



INVESTOR PACK

LANGUAGE EDUCATION REIMAGINED
WITH AI-FUELED MICRO-SCHOOLS

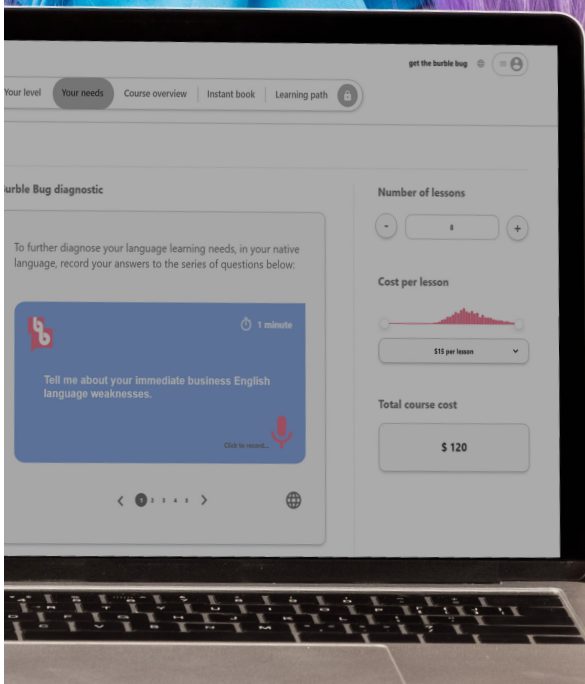
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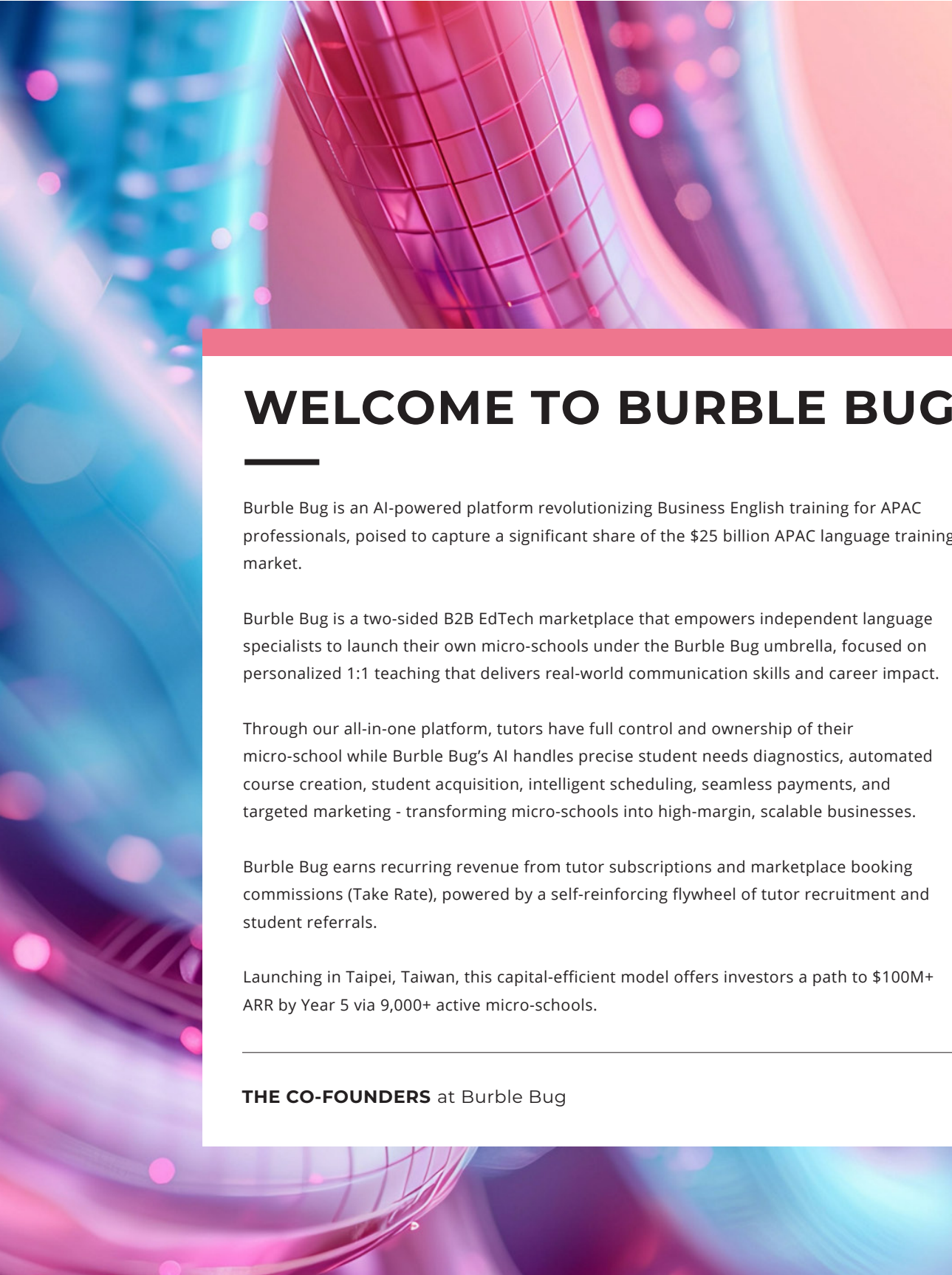
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WELCOME TO BURBLE BUG

Burble Bug is an AI-powered platform revolutionizing Business English training for APAC professionals, poised to capture a significant share of the \$25 billion APAC language training market.

Burble Bug is a two-sided B2B EdTech marketplace that empowers independent language specialists to launch their own micro-schools under the Burble Bug umbrella, focused on personalized 1:1 teaching that delivers real-world communication skills and career impact.

Through our all-in-one platform, tutors have full control and ownership of their micro-school while Burble Bug's AI handles precise student needs diagnostics, automated course creation, student acquisition, intelligent scheduling, seamless payments, and targeted marketing - transforming micro-schools into high-margin, scalable businesses.

Burble Bug earns recurring revenue from tutor subscriptions and marketplace booking commissions (Take Rate), powered by a self-reinforcing flywheel of tutor recruitment and student referrals.

Launching in Taipei, Taiwan, this capital-efficient model offers investors a path to \$100M+ ARR by Year 5 via 9,000+ active micro-schools.

THE CO-FOUNDERS at Burble Bug

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THE BURBLE BUG STORY



WHY BURBLE BUG? WHY TAIWAN? WHY NOW?

Imagine a world where language barriers vanish, unlocking billions in economic potential across Asia-Pacific and beyond. This is the future Burble Bug is building, starting in Taiwan - a strategic gateway with robust ties to South Korea, Japan, Indonesia, Malaysia and Greater China.

Our AI-powered Business English language training platform, launching in 2027, taps into this momentum, turning Taiwan into a springboard for rapid expansion across the APAC region.

THE TAIWAN ADVANTAGE: A GATEWAY TO GROWTH

Taiwan isn't just an island; it's a strategic springboard. Here's why:

TECH HUB

Taiwan's Hsinchu Science Park, a global tech giant magnet (think TSMC, Nvidia, Google), fuels Asia's innovation engine. Burble Bug sits at the heart of this ecosystem, providing the AI powered language training tomorrow's tech leaders crave. Taiwan boasts a highly educated professional population. Burble Bug empowers these professionals to bridge the language gap and excel on the global stage - https://en.wikipedia.org/wiki/Hsinchu_Science_Park

BRIDGE TO ASIA-PACIFIC

Leveraging Taiwan's unique position as a bridge to the Asia-Pacific region, Burble Bug empowers tutors and students to connect across dynamic markets with confidence. Our proprietary AI tools - delivering precise needs analysis, adaptive learning paths, and intelligent booking systems - catalyze a tutor-driven network that scales rapidly, offering investors a front-row seat to a multi-million-dollar opportunity in a high-growth sector.



THE BURBLE BUG STORY

Our journey in 1997 began when Chris Wood witnessed Japan's industrial might and its unique cultural identity. It sparked a passion for language training and its power to unlock opportunity.

In 2005, after returning to the UK and yearning for an entrepreneurial adventure, he placed an ad in the Financial Times. Fate intervened, connecting him with Andy Ings, the visionary CEO of the leading Taiwanese business English school. Together, they founded Digital English, their first foray into online business English education.

Taiwan's potential was undeniable. The Hsinchu Science Park's presence, coupled with the island's connection to Greater China and the Asia-Pacific region, made it a gold mine.

A decade later, destiny struck again. On a sailing trip, Chris met Jason McMahon, an entrepreneur with deep technical skills and a lively sense of humor who built some of India's first outsourcing centers, scaling them to a sizable acquisition.



Fast forward to 2026. The three of them – Chris, Andy, and Jason – have joined forces. They're harnessing the AI revolution to empower tutors and students across Asia-Pacific by operating an AI-orchestrated network of tutor-owned micro-schools.

THE BURBLE BUG DIFFERENCE: WHERE AI MEETS HUMANITY

At Burble Bug, we're all about helping tutors connect and grow their micro-schools under the Burble Bug umbrella. We believe AI can make teaching and learning a breeze, not a burden – a world where mastering business English is fun and personalized for students, and profitable for tutors.

Our platform provides tutors with advanced AI-driven student needs analysis, professional course outlines, and custom lesson plans and learning activities to attract students, while generating revenue through tutor subscriptions and student booking commissions. We're not about replacing tutors; we're about giving them the tools to shine by creating a truly scalable learning pathway for their students.

This investor pack presents our vision for an AI-powered, tutor-centric approach to language education that empowers tutors to build their micro-schools while driving exceptional outcomes for students through highly personalized learning experiences.

RUPRIE !



THE PROBLEM

Across the Asia-Pacific region, English serves as the essential lingua franca for cross-border and global business. Yet millions of professionals struggle with high-stakes communication skills - such as leading negotiations, delivering persuasive sales pitches and technical presentations, chairing meetings, handling critical client calls and stakeholder discussions, managing cross-cultural conflicts, and navigating crisis or objection-heavy conversations.

Traditional language training options consistently fall short: rigid schools are expensive and overly generic; gimmicky apps offer isolated practice that rarely translates to real-world fluency.

Meanwhile, thousands of independent language tutors possess the expertise to deliver highly targeted, real-world solutions through personalized 1:1 training - the proven most effective method for professionals needing rapid, career-impacting progress. This human-led approach provides irreplaceable empathy, cultural nuance, spontaneous interaction, emotional support, and motivational rapport that drives lasting confidence and proficiency.

AI can powerfully enhance this process - through precise learning diagnostics, adaptive lesson planning, and administrative support - but it cannot replace these essential human elements.

As a result, learners are left without the precise, affordable, career-focused language training they need to overcome immediate professional challenges - while thousands of expert tutors remain underutilized and unable to scale their impact.

THE BURBLE BUG SOLUTION

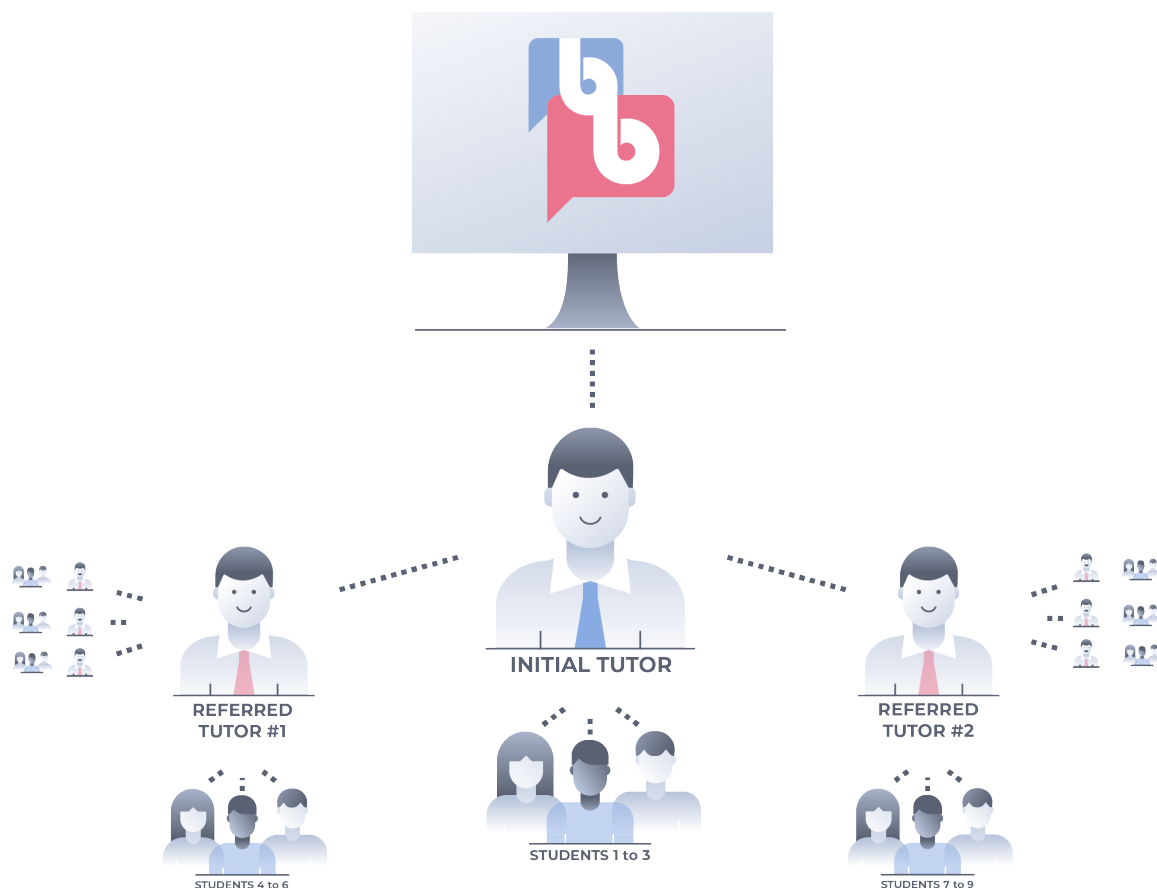
TUTOR-OWNED MICRO-SCHOOLS POWERED BY BURBLE BUG

Burble Bug solves this with a revolutionary model: micro-schools, under the Burble Bug umbrella, that independent Business English tutors own and scale, focused on personalised 1:1 teaching for adult professionals who need tailored, real-world communication solutions.

Tutors have full ownership and control of their micro-school, while Burble Bug's all-in-one AI-powered platform handles the heavy lifting: student acquisition, precise learning needs diagnostics, custom course outlines and adaptive lesson creation, automated feedback and reporting, optimised scheduling and seamless payments, integrated marketing and revenue acceleration tools... and more.

Each micro-school becomes a high-margin, low-overhead recurring business - scaling from 1 to thousands of students with minimal admin.

Burble Bug generates exponential revenue growth through micro-school subscriptions and commissions on student bookings, creating a self-sustaining flywheel with viral growth as tutors recruit and mentor peers.



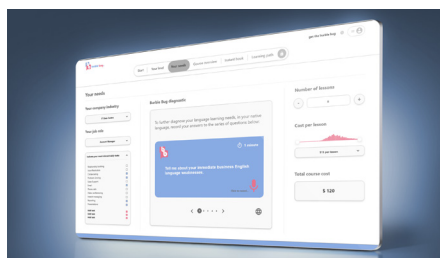
THE BURBLE BUG SOLUTION

FOR TUTORS:

SOLUTION 1

Student acquisition

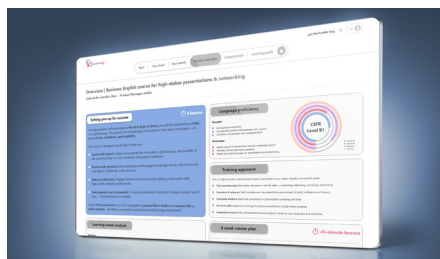
Tutors attract new students with a free, AI-powered needs analysis session. The learner receives an immediate, clear report that objectively highlights their exact communication gaps and improvement priorities. This powerful, personalised insight demonstrates real value upfront, builds trust in the tutor's expertise, and motivates the learner to enrol.



SOLUTION 2

Personalized course & lesson creation

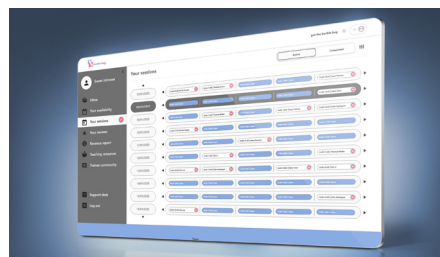
Once a student enrolls, the Tutor's WINGMAN (our intelligent AI assistant) generates a precise, comprehensive course journey tailored to the student's budget, time availability, proficiency level, industry, and career goals. It then auto-creates engaging custom lessons with activities, materials, and real-time adaptations — all focused on high-stakes Business English skills. This ensures every session is targeted, effective, and motivating, while saving tutors hours of prep time.



SOLUTION 3

Smart booking & global operations

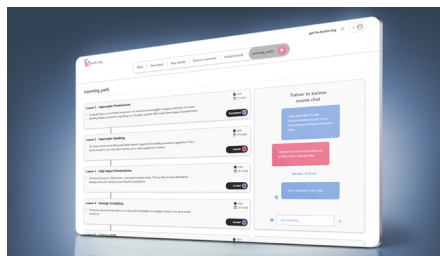
The built-in smart booking system lets students book and pay easily, while AI optimizes tutors' schedules for maximum earnings and work-life balance. It supports global checkout in 120+ currencies, automatic tax handling (VAT/GST/sales tax), fraud protection, and seamless integration with virtual classrooms like Zoom or Teams - so tutors can teach worldwide with minimal hassle.



SOLUTION 4

Effortless delivery + passive income

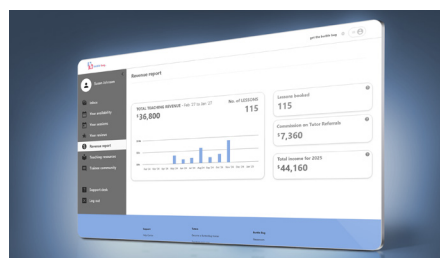
Burble Bug handles ongoing admin: automated feedback reports, progress tracking, and course completion certificates. Tutors can also sell passive products - on-demand video courses, self-paced modules, and downloadable assets - that generate revenue 24/7, even while they sleep or teach live sessions.



SOLUTION 5

Revenue acceleration & flywheel growth

A full marketing suite (funnel builders, behavioral email triggers, win-back campaigns) runs in the background to nurture leads and boost retention. The built-in referral engine lets students earn discounts for referrals, while tutors earn recurring commissions when they recruit peers to launch their own micro-schools - directly fueling the viral tutor network and long-term earnings growth.



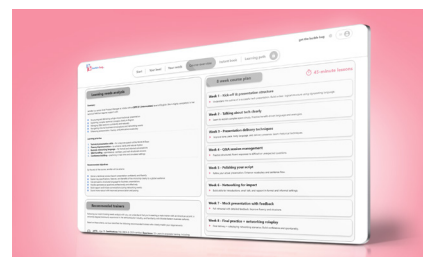
THE BURBLE BUG SOLUTION

FOR STUDENTS:

SOLUTION 1

Precise, personalized learning

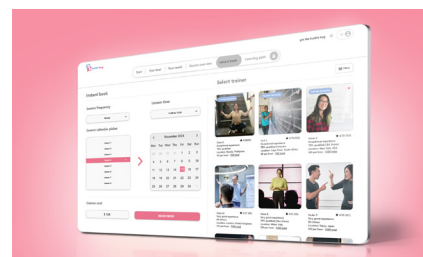
Burble Bug's AI-driven diagnostic assessments identify each student's precise language requirements, crafting a unique learning profile for their journey. This guarantees a fully student-centered course experience that is highly engaging, targeted, and delivers outstanding learning results.



SOLUTION 2

Live human tutoring, elevated by AI

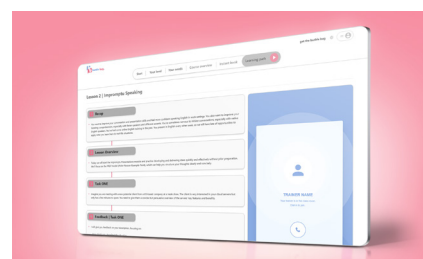
All lessons are delivered in real-time, live 1:1 sessions by a dedicated professional tutor who owns and runs their own micro-school. The Tutor's WINGMAN serves as the tutor's intelligent assistant - suggesting targeted activities, generating custom materials instantly, and providing real-time session insights - enabling the tutor to deliver exceptionally focused, high-impact Business English coaching. This drives rapid progress in essential skills and directly enables students to solve real-life work communication problems and overcome their key career challenges with confidence.



SOLUTION 3

Learning community & resources

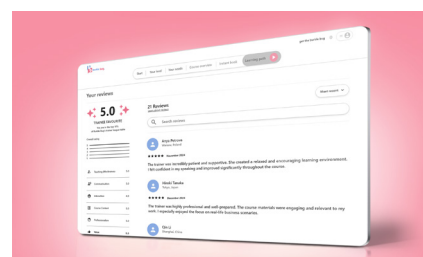
Once enrolled, learners stay connected and supported through the micro-school's built-in community spaces - interactive forums, Q&A threads, peer practice groups, milestone celebrations and shared progress updates. These features sustain motivation, provide additional real-world practice between live sessions, and deliver ongoing value through extra learning resources such as downloadable materials and on-demand practice modules - reinforcing skills, improving long-term retention and naturally encouraging satisfied learners to recommend their experience to friends and colleagues



SOLUTION 4

Time & cost saving

By learning directly from a specialist tutor in a personalised, micro-school environment, learners avoid the high fees, rigid curricula, fixed schedules and overheads of traditional language schools. Burble Bug delivers focused, career-relevant Business English training at significantly more competitive rates - with AI ensuring every live session is efficient and directly applicable - providing far greater value and faster return on investment than conventional classroom-based programmes. Our administrative automation expands billable teaching capacity by 60%, directly driving a 50% uplift in tutor earnings while preserving a ~77% platform gross margin.



THE FLY-WHEEL

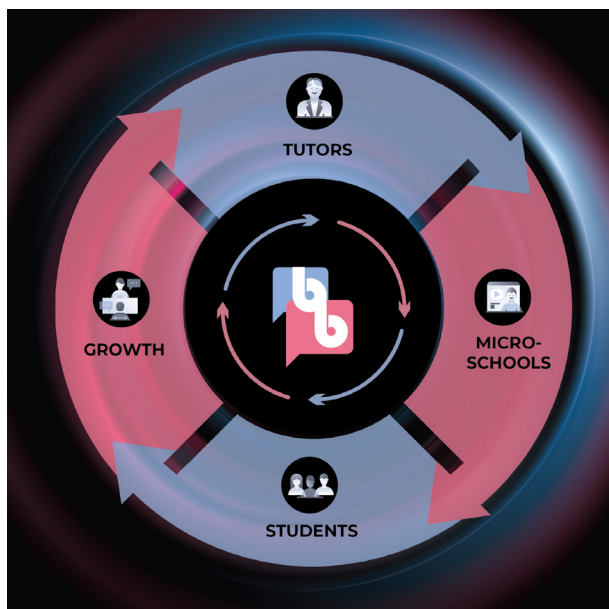
A SELF-REINFORCING NETWORK POWERED BY REFERRALS

Tutors join and launch their own branded micro-school using Burble Bug's all-in-one platform. Burble Bug's AI handles student need diagnostics, custom course/ lesson/ activity creation, feedback reports, scheduling, payments, and marketing - so tutors spend almost zero time on admin and maximum time delivering outstanding 1:1 results for adult professionals.

Students experience rapid, measurable career impact through improved English communication skills, e.g. they close deals faster, present with confidence, lead meetings effectively. High satisfaction leads to glowing testimonials, repeat bookings, referrals to colleagues, and organic word-of-mouth growth for the tutor's micro-school.

Successful, profitable tutors become evangelists. They recruit fellow Business English tutors from their professional networks to join Burble Bug and start their own micro-schools, earning recurring referral commissions for every successful recruit.

More micro-schools enter the ecosystem > more tutors succeed > more students refer and return > more tutors recruit > the cycle accelerates.



NETWORK EFFECTS

This flywheel harnesses strong network effects where the platform becomes increasingly valuable as more participants join. Each new micro-school adds diversity and availability to the student pool, improving student matching, satisfaction, and retention. More satisfied students drive organic referrals and repeat demand, boosting micro-school earnings and transforming successful tutors into platform advocates who encourage their professional peers to launch their own micro-schools. The network creates a self-reinforcing loop: scale enhances liquidity, reduces acquisition costs, and raises barriers for competitors - making Burble Bug harder to displace once critical mass is achieved.

OUR COMPETITIVE EDGE

BURBLE BUG STANDS OUT IN THE \$25 BILLION APAC BUSINESS ENGLISH MARKET BY FUSING AI PRECISION WITH UNRIVALLED PEDAGOGICAL EXPERTISE TO EMPOWER TUTOR-OWNED MICRO-SCHOOLS.

>> 01

AI-FUELED PRECISION

Our proprietary AI engine is the heart of our platform, delivering hyper-personalized learning through advanced diagnostics that analyze student needs with pinpoint accuracy. The custom course outlines, adaptive lesson plans, and real-time performance analytics reduces lesson preparation time by 100%,

>> 02

UNRIVALLED QUALITY & EXPERTISE

While AI optimizes efficiency, human expertise is our core value driver. We empower true language experts - not just "chat partners" - to deliver the high-stakes Business English coaching that traditional schools and apps cannot replicate. By doing the heavy lifting, Burble Bug enables tutors to focus exclusively on high-level communication strategy and teaching. This commitment to quality ensures a premium learner experience and delivers the career-impacting results that fuels superior student retention.

>> 03

BRAND THAT BUILDS TRUST

Tutors gain instant credibility with Burble Bug's brand and know-how, backed by a leadership team with decades of success in language education. Robust marketing resources - from polished digital campaigns to professional-grade course materials - eliminate the need for tutors to build their own schools from scratch, driving higher student acquisition rates than they would from working alone.

>> 04

VIRAL NETWORK EFFECT

Our platform incentivizes tutors to recruit and mentor peers, creating a self-sustaining, exponential growth engine akin to disruptors like Busuu and Air BnB. This network effect amplifies market penetration, with each tutor onboarding an average of 2 new tutors annually, projecting a 200% year-over-year growth in our tutor base and student acquisition. This scalability ensures Burble Bug captures market share at an unprecedented pace.

>> 05

CAPITAL EFFICIENCY

By empowering tutors to operate their micro-businesses under our platform, Burble Bug eliminates the high overheads plaguing traditional language schools. Our lean model - built on tutor subscription fees and commissions from student bookings - achieves EBITDA break-even by Month 18, scaling to a highly lucrative 38% Net Profit Margin by Year 5, offering investors a high-ROI opportunity with low capital expenditure relative to the valuation projections.

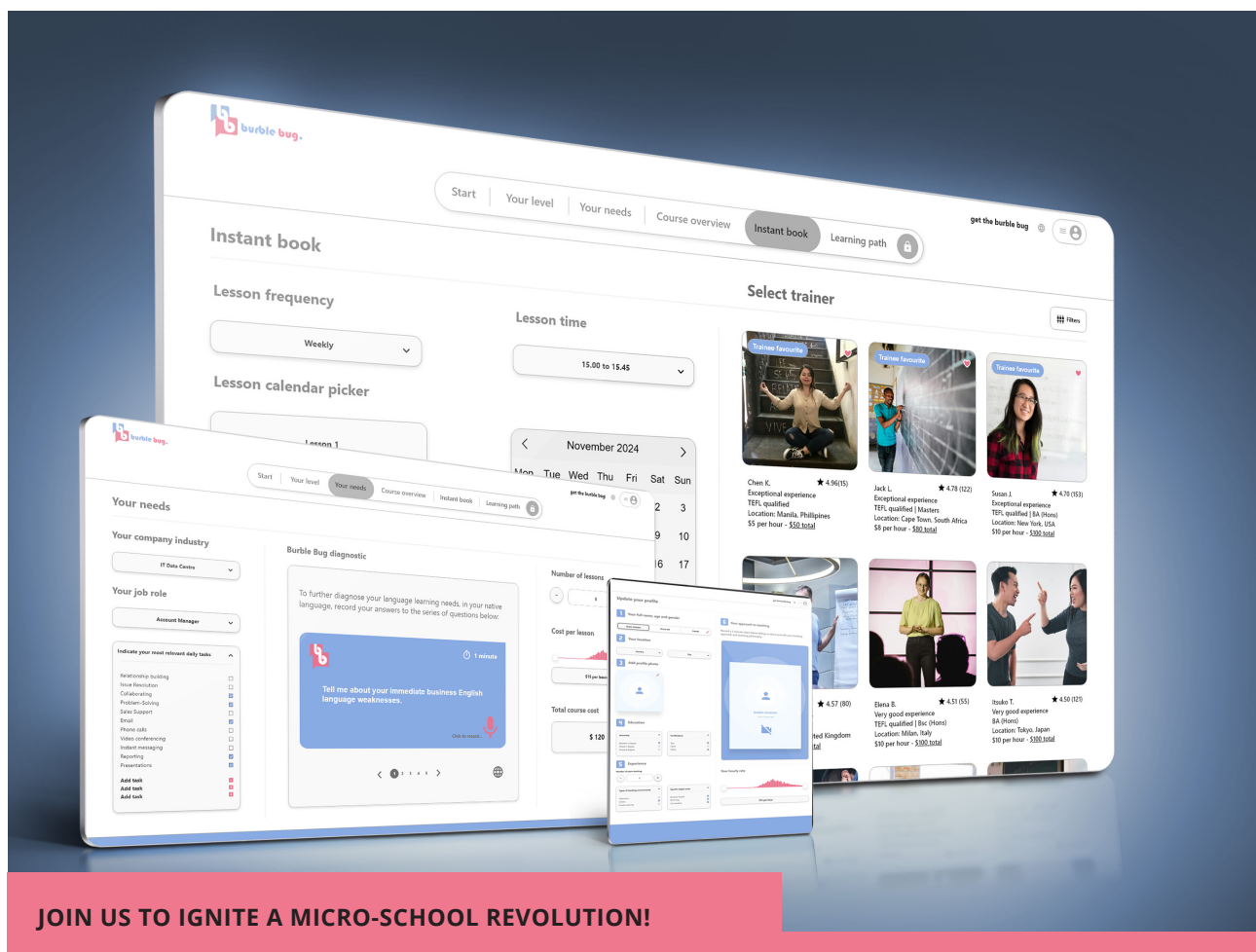
BURBLE BUG'S COMPETITIVE EDGE

...continued

A SCALABLE, AI-DRIVEN, TUTOR ECOSYSTEM

Our dual revenue stream - \$100/month tutor subscriptions and 20% student booking commissions - creates a high-margin, recurring cash flow. Unlike traditional schools with 50-70% overheads or app-based platforms like Duolingo that struggle with monetization, Burble Bug delivers a lean operating model that achieves EBITDA break-even by Month 18, scaling to a highly lucrative 38% Net Profit Margin by Year 5 as network effects take hold - growing revenue from \$1.27M in Year 1 to \$109M+ by Year 5 - with tutors, students and Burble Bug thriving in a win-win ecosystem.

Unlike fragmented competitors - traditional schools with high costs, apps lacking personalization, or freelance teachers without support - Burble Bug's tutor-driven model combines AI precision, brand leverage, and viral scalability to transform the market. For investors, this is a rare chance to back a capital-efficient platform with proven leadership, proprietary technology and a clear trajectory to capture massive value in a high-growth sector.



JOIN US TO IGNITE A MICRO-SCHOOL REVOLUTION!

COMPETITIVE LANDSCAPE

CAPTURING A FRAGMENTED MARKET

The language learning market is dynamic but fragmented, with traditional and digital players failing to address critical gaps in personalization, scalability, and tutor empowerment. Burble Bug seizes this opportunity by redefining the space.

Here's how we outpace the competition:



TRADITIONAL LANGUAGE SCHOOLS

(e.g., Berlitz, EF Education First)

These institutions offer structured, in-person or hybrid programs with established curricula but are weighed down by high operational costs (50-70% of revenue tied to facilities and staff), inflexible schedules that deter busy professionals, and limited scalability confined to local markets. Their rigidity stifles global expansion and personalization, leaving a gap for agile, tech-driven solutions.



APP-BASED ONLINE PLATFORMS

(e.g., Duolingo, Babbel, Rosetta Stone)

These digital leaders provide accessible, gamified learning with millions of users, leveraging low-cost, self-paced apps. Yet, they lack live tutor interaction and deep personalization, leading to high dropout rates (up to 90% for free users) and no infrastructure for educators to build sustainable businesses - making them inadequate for learners seeking tailored, high-impact outcomes.



FREELANCE TUTORS AND MARKETPLACES

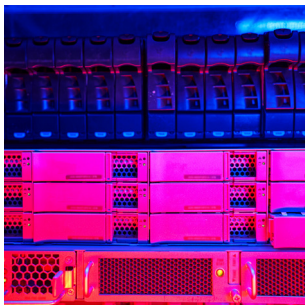
(e.g., iTalki, Preply)

Independent tutors deliver flexible, personalized sessions with cultural depth but face significant hurdles: inconsistent income, heavy administrative loads (marketing, lesson planning, scheduling, invoicing), and lack of professional branding, resulting in low student acquisition, retention and annual earnings.

BURBLE BUG'S AI ENGINE

At the core of Burble Bug's platform lies a proprietary AI engine designed to transform independent tutors into highly effective micro-school operators while delivering deeply personalized learning outcomes for students. The system combines advanced AI reasoning, persistent learner memory, and intelligent automation to create a scalable, tutor-centered learning ecosystem.

Rather than relying on a single model or linear workflow, Burble Bug's AI engine operates through a coordinated multi-agent architecture. Specialized AI agents plan, execute, evaluate, and refine tasks dynamically - enabling diagnostics, course design, lesson generation, and feedback processes to continuously improve over time. This agent-driven approach allows the platform to adapt to each learner's evolving needs while maintaining consistency across long-term learning journeys.



01. AGENTIC ORCHESTRATION AND INTELLIGENT RETRIEVAL

The AI engine is built on an agent-orchestrated architecture that combines Retrieval-Augmented Generation with persistent learner memory. Instead of static document retrieval, AI agents dynamically determine what information to retrieve, when it is needed, and how it should be applied within the learning context.

Learner data, lesson outputs, and performance signals are indexed within a vector-based knowledge layer, allowing the system to maintain continuity across sessions. Over time, the platform builds an evolving learner profile that informs diagnostics, learning pathways, and feedback generation, ensuring each interaction becomes more precise and relevant.

Multiple specialized Large Language Models are used across the system, with tasks dynamically routed to models optimized for reasoning, structured analysis, or real-time interaction. This model orchestration approach balances performance, speed, and cost efficiency while enabling the platform to scale globally.

Integrated tool use allows AI agents to interact with external services and platform functions, enabling seamless execution of tasks such as content generation, reporting, scheduling coordination, and data processing.



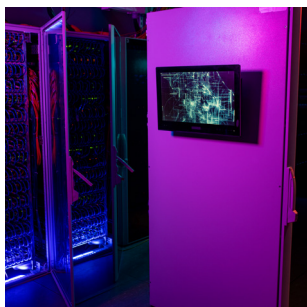
02. HIGH-LEVEL ABSTRACTION AND ADAPTIVE FRAMEWORK

The architecture provides a high level of abstraction that enables rapid experimentation and refinement of AI-driven processes. AI agents operate within a flexible framework that supports generation, retrieval, intermediate memory handling, and aggregation of outputs across multiple stages of reasoning.

This modular structure allows the development team to continuously improve system performance as AI technologies evolve, integrating new models or capabilities without redesigning the underlying platform. Intermediate reasoning outputs are preserved and reused where appropriate, improving both efficiency and consistency across learner experiences.

The result is an adaptive system capable of evolving alongside advances in AI while maintaining reliability and scalability for tutors and students.

BURBLE BUG'S AI ENGINE...continued

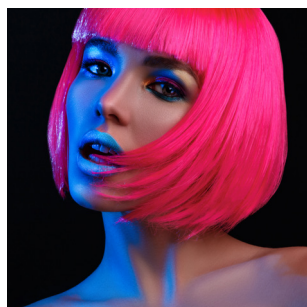


03. ENHANCED FUNCTIONALITY AND KNOWLEDGE INDEXING

The platform supports ingestion of uploaded materials, including PDF documents and learning resources, which are processed into structured components such as summaries, entities, relationships, and sentiment signals. Extracted information is indexed within the platform's knowledge layer, enabling precise retrieval and contextual alignment during lesson preparation and feedback generation.

Rather than storing raw information alone, the system continuously refines and compresses historical data into structured learner memory. This approach allows long-term learning histories to remain accessible without increasing computational overhead, supporting sustained learner development over extended periods.

The engine leverages a combination of high-performance open-source tools and optimized data processing libraries to ensure efficient handling of large volumes of learning data while maintaining responsiveness.



04. MULTIMODAL AND REAL-TIME INTELLIGENCE

Burbble Bug's AI engine is designed to support real-time learning environments through multimodal processing capabilities. AI models can analyze spoken language and written input simultaneously, enabling immediate linguistic insights during live lessons.

During sessions, the system assists tutors by identifying language patterns, communication effectiveness, and improvement opportunities in real time. This allows tutors to focus on higher-level coaching and communication strategy while the AI provides granular analytical support.

By combining real-time analysis with accumulated learner memory and adaptive learning pathways, the platform moves beyond automation toward continuous learning intelligence - where each interaction strengthens future outcomes for both tutor and student.

POSITIONING

This AI-driven architecture enables Burbble Bug to scale a global network of tutor-led micro-schools while maintaining highly personalized learning experiences. AI does not replace tutors; it amplifies their effectiveness by handling complex analysis, preparation, and optimization tasks, allowing human expertise to remain at the center of the learning experience.

PLATFORM CORE FEATURES



BRANDED MICRO-SCHOOL WEBSITE

"My micro-school, my identity - powered by Burble Bug."

Tutors launch their own professional, fully white-label micro-school website in minutes using our intuitive drag-and-drop builder.



TUTOR'S WINGMAN - THE STANDOUT DIFFERENTIATOR

A sophisticated AI engine that acts as the tutor's intelligent wingman.

- Examines each student's precise business communication learning needs (e.g., high-stakes negotiations, technical presentations, board meetings, client calls, cross-cultural nuance).
- Generates tailored course outlines and sales-ready proposals that build student buying confidence and drive sign-ups.
- Builds fully adaptive, personalised 1:1 learning paths: custom lesson plans, targeted activities, tutor guidance notes, real-time AI teaching assistant during sessions, automated post-lesson feedback, progress tracking, reports, and certificates.
- Automatically records lessons and delivers detailed, actionable feedback.

The AI Engine moves beyond generic "lesson planning" to provide three industry-first capabilities:

- **The "Real-Work" Simulation Engine:** Instead of generic role plays, the AI builds Adaptive Business Simulations based on the diagnostic. It creates dynamic scenarios (e.g., "Negotiating a problematic delay with a stubborn supplier") that evolve based on the learner's responses, allowing safe practice of high-stakes moments without risking real business confidentiality.
- **Simultaneous "Live-Wire" Analysis:** The industry's first Live Linguistic Overlay. While the tutor focuses on high-level coaching strategy (tone, negotiation tactics), the AI listens in real-time. It instantly categorizes and displays granular feedback on the screen: grammar slips, vocabulary "upgrades," and politeness markers. This allows the tutor to deliver detailed and comprehensive "driving instructor" style feedback immediately, rather than just post-lesson notes from memory.
- **The Tutor Upskilling Loop:** The platform doesn't just manage the tutor's business; it elevates their skills. By handling the heavy lifting of linguistic diagnostics, it empowers standard English tutors to operate as high-value International Communication Consultants, justifying higher rates and stronger retention.

This significantly reduces unpaid prep time and guarantees hyper-relevant lessons aligned to real-world career challenges.

PLATFORM CORE FEATURES...continued



INTEGRATED MARKETING AND REVENUE ACCELERATION SUITE

- Tutors capture leads using the free, AI-driven Adaptive Scenario (*The "Performance Audit" Strategy*). The learner plays the simulation alone, experiencing the "Live Linguistic Overlay" first-hand as it flags their errors. This generates an automated "Gap Analysis" report that objectively outlines the learner's weaknesses, which prompts them to purchase a low-cost "Strategic Debrief" with the human tutor. In this session, the tutor reviews the session footage to prescribe a long-term training plan.
- Funnel builder creates automated sequences, e.g., diagnostic > personalized course proposal > booking nudge, capturing leads 24/7 and nurturing them toward enrolment.
- Integrated email marketing with behavioral triggers: e.g. welcome series for new sign-ups, post-diagnostic follow-ups, abandoned cart reminders, win-back campaigns for inactive students, and milestone celebrations.
- Built-in referral engine: students earn discounts or credits for successful referrals; tutors can recruit peers to launch micro-schools and earn recurring commissions on their subscriptions. Viral loops encourage organic growth - satisfied professionals share their tutor, driving word-of-mouth at zero extra cost.
- Seamless tools to sell beyond live sessions: e.g. on-demand video courses, self-paced modules and downloadable learning assets. All run passively - generate income around the clock, even while the tutor sleeps or teaches.



GLOBAL OPERATIONS, SCHEDULING & PAYMENTS

- Global checkout in 120+ currencies across 200+ countries, with built-in fraud protection and flexible payouts.
- Automatic tax handling (calculates, collects, and remits VAT, GST, sales tax).
- Optimised AI-driven scheduling and integrated virtual classrooms (Zoom, MS Teams).



ENGAGEMENT & NETWORK EFFECT TOOLS

- Built-in learner community spaces for student interaction, Q&A, and sustained engagement - boosting retention and word-of-mouth.
- Optional peer collaboration: micro-school owners share resources, co-host specialised sessions, or cross-refer students - fuelling the viral tutor recruitment flywheel.

GO-TO-MARKET STRATEGY

LAUNCHING FROM TAIPEI, TAIWAN – GATEWAY TO APAC’S \$25 BILLION MARKET

Burple Bug’s go-to-market strategy is a high-velocity blueprint, launching from Taiwan’s innovation hub in Q1 2027, we will leverage strategic partnerships, viral network effects, and targeted digital campaigns to drive exponential growth. Here’s how we ignite the revolution:



>> 01

THE LADO PARTNERSHIP

We’ve secured a strategic alliance with LADO, a leading Taiwanese education provider, to onboard early tutors and students within Taiwan and specifically the Hsinchu Science Park. This partnership ensures instant market credibility, access to 500,000+ professional learners, and a pipeline of high-value clients, projecting \$1.27M in Year 1 Platform Net Revenue derived from a base of \$5.75M in system-wide Gross Merchandise Value (GMV).

>> 02

TURBOCHARGING TUTORS WITH MICRO-SCHOOLS

Free trials and AI-powered onboarding: To attract top-tier tutors, we will offer 30-day free trials showcasing our the benefits of becoming a micro-school owner. Interactive workshops and live demos will highlight Burple Bug’s toolkit, such as our AI powered student diagnostic assessment, automated course outlines, lesson plans, and intelligent booking system, driving trial-to-subscription conversion rates.

Incentivized peer recruitment: Tutors are incentivized to recruit peers, earning a 10% commission on their referrals’ student booking fees. With each tutor onboarding an average of 2 new tutors annually, this viral model projects 200% year-over-year tutor growth, scaling from 100 micro-schools in Year 1 to ~9,000 micro-schools by Year 5.

GO-TO-MARKET STRATEGY...continued

>> 03

AMPLIFIED MARKET PENETRATION

Targeted digital campaigns: We will deploy data-driven marketing across LinkedIn, Google Ads, and regional platforms like LINE and WeChat, tailored to high-demand markets (Taiwan, China, Japan, South Korea).

Strategic alliances: Beyond LADO, we will partner with professional associations (e.g., Taiwan Chamber of Commerce, Asia-Pacific Language Institutes) to access tutors, corporate clients and amplify reach.

>> 04

SUSTAINING TUTOR SUCCESS AND RETENTION

Comprehensive support ecosystem: Tutors will receive ongoing training, 24/7 AI tool support, and access to a community platform for peer mentoring, maintaining a 90% annual tutor retention rate (10% churn). Gamified dashboards and real-time analytics will empower tutors to optimize earnings and build loyal student bases.

Localized content for global reach: Our AI will support multilingual diagnostics and culturally adaptive materials, enabling seamless expansion across the Asia-Pacific region by 2030.

>> 05

VIRAL GROWTH, HIGH MARGINS

By blending Taiwan's tech advantage, strategic partnerships, and a viral tutor network, Burble Bug's strategy delivers exponential scale with minimal overhead. Our capital-light marketplace structure insulates Burble Bug from corporate delivery liabilities, shifting gross performance from a traditional human services deficit into a high-leverage 77.1% software-scale Gross Margin.

With a clear path to \$100 million in revenue by Year 5, Burble Bug offers investors a rare stake in a high-growth, AI-driven platform poised to transform the language learning market.

THE BURBLE BUG TEAM

Burble Bug's leadership team combines unmatched expertise in education, technology, and global scaling, positioning us to execute our vision of a tutor-driven revolution in the language learning market. With a proven track record of building and exiting high-growth ventures, our founders are poised to deliver outstanding value for investors.



ANDY INGS

CHIEF OPERATING OFFICER

As the leader of LADO, Taiwan's premier business English school, Andy brings 20+ years of operational excellence in education.

His strategic foresight in scaling online learning platforms positions Burble Bug to dominate Asia-Pacific and beyond, leveraging Taiwan's tech hub for rapid expansion.



CHRIS WOOD

HEAD OF LEARNING SOLUTIONS

With 20+ years of language training expertise, Chris founded Digital English, pioneering online business English language education in the Greater China region back in the 2000's.

His deep market insights and passion for unlocking opportunity through language drive Burble Bug's tutor-centric mission, ensuring alignment with global demand for English proficiency.



JASON MCMAHON

HEAD OF AI TECHNOLOGY

A tech titan with a track record of scaling India's first outsourcing centers to a multimillion-dollar acquisition, Jason's AI and systems expertise powers our proprietary AI engine.

His ability to build scalable, high-efficiency platforms ensures Burble Bug's technology remains a global leader.



XAVIER ETIENNE

CHIEF GROWTH OFFICER

With a 20-year career transforming operations and strategy for Lyreco, a global leader in office supplies distribution, Xavier served as Managing Director across Asia and Europe, driving B2B growth and omnichannel innovation. His deep expertise in managing complex, cross-border ecosystems provides the executive firepower required to scale Burble Bug from a local disruptor to a global powerhouse.

PRODUCT ROADMAP

PHASE 1 - Core intelligence foundation

- 1. AI-Powered diagnostic tool
- 2. Personalized learning paths & lesson generation

PHASE 2 - Learning feedback layer

- 3. AI-powered feedback and reporting
- 4. AI predictive analytics

PHASE 3 - Tutor augmentation

- 5. AI-powered Tutor's WINGMAN (tutor support)

PHASE 4 - Operational platform

- 6. Intelligent scheduling and booking engine

PHASE 5 - Real-time AI systems

- 7. Live lesson interface with integrated AI support

PHASE 6 - Platform scaling and ecosystem expansion

- 8. Platform scalability enhancements
- 9. Platform integrations (LMS Integration and API Access)

PHASE 7 - Engagement and continuous innovation

- 10. Gamification and motivation features
- 11. Ongoing AI research & development

LOGIC FOR PRODUCT ROADMAP

DEPENDENCY-DRIVEN DEVELOPMENT

The AI diagnostic system produces structured learner data that all subsequent features depend on. Personalized learning paths and lesson generation logically follow because they consume this data. Feedback, analytics, and tutor assistance rely on these earlier outputs being stable.

PROGRESSION FROM ASYNCHRONOUS TO REAL-TIME SYSTEMS

Early roadmap items operate asynchronously and are technically contained. Real-time features introduce higher complexity due to latency, reliability, and user experience constraints. Developing the live lesson interface later reduces risk by ensuring models and workflows are validated before introducing real-time interaction.

DATA REQUIREMENTS FOR INTELLIGENCE FEATURES

Predictive analytics and adaptive adjustments require sufficient learner data to function effectively. Positioning them after diagnostics, lessons, and feedback allows meaningful data sets to accumulate before attempting predictive behaviour.

SEPARATION OF CORE PRODUCT AND PLATFORM SCALE

Initial roadmap items primarily address scale, integration, and ecosystem growth rather than core learning functionality. Platform scalability, LMS integrations, and API access are more efficiently implemented once internal systems and data models have stabilized through real usage.

COMMERCIAL RISK REDUCTION

Delivering visible tutor and learner value early allows earlier validation of product-market fit. More complex engineering investments are deferred until the core experience is proven.

ENGAGEMENT FEATURES AFTER CORE VALUE DELIVERY

Gamification and motivation features improve retention but do not define the core product value. Placing them later ensures development resources prioritize functionality that directly enables learning outcomes and revenue generation.

The product roadmap ordering creates a clear progression: build intelligence, apply intelligence to teaching, introduce live AI assistance, scale the platform, and expand ecosystem and engagement. This sequencing reduces implementation risk, supports iterative validation, and aligns technical complexity with product maturity while preserving the original strategic intent of the roadmap.

REVENUE ASSUMPTIONS & UNIT ECONOMICS



PLATFORM REVENUE MODEL

Burble Bug operates a high-leverage, dual-revenue marketplace model designed to empower independent tutors to build and scale autonomous micro-schools. By providing a turnkey, AI-driven operational infrastructure, we convert traditional, administrative-heavy freelance tutoring into highly predictable, recurring platform revenue via SaaS Subscriptions and Marketplace Booking Commissions.

YEAR 0: PRE-LAUNCH CAPITAL DEPLOYMENT

Supported by a targeted \$5.742M initial investment, Year 0 focuses entirely on product engineering, data infrastructure, compliance, and initial GTM setup with zero localized revenue. This provides an active 18-to-36-month operational runway to finalize our multi-agent AI engine and secure immediate launch liquidity ahead of Year 1.

STRATEGIC ALLIANCE & MICRO-SCHOOL ACQUISITION FLYWHEEL

Our anchor partnership with LADO provides proprietary access to an established ecosystem of educators and corporate clients.

- **Organic Network Acquisition:** In Year 1, we will directly acquire 100 baseline micro-schools via focused B2C tech-hub marketing.

- **Viral Referral Architecture:** Capitalizing on our built-in viral loop, active micro-schools are projected to refer an average of 2 peer tutors per year. Underpinned by a conservative 90% annual school retention rate, the network compounds exponentially from 100 active schools in Year 1 to 8,695 schools by Year 5.

SAAS SUBSCRIPTIONS

Micro-school operators pay an annual platform subscription of \$1,200 per year (\$100/month). This unlocks the complete Burble Bug enterprise suite - including AI student diagnostics, automated course generation, localized marketing tools, global checkout, and smart scheduling. Subscription revenue scales from \$120,000 in Year 1 to \$10.43M by Year 5.

MARKETPLACE BOOKING COMMISSIONS (GMV)

The platform captures a 20% Take Rate (Commission) on all transaction volume (Gross Merchandise Value) flowing through the marketplace.

- **Yield Metrics:** Each micro-school averages 1,150 billable teaching hours per year (modeled at 25 hours/week across 46 weeks) at a contract rate of \$50/hour.

- **Referred School Incentives:** To aggressively drive viral expansion, we offer a \$400 commission rebate per year on referred micro-schools, aligning tutor financial upside directly with platform network liquidity.

- **Total Gross Merchandise Value (GMV)** expands from \$5.75M in Year 1 to \$500M by Year 5.

REVENUE ASSUMPTIONS & UNIT ECONOMICS...continued

STUDENT ENROLMENT & LIFECYCLE DYNAMICS

- **The Scale Factor:** Each individual micro-school maintains an active operational capacity of more than 50 students. Total platform volume scales from 5,750 active students in Year 1 to 500,000 by Year 5.
- **Retention Metrics:** The model assumes a 40% year-over-year student retention rate.
- **Unit Economics (LTV : CAC):**
 - **Students:** At an average lifecycle consumption of 20 hours/year, the fully loaded Student LTV sits at \$330 against a predictable CAC of \$100, yielding a healthy 3.3x efficiency ratio.
 - **Micro-Schools:** Enterprise platform loyalty generates a School LTV of \$4,900 against a baseline CAC of \$800, establishing an elite 49x LTV:CAC efficiency ratio

OPERATING LEVERAGE & CAPITAL EFFICIENCY

Burple Bug demonstrates profound software-driven operating leverage.

- **Cost of Revenue (COGS):** Scaled platform hosting (\$1.50 per teaching hour) combined with automated global merchant processing (2% of GMV) maintains structural platform Gross Margins at a steady ~77.1% from Year 1 through Year 5.
- **Path to Profitability:** Due to aggressive initial performance marketing outlays, Year 1 operates at a planned net loss. However, as organic tutor-to-tutor recruitment network effects take hold, the business hits profitability in Year 2 (\$1.37M Net Profit) and scales to a highly lucrative 38% Net Profit Margin (\$41.6M) by Year 5.

ENTERPRISE VALUATION POTENTIAL

Applying a standardized forward revenue multiple based on comparable market benchmarks (scaling from 5x in Year 3 to 7x by Year 5), Burple Bug's stress-tested projections yield an implied baseline valuation of \$128.29M in Year 3, compounding to a \$765.72M enterprise valuation by Year 5. This offers Series A investors a highly clear, de-risked path toward private secondary acquisition or a public liquidity event (IPO).



REVENUE PROJECTIONS

Our revenue projections for Years 1 through 5 are based on the Revenue Assumptions & Unit Economics outlined on pages 23 & 24, incorporating the two staged investment opportunity of \$5.742M detailed on page 26. This includes significant up front spending in Year 0 (pre-year 1 launch) on MVP development to establish a strong foundation for scalable, capital-efficient growth in Years 1 to 5.

UNIT ECONOMICS		YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
TOTAL MICRO-SCHOOLS	Total number of Micro-schools	100	640	2,043	4,667	8,695
	<i>New Micro-Schools Acquired by Burble Bug B2C marketing * growth rate</i>	100	350	767	1,295	1,904
	<i>Referred Micro-Schools 2 Referred Micro-School's per New Micro-School/ year (Yr-1)</i>	0	200	700	1,533	2,591
	<i>Retained Micro-Schools Yr-1 New Micro-Schools + Yr-1 Referred Micro-Schools * 90% renewal rate</i>	0	90	576	1,838	4,200
TOTAL TEACHING HOURS	1,150 hours/ year (spread over 25 hours/ week * 46 weeks)	115,000	736,000	2,348,875	5,366,630	9,999,201
TOTAL STUDENT/ YEAR	Total number of students based on 20h / year / student	5,750	36,800	117,444	268,332	499,960
	<i>Students Retained Total number of students retained from previous year (40% retention rate)</i>	0	2,300	14,720	46,978	107,333
	<i>New students to acquire Total number of students acquired that year</i>	5,750	34,500	102,724	221,354	392,627
	<i>Students per school Average number of students per school</i>	57.5	57.5	57.5	57.5	57.5
FINANCIAL ASSUMPTIONS		YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
MARKETPLACE REVENUE (GMV)	Total teaching hours * \$50	\$5,750,000	\$36,800,000	\$117,443,750	\$268,331,513	\$499,960,053
TOTAL PLATFORM NET REVENUE	Commission + Subscription - Rebate	\$1,270,000	\$8,048,000	\$25,659,750	\$58,653,065	\$109,389,652
	<i>Take Rate</i>	20%	20%	20%	20%	20%
	<i>Marketplace Commissions (+) Total teaching hours * \$50 * 20%</i>	\$1,150,000	\$7,360,000	\$23,488,750	\$53,666,303	\$99,992,011
	<i>Tutor Referral Rebates (-) \$400 of commission on referred</i>	\$0	-\$80,000	-\$280,000	-\$613,200	-\$1,036,308
	<i>SaaS Subscriptions (+) \$1200 per school per year</i>	\$120,000	\$768,000	\$2,451,000	\$5,599,962	\$10,433,949
YoY Growth %			533.70%	218.83%	128.58%	86.50%
Students Life Time Value (LTV)	20h per year * 50\$ /h * 40% retention * 20% Take rate (5 years)	\$330	\$330	\$330	\$330	\$330
Schools Life Time Value (LTV)	1200\$ per year * 90% retention (5 years)	\$4,900	\$4,900	\$4,900	\$4,900	\$4,900
COST OF REVENUE (COGS)		\$287,500	\$1,840,000	\$5,872,188	\$13,416,576	\$24,998,003
	<i>Cost of Platform USD1.50 per teaching hour</i>	\$172,500	\$1,104,000	\$3,523,313	\$8,049,945	\$14,998,802
	<i>Payment Processing Fees 2% of GMV</i>	\$115,000	\$736,000	\$2,348,875	\$5,366,630	\$9,999,201
GROSS PROFIT	Total Revenue - Total Cost of Revenue	\$982,500	\$6,208,000	\$19,787,563	\$45,236,489	\$84,391,649
Gross Margin (%)	Gross Profit / Total Revenue	77.36%	77.14%	77.12%	77.13%	77.15%
OPERATING EXPENSES (OPEX)		\$1,515,000	\$4,830,000	\$12,285,575	\$24,921,709	\$42,786,118
SALES & MARKETING		\$655,000	\$3,730,000	\$10,885,575	\$23,171,709	\$40,786,118
	<i>Total Cost of Student acquisition 100USD per new student</i>	\$575,000	\$3,450,000	\$10,272,375	\$22,135,401	\$39,262,745
	<i>Cost of Tutor acquisition 800USD per new tutor hiring</i>	\$80,000	\$280,000	\$613,200	\$1,036,308	\$1,523,373
Students Cost of Acquisition (CAC)		\$100	\$100	\$100	\$100	\$100
Students LTV : CAC		3.30	3.30	3.30	3.30	3.30
Micro-schools Cost of Acquisition (CAC)		\$800	\$800	\$800	\$800	\$800
Schools LTV : CAC		49.00	49.00	49.00	49.00	49.00
RESEARCH & DEVELOPMENT		\$0	\$0	\$0	\$0	\$0
GENERAL & ADMINISTRATIVE		\$860,000	\$1,100,000	\$1,400,000	\$1,750,000	\$2,000,000
NET PROFIT	Gross Profit - OPEX	-\$532,500	\$1,378,000	\$7,501,988	\$20,314,780	\$41,605,531
Net Profit Margin (%)	Net Profit / Total revenue	-41.93%	17.12%	29.24%	34.64%	38.03%
VALUATION		\$0	\$0	\$128,298,750	\$351,918,387	\$765,727,561
	<i>Multiple of Revenue</i>	0	0	5	6	7



THE INVESTMENT OPPORTUNITY

TWO STAGED SCALING STRATEGY - Burble Bug is raising a total of \$5.742M via a disciplined, milestone-driven funding structure. By segmenting our capitalization into an initial Seed MVP phase and a subsequent Series A Growth tranche, we protect founder equity, maximize capital efficiency, and radically de-risk execution for institutional investors. This funding directly unlocks a highly liquid, two-sided B2B marketplace projected to capture elite market share in the \$25B Asia-Pacific enterprise training sector.

1. SEED ROUND: \$2.40M

MVP DEVELOPMENT: Architectural foundations & launch readiness (Months 1-16)

- **Target Equity Allocation:** 20% | Implied Post-Money Valuation: \$12M
- **Core Purpose:** To engineer, stress-test, and launch our enterprise MVP platform; establishing the multi-agent AI infrastructure needed to transform freelance tutors into autonomous, high-yield micro-schools.

CAPITAL ALLOCATION:

- **\$1.10M - Phase 1 Foundations (Months 1-8):** Core platform foundations - AI diagnostics, booking/scheduling engine, payments, basic learner profiles, and reporting. This establishes the data backbone and minimum viable tutor/student experience.
- **\$1.30M - Phase 2 Intelligence (Months 9-16):** Teaching intelligence layer - personalized learning paths, lesson generation, tutor workflows (Tutor's WINGMAN), and content ingestion. This delivers the standout differentiator (AI precision + human tutoring) needed for early tutor adoption and student outcomes.

ANTICIPATED SEED OUTCOMES:

Secures a highly protected 18-to-36-month operational runway , legal compliance setup across key APAC jurisdictions , and secures the onboard infrastructure for our first 100 baseline micro-schools entering the platform in Year 1.

2. SERIES A ROUND: \$3.34M

MARKET DOMINANCE & NETWORK ACCELERATION (MONTHS 17+)

- **Target Equity Allocation:** 15% | Implied Post-Money Valuation: \$22.28M
- **Core Purpose:** Commercialized scale, aggressive user acquisition, localized enterprise customer success hub deployment, and driving our viral tutor recruitment flywheel toward immediate, recurring cash generation.

CAPITAL ALLOCATION:

- **\$1.1M - Phase 3 Optimization (Months 17-24):** Engineering hardening, cross-platform third-party integrations (Enterprise LMS connections via API), and advanced multi-modal AI processing expansion.
- **\$1.3M - Specialized Team Building & Operations:** Establishing our central operational and training hub in Taipei. Capitalizes on specialized regional talent (Customer Success, Lead Qualification, Training Operations) to sustain world-class quality and drive our target 40% student renewal rates.
- **\$600K - Hyper-Scale Digital Performance Marketing:** Funding our elite, 5-person growth marketing engine (Performance Marketers, CRM Automation Specialists, Content Strategists). Deploys highly targeted campaigns across LinkedIn, Google, LINE, and Kakao to acquire corporate clients in Taiwan, Japan, and South Korea.
- **\$300K - Strategic Partnerships, Compliance & Legal:** Deep cross-border compliance optimization, intellectual property protection, and regulatory frameworks required for comprehensive APAC expansion.

FINANCIAL YIELD & INVESTOR EXIT HORIZON

BURBLE BUG DEMONSTRATES EXCEPTIONAL SOFTWARE-DRIVEN OPERATING LEVERAGE.

By eliminating the heavy physical infrastructure and real estate baggage tracking traditional language institutes, our marketplace model commands a steady-state ~77% Gross Profit Margin and an accelerated path to a 38% Net Profit Margin by Year 5.

STEP 1 SEED ROUND	STEP 2 SERIES A	STEP 3 YEAR 3 MULTIPLE	STEP 4 YEAR 5 TARGET
\$12M Pre-Money Valuation	\$22.28M Pre-Money Valuation	\$128.29M Enterprise Valuation	\$765.72M Target Exit Valuation
PHASE FOCUS: - Pre-Launch MVP - Multi-Agent AI Build - Core IP Architecture	PHASE FOCUS: - Launch Liquidity - Commercial GTM - Initial 100 Baseline Schools	PHASE FOCUS: - 5x Net Revenue Multiple - Rapid Scale Mechanics - 2,042 Active Schools	PHASE FOCUS: - 7x Exit Multiple - Strategic M&A / IPO - 8,695 Active Schools
MILESTONE TARGET: Months 1–16	MILESTONE TARGET: Months 17+	MILESTONE TARGET: End of Year 3	MILESTONE TARGET: End of Year 5

By leveraging the organic, viral loops embedded within our tutor networks (with each micro-school generating an average of 1,150 billable hours per year at a \$50/hour rate), platform Gross Merchandise Value (GMV) scales exponentially from \$5.75M in Year 1 to \$500M by Year 5.

Based on conservative, stress-tested revenue multiples (ranging from 5x to 7x) , this investment track offers early-stage capital providers a transparent, highly liquid path toward private secondary acquisition or an Initial Public Offering (IPO) within 36 to 60 months.



CALL TO ACTION

INVEST IN BURPLE BUG

We invite you to join us in reimagining language education with AI-fueled micro-schools.

Contact us to discuss investment opportunities and become part of a global movement.

Let's build a future where tutors thrive, students excel, and communication knows no bounds!

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