

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

# Writing is failing at the student level



Campus writing centers are inconvenient & intimidating.



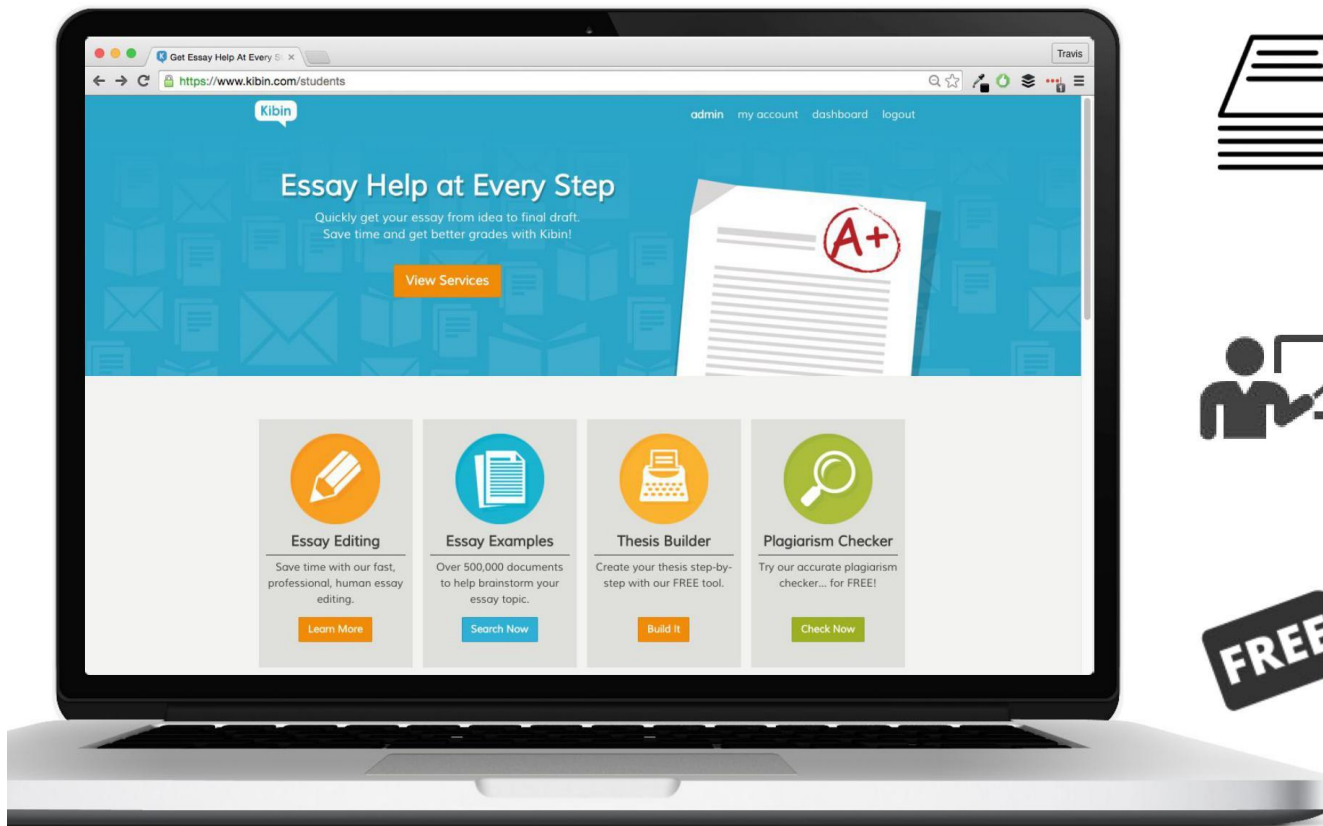
Friends and family are too busy, unqualified, or give biased feedback.



Online services are stuck in the past.



# We're fixing that.



## Essay Database

Promotes brainstorming and research to jumpstart the writing process.



## Expert Editors

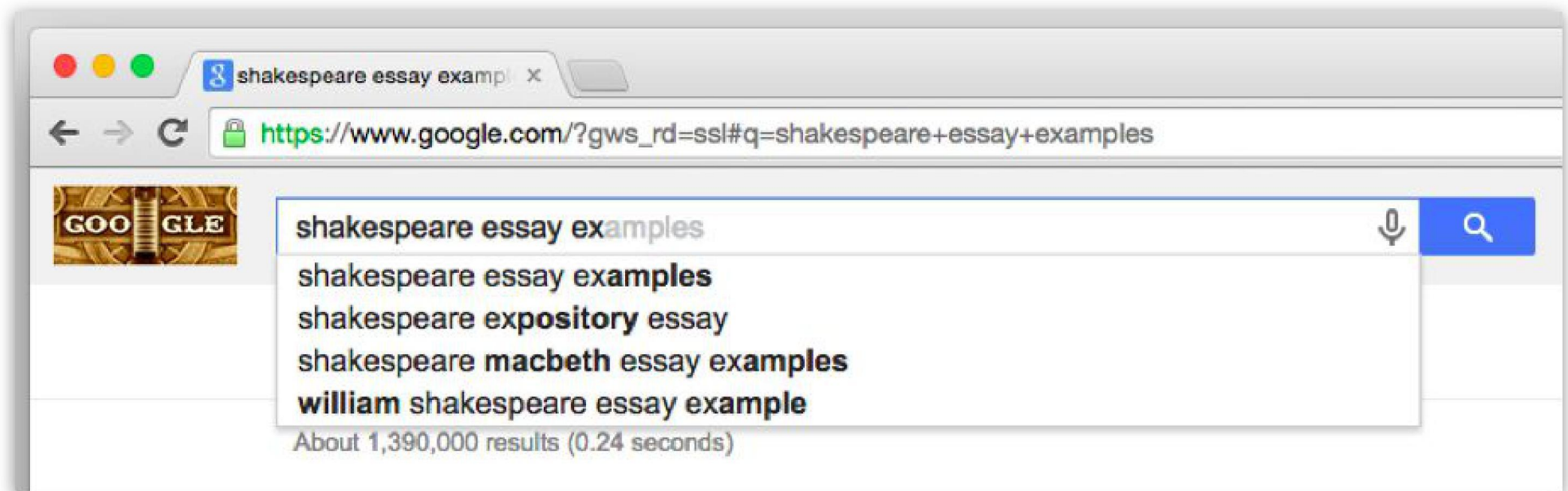
Vetted, human experts creates tutor-like experience 24/7.



## Trusted Resource

Over 500,000 blog visits 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.



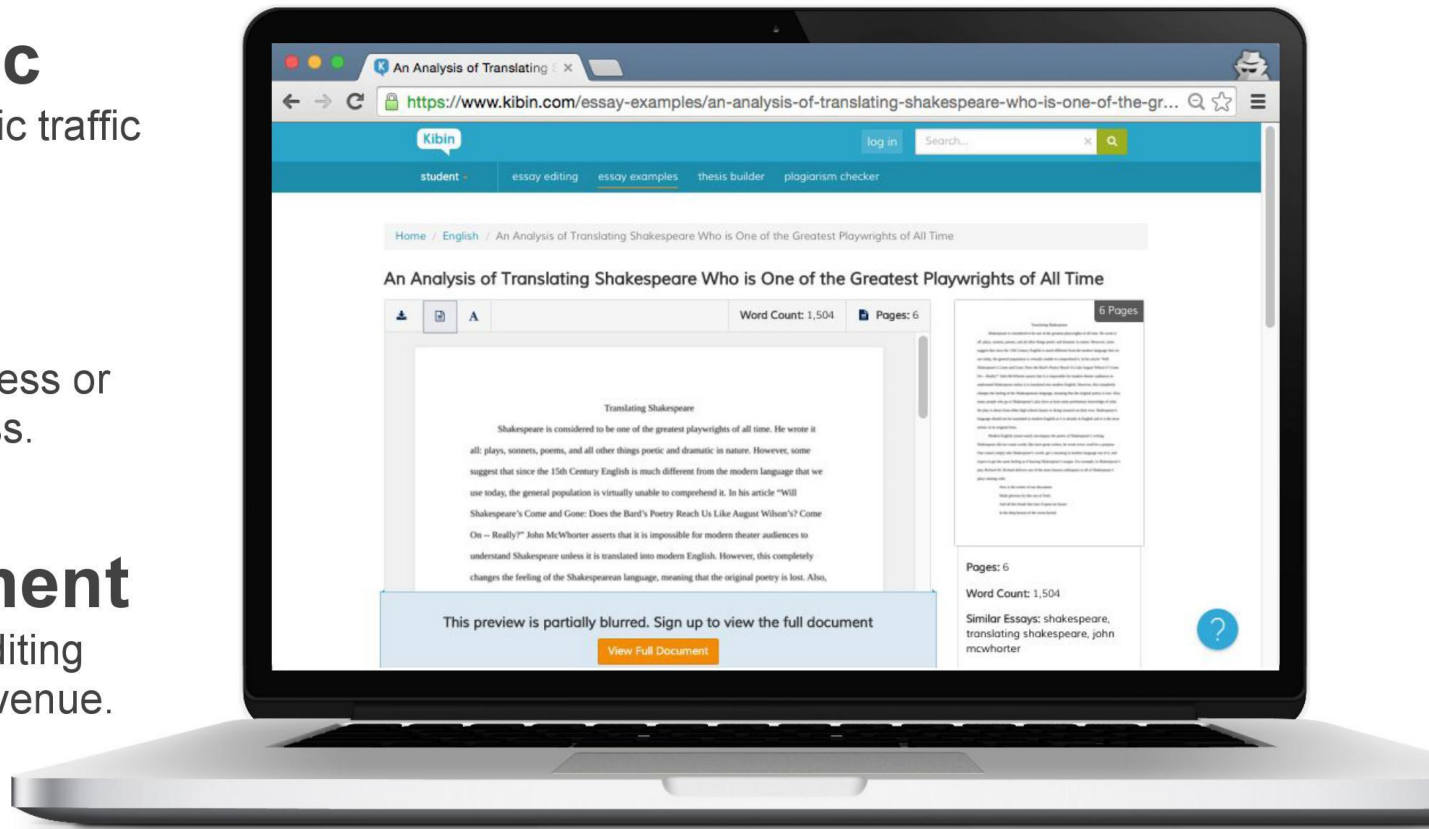
## Pay-to-Play

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

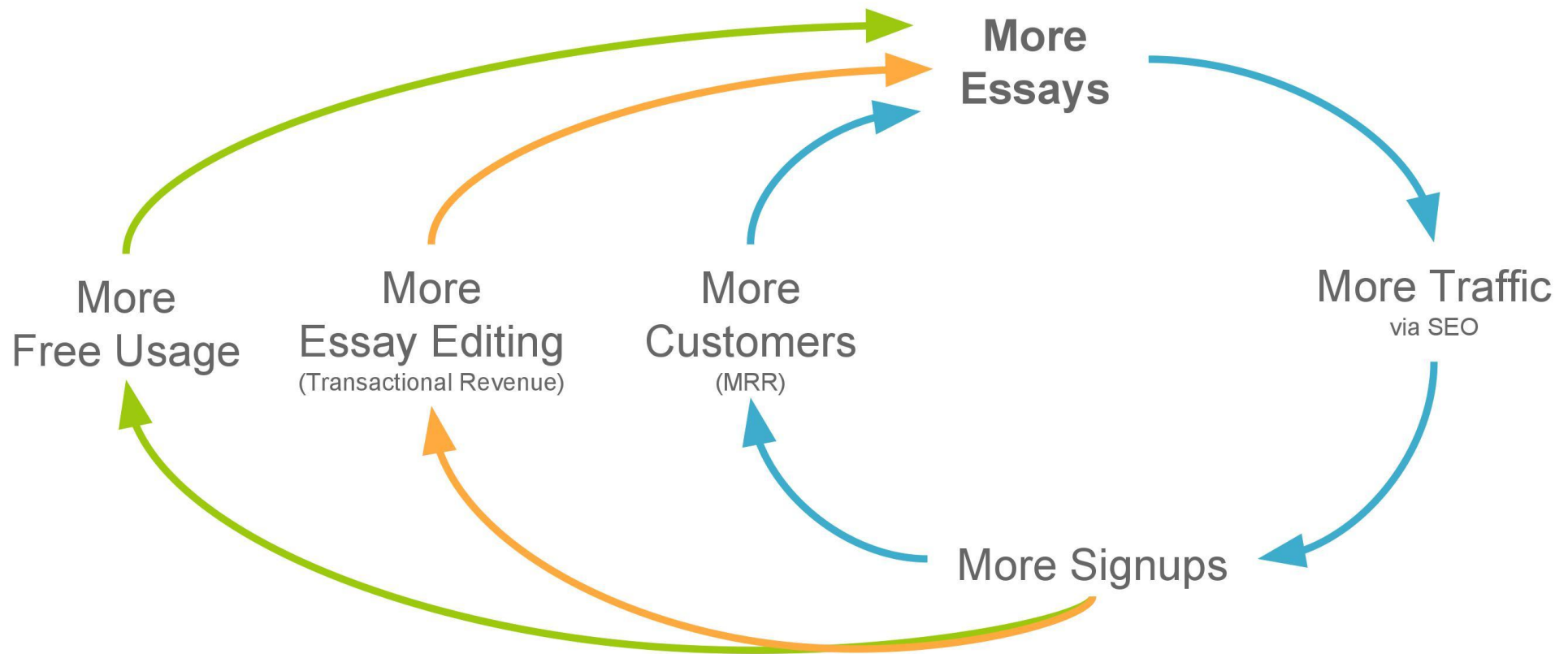


## Editing Attachment

Signups also utilize essay editing service, driving additional revenue.

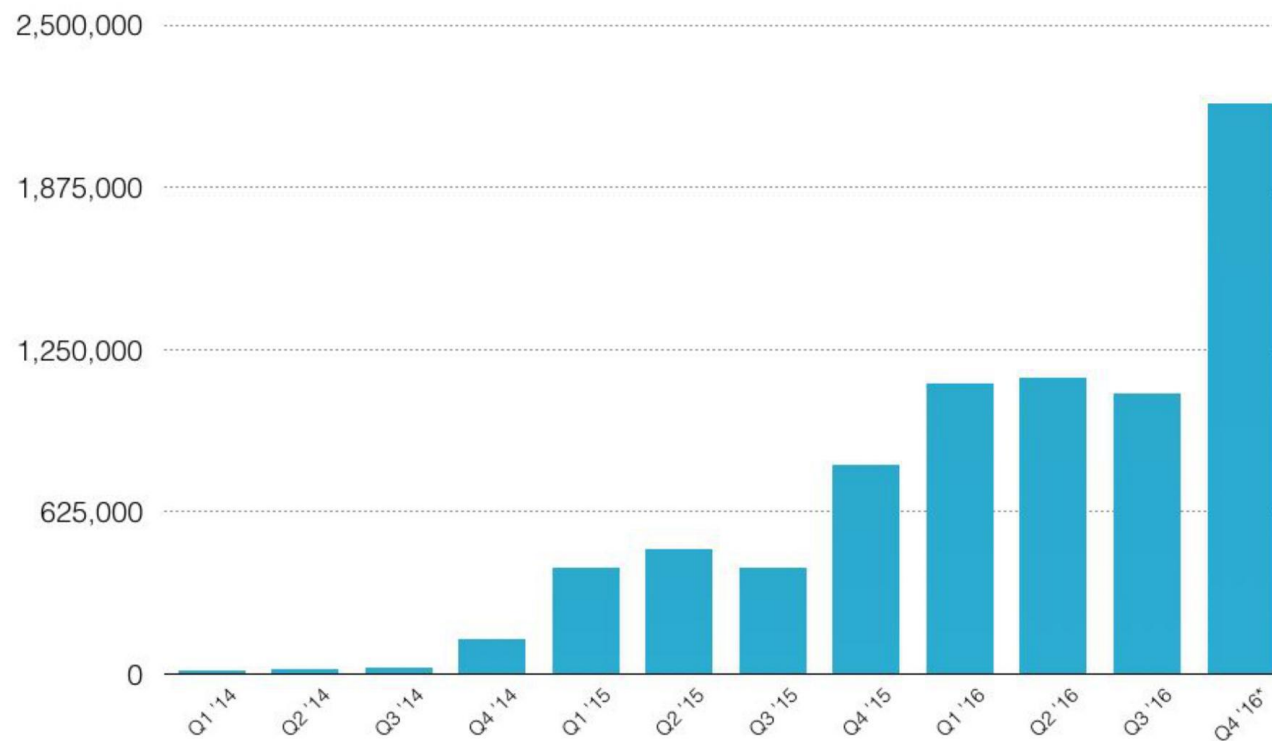


Ultimately, growth is driven by adding more essays to our database.



**We also drive traffic from our blog to the EDB.  
And our blog traffic is growing rapidly.**

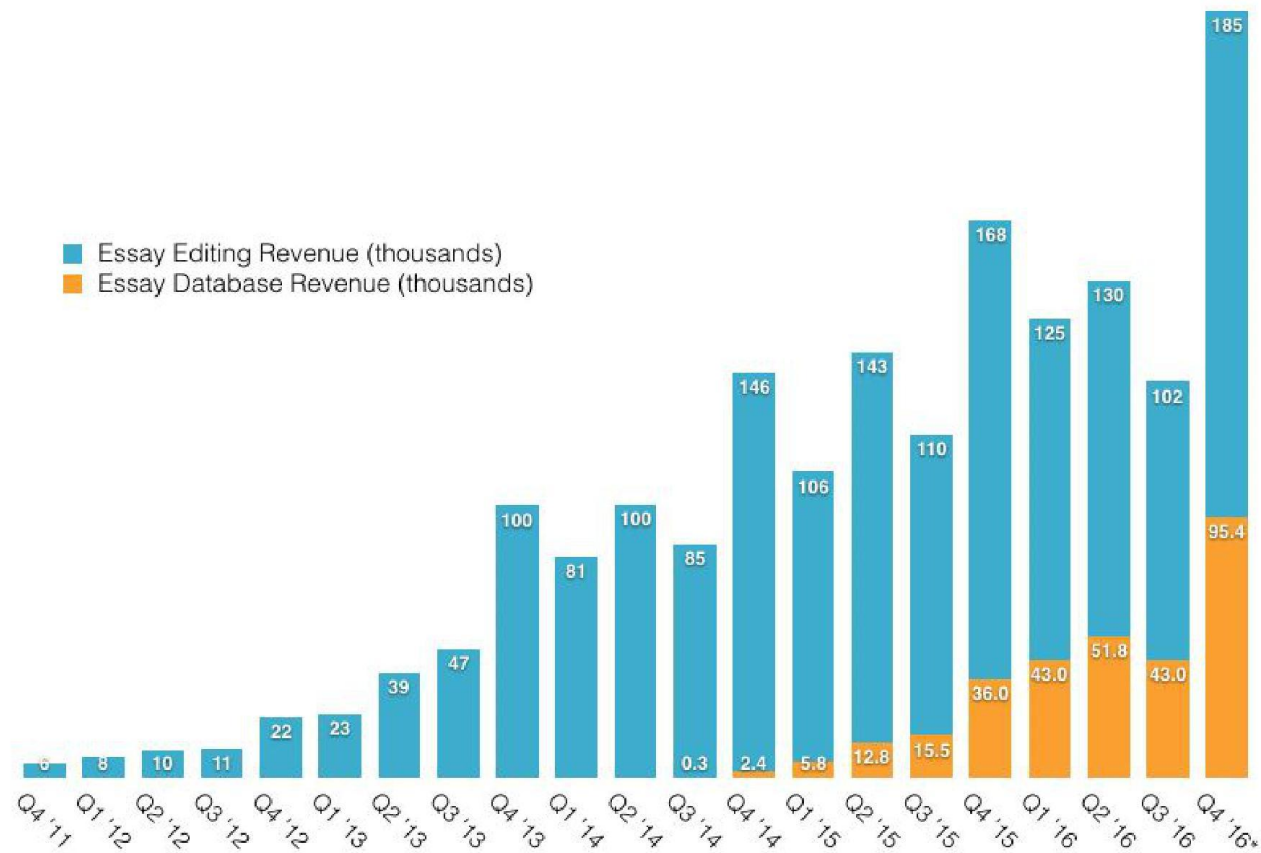
Unique Visitors to Kibin Blog



\*Chart current through Sept. 2016; Q4 represents projections



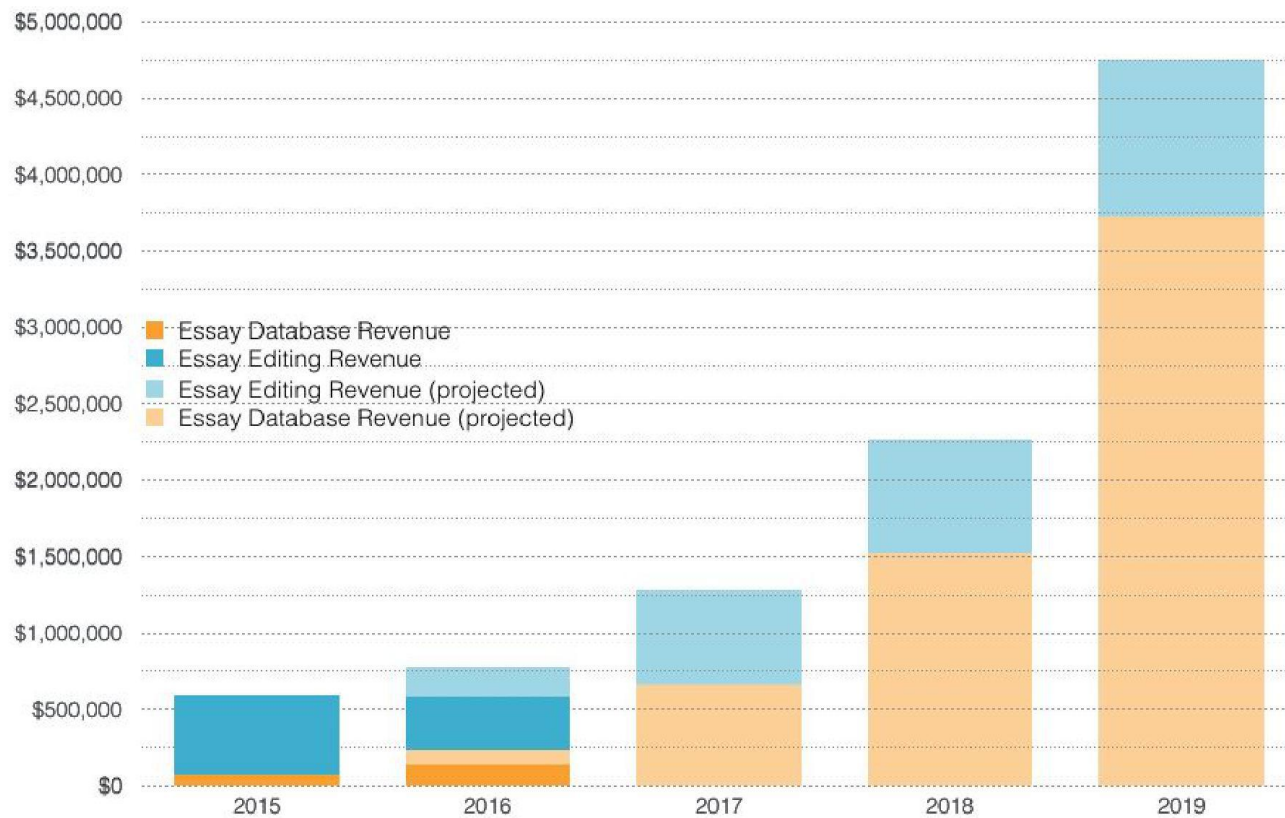
# The EDB has become a significant contributor, accelerating revenue growth.



\*Chart current through Sept. 2016; Q4 represents projections

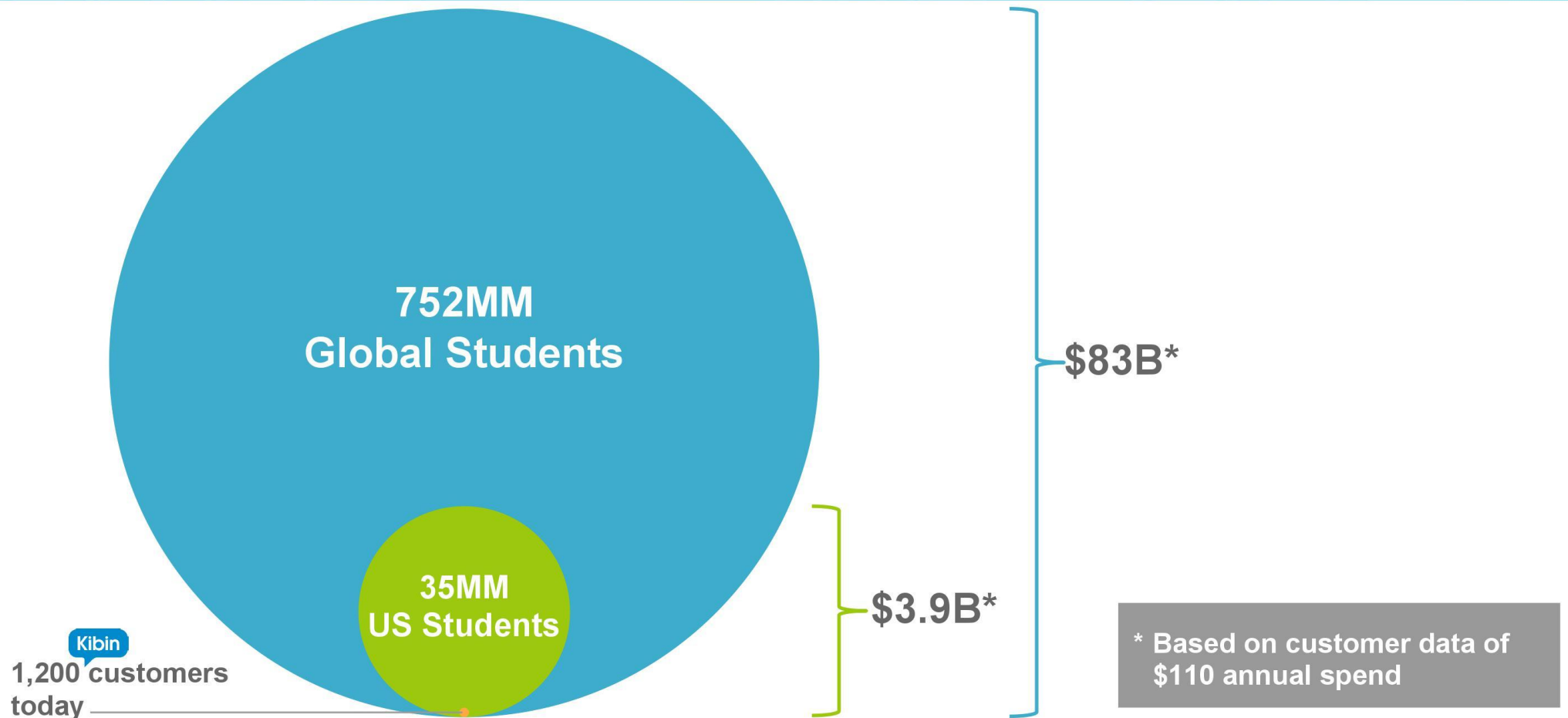


We'll grow to nearly \$5M in revenue in the next few years without additional funding.



Note: Chart current through Sept. 2016

# How big can it be? We've only scratched the surface.



# In 2014, our biggest competitor was doing >\$15M in Revenue

One Million by One Million Blog

Search the Blog

**CATEGORIES**

- Entrepreneur Journeys
- Big Data
- Mobile & Social
- Cloud Computing
- Online Education
- Seed Capital
- Business Incubators
- Outsourcing
- Sales 2.0
- Deal Radar
- Incubation Radar
- Technology Stocks
- Healthcare IT
- Internet of Things
- E-Commerce
- Cyber Security

**Student Entrepreneur to \$10M+ Business: Blaine Vess, CEO of StudyMode (Part 7)**  
Posted on Thursday, Mar 13th 2014

**Sramana Mitra:** What was the monetization model on that one? Were they monetizing well?

**Blaine Vess:** I don't think they were monetizing as best as they could, but both of them were making money out of Google AdSense. Flash Card Exchange had a lifetime membership for \$20 a month. If you paid, you would not see any advertising and you also got a bit of storage space if you wanted to upload images or audio to flash cards. When we bought it, we removed the premium membership because we've been focused on growth and getting people to love the site and the brand. Right now, we only make money on advertising. We're eventually going to launch a premium membership where you can have the advertising removed if you pay, mainly because a lot of people have requested that feature.

**Sramana Mitra:** Flash card business to me is not the big money maker. Your big money maker is still more the study notes business?

**Blaine Vess:** Correct.

**Sramana Mitra:** Where are you revenue-wise – 2012, 2013?

**Blaine Vess:** We're now over \$10 million. This year, it looks like we'll be over \$15 million.

**Sramana Mitra:** How many people do you have?

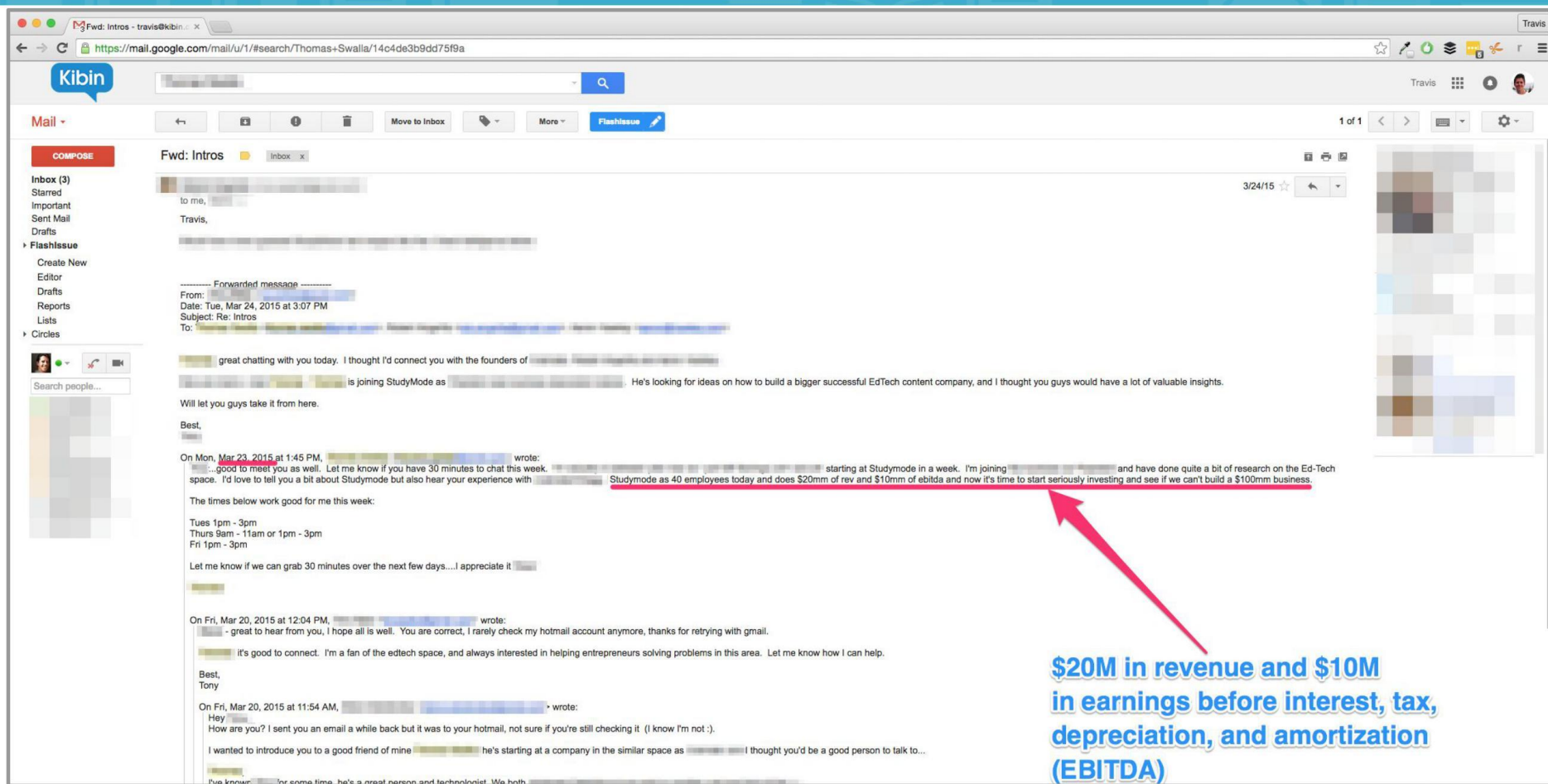
**Blaine Vess:** We are now 21 people in the Los Angeles office. We have a team of three in the Bay Area. We also have five outsourced developers in Belarus.

**Sramana Mitra:** The three in the Bay Area are also developers?

Source: <http://www.sramanamitra.com/2014/03/13/student-entrepreneur-to-10m-business-blaine-vess-ceo-of-studymode-part-7/>



# In Early 2015 they were doing >\$20M in Revenue And \$10M EBITDA



# All this success with a service that customers are not happy with...



Published Tuesday, April 19, 2016

## can be better

I was able to find only one good essay using this website. I tried to use it for my other assignments but I could not find anything worthy of reading or referencing. I could not even get inspired. I reached out to support because I was not satisfied with the product. They refused to give me a refund, but could be useful for someone else. Not completely unsatisfied.



Published Thursday, June 4, 2015

## I never expected this SCAM.

The registration page offers a free account where after you upload one paper, you can view the papers that are not Premium. However, upon uploading, I discovered that ALL PAPERS ARE PREMIUM. Thus, ALL PAPERS REQUIRE A PAID ACCOUNT. That is after I uploaded my class slides. Thankfully, it wasn't my original work.

I always make sure to check a website's review before I sign up. But I never expected it from a supposedly student-targeted website.



Published Thursday, March 17, 2016

## Decent but can be better

The essay search feature was not the greatest and probably could be improved. I ended up reaching out to support since I was not finding what I was looking for. They assisted me through the process of how I could find a better essay. They did acknowledge that the essay quality varies depending on the searches. Eventually, I was able to get what I wanted. I did cancel because my class was over, but customer service is extremely patient.



Published Tuesday, June 9, 2015

## Biggest Scam

Asks you to upload work to view a free essay and because all of the essays are premium you can't view them anyway. Now they have pretty much stolen my essay and I can't even take it down. Don't bother with these sneaky scammers and use a better website.



Martin Stern and A.T found this review useful



Published Wednesday, October 21, 2015

## Waste of money

I've signed up to their premium services, just to discover that their document base is mostly students' essays that have no value to credible academic research. Most of the essays even did not have source reference. Google provides better search services!



Martin Stern and A.T found this review useful

Source: <https://www.trustpilot.com/review/studymode.com>

**We offer a higher quality product  
with advanced features in production.**



Quality Control Process



General Organization



Detailed Organization



Multiple Revenue Channels



Professor Critiques



Advanced Search



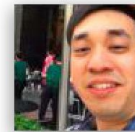


# Our Team's Results Speak for Themselves



## Travis Biziorek (CEO)

Previous hedge fund trader and semi-pro poker player. Responsible for all things product and marketing. Led Kibin from concept to over \$75k in monthly revenue.



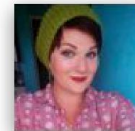
## Jim Nguyen (CTO)

CS degree from San Jose State and previously at Thomson Reuters and Sony. 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 675,000 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**

Help us accelerate growth even faster!

Join us on WeFunder:  
[www.wefunder.com/kibin](http://www.wefunder.com/kibin)

CONTACT



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