

ynsitu

The first marketplace in the world
dedicated to the language education abroad market



WHO ARE THE USERS?

These are people who wish to travel to another country to learn the language spoken there. To do so, they book a language course at a school in the chosen destination and accommodation, which is usually offered by the school itself. To this, they must add a means of transportation (usually airplane) and optionally travel insurance, leisure activities at the destination, etc. This would be the example of someone who travels 5 weeks to London to study English.

GLOBAL MARKET SIZE



2.500.000 clients / year



\$ 12.000.000.000 / year

USER PROFILE

A person of medium-high or high socioeconomic level, digital native, used to make their purchases online.

<18 years:	30%
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>18-35:	60%
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+35:	10%
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THE PROBLEM

Adult users (70%) try to avoid buying from traditional agencies and go online, but there is no portal worldwide that makes it possible for them to book online.

On the other hand, small schools (the vast majority) find it difficult to have enough visibility in the digital channel to reach these users.

THE SOLUTION

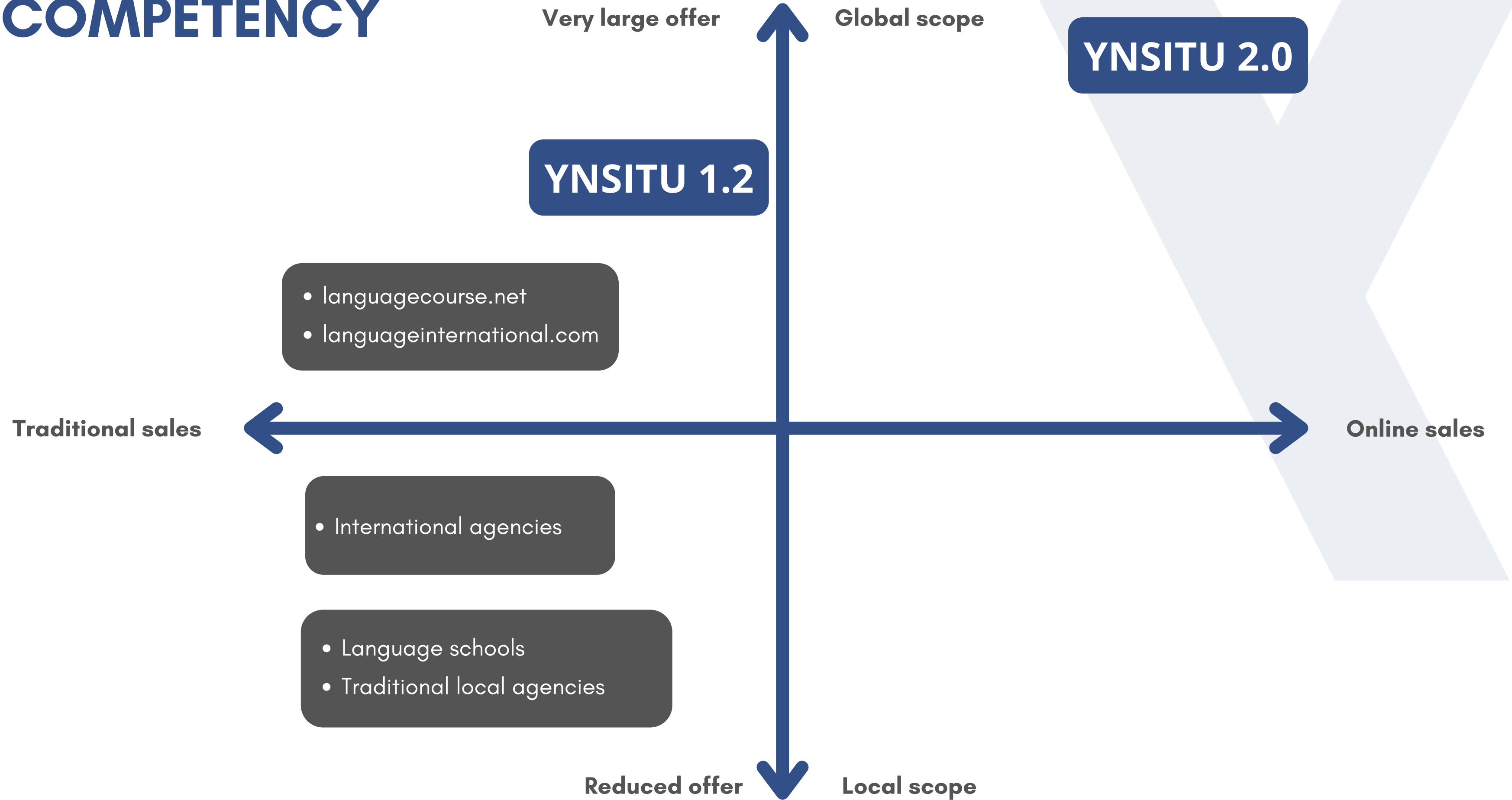
YNSITU. The world's first marketplace in this market that allows schools to reach those users from all over the world who want to book online and offer them their services. YNSITU receives a commission on every sale they make.

OUR GOAL

To become the world's leading booking portal in this market. To make an analogy easy to understand: to become the Booking.com of this market.

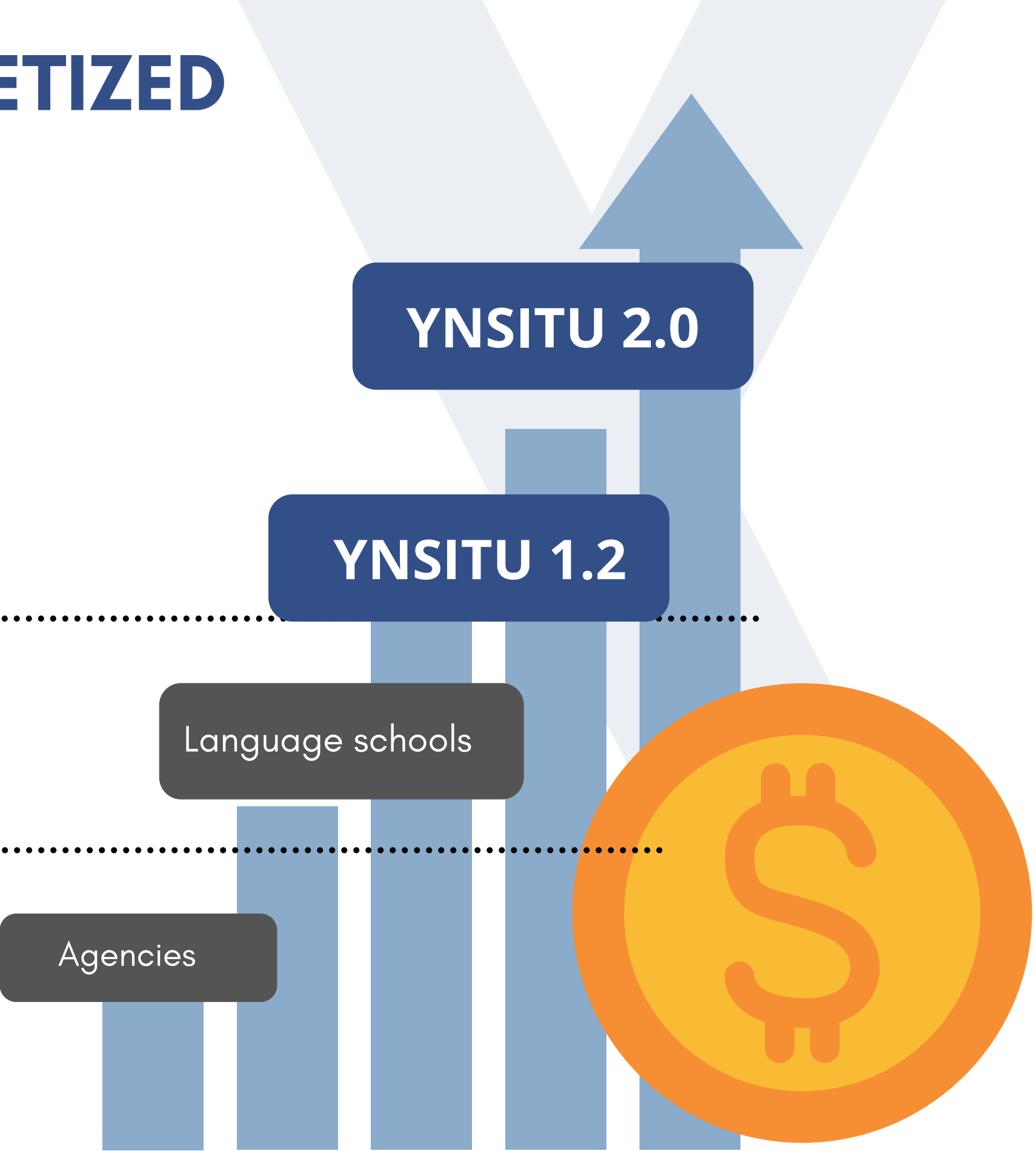


COMPETENCY



SERVICES OFFERED AND MONETIZED

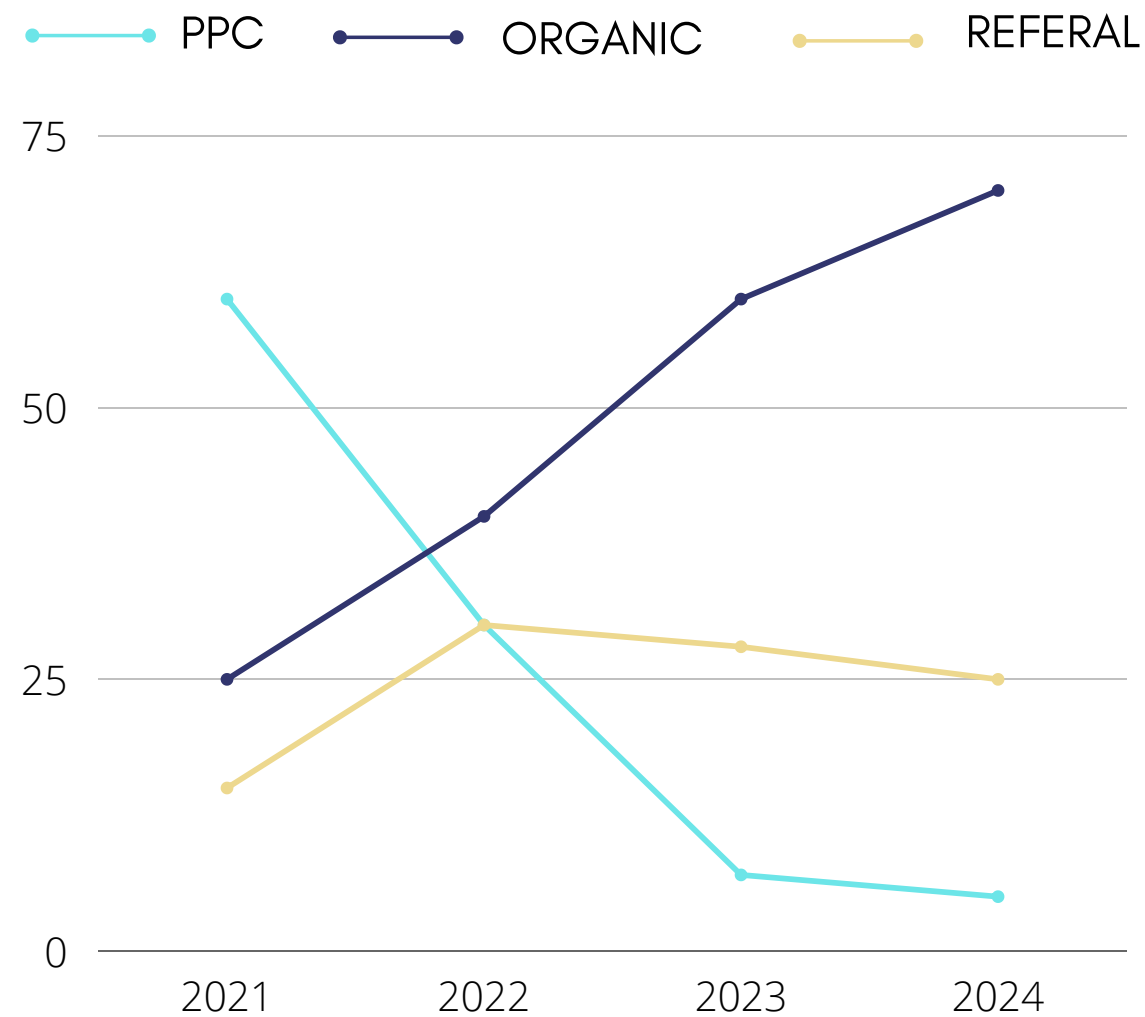
- Airline tickets
- Private teachers
- Non-professional accommodations
- Professional accommodations
-
- Leisure activities
- Airport transfers
- A few lodging options
-
- Language courses in schools
- Travel insurance



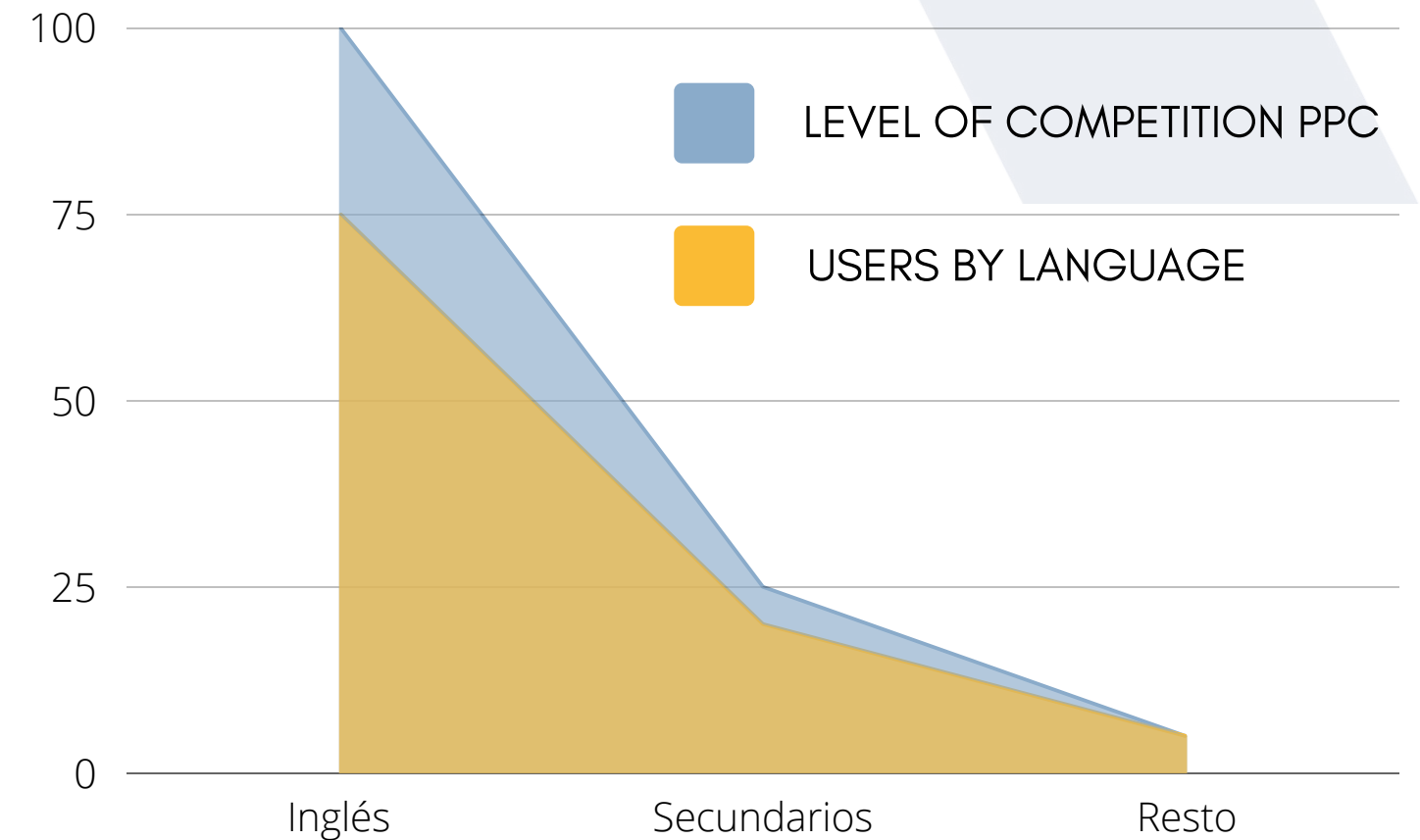
TRAFFIC ACQUISITION STRATEGY

Our medium and long term strategy is focused on organic and referral traffic, including our affiliates program. On the short term we resort to doing PPC campaigns oriented to the longtail of languages where the competition for traffic is much lower (and even null in some languages) and which represents 20% of the total users, which is more than enough to meet our sales targets until 2023 when our SEO strategy will allow us to compete for a high volume of traffic for all languages, including English for which the competition for traffic through PPC is high.

Channels as a % of traffic



Users by language and PPC competition



CONVERSION RATE OPTIMIZATION (CRO)

YNSITU will be equipped with all the elements to generate a continuous and growing CRO including all the features of a high level ecommerce, such as Booking or AriBnB, which will allow us to have a much higher CR than the competition and, thanks to the higher profitability per click, access through PPC to massive searches of high competition until we consolidate our organic traffic.

	LI	LC	1.2	2.0
Payment gateway	N	Y	Y	Y
Registration system to create user area	N	N	Y	Y
Product comparator	Y	N	N	Y
Save to favorites	N	Y	Y	Y
Save shopping cart	N	N	Y	Y
Share	N	Y	Y	Y
Specific mobile version	N	N	Y	Y
App	N	N	N	Y
Adaptation of the content according to the visit	N	N	Y	Y
Regionalized pricing by market	N	Y	Y	Y
Regionalized payment methods	N	N	Y	Y

LC - LANGUAGE COURSE

1.2 - YNSITU 1.2 (2021)

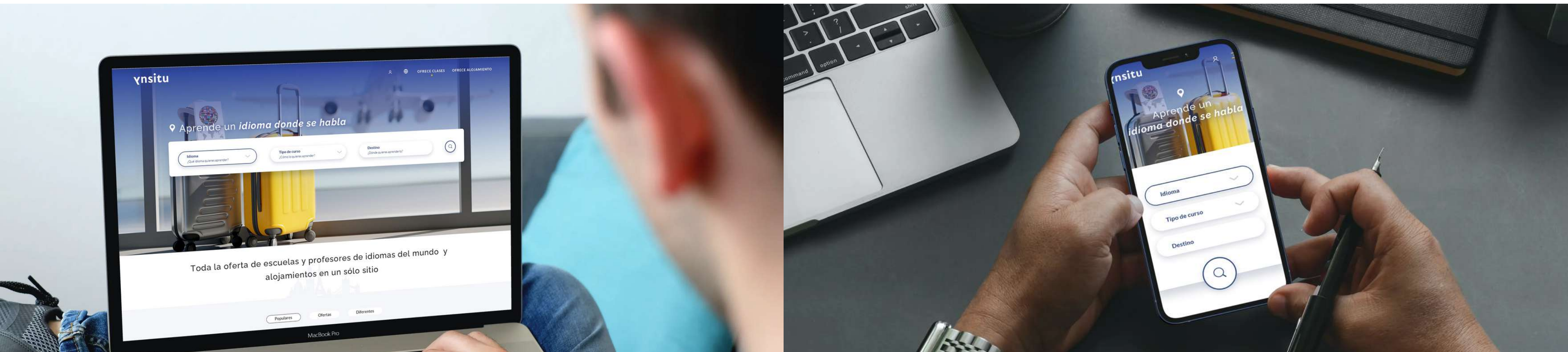
LI - LANGUAGE INTERNATIONAL

2.0 - YNSITU 2.0 (2022)

	LI	LC	1.2	2.0
Detailed info about the accommodations	N	N	Y	Y
Map search of accommodations	N	N	N	Y
Online financing	N	N	Y	Y
All payments within the platform	Y	N	Y	Y
Amount requested to make a reservation	100%	30%	10%	10%
Up selling and cross selling in the customer zone	N	N	Y	Y
Automated marketing / lead nurturing	N	N	Y	Y
Automated lead scoring	N	N	Y	Y
Email/SMS/Whatsapp workflows	N	N	Y	Y
Content and CTAs according to lifecycle stage	N	N	Y	Y
Chatbot	N	N	Y	Y
Abandoned cart automation	N	N	Y	Y
Retargeting	N	N	Y	Y

YNSITU 2.0: THE CATAPULT TO GLOBAL LEADERSHIP

The launch of YNSITU 2.0 in 2022 will imply an exponential improvement in the conversion rate, which together with a good strategy to attract qualified traffic will catapult us to world leadership in our market.



Discover what YNSITU 2.0 looks like

Desktop Mockup

Mobile Mockup

YNSITU: THE MOST POWERFUL SALES TOOL IN THE WORLD

What does YNSITU offer to service providers operating in this market?

Global visibility

YNSITU allows them to reach millions of customers around the world in a simple and effective way. The alternative is to cultivate relationships with hundreds of intermediary agencies in many countries.

Flexibility and speed

They can modify their product strategy, prices and promotions whenever they wish and react very quickly to market conditions. Transferring these changes into a system of sales through intermediaries is very slow.

Control

They can self-manage their products for sale, decide in which markets they offer them and their pricing and promotions policy. With intermediary agencies they have no control at all.

Benchmarking

At YNSITU they can benchmark their competitors and use this information to make decisions that will help them increase their sales. In a brokered sales system this is not possible.

📍 Aprende un *idioma* donde se habla

Idioma
¿Qué idioma quieres aprender?

Tipo de curso
¿Cómo lo quieres aprender?

Destino
¿Dónde quieres aprenderlo?



YNSITU: THE WORLD'S LARGEST BOOKING PORTAL

YNSITU provides users with the greatest quantity and variety of offerings from around the world.

Currently on YNSITU you can book approx. 8,000 courses and 2,000 accommodations in 34 countries.

We have 43% of the current worldwide offer. By the end of 2021 we will have 95%.

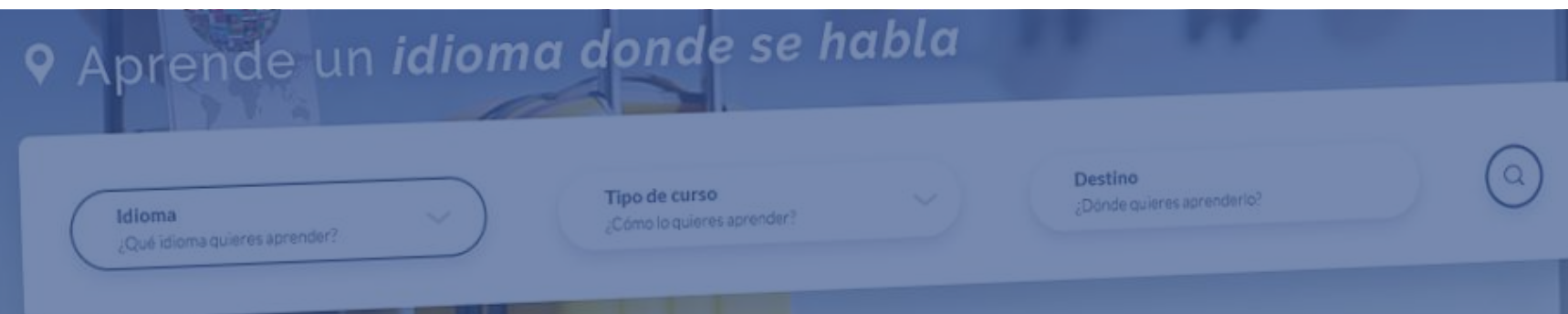
We will also incorporate two new product lines on a massive scale: private teachers and private accommodations. This is something that no one else is doing today in our market.

Adequacy of the offer to the users interests

YNSITU is in 17 languages and shows each customer the products that are most popular in their market. YNSITU 2.0 will learn from users' purchasing decisions and will offer them products that are more tailored to their needs every day, improving the conversion rate.

The best user experience

YNSITU 2.0 is very "user friendly" and allows users to search, compare, decide and book in the most simple, comfortable and secure way.



MAIN MILESTONES 2021-2025

World leaders in product

95% of the world's current supply is in YNSITU

Launch of YNSITU 1.2

Restart of commercial activity after the pandemic.

Target markets: Europe

43% of the world's suppliers are in YNSITU

Launch of YNSITU 2.0, the platform that will allow us to exponentially improve the conversion rate.

Target markets: Europe

Breakeven

Target markets: Europe, America

World leaders in sales

Target markets: Europe, America

Design of the growth strategy to enable the company's future IPO.

Target markets: Europe, America, Asia

4th investment round

MAY 2021

SEPT 2021

DEC 2021

JUNE 2022

JAN 2023

2023

2024

2025

BUSINESS MODEL: METRICS

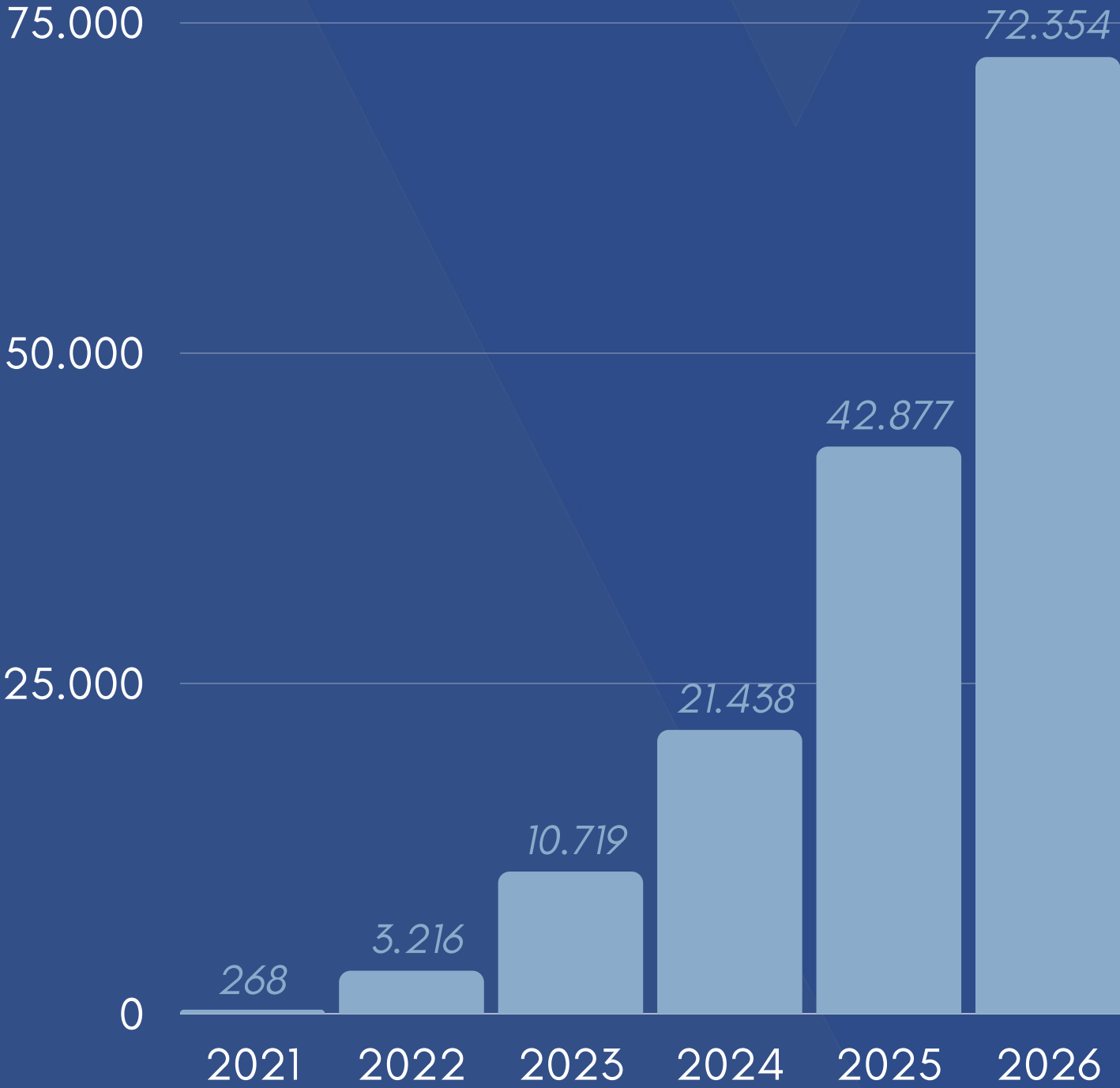
Key Metrics:

High and increasing take rate
High LTV

	EUROPE	AMERICA-ASIA
Average Ticket	2.797 €	6.713 €
Take Rate	18%	24% (year 2024)
Repetition Rate	1,3	1
CAC	100 €	
LTV	659 €	1.216 €

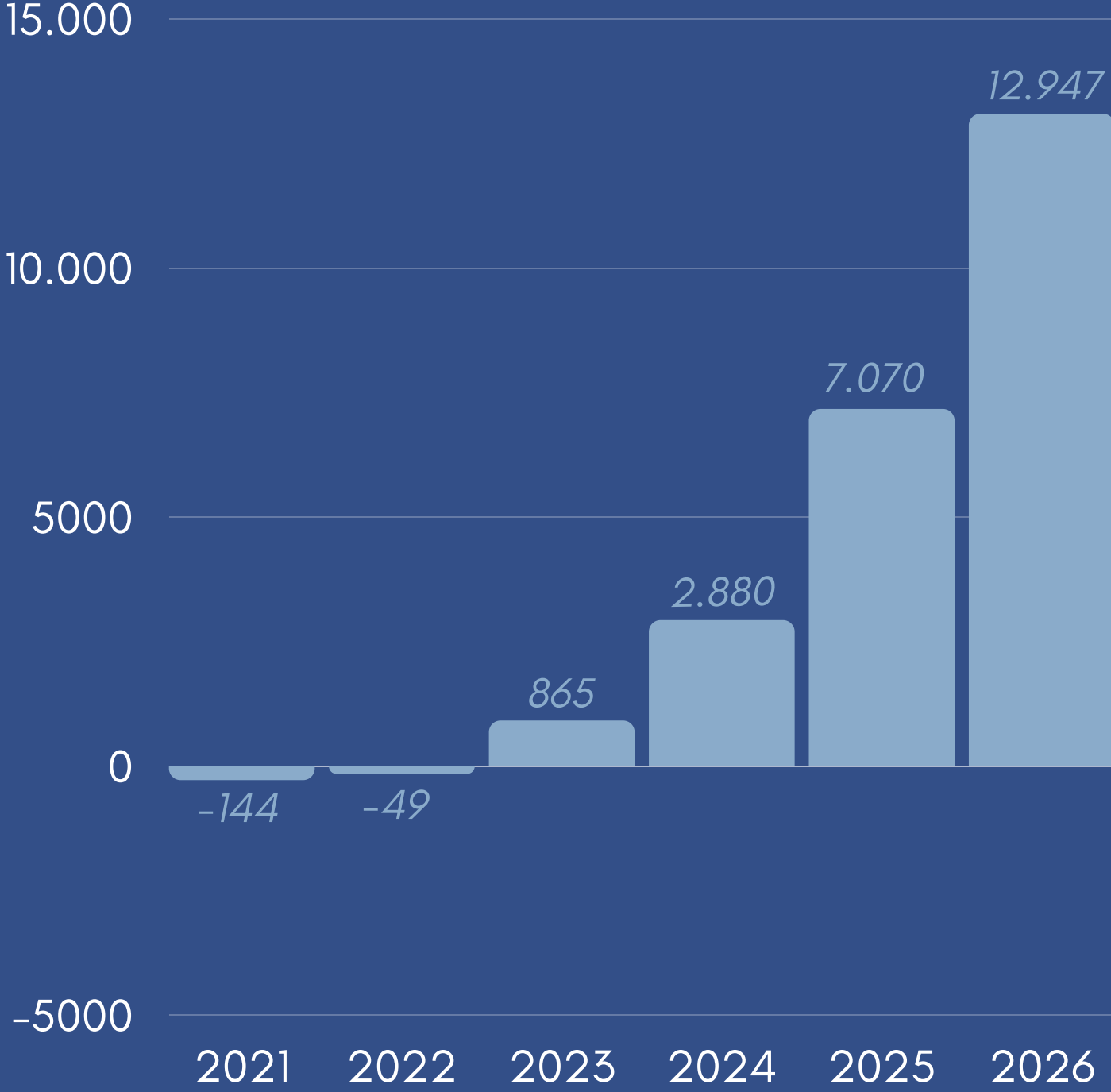
SALES EVOLUTION

In thousands of €



EBITDA EVOLUTION

In thousands of €



TEAM



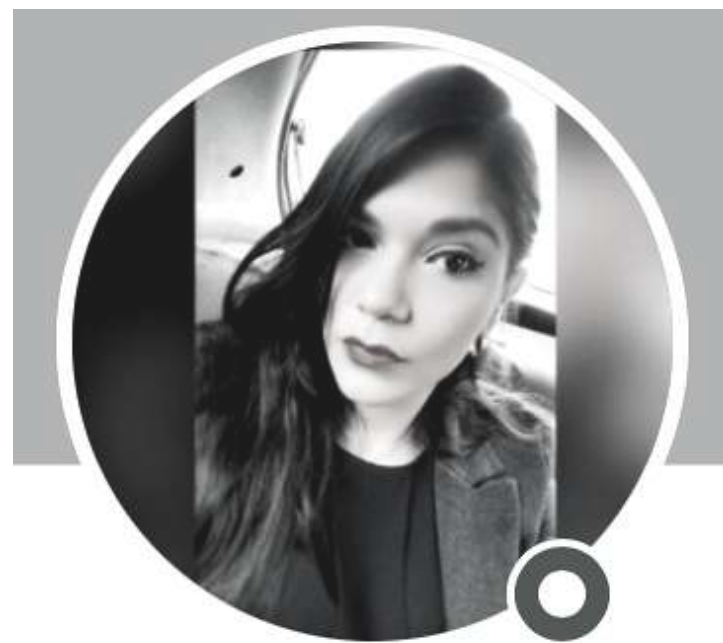
Chema Pascual
CEO

Degree in Marketing and Advertising. Founder of Newlink, the 3rd agency in this sector in Spain by turnover. His main strengths are his great knowledge of the market and his strategic vision. Partner.



Fernando Aznar
Marketing Director

Master in International Sales Management and Digital Marketing His main strengths are his vast experience managing ecommerce projects and his strategic vision. Partner.



Georgina Espinoza
Business Development Manager

Degree in Business Administration. She has been part of the Newlink team. Her main strengths are her enormous negotiation skills and her ability to innovate.



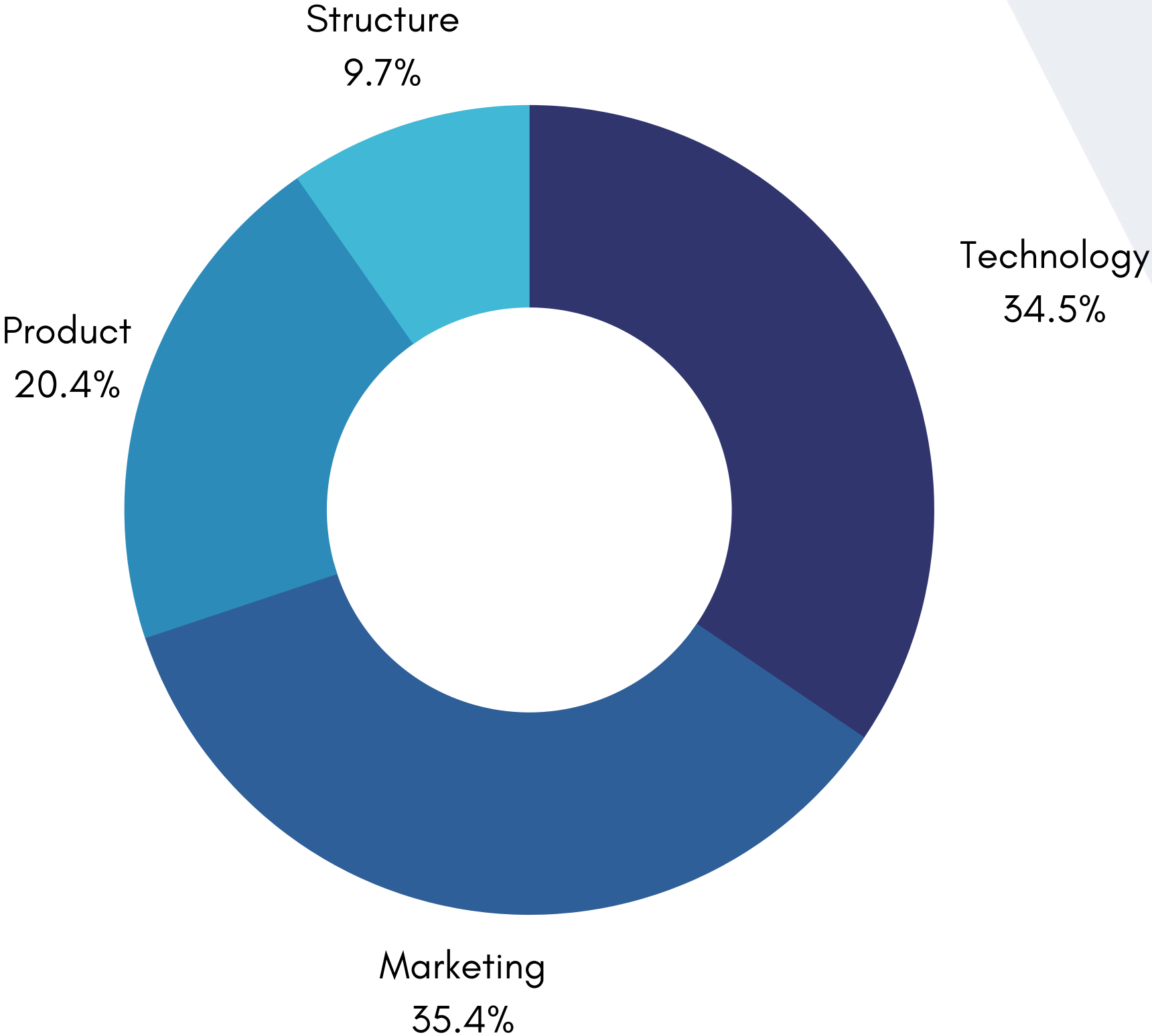
Duber Fernando
Technical Manager

Systems Engineer. His main strengths are his mastery of the scrum methodology and various current technologies and his business vision.

INVESTMENT ROUND

TARGET: 500.000 €

Distribution of investment



Invest now in the future global market leader

ynsitu

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