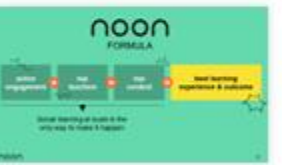
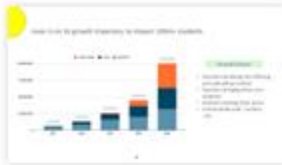
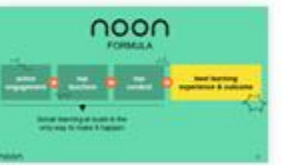
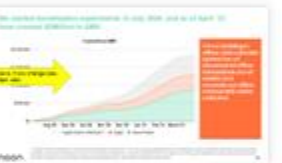
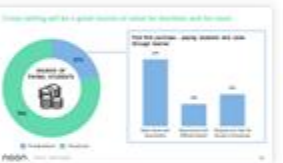
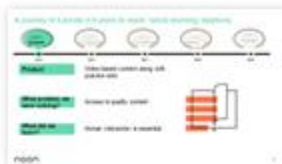


noon

# BEFORE

PREPARED  
BY

135  
MADISON



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NOON ACADEMY  
Intro

Who are  
we?

## FORMULA

Supplementary learning platform built around  
community-based, 'social' dynamics

Actively  
Engage  
Students

Match  
With Top  
Teachers

Provide  
Top  
Content

Best Learning  
Experience &  
Outcome

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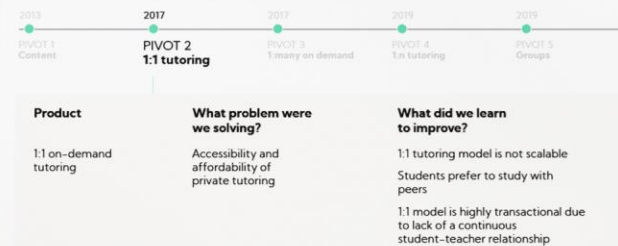


## A journey of 5 pivots to reach 'Social Learning' epiphany



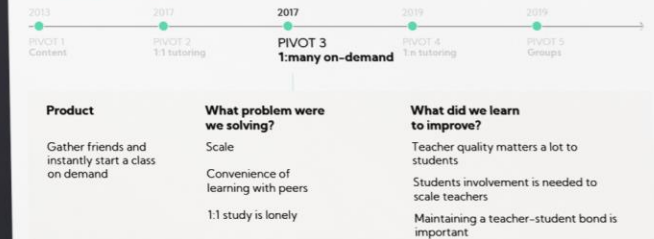
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## A journey of 5 pivots to reach 'Social Learning' epiphany



noon

## A journey of 5 pivots to reach 'Social Learning' epiphany



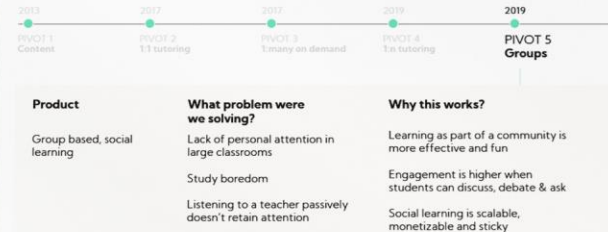
noon

## A journey of 5 pivots to reach 'Social Learning' epiphany



noon

## A journey of 5 pivots to reach 'Social Learning' epiphany



noon

## A journey of 5 pivots to reach 'Social Learning' epiphany

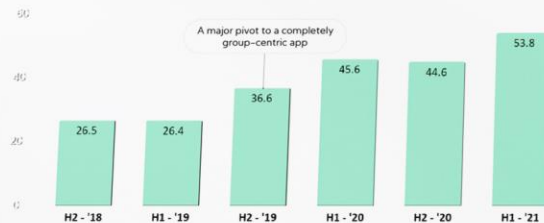


noon

## ... and student engagement increased as well...

Average min/day per student\*

Byjus: 71 mins



\* Minutes spent per active day per student (on average) excluding users who did NC21 study more than 30 min in that semester at Noon

noon

## This is because students enjoy and learn well in groups...

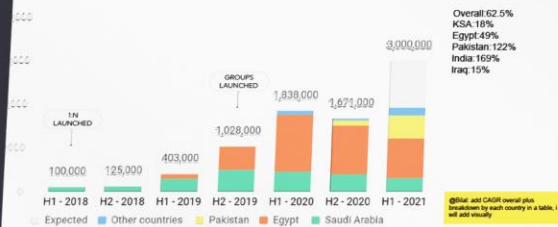


noon

What have we  
achieved so far?



### Growth took-off since we shifted to group-based learning... Students per semester\*



\* Students who activated and used the platform beyond 1 min only; excludes registered students who did not activate

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### Growth took-off since we shifted to group-based learning... Students per semester\*



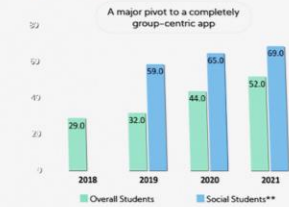
\* Students who studied (attended a session or consumed content) for at least 1 minute; excludes registered students who did not activate

noon

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### Student engagement soared, notably better for 'social' students...

Average min/day per active student\*



\* Active students (defined as users who studied >30 min in their semester at Noon)  
\*\* We define social students as those who used all of Noon's social features, at least once in their lifetime  
\*\*\* Source: Flurry research

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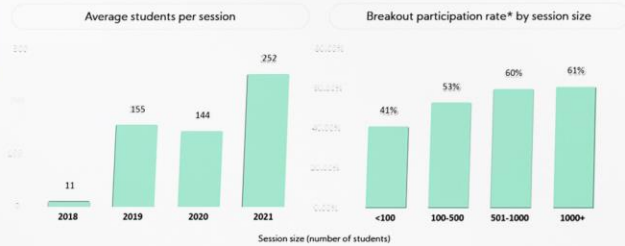
2.7

Avg. number of active days per week\* (that has increased ~15% since we pivoted)

3.7

Avg. number of active days per week\* for social students\*\* ... ~35% higher than the benchmark of Education apps\*\*\*

### ... While teachers were enabled to scale up faster



\* Participation rate is total students who have used mic or chat in breakout rooms over total attendees

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### Case Example: Noon enabled a Saudi Math teacher to scale outreach and earnings in less than x months

Noon empowers teachers by directly addressing their challenges



noon

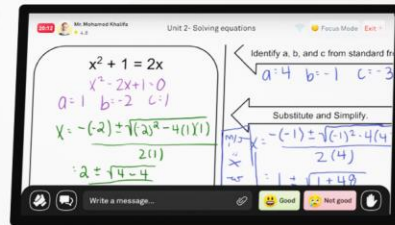
17

How does 'social learning' work in our product?

### How noon's social learning works?

LEARN from top teachers with peers

Attend live sessions



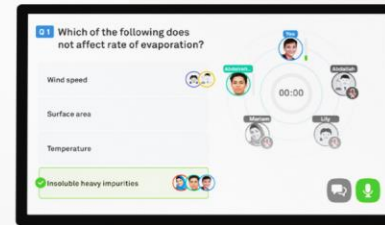
noon

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### How noon's social learning works?

PRACTICE with peers

Figure out the right answer with companions... reflect and debate



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### How noon's social learning works?

REVIEW with peers

Answer questions and clear doubts with help from others...  
...and teach what you learnt to get recognition



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### How noon's social learning works?

BELONG to a team

Compete with other teams...  
...and get rewarded for valuable contributions to the community



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What is our business model and how do we monetize?

### Noon has already become the top education platform in MENA region's biggest markets



23

## Noon has already become the top education platform in the Middle East's biggest markets



noon

Source: Education Statistics, ESCO, PWC, Global

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## We started monetizing a proportion of these markets in H2'20 and initial GMV traction is very promising



\*\* Egypt Direct Collection is cash directly collected by teachers, for which we get a record from them. We are working with teachers to establish our fee collection structure including issuance of teacher invoices to students and teachers. We are also building an offline cash collection system that will document all transactions and enable us to reconcile our offline revenue with online collection. Directly collected GMV by teachers in the past might not and up being recognized if we fail to produce documentary evidence acceptable to tax authorities and financial auditors.

noon

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## Unique paid users surpassed 32,000 students and we also have a very healthy repurchase rate

# Paid Users (through platform)\*



>40%

Students have made 2+ purchases

2.7

Average number of purchases per paying student

1.5

Average number of paid teachers per paying student

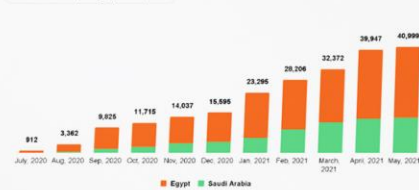
\* This graph exclude users who paid directly to teacher

noon

27

## Unique paid users surpassed 41,000 students and we also have a very healthy repurchase rate

# Paid Users (through platform)\*



>40%

Students have made 2+ purchases

2.7

Average number of purchases per paying student

1.5

Average number of paid teachers per paying student

\* This graph exclude users who paid directly to teacher

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## Our monetization model is to charge commission on paid groups, plus a lead fee if student joins via our platform

Noon take rate from student's payment to the teacher (on paid groups)

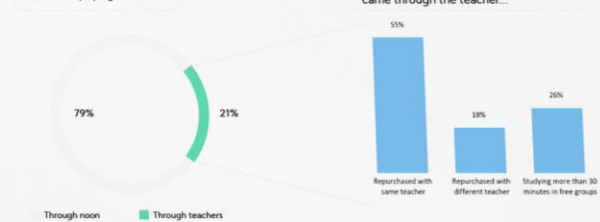


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## This allows for cross selling to be a great source of value for both teachers and noon

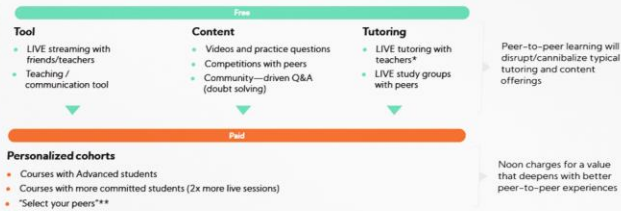
Source of paying students



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## Going forward however, Noon will continue to have free live experiences as an acquisition channel for paid groups



\* Free tutoring is at par with whatever is there on YouTube  
\*\*\* Not to be automated, subscribe to select your peers in broadcasts

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## What is our vision going forward?

## The social product is pushing Noon to take the shift from company-driven to community-driven operations

### Company-driven approach

- Noon selects and enrolls teachers
- Noon builds content
- Noon dictates who will teach whom
- Noon prices classes
- Noon monitors and controls quality

### Community-driven approach

- Teachers bring their own students
- Teachers build their content
- Performance-based teacher discovery and growth
- Teachers set the price and determine the offering
- Quality control by student input and teachers' metrics

noon

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## This shift will accelerate growth, as well as unlock new markets and segments

### Company-driven Approach



- Operation heavy
- Localized
- Content owned by noon



Source: Team Analysis  
noon

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## At the heart of this shift is a user-led growth journey

### Noon empowers teachers and scales winners via AI

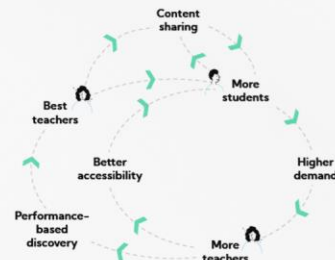
The better the teacher does, the more visible she becomes on the platform  
As good teachers become more visible, the offerings improve as well

### Students help bring more peers

Students who love the experience invite friends to study together  
Content shared outside the platform attracts more students

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## Noon sees a huge opportunity in disaggregating educational content from YouTube



- Students think noon is\***
- Way more engaging
  - Better curated
  - Have better teachers



- Teachers are NOT earning enough at YouTube



- Noon caters to students and teachers' needs better:**
- Students can find and interact with study mates
  - Teachers can interact, help, and get inspired by other teachers

**80%**  
of Gen Z Students have used YouTube to learn something and become more knowledgeable

\* Based on an internally conducted survey in Saudi Arabia, Egypt, and Pakistan, Nov2020

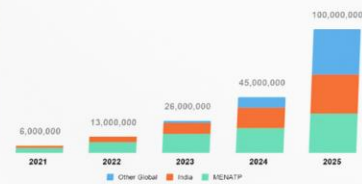
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## Noon aims to impact 100m+ students...

## Growth Drivers



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## ... and generate US\$ 2.5 billion in GMV and US\$ 1 billion in revenue by 2025

	July-Dec 2020 6 months	Jan-march 2021 3 months	Jan-Dec 2025 12 months	Benchmarks
Users	1,494,000*	1,080,000*	100,000,000	Annual courses at online EdTech companies in China & India retail for an average of \$320
Conversion rate	11%	2.0%	8%	
Average transaction value	\$14.61	\$16.03	\$27	Offline courses avg cost
Average annualized repeat purchase rate	4.87	8.43	12	• KSA: ~\$200
Average Take rate	21.3%	20.5%	40%	• India: ~\$40
				• Egypt: ~\$30
				• Pakistan: ~\$15
Annualized revenue	\$250,000	\$600,000	\$1,000,000,000	

\* Users only for Egypt and Saudi Arabia as paid offering is not available elsewhere.

Source: Statista, StatistaCharts, StatistaCharts, StatistaCharts, StatistaCharts

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How are we geared up and what help do we need?

## We are doubling down on talent and have built a great team with strong track record

**Mohammed Althabian**  
Co-founder & CEO  
Building the first ever social learning platform in the MENAP region

**Aziz Ahmed**  
Co-founder & COO  
Co-founded Cloud Tech, providing turnkey solutions in E-commerce and SaaS

**John Luty**  
CEO  
Led Oudoo team of 140, built social VR at Facebook

**Blal Mubarrak**  
VP of Expansion  
Employee #1 at Khan Academy led expansion of its offering to the most widely spoken languages

**Chander Rajah**  
Director of Engineering  
Led Facebook's learning at Workday, in addition to setting up team up in Facebook

**Lorraine O'Keefe**  
Director of Region  
Powered the expansion of Bazaar from 90 to 240 employees

**Karthik Desai**  
Chief Architect  
Oversee data architecture efforts at Amazon India leading a team of 200+

**Ali Sher**  
Director of Product  
14 years of experience leading product and growth, most recently at WhatsApp, E-commerce and Microsoft

**Garrett Greenlee**  
Director of Design  
12 years leading design teams and end-user experience at Apple, Capgemini & Adobe

**Dr. Muneer Alkhalaf**  
CEO  
Led efforts in AI to optimize operations for Ministry of Finance KSA, a top YouTube education channel

**Umar Chahidi**  
CEO  
Led McKinsey's efforts in education across Pakistan, to bring 22M out of school children back to school

**Akin Soud**  
VP India  
Oversee sales and marketing efforts in India, Middle East and Japan at OYO

**Bridy Burke**  
Senior Product Manager  
Led growth and product initiatives at Workday

**Tom Palmer**  
Head of Design  
Led Product Design Management at Babylon Health

**Hani Ameer**  
Director Strategy Finance  
10+ years of experience leading finance and strategy, most recently at Amazon

**Omar Inam**  
Director Strategy  
10+ years of experience in MENA region, most recently at McKinsey Engagement Manager

**Ain Argente**  
Head of Research & Experience  
10+ years of experience, worked in the Education sector at EDC, serving clients such as Google

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40

## We are doubling down on talent and have a great team with strong track record

**Mohammed Althabian**  
Co-founder & CEO  
• 10+ years of experience in the MENAP region

**Aziz Ahmed**  
Co-founder & COO  
• 10+ years of experience in the MENAP region

**John Luty**  
CEO  
• 10+ years of experience in the MENAP region

**Blal Mubarrak**  
VP of Expansion  
• 10+ years of experience in the MENAP region

**Chander Rajah**  
Director of Engineering  
• 10+ years of experience in the MENAP region

**Lorraine O'Keefe**  
Director of Region  
• 10+ years of experience in the MENAP region

**Karthik Desai**  
Chief Architect  
• 10+ years of experience in the MENAP region

**Ali Sher**  
Director of Product  
• 10+ years of experience in the MENAP region

**Garrett Greenlee**  
Director of Design  
• 10+ years of experience in the MENAP region

**Dr. Muneer Alkhalaf**  
CEO  
• 10+ years of experience in the MENAP region

**Umar Chahidi**  
CEO  
• 10+ years of experience in the MENAP region

**Akin Soud**  
VP India  
• 10+ years of experience in the MENAP region

**Bridy Burke**  
Senior Product Manager  
• 10+ years of experience in the MENAP region

**Tom Palmer**  
Head of Design  
• 10+ years of experience in the MENAP region

**Hani Ameer**  
Director Strategy Finance  
• 10+ years of experience in the MENAP region

**Omar Inam**  
Director Strategy  
• 10+ years of experience in the MENAP region

**Ain Argente**  
Head of Research & Experience  
• 10+ years of experience in the MENAP region

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## We are looking for partners who can help get us to the next level

- Edtech expertise
- Experience in building 'social' companies
- Global outreach and network
- Portfolio of "product-led" startups



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## TODAY

Engaged with peers  
while learning from  
top teachers

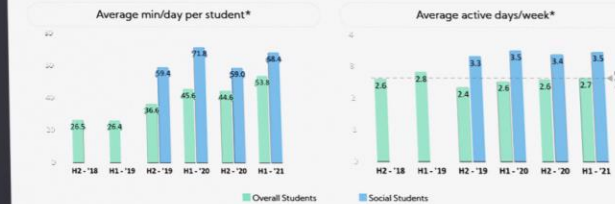
## TOMORROW

Connected, engaged, &  
curious while studying  
the right content with  
the right peers

noon

## APPENDIX

### ... standing out even higher for students who used social learning features



\* Minutes spent per active day per student (20+ average)  
 \*\* Social Students used ALL noon's social features at least once in their lifetime, they represent 47% of all students. Overall students are ALL active students in that semester excluding users who did NOT study more than 30 min in that semester or more, they represent 40% of students.  
 \*\*\* Source: Flurry research

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### ... while groups help teachers scale faster

#### Challenges

- Teachers make less than what they deserve
- Teachers are constrained by the time at hand and outreach (given existing norms on class sizes)
- Existing tools are not built with teachers in mind (e.g., youtube)

#### Our Solution

- Tools and the platform to teach well and to scale



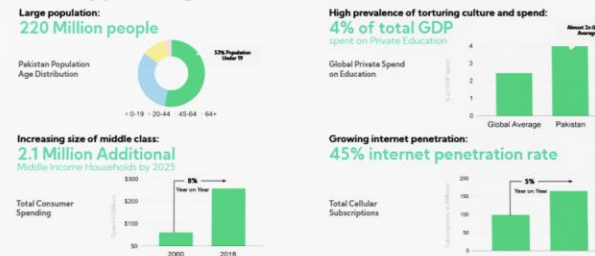
**Teachers**

**1¢ – 3¢**  
How much a youtuber makes per view

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46


### Pakistan is at an inflection point with all signs pointing to a very promising market





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### We are doubling down on talent and have already built a great team


  
 Muhammad Akbar Khan  
 Co-founder & CEO


  
 Aziz Ahmed  
 Co-founder & COO


  
 Yaseen Khan  
 COO


  
 Umar Chishti  
 VP of Product


  
 Tania Ghossein  
 VP of Engineering


  
 Muzahid  
 VP of Sales


  
 Anish Singh  
 VP of Marketing


  
 Bilal Hashmi  
 VP of Operations


  
 Abdulhadi Alaskar  
 VP of Strategy


  
 Abdulrahman Alagami  
 Head of Product


  
 Vinay Deshpande  
 Head of Growth

  
 Sumaira Khatun  
 Head of Marketing & Sales

  
 Mahmood Sirry  
 Head of Engineering

  
 Sayed Faraz Ali  
 Head of Product

  
 Karthik Deshpande  
 Chief Architect

  
 Lorraine O'Keefe  
 Director of People

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# Our Leadership

PREPARED  
BY

135  
MADISON



**Mohammed Aldhalaan**  
Co-founder & CEO



**Tarek Ghazouli**  
GM Egypt



**Abduelah Alaskar**  
VP of Strategy



**Mahmoud Sirry**  
Head of marketplace Egypt



**Aziz Alsaeed**  
Co founder & COO



**Muath Alkhalaf**  
GM Saudi



**Abdulrahman Alageel**  
Head of Projects



**Sayed Faraz ali**  
Head of marketplace Pakistan



**Yasir Khan**  
CTO



**Ankit Sood**  
GM of India



**Vinay Deshineni**  
Head of Growth



**Karthik Deivasigamani**  
Chief Architect



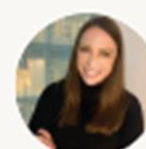
**Umair Chishti**  
GM Pakistan



**Bill Musharaf**  
VP of Expansion



**Surendra Koutarapu**  
Head of marketplace India



**Lorraine O'Keeffe**  
Director of people



Our Investors

