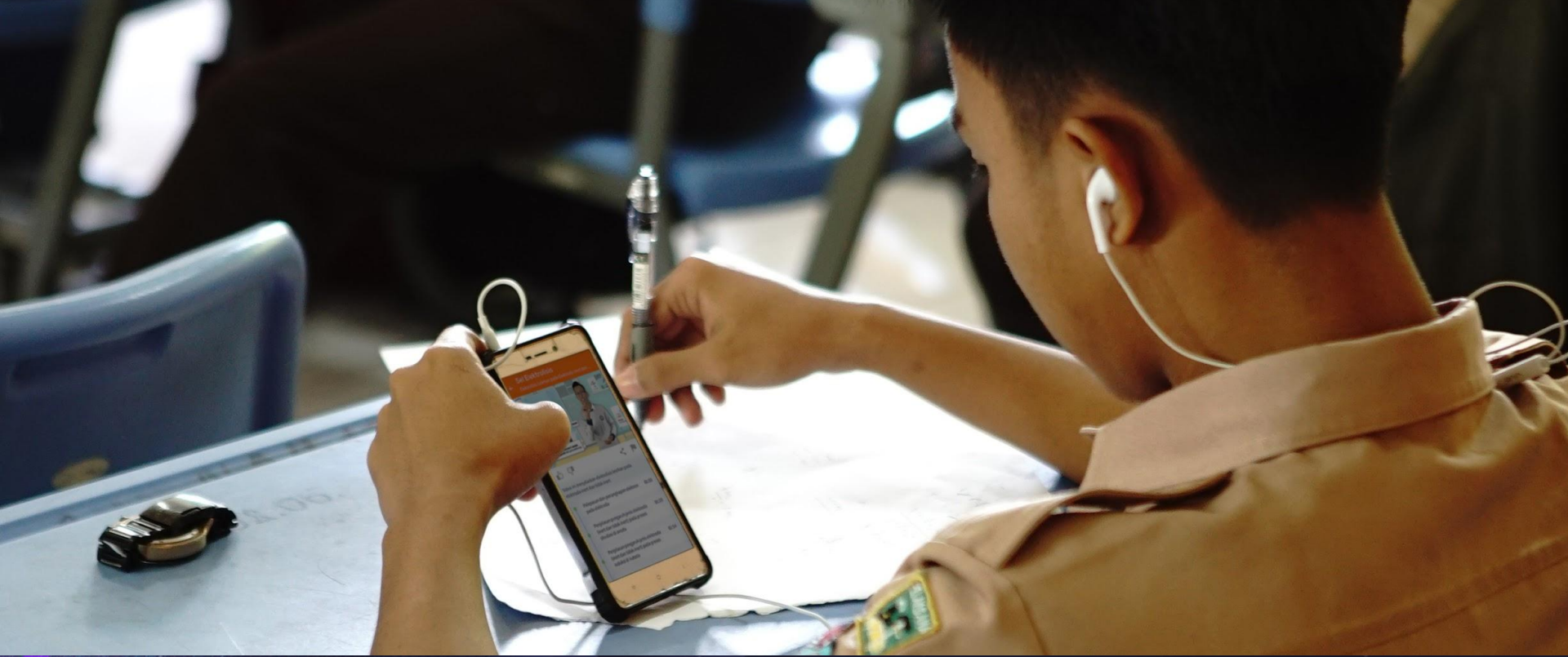




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REVOLUTIONIZING EDUCATION FOR THE DEVELOPING WORLD

by Alvin Francis Tamie - SVP Engineering of Ruangguru

Our Co-Founders come from humble families and are living examples of how education can change lives

BELVA DEVARA

Co-Founder, CEO

- **MBA at Stanford** University
- **MPA at Harvard** University
- **Bachelor in Computer Science** from Nanyang Tech Singapore
- **Worked at McKinsey & Co, Goldman Sachs, and Office of the President of Indonesia**



IMAN USMAN

Co-Founder, CPO

- **MA in Education Development from Columbia** University
- **BA in International Relations** from University of Indonesia
- **Winner of National Best Student Award** in 2013



**Disparity between
the highest and lowest earners
would shrink by 39%
if they all had the same education**

Source: Global Education Monitoring Report 2016, UNESCO

Indonesia is the 4th largest education system globally, yet one the lowest performing

4th LARGEST GLOBALLY

**56 MILLION
STUDENTS**



**300,000
SCHOOLS**

...BUT DYSFUNCTIONAL

GLOBAL EDUCATION LEAGUE TABLE

Overall Rank*	Country/Economy	Mathematics Score	Reading Score	Science Score
1st	Shanghai (China)	613	570	580
2nd	Singapore	573	542	551
3rd	Hong Kong	561	545	555
4th	Taiwan	560	523	523
5th	South Korea	554	536	538
12th	Finland	519	524	545
26th	United Kingdom	494	499	514
36th	United States	481	498	497
61st	Jordan	386	399	409
62nd	Colombia	376	403	399
64th	Indonesia	375	396	382
65th	Peru	368	384	373

*Based on 2012 PISA math score

Source: 2012 Program for International Student Assessment, OECD

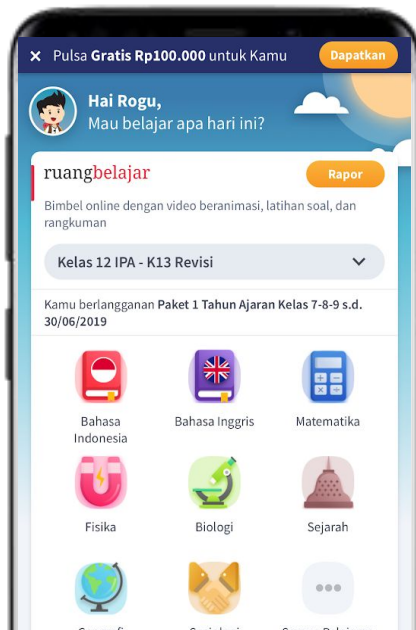
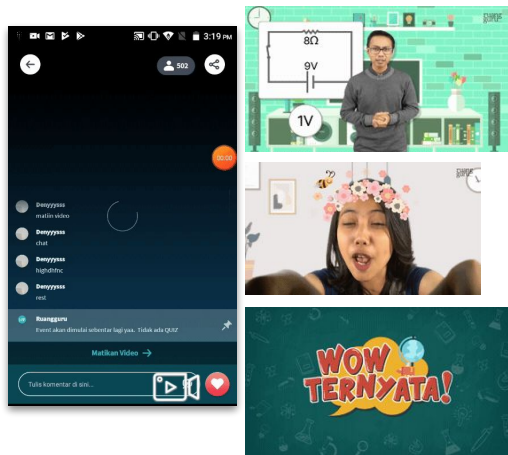
Ruangguru is solving the problem through technology.
We offer free app + subscription-based premium content

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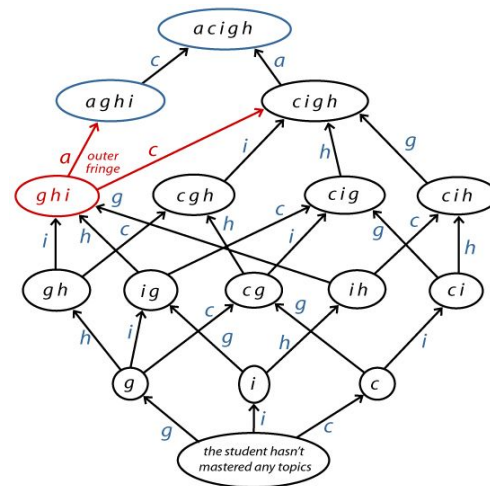
NEW LEARNING REVOLUTION

96% students say Ruangguru is more
effective & appealing than school

**Interactive &
High Quality Content**

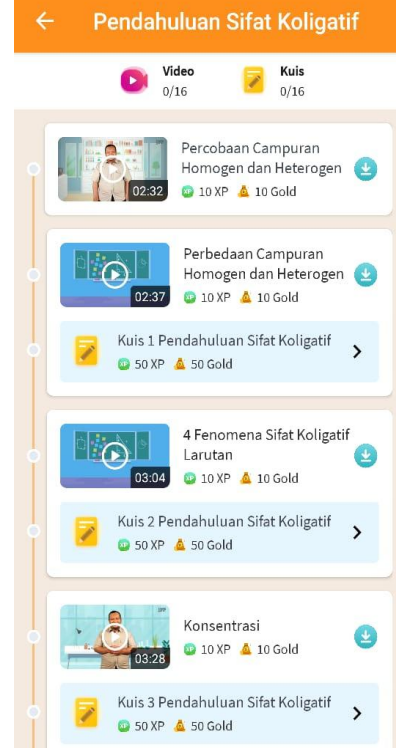
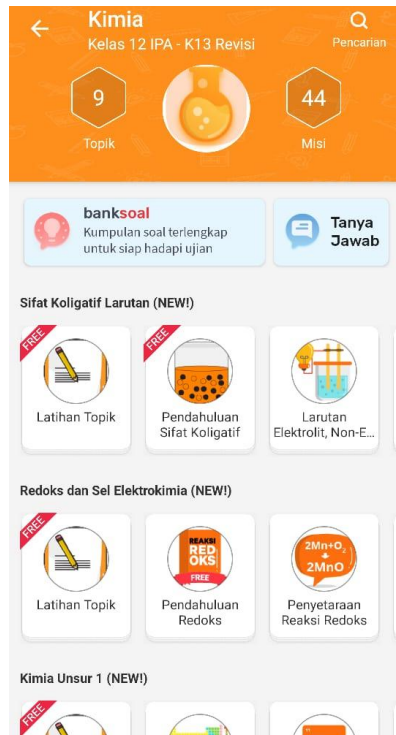
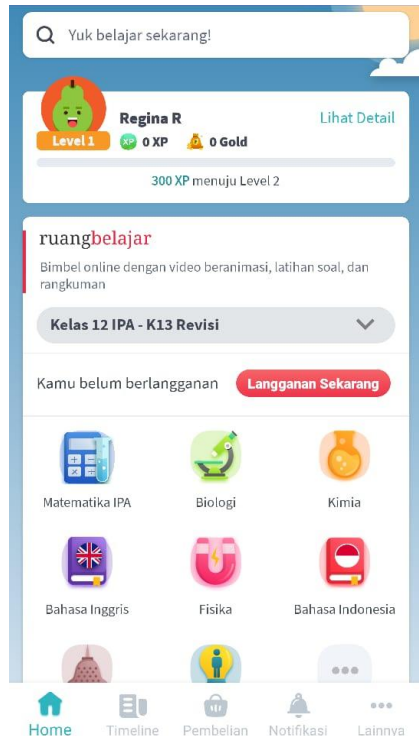


**AI-Powered
Personalized Learning**



Ruangguru equalizes access to quality learning to the further corners of the country through our mobile app

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- The platform provides tailored-made learning videos + quiz (in a form of learning journey) for every subject in every grade

AI-powered adaptive platform that creates effective personalized learning

Determining Concept Mastery

*Given answers to sets of questions, **estimate probability of concept mastery?***

Constructing Knowledge Graph

*Given population-level mastery data, **estimate connections between concepts?***

Recommending Optimal Learning Path

*Given connections between concept nodes, **recommend content for optimal learning for every student?***

Personalized Learning

- Each student goes through **the most efficient path to mastery** for him/herself.
- **Complexity of the approach** necessitates the use of AI, and cannot be achieved offline.

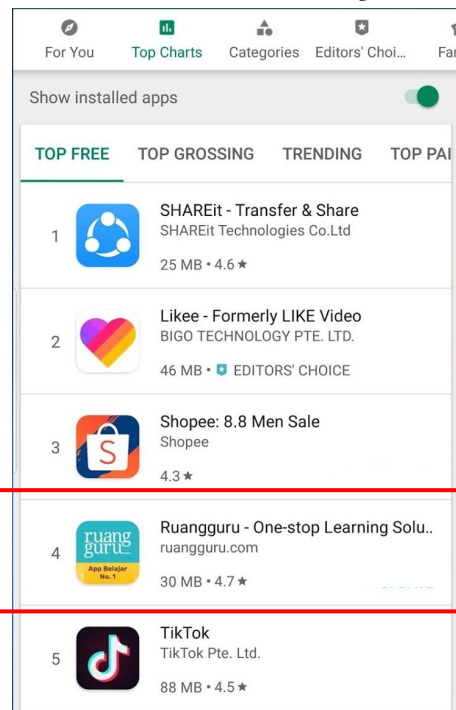
Ruangguru is already becoming a household brand for education

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Our user base has
grown to over
15 million students

4.7_{/5}
★★★★★
300,000
reviews

Top Education App In The Country



Ruangguru placed **3rd** - among
the unicorns, for the **Google**
User's choice App of 2018

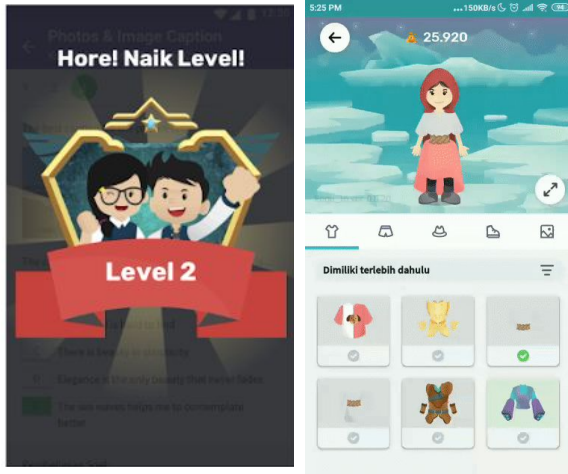


Appendix

Beyond just a learning tool, Ruangguru offers a comprehensive and personalized learning experience for every student

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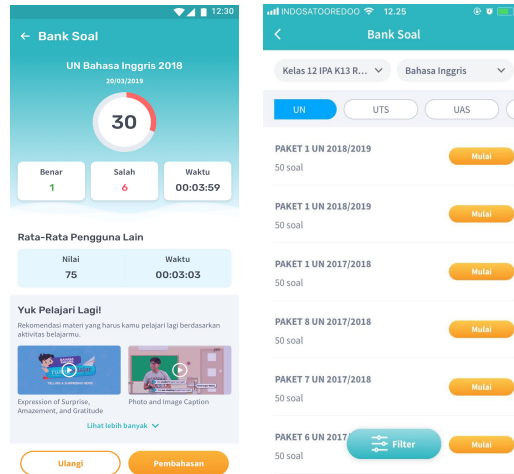
1



Gamified learning experience: every activity will be incentivized with points - which can be used to buy digital items

2

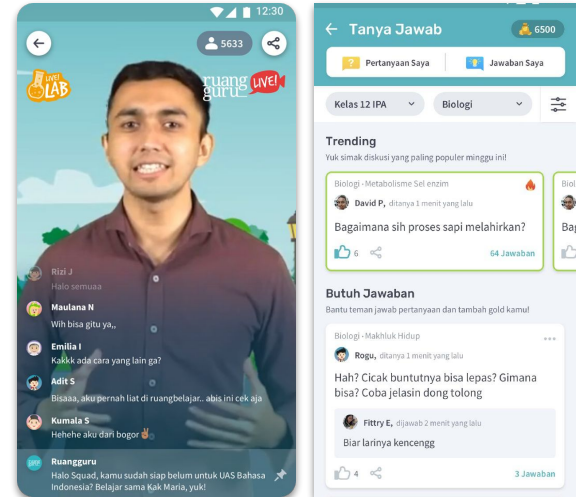
STUDY RECOMMENDATION



Students get personalized recommendation based on their strengths & weaknesses

3

SOCIAL LEARNING



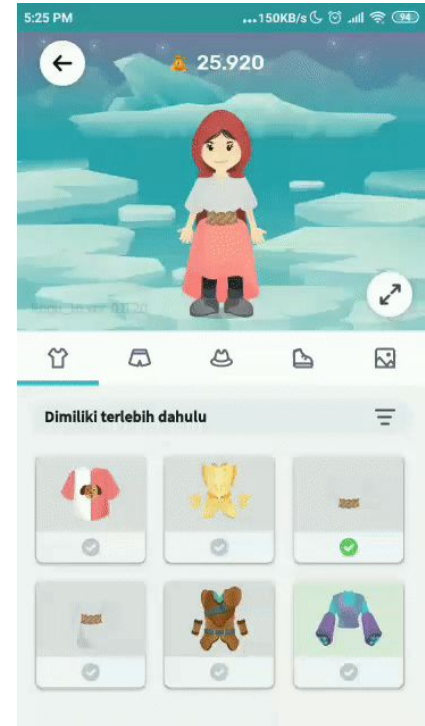
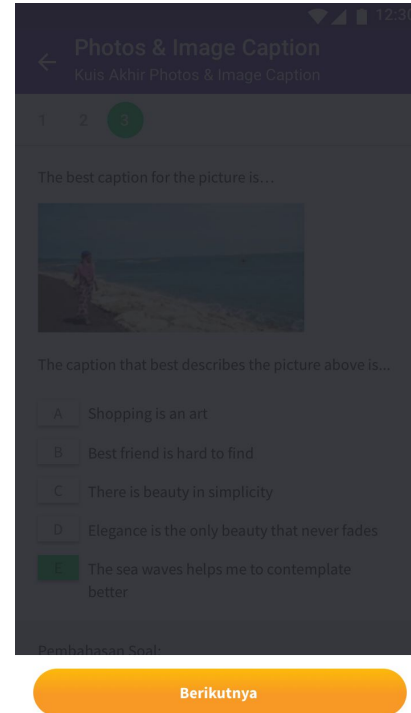
Students may watch multiple streaming sessions by master teachers and interact/discuss with other students

FEATURE 1: Ruangguru Adventure provides gamified learning experience, creating a new addictive experience of learning through the app

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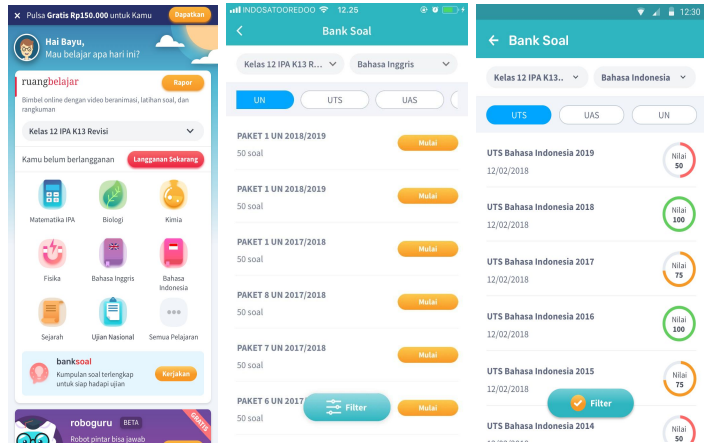


Gamified experience incentivizes learning activities within the app with points and digital currencies that can be converted to digital items, creating unique digital identities for our users

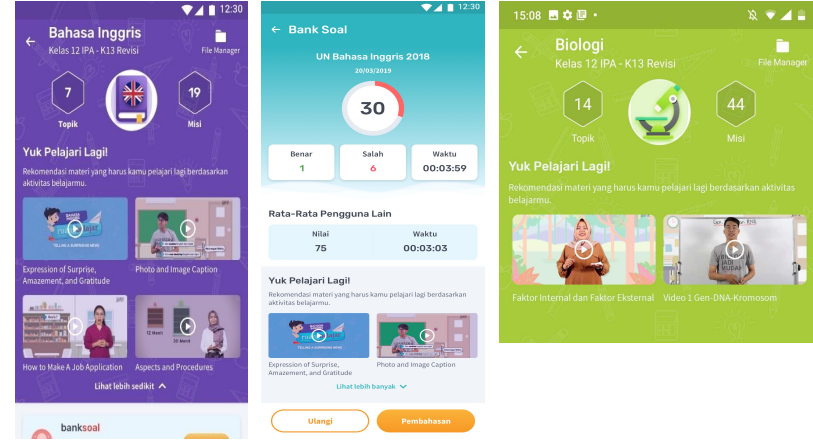


FEATURE 2: Study Recommendation allows students to get personalized recommendation based on their strengths & weaknesses

Question Bank



Recommender

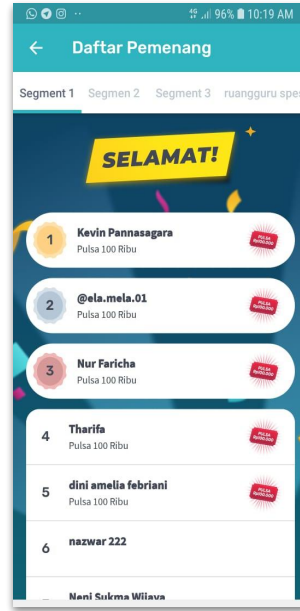
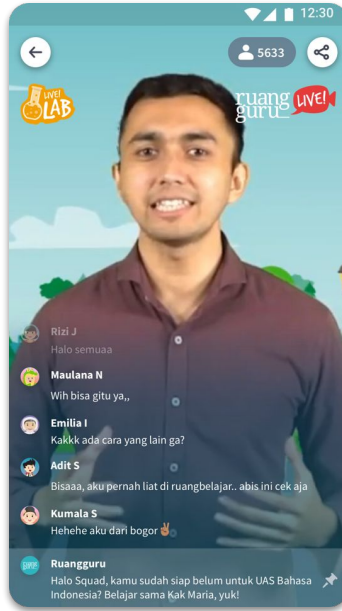


Upon finishing a tryout set, students get a **personalized recommendation with our proprietary algorithm** to determine the next subtopic they should study based on their weakest points

Integrated with

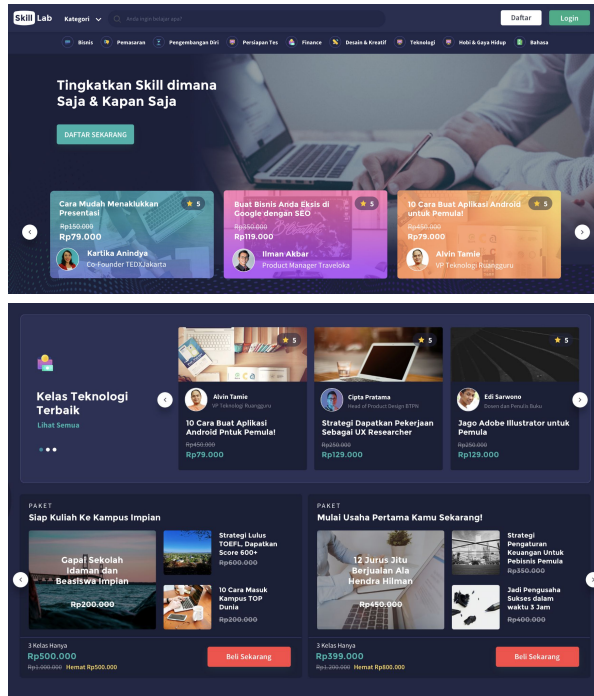


FEATURE 3: Social Learning allows students to watch multiple streaming sessions by master teachers and interact/ discuss with other students



BUSINESS UNIT: Subscription-based professional courses (Skill Academy)

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- Subscription model on a per course basis/bundle of related courses
- All of the classes are produced in-house, allowing us to take higher margin and safeguard quality
- Courses: finance, communications, digital marketing, career-coaching, test-prep, etc.

01. Tech-enabled learning center

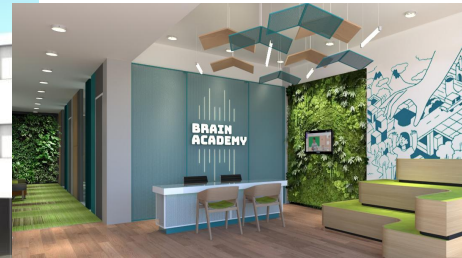
- **Blended**, combining offline and online experience
- **Personalized**, student's learning journey are based on their goals, strengths, and weaknesses
- **Teacher acts as a facilitator** and the instructions are standardized
- In addition to academic subjects, students are also able to learn **21st century skills**



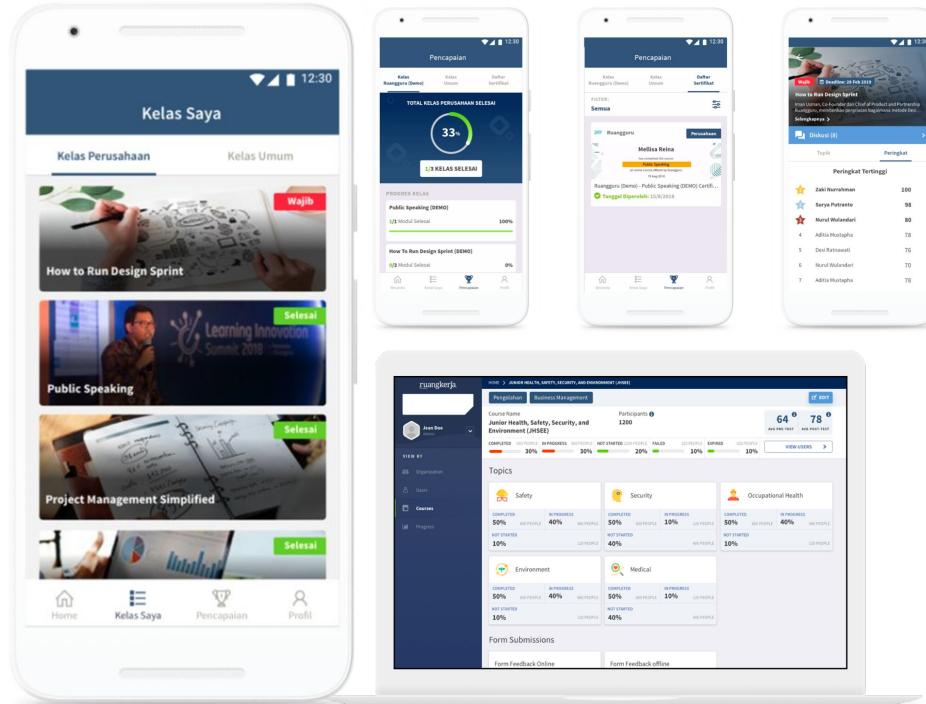
02. Payment Point & Representative Office

To **strengthen purchase intent**, a physical store/ office is considered important

- **Payment point** for all Ruangguru products
- **Customer care center**
- The teachers can also **produce content** (video, quizzes, and study notes) at the studio



BUSINESS UNIT: B2B Corporate Learning Platform (RuangKerja)



ruangkerja
by Ruangguru

Business Model

- **SAAS:** The company uses our technology to run their internal training on ruangkerja app and manage/ monitor everything through the dashboard
- **Content Development:** We help ruangkerja client to produce/ digitize their training material.

And our Google Play metrics continue to lead even compared to global numbers of global education-tech players

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Ruangguru



4.7/5



Installs

10.000.000+



300,000
reviews

VS

Coursera



4.4/5



Installs

5.000.000+



98,367
reviews

Udemy



4.6/5



Installs

5.000.000+



179,079
reviews

Khan Academy



4.5/5



Installs

10.000.000+

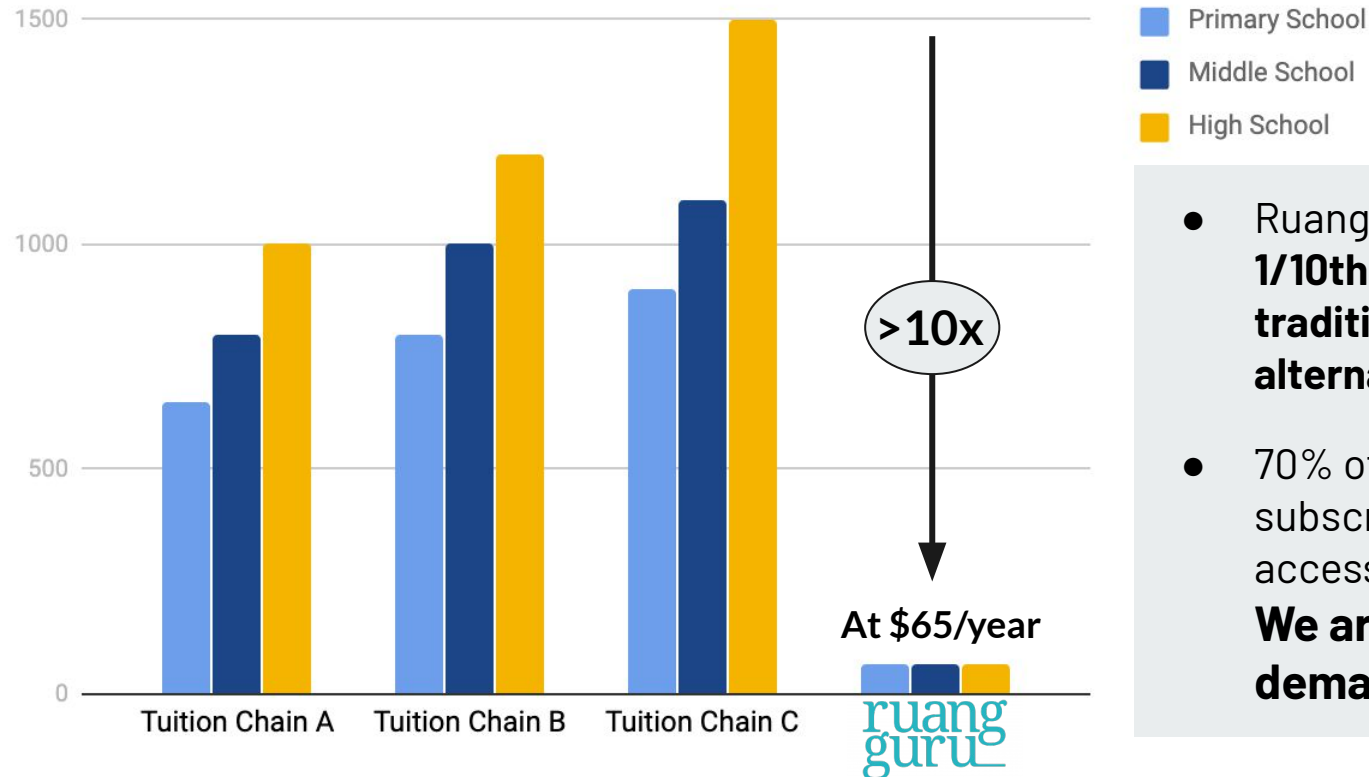


111,380
reviews

This dysfunctional system triggers huge demand for after school tuition. We offer more effective, affordable online solutions.

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Annual Fee for After School Tuition (USD)



- Ruangguru is **at least 1/10th cheaper than traditional offline tuition alternatives.**
- 70% of our current subscribers have never accessed tuition chains. **We are creating new demand**