

THE ULTIMATE EXAM REVISION PLATFORM



Problem

Students all over the world give the same international examinations but are subject to disparities in their grades due to an uneven distribution of academic resources.

Solution

ZNotes is the ultimate exam revision platform which harnesses student power to make education accessible to all. By crowdsourcing from the best students, we deliver high-quality and concise notes for International GCSEs and A-Level exams, SATs and the IB diploma programme.

Marketsize

There are 5.55 million English-medium international schools and with our annual contract value at \$10,000, that results in our Total Addressable Market being \$55.5 billion. With more than 10,000 schools globally offering the Cambridge syllabus, the Serviceable Obtainable Market is at \$100 million even if we don't expand into other examination boards.

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Competition

Our competitors include websites providing freely accessible resources, and online classes. While there are many websites providing knowledge for subjects, ZNotes offers fully relevant to specific examination syllabi and brings in the relatability of student-built resources. ZNotes also creates a system for students to collaborate ideas in a more systematic way which is evident with our Discord server and our podcast

Revenue model

Native advertisements on the platform. Live master classes offered on a subscription basis or as micropayments. Referrals fees from companies offering study-boosting services.

Traction:

The platform has surpassed 20 million hits, reaching over 2.5 million unique visitors. It consistently performs as the top result for over 40 search terms, outranking even the exam board webpages. On average, about 5000 people visit the website every day, peaking to about 12,000 during exam season.

