

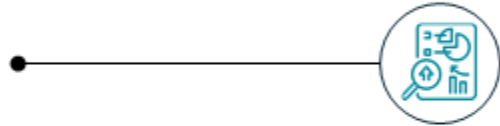
 **Company**
ABC

Real Estate

EDTECH



Outdated & Ineffective Teaching Methodologies



Situation

- Pre- recorded lectures are boring & uninspiring
- Courses offered in English only

Result

- Less than **50% course** completion rate
- **10%** of license-holders never close a deal



SOLUTION

Duolingo Meets Master Class For COMPANY ABC

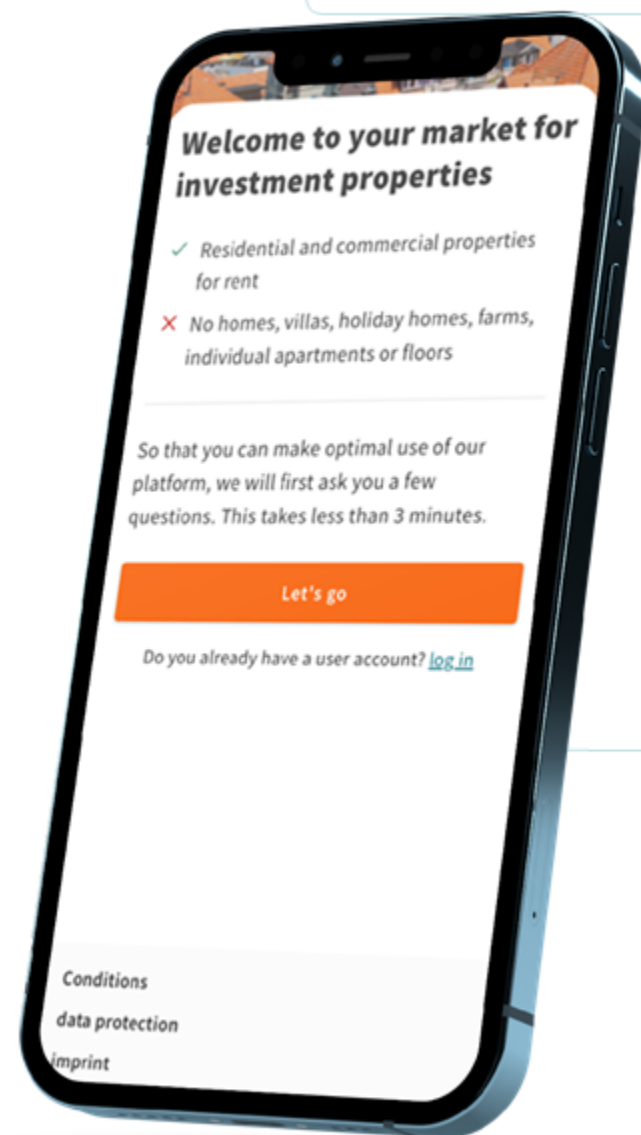
Gamified Learning



Design Your Own Learning Journey

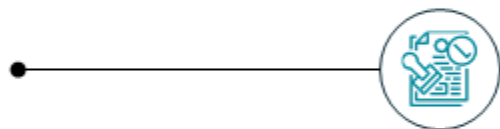


Language Of Your Choice

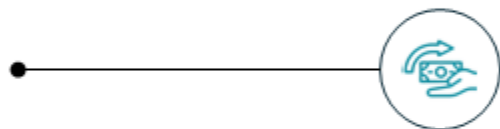


PROBLEM 2

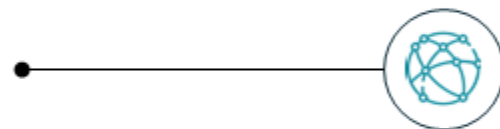
No Ecosystem For Real Estate Professionals



Non- Existent
Post- Licensing
Education &
Support



No Guaranteed
Job Placement



No Networking
Events

SOLUTION

A Community For A Lifetime Support



Networking Opportunities

Providing a platform for members to connect, share ideas, and collaborate. This includes virtual networking events, mentorship programs, and a dedicated space for members to showcase their work and achievements.



Career Services

Offering a range of career support services, including resume reviews, job search strategies, and access to exclusive job openings. This also includes workshops on interview techniques and professional development courses.



Marketing Resources

Providing a comprehensive suite of marketing tools and resources, including social media templates, content creation guides, and access to professional marketing services. This also includes workshops on digital marketing strategies and brand development.

Why Now



Covid- 19 Changed Things

The pandemic has accelerated the adoption of digital technologies, particularly in the education sector. Remote learning, virtual classrooms, and digital content have become essential components of modern education. This shift has created a demand for innovative educational solutions that can effectively deliver content in a digital format.

Investment in Edtech has also increased significantly, with many companies and governments recognizing the potential of technology to transform education. This has led to a surge in funding for Edtech startups and established companies alike.



The Rise Of Edtech

The combination of increased demand and investment has created a fertile environment for the growth of Edtech. Companies are developing innovative solutions that leverage artificial intelligence, data analytics, and personalized learning to enhance the educational experience. These solutions are designed to address the challenges of traditional education, such as limited access to quality education and the need for personalized learning paths.

As the Edtech market continues to expand, it is expected to play a significant role in shaping the future of education. The rise of Edtech is not just a trend, but a fundamental shift in the way we think about and deliver education.

COMPANY ABC

How It Works?

COMPANY ABC Makes Getting Pre- And Post- Licensing Training Easy And Exciting.

01

Step 1: Initial contact
via email
—> **100%** response rate
Step 2: Initial call
Step 3: Initial meeting
Step 4: Initial training
Step 5: Initial assessment
Step 6: Initial feedback
Step 7: Initial review
Step 8: Initial follow-up

02

Step 9: Initial training
Step 10: Initial assessment
Step 11: Initial feedback
Step 12: Initial review
Step 13: Initial follow-up
Step 14: Initial training
Step 15: Initial assessment
Step 16: Initial feedback
Step 17: Initial review
Step 18: Initial follow-up

03

Step 19: Initial training
Step 20: Initial assessment
Step 21: Initial feedback
Step 22: Initial review
Step 23: Initial follow-up
Step 24: Initial training
Step 25: Initial assessment
Step 26: Initial feedback
Step 27: Initial review
Step 28: Initial follow-up

04

Step 29: Initial training
Step 30: Initial assessment
Step 31: Initial feedback
Step 32: Initial review
Step 33: Initial follow-up
Step 34: Initial training
Step 35: Initial assessment
Step 36: Initial feedback
Step 37: Initial review
Step 38: Initial follow-up

COMPANY ABC

Business Model

One-Time Fee For A
Personalized Learning
Journey



Enterprise Partners

- Specialized Personalized Learning Journeys
- Add-on Tools/Content/Assessments
- Global or Regional (L)



Individual Learners

- Free Content/Tools
- Customized Learning Paths/Personalized Learning Journeys
- Global or Regional (L)

COMPANY ABC

Philanthropic Endeavors

Paving A Successful Real Estate Career Pathway For
Impoverished Communities



We Will Target

Marginalized Communities

in:

- High Schools
- Adult Education Centers
- Community Centers
- Local Organizations



And Provide

- Career Development Programs
- Educational Tools
- Financial Literacy Training
- Real Estate License Support
- Job Training Programs
- Professional Development and Community Events

Go- To- Market Strategy

Partnerships



- 1. Identify potential partners: Research industry leaders, complementary businesses, and organizations with shared goals.
- 2. Evaluate partnership opportunities: Assess the value, resources, and expertise each partner can bring to the table.
- 3. Develop partnership agreements: Create clear, mutually beneficial terms of collaboration, including roles, responsibilities, and revenue sharing.
- 4. Implement and monitor partnerships: Establish communication channels, track progress, and adjust the partnership as needed.

Marketing



- 1. Define target audience: Identify the specific market segments and customer personas you want to reach.
- 2. Develop marketing strategy: Choose the right mix of marketing channels and tactics to reach your target audience.
- 3. Create marketing content: Develop compelling messaging, visuals, and offers that resonate with your target audience.
- 4. Execute marketing campaigns: Launch your marketing efforts across selected channels, track performance, and optimize for results.

Expansion



- 1. Assess market readiness: Evaluate the demand, competition, and regulatory environment in the new market.
- 2. Develop expansion strategy: Determine the most effective approach for entering the new market, such as direct sales, distribution, or partnerships.
- 3. Execute expansion plan: Implement the chosen strategy, establish local presence, and build relationships in the new market.
- 4. Monitor and optimize expansion: Track performance, gather feedback, and adjust the expansion strategy as needed.

Go- To- Market Strategy

Partnerships

- Leverage existing relationships with brokerage houses across New York to offer them the tools required to succeed.
- Onboarding of industry leaders as mentors, as well as participants in our networking events
- Partnering with NYREI, Ryan Searhant, and Affiliate programs that add value for pre and post licensing support
- Partnerships with enterprises looking for specialized real estate training for their employee.

Marketing

- Digital marketing channels will be utilized - including social media (E. g. Instagram) Engage in public relation activities (E. g. Community events).
- Mobile and Web Platform will allow a lot of stickiness and better user- experience will ultimately result in greater customer retention rate and word- of- mouth marketing.
- Free educational material will be posted on our website and efficient SEO marketing will be done to ensure website ranking on search engines.

Expansion

- The first stage will involve actively engaging with licensed real estate agents and brokerage houses in New York.
- Once the platform is built and optimized, it will be easily scaled to allow expansion to other states.
- Expansion of operations to community schools and high schools for free of cost access will be ensured.

COMPANY ABC

Market Size

Everyone with a High School Diploma or above can benefit from our platform

86 Million

86 million people in the U.S. have a high school diploma or above, making them eligible for our platform.

17.3 Million

17.3 million people in the U.S. have a high school diploma or above, making them eligible for our platform.

> 1 Million

More than 1 million people in the U.S. have a high school diploma or above, making them eligible for our platform.

> 156,000

More than 156,000 people in the U.S. have a high school diploma or above, making them eligible for our platform.



Competitive Analysis

	C1	C2	C3	C4
Personalized Learning Journey	✗	✓	✗	✗
Mobile-friendly	✗	✓	✗	✗
Licensing Course	✓	✓	✓	✓
State Exam Prep Course	✓	✓	✓	✓
Continuing Education	✓	✓	✓	✓
Gamification Of Learning Approach	✗	✓	✗	✗
Life-time Career Support	✗	✓	✗	✗
Interaction With Instructors	✓	✓	✗	✗

Management Team

Image
here

Anthony
Estrella

Entrepreneur with 21+ years' experience developing SaaS businesses and 8 years marketing and running the most successful Real Estate School in City X.

Image
here

Justin
Morgan

A former Real Estate agent and mortgage advisor with 15 years' experience coaching Associates and Partners helping them grow their businesses.

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Stephanie
Fox

Operations Sales and Marketing professional with 20+ years' experience in online and in person educational programming.

COMPANY ABC

Use Of Funds

\$5,000,000 Investment

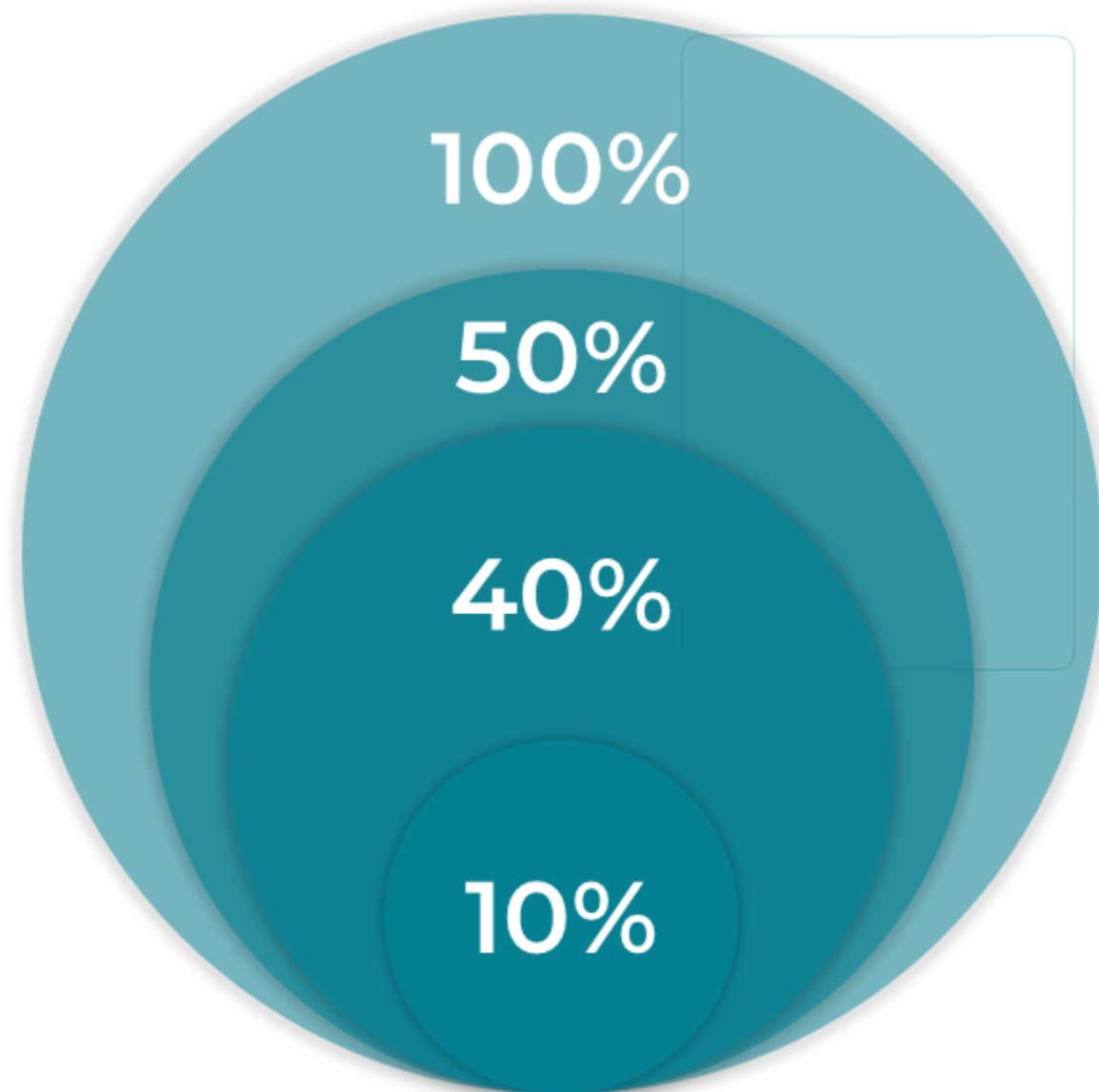
50% On Sales & Marketing

40% On R&D

Investment into the building, launching future features, and expanding to other states

10% On Administrative

Operations and other SG&A



COMPANY ABC

Timeline

Raise **\$5M** to
develop platform
and courses

2019

Launch complete
gamified version of
the app

2020

Launch beta
version of
COMPANY ABC in
New York

2021

Offer education in
Spanish, Chinese &
Russian

2022

Expand into
other state

2023

