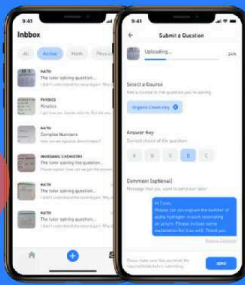


## Instant help from expert tutors - Faster & more interactive than Chegg; More reliable than ChatGPT!

PITCH VIDEO INVESTOR PANEL



**Unlimited Homework Help**

Get step-by-step solutions from expert tutors within minutes

Download on the App Store

Inc. TechCrunch EdSurge AWS EdStart Forbes

kunduz.com/en\_us New York NY

LEAD INVESTOR

**Cagkan Yigit Kucuk** Director

Among the university and high school entrance requirements in Turkey and globally, students must pass certain tests. It is an inevitable problem of limited opportunities, especially in developing countries where the young population is dense. It enables startups like Kunduz to solve this problem by providing a fast and economical solution. Kunduz does not only provide students with academic support services but also creates extra income for thousands of tutors. Being independent of location is especially important in geographies where access to educators is limited. Kunduz is well-positioned to capitalize on the rapid growth in edu-tech industry by providing an innovative and easily accessible platform for students to receive academic assistance and tutoring. Kunduz has a strong team of experienced and successful entrepreneurs which is the driving incentive for believing in the company. Kunduz leverages AI and natural language processing to provide personalized and accurate answers to students' questions. This technology has the potential to disrupt traditional tutoring and academic support services and provide a competitive advantage to Kunduz. Kunduz has a highly scalable business model. I believe the company can easily expand to the world quickly by adapting its services to other languages and regions in the world. Additionally, one of the most prestigious startup accelerators in the world, Y Combinator, has supported Kunduz. I believe this validates the company's business strategy and can draw additional funding and collaborations.

Invested \$400,000 this round

## Highlights

- 1 Projected \$5M+ ARR in 2023 (not guaranteed)
- 2 Our AI can automatically answer 90% of student's questions and gives SaaS-level gross margins
- 3 100M questions answered by 35M+ tutors through Kunduz
- 4 \$114 LTV; \$10 CAC; 76% gross profit margin
- 5 50K+ paying users with 95% monthly retention

## Our Team



**Basar Basaran** Co-founder & Co-CEO

3-year consulting and M&A in education; MBA & MA Education at Stanford; Ex-McKinsey; Raised in an educator family.

We are three lifelong friends who started Kunduz because we saw a global need for affordable education services. The most successful students rely upon expensive private tutors to get into college. Kunduz is the pursuit of sharing that high-quality educational experience.



**Melih Sener** Cofounder & Co-CEO

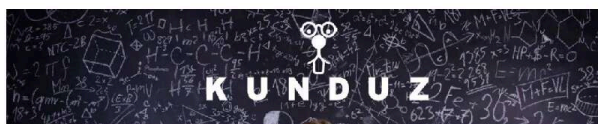
Previously brand manager of Lays for 32 countries; Brand & P&L management at CPG; International marketing, product launch & competitive strategy

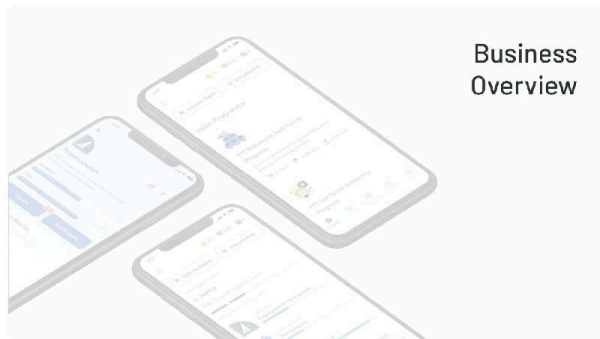
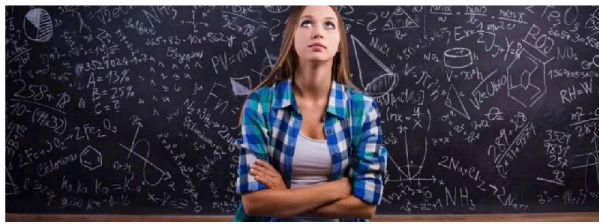


**Baris Bilgic** Co-founder - CTO

3rd time entrepreneur in emerging markets and Europe w an exit; Full-stack dev. at global firms in London; 14 years of active development experience

## Pitch





20 years of friendship with a unique set of experience in education, business, & technology



**Melih Sener**  
Ops & Growth

Most recently, brand manager of Lay's for 32 countries

Brand & P&L management at CPE

International marketing, product launch & competitive strategy

**Basar Basaran**  
Product & Expansion

Strategy & business development in 5 countries and 6 sectors at McKinsey

3-year consulting and MBA in education

MBA & MA Education at Stanford

Raised in an educator family

**Baris Bilgic**  
Technology

2nd time entrepreneur in emerging markets and Europe with an exit

Full-stack dev. at global firms in London

14 years of active development experience

Ownership and Confidential. For full disclosure

Tens of millions of students need instant help for test prep and school multiple times, every day



Students have **so many questions**

that need fast, affordable and personalized help

... with **few options** for help

private tutoring, TAs, cram schools

... which **don't really help**

time consuming and too costly

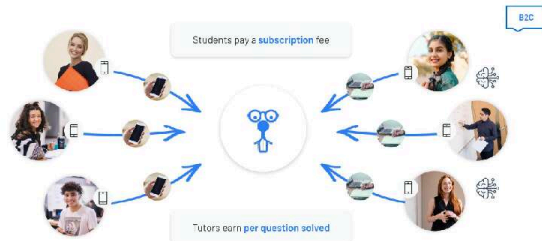
Ownership and Confidential. For full disclosure

Tutor on your phone – anytime, anywhere

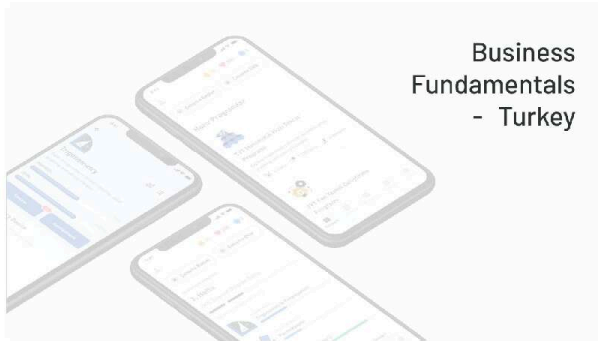
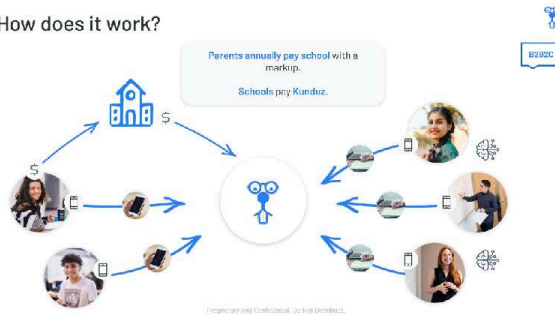
- Take a photo of a question
- Send to network of 35K tutors
- Get answered in 10 min



How does it work?

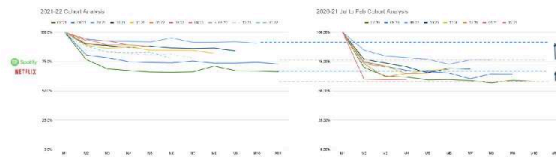


## How does it work?



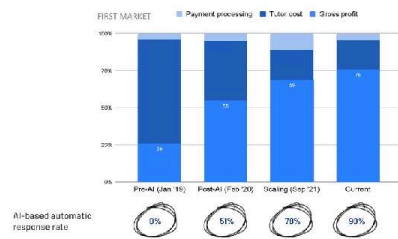
## Business Fundamentals - Turkey

We are having an unprecedented retention with ever-increasing commitment from our students



Note: Our experience shows that cohorts flatter after Month 4 and stay at these levels for the rest of the school year.

Our proprietary AI bring growth with high profitability



Organic is the backbone of our scalable growth

**\$ 10** customer acquisition cost in Dec '22

**2** months of payback period

**73%** organic ratio of conversions

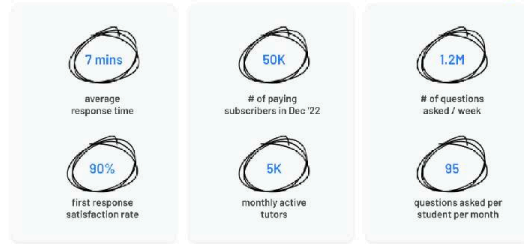
LTV/CAC has been historically lucrative thanks to the low CAC and high profitability

$$\frac{\$114}{\$10} = 11.4$$

LTV CAC LTV/CAC

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## Operational excellence in Turkey remained top-notch



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## B2B2C partnership agreements already grew by 3x YoY in number of students for 2023-24



73K

students committed through deals for next year vs. 25K students in 2022-23

\$2.2M

projected ARR from B2B2C channel vs. \$500K in 2022-23

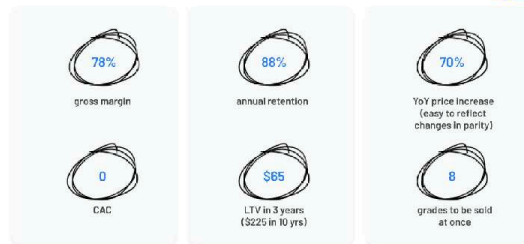


Number is based on the deals already made for next school year. Kunduz Sales Team will continue closing new deals until September 2023.

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Forward-looking projections cannot be guaranteed.

## Despite lower basket size, B2B2C is attractive from every aspect



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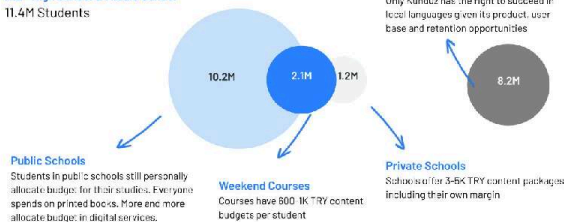
## Winning the Turkish market has a high stake



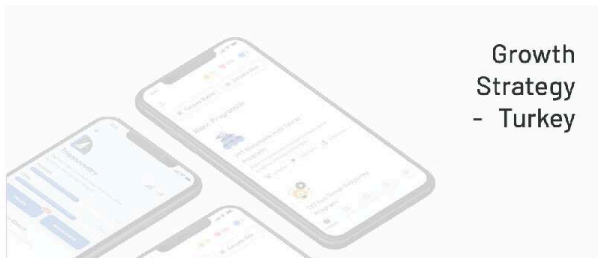
K12 - High School & Middle School  
11.4M Students

College Market

Only Kunduz has the right to succeed in local languages given its product, user base and retention opportunities



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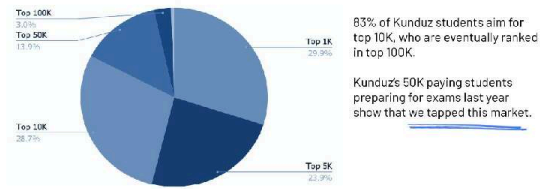
Growth Strategy  
- Turkey



## Half of top 100K students studying with Kunduz but...



Kunduz students report to aim for..

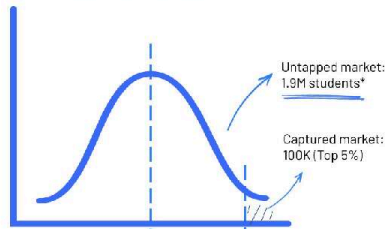


83% of Kunduz students aim for top 10K, who are eventually ranked in top 100K.

Kunduz's 50K paying students preparing for exams last year show that we tapped this market.

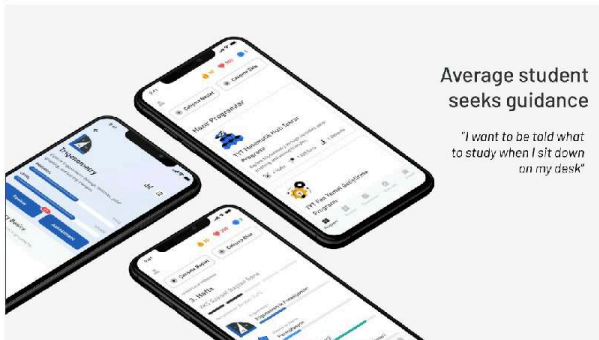
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...top 100K makes **only 5%** of the college test prep market; it's time to aim for the rest!



Note: Number only includes students taking university entrance exams. There are over 10 million students from 5th to 12th grade in Turkey.

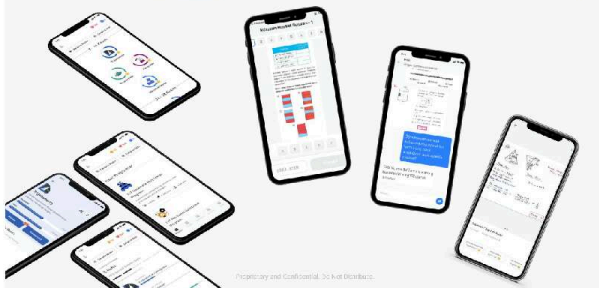
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Average student seeks guidance

*"I want to be told what to study when I sit down on my desk"*

All you need in one app



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We are building a product that entails the set of features that guide students in their own way...

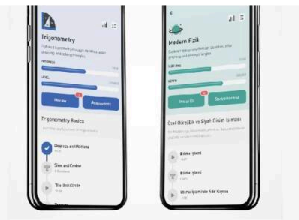
...with 30K+ minutes of video lectures and 200K test questions from 5th to 12th grade

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A product that tracks  
and helps them monitor  
their progress

every day,  
every week,  
every month  
throughout the year.



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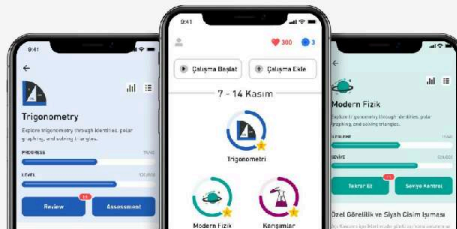
Joining forces with the most effective  
Q&A service in the world, it will have  
everything a student needs...

...10x more affordable,  
personalized  
& effective.

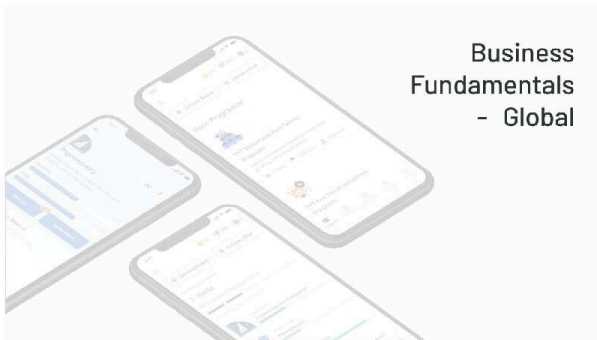


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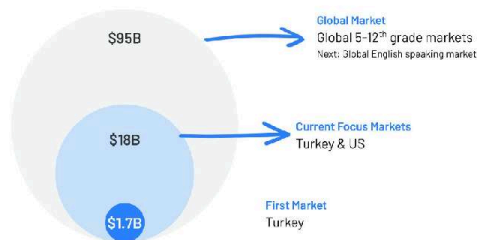
and more to come to address students' needs...



Business  
Fundamentals  
- Global



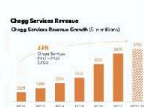
Q&A is a global opportunity



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Chegg reached 4B USD market cap due to two factors:  
large TAM and high gross margin...

#### Rapid Growth of Chegg Services



#### Business Outlook

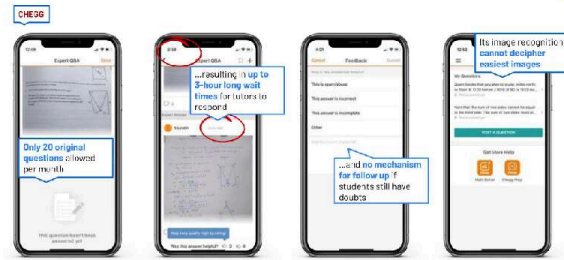
	Q4 2022 Results	Q4 2022 Guidance	Full Year 2022 Guidance
Total Net Revenue	\$1.6B	\$1.55B - \$1.65B	\$7.0B - \$7.5B
Chegg Service Revenue	\$1.2B	\$1.15B - \$1.25B	\$5.0B - \$5.5B
Gross Margin %	70%	70% - 71%	70% - 71%
Adjusted EBITDA	\$1.0B	\$0.95B - \$1.05B	\$4.0B - \$4.5B
CapEx	\$100M	\$100M - \$110M	\$400M - \$450M
Free Cash Flow	\$100M	\$100M - \$110M	\$400M - \$450M



Chegg services revenue: Q&A revenue of Chegg, which brings 96% of Chegg's revenue

Engineering and Computational Sciences Database

...but students deserve more than just a solutions manual



Engineering and Computational Sciences Database

Now it's time to expand our know-how to the global



**Fast**

Get help in 15 minutes!



**Interactive**

Chat over the solution with a tutor if needed!



**Unlimited**

24/7 at \$26 / month!

“With Kunduz, I'm not waiting for a TA and wasting time. Kunduz solves my questions in minutes.”

Gabriel, NY

“Unlike most of what's out there, it's not a solutions manual. There is a tutor who'll help me learn where I am stuck.”

Karin, TX

“Unlike with Chegg, I wanted to be able to get support without a limit. Kunduz became my tutor in every course, 24/7.”

Sushil, CA

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High engagement and efficient growth is proven in our Beta...



**6%**

revenue conversion rate in app

**54**

questions asked per student every month

**45**

months of estimated lifespan with Kunduz

Engineering and Computational Sciences Database

... thanks to our operational excellence that is unparalleled to any other service in the market



**91%**

first solution satisfaction rate

Ultimate satisfaction rate increases to 94% after follow-up chats

**14**

minutes of median response time

Most popular course, Math, is currently at 10 minutes

**62%**

students follow up with tutors over chat

Students want to learn. They dig further when they don't quite grasp it

Engineering and Computational Sciences Database

What students want is consistently fast and reliable support and it's missing



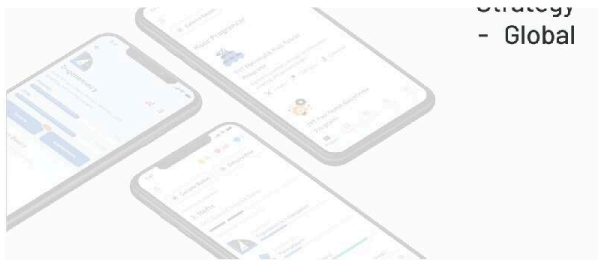
Q&A tutoring services  
between \$30 / month



Current library's job as tutor is not indicated due to the limited scope of the library

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## Strategy - Global

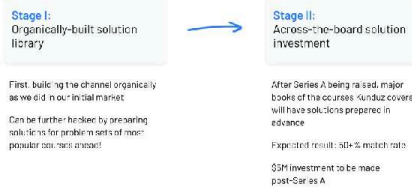
After a full year of experimentation, we have a set of proven acquisition channels for the global expansion



- 1 **Channel I:**  
SEO as a C-CAC, high scale channel
- 2 **Channel II:**  
B2B2C through a variety of markets

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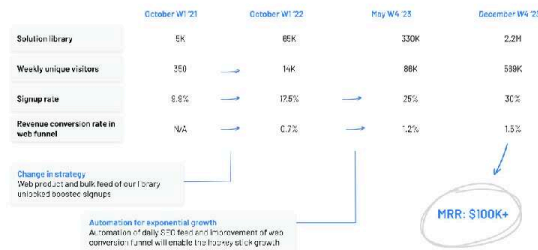
### 1 Billion Dollar Channel, SEO: Investing to build an extensive solution library



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Forward-looking projections cannot be guaranteed.

### 1 Stage I: The objective is to get to the \$1M+ ARR trajectory via SEO



Forward-looking projections cannot be guaranteed.

### 1 Stage II: One investment impacts every part of the business



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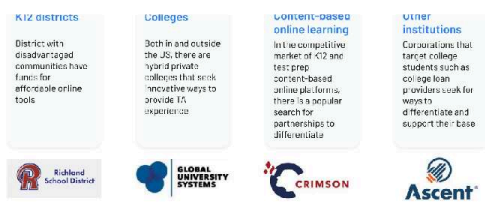
Forward-looking projections cannot be guaranteed.

### 2 Our proven B2B2C channel in Turkey has a strong potential to be instrumental in the global expansion

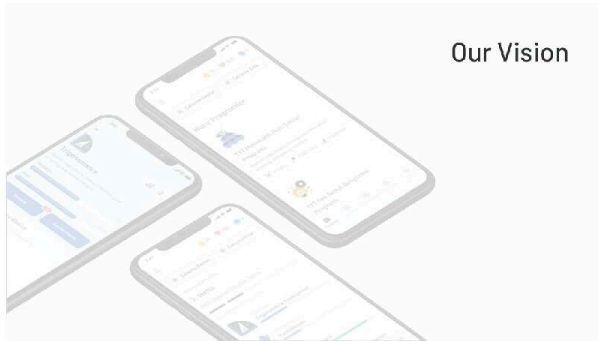


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## Our Vision



We want to solve one of the most critical problems defined 40 years ago:

**Bloom's 2-sigma problem**

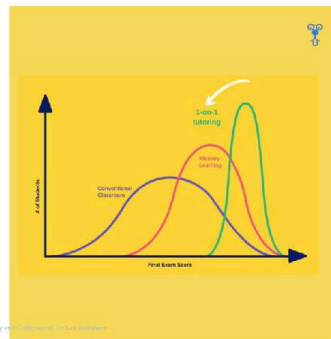
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## What is the 2-sigma problem?

Tutoring can take an **average** student to **top 2 percentile**

But

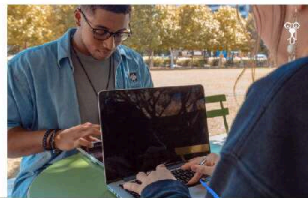
Bloom in 1984:  
"too costly for most societies to bear on a large scale"



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## What changed since 1984: Personal devices & AI

We can create a digital environment for students where they have a tutor in **any course**, **anywhere**, **anytime**.



Whether it's through **our tutors** or **technology**...

Kunduz is **always accessible**: affordable and convenient.



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Next big thing: ChatGPT and the future of GPT brings a whole new set of opportunities for Kunduz



### Future of Q&A

Answering student's open ended questions in an affordable way



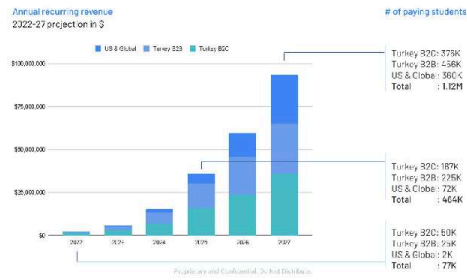
### Future of guidance

Guidance and recommendations in every step of the experience can be done dramatically more human

### Next era of Kunduz

What Kunduz offers is not a niche offering but a platform that offers everything a student needs at an affordable price

## Next 5 years of Kunduz: \$100M and 1M paying students



Forward-looking projections cannot be guaranteed.

## Perfect time to come aboard

- ✓ Proven business with \$2M+ ARR, 70-75% gross margin & High LTV/CAC
- ✓ Proven AI application in scale that can be applied to other markets
- ✓ Proven growth channels both in B2B and B2B2C
- ✓ Captured the half of the top tier market segment, ready to shift focus to mass
- ✓ Built top-notch global operations and converted them into solid product metrics

More than 20x'd in value in < 5 years

- 100Ks of educational content needed to expand to all-in-one app is ready
- Local business has the premium brand recognition, most engaging product & a well-built network for B2B2C to scale
- Ready to invest in and skyrocket the global business with the already-proven growth channels
- Captured only minuscule segment (<2%) of both channels in the local market
- Can easily be \$1B+ business with a small fraction of Chegg's user base

Ready to 20x again in 5 years

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Forward-looking projections cannot be guaranteed.

One investment will let you capture 20x growth and impact millions of students' lives all at once.

Forward-looking projections cannot be guaranteed.

## Contact us

✉ basar@kunduz.com

📍 New York, US

📍 Istanbul, TR

📍 Mumbai, IN





Electrical Engineer, Tüpraş

Bank Branch Teller, Yapp &amp; Sons

Reciprocal Sales Rep. Düzey, Pazarlamaya



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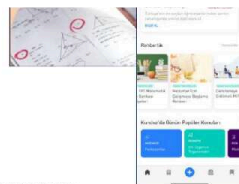
01:28 "Today" Screen &amp; Curated and Personalized

## 01:28 "Today" Screen &amp; Curated and Personalized

- Personalized test – with changeable difficulty level
- Curated tests – tests of the week prepared by Kunduz experts
- Subject matter contents and counselling posts

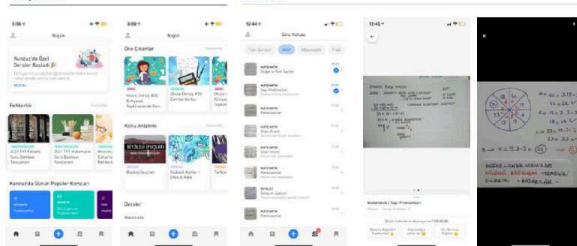
## 03:48 Bookmark and folders

04:17 Referral screen



## Product screens

Today screen



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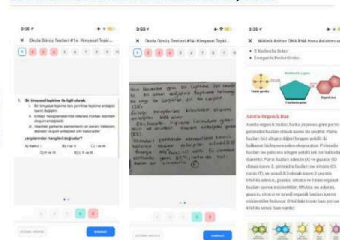
## Product screens - II

Counselling

Tips & tricks and career guidance



## Other content MVPs: Personalized and curated tests &amp; subject notes



## Mock test - Beta

May 2020

### Mock test interface



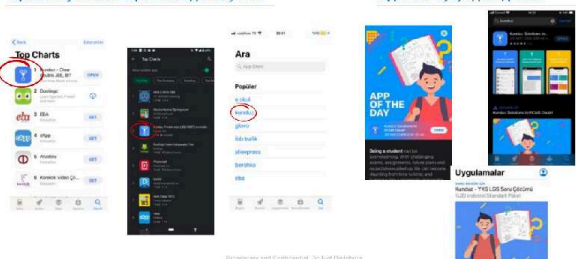
### Mock test statistics



Strong mobile presence with effective ASO

Top rated in gross and in top 5 in free apps many times

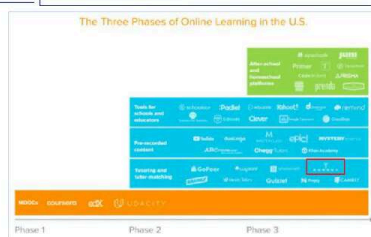
App of the Day by Apple App Store

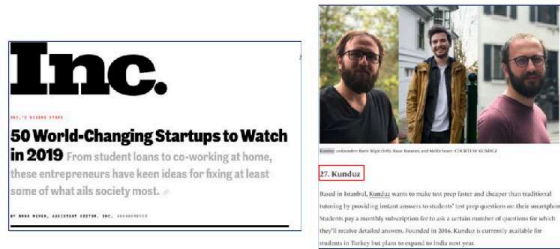


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ANDREESSEN HOROWITZ  
Software Is Eating the World

## Edtech's Answer to Remote Learning Burnout





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## Kunduz covered by major local newsletters & channels



## Students with unique backgrounds, yet shared characteristics and needs

### Who are they?

- 60% 12th Grade & Repeater (Age 17-19) / 40% Lower Grade (Age 15-16) - Over 1/3 are Women
- Scattered all around Turkey
- K-12: middle and upper - middle class - SED groups (A27% / B33% / C1-22/35%)
- Study at: Anatolian High Schools (52%) / Science High Schools (28%) / Private High Schools (10%)

### Their motivations

- Aspirational and motivated kids, committed to achieve their targets
- 76% of them fail to get 100% mark in the exams
- Digital natives and tech savvy, always looking for some innovation and know-how will begin to try
- Looking for authentic and genuine relationships with brands/products/companies

### How do they study?

- Solving daily 760 questions on average
- 76% of them following your help to learn and study
- 35% of the going to an after school course
- 26% of them asking a 1-1 private tutoring support

### What are they looking for?

- Digital services that can help them efficiently and effectively, study smart & easily hard
- Lots of questions they need to pop up fast
- Ensure they're getting the best service
- Want to be heard

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## Thousands of tutors with different motivations and backgrounds has joined Kunduz to help students



Cem is a university prep school student and rated in 1% on the university entrance exams last year, he is very good at solving questions and generates his extra income for his studies.

Fatih is a 10 year experienced MEB school teacher, she's solving questions in her spare times after school & on weekends and helps family income.

Naz is a fresh teacher working at cram school and prepares students to exams, she's using Kunduz to see different question types and develop herself continuously.

Yavuz is a retired teacher, he has time to solve many questions and has will to help students in his retirement period while gains extra income.

Hatice is a teacher and a new mother on maternity leave, while she's taking care of her children, she wants to keep updated on courses/questions and helping family income.

Levent is a fresh graduate from education faculty and waiting for the job he has been dreaming of but he isn't appointed yet, while waiting for the job, he's constantly keeps himself fresh and has a desire to become a teacher and helps student.

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