of contributing help and receiving help!"

59
Net Promoter Score

The category creator for educational content

The Old Way	The Game Changer	The New Way	The Beneficiaries	The Result
✗ Manual, fragmented, and paper-based ✗ Only available to well-connected students	**StuDocu**	✓ Easy-to-search library ✓ Accessible, highly relevant content ✓ Online student community facilitating collaboration and Q&A	Students Teachers	**Fundamentally transformed global educational content access**
✗ Different types of physical media had to be purchased ✗ Inefficient process for music discovery	**Spotify**	✓ Comprehensive digital library available ✓ Seamless search and recommendation functionality ✓ No need to own content	Consumers Labels Artists	**Significantly transformed the music landscape**
✗ Inefficient process for finding and hiring qualified talent ✗ Fragmented information flow	**Linked in**	✓ Social network platform matching employers with talent ✓ Efficiently engaged prospective applicants ✓ Consolidated information for all available positions in the market	Companies Industry professionals Users	**Disrupted the workforce talent search and acquisition process**

StuDocu displays similar qualities of best-in-class technology assets that have fundamentally transformed the delivery and completion of day-to-day tasks for its end users

Offering a 'friendly' business model of freemium and subscription to maximise engagement & penetration

A freemium model with student-friendly prices

80%

of the content is free of charge
No amount is charged to view documents online

Only few features
are Premium

20%

of the content is Premium
To access these documents, students can:

Upload
study resources

Pay a
subscription fee

To gain access to the Premium content, roughly 50% of the current users upload resources and the other 50% pay the subscription fee. Users with a paid subscription model are typically charged $20.97 per quarter (**$6.99 per month**) or $59.88 per year (**$4.99 per month**).

Unique strategy drives user engagement and benefits from network effects

StuDocu's platform benefits from strong network effects and continues to grow in value as more content is generated and more users are added

Content

Traffic

StuDocu

Continuous reinvestment

Monetisation
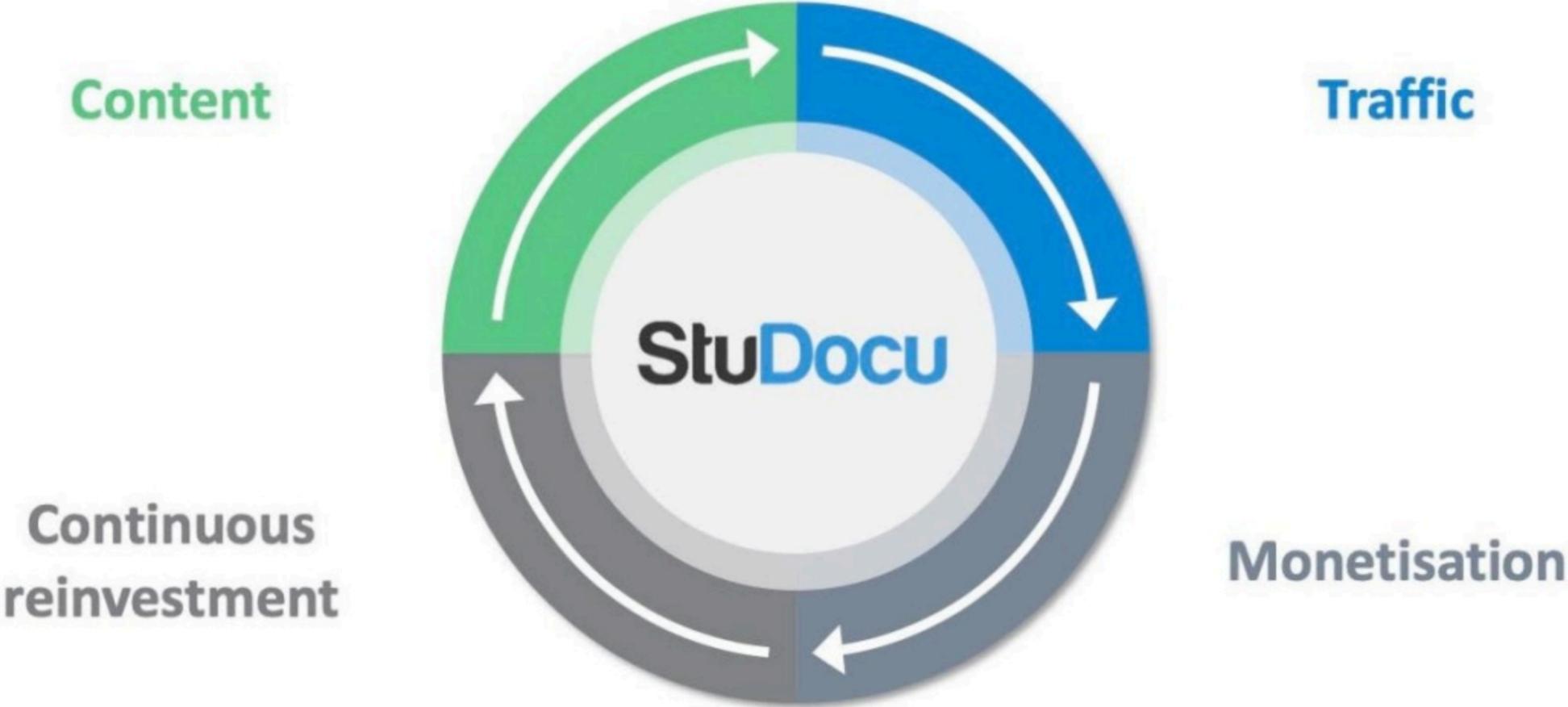
Leadership team in place to support future growth

Marnix Broer
CEO & Co-founder

- Started StudeerSnel in 2010 during his studies
- Took the CEO role in 2019 after having built the operational foundation of StuDocu
- Graduated from TU Delft with a degree in Offshore Engineering

StuDocu

Lucas van Houten
CTO & Co-founder

- Started StudeerSnel in 2010 during his studies
- Leads a world-class engineering team of 17
- Studied Mechanical Engineering at TU Delft

StuDocu

Reynald Fasciaux
COO

- Joined in May 2019 as COO
- Graduated from the University of Cambridge with a degree in Energy Technologies
- Has over 7 years of experience at technology companies
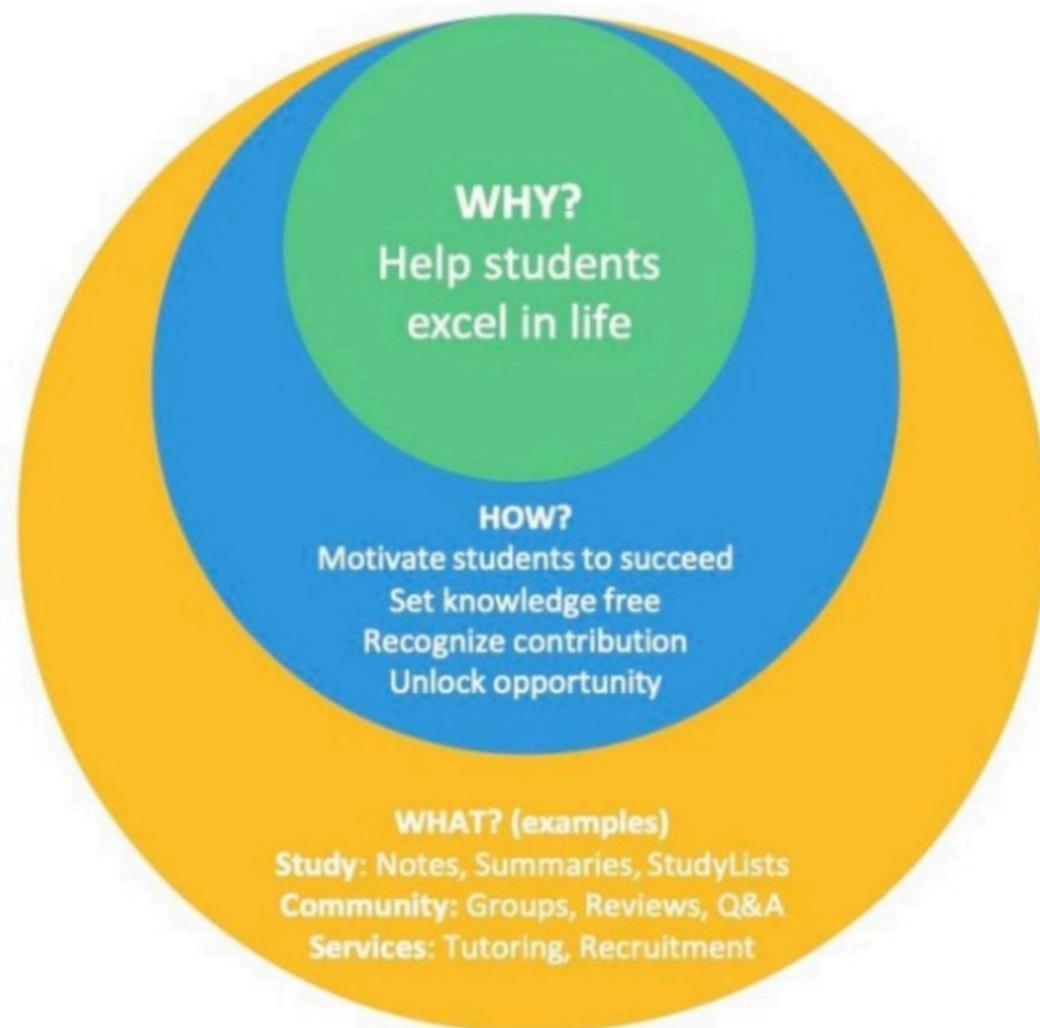- Previous experiences include:

amazon   Uber

OLIVER WYMAN

Rasmus Wolff
CDO

- Joined and invested in 2017
- Graduated from Copenhagen Business School with a degree in Computer Science
- Has over 12 years of experience in managing and co-investing in technology start-ups
- Previous experiences include:

JUST EAT
Takeaway.com   GET YOUR GUIDE

The StuDocu vision and values – driving its growth and innovation

StuDocu's vision

WHY?
Help students
excel in life

HOW?
Motivate students to succeed
Set knowledge free
Recognize contribution
Unlock opportunity

WHAT? (examples)
Study: Notes, Summaries, StudyLists
Community: Groups, Reviews, Q&A
Services: Tutoring, Recruitment

StuDocu's values

Be an A+ Student
We believe in sharing knowledge, continuously learning and challenging ourselves

Gezellig & One Love
As a family we express ourselves, have fun, embrace feedback, and care about each other

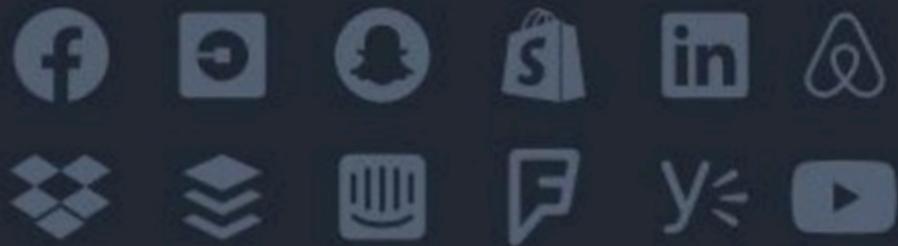**Efficiency + Scalability + Data = Success**
Our formula for decision making

Teamwork makes the dream work
Transparent and direct communication creates a strong and trustful team

Trailblazers
Our creative and energetic mindset drives innovation

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