



## **DEMO DAY COHORT 8**



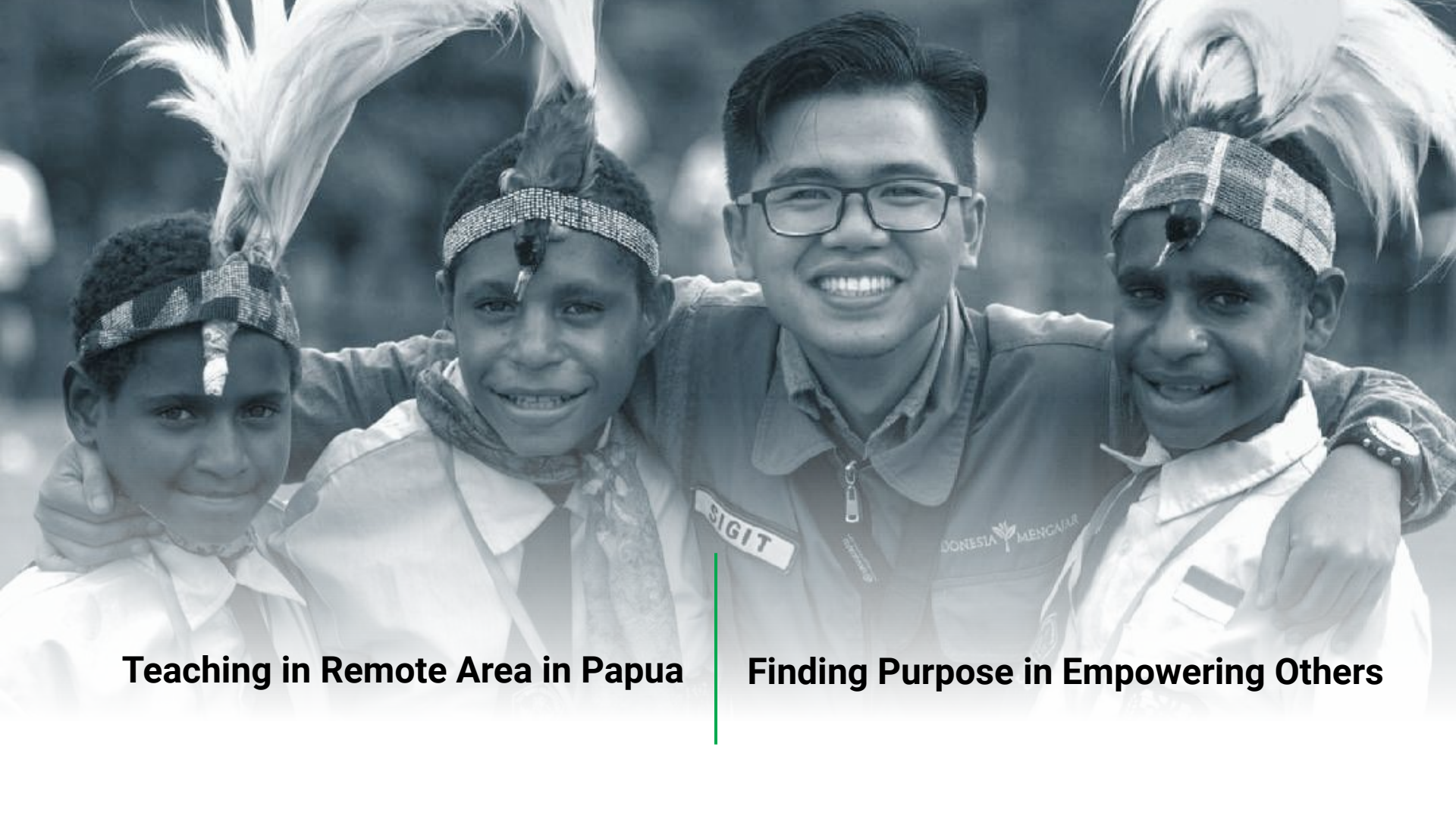
**SIGIT ARIFianto**

CEO & Co-Founder, Lister



## Indonesia's Test Prep & Language Learning Platform





**Teaching in Remote Area in Papua**

**Finding Purpose in Empowering Others**

# 20+ YEARS EXPERIENCE IN EDUCATION, PRODUCT, SALES, AND MARKETING

**SIGIT ARIFianto**



**CEO & Co-Founder**

**11+ years in**

**Marketing & Sales**

Prior in Digital Agency & MNC



**BERNADETHA WAHYU**



**CPO & Co-Founder**

**9+ years in**

**Education & Product**

Master of Education & Literature



# WHO HAVE WE HELPED



**Linda**

- Fresh Graduate
- **Could not pass IELTS test**
- Failed to pursue higher studies abroad



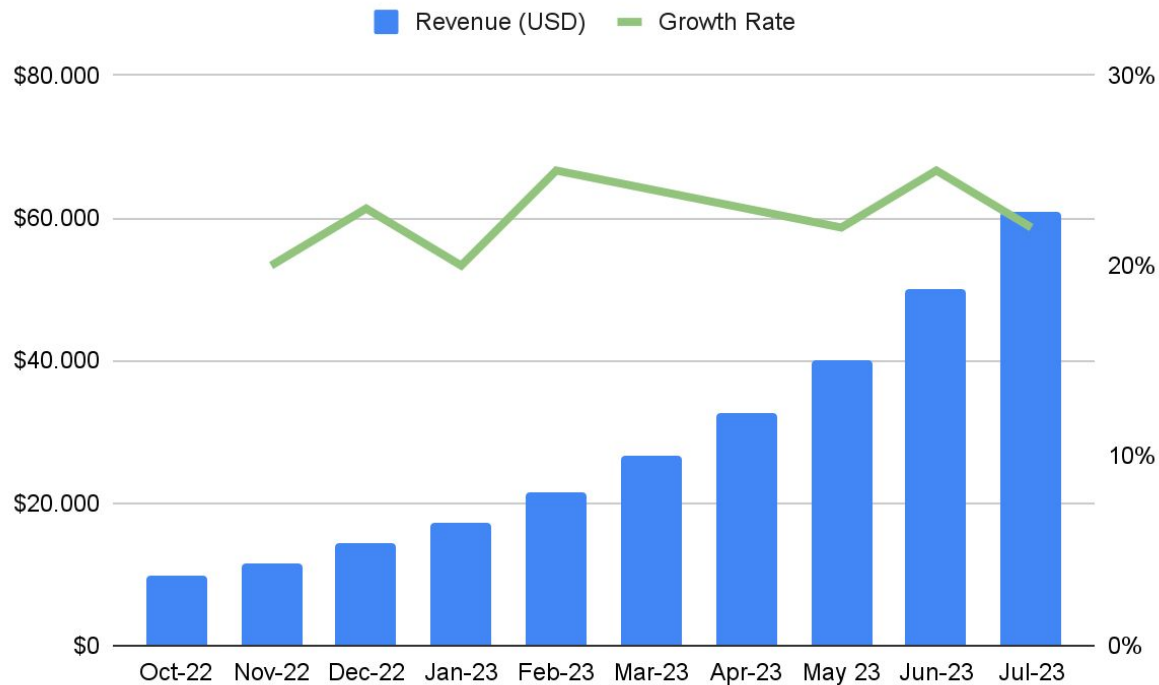
**Arta**

- Account Executive eCommerce
- **Could not communicate with International clients**
- Skipped for Promotion

## WHY THEY NEED LISTER

**105+ Million Indonesian adults  
need to improve their language skills**

# WHAT WE HAVE ACHIEVED



**62K**

**Monthly  
Revenue**

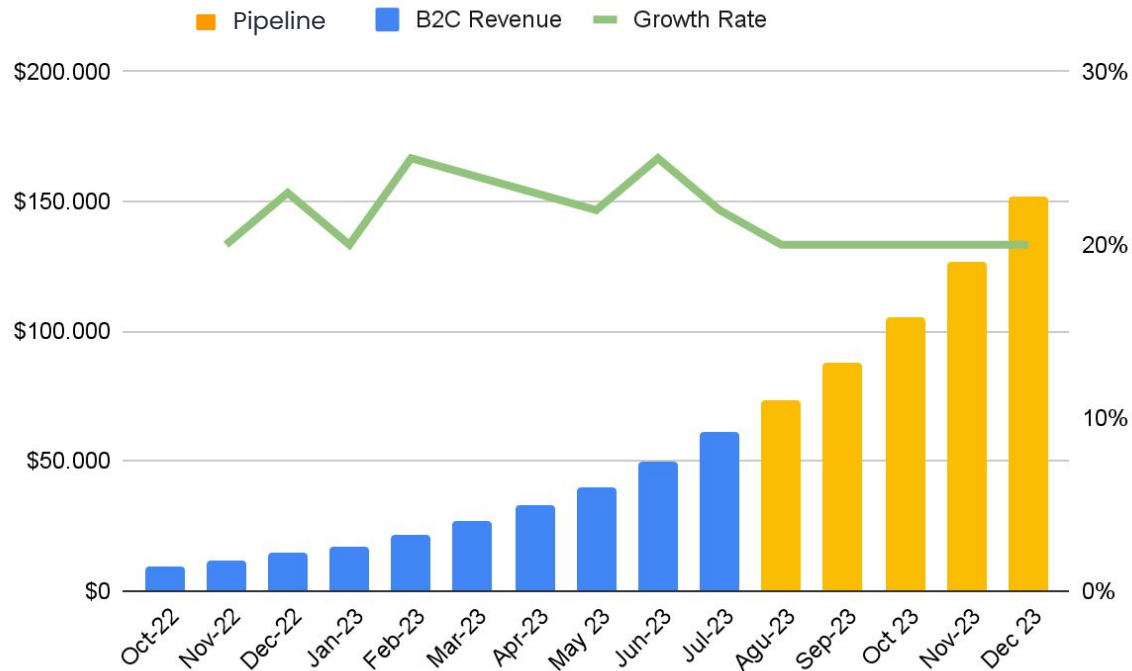
**20%**

**Monthly  
Growth Rate**

**60%**

**Gross  
Margin**

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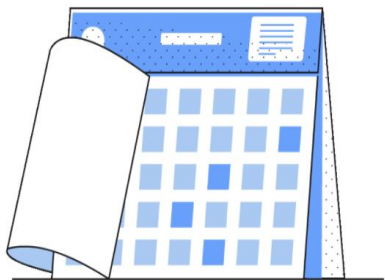
**60%**

**Gross  
Margin**



# WE HELP OUR TEACHERS TO DELIVER THEIR BEST TEACHING

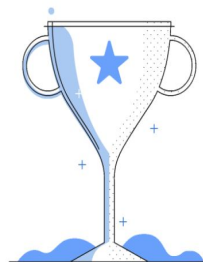
## Comprehensive Support



**Just Show Up**



**Follow Lesson Plan**



**Teaching Training**

## WE HELP OUR STUDENTS ACHIEVE THEIR GOALS



**300% Faster**



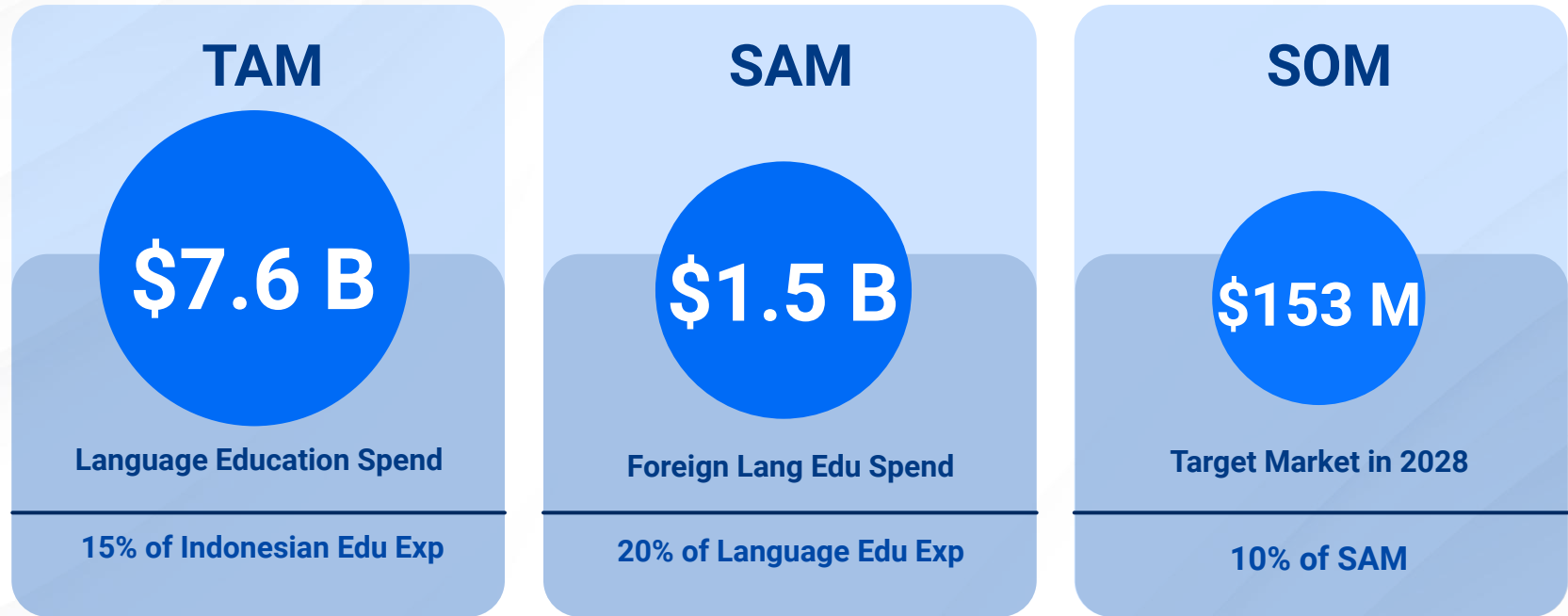
**50% Cheaper**

# OUR PLATFORM MAKES EDUCATION PERSONAL



- 1 Great Teachers**
- 2 Custom Learning Plans**
- 3 Interactive Lister Method**
- 4 Seamless Virtual Classroom**

# INDONESIA: A HUGE MARKET OPPORTUNITY

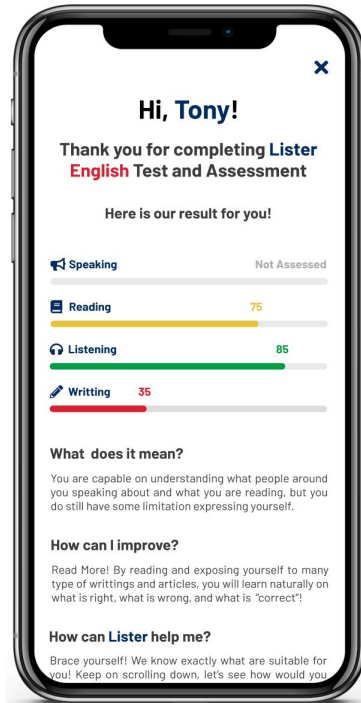


# BUSINESS MODEL: 2 WAYS TO SUBSCRIBE



## • Live Tutoring

- \$150 AOV
- \$15 CAC
- LTV:CC = 10:1
- 60% Gross Margin



## • Self-Paced Learning

- \$40 AOV
- \$5 CAC
- LTV:CAC: 8:1
- 80% Gross Margin

## RAISING \$500k TO HIT \$3M ANNUAL RUN RATE

**40%**

**Students  
Acquisition**

**30%**

**Content  
Development**

**30%**

**To Grow Tech  
& Data Team**



# LET'S CREATE IMPACT FOR MILLION INDONESIANS & BEYOND

## Lister Education Pte Ltd

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Indonesia

Scan to connect



## Contact Us

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