

COGNIFY LEARNING COMPANY



COGNIFY

OFFICIAL LAUNCH PARTY

JULY 29, 2023





TOPICS

PURPOSE

SITUATION + SOLUTION

SERVICE SUITE

STRATEGY/MODEL

FINANCIALS

Q+A



PURPOSE

**OUR PURPOSE IS TO MODERNIZE THE
COLLEGE TUTORING INDUSTRY.**



THE SITUATION

Partnerships

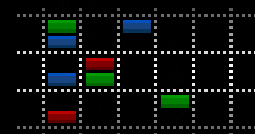
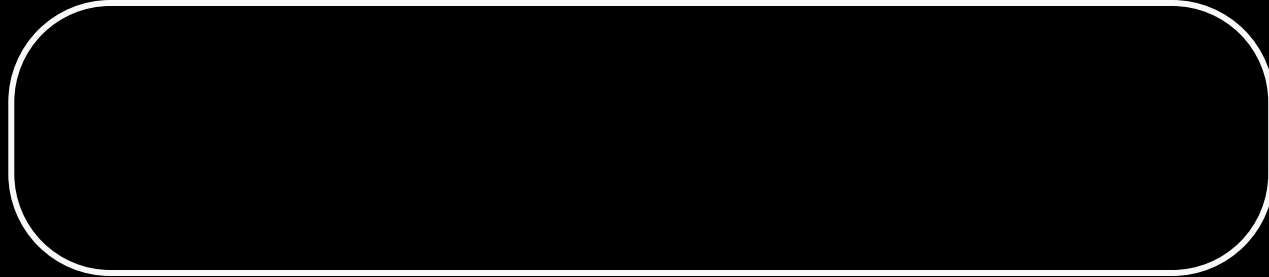
Lack of strategic relationships

Service

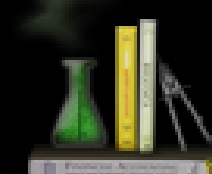
Low-innovative core offerings

Innovation

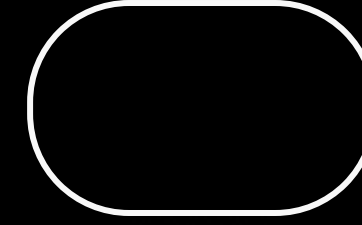
"Business as usual" for 30+ years



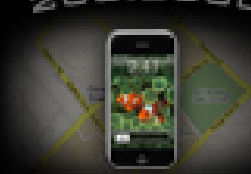
SCHEDULE



COURSES



PRICES



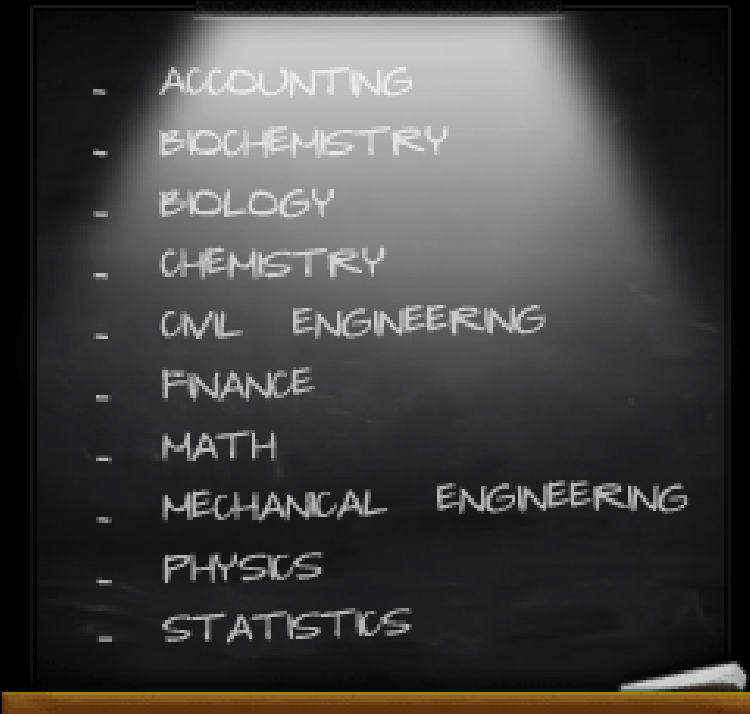
CONTACT US

OPEN TODAY!

11AM - 6PM

SHOW MORE

WELCOME



INVEST IN YOUR SUCCESS

For over 10 years, we've helped thousands of students like you graduate. Don't waste your money re-taking a class: [buy a season pass](#) for a fraction of the cost and let help you pass with flying colors.



EXCUSE BUSTER

We're right across from campus, we tutor around your schedule, and we teach all the tough classes. So there's really no excuse not to worst, you'll end up with a better grade). [DETAILS](#)



TAKE IT FROM THEM

"The finest tutoring program in College Station, or anywhere else! I needed to take several sessions for chemistry and physics and experienced a tremendous improvement in my grades."

Class '00 | [More testimonials](#)

STUDENTS WE HELPED GRADUATE

0 5 4 , 0 0 0

(AND COUNTING)





WELCOME TO COGNIFY

Tutoring, upgraded

STA301

ECO329

M408L

ACC311

CH301

SH MEETING





THE SOLUTION

Partnerships

Focus on potential partnership with universities + other parties

Service

New, hybrid services with a mentor aspect built-in

Innovation

Easy access to quality services



SERVICE SUITE

Spark

BY COGNIFY



Weeklies

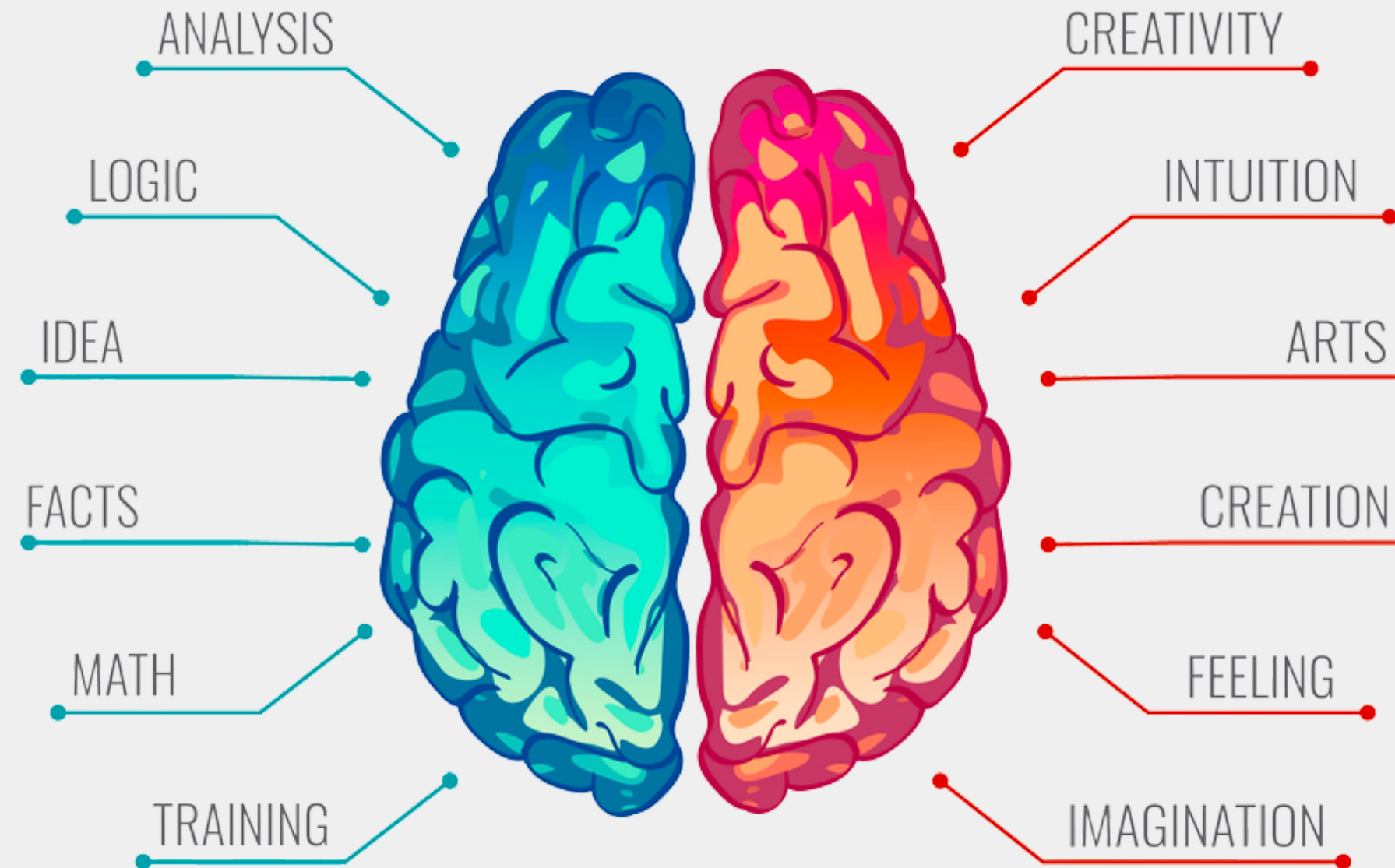
BY COGNIFY





WEEKLY SESSIONS

LEFT vs RIGHT BRAIN



EXAM REVIEWS

BY COGNIFY

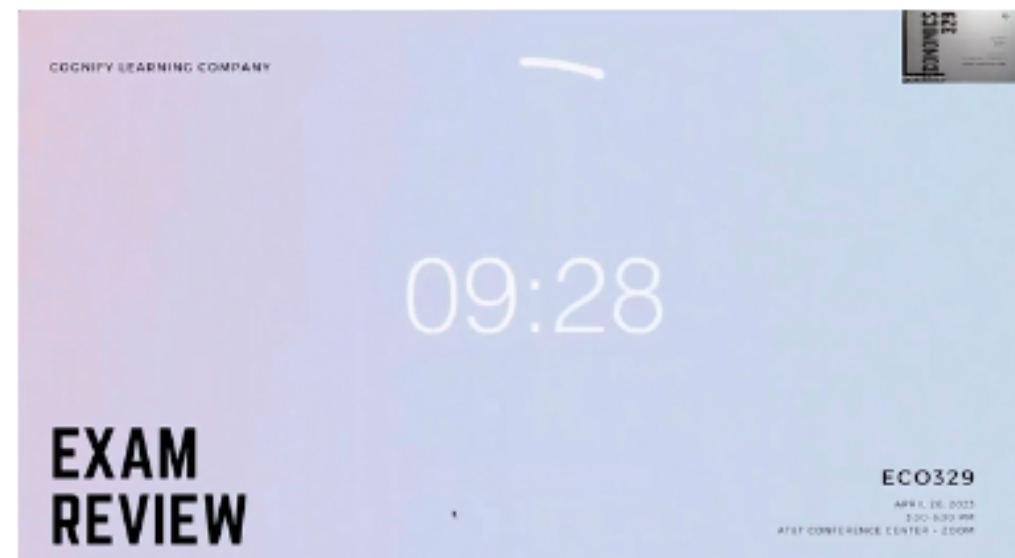
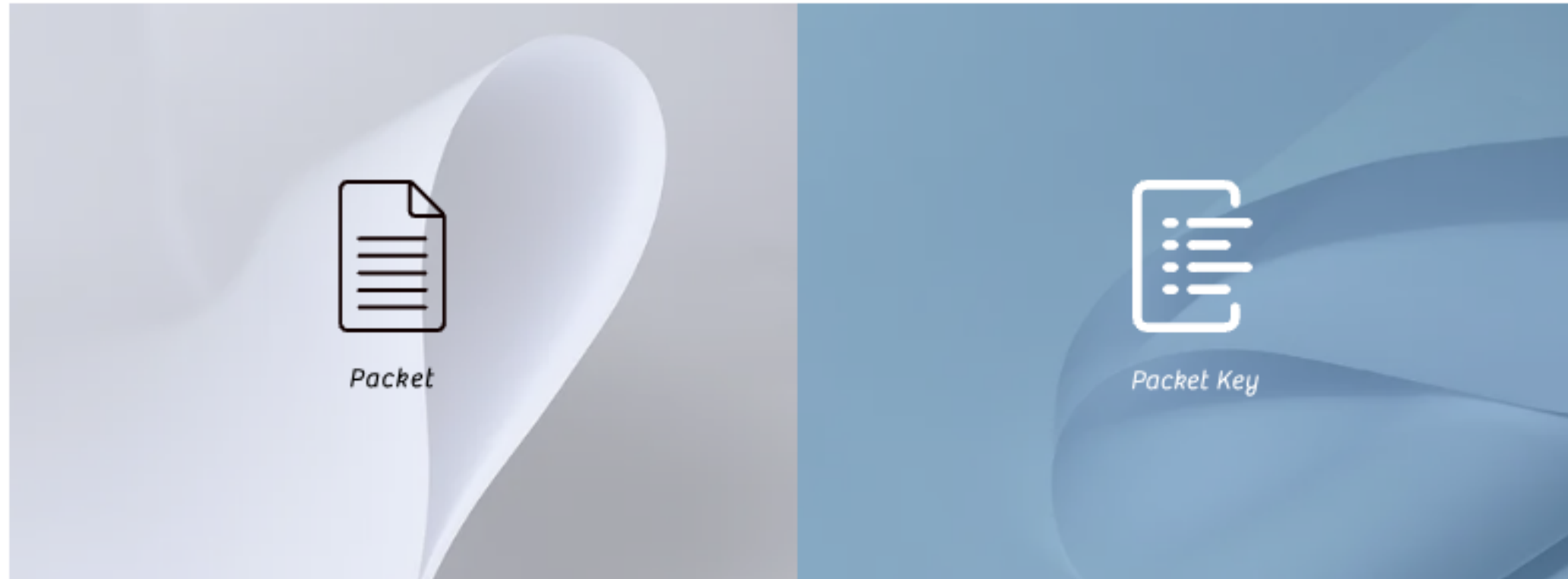


Private Tutoring

BY COGNIFY



ECO329
FINAL EXAM REVIEW





STRATEGY



STRATEGY

FREEMIUM MODEL

BLUE-OCEAN APPROACH



STRATEGY

FREEMIUM MODEL | EASY TO ENTER

BLUE-OCEAN APPROACH



STRATEGY

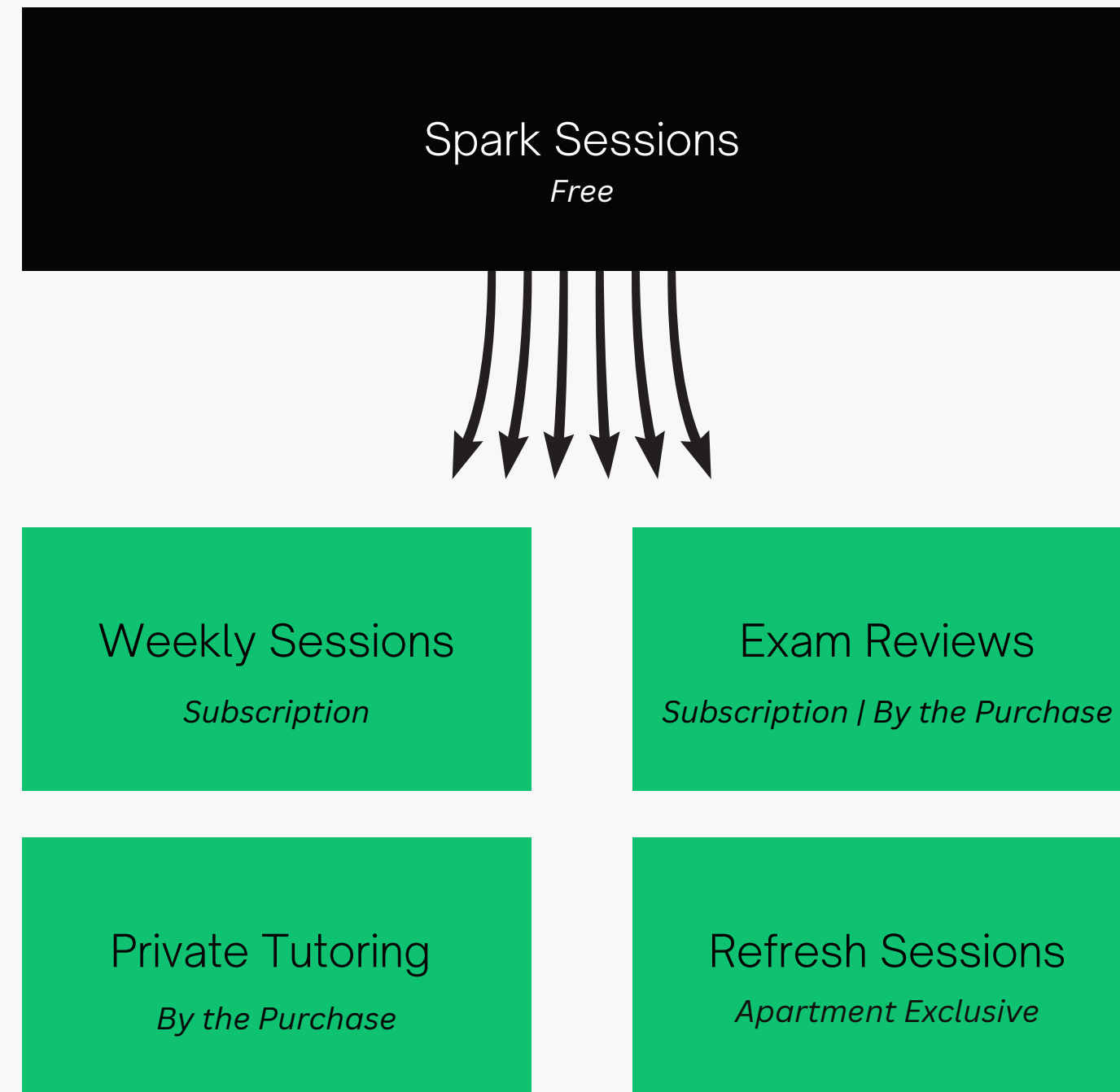
FREEMIUM MODEL | EASY TO ENTER

BLUE-OCEAN APPROACH | EASY TO BENEFIT



STRATEGY

FREEMIUM MODEL





STRATEGY

FREEMIUM MODEL

**FREE
SERVICES**

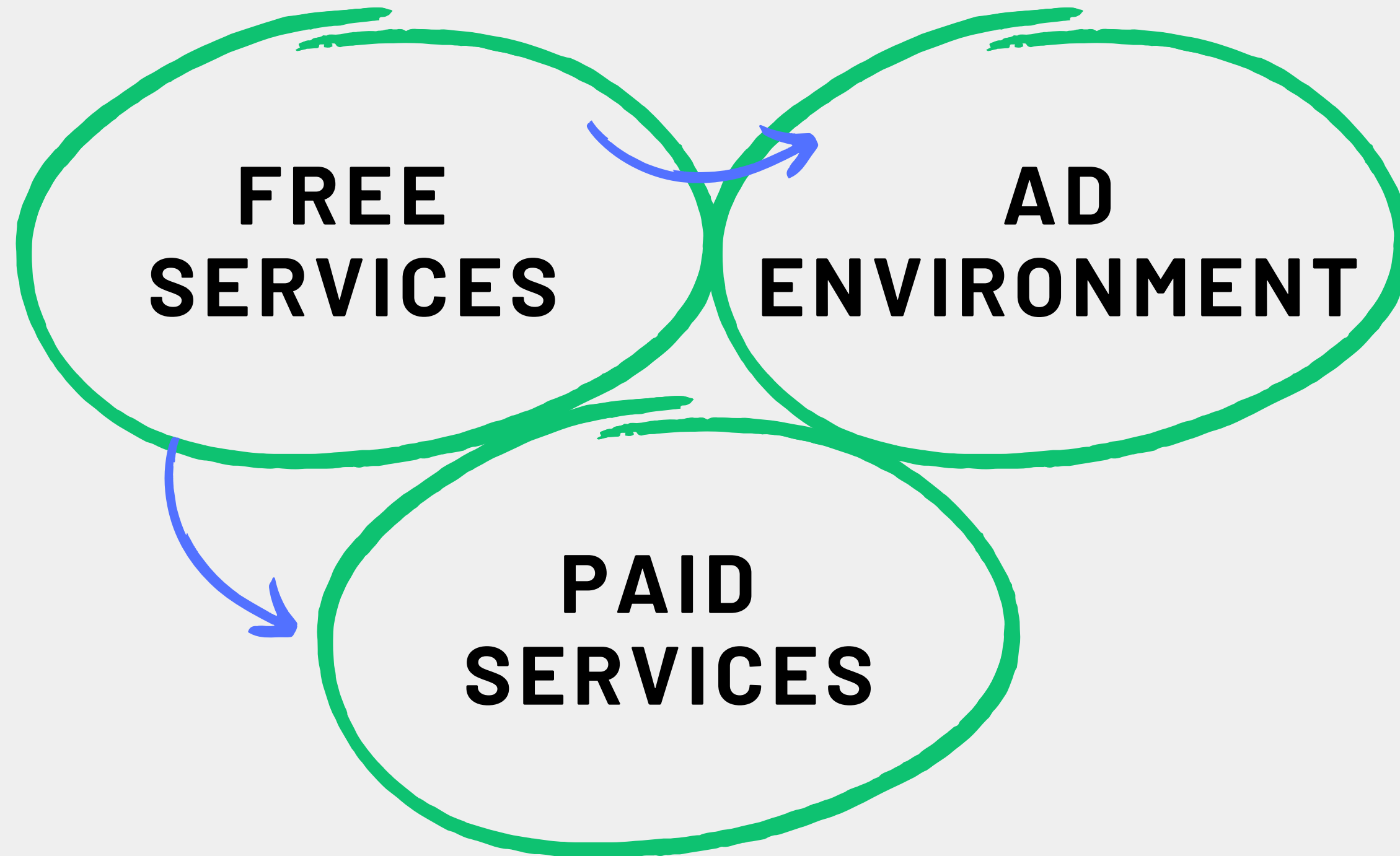
**AD
ENVIRONMENT**

**PAID
SERVICES**



STRATEGY

FREEMIUM MODEL

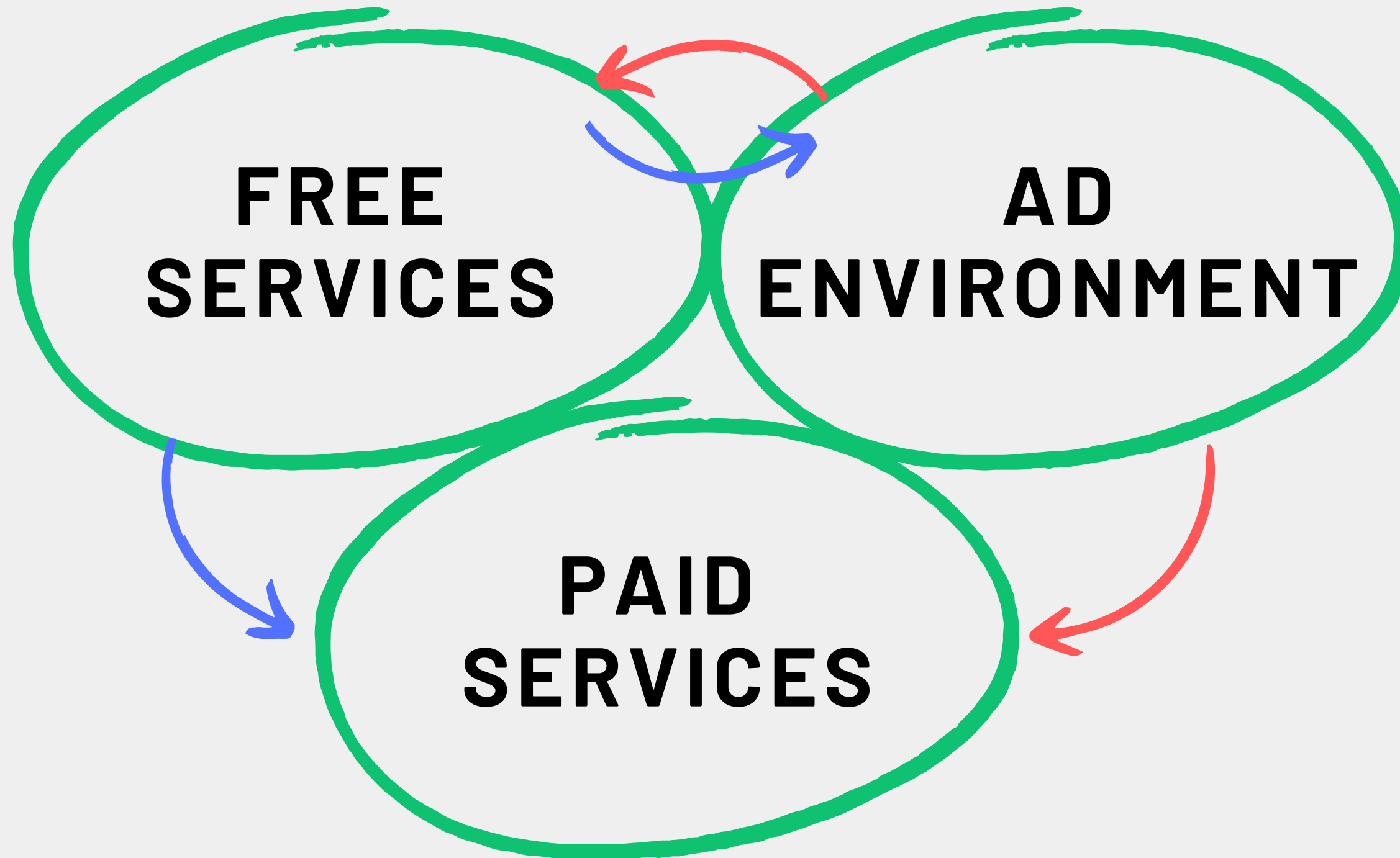


EXPOSURE



STRATEGY

FREEMIUM MODEL



EXPOSURE

FUNDING



"ADS? NAH, I'M OUT."



HOW TO MAKE ADS NOT SUCK



HOW TO MAKE ADS NOT SUCK

1. ANNOUNCEMENTS



HOW TO MAKE ADS NOT SUCK

- 1. ANNOUNCEMENTS**
- 2. BRAND VISIBILITY**



HOW TO MAKE ADS NOT SUCK

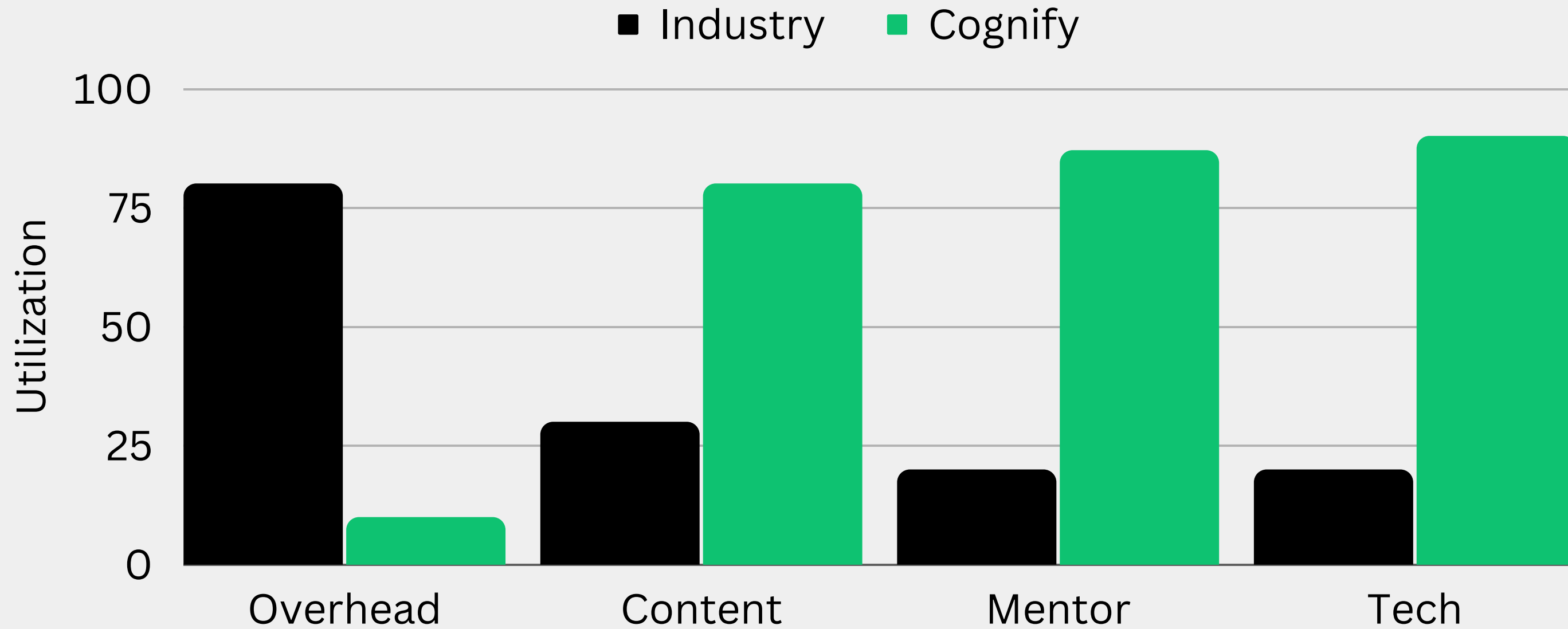
1. ANNOUNCEMENTS
2. BRAND VISIBILITY
3. BRAND+SERVICE INTEGRATION



BLUE OCEAN STRATEGY




BLUE OCEAN STRATEGY



**WE HAVE SOMETHING COOL
TO SHOW YOU...**



REFRESH

 BY COGNIFY



REFRESH

BY COGNIFY

COGNIFY

X

YUGO









FINANCIALS

Based on conservative estimations





**THANKS
FOR YOUR
TIME!**