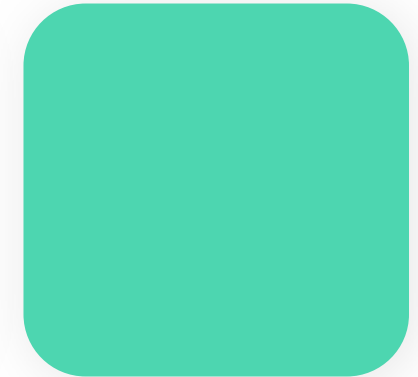




# TEACHY

More than just tutoring



# Golden Circle

## WHY

We want to help all apprentices realise their full potential both in their apprenticeship and in vocational school. Good education is the foundation of the future of work

## HOW

We connect every apprentice with the very best, certified and most motivated tutors and learning coaches through an intelligent matchmaking system. With the help of an individual data-supported learning programme, they bring each apprentice to success

## WHAT

Through highly personalised 1-1 tutoring and learning skills training, we support apprentices in a corporate setting. We sustainably boost grades, promote interdisciplinary competences and take their learning skills to a new level

# Problem x Solution

## Problem



**Low grades & high failure rates among apprentices**

**>8%**

of Swiss apprentices failed their final exams last year [↗](#)

**>40%**

The failure rate in some apprenticeships [↗](#)



**Overloading of vocational trainers** [↗](#)



**Lack of transparency & communication between vocational school & company** <sup>1</sup>



## Solution



**Personalized 1-1 tutoring & learning coaching with individual learning plans in all subjects including matchmaking**



**All-in-One solution with supportive customer service**

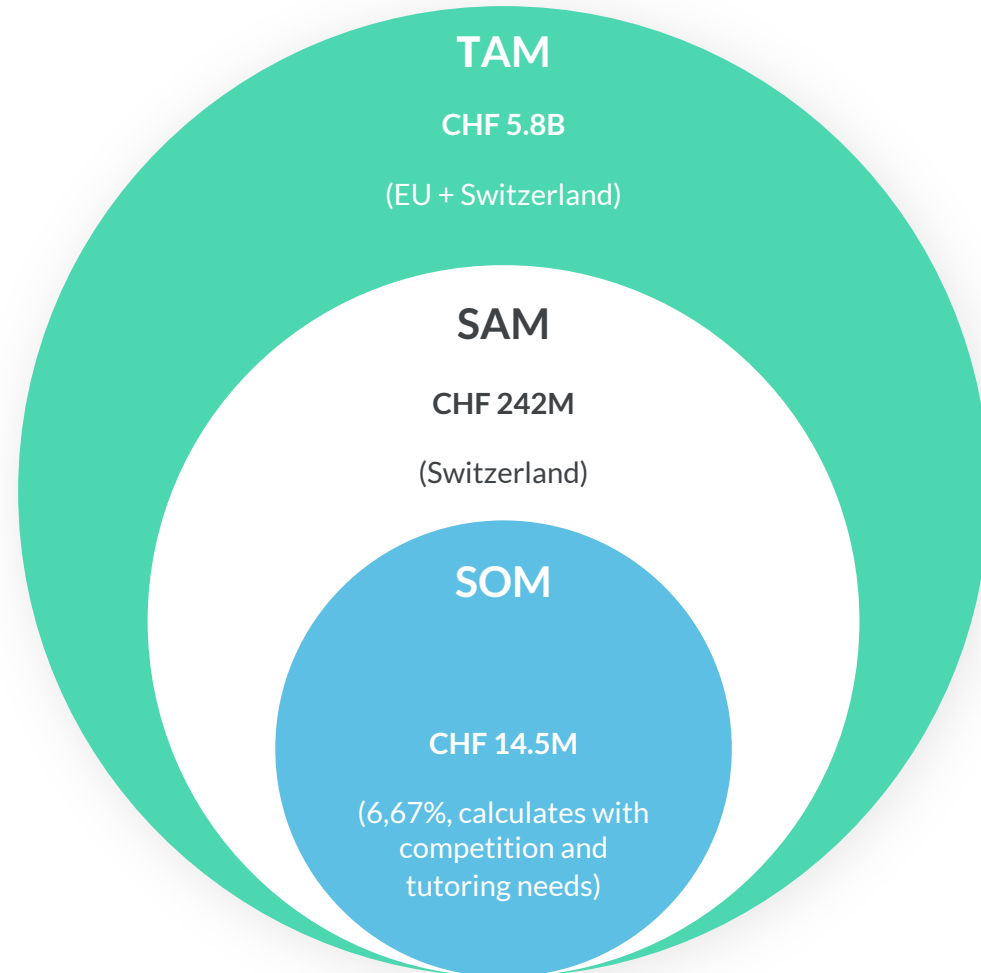


**Intuitive web-platform with reporting solution & recommendations for action**



<sup>1</sup>According to TEACHY B2B clients' research

# Market analysis



TEACHY's head office is **located in the capital of Switzerland** with the **second highest demand** for apprentices: Bern



Companies are interested in **acquiring and training well-qualified apprentices**. CHF 5 billion spent on vocational training in 2019



Well-trained apprentices produce a **productive output worth CHF 5.6 billion**, which covers costs and creates added value

# We are developing TEACHY into the niche market leader in Swiss vocational education & training, which is currently shifting towards independent, lifelong learning & digitalisation



**Of training companies complain about immense difficulties recruiting very good apprentices.**

There is a tendency to recruit more apprentices with weaker school performance



Is currently a **very strong future trend in Swiss vocational education & training.**

New solutions are being looked for to teach interdisciplinary competences & lifelong learning



**Is a megatrend:** the technological progress of apprentices requires new pedagogical methods in all places of learning

# TEACHY offers great added value to a three-sided market & thus makes an important contribution to society

## Corporates & vocational trainers



Lower failure rates



Relief for vocational trainers & more fun at work



OVERVIEW & certainty about next steps

## Apprentices



Higher grades & more fun while learning effectively



Higher motivation for the apprenticeship & school



Much higher probability of achieving a very good degree

## Students (Tutors & Coaches)



Flexible & very meaningful part-time job

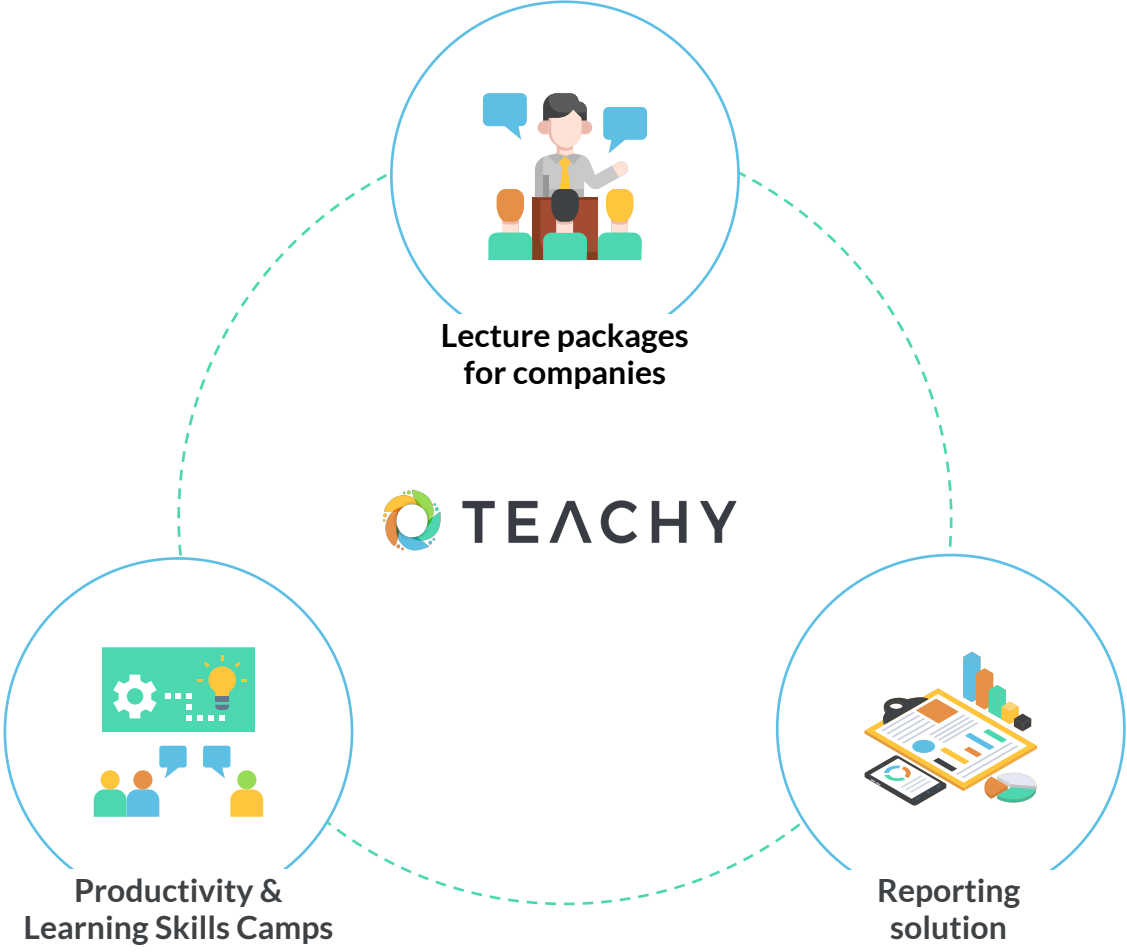


Collecting valuable teaching experience

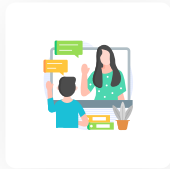


Predictable income

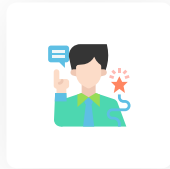
# Our innovative educational product



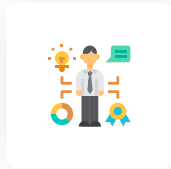
## TEACHY Key Features:



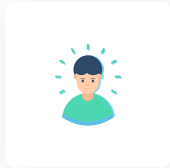
1:1 tutoring for all apprentices



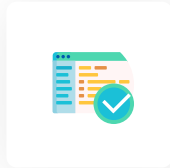
1:1 Learning Skill Coaching



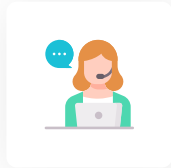
Personalized tutor matchmaking



Individual learning plans



Intuitive web-platform



Supportive customer service

# Competition overview

 B2C

 B2B

 1:1 Online

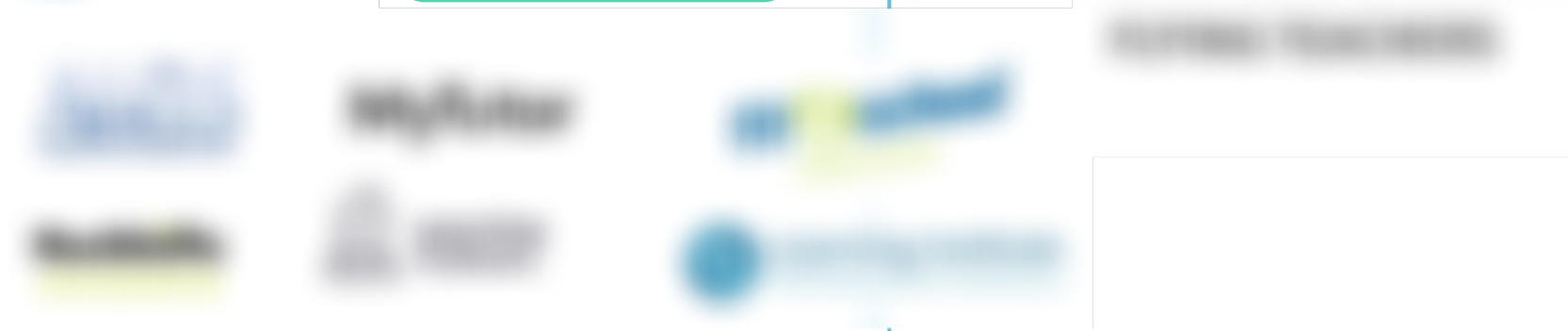


  
TEACHY

With our offer for Swiss training companies, we fill the gap in an incomplete market. Learning skills, specialized teaching and efficient reporting offer training companies a comprehensive service that is available to them regardless of location

Independent Tutors

 1:1 Local





# Revenue & Business Model

## Revenue Streams



### Account Management

10.000 CHF per year / corporate



### Lecture package

60 CHF per lecture



### Individual matchmaking

20 CHF per match

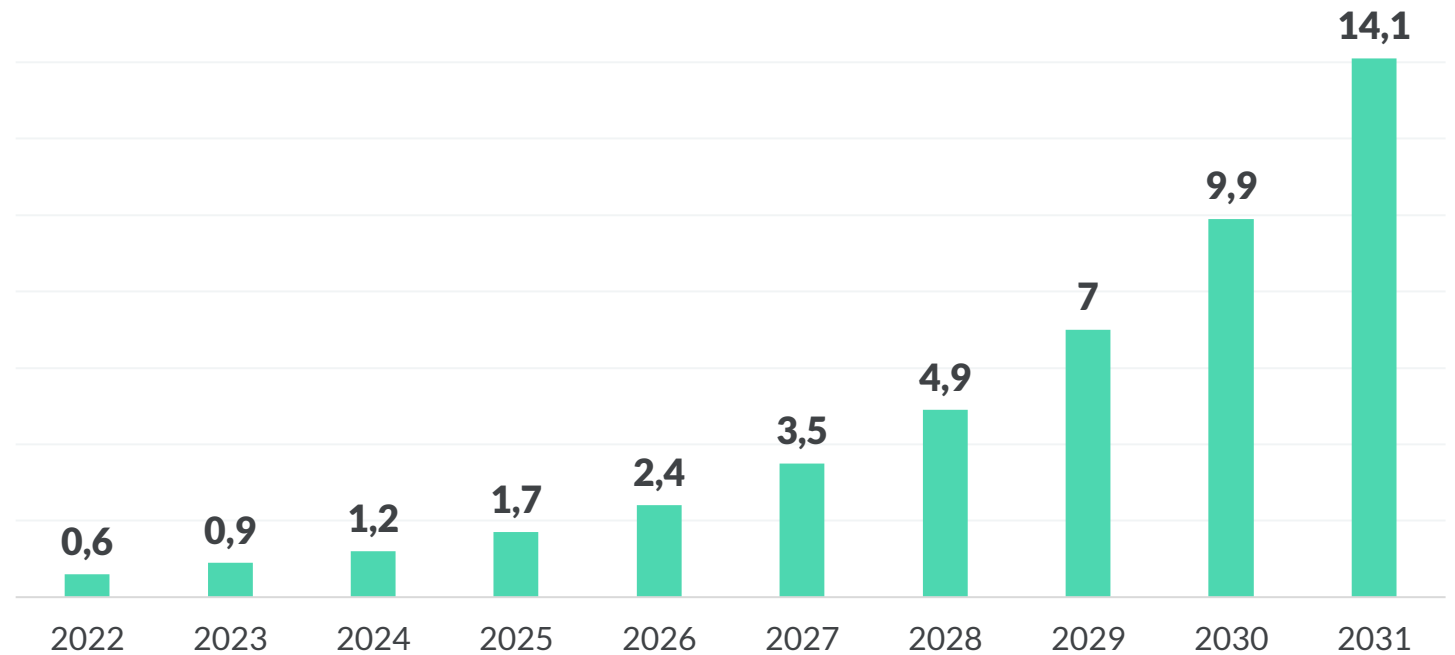


### Learning Skill Camp

1000 CHF per Camp

## Revenue projections, in m CHF

**+42%** yearly growth rate



# Proof of Concept

Since 2017

**42k**

1:1 tutoring lectures booked

Since 2017

**2.4m**

Total revenue

May 2022

**126**

Active tutors and coaches

July 2022

**80k**

Biggest B2B Deal ever made with only one company

In 2022

**2k** B2B lectures sold

**16** B2B Customers

**sanitas**

Schweizerischer Nationalfonds

**BEKB**

**kpt:**

**MIGROS**  
Genossenschaft Migros Aare

TRANSGOURMET

bizstart  
Case Management  
Berufsbildung

**BKW**

**ÖKK**

Kanton Bern  
Canton de Berne

**Arnold**  
Infra Services

**BDO**

**sva**  
A A R G A U  
Sozialversicherung

**vigier**

Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Schweizerische Fachschule  
**TEKO**

**sanitas**

**85k, 1200** lectures in 2022

**MIGROS**  
Genossenschaft Migros Aare

**885** lectures held in one week

# Our core team consisting of education enthusiasts & experts is **reinventing individual youth empowerment**



## Christian von Olnhausen

Founder & CEO



Tutored mathematics for the first time when he was 11. To date, Christian has tutored over **1,500 students** in 1:1



He has a **master's degree in mathematics** and 12 years of professional experience in consulting and start-ups



He bootstrapped TEACHY with 9k CHF seed capital to **over 1m turnover per year** & helped thousands of apprentices to educational success



## Jens Mittermüller

Head of Pedagogy & Didactics



Jens has more than **20 years of practical professional experience** in educational & vocational work with children & young people



Wide range of experience through performing **multiple roles as entrepreneur, leader, educator, pedagogue & lecturer**



## Martina Marti

Head of Vocational Training



Martina has shown what you can do with an apprenticeship. She has **4 degrees**: Commercial Apprenticeship, Bachelor in Business Administration, Master in Business Administration & an MBA



With over **11 years of professional experience** at the canton, federal offices, she had her focus on migration work



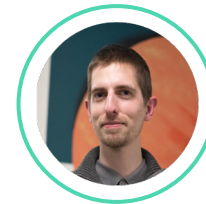
## Luisa Eigel

HR & Communication



## Judith Gabriel

Head of Private Clients



## Paul Hoffmann

Head of Finance & IT

# ... and we are supported by a strong Advisory Board in all areas



**u<sup>b</sup> UNIVERSITÄT  
BERN**

**Dr. Barbara Studer**

Leiterin Fachstelle Lernen  
& Gedächtnis



**MIHM**  
Moving Ideas  
Highlight Moments

**Hans-Jörg Mihm**

Unternehmer  
& Investor



**BLKB**

**Dr. Michel Chapuis**

Head of Innovation



**INNOMEDICA**

**Dr. Camille Peitsch**

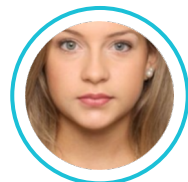
Sales Director  
& Executive Member



**BKW**

**Lara Cinotti**

ehem. Leiterin  
Berufsbildung



**coople**

**Anastasiya Kryvonogykh**

Lead Customer Care



**netcetera**

**Rafael Perez Süess**

ehem. Head of Business  
Development



**SmartMatchApp**

**Tim Mourtazov**

CEO SmartMatchApp

# Our strategic focus is to **fill the B2B market niche & realise rapid growth**

2022

2023

2024

Securing **further growth of the Swiss B2B client base**, tutors & learning coaches

Further **optimisation of the business model** & investment in internal process automation to maximize operational profitability

- Business pivot **B2C to B2B**
- Building a **strong leadership team**
- Secure **further funding** to expand the business

- Investment in **product development** (web platform & reporting system for B2B clients)
- Development of **new training courses for tutors & learning coaches** (Tutor Training, Learning Coaching Training, Learning Skill Camps, Learning Disabilities Training)
- Build a **strong sales & marketing team**

- **Development of an app** for clients & tutors
- **Market entry in French-speaking Switzerland**



# We are asking for CHF 1M growth financing & strategic advice



15%

Equity Offered



## Round targets



Build a strong sales, marketing & customer success team to expand B2B client base, tutors & learning coaches



Completion of educational product development



Completion of the automation of internal processes (Administration, Matchmaking, Communication, Reporting & Finance)

45%

Operations



15%

Sales & Marketing



25%

Product Development



15%

Process Automation



1 M CHF round



TEACHY

# Contact us!

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Founder & CEO



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[www.teachy.ch](http://www.teachy.ch)

