

The Private tutoring is a \$46.9B annual US market that's ripe for digitization. In the United States, there are over 5,000 trade licenses and certifications. These licenses represent a large source of revenue for each state. Over 43 million Americans hold one or more of these certifications.

Students seek State and National trade licenses and certifications to work as contractors in construction based industries. These include categories such as:

- Federal & State Government
- Construction & Trades
- National Trade Association Certifications
- Environmental & Safety
- Engineering
- Heavy Equipment

The average student spends over 10 hours with tutors preparing for these exams. The average student will spend over \$1,500 on additional study materials for the exam.

Covid-19 has significantly increased demand for online test prep tutoring. It's more flexible for tutors and students, more engaging than IRL tutoring and it's faster than IRL and large class formats. The students want a safe, flexible and tailored tutoring experience. Tutors want a better way to monetize their knowledge and expertise.

Enter Upstryve - Prepare-Pass-Earn

Upstryve makes it easy to offer and receive 1 on 1 vocational tutoring online. The key features are:

- Matchmaking: Find industry expert tutors based on credentials, reviews, location, trade, learning objectives, budget and schedule.
- Marketplace: Gain access to pre-packaged practice exams, required text books and materials, escrow, payments and direct communication.
- Monetization: Receive percentage of all tutoring fees, and sales of digital content developed by our industry experts and large publishers.

Upstryve was designed off the success of our in-person test-prep, training and e-learning business. These companies generated over \$8 million in revenue in 2019 with over 50,000 students in all 50 states, 500 plus courses, 25% repeat customers. Our data shows that tutors become mentors to their students and therefore are the most effective sales conduits for course materials.

Upstryve makes it easy for students to post requirements, find recommended tutors and engage with them online. We match them based on the student search and type of tutor they need. Students use tools for scheduling and video/audio conferencing on the platform. Students and tutors leave reviews on each others' profiles to build records of transparency and accountability.

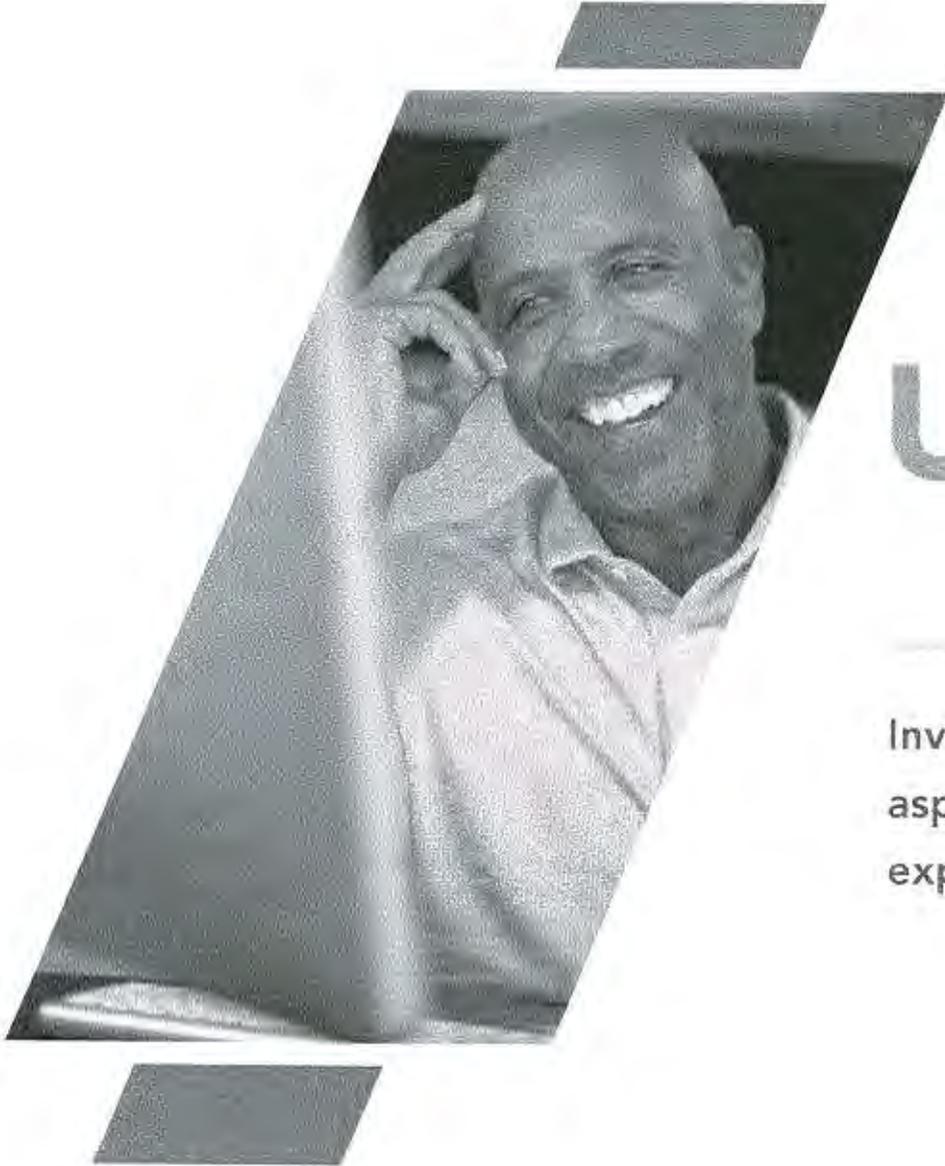
Our unique business concept is the first that lets tutors maximize earnings in three different ways; fees, commissions and royalties. Upstryve tutors will set their hourly wage, choose their hours and work from the comfort of their home. Tutors will be able to participate in our Publish and Profit platform. Tutors will receive royalties on all materials created when sold through our platform. Tutors will also be able to collect commissions on affiliate sales for exam testing materials and study guides through our online store.

Our model treats tutoring as the gateway to high-margin sales of additional products. Our model estimates that the typical student will produce gross revenue of \$455 in tutoring revenue with a 51% gross margin and \$588 in content revenue with a 66% gross margin.

Our in hours team of marketing experts have been successful in customer acquisition funnels to reach them through paid media (YouTube, Facebook), adwords, word of mouth, SEO, cross promotion among successful platforms and traditional B2B.

In 2020 Upstryve launched in the Southeastern United States, 2021 will add expansion to all 50 states. Our future is based on dominating the delivery of vocational training in the US and staying with Upstryve students throughout their careers.

Upstryve is led by serial entrepreneurs who've built and scaled businesses founded in e-learning and digital content.



Upstryve

PREPARE. PASS. LEARN

Invest in the launch of the first marketplace that lets aspiring trade professionals connect with industry experts for 1-on-1 online tutoring.

Private tutoring is a \$46.9B annual US market that's ripe for digitization²

5K US Trade Licenses & Certifications¹ are a big source of State revenue

43M+ Americans hold one or more³

\$25-\$80 /hr cost of private tutoring⁵

10+ hours Per Student On Average⁶

\$1500 Average Student Spend in Addition to Tutoring⁷



Sources: 1. Wikipedia 2. Clutterbush Wire Report (2018) 3. Monthly Labour Reviews 4. MATS Report 5. NBC News Report 6. Edmentip Internal data

COVID-19 has significantly increased demand for online test prep tutoring



IT'S MORE FLEXIBLE FOR TUTORS AND STUDENTS



IT'S MORE ENGAGING THAN IRL TUTORING



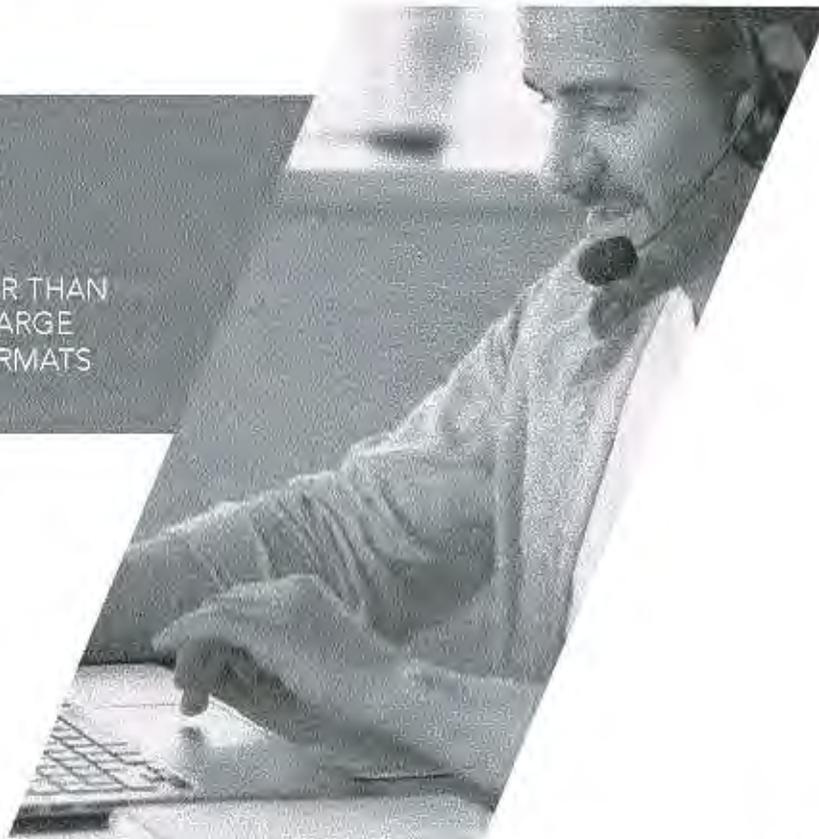
IT'S FASTER THAN IRL AND LARGE CLASS FORMATS

Students want a safe, flexible and tailored tutoring experience.
Tutors want a better way to monetize their knowledge & expertise.

ENTER

Upstryve

PREPARE. PASS. LEARN



Upstryve makes it easy to offer and receive 1-on-1 vocational tutoring online

1

MATCHMAKING

Find industry expert tutors based on credentials, reviews, location, trade, learning objectives, budget and schedule

2

MARKETPLACE

Access to pre-packaged practice exams, required text books and materials, escrow, payments and direct communication

3

MONETIZATION

Percentage of all tutoring fees, and sales of digital content developed by our industry experts and large publishers

This is a highly profitable untapped niche in the red-hot online tutoring space.

/ Upstryve is built off the success of our in-person test-prep, training and e-learning business



1 EXAM PREP
Optimize Your Test Taking Skills



NACB
Worldwide Innovators in
Lifting & Load Handling Solutions

\$8M
2020 Revenue
\$5M in Florida
Alone

50K
Total Students
in 50 states
since launch

500+
Courses focused
on State and
National
Vocational Exams

25%
Repeat
customers

+84%
Post-Covid
Revenue Increase



We've gone
from 5-10 in a
physical class to
100+ via Zoom

Our data shows that tutors
become mentors to their
students and therefore are
the most effective sales
conduits for course materials

Bottom line:
Online tutoring is here to stay. Upstryve is building the go-to platform to host 1-on-1 tutoring for exam prep for trade certification and licensing

**/ Upstryve tutors will
upsell course
materials founded
on our proprietary
content library for
500+ licenses**

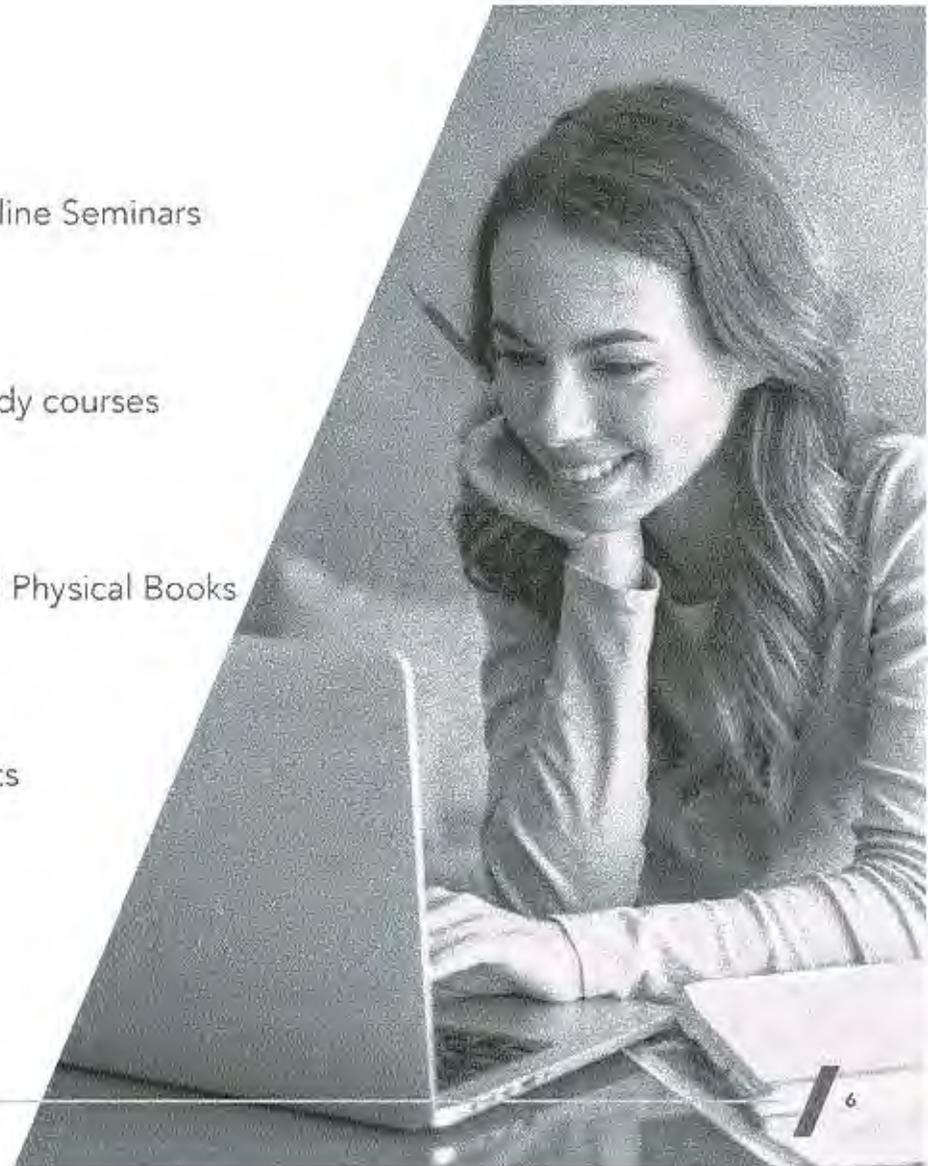
100+ Online Seminars

500+ Self-study courses

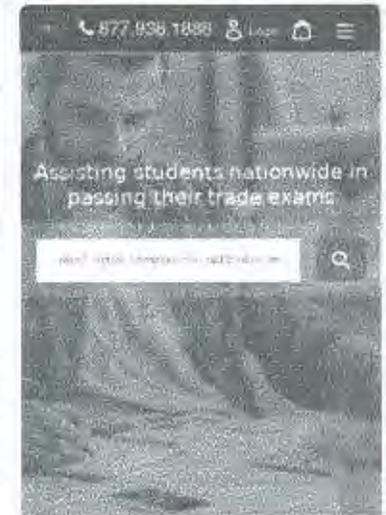
300+ eBooks and Physical Books

1000+ Simulated tests

20+ Accredited Programs



Upstryve makes it easy for students to post requirements, find recommended tutors and engage with them online



Matching students with experts in the field is what we do.

1. Match & Select

Based on student search and the type of tutor they need

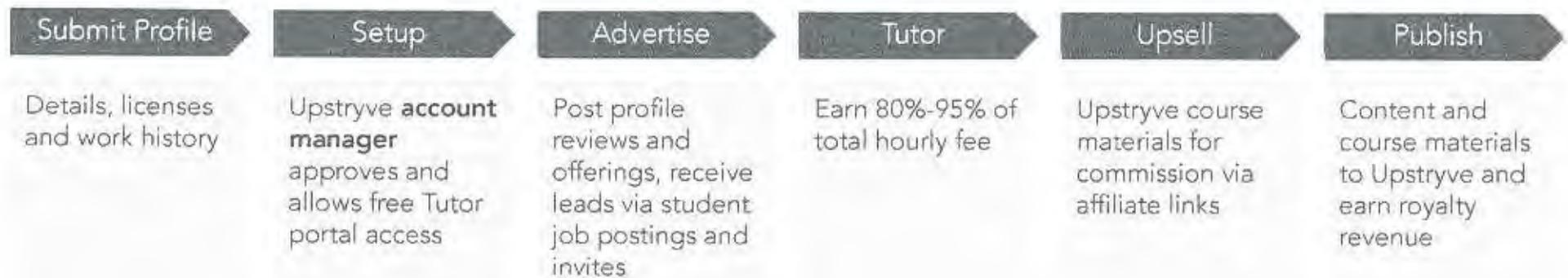
2. Book & Connect

Using tools for scheduling and video/audio conferencing on- platform

3. Review

Students and tutors leave reviews on each others' profiles to build records of transparency and accountability

/ Tutors can maximize earnings through fees, commissions and royalties



Bottom line:

We have proven that tutors are the most effective people to create and upsell high-margin course materials.

/ Our model treats tutoring as the gateway to high-margin sales of additional products

<i>Typical Student</i>	 Tutoring	 Content
Gross Revenue	\$455	\$588
Direct Costs	\$191	\$171
Marketing	\$31	\$31
Gross Profit	\$233	\$386
<i>Gross Margin</i>	51%	66%

Our best customers are seeking State & National trade licenses and certifications to work as contractors in construction-based industries

FEDERAL &
STATE
GOVERNMENT

ISO
NASCCLA
NATIONAL
TRADE
ASSOCIATION
CERTIFICATIONS
ICC INTERNATIONAL
CODE COUNCIL

ENVIRONMENT &
SAFETY

CONSTRUCTION
& TRADES

HEAVY
EQUIPMENT

ENGINEERING

We'll adapt our existing successful acquisition funnel to reach them through



Owned, Earned
and Paid Media
(especially
YouTube)



Word of Mouth



Cross-promotion
among existing
successful
platforms



AdWords



Website
& SEO



Traditional B2B

/ We'll use existing trade networks and assets to rapidly launch and scale Upstryve



Our future is based on dominating the delivery of vocational training in the US - and staying with Upstryve students throughout their careers.

/ 2022 KPIs and 3-Y Forecast

3.9x

LTV : CAC

\$6.2M

Tutoring Revenue

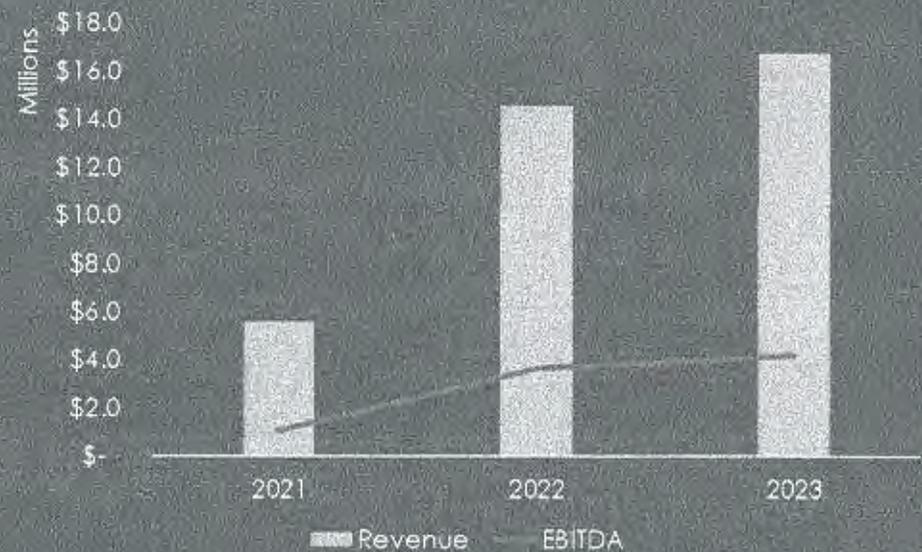
\$8.3M

Other Revenue

\$3.6M

EBITDA

3-YEAR FORECAST



/ Upstryve is led by serial entrepreneurs who've built and scaled businesses founded in e-learning and digital content



Noah Davis
FOUNDER

Expert in lead generation and online marketing. Heads ecommerce, education, biotech and marketing enterprises.



Evan Levine
FOUNDER

Drives change and growth across public and private education and biotech companies. Raised \$100M+



Ori Gross
CTO

20+ years orchestrating IT R&D, business development and customer success



Johanna Viscaino
CMO

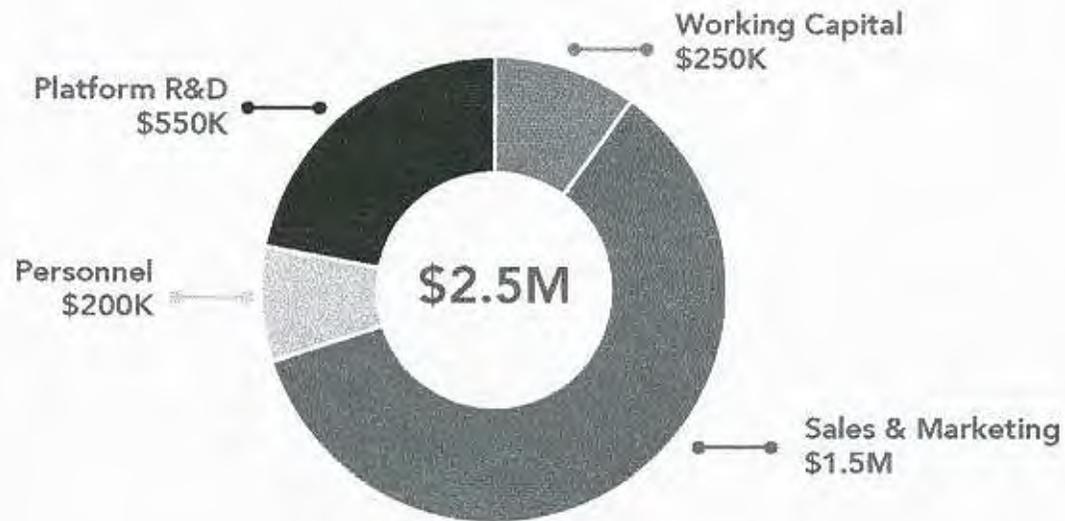
Digital content development, management and digital marketing expert with a focus on **e-learning**



Worldwide distribution
United to build and improve education



/ Upstryve prefers active investors with experience in e-learning or online marketplaces



Upstryve is 100% debt-free and wholly owned by its founders.

Licensed to Profit

Upstryve

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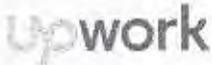
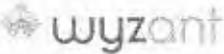


Gus L 10 reviews · 3 photos 5 months ago

I wanted to thank you for your tutoring and classes. I wanted to let you know that I passed the business exam a few hours ago. So now I have to prepare for my trade exam. I hope I can use your same system and achieve the same results.

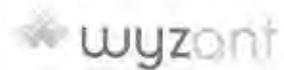
ADDENDUM

/ Established Comparables

	Publicly Traded NASDAQ:UPWK	\$3.57 B Market Cap	Negative P/E
	Privately held	~\$67M Revenue (2019) ¹	25% commission from tutor and 9% from student ¹
	Publicly Traded NYSE: GHC (Graham Holding)	\$750 M 2019 Revenue ²	P/E - 14.69 ³

Source: 1. [Andreessen Horowitz Marketplace 100](#) 2. [Business wire](#) 3. [Macrotrends](#)

/ Our niche focus on trade exam prep, and combination of 1-on-1 tutoring with rich course materials sets us apart



Provides on demand tutors but does not provide monetization of knowledge assets for tutors



Varsity Tutors

Less flexible. Does not provide direct access to tutors but routes via back-end process



Focuses on certifications for contractors.

Does not provide tutoring

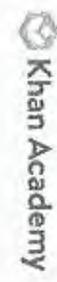


Only provides exam courses, and books.

No private tutoring

There's no nationwide company doing this.
There's no company doing this even on a statewide scale.

Other Comparables





/ We're the only online tutoring marketplace that offers tutors 3 ways to get paid

▶ **Tutoring**

- Set your hourly wage, choose your hours, and work from the comfort of your own home.

▶ **Publish and Profit**

- Receive royalties on all materials you create when they're sold in print, digital or media formats.
- Create sample questions, sample tests, video tutorials, study guides or simple tips and tricks.
- Upstryve collects your digital content, packages it and plugs it directly into our online store and expanded distribution networks that reach thousands of aspiring trade professionals.

▶ **Affiliate Sales**

- All courses have required materials for exam prep and test day.
- Tutors earn commission on each sale created through their own unique store link.
- Tutors can write their own curriculum and add all the items the student will need to successfully pass their exam using Upstryve materials.

/ Profit & Loss Statement

Profit & Loss	2021	2022	2023
Total Revenue	5,558,182	14,559,259	16,743,148
COGS	3,433,924	8,768,474	10,083,746
Gross Profit	2,124,258	5,790,785	6,659,402
Personnel	908,854	1,903,788	2,189,356
Sales & Marketing	1,459,308	3,771,580	4,337,317
General & Administrative	10,692	17,119	19,687
EBITDA	1,067,195	3,629,878	4,174,360



7,762 people like this

7,790 people follow this

Yesterday : Nov 15 - Nov 15 ▾

People Reached **15,222**
+43%

Post Engagements **221**
+36%

Page Likes **3**
+200%

Tagged Product Clicks **0**
-100%

Instagram

961 posts 1,135 followers 780 following

1 Exam Prep Contracting School



Your channel has gotten 598,306 views so far

Views
598.3K

Watch time (hours)
5.1K

Subscribers
+2.9K



1,026 people like this

1,055 people follow this

Yesterday : Nov 15 - Nov 15 ▾

People Reached **7,565**
+173%

Post Engagements **138**
+116%

Page Likes **4**
+33%

**/ We succeed
because our
students
succeed**



ELVIS ROBLERO [3 reviews](#)
2 months ago

I highly recommend this company, everyone was very helpful from day one, instructor Fay Bamond is amazing, very knowledgeable and has a teaching system that really works! she would answer all my emails and every question i had. I took a private tutoring class and was in her class every week for 2 months and passed my business and finance test with a high score and plenty of time the first time, she even gave me advice for my next test, took a class with instructor Andrea whom was also very helpful and passed Roofing trade knowledge test the first time as well. I couldn't be happier.



RALPH WEST [5 reviews](#)
3 months ago

August 2019 I decided to do a small startup business in Florida. I quickly Found out that Florida requires a lot of exams in order to become licensed. I chose one exam prep to help me with this process the professor i.e. teacher was Ms Fay Bamond And I'm here to tell you without her tutoring and coaching both in group and one on one I would still be testing. I'm happy to say that I passed both of my exams on my first attempt. I highly recommend that you use this group and you won't regret it.
Ralph



Doug Williams [10 reviews](#) · [3 photos](#)
9 months ago

1 Exam Prep is the real deal. My Tutor, Andrea, was amazing...Thanks so much I wouldn't want to do this without your assistance and advice

