



Teaching.app

Empowering education
for distanced learning.

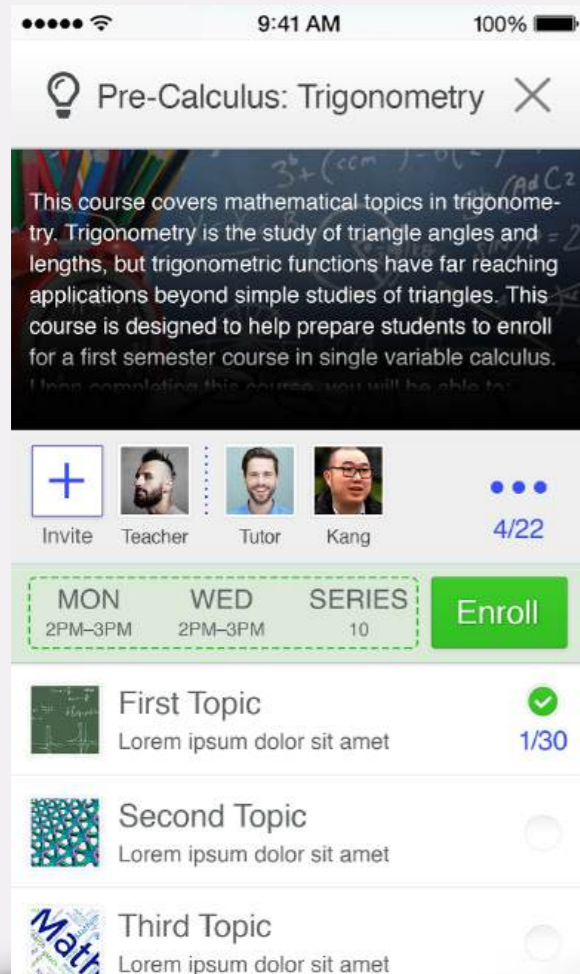


Problem / Opportunity

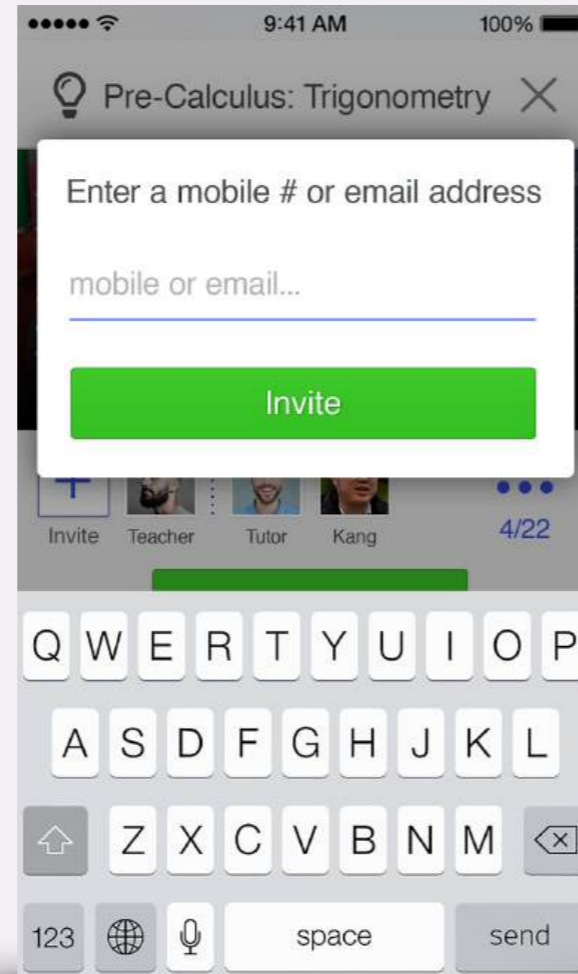
Traditional instruction at Schools and Colleges has been disrupted. Teachers are now looking for better ways to organize teaching **online**:



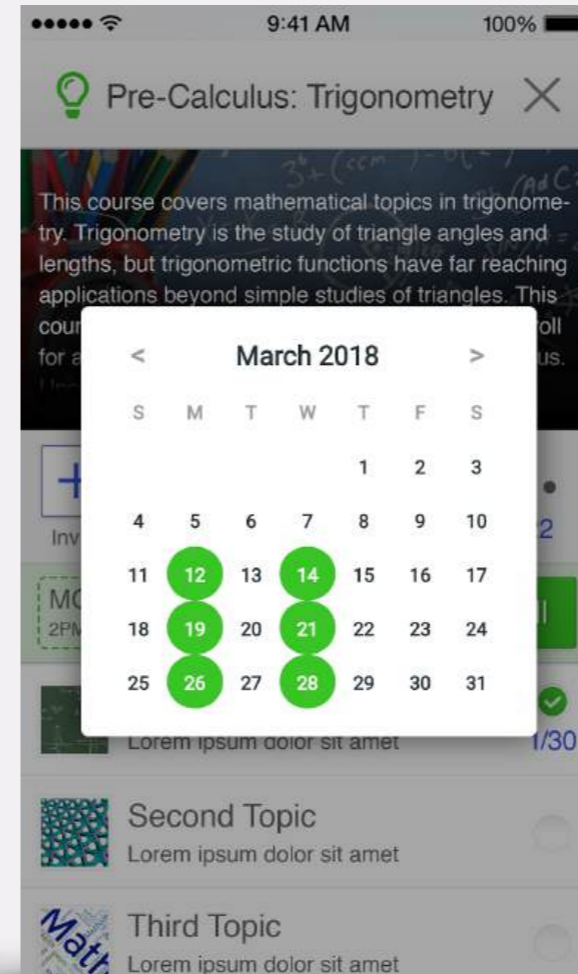
Solution for Teachers



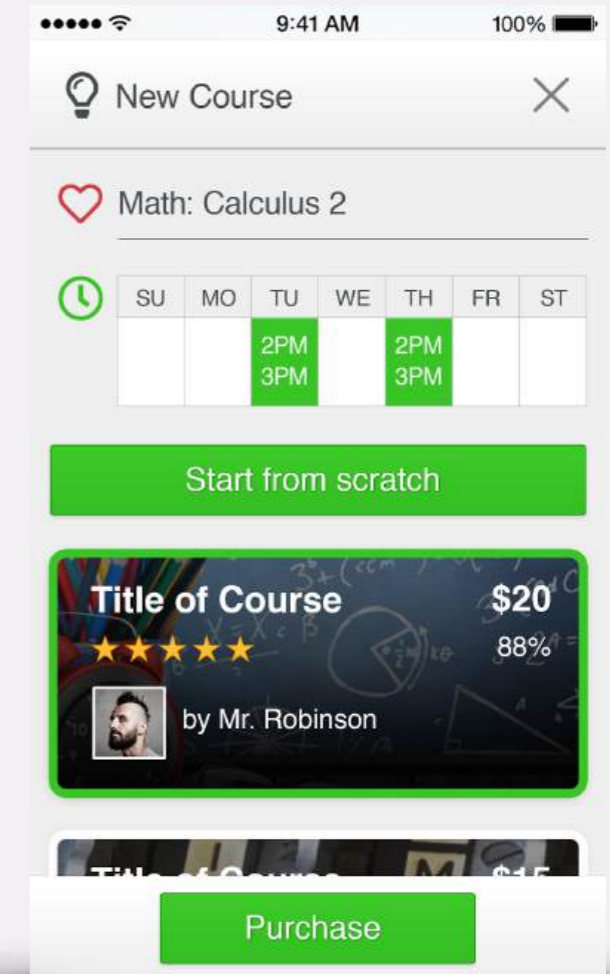
Assemble
Materials



Invite
Students

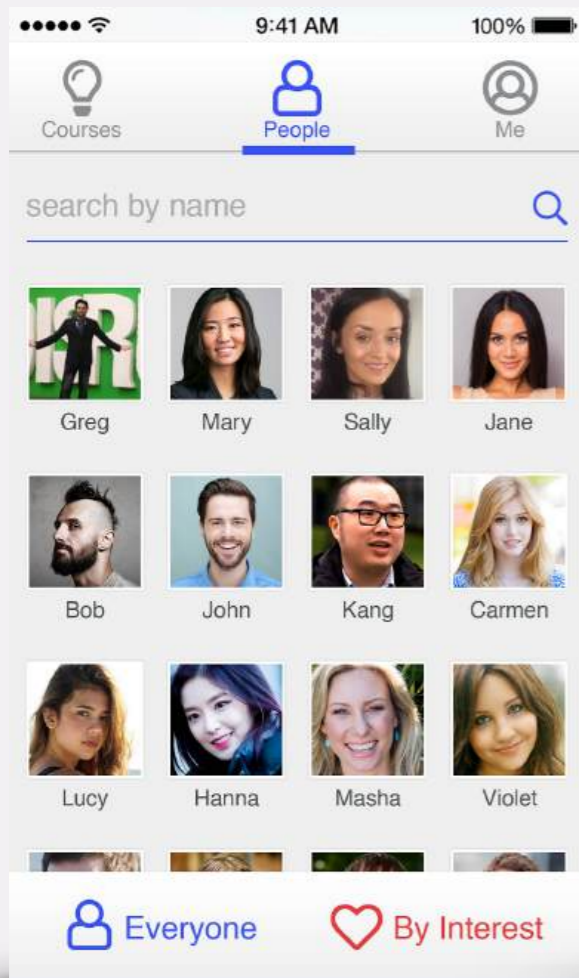


Organize
Schedules

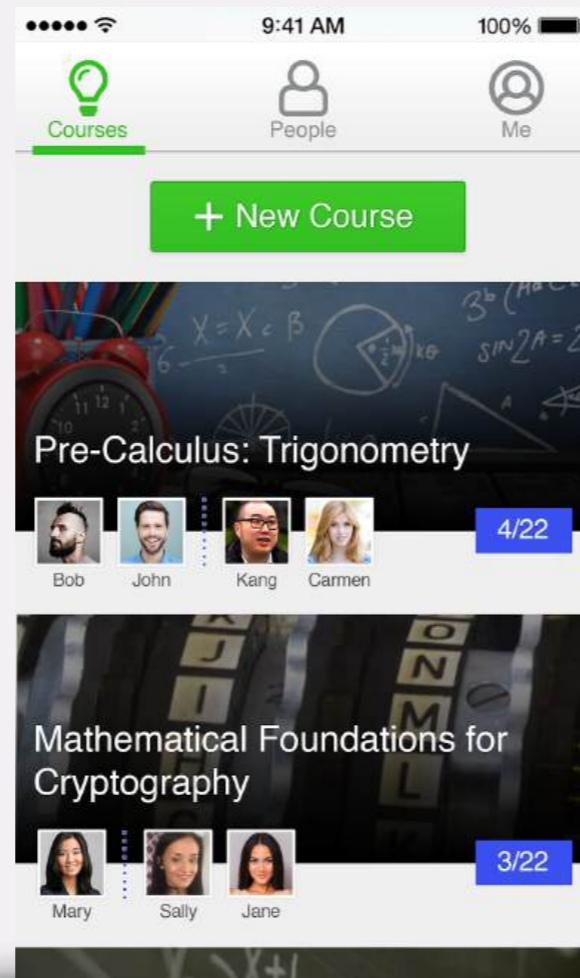


Monetize
Courses

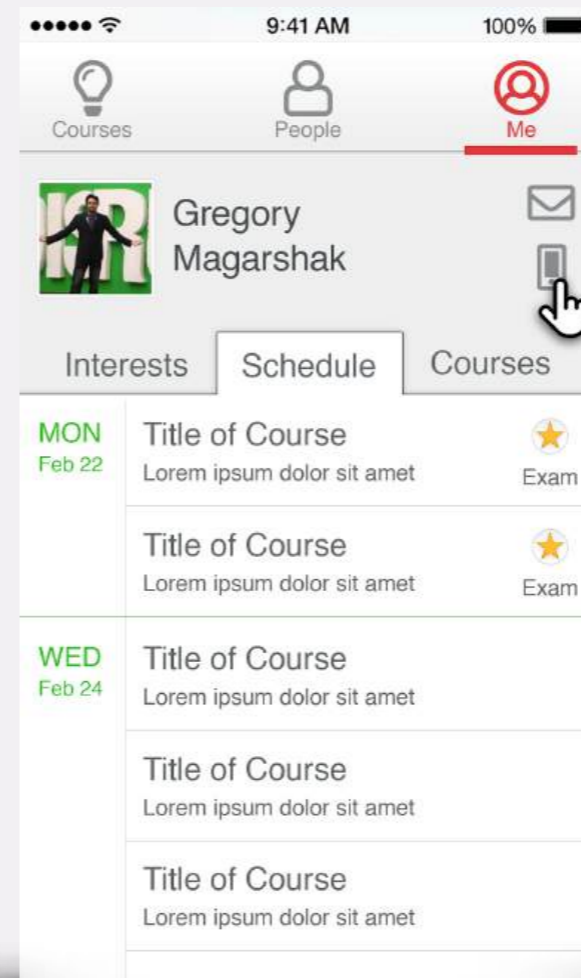
Solution for Students



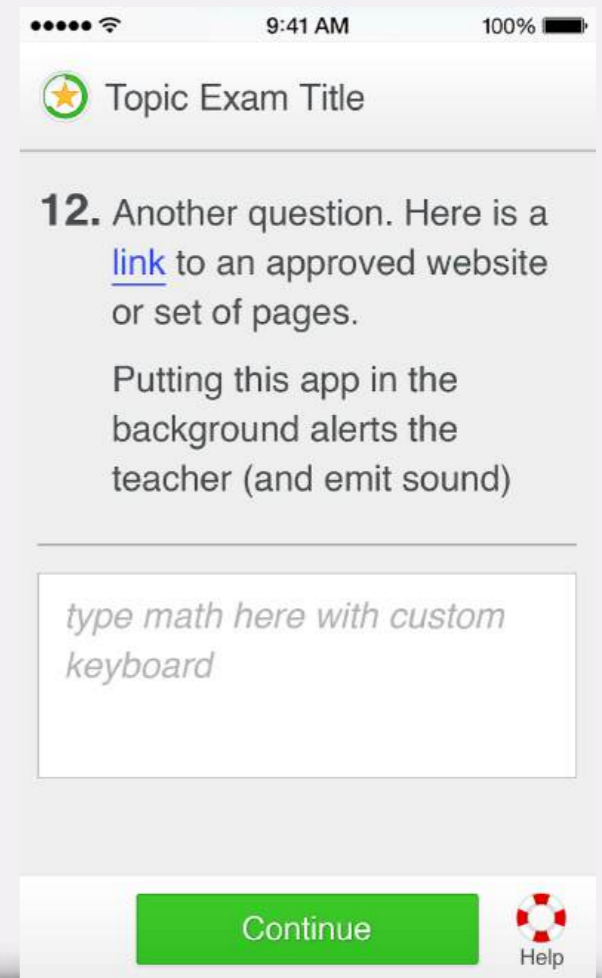
Connect
With People



Collaborate
On Assignments



Manage
Coursework



Report
Grades

Marketplace



Teachers purchase **Topics** created by other **Teachers** and customize them into **Courses** for their **Students**



Tutors develop reputations to help with specific **Topics** are paid by the hour by **Students** and rated afterward.



Venues hosting socially distanced learning environments can be reserved by **Parents** of school age **Children**.

The Team



Michael Strong
Founder and CEO

Founder of The Socratic Experience, the only high-touch virtual school that equips students through Socratic dialogue, 1-1 mentoring, and creative and entrepreneurial projects for lifelong happiness and success. Michael has the experience and connections to grow the Teaching.app platform to worldwide adoption.



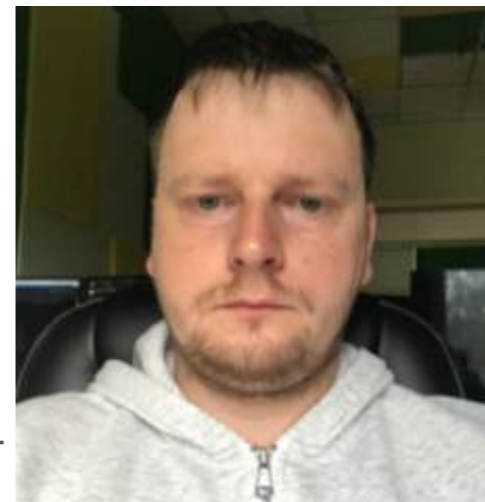
Greg Magarshak
Founder and CTO

Concert pianist as a child. Entered college at 14. Master's in math from NYU. Internet entrepreneur with experience teaching courses in universities, as well as building educational apps for local schools. Greg is the architect behind the technology that powers the Teaching App.



Andrey Tepaykin
Server Platform Director

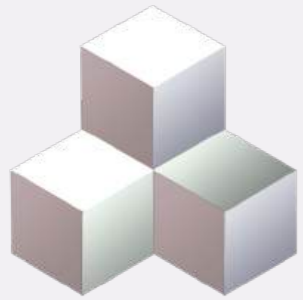
Over the last 13 years, Andrey has developed a wide range of websites for startups and small businesses. He has extensive experience with web technologies as well as open source frameworks, including our own in-house full-stack platform. Andrey will be working closely with Greg to build and support the Teaching.app platform, including classes, events, payments, payouts, and even building community servers to be run in rural villages.



Liubomyr Bondarchuk
Peer-to-Peer Director

Liubomyr has been working with us for over 7 years to build essential features for distance learning and presentations, including peer-to-peer livestreaming, AI models for facial recognition and eye tracking, attendance, attention, and much more. He is joining the Teaching.app developer team to incorporate real-time and social features, and implement gated access to real-time content and events. Our team has worked together for years.

We Are Repeat Entrepreneurs



We launched and bootstrapped a company called **Qbix, Inc.** which generated over **\$1 million** in revenue.



We developed and refined the **technology platform** that is now being used to power the Teaching app.

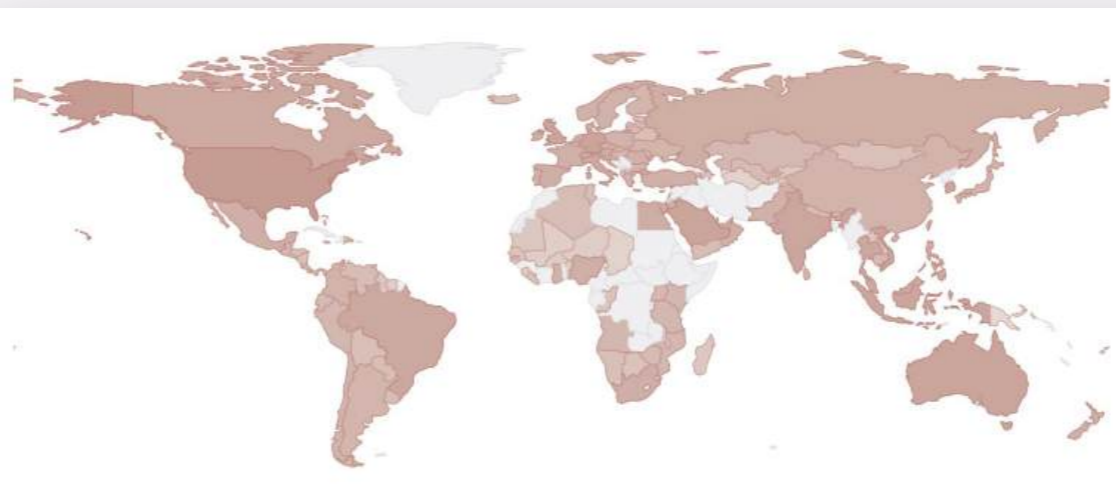


Our apps attract **2,000 people a day** across **95 countries** and have received an average rating of 



Calendars 3.0
used over **500,000** times
a month by **34,000+** users

★★★★★
OVERALL RATING



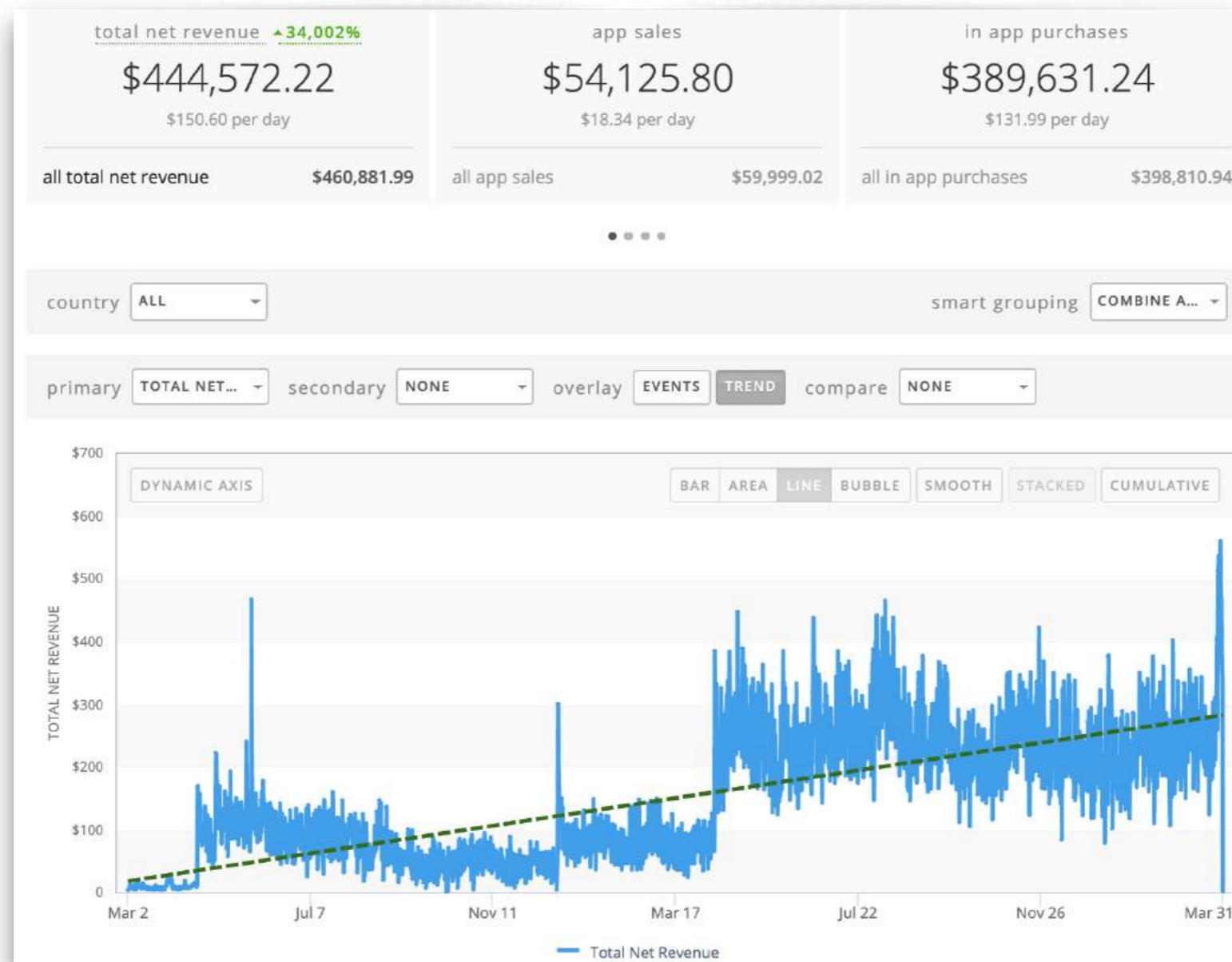
Groups 4.0
used over **700,000** times
a month by **100,000+** users

Update: we recently had our
millionth download, now in
100 countries around the world

★★★★★
OVERALL RATING

Existing Revenues & Traction

Here is the graph of iOS revenues after Apple's 30% cut:



We have a proven track record of generating substantial new revenues using the money invested.

Go-To-Market Strategy

1

Launch Teaching app and brand:



Apple
App Store



Google
Play Store



World
Wide Web

2

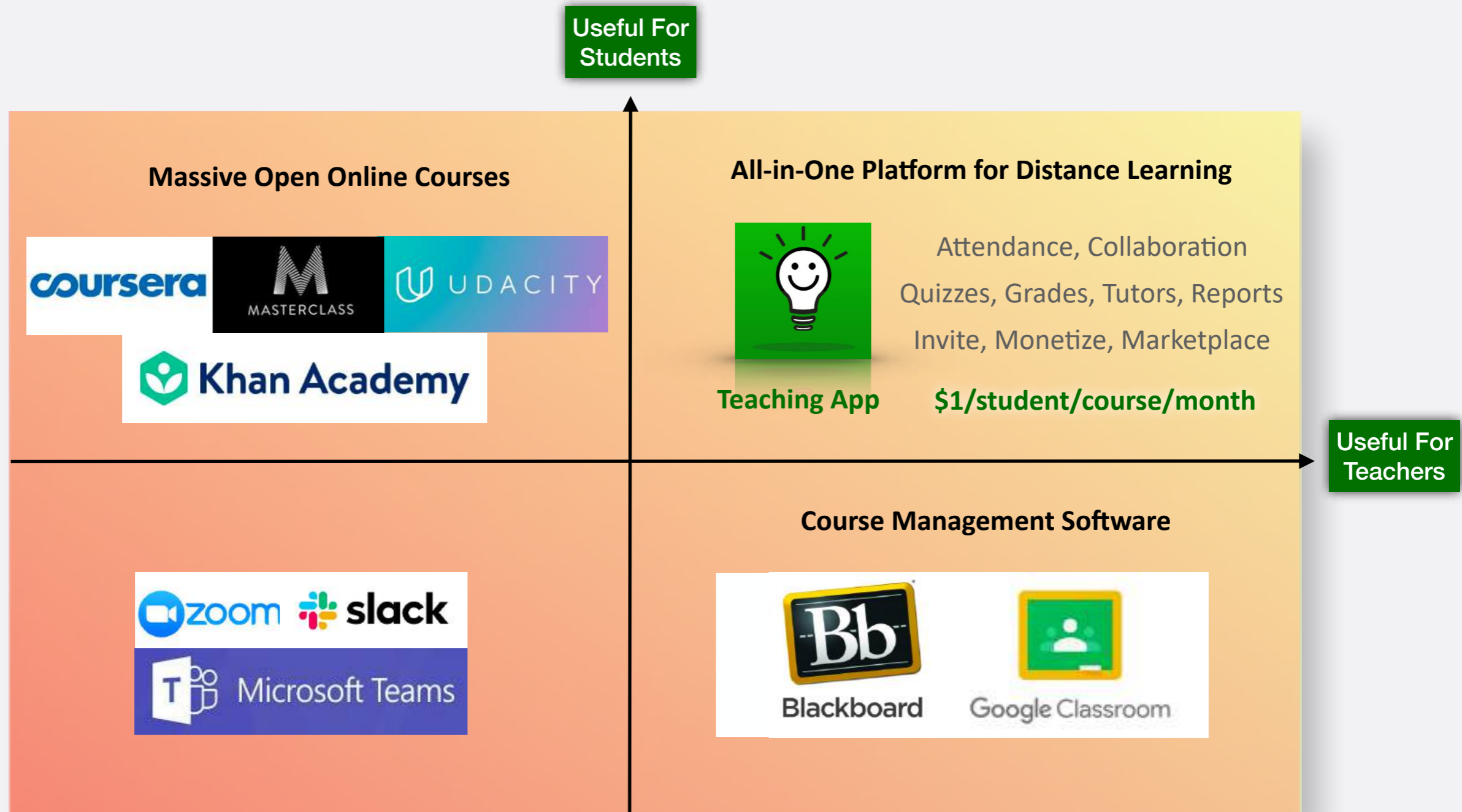
Promote to our 12,000+ Teachers

mass	mass-profession	mass-professional-how	mass-personal...	feature-to
professional	Pastor	Communication for food bank and congregation	none	contribute,plans,tasks
professional	Share manager	Text staff	none	
professional	Pastor	Church members	plans	
professional	Business owner and small group l...	Communication with teams	plans	
professional	Group rep for calliotherics	Message parents with important updates	none	
professional	Father and volunteer	Message teachers and organize groups of volunteers	plans,tasks	
professional	Baseball Board	To let people know about league	none	
professional	Part of a nonprofit committee and ...	I'm a member of a nonprofit committee and I use it to email members	plans,tasks	
professional	Consultant	Multiple client & personal groups	none	
professional	I am a	Teacher	none	
professional	Real estate agent. I use it to invite...	Message my clients about properties for sale and open for inspections.	plans	
professional	Alumnae officer	Message members regarding meetings and events	plans,tasks	
professional	A union official	Share info and get input	contribute,plans,survey	
professional	Mixer	Message squash club and church	reserve	
professional	Blake teacher	Message reminders about class	none	
professional	Soccer & baseball Team Mom	Message parents about practices, games, other important team info	contribute,plans,marketpl...	
professional	Office manager	Message employees about jobs	tasks	
professional	Tenants	Room managing	none	
professional	Salesman	To my buyers	none	
professional	Pastor	Contact People on my church need to be in contact.	plans	

3

Sell to Schools & Universities

Competitive Landscape



Teaching App is an effective all-in-one solution for the new distance learning environment that helps all parties involved.

Financial Projections and Metrics

Digital Education Market is expected to reach \$48 Billion by 2026
 Based on just existing users and 50% per year growth, we expect to generate at least \$10 MM a year by 2024, half from individual teachers and half from Schools, Colleges and Corporations.

Revenue By Category										
Year/Period End		12/31/25	12/31/26	12/31/27	12/31/28	12/31/29	12/31/30	12/31/31	12/31/32	Period - Projected
Months since the prior period		n/a	12	12	12	12	12	12	12	
TEACHING APP										
Monthly Teachers coming from Groups App	3200	3,200	4,800	7,200	10,800	16,200	24,300	36,450	54,675	
Growth Rate Per Year	50.0%	50.0%	50.0%	50.0%	50.0%	50.0%	50.0%	50.0%	50.0%	
Teachers who install Teaching App	20.0%	640	960	1,440	2,160	3,240	4,860	7,290	10,935	
Students Per Teacher	50	32,000	48,000	72,000	108,000	162,000	243,000	364,500	546,750	
Annual \$/Student going to Teachers <i>Whether students pay inside or outside the app.</i>	\$100.00	\$ -	\$ 3,200,000	\$ 4,800,000	\$ 7,200,000	\$ 10,800,000	\$ 16,200,000	\$ 24,300,000	\$ 36,450,000	\$
Teaching App's Cut Of Annual Revenue from Students	10.0%	\$ -	\$ 320,000	\$ 480,000	\$ 720,000	\$ 1,080,000	\$ 1,620,000	\$ 2,430,000	\$ 3,645,000	\$
Schools	50.0%	0	100	150	225	338	506	759	1139	
Universities	50.0%	0	100	150	225	338	506	759	1139	
Corporations	50.0%	0	100	150	225	338	506	759	1139	
Students Per School, University, Corporation	300	0	90,000	135,000	202,500	303,750	455,625	683,438	1,025,156	
Annual \$/Student from School, University, Corporation <i>What they will pay us per student per year</i>	\$100.00	\$ -	\$ 9,000,000	\$ 13,500,000	\$ 20,250,000	\$ 30,375,000	\$ 45,562,500	\$ 68,343,750	\$ 102,515,625	\$

For the full Discounted Cash Flow model, contact us.

Use of Funds

Continue development of all the **features** of Teaching App that can be used by teachers, to monetize their courses.

Roll out a **marketplace** for teaching materials, tutoring, and reservations at local venues for socially distanced learning.

Train a **sales team** to sell the Teaching app to administrators of schools, colleges and corporations to manage accounts.

Methodically ramp up online **marketing** and **public relations** about how the Teaching app is helping reinvent education.



Teaching.app

Let's have a conversation.

**We'll be happy to demo our technology
and answer any questions.**

**Shoot an email to team@teaching.app
and let's set up a conference call
using our own videoconferencing solution.**

Size of Current Round:

\$1.5 – 2 Million