



Brighten the Future of Every Child

Starkid is an edtech company enhancing students' **academic performance** by combining AI technology and quality native English learning experience





Team Starkid



Leslie Leung
CEO, Co-Founder

Education Background



Career Background



Kenneth Ho
Co-Founder

Education Background



Career Background



Ricky Wong
Co-Founder

Education Background



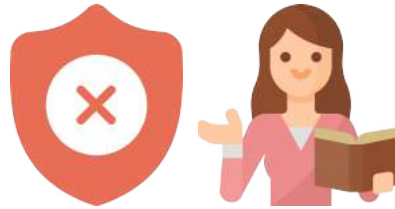
Career Background



Market Pain Points



Lack of English Speaking Environment



Insufficient supply of qualified Native English Teacher



High Cost of Quality English Learning



No Transparency on Student Learning Progress

Versus Offline Services

Tutorial Centers



- ✗ Inconsistent quality of teachers
- ✗ Inconsistent teaching materials
- ✗ No transparency on children's learning progress
- ✗ Need to commute to the tutorial centers
- ✗ Less interaction with teachers due to group class model

Private Tutoring



- ✗ Inconsistent quality of teachers
- ✗ Inconsistent teaching materials
- ✗ No transparency on children's learning progress
- ✗ Hard to find a native English private tutor
- ✗ Cost per class is relatively high (HKD 400-800)

Starkid Learning



- ✓ Guaranteed native English teachers with TESOL / TEFL certifications
- ✓ Teaching materials based on Cambridge English Program Curriculum
- ✓ Classes are highly interactive and engaging
- ✓ Classes are on demand
- ✓ Full transparency on children's learning progress

Our Differentiations



Access to global talent pool of **Native English Teachers (NET)** and their resources



Professional Native English Teachers with Bachelor's Degree and **TESOL/TEFL** certified.



Specialized courses such as School Interview preparation, public speaking and Cambridge Young English Learners (YLE)



Assist students to achieve their **academic goals** via online consultancy

Specialized Courses



Core Curriculum

Cambridge Global English Curriculum designed for aged 4-12 students. Focus on speaking, comprehension and listening



Interview Preparation

Mock interview practices for both primary and secondary school admission interviews



Phonics

Focus on pronunciation of letters to ensure students speak and read naturally with Native English speakers



Exam Focus

Prepare students for recognized public exams such as Young Learner English (YLE) and TOFEL



Public Speaking

Help students develop effective communication skills in Public Speaking and build confidence to cater different audiences.



Homework Focus

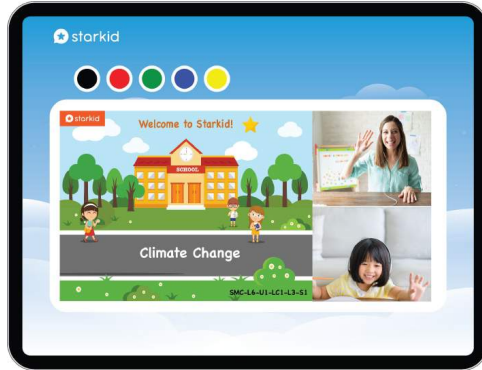
Teach students how to handle different types of homework questions



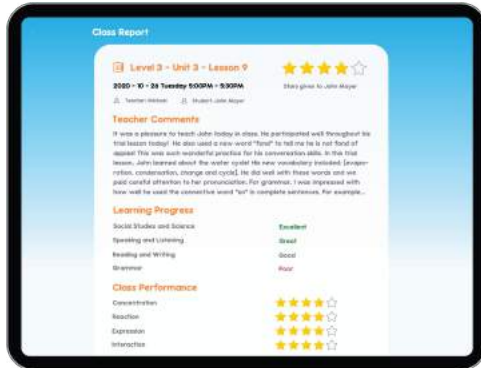
Cambridge Global English Curriculum

	Emergent	Beginning		Intermediate			Fluent	
Goal	Understand global culture	Improve communication skills		Ignite innovative powerness			Critical thinking	
Level	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6	Level 7	Level 8
Age	3-5	4-7	5-8	6-10	8-10	10-12	11-12	12-13
Curriculum	Pre-K	Kindergarten		Primary 1-2	Primary 3-4	Primary 5-6	Primary 6 - Form 1	Form 1-3
Lexile	BR	BR-500		400-700	500-800	600-900	700 -1000	
CEFR	Pre A1	A1		A2-A2+			B1-B1+	
Learning Focus	<ul style="list-style-type: none">Listening basicsPronunciation of vowels	<ul style="list-style-type: none">Use of vocabularies & sentencesReading basicsPrimary language applicationsBasic Subject knowledge		<ul style="list-style-type: none">Common grammar knowledgeAdvanced subject knowledgeBasic language rulesBasic subject vocabulariesSentence structureImprove reading skillsProject presentation			<ul style="list-style-type: none">Improve reading abilityBasic writing skillsCommunications in different environmentsAdvanced English subject knowledgeAble to express freely in any topics	

Enhanced Learning Experience



1-to-1 fully-immersive English class



Comprehensive class report

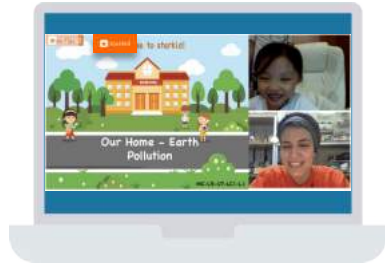


Post-class assignment

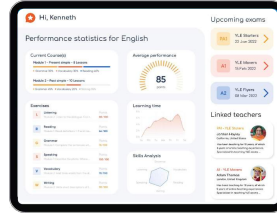
- 1 Performance data gathered from every class
- 2 Comprehensive Class report to show strengths and weaknesses
- 3 Utilize performance data to generate post-class assignment and optimize learning progress
- 4 Provide education consultancy to help students achieve their academic goals

Starkid A. I. Tutor for Kids

Learning with Starkid: Human-Machine Facilitated Learning



Starkid Online Learning



Starkid A.I. Tutor



Cambridge Young
Learners English (YLE)
Certifications

Starkid A.I. Tutor YLE® :

Starkid is the pioneer in developing a tool with deep learning prediction to assist students' to prepare for the YLE Exam

Improve YLE performance (shields), compared to students with no personalized tools



Starkid A. I. Tutor for Exam Prep

Starkid A.I. Tutor YLE® :

The screenshot displays the Starkid A.I. Tutor YLE interface for an 'A1 Flyers Reading Exercise'. The interface is divided into two columns, 'Question 1' and 'Question 2'.
Question 1: Features an illustration of a girl reading a book. Below it are five word buttons: 'glass', 'pepper', 'knife', 'bowl', and 'plate'. Five numbered questions (1-5) follow, each with a blank space for an answer.
Question 2: Features an illustration of a jungle. Below it is the caption 'A jungle'. Four multiple-choice options (A, B, C, D) are listed, with option B selected and highlighted in orange.

1

Starkid's **deep learning model** suggests questions that each student needs the most and predicts student's YLE level.

2

Identify and evaluate student's current learning progress with any **multiple-choice & question-based test**.

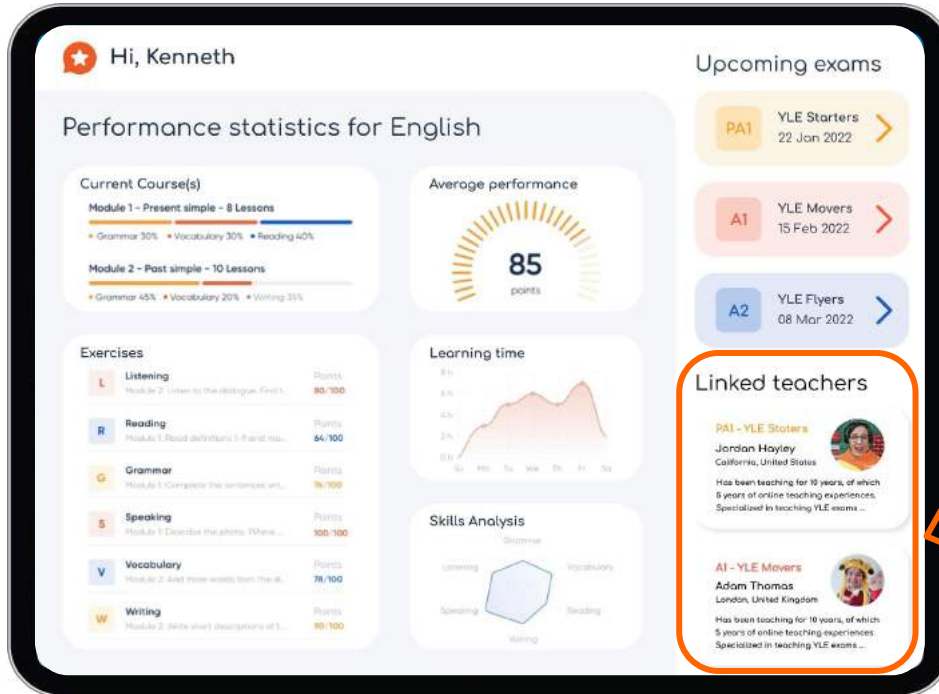
3

Self-built platform with **kids-friendly UI/UX** visualization



STARKID A. I. Tutor for Kids

Starkid - A.I Tutor for Kids + Native English Teacher Tutoring



- Recommend suitable teachers based on student's English weaknesses & learning behaviour
- Provides 1-on-1 in-person tutoring
- Suggest qualified students to apply for YLE examination



Education-focused Product Features

Student Reward System



Interactive Virtual & Offline Rewards

Class Highlights & Video Playback



Quick review on key areas for improvement

Analyzed Progress Tracker



Comprehensive class report on learning objectives (vocabulary & grammar)

Customized Revision & Practices

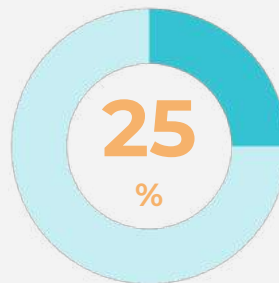


Post-class assignment to optimize learning efficiency



Operating Data

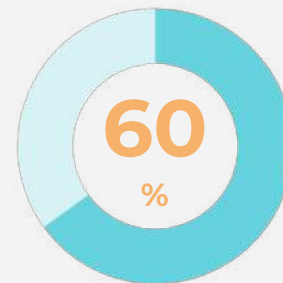
USD	2020A	2021E
Cash-In	85K	260K
Revenue	58K	231K
GP Margin	18%	34%
Sales Cost %	179%	77%
CAC ⁽²⁾	140	190



Conversion Rate

20,000+

Total Classes



Retention Rate⁽³⁾

2,000+

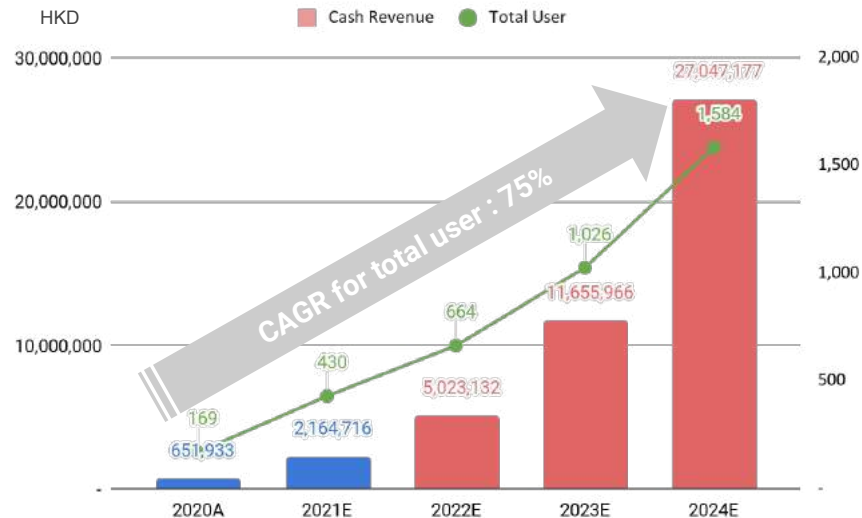
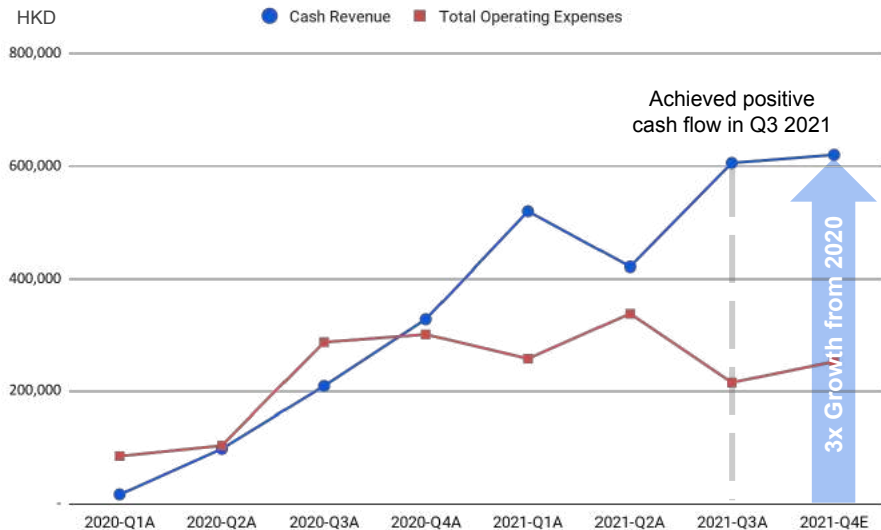
Total Users⁽⁴⁾

(1) (Paid marketing cost + cost of trial classes) / total paid users

(3) Total number of users repurchased at least once / # of total paid users (not including past 3 months)

(4) Total number of trials

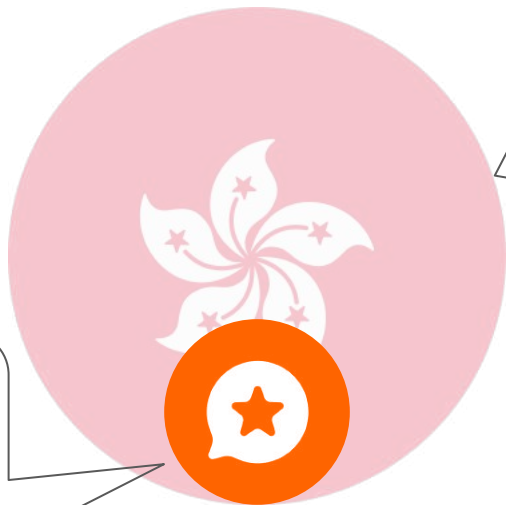
Financials & Projections



- 1 Scalable business with stable operational expenses
- 2 3X Growth in Cash Revenue from 2020
- 3 Achieved positive cash flow in Q3 2021 (including all product / content development & marketing costs)

- 4 Projected CAGR for total user for Starkid **75%**
- 5 CAGR for total user for VIPKid is **202%**

Market Opportunities

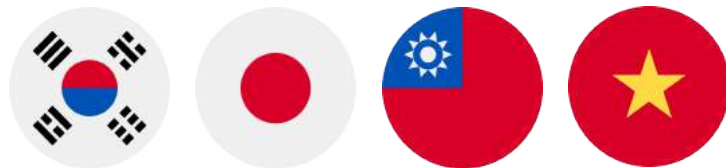


1,800
students

Starkid only captures 0.5%
of the potential customers

360,000
children aged 4-12

Market Size up to 2 Billion
HKD / year in Hong Kong



45 million children aged 4-12



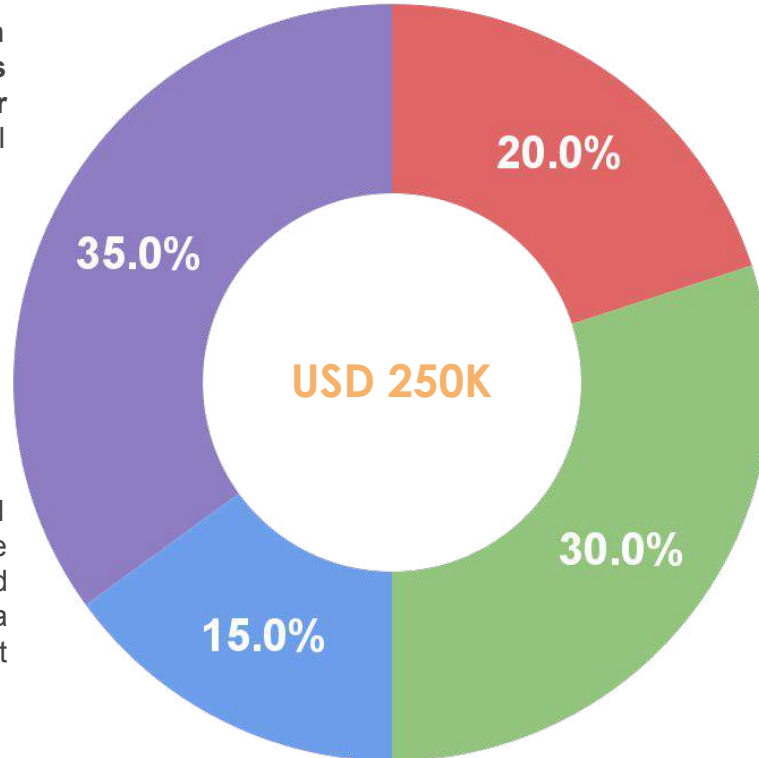
Use of Proceeds

Curriculum

To complete our Ecosystem of English learning, **further specialized courses are needed such as YLE and other certification exam courses**. This will also improve current conversion rate.

Operation

To catch up future growth of Starkid after further marketing, extra staff are necessary to handle customers and internal operations. Since Starkid is a scalable business, a new staff can at least handle extra 200 of customers.



Product Development

To further increase retention rate for existing customers and conversation rate for new customers, we will first **enhance our learning management system** to create better learning objectives for students based data learning points collected.

Marketing

To quickly promote Starkid and capture Starkid given our retention rate is decent, marketing is one of the usage of funds. We would be better use of the new funding for more marketing channels, **not limited to online but potentially offline and more social media exposure with KOLs**.

Milestones

Company established



May 2019

Apr 2020



Graduated from Cyberport
CCMF Programme
(Funding: USD 15K)

Graduated from KPMG Youth+
Innovation Accelerator
Programme



Aug 2020



Admitted to Cyberport Incubation
Programme
(Funding: USD 65K)

Oct 2020

Amazon Web Services EdTech
Startup Accelerator



Feb 2021

Roadmap

Collaboration with other learning centers

ENCODE

Nov 2021

Dec 2021

|YLE|

Extend specialized course to public exams such as YLE

Raise 250K USD funding for business expansion



Q1 2022

Q2 2022



Launch learning management system to automate learning and training process

Team Starkid & Partners



James Cheuk

Director of Engineering
City University of Hong Kong

Software Engineer @ GOGO VAN



William Yau

Principal Software Architect
UC Berkeley

Software Engineer @ Google



Emily Lau

Head of Teacher Training
University of Alberta

Director @ Brilliant Brains

Brilliant Brains



Katie Trethewy

ESF Curriculum Developer
PGCE, Primary Education
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Joyce Pang

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Owner and Executive Director
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Abby Huff

Starkid Teacher
Missouri Baptist University

ESL Teacher @ VIPKID

