

# DBY

*Make learning a piece of cake.*

Online  
Tutoring



MAKE LEARNING A  
PIECE OF CAKE

Digitals By Yara®



# Problem

258 M

STUDENTS CANNOT AFFORD  
TUTORING SESSIONS  
WORLDWIDE

OFTEN GUIDES DO NOT MATCH  
COMPLETELY THE STUDENTS' NEEDS.

SOME PEOPLE SEEK JOB  
OPPORTUNITIES WHILE OTHERS SEEK  
VOLUNTEERING ONES.



# Solutions

**PROVIDE EDUCATION FOR  
FREE**

**PROVIDE FINANCIAL AID**

**PROVIDE JOB, PASSIVE  
INCOME, AND VOLUNTEERING  
OPPORTUNITIES**



# Our Main Services

**ONLINE COACHING  
SESSIONS**

**PRINTABLE LEARNING  
RESOURCES**

**SERVICES COULD BE  
PURCHASED FROM STORE OR  
CUSTOMIZED ON DEMAND**

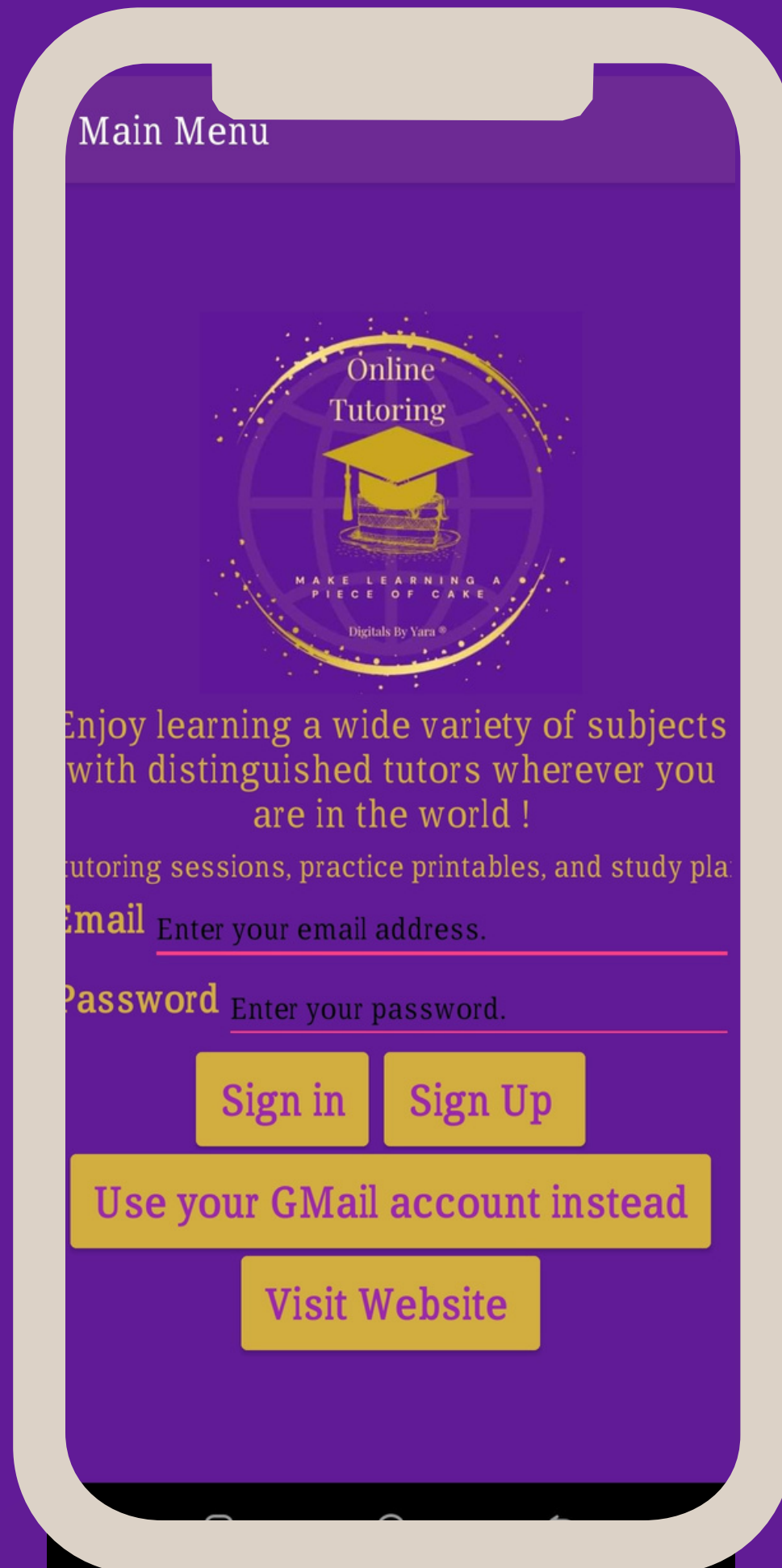


# Our Users

## WE ARE TARGETING:

- **School Students**
- **University Students**
- **Students who would like to learn a certain curriculum within the expertise of our tutors**





**Watch Ads**

Can't afford paying? Apply for a financial aid.

**Apply For Financial Aid**

Are you confident teaching a certain skill? Teach sessions to earn points and trade them for a session/ printable document.

**Trade for Paid**

Instantly buy any session/printable!

***Pay Online***



# Business Model

**B2C**

**-25%**

if referred by an affiliate marketer

**70%**

goes to tutors

**30%-(25% or 0)**

of premium sales goes to DBY

**B2B**

**10%**

of ad-revenue goes to DBY

**90%**

of ad-revenue goes to tutor



# Market Size

B2C

Ads

\$9.7B

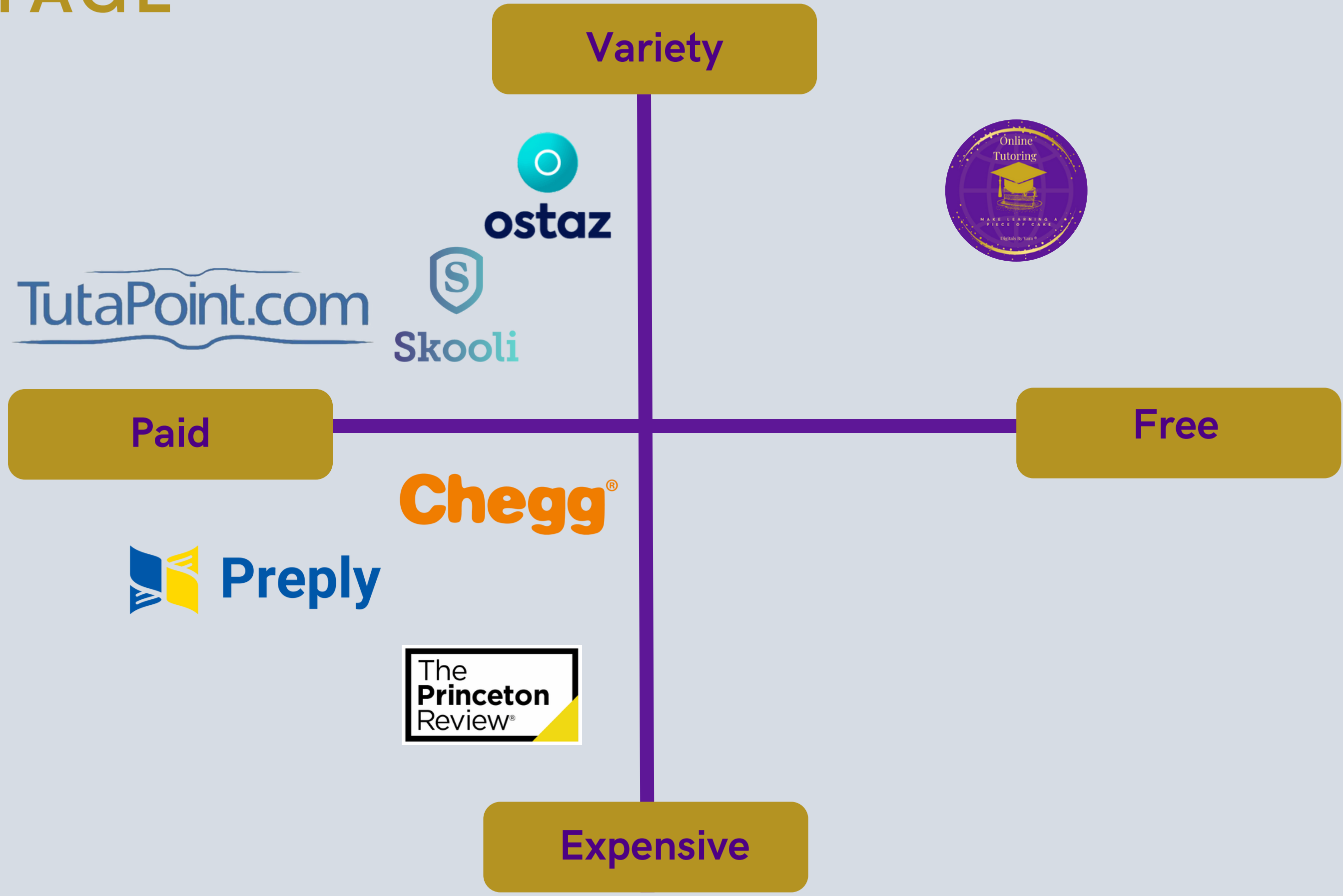
-25%

\$0.5M





# COMPETITIVE ADVANTAGE



# Traction Plan

800+

website views,  
0 conversion rate

10+

MVP Launch:  
Expected 10 new  
users in the first

month

1000+

new users by the  
end of 2023



# Market



## WE ARE TARGETING:

- TAM: Students and educational partners worldwide
- SAM: Currently not available
- SOM: Students in Lebanon, educational; partners, ad owners



# Go-to-Market



## WE ARE TARGETING:

- Educational Partners
- Stationery Companies
- Coffee Shops



# Our Human Resources

**11+**

**Tutors**

**10+**

**Affiliate  
Marketers  
& Businesses**

**1**

**Founder**



# Founder and CEO



**Co-founder of the Graduate  
Mentorship Program and former  
student representative FHS, AUB**

**Public Health Practitioner (Health  
Management and Policy)**

**Former Title IX Student  
Committee Representative**

**Audiologist and Coding Tutor**



# ASK

# \$250K

Marketing  
30%

Human Resources  
35%

Technology  
35%



# Our Future

*Regus meets YouTube Live on*

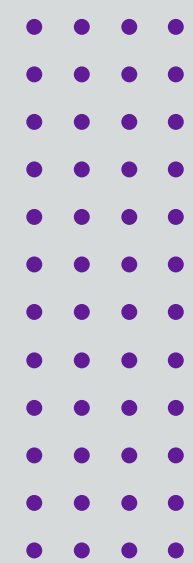
*Demand: the ultimate application for  
affordable, customized education.*







# Contact Us:



# Thank You



We look forward to working with you

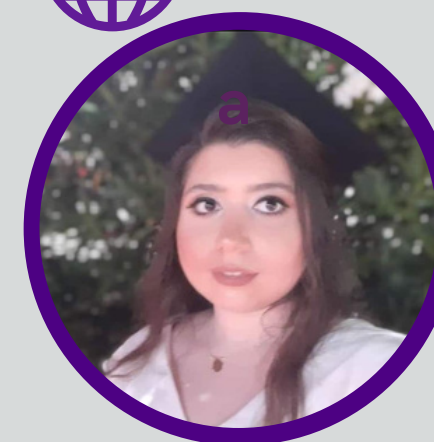
VISIT OUR WEBSITE



INSTAGRAM ACCOUNT



<https://payhip.com/DigitalsbyYar>



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