

Kibin

INSPIRING BETTER WRITING.



 Profitable

 400% Yr/Yr
ARR Growth

 Clear Path to Growth

 Accelerated 2011

Writing is failing at the student level



Campus writing centers are inconvenient & intimidating.

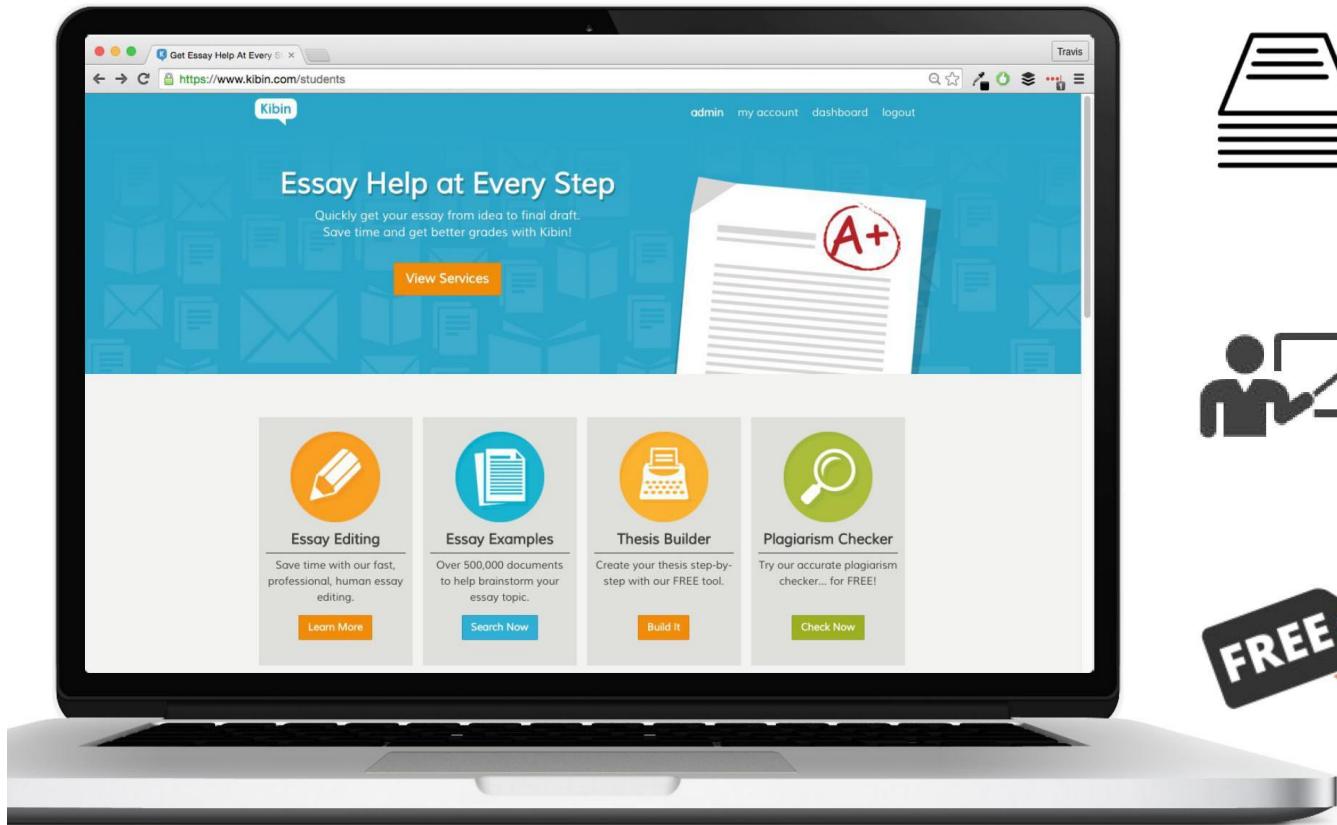


Friends and family are too busy, unqualified, or give biased feedback.



Online services are stuck in the past.

We're fixing that.



Essay Database

Promotes brainstorming and research to jumpstart the writing process.



Expert Editors

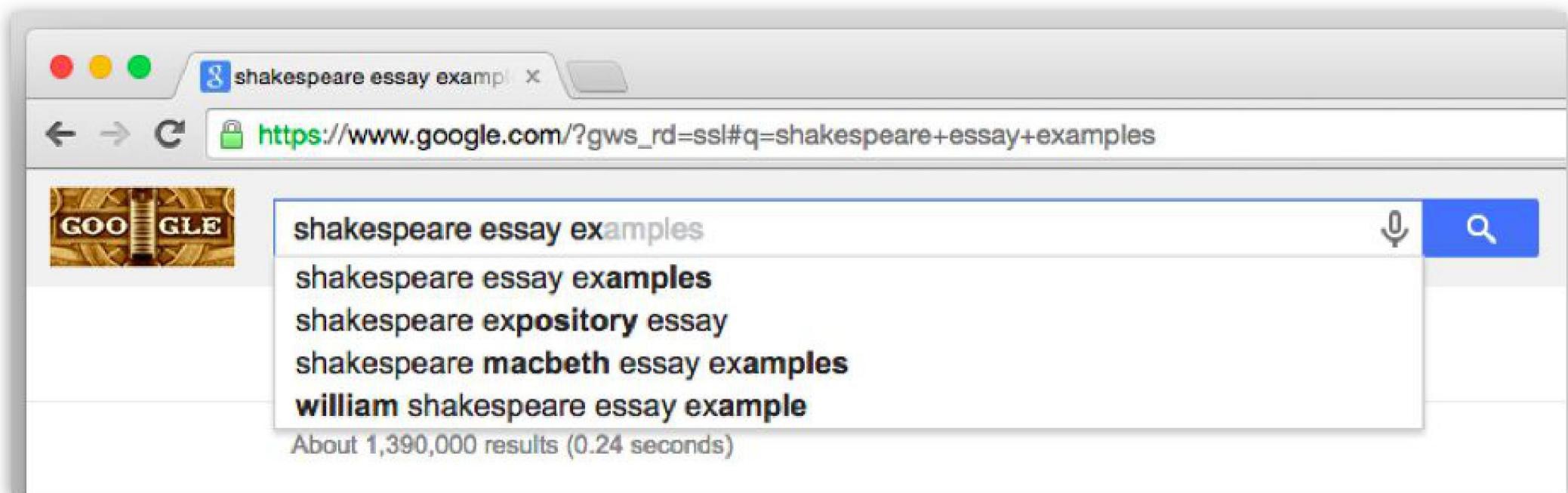
Vetted, human experts creates tutor-like experience 24/7.



Trusted Resource

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

When students seek essay help...



A screenshot of a web browser window. The title bar shows the search query: "shakespeare essay examples". The address bar displays the URL: https://www.google.com/?gws_rd=ssl#q=shakespeare+essay+examples. The Google logo is visible on the left. A search bar contains the query "shakespeare essay examples". Below the search bar, a dropdown menu lists suggested search terms: "shakespeare essay examples", "shakespeare expository essay", "shakespeare macbeth essay examples", and "william shakespeare essay example". At the bottom of the search results, a message indicates "About 1,390,000 results (0.24 seconds)".



...they find kibin



Content = Traffic

Essay examples drive organic traffic to the essay database.



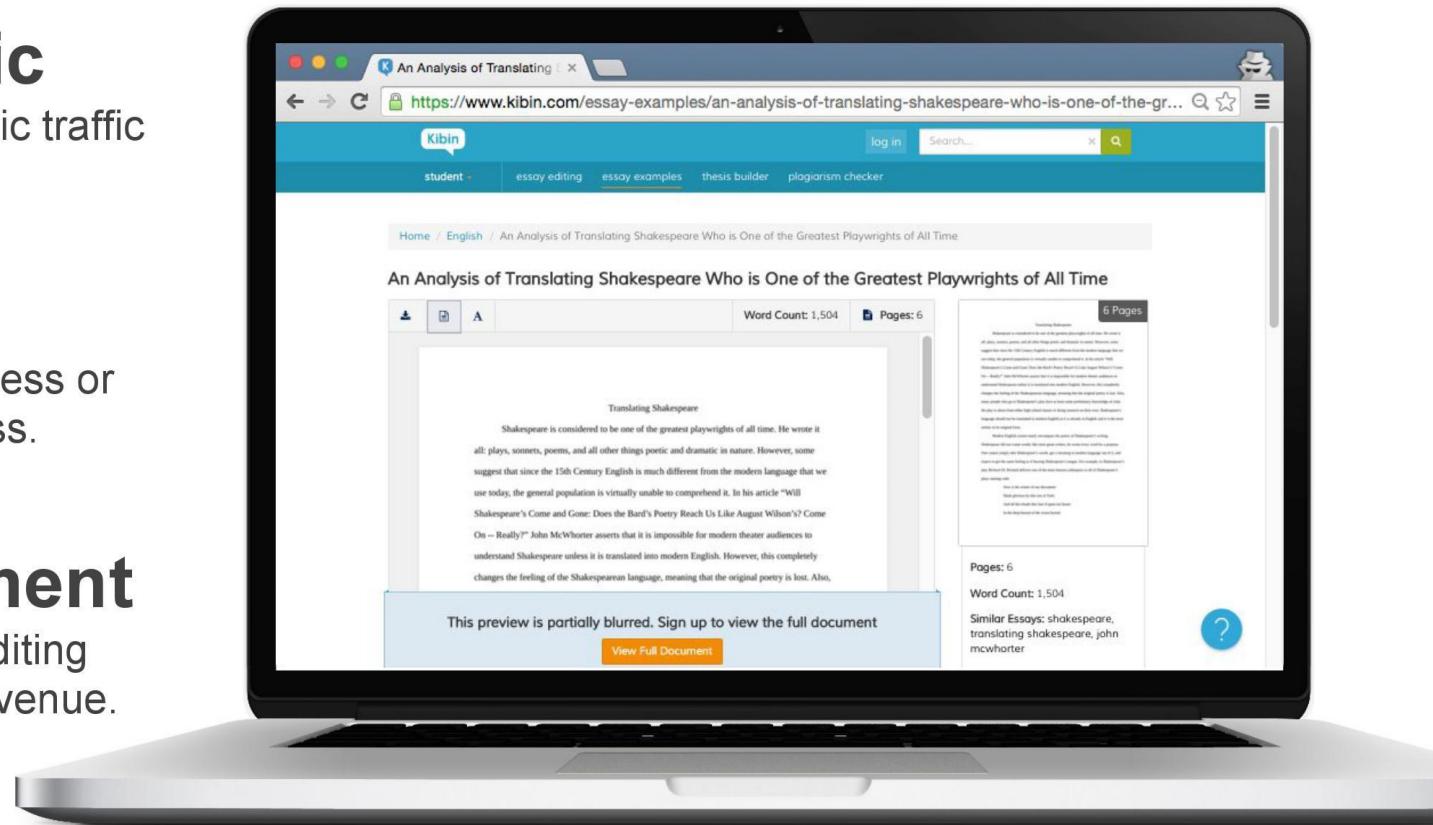
Pay-to-Play

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



Editing Attachment

Signups also utilize essay editing service, driving additional revenue.

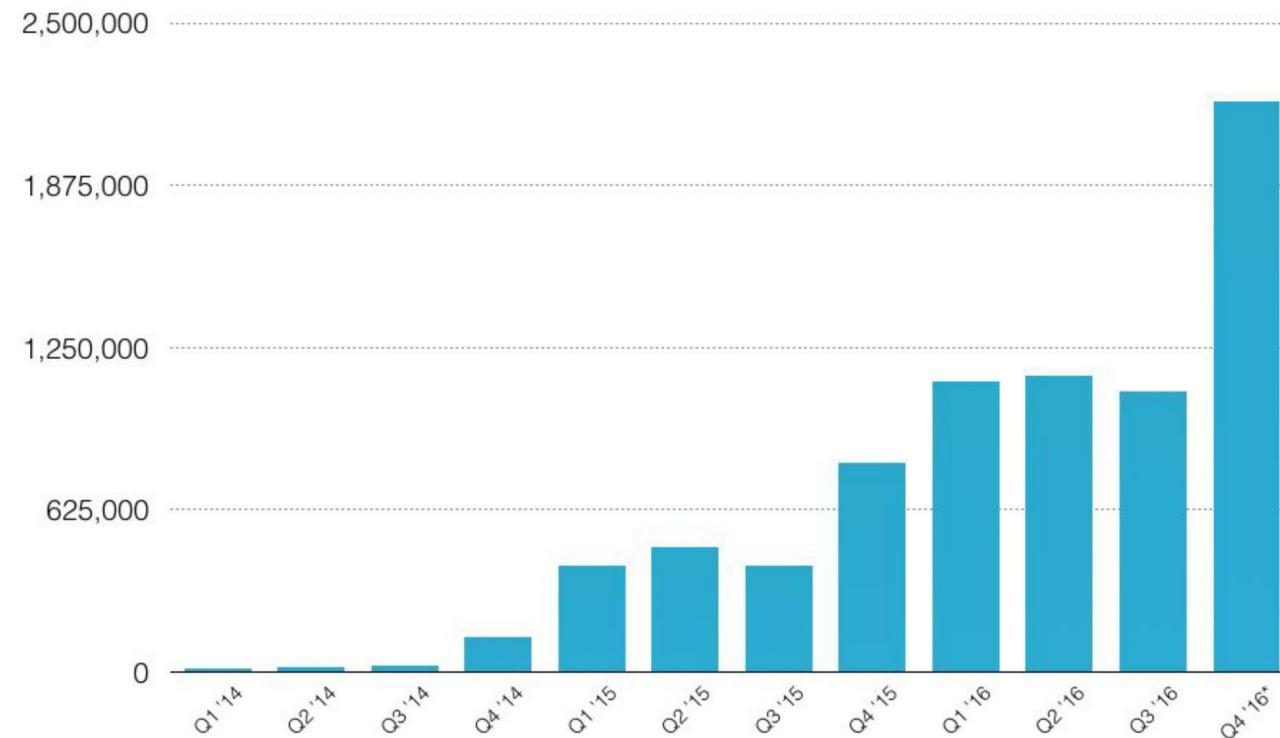


Ultimately, growth is driven by adding more essays to our database.



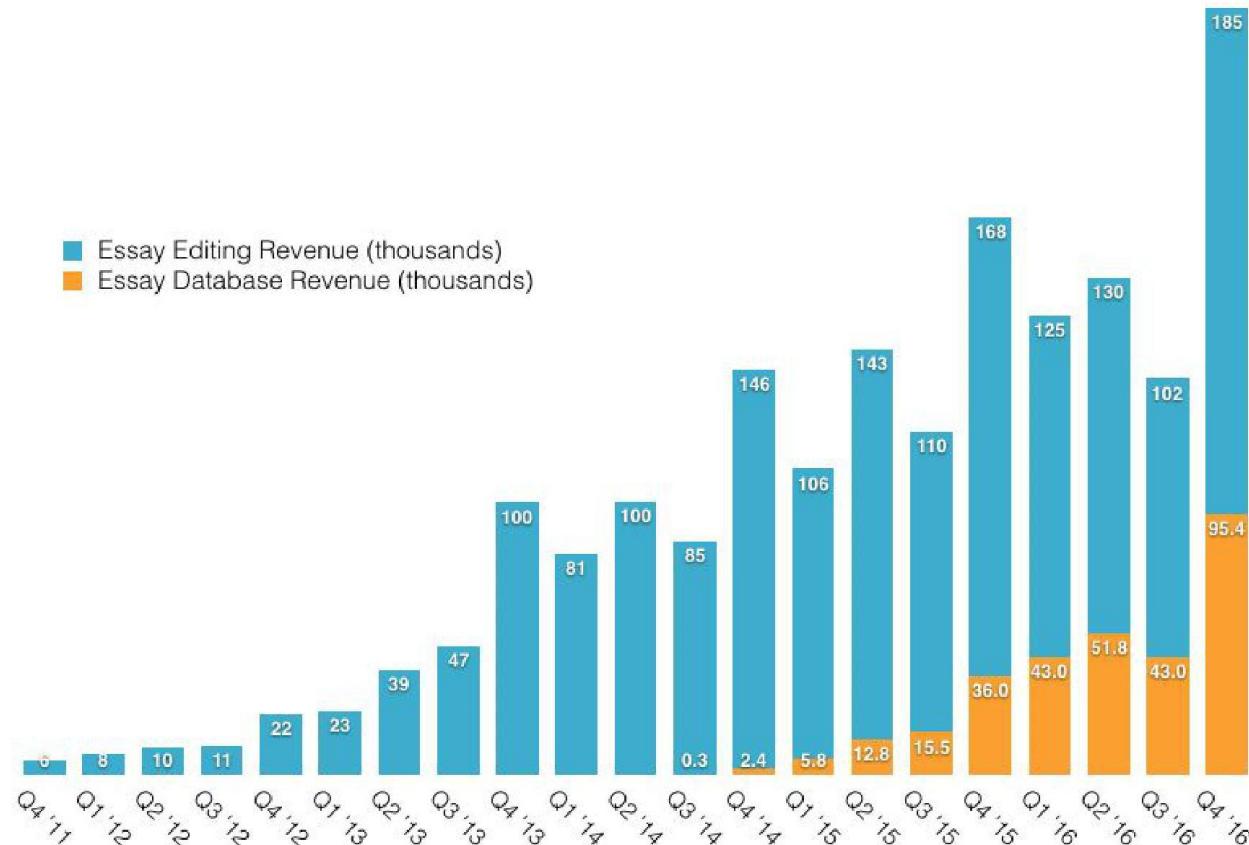
We also drive traffic from our blog to the EDB.
And our blog traffic is growing rapidly.

Unique Visitors to Kibin Blog



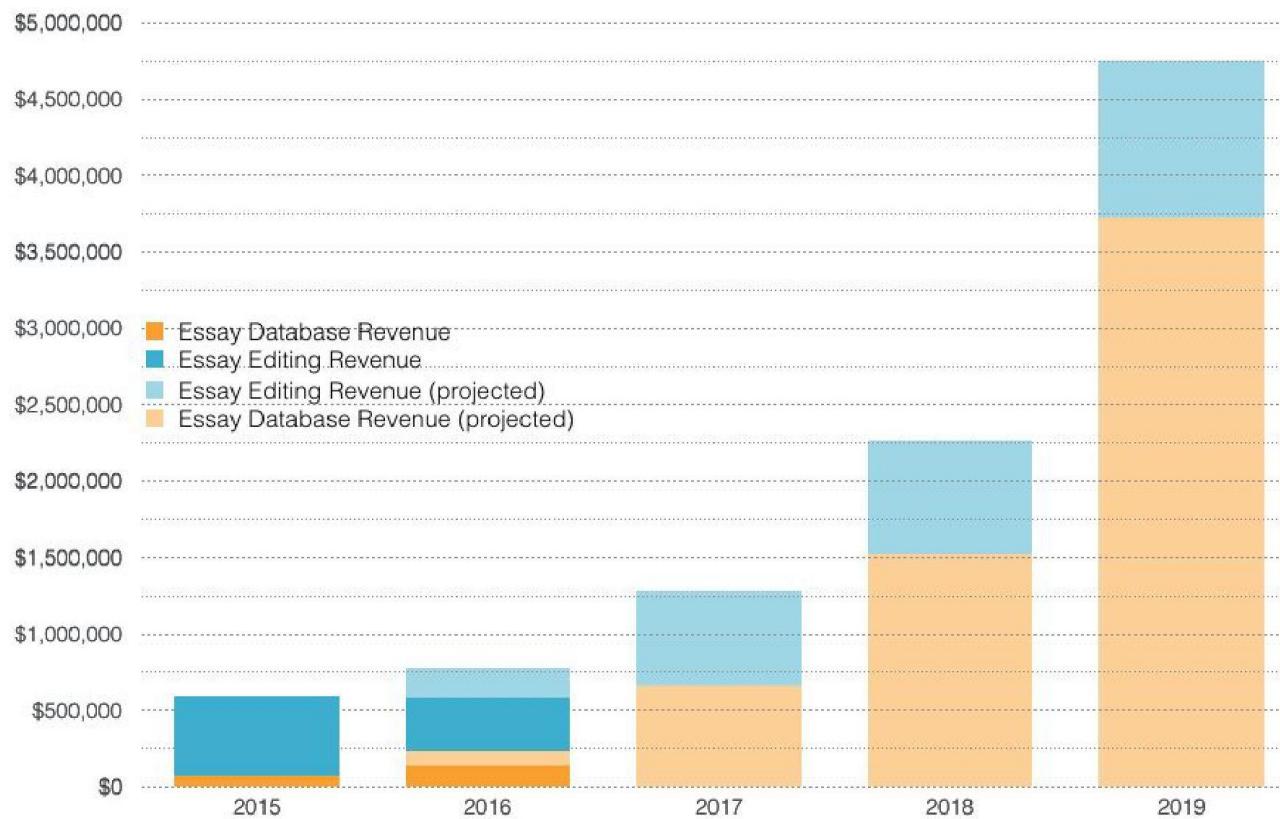
*Chart current through Sept. 2016; Q4 represents projections

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



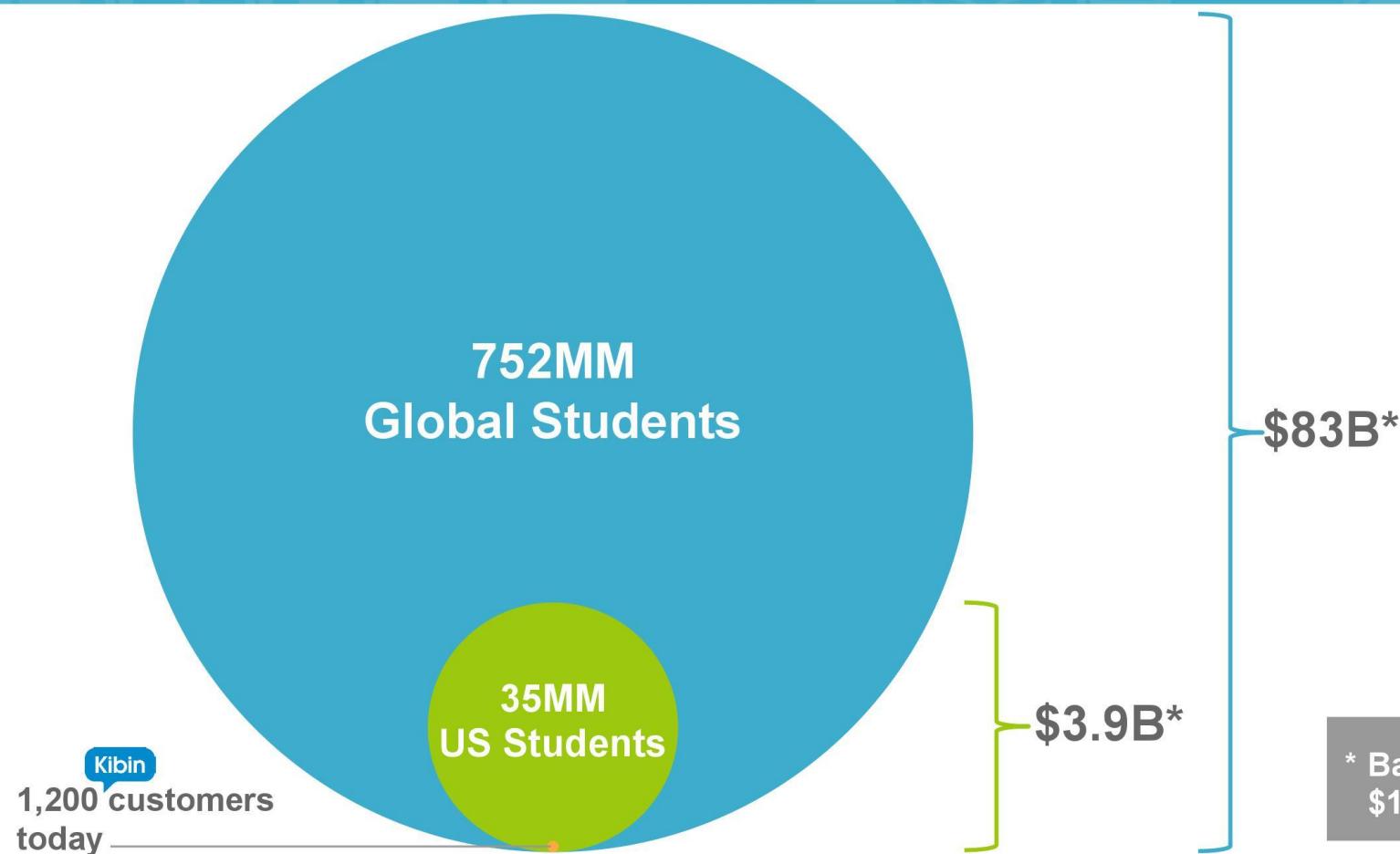
*Chart current through Sept. 2016; Q4 represents projections

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 my 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.

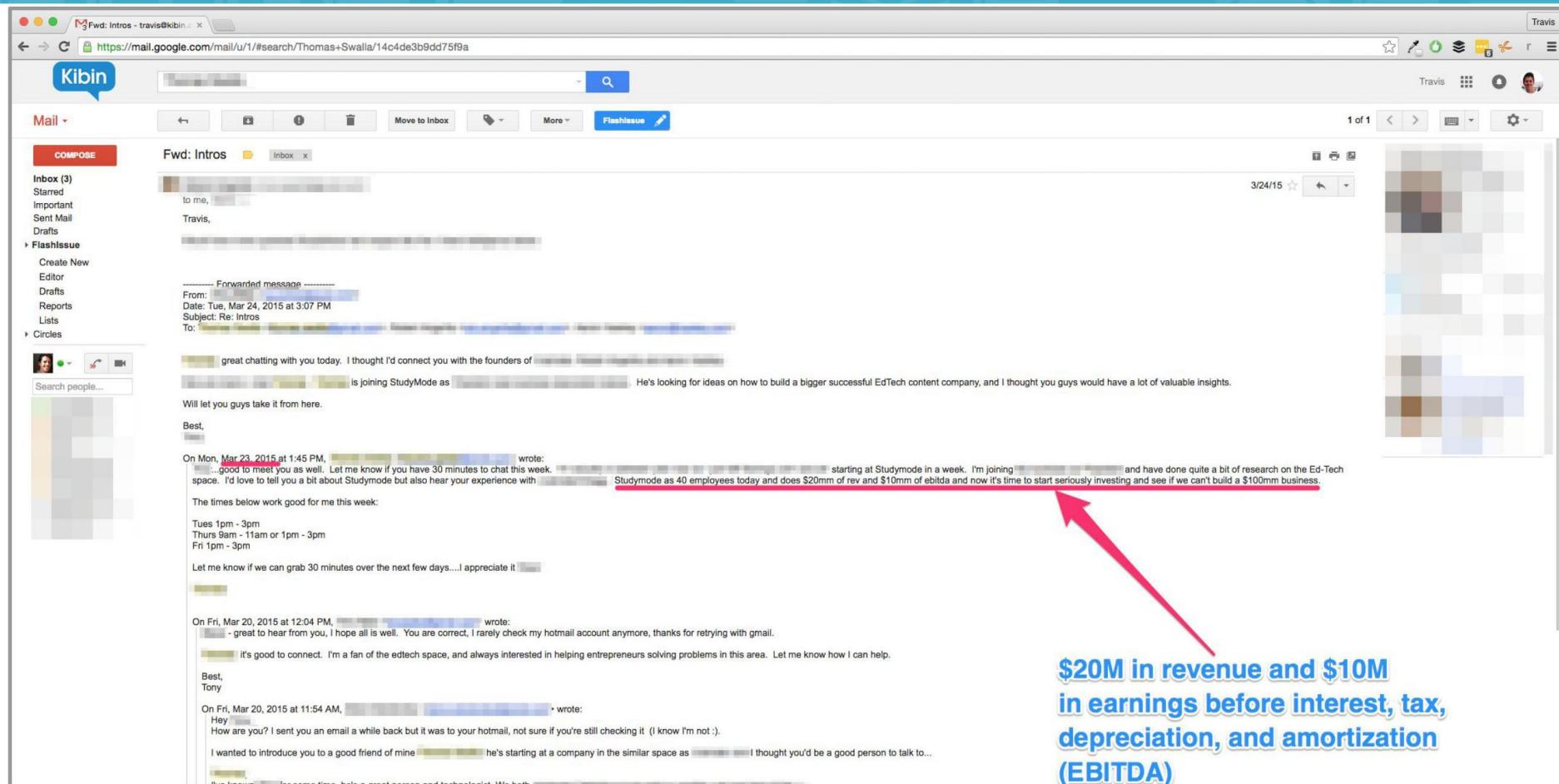
Sramana Mitra: How many people do you have?

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



Fwd: Intros - travis@kibin.com

<https://mail.google.com/mail/u/1/#search/Thomas+Swalla/14c4de3b9dd75f9a>

Kibin

Mail

Compose

Inbox (3)

Starred

Important

Sent Mail

Drafts

FlashIssue

Create New

Editor

Drafts

Reports

Lists

Circles

Search people...

Fwd: Intros

to me,

Travis,

3/24/15

Forwarded message

From: [REDACTED] Date: Tue, Mar 24, 2015 at 3:07 PM Subject: Re: Intros To: [REDACTED]

[REDACTED] great chatting with you today. I thought I'd connect you with the founders of [REDACTED]

[REDACTED] is joining StudyMode as [REDACTED]. He's looking for ideas on how to build a bigger successful EdTech content company, and I thought you guys would have a lot of valuable insights.

Will let you guys take it from here.

Best,

On Mon, Mar 23, 2015 at 1:45 PM, [REDACTED] wrote:

[REDACTED] good to meet you as well. Let me know if you have 30 minutes to chat this week. [REDACTED] starting at Studymode in a week. I'm joining [REDACTED] and have done quite a bit of research on the Ed-Tech space. I'd love to tell you a bit about Studymode but also hear your experience with [REDACTED] Studymode as 40 employees today and does \$20mm of rev and \$10mm of ebitda and now it's time to start seriously investing and see if we can't build a \$100mm business.

The times below work good for me this week:

Tues 1pm - 3pm
Thurs 9am - 11am or 1pm - 3pm
Fri 1pm - 3pm

Let me know if we can grab 30 minutes over the next few days....I appreciate it [REDACTED]

On Fri, Mar 20, 2015 at 12:04 PM, [REDACTED] wrote:

[REDACTED] great to hear from you, I hope all is well. You are correct, I rarely check my hotmail account anymore, thanks for retrying with gmail.

[REDACTED] it's good to connect. I'm a fan of the edtech space, and always interested in helping entrepreneurs solving problems in this area. Let me know how I can help.

Best,
Tony

On Fri, Mar 20, 2015 at 11:54 AM, [REDACTED] wrote:

Hey [REDACTED]

How are you? I sent you an email a while back but it was to your hotmail, not sure if you're still checking it. (I know I'm not :).

I wanted to introduce you to a good friend of mine [REDACTED] he's starting at a company in the similar space as [REDACTED] I thought you'd be a good person to talk to...

I've known [REDACTED] for some time. He's a great person and technologist. We both...

\$20M in revenue and \$10M in earnings before interest, tax, depreciation, and amortization (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.

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

Help us accelerate growth even faster!

Join us on WeFunder:
www.wefunder.com/kibin

CONTACT



Travis Biziorek
travis@kibin.com