

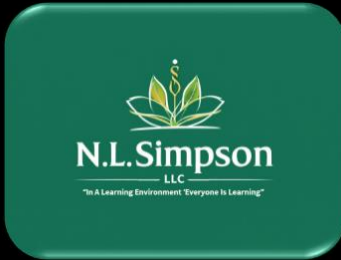
N L SIMPSON LLC

“Empowering Learners Globally Through Personalized
Tutoring And Training”

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AGENDA

1. Introduction & Problem
2. Solution & Market Opportunity
3. Product & Business Model
4. Traction & Competitive Landscape
5. Philippines Expansion Strategy
6. Go-to-Market Strategy
7. Financials & Team
8. Ask & Closing

THE PROBLEM

- **K-12 Students:** Limited access to personalized tutoring that fits individual learning needs and schedules.
- **Business Professionals:** Inconsistent access to affordable and flexible business English training, especially in global markets.
- **Schools:** Struggling to provide high-quality teacher development programs, limiting educators' ability to stay current with modern teaching techniques.

OUR SOLUTION

- **K-12 Tutoring:** Personalized, one-on-one and small group tutoring tailored to the individual needs of students.
- **Business English Training:** Flexible, affordable programs designed for professionals to enhance communication in the global market.
- **Teacher Professional Development:** Structured, high-quality workshops for teachers to improve classroom management, curriculum development, and modern teaching methods.

MARKET OPPORTUNITY

- **Global Tutoring Market:** The global tutoring industry is projected to reach **\$200 billion** by 2026, with increasing demand for personalized, flexible education.
- **English Proficiency:** English language skills are critical for success in the global economy, particularly in Southeast Asia, where demand for business English is growing.
- **Philippines Expansion:** The Philippines offers significant growth potential for both K-12 tutoring and business English services, driven by a young population and increasing need for English proficiency in the workplace.

PRODUCT & BUSINESS MODEL

- **K-12 Tutoring:** Personalized, one-on-one, and small group sessions; offered online or in-person. Pricing: **\$7-\$10 USD/hour.**
- **Business English:** Flexible, tailored training for professionals, offered online or in-person. Pricing: **\$14-\$24 USD/hour.**
- **Teacher Development:** Workshops and seminars for educators on classroom management, curriculum development, and modern teaching techniques.
- **Additional Revenue:** Sales of learning materials and textbooks.



TRACTION & COMPETITIVE LANDSCAPE

- **Traction:**

- ❖ Over **100 K-12 students tutored**.
- ❖ Secured **3 corporate clients** for business English training.
- ❖ Positive client feedback and **90% retention rate**.

- **Competitive Landscape:**

- ❖ Competitors: Local tutoring centers, online platforms.
- ❖ **Our Advantage:**
 - Personalized services for both students and professionals.
 - Two-tier pricing system for affordability and premium services.
 - Focused on expansion into the **Philippines market**.



PHILIPPINES EXPANSION STRATEGY

- Online-First Strategy: Focusing on online services to reach a broader audience.
- Physical Hub Expansion: Plan to establish a physical tutoring center and professional development hub in the Philippines.
- Demand Drivers:
 - Young population with a strong focus on education.
 - High demand for English proficiency, especially in corporate sectors.
 - Increasing need for professional teacher development programs.

GO-TO-MARKET STRATEGY

- **Digital Marketing:** Social media ads (Facebook, Google), SEO, and email campaigns targeting parents, students, and professionals.
- **Partnerships:** Collaborating with schools and local businesses for teacher workshops and corporate English training.
- **Free Trials:** Offering free tutoring or business English sessions to attract initial clients and showcase the value of personalized education.



FINANCIALS & TEAM

- Financial Projections:**

- Year 1:** \$75K in revenue (primarily from online services).
- Year 2:** \$150K in revenue (from online and initial in-person expansion in the Philippines).
- Year 3:** \$250K in revenue (from fully operational in-person tutoring hub and teacher development seminars).

- Expense Breakdown:**

- Salaries, office space, materials, and marketing.
- Online platform costs and learning materials.

- Team:**

- Nathaniel Simpson, CEO:** 20 years of experience in education, curriculum development, and business management.
- Myralona Mondero Cabalican, CFO:** 20 years of commercial sales experience, specializing in financial strategy and partnerships.



ASK & CLOSING

- **Funding Goal:** Raising **\$75K**, with a **minimum to close at \$40K**.
- **Use of Funds:**
 - Expansion of online services.
 - Initial setup for physical hub in the Philippines.
 - Marketing and client acquisition.
 - Salaries for tutors and staff.
- **Vision:** To become a leading provider of personalized tutoring and professional development services in Southeast Asia and beyond.

THANK YOU

For more information or follow-up questions, please contact:

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