

The Kibin logo is a white speech bubble with the word "Kibin" in a bold, sans-serif font.

Kibin

# INSPIRING BETTER WRITING.

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Profitable



Clear Path to Growth



400% Yr/Yr  
ARR Growth



Accelerated 2011



# Words are forever...

## What will yours say?



Bible



Quran



The Art  
of War

Beowulf  
Poem



Shakespeare



MLK

I had a dream

1500 BCE

500 CE

1000 CE

1500 CE

2000





# Writing is Failing at the Student Level



Campus writing centers are inconvenient & intimidating.

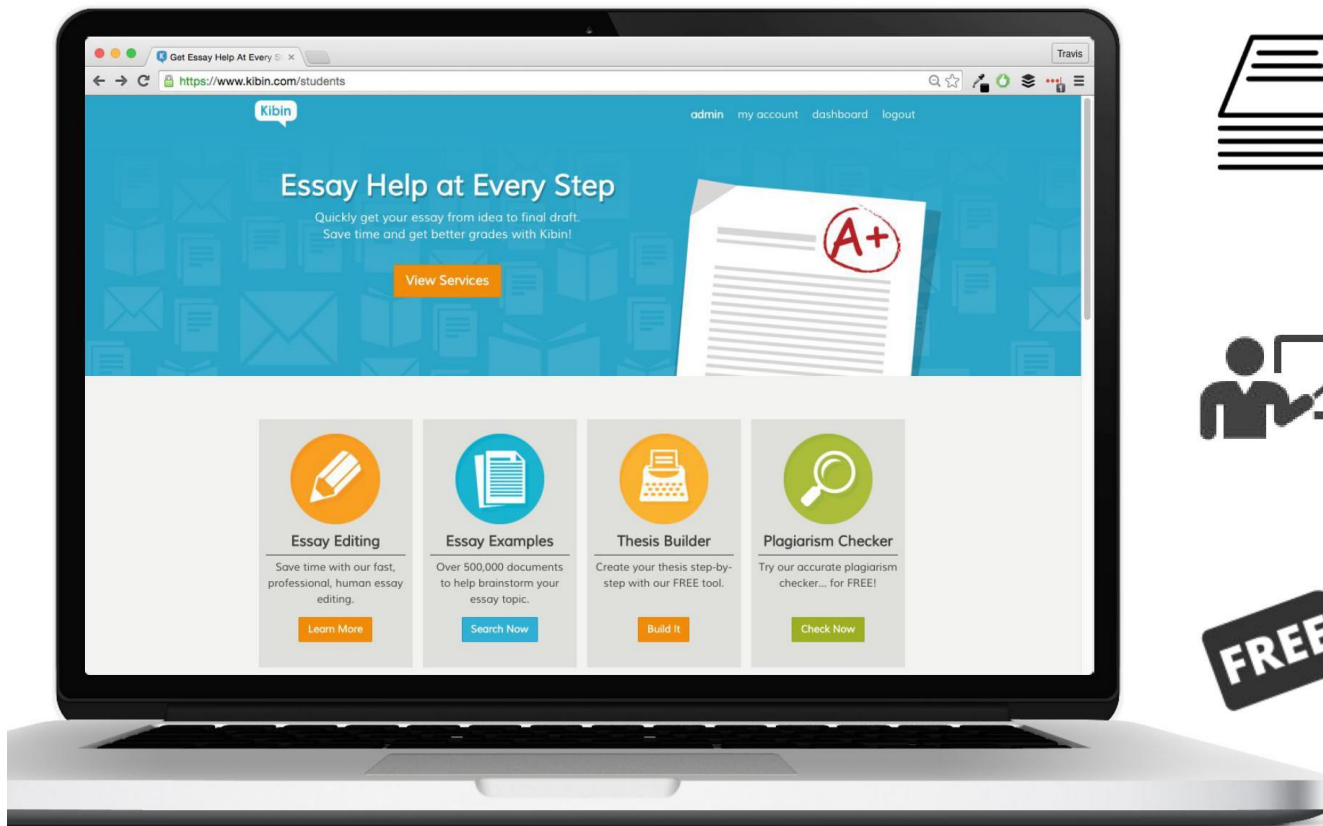


Friends and family are too busy, unqualified, or give biased feedback.



Online services are lacking or too expensive.

# We're Fixing That



## Essay Database

Promotes brainstorming and research to jumpstart the writing process.



## Expert Editors

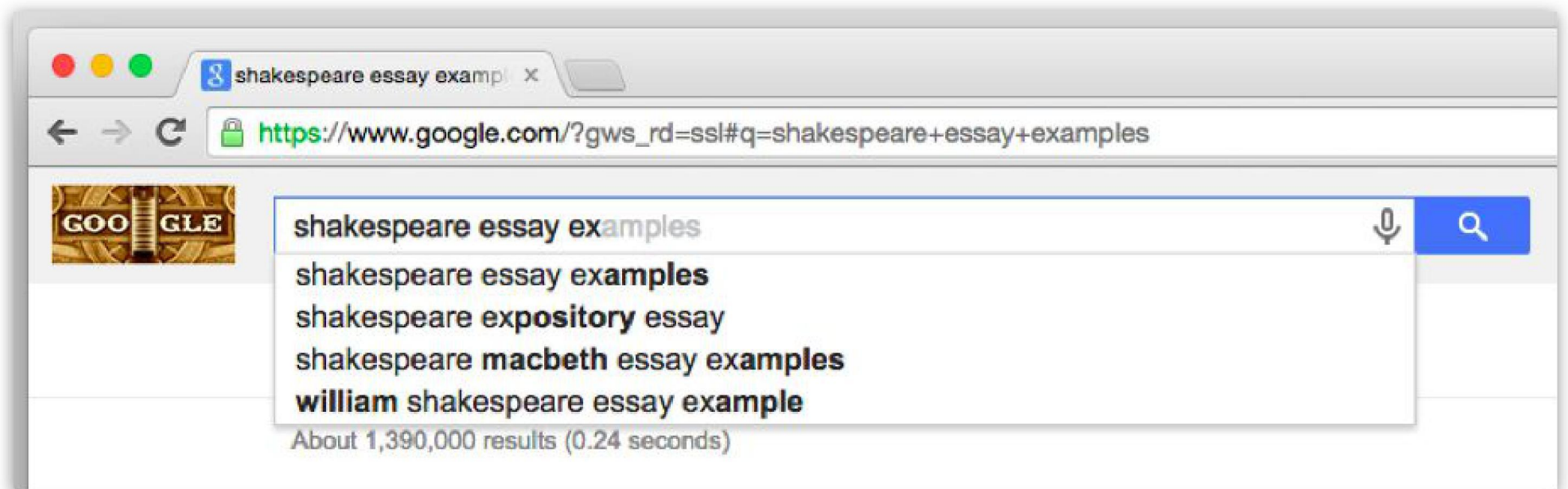
Vetted, human experts creates tutor-like experience 24/7.



## Trusted Resource

Over 500,000 visits to our blog and 10,000 thesis statements created.

# When Students Seek Essay Help...



# ...They Find Kibin



## Content = Traffic

Essay examples drive organic traffic to the essay database.



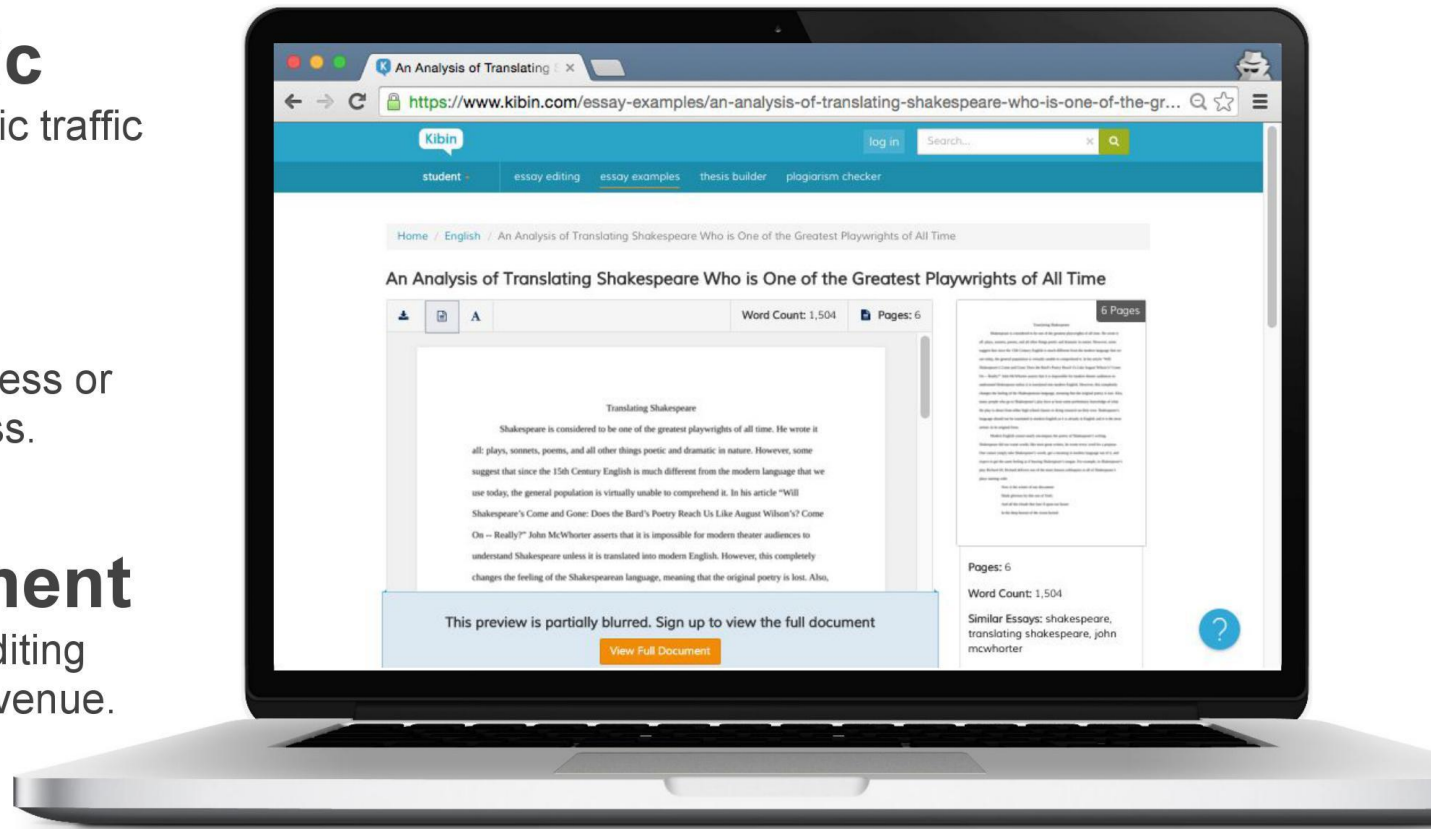
## Pay-to-Play

Signups pay for monthly access or upload essays for free access.



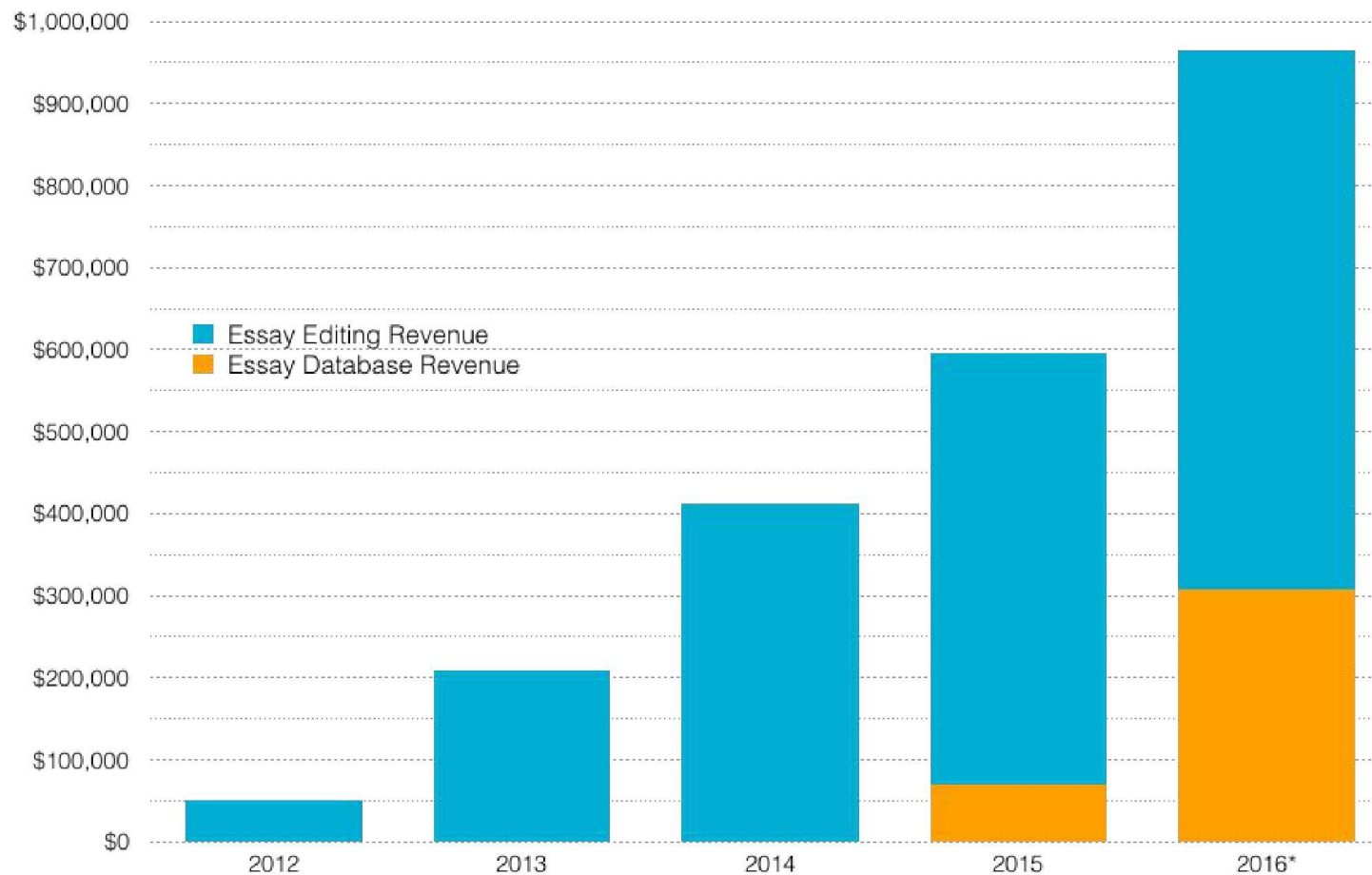
## Editing Attachment

Signups also utilize essay editing service, driving additional revenue.

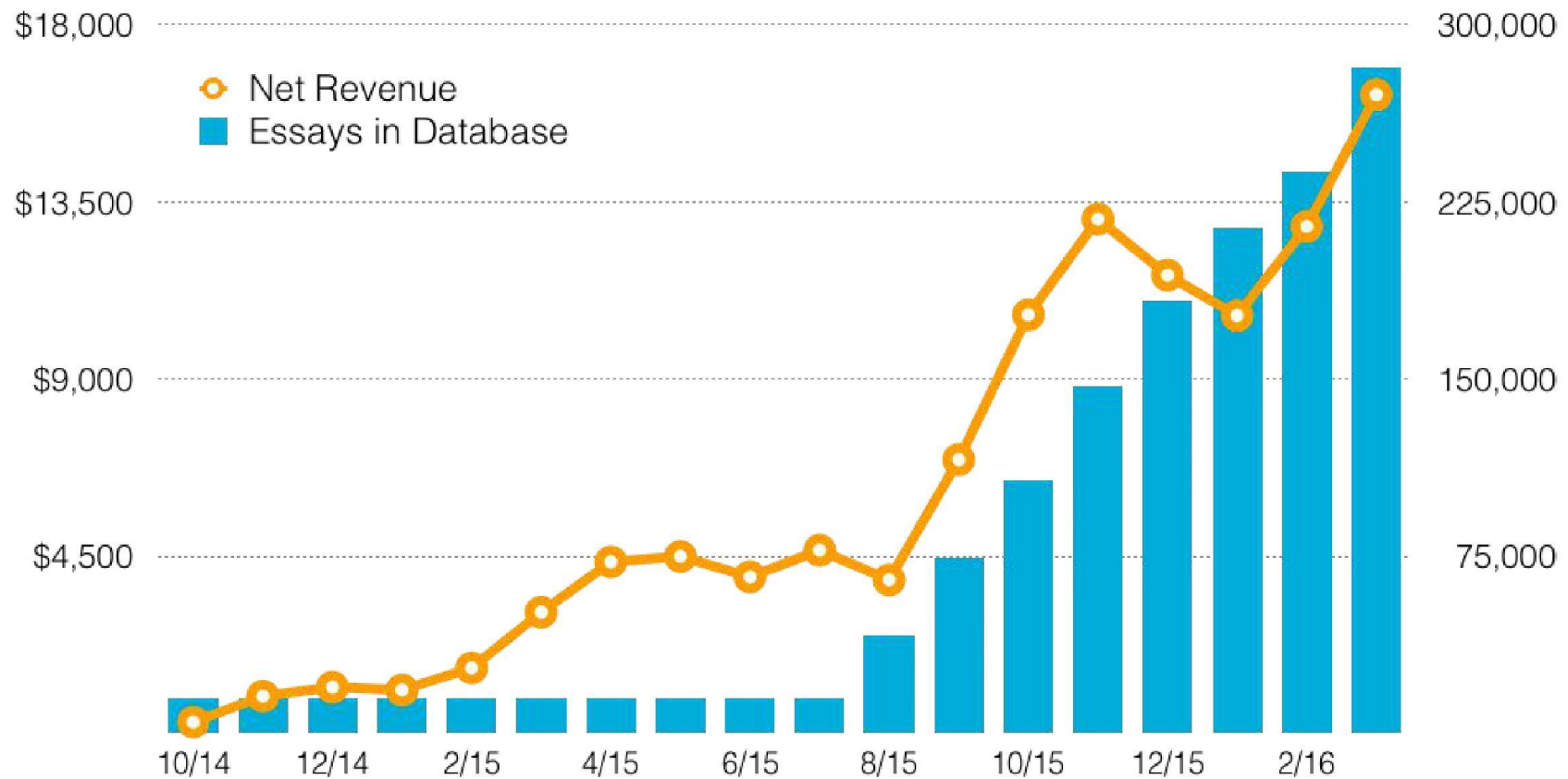




# Added Database in 2015, We're Now Profitable



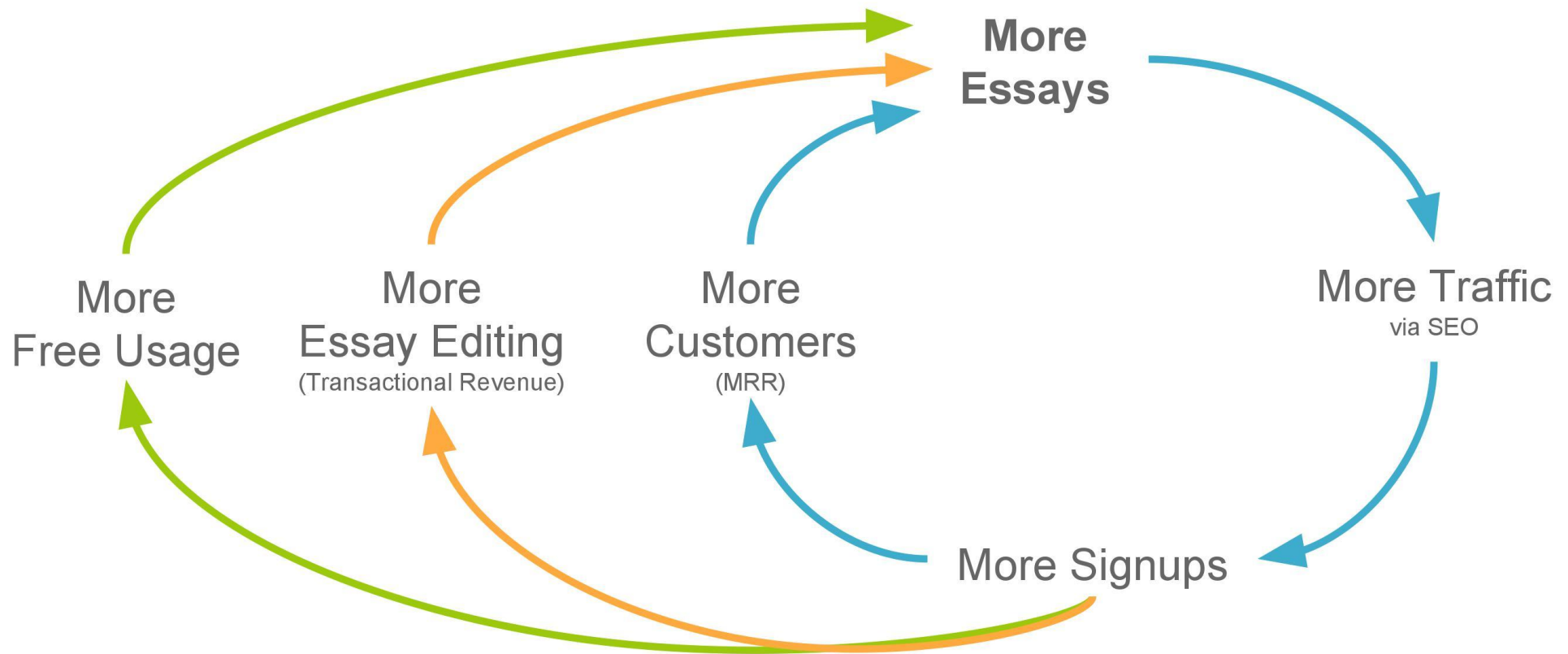
# 15k Essay Pilot, Then Began Adding Content



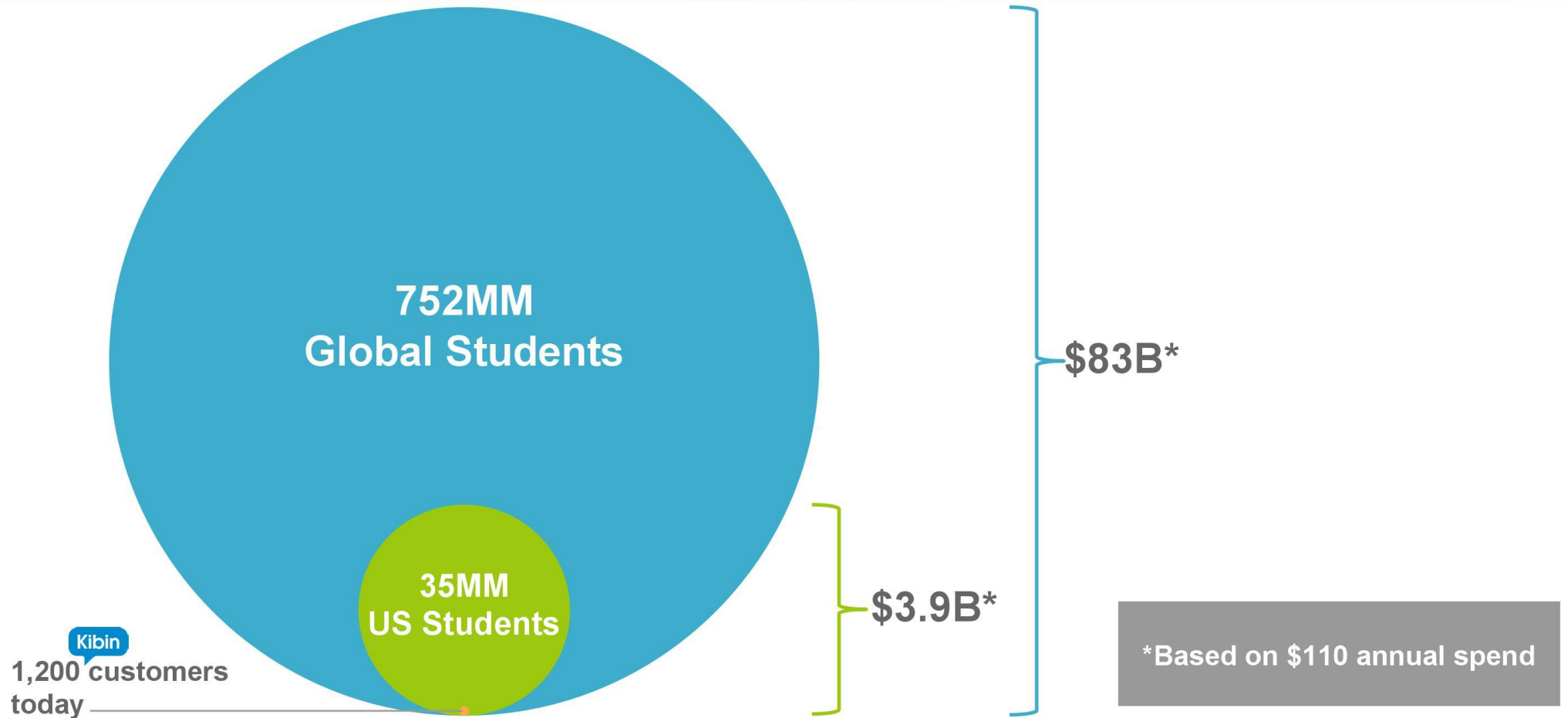
Note: Dips are due to seasonality of student market.



# Ultimately, Growth is Driven by Essay Content



# The Market Can Easily Support a \$1B Company



**STUDENTS TODAY...**

**AI WRITERS  
TOMORROW.**





# Our Team's Results Speak for Themselves



## Travis Biziorek (CEO)

Responsible for all things product and marketing. Led Kibin from concept to over \$75k in monthly revenue.



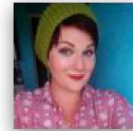
## Jim Nguyen (CTO)

Solely responsible for building Kibin's functionality and infrastructure, supporting over 1MM unique monthly visitors.



## Naomi Tepp (Content)

Published author and self-taught content marketer. Spearheaded Kibin's blog growth from zero to over 500,000 monthly uniques.



## Erin Hempfling (Community)

Previous Kibin editor and only one to achieve 100% feedback rating. Now manages our team of 150 freelancers and supports our customers.

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## Advisors

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## Rob Angarita & Aaron Hawkey

Co-founded Cramster (acquired by Chegg in 2010) which now accounts for a majority of the \$95MM digital revenue as Chegg Study.

crA<sup>+</sup>mster.com<sup>™</sup>  
*problem solved*

**Chegg® Study**