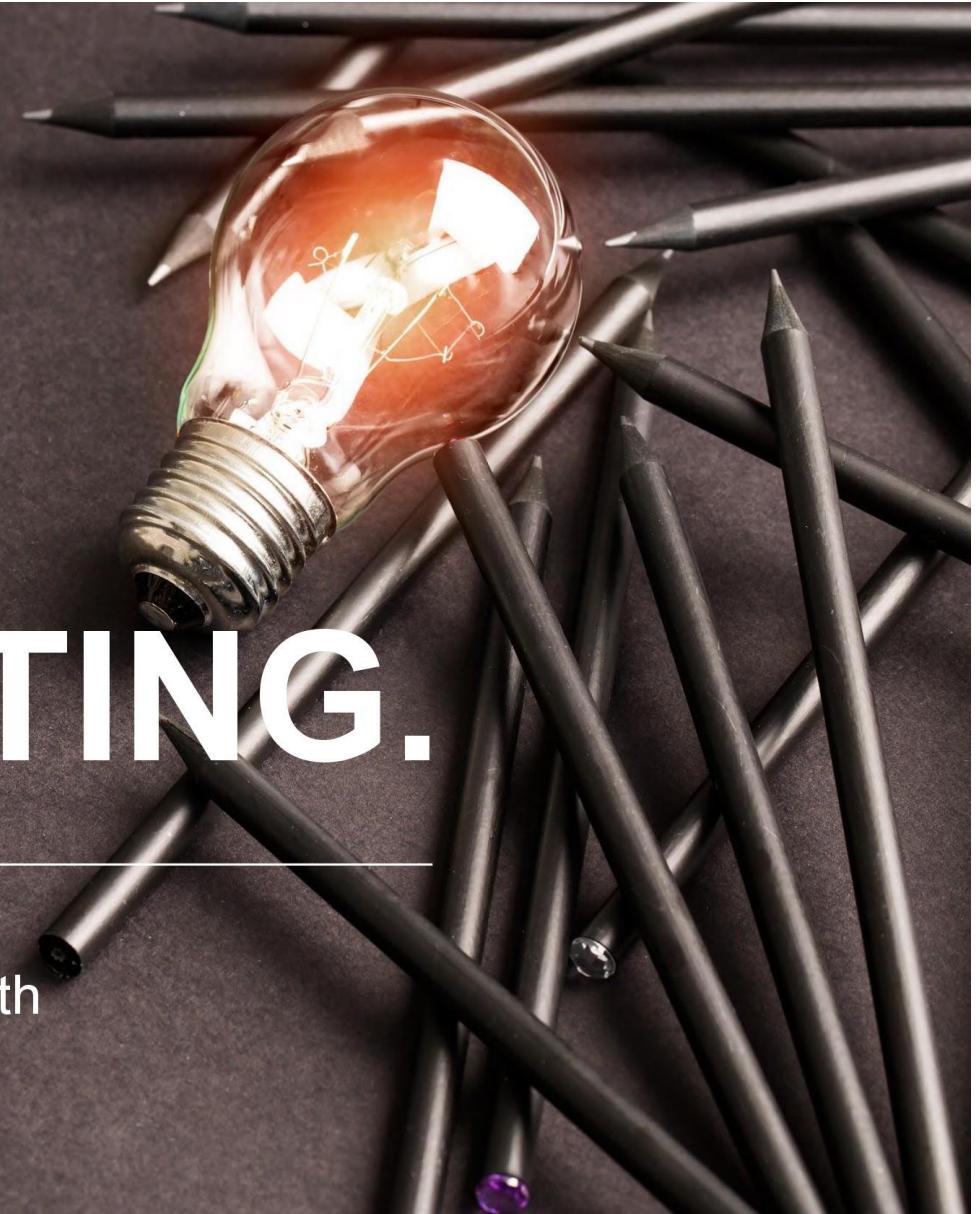


Kibin

INSPIRING BETTER WRITING.



 Profitable

 400% Yr/Yr
ARR Growth

 Clear Path to Growth

 Accelerated 2011

Words are forever...

What will yours say?



Bible



Quran



The Art
of War

1500 BCE

500 CE

1000 CE

1500 CE

2000



Beowulf
Poem



Shakespeare

in love with business



MLK

I had a dream



Writing is Failing at the Student Level



Campus writing centers are inconvenient & intimidating.

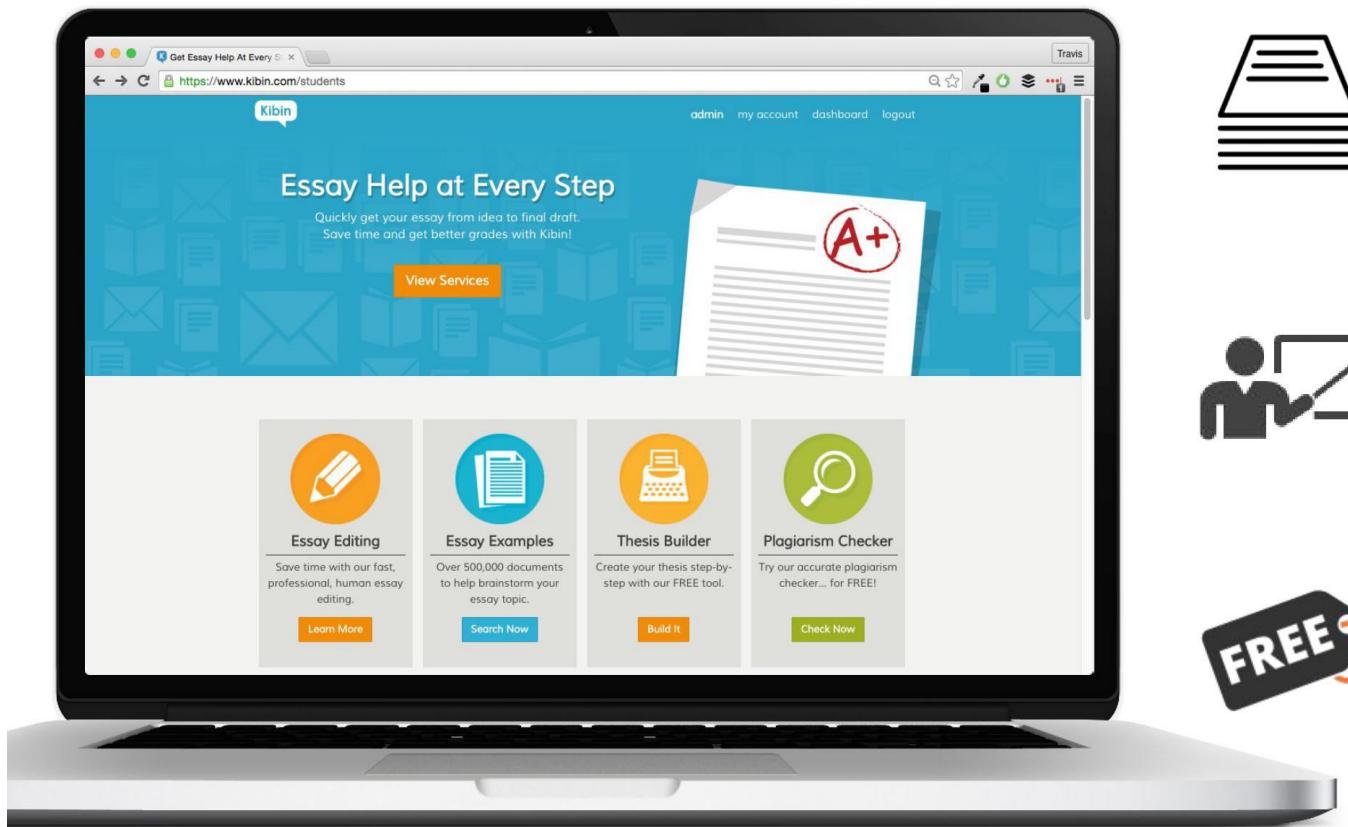


Friends and family are too busy, unqualified, or give biased feedback.



Online services are lacking or too expensive.

We're Fixing That



Essay Database

Promotes brainstorming and research to jumpstart the writing process.



Expert Editors

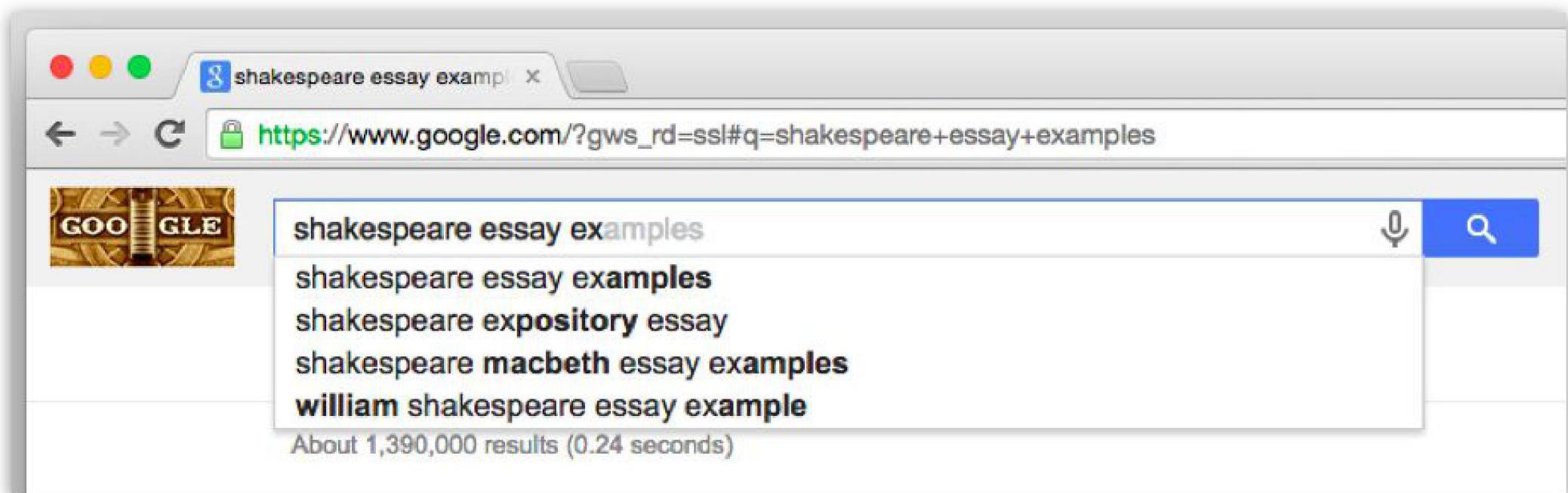
Vetted, human experts creates tutor-like experience 24/7.



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.



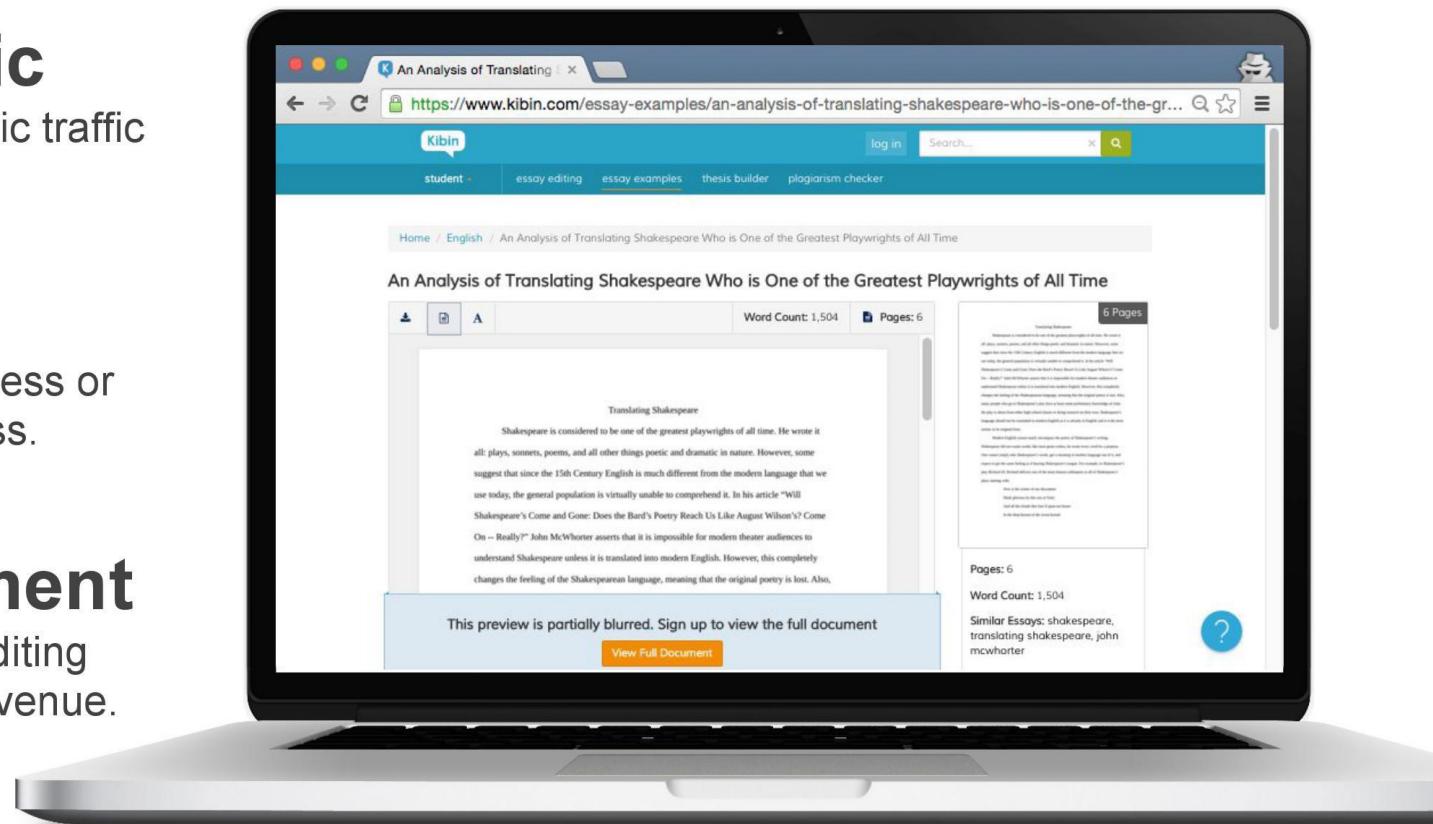
Pay-to-Play

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

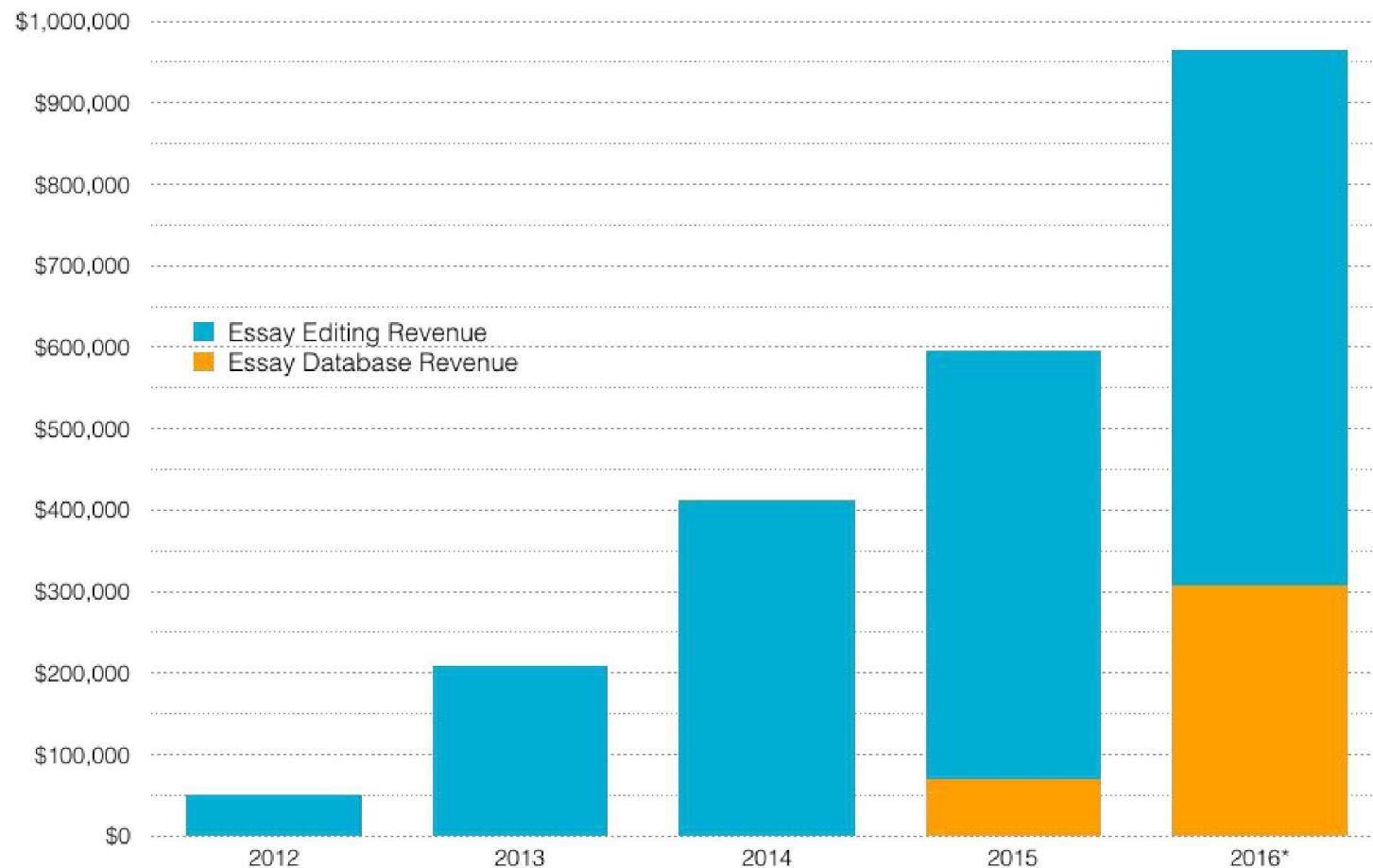


Editing Attachment

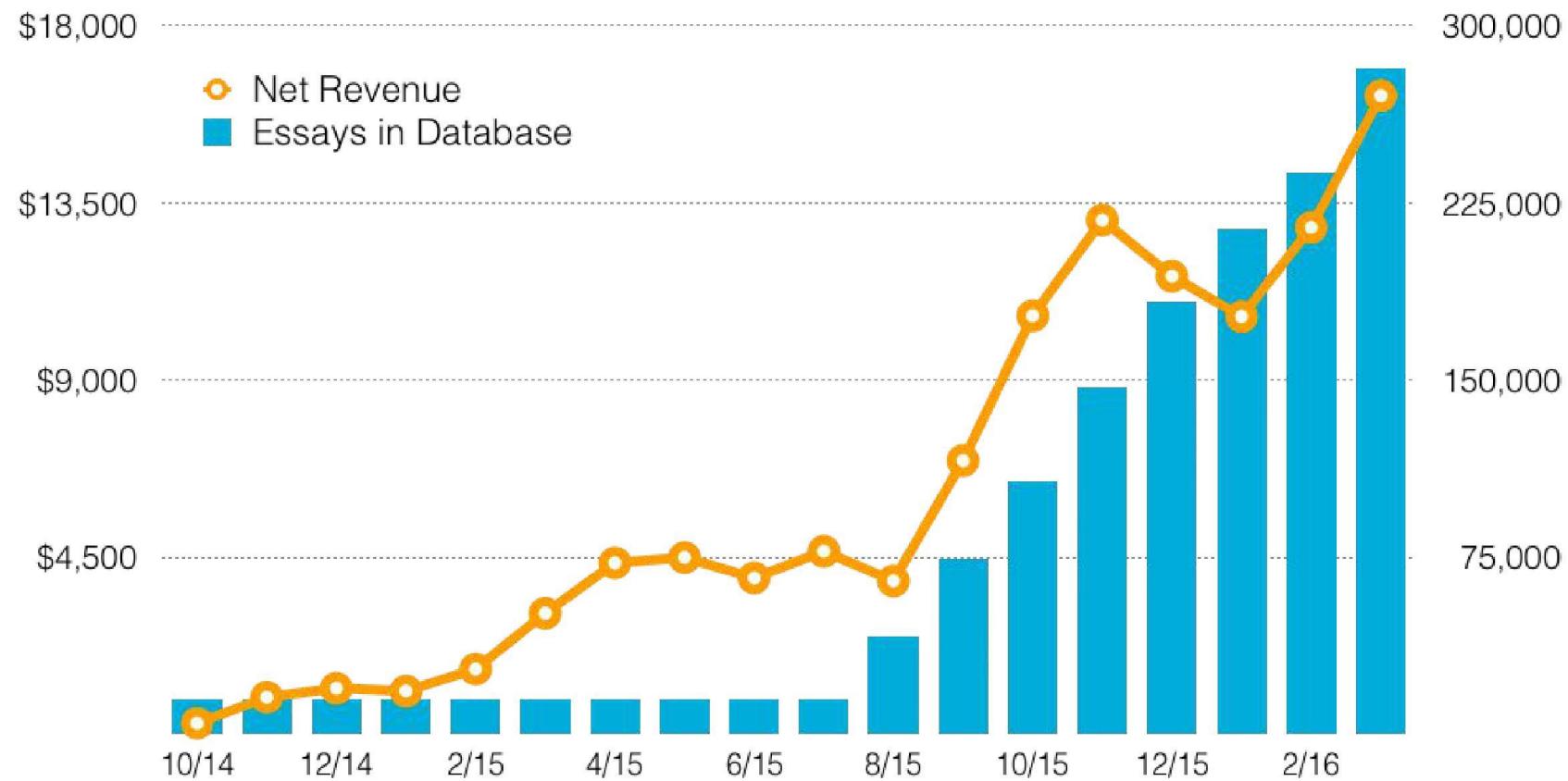
Signups also utilize essay editing service, driving additional revenue.



Added Database in 2015, We're Now Profitable

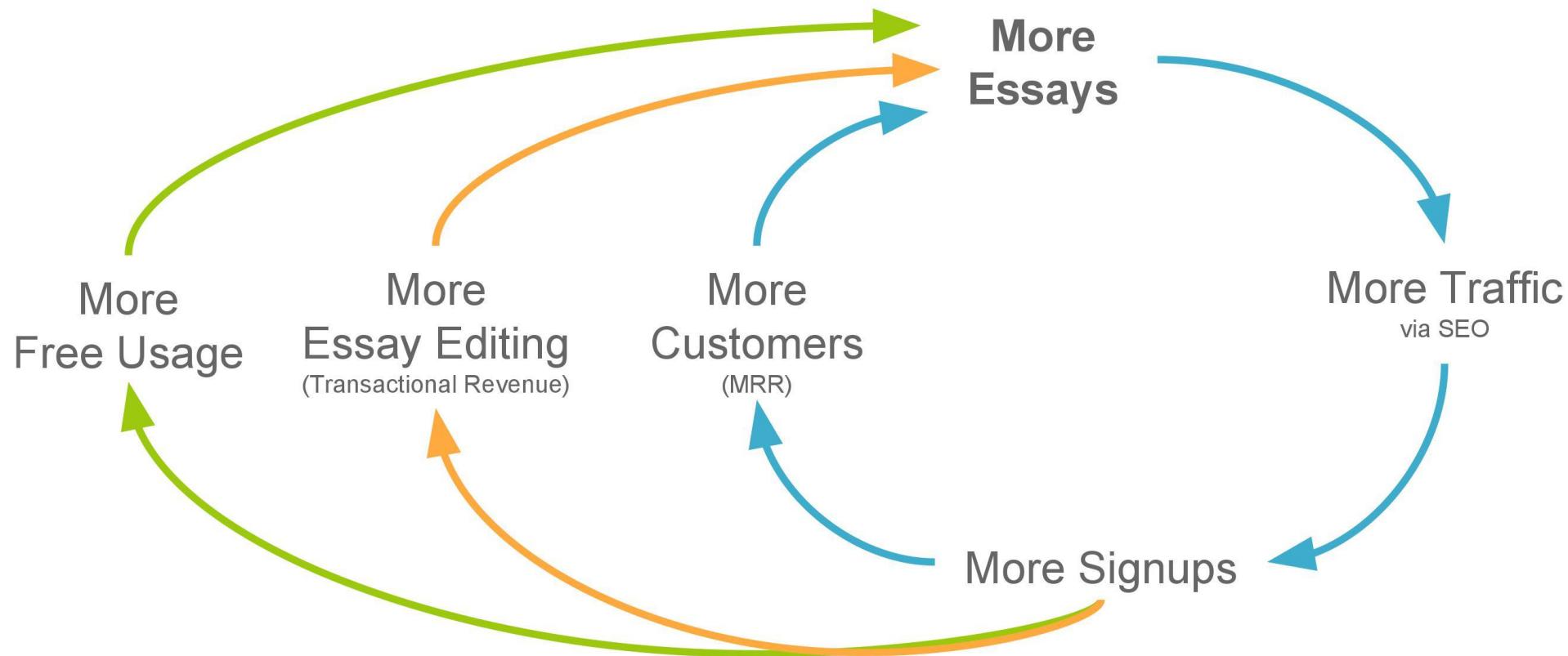


15k Essay Pilot, Then Began Adding Content

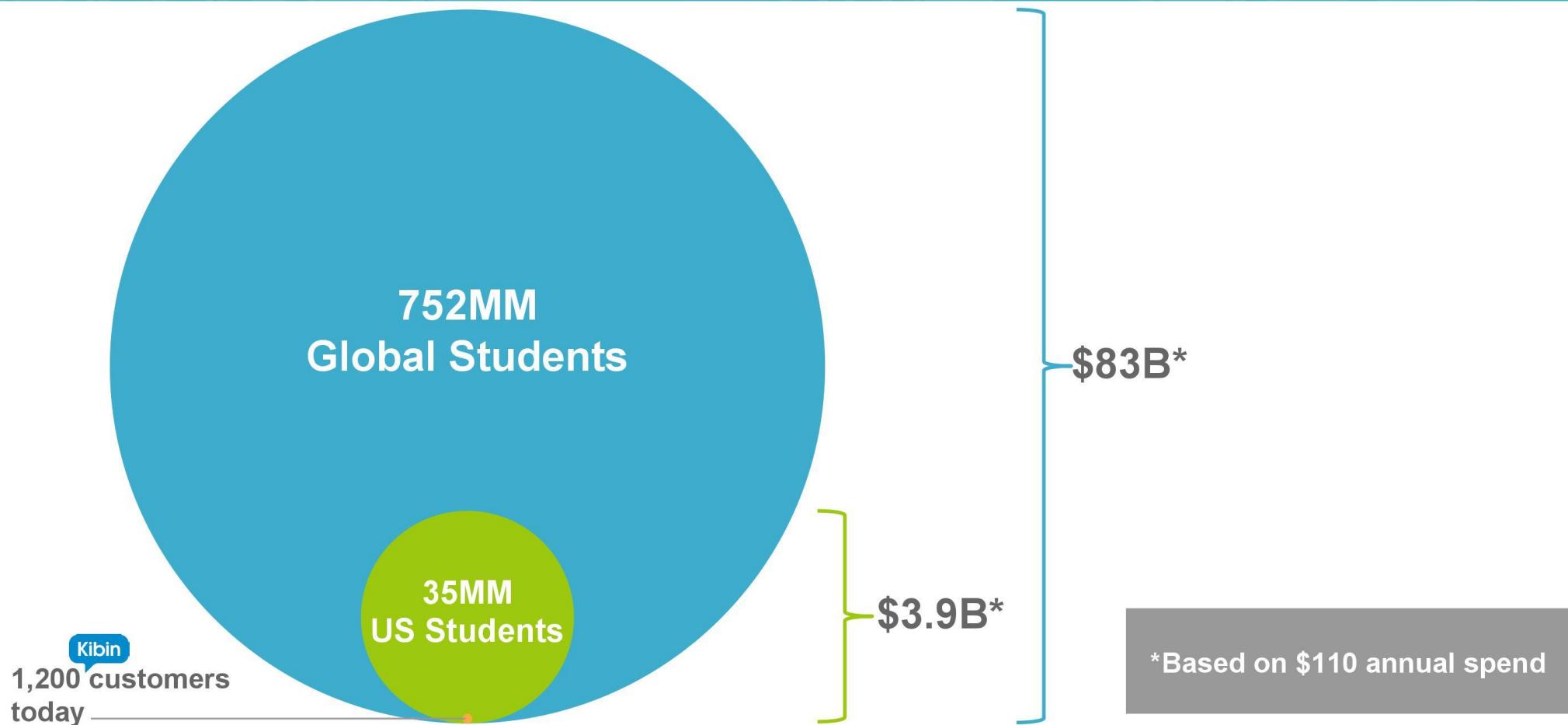


Note: Dips are due to seasonality of student market.

Ultimately, Growth is Driven by Essay Content



The Market Can Easily Support a \$1B Company



STUDENTS TODAY....

ALL 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 Tepper (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.

Advisors



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.

cramster.comTM
problem solved

Chegg[®] Study