Angel

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David Lin

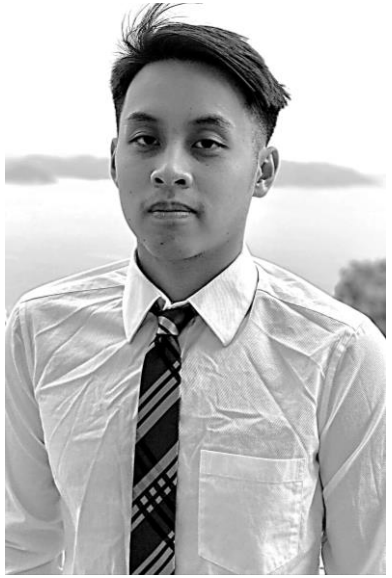
Co-Founder
Chief Executive Officer

B.Eng. Computer Science,
HKUST

Royce Wang

Co-Founder
Chief Marketing Officer

B.Eng. Architecture
& Minor in Computer Science,
Stanford University



Tim Cheng

Chief Technology Officer

B. Eng. Computer Engineering,
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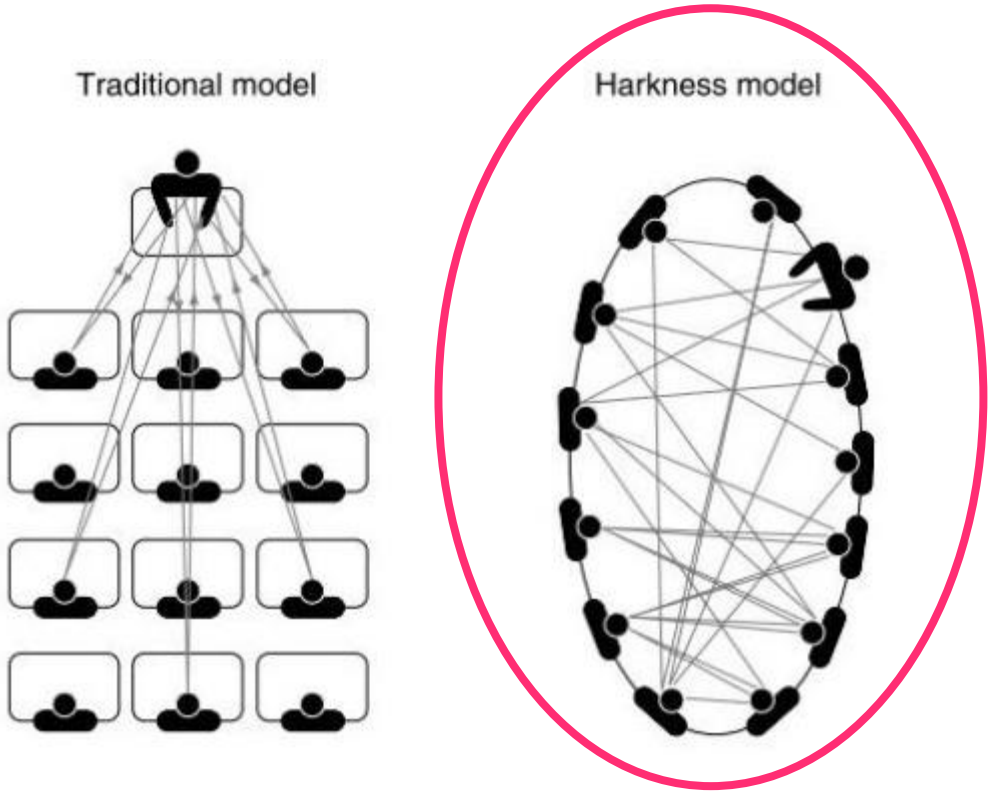
Joshua Tjie

Chief Financial Officer

B.B.A. Global Business
& Finance,
HKUST

Company Culture



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Problem

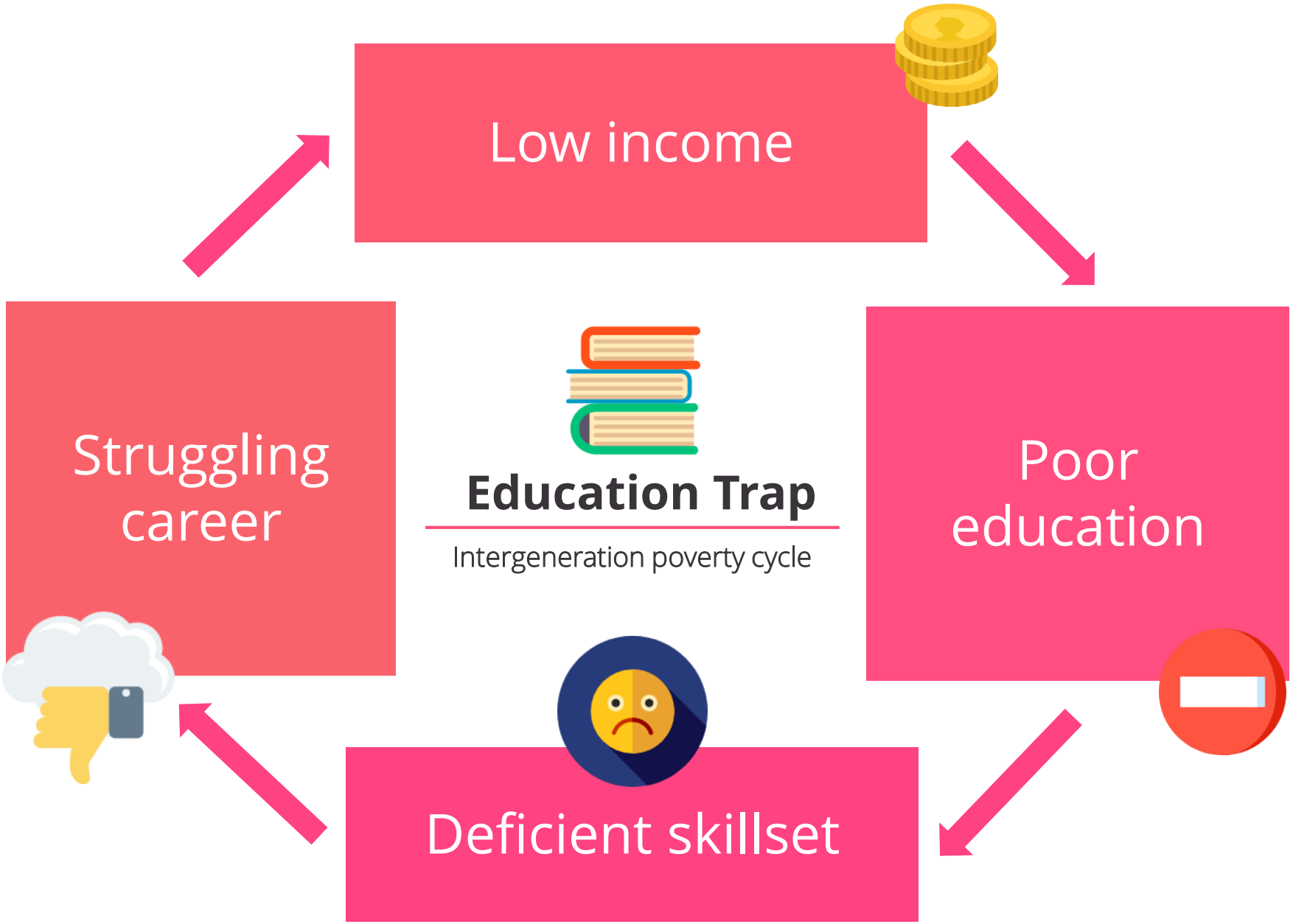
Solution

Execution

Vision

Problem

Angel


Low income
Poor education
Deficient skillset
Struggling career
Education Trap
Intergeneration poverty cycle

Commercialized tutoring industry

Culture of promoting star teachers - more of a show than a class for student benefit.

Skyrocketing prices - limits the to market to a selective handful of tutors.

High demand from poor students

Poor students have no way to access quality help other than from unreasonably priced cram schools.

Students want straightforward Q&A, not fixed long hours offered by typical cram schools.

Our Philosophy

Affordable

Accessible

Quality

Product Overview

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Demo

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Who are our users?

Student
Micro sessions

Teacher
Stable income

Mobile
Smartphone-centric launch

How does it work?

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For students

1. Select **language**, **subject**, and **area of study**
2. Ask a **short question**
3. Connect via video to **qualified expert**
4. Review **experience**

For students

- First 5 minutes fixed
- Charged per minute

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For students

Time sensitive

Quality sensitive

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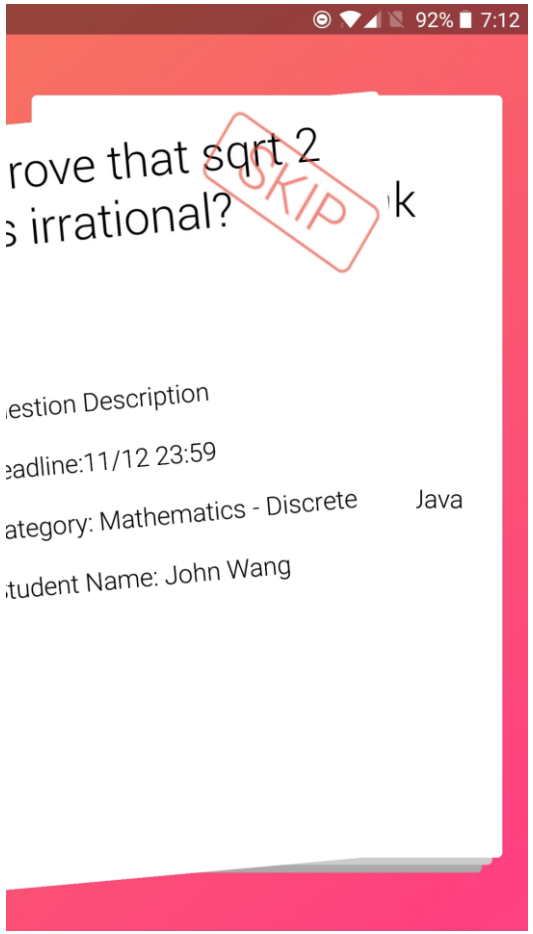
For tutors

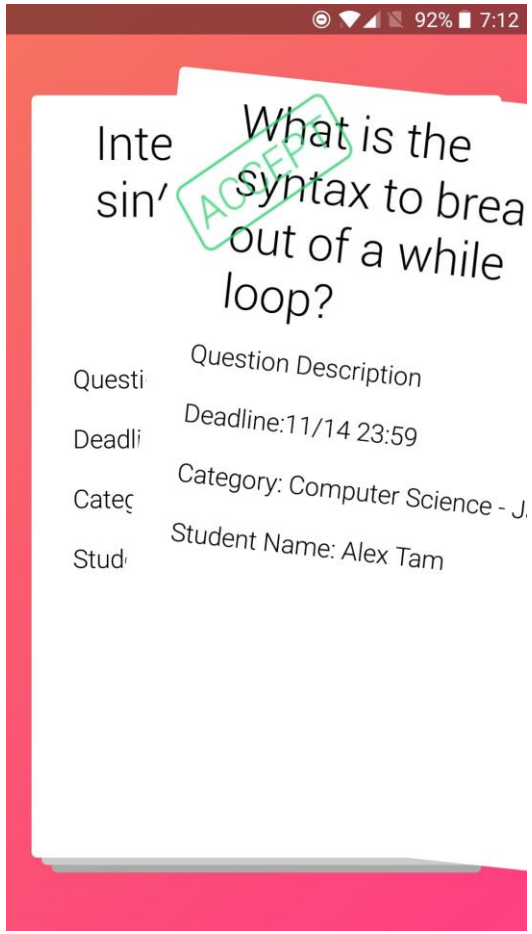
Queue + Board

Angel

For tutors

Queue





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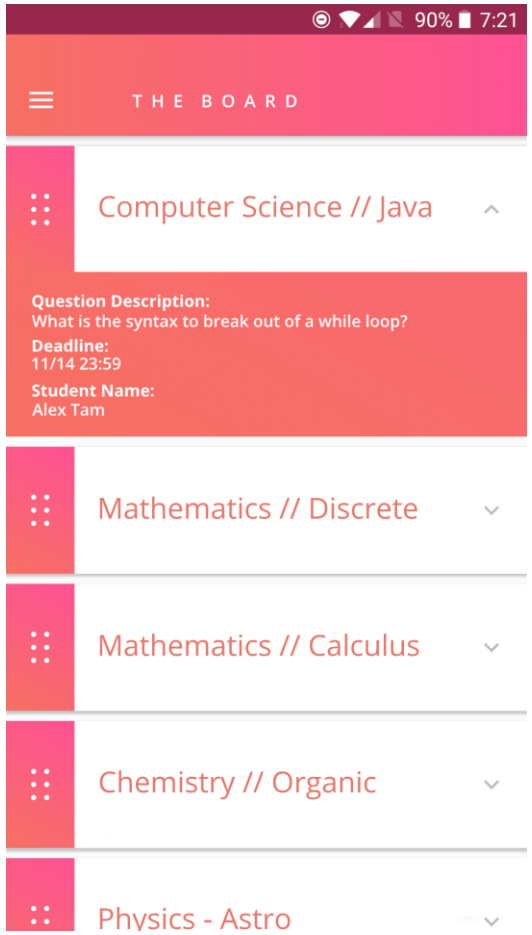
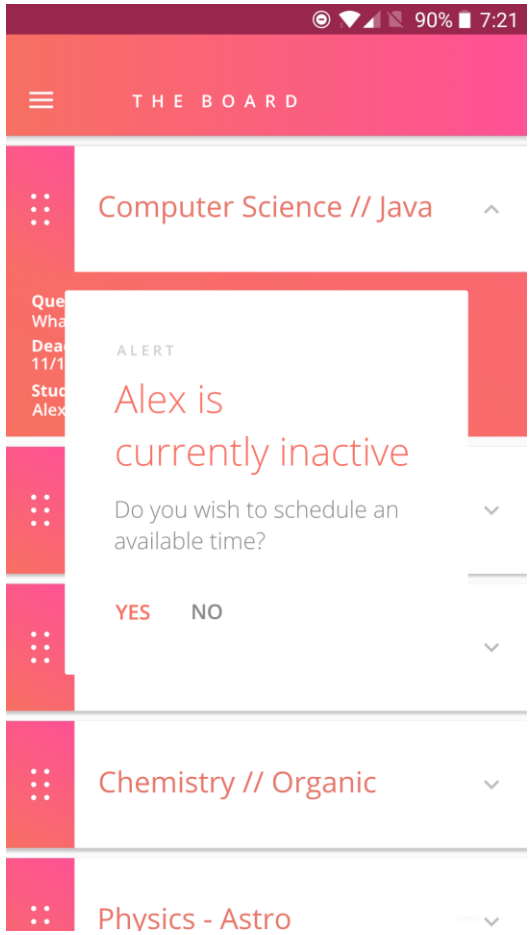
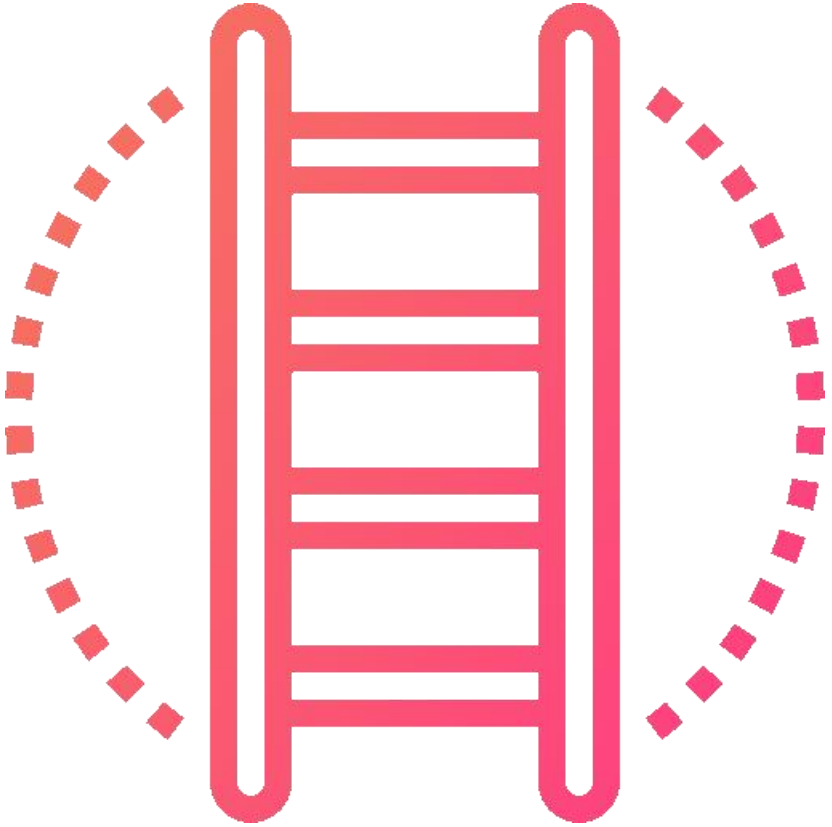
For tutors

Board





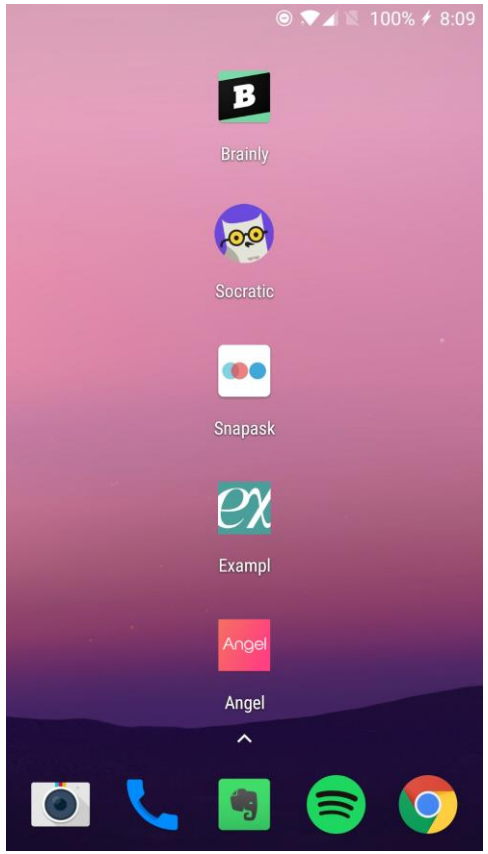
For tutors



- Knowledge-based field-specific entrance exam
- Hand-picked elite tutor pool
- Five ranks (10%; 25%; 30%; 25%; 10%)
- Direct correlation between rank and % cut per session (mean ~70% cut)
- Ranking system based on multiple factors, e.g. rating, hours spent on platform, qualifications, experience.
- Warning + Periodic disqualification of lowest percentile cut-off

Market Validation

Who are our competitors?



Brainly (5,000,000 – 10,000,000 Android users)

Socratic (1,000,000 – 5,000,000 Android users)

Snapask (100,000 – 500,000 Android users)

Exampl (50,000 – 100,000 Android users)

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How do we compare?

	Brainly	Socratic	Snapask	Exampl	Angel
Question input method	Text	Picture, Text	Picture, Text	Picture, Text	Picture, Text
Question dispatch target	All users by area specific filter	N/A	All tutors by area specific filter	All tutors	All tutors by area specific filter
Question quality assurance system	None	None	None	None	The Queue
Average answer time	Unstable	Instant	Instant	Unstable	Instant
Answer delivery method	Text	Website Links	Text	Pictures	Live Video Call
Answer quality assurance system	None	Trustworthy Websites	Selected Tutors	None	Selected Tutors + Ranking System
Solution to unanswered questions	None	N/A	None	None	The Board

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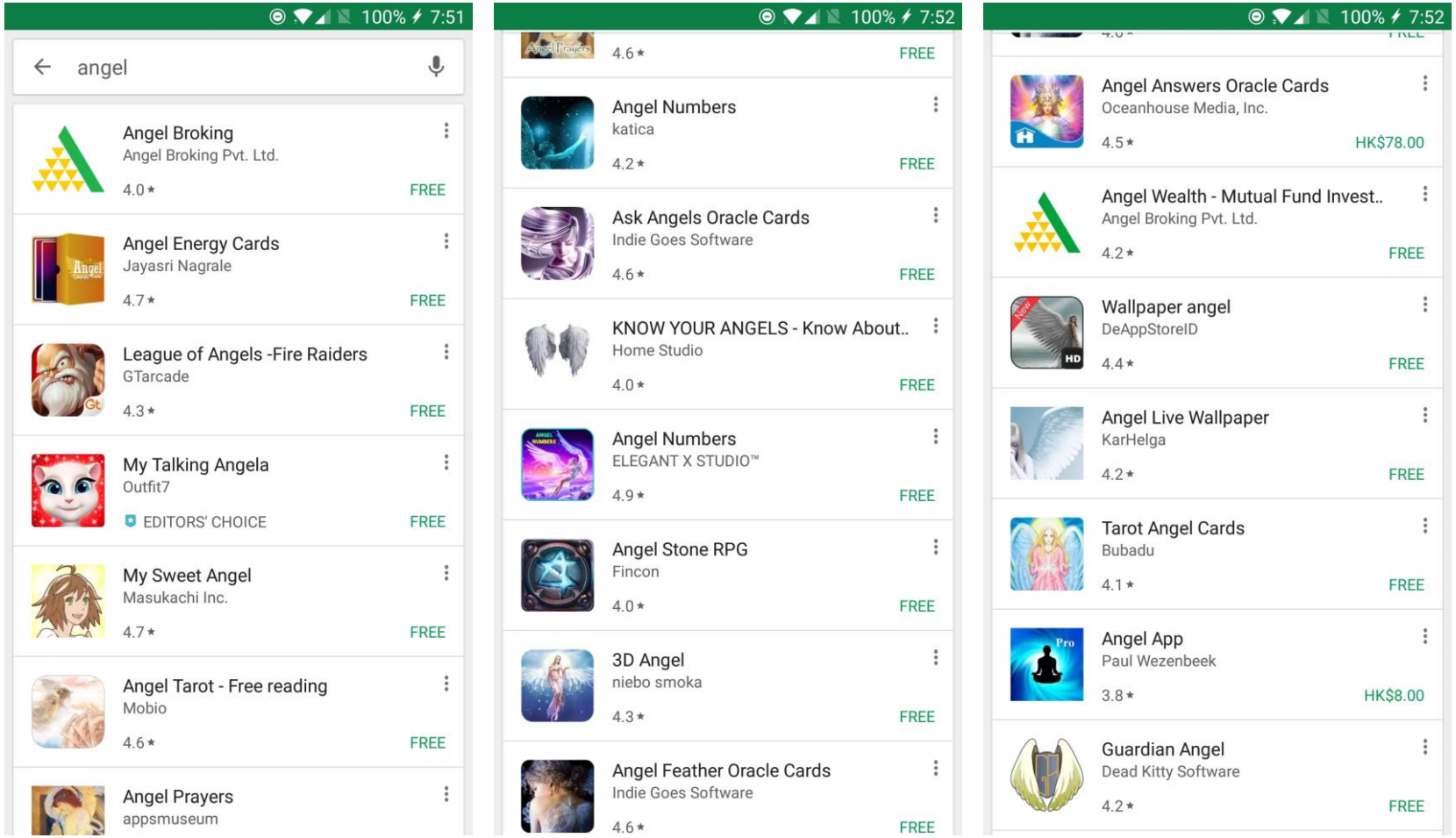
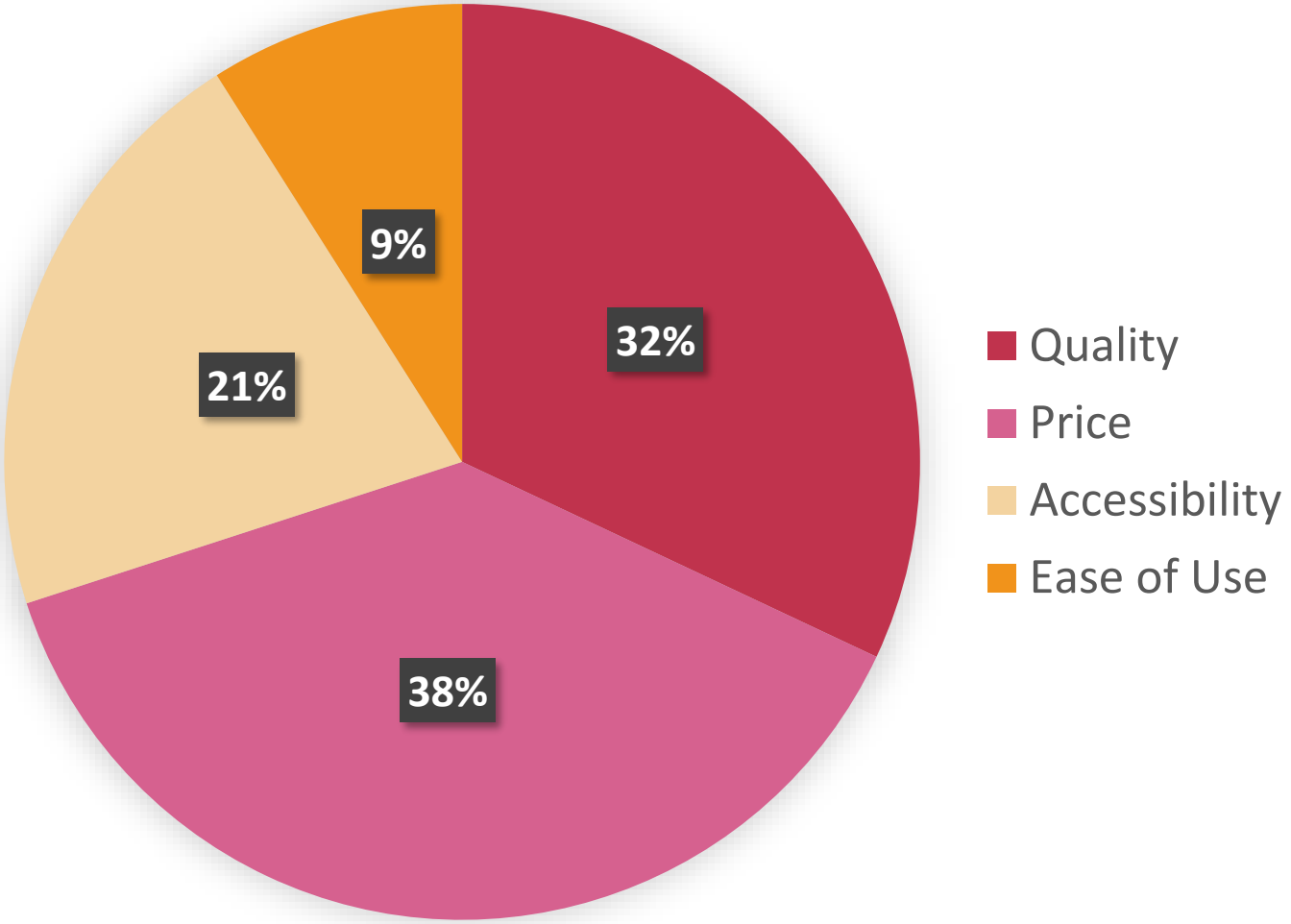
Search “angel” on Google Play Store



Market Survey

What do students value most?



Interviews

"I love teaching others and Angel seems extremely promising.
I will definitely try out for tutor for sure!"

- Canyon, Stanford University Computer Science

"I feel like I've always needed this with my late night studies – full support!"

- Adhiraj, National University of Singapore, Mechanical Engineering

"How convenient. Same face-to-face experience by a single button click."

- Koyo, The University of Tokyo, Economics

"Awesome UI and app structure. I love how easy the entire asking process is too."

- Hele, University of Wisconsin-Madison, Electrical Engineering and Physics

"What cram school?"

- Anthonie, The Hong Kong University of Science and Technology, Mechanical Engineering

Revenue Model

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Student Payments

- “Minute” currency
- Angel receives ~15% cut from students per session
- 1 free Minute for each 5 Minutes spent

Advertisement Revenue

- Students may watch advertisement videos to earn free Minutes.
- ~1 video minute in exchange for 1 Minute currency

Collaborations and Partnerships

- Co-op with major institutions and educational companies
- Company subsidies in exchange for free Angel Minutes or discounts for their students

Expenditure Model

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Operations

- Staff
- Servers
- Developers

Enhancements

- Training to improve tutoring quality
- Careful selection process

Aids

- Distribute micro-scholarships
- Fund monthly Angel scholars

Legal

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Ltd. Registration

International Protection

Co-op with Local Industries

Short-term Target

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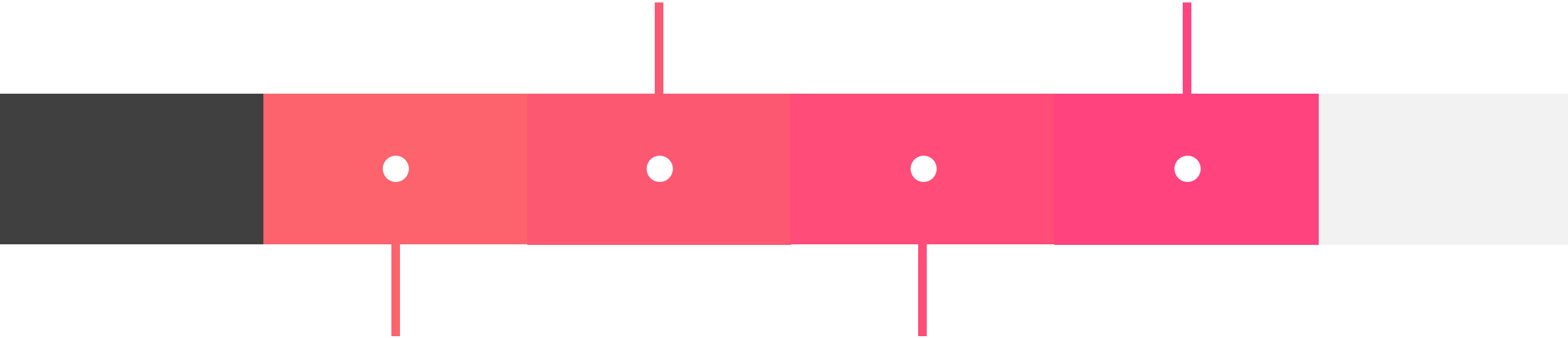
2 Months
Angel released to public.
Breakeven point / self-sufficiency with
> 2000 simultaneous users using Angel
for two 8-minute sessions per day

6 Months
Expand across major Hong Kong
Institutions and local communities.
Hire general managers and ambassadors.



1 Month
500 Hong Kong students
and 100 global tutors.
Tutors mostly from HKUST,
Stanford University, and
National Taiwan University.

3 Months
Collect data from sessions and organize
teaching material database to provide
quality resources for tutors.

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Indicators

# of students + % growth

# of tutors + % growth

total active hours + % growth

revenue per quarter

Short-term Projection

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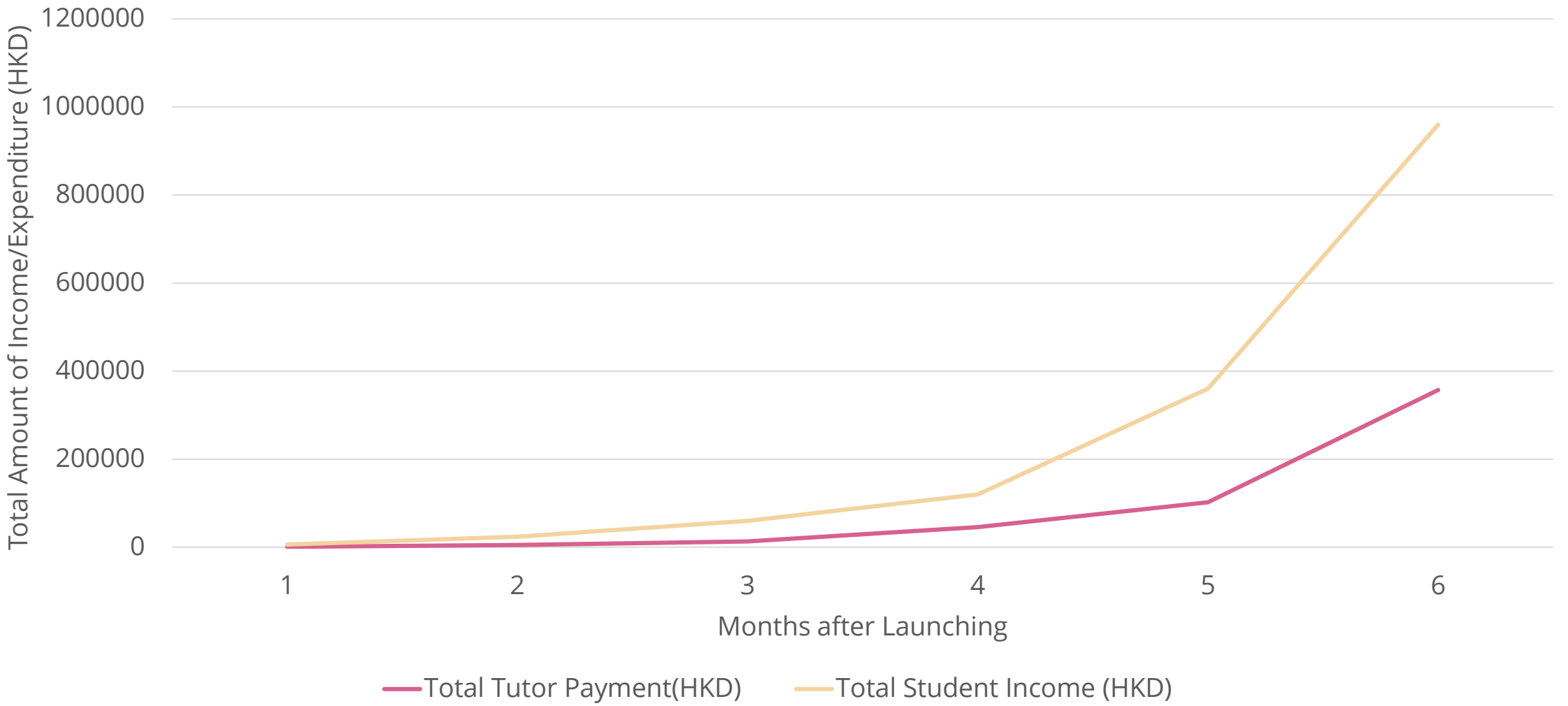
Correlation Between Student Income and Tutor Expenditure



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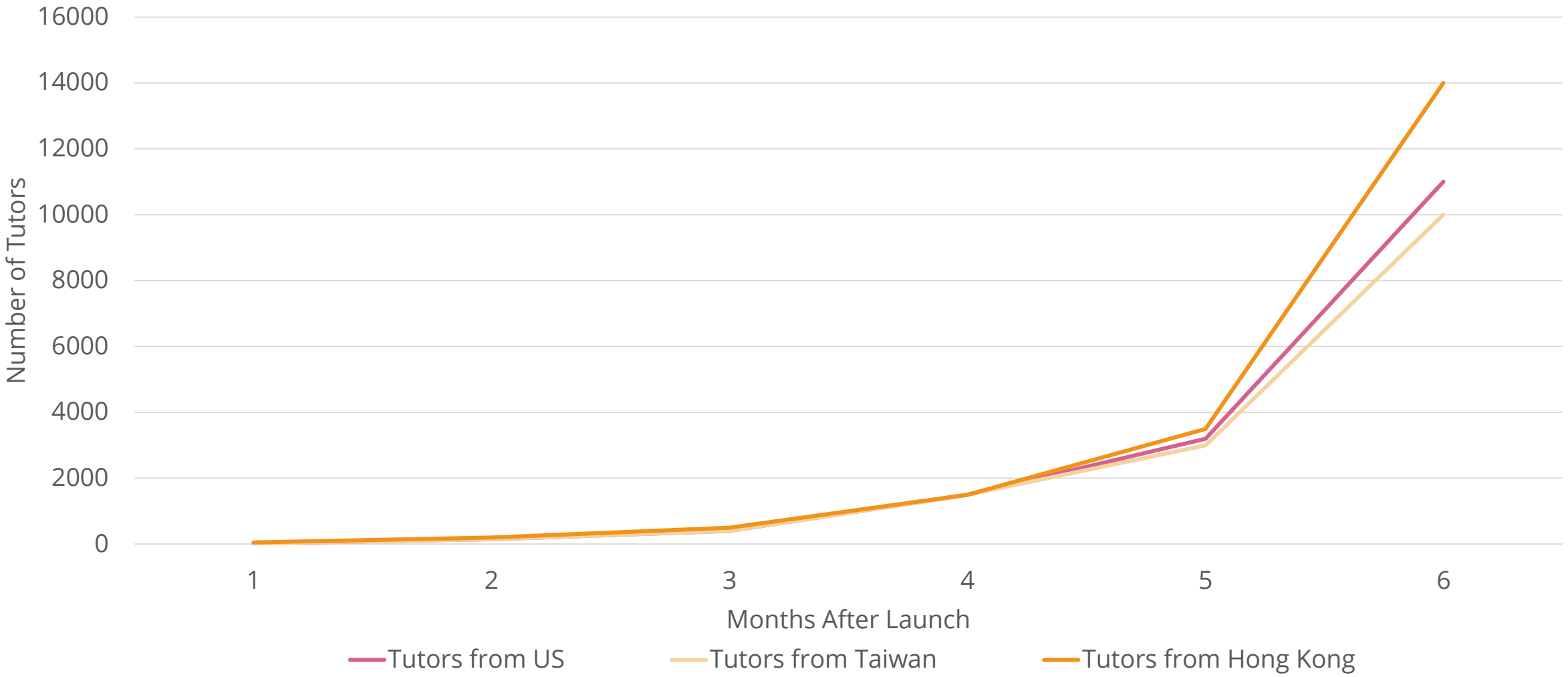
Expected Tutors Distribution



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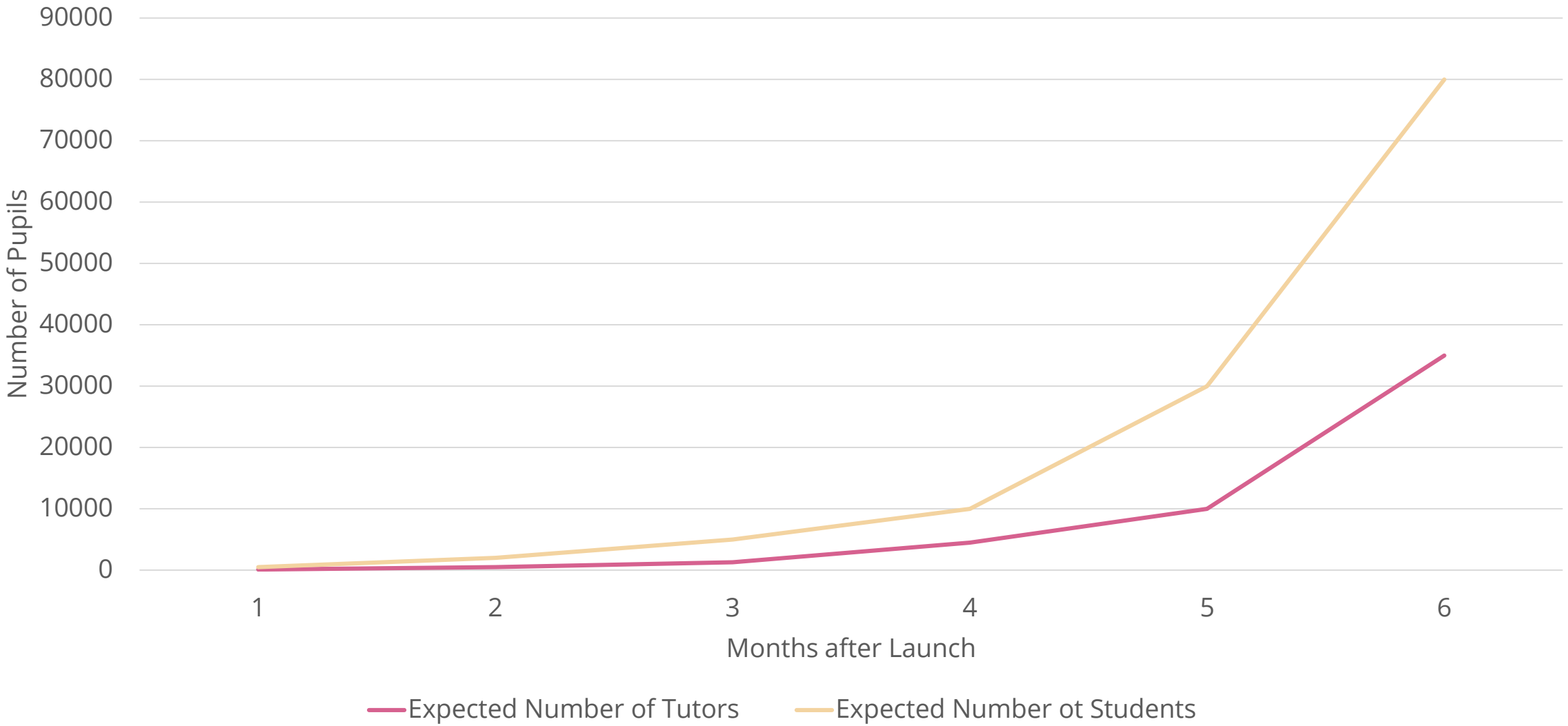
Correlation Between Number of Tutors and Students



Long-term Vision

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Game changer

Disrupt the tutoring market
Open fair education opportunities for all

Knowledge sharing culture

Highest quality and cost-friendliness
Starting from Hong Kong

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Reach out for instantaneous help
Certainty for quality solution

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Q & A