



School Success as a Service



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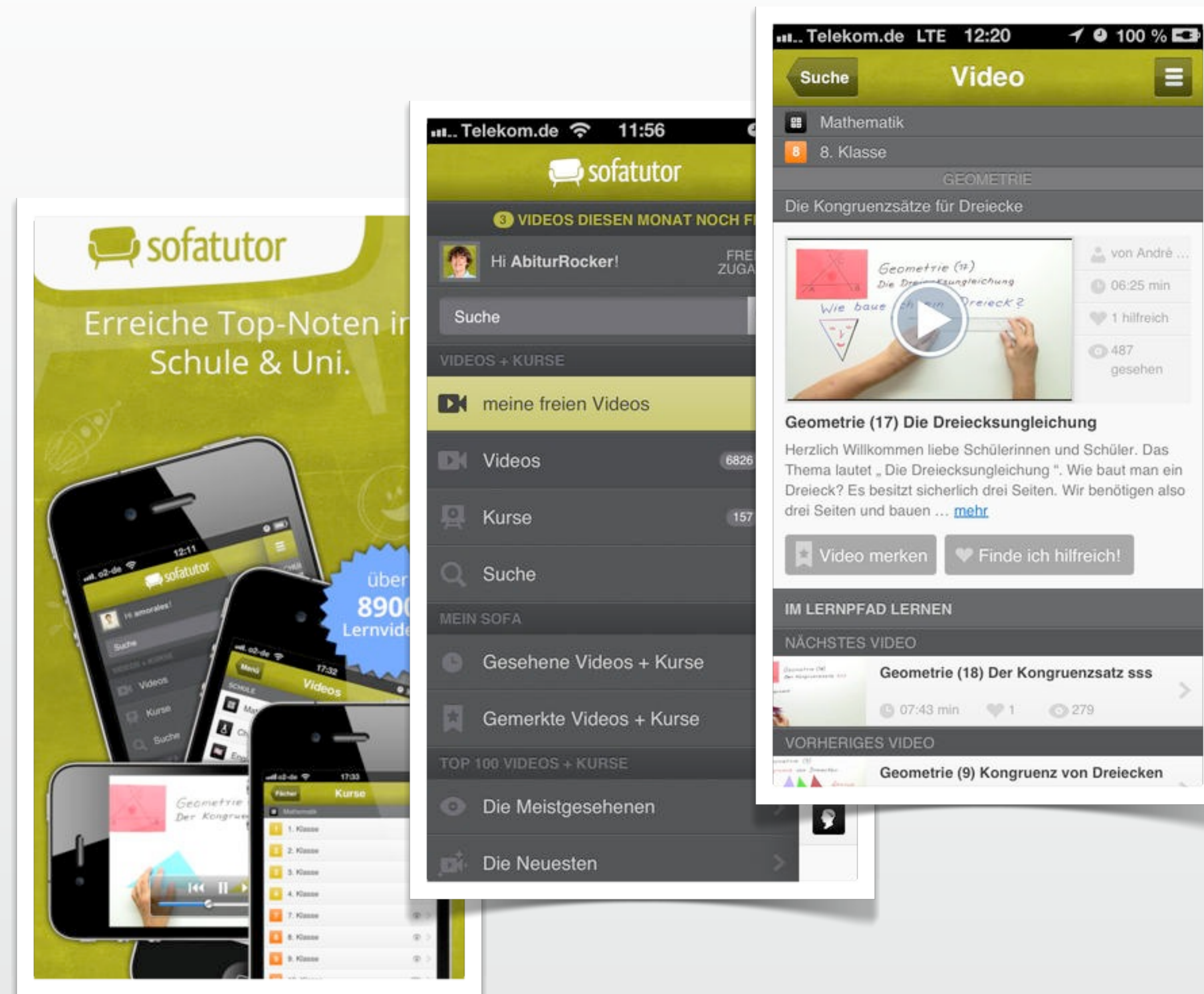


- ✓ 9.000+ Lernvideos
- ✓ 15.000+ Tests
- ✓ Täglicher Lehrer-Chat
- ✓ Online Einzelnachhilfe



Mobile

- ✓ Mobile Website
- ✓ iOS App
- ✓ iBooks



Mobile Challenges

<http://piratepad.net/mvVCesQveG>

- ✓ **Content:** Online vs. Offline
- ✓ **Code:** Native vs. Browser vs. Hybrid
- ✓ **Entwicklung:** Inhouse vs. Extern (Inland vs. Offshore)
- ✓ **Geschäftsmodell 1:** Paid vs. Freemium vs. Free
- ✓ **Geschäftsmodell 2:** One-time-Payment vs. Abonnement
- ✓ **Payment:** In-App-Purchase vs. Payment auf Website
- ✓ **Marketing:** Woher kommt der Traffic? Wie kommt er wieder?



Kontakt

Stephan Bayer

Gründer & CEO

sofatutor GmbH

office # +49 (0) 30 515 88 22 13

mobile # +49 (0)178 903 79 08

mail stephan@sofatutor.com

web <http://www.sofatutor.com/>

sofatutor GmbH

Grünbergerstr. 54

10245 Berlin

