

# Spoken English & Mandarin Education: **Going Mobile**



# ■ The Revolution

- **The explosive** growth in low-cost smart phones and tablets
- **The increase** in accessibility of technology and connectivity
- **The decrease** in the cost of educational materials
- **The ever-pressing** need to even the academic playing field by searching for ways to make quality education and training easily accessible to underserved students
- **The Massive Mobile Learning Opportunity**

# ■ The Needs

Qooco is **transforming lives** through mobile and online learning by responding to two needs:

- The need for accessible, convenient, and effective learning.
- The vital need for foreign language proficiency in our modern global world.



## ■ The Vision

Empower tens of millions of people in under-served segments through affordable mobile education services that are engaging, impactful, and life-changing.



## ■ The Context

- 655 million students in primary school
- 781 million students in secondary school
- 608 million students in higher education
- 78 million teachers in the world
- 26% of the world's population is under the age of 15
- Top 5 languages in the world, total speakers:
  - 1. Mandarin Chinese: 1.3 billion
  - 2. English: 1.0 billion
  - 3. Spanish: 500 million
  - 4. Hindi: 490 million
  - 5. Arabic: 255 million

## ■ The Market

US\$ Billions	2012	2015	2017	CAGR
Global Education Exp.	\$4,451	\$5,509	\$6,373	7%
K12	\$2,227	\$2,625	\$2,930	6%
Corp & Govt Learning	\$357	\$449	\$524	8%
eLearning	\$91	\$167	\$256	23%
PreK	\$200	\$266	\$322	10%
Global Language	\$115	\$199	\$286	20%
<b>English Language</b>	<b>\$63</b>	<b>\$124</b>	<b>\$193</b>	<b>25%</b>
Test Prep.	\$54	\$78	\$100	13%



**Qooco**

GSV Advisors

# ■ The Environment



*GSV Advisors*

# ■ What We're Doing

*We are a global mobile education solutions provider that makes spoken language education mobile and digital.*

We deliver unique language training solutions through mobile that are:

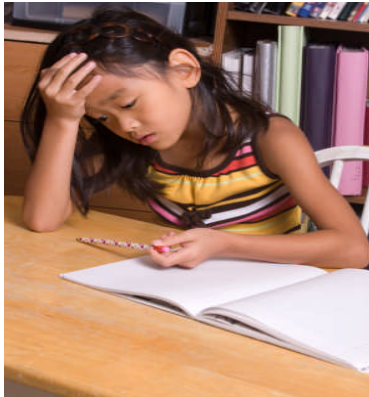
- Speech Interactive
- Personalized
- Widely Accessible






# ■ A Comparison

Attribute	Traditional classroom	Mobile education
Convenience	✗	★★★★
Cost	★	★★★★
Teacher-student Ratios	✗	★★★★
Customization	★	★★★★
Interaction	★	★★★★
Performance Measurement	★	★★★★
Fun	✗	★★★★



# ■ Bali Hotels Association

	 Qooco	Traditional Methods
Comprehensive Training	✓✓	✓
Convenience	✓✓	✗
Scale	✓✓	✗
Cost	✓✓	✗
Domain Expertise	✓✓	✓
Proven Results	✓✓	✓
Mobility	✓✓	✗

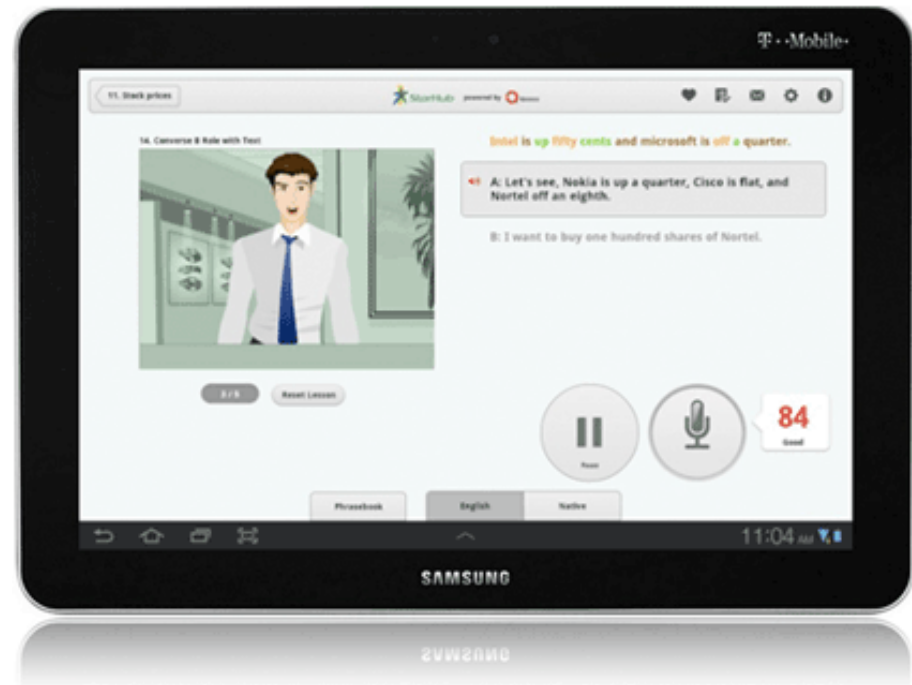


# ■ Samsung

Recognizing the importance of English language competency, Samsung has partnered with us to offer Qooco services to its customers...

## ***Why sell Samsung devices with the Qooco app pre-installed?***

- Differentiator in the market
- Device value bundles
- High value to customers
- Longer duration of use



# ■ Big Results

**Post-test shows ....**

- **35%** improvement in English scores after 2 months, with the Qooco service at less than 20% of the cost of alternatives

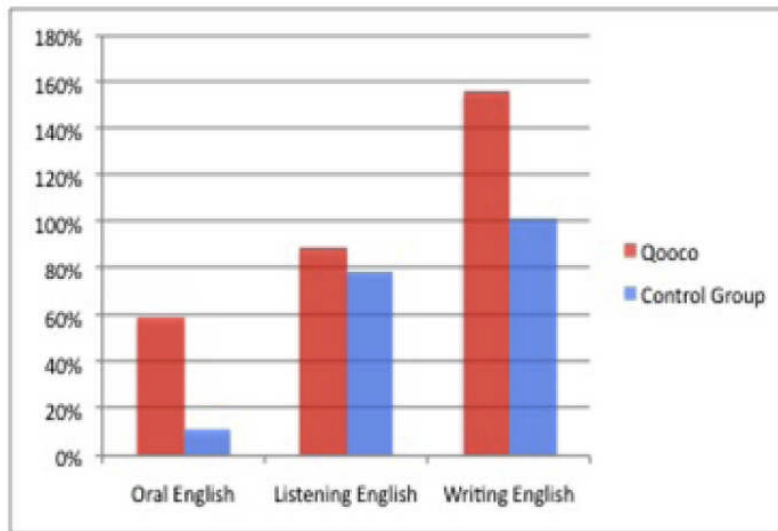
**A customer satisfaction survey shows...**

- **76%** of employees who use Qooco's hospitality service find the content to be relevant to their work.
- **92%** of employees find Qooco service good for improving their language skills.
- **83%** would recommend Qooco to a co-worker.



# ■ Big Results

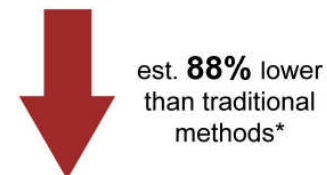
The Shandong Ministry of Education conducted a study highlighting Qooco's learning and cost effectiveness.



Oral English Improvement



Cost of Qooco program



# ■ The Benefits

## Why do telecoms choose to partner with Qooco?

- Sell more data.
- Open up new segments of younger subscribers, starting with children in grade 1 or kindergarten, and hospitality workers – 100M world-wide.
- ARPU uplift per user of the education services can be 2X or more.
- High frequency (daily) & long duration of use (years).
- Less costly and more scalable than alternatives.
- Reduce churn.



# ■ The Collaboration Model

How does the partnership work?

- Identify target segment(s)
- Revenue share
- Telecom and device partners take an active role in marketing while Qooco hosts, supports, updates, and improves continually.



# ■ The Business Case

The business case is simple:

- High margin and high value service for several years.
- Seen as high value by parents of students and by employers.

*Let's do it!*



■ Thank *you!*

Questions?

