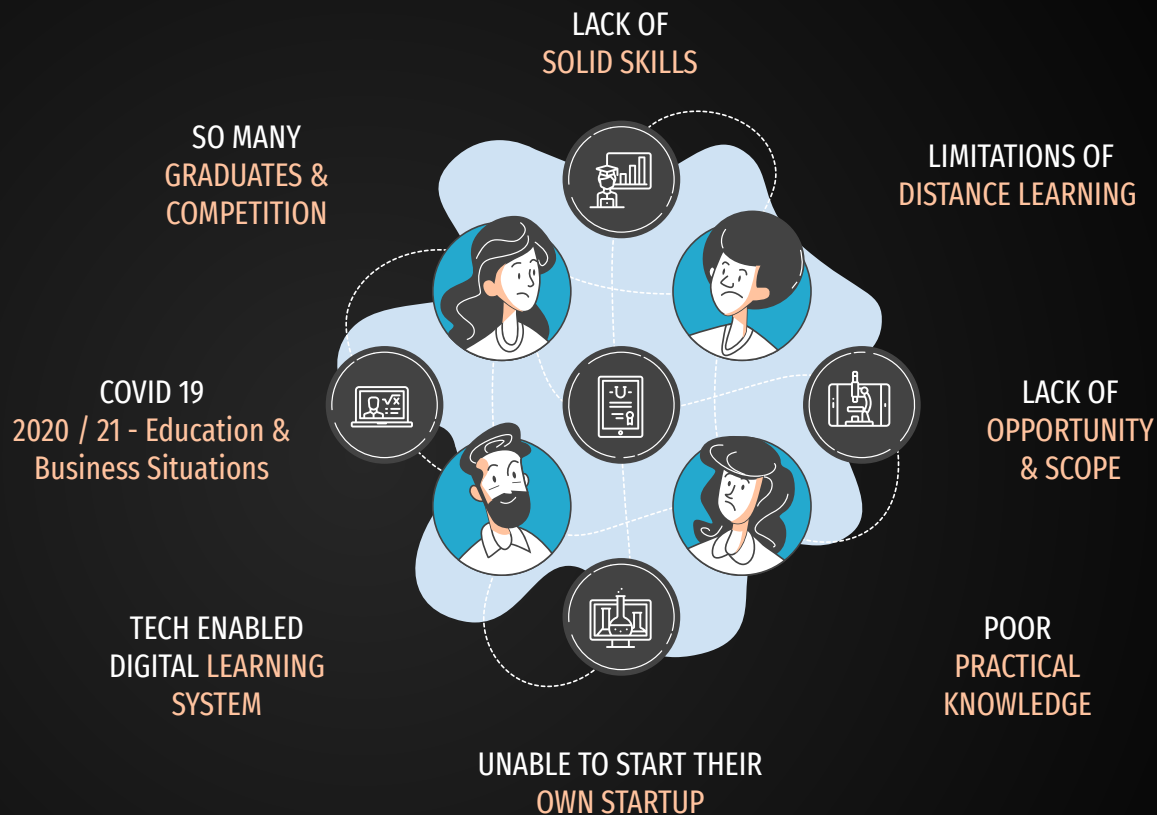


GRADUATED UNEMPLOYMENT RATE IS 33%



SOURCE: The Financial Express | January 21, 2021



“Instructory” is an **Online Teaching Marketplace**, where instructors can create and upload their knowledge & make money online.

It is also an **E-Learning Platform** to learn anything from anywhere from the best & top rated Professionals and Freelancers!

Instructory **can solve the problems** we have mentioned earlier.

www.instructory.net



COMPANY OVERVIEW



INDUSTRY

EDUCATION, E-LEARNING,
FREELANCING MARKETPLACE, IT

FOUNDED

DECEMBER 27, 2017

FOUNDER & CEO

RIFAT M HUQ

HEADQUARTERS

BANANI, DHAKA, BANGLADESH

AREA SERVED

64 DISTRICT, BANGLADESH

NUMBER OF EMPLOYEES

20

SERVER

AMAZON, DIGITAL OCEAN & VIMEO

OPERATION LAUNCHED

MAY 27, 2019

HOW IT WORKS - FOR INSTRUCTORS

Teach what you know, or lecture what you love. No need for a fabulous degree and excellent experience to be a teacher. You only need to have talent with the flavor of knowledge.



Create an account at Instructory



Upload your online course tutorial



Promote the course in our fb community and to your friends and followers through social media



Start Earning from every Admissions



HOW IT WORKS - FOR LEARNERS

Now learning will be hassle-free. Learners from all over the country can learn anytime from anywhere and get completion certificates through our website. Instructory has its own uniqueness for its lifetime support.



Create an account at Instructory



Choose your Desired Course



Make Payments via bKash, Master Card, Nagad etc



Enjoy the Course Lessons with Lifetime Access



Get Course Completion Certificate



Lifetime Support through Facebook Private Group



HOW IT WORKS - AFFILIATORS

Anyone can be an “Affiliate Member Of Instructory”, promote our courses and get the chance to earn from every course!



Register Yourself for Affiliation



Read out the Rules & Conditions



Promote our course on your channel and social media platforms



Generate Coupon for User & Existing Learners



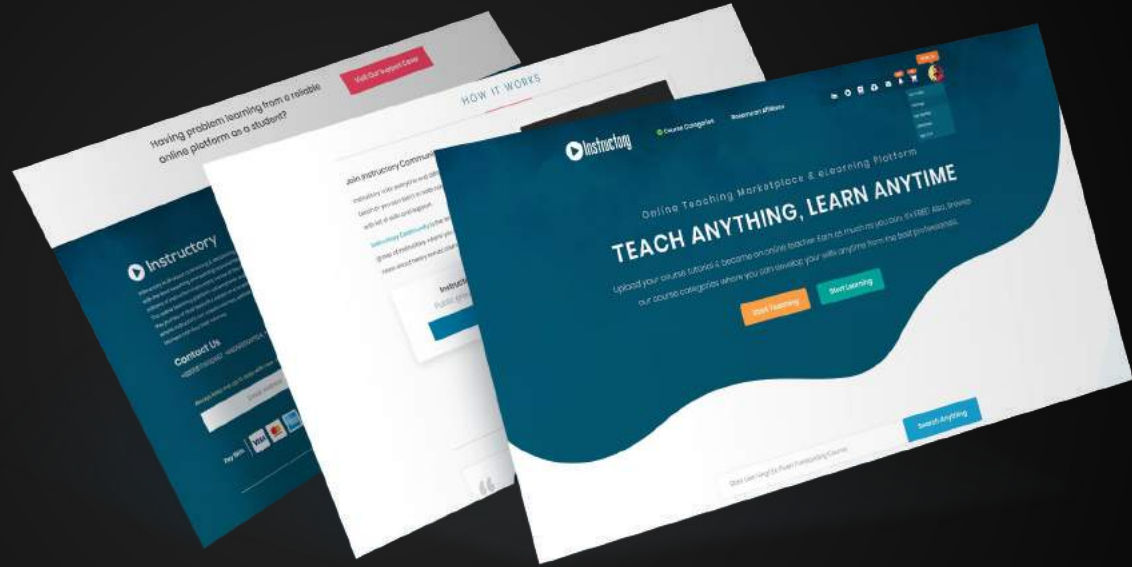
Get paid and reward with every sell



MARKET SIZE & TARGET AUDIENCE

THE EDUCATION MARKET SIZE IN BANGLADESH \$6 Billion

Source: Government of Bangladesh
spends another \$5.3 billion according to
National Budget (2018-19).



TARGET MARKET

RENOWNED UNIVERSITY, SCHOOL, COLLEGE TEACHERS & IT PROFESSIONALS

BUSINESS MODEL

15% LEARNERS FEE &

42.5% INSTRUCTORS FEE



LEARNERS



INSTRUCTORS

UPLOAD YOUR COURSE

[Course Overview](#) > [Upload Video](#) > [Submit](#)

Course Model

Course Details

Category & Tags

Price & Others

Course Thumbnail

How you want to sell your course tutorial?

If we market your course, definitely you will get better sells. But the decision is yours.

What you will get & rules to follow:

- ✓ Instructor: 42.5% | Instructory: 57.5%
- ✓ Social media announcement or teaser
- ✓ Social media post
- ✓ We will do Paid marketing like FB Boost, Bulk SMS etc.
- ✓ Promote to 50k+ audience
- ✓ You can take Live session on our FB page/group
- ✓ We will prioritize your course at our bigger events like competitions, festivals, admission fairs, etc. based on your activities.
- ✓ We can make your teaser video if you can come to our office
- ✓ Private group chat with instructory team to get special support and updates
- ✓ Instructory brand ambassadors will promote your course
- ✓ During any of our campaigns (competitions, festivals, admission fairs, etc.) your pre approvals will be open, so that you can do any promotional activities to our community.
- ✓ We will give you Instructor's level and badges for high quality course performance with benefits.
- ✓ You will get 42.5% from every enrollments

☒ I agree to Terms & Conditions, Privacy & Policy and Refund Policy

Cancel

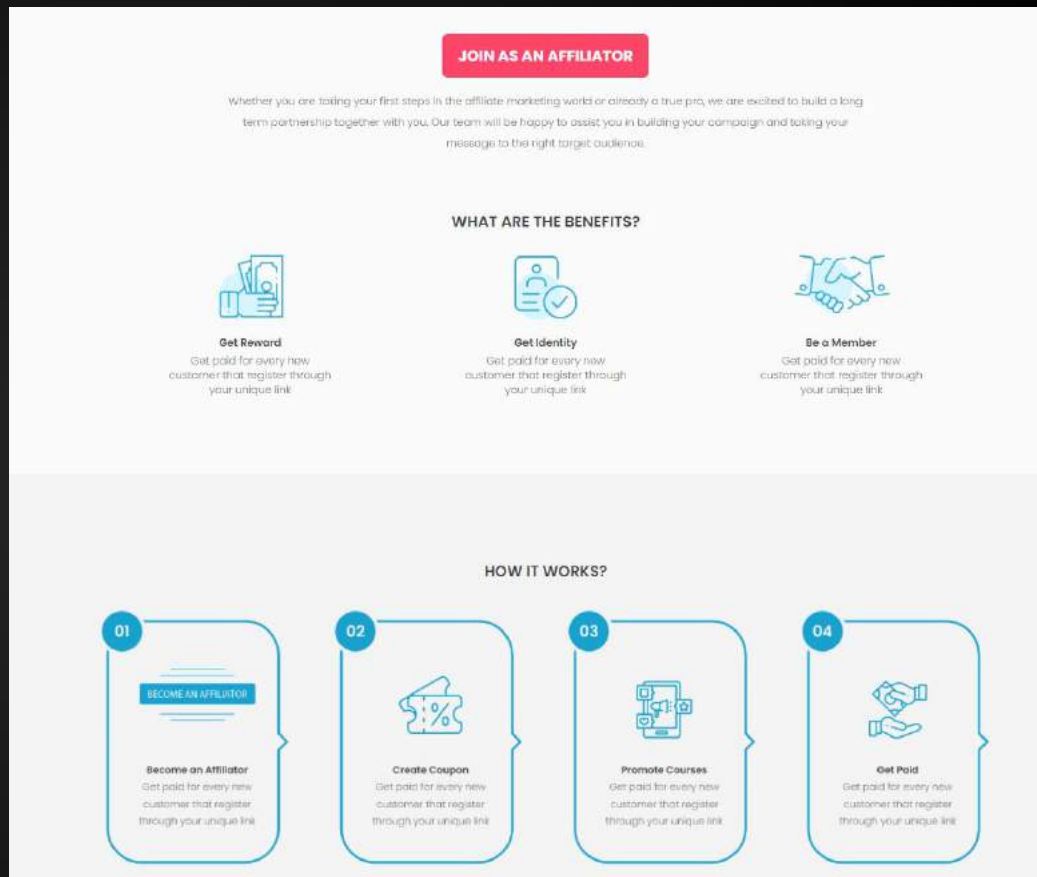
Save & Continue

AFFILIATOR MODEL

What You will get?

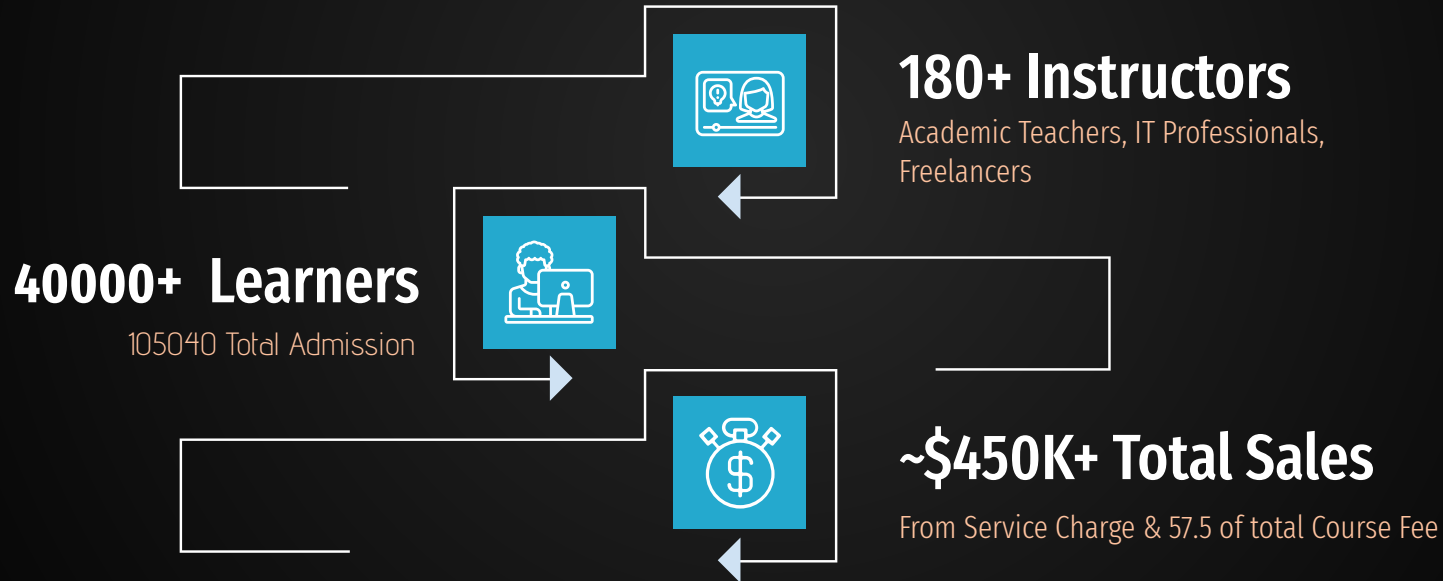
Get 50% from learners services charge for your every sell, Like as below:

- ❑ Course price : 3000 BDT
- ❑ Service charge : 450 BDT (15%)
- ❑ Affiliation Fee : 225 BDT (50% from the above 15%)



CURRENT STATUS & TRACTION

TOTAL USERS 55000+ | OPERATION LAUNCHED 27th May 2019 | 160k+ FAN FOLLOWERS



EVENTS & ACHIEVEMENTS

BEST ELEARNING PLATFORM 2022 AWARD

Instructory Received Best eLearning platform Award from the finest
Education Minister of Bangladesh **Dr. Dipu Moni**



DUET PRESENTS “SHAHEED MOSTAFA EXCELLENCE” AWARD

At: 12th January 2022



Received Crest From the Pro-Vice Chancellor Of DUET Dr. Muhammad Abdur Rashid Sir

WINGS OF INSTRUCTORY



live: Designed to give premium live courses from 6 to 8 months long, practical & marketplace oriented.

ONBOARDED



Jobs: Instructory jobs will be specially designed to provide remote jobs for instructory learners.

COMING SOON



iacademy: Instructory academy is dedicatedly working for offline courses.

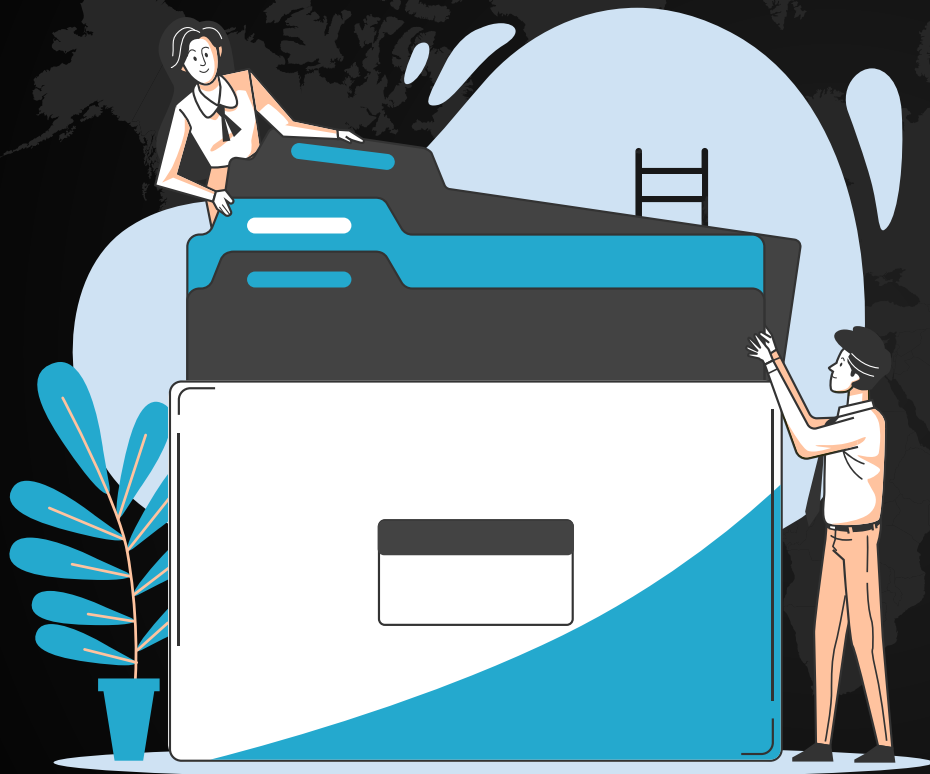
ONBOARDED



Rifat M Huq, Founder & CEO

5 YEARS GAME PLAN

- ❑ Mobile APP Launching (Android & IOS)
- ❑ Digital Marketing & Promotion (AV, Recording Center, Workshops, Seminar, TalkShow, Boosting)
- ❑ High Quality Support & Learning Platform
- ❑ 500 Instructors, 2000 Online Courses, 100k Learners, Sales (Min. 20 Lacs ~ Max. 80 Lacs / Month)
- ❑ Team Building & Expansion
- ❑ iAcademy (20 Branches & 100 Batches)
- ❑ iLive (50 Online Live Courses & 300 Batches)
- ❑ I - Jobs (For Employers - R&D)



THANKS!

Does anyone have any questions?

Rifat M Huq
Owner & CEO

rifat.instructory@gmail.com
Instructory