

SmartSAT

ENGLISH MARKETING AND INVESTOR MATERIALS

English review kit

October 12, 2026

12 months. 20,000 cumulative registrations.

\$100,000 annual marketing cash budget.

Targets and budget are owner-confirmed plans, not achieved results.

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Policies and product demonstrations

150 points is a company improvement target. Individual results vary.

Official sales commissions: 20% direct, 10% second tier, 10% third tier.

No affiliate joining fee. Detailed commission terms still require confirmation.

Four 60-second videos show diagnostic, mock exam, AI review and vocabulary.

Product videos use recorded screens with synthetic English narration.

Editable PowerPoint files and the growth model accompany this review PDF.

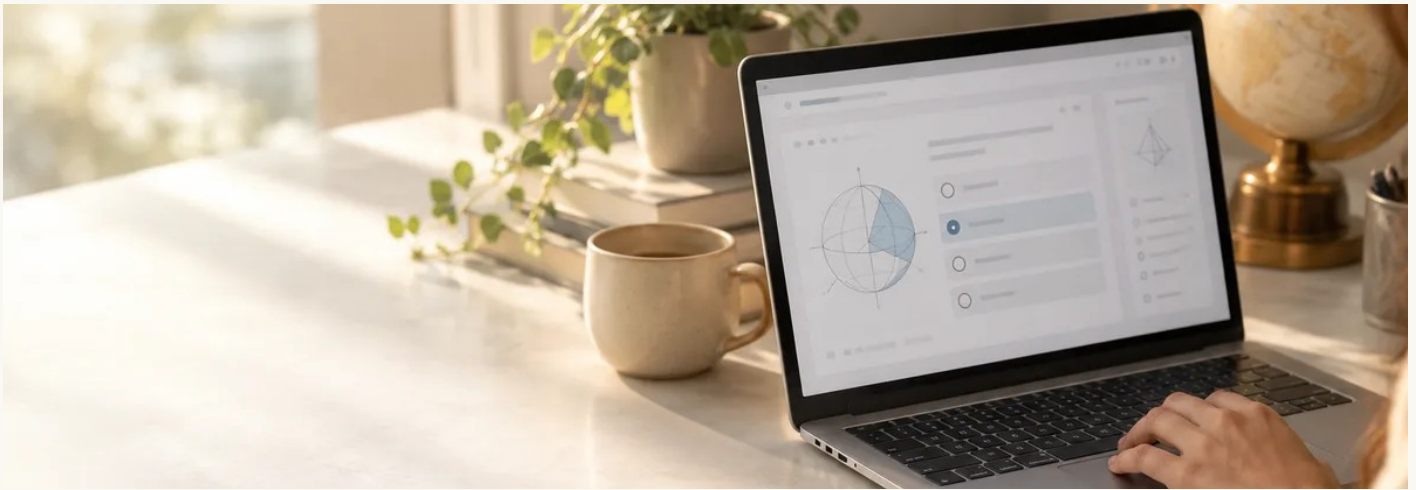
Published resource library: smartsat.co/en/marketing/sales

SmartSAT

STUDENTS AND PARENTS

Digital SAT preparation with 24×7 AI support

7-day free trial. No card required.



Digital SAT mock exams

Find the topics that need attention before your next test.

+150

POINTS

24×7 AI tutoring

One-to-one help in your mistake notebook, whenever you study.

**Average score
improvement target**

3,200 SAT vocabulary words

Structured word practice for reading and writing preparation.

Company target.
Individual results vary.

16 questions. No account needed to start.
Register to view your diagnostic report.

Start a free 20-minute diagnostic

smartsat.us

SAT is a College Board trademark. SmartSAT is an independent preparation service.

SmartSAT

TEACHERS AND PREPARATION INSTITUTIONS

Digital SAT support for educators

A product demonstration for your students and teaching team



Digital SAT mock exams

Discuss how assessments can support your preparation approach.

24×7 one-to-one AI support

Explore mistake-notebook explanations between teaching sessions.

3,200 SAT vocabulary words

Review vocabulary practice alongside your existing study resources.

Request a demonstration and discuss institutional cooperation.

Explore the product and cooperation options

smartsat.us

Institutional scope, terms and pricing require a separate agreement.

+150

POINTS

**Average score
improvement target**

Company target.
Individual results vary.

SmartSAT

CREATORS, MARKETERS AND PARTNERS

SmartSAT ambassador programme

Educational content and referrals that introduce Digital SAT preparation



Official sales commission structure

20%

Direct sales

10%

Second tier

10%

Third tier

No affiliate joining fee

Introduce Digital SAT mock exams, 24×7 one-to-one AI mistake-notebook tutoring and 3,200 SAT vocabulary words. Average improvement target: 150 points. Results vary.

Explore the ambassador programme

smartsat.pro

Official rates. Commission base, eligibility, refunds and payout details require written terms.

Digital SAT preparation with 24×7 AI support

Mock exams, personalized mistake review
and a 3,200-word vocabulary system.

For students, families and educators



Illustrative scene

A clearer next step after every practice session

Students

Understand what went wrong and which concept to practise next.

Parents

See learning activity and progress without guessing how study time went.

Educators

Use targeted practice to support individual learning needs.



Illustrative scene

Four priorities in one preparation product

Digital SAT

Mock exams to identify gaps

24×7

One-to-one AI mistake-notebook tutoring

3,200

SAT vocabulary words for structured practice

150 points

Average improvement target

Company target. Individual results vary.

The SmartSAT learning workflow

- 01 **Diagnose**
Find a starting point and weak concepts.
- 02 **Practise**
Take mock exams and review missed items.
- 03 **Understand**
Discuss mistakes with AI explanations.
- 04 **Re-test**
Check understanding with related questions.
- 05 **Track**
Review progress and choose the next task.



Illustrative scene

A free diagnostic before registration

16 questions

Reading & Writing and Math
at real SAT pace.

20-minute diagnostic

Start without an account.
Register to open your report.

Short on time? Stop after six answers.
A shorter test gives a wider estimated range.

**SmartSAT**

**Where would you score
on the SAT today?**

Twenty minutes at real SAT pace and you walk away knowing
your score band and the two or three things holding it down.

**20 minutes**
16 questions across Reading & Writing and Math, timed at real
SAT pace — not a speed test.

**No sign-up**
Nothing to fill in before you start. A free account is what opens
your report at the end.

**Your SAT band**
Where you land today, plus the concepts to fix first.

 **Start the diagnostic**

Digital SAT mock exams

Practise Reading & Writing and Math in the Digital SAT format.

A useful report after the test

Review score estimates, performance and missed concepts before the next session.

SmartSAT is an independent preparation service.



Illustrative scene

AI help inside the mistake notebook

24×7

One-to-one explanations
for the mistakes you need to fix.

Review. Explain. Practise again.

Build understanding with related questions.
Three correct answers in a row mark mastery.



Illustrative scene

SAT vocabulary practice

3,200 words

Structured practice for stronger reading and writing foundations.

A repeatable daily routine

Review words in context.

Practise recall and track vocabulary progress.



Illustrative scene

Support for families and teaching teams

Parents

View authorized learning progress,
recent activity and the target score gap.

Teachers and preparation institutions

Discuss the product in a demonstration.
Explore how practice can complement teaching.



Illustrative scene

Your next step with SmartSAT

Students, parents and teachers

Try the free diagnostic and explore Digital SAT preparation.

smartsat.us

Creators, marketers and partners

smartsat.pro

SAT is a College Board trademark. SmartSAT is an independent preparation service.

smartsat.us



Illustrative scene

Twenty thousand registrations

\$100,000

Marketing cash budget

A measurable operating plan for SmartSAT

Four product messages

Digital SAT

Mock exams that identify areas to practise

24×7 AI

One-to-one tutoring in the mistake notebook

3,200 words

Structured SAT vocabulary practice

150-point goal

Measurement evidence must establish any achieved average

Three audiences and website jobs

Audience	Website	Primary action
Students and parents	SmartSAT.us	Assessment and registration
Teachers and institutions	SmartSAT.us	Product demo and permitted pilot
Creators and partners	SmartSAT.pro	Ambassador program and referrals
Company and investor context	SmartSAT.co	Product credibility and business meetings

One clear next step for each audience

The simulated grade-11 learner

1250

Assumed starting score

1400+

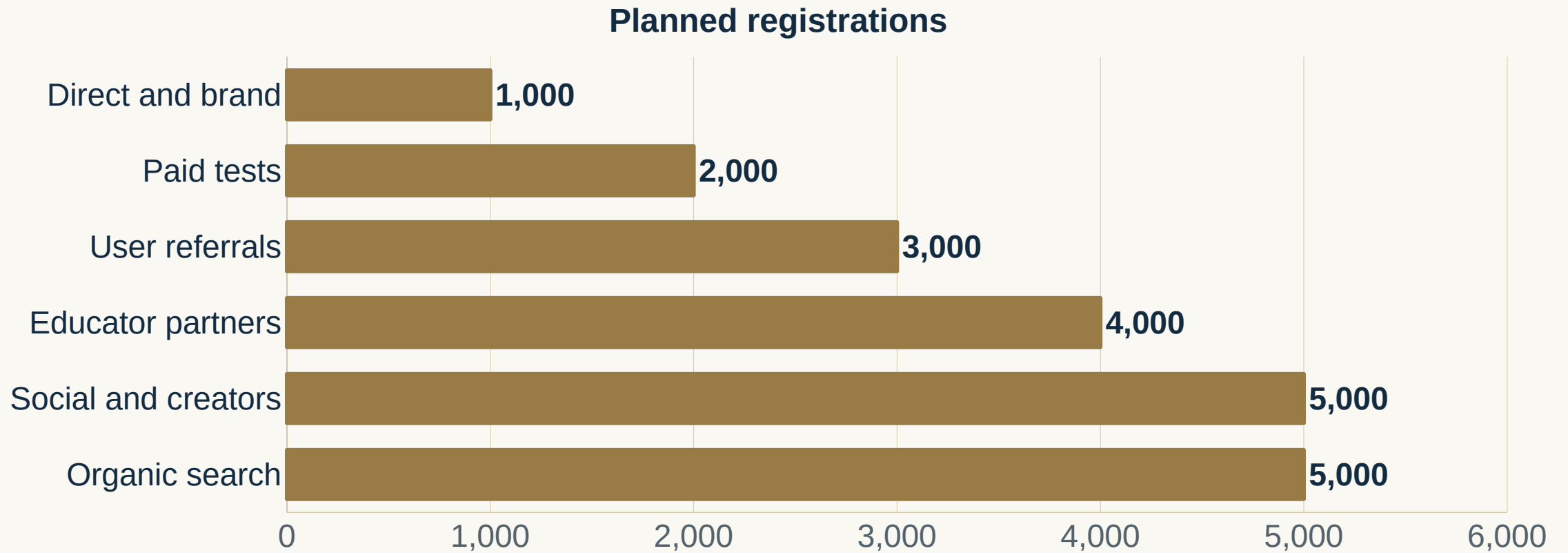
Target score

First session	Next practice	Ongoing review
Quick assessment Report and registration	Mistake explanation Related practice	Vocabulary session Full mock and re-test

Monthly registrations and cash ceilings

Month	New users	Cumulative	Cash ceiling
1	200	200	\$4,000
2	400	600	\$5,000
3	700	1,300	\$6,000
4	1,000	2,300	\$7,000
5	1,300	3,600	\$8,000
6	1,600	5,200	\$9,000
7	1,800	7,000	\$9,000
8	2,100	9,100	\$10,000
9	2,300	11,400	\$10,000
10	2,500	13,900	\$10,000
11	2,900	16,800	\$11,000
12	3,200	20,000	\$11,000
Total	20,000	20,000 final	\$100,000

Six acquisition channels



The funnel we must prove

185,000 sessions

Qualified attributable website visits across six channels

20,000 registrations

10.81% weighted conversion assumption

7,650 activated students

17,000 students × 45% seven-day activation

600 first valid payers

3% of all registrations after refunds and reversals

The first ninety days

Window	Evidence milestone	Cumulative cash ceiling
Days 1–30	Four demos, ten interviews 200 distinct registrations	\$4,000
Days 31–60	Three educator pilots 600 registrations and first D30 cohort	\$9,000
Days 61–90	Two repeatable channels 1,300 registrations and audited cohorts	\$15,000

Activation and learning quality gate expansion

Product demos and useful search content

4

Original videos each week

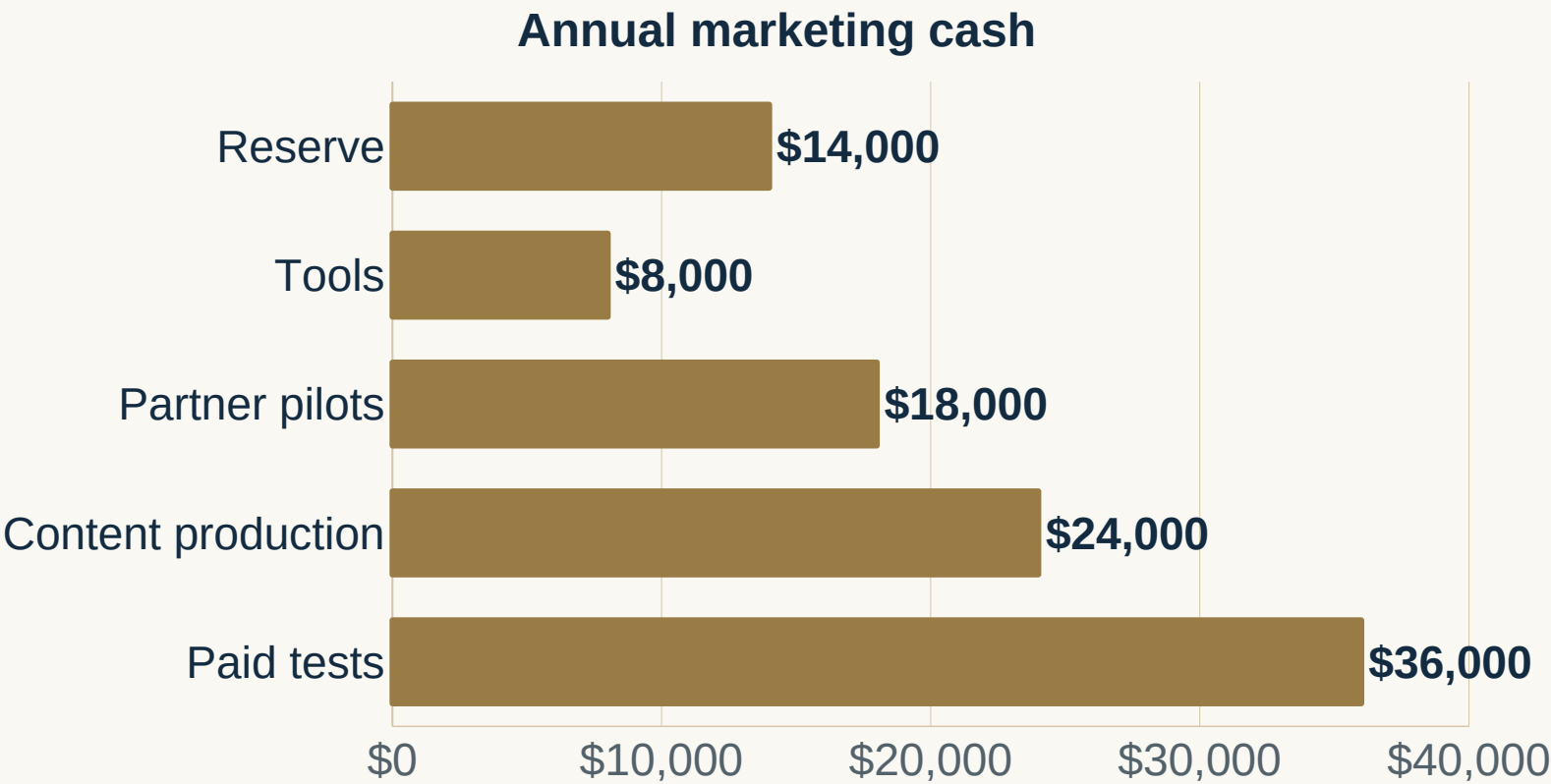
192 planned originals across 48 production weeks

Initial sixty-second demos	Search content clusters
Quick assessment and report Full mock exam workflow Mistake notebook and AI Vocabulary practice	Diagnostic and Digital SAT Mistake review and vocabulary Parent support and educators Partnership terms

The AI team and human approval

AI workstream	Weekly deliverable	Human owner
Evidence and QA	Claim ledger and real product paths	Educator + technical lead
Copy and video	Four original masters and captions	Educator + CEO
SEO editorial	One useful article and link plan	Educator + technical lead
Partner operations	Invitation drafts and asset kit	CEO before sending
Analytics and experiments	Mature cohort report and recommendations	Technical lead + CEO
Investor materials	Evidence index and update draft	CEO before disclosure

The \$100,000 cash allocation



\$5

Budget ÷
registration target

Commissions, salaries
and product AI costs sit
outside this cash plan.

Commission exposure and contribution margin

40%

Full-chain commission scenario

Illustrative \$100 commission base	Amount
Direct sale at 20%	\$20
Second tier at 10%	\$10
Third tier at 10%	\$10
Total commission	\$40

Remaining \$60 still covers refunds, fees, AI and service costs.

Sensitivity and spending gates

Planning case	Downside	Base	Stretch
Registrations	12,000	20,000	28,000
Student A7	30%	45%	55%
First valid payers	240	600	1,400
Paid registration CPA	\$24	\$18	\$12

Scale Two mature weeks, ≥ 100 registrations, A7 $\geq 45\%$, paid CPA $\leq \$18$

Pause Low activation, CPA above \$27, material claim or quality errors

The CEO operating queue

Market and launch	Confirm initial geography, launch date and channel accounts
Claims and terms	Verify 150-point evidence and published commission details
Permissions	Authorize analytics access and role-specific test accounts
First release	Approve the asset batch, recipients and cash tranche

SmartSAT

Digital SAT preparation with continuous AI support

Milestone-based funding discussion

The learner problem

After a wrong answer

Learners need an explanation and a useful next exercise

Between tutoring sessions

Families need accessible support and a visible learning process

Before the next exam

Practice needs to identify weak concepts and revisit them

The product learning cycle

Step	Product activity	Learner value
Assess	Digital SAT practice and mock exam	Identify areas to practise
Review	24×7 one-to-one AI mistake tutoring	Understand the mistake
Practise	Related items and 3,200 vocabulary words	Build repeated practice
Re-test	Reports and continued review	Track progress over time

SAT participation and the initial audience

1.95m+

Class-of-2026 SAT takers

13.5%

International participation
growth

Initial audience proposal: grade-11 learners seeking a structured practice and mistake-review workflow.

Three complementary team roles

Senior educator

Educational method, explanation quality and learning evidence

Technical lead

Uses Anthropic AI to build SmartSAT.us and verify product behavior

CEO

Fundraising, social marketing, partnerships and traction

Traction evidence to collect

Evidence	Required source	Current status
Distinct registrations	Dated export with test/bot deduplication	Not yet verified
A7, D7 and D30	Mature student cohorts and definitions	Not yet verified
Student WAU and MAU	Meaningful learning-action events	Not yet verified
First valid payers and net cash	Payments less refunds and reversals	Not yet verified

Repeatable acquisition evidence

3

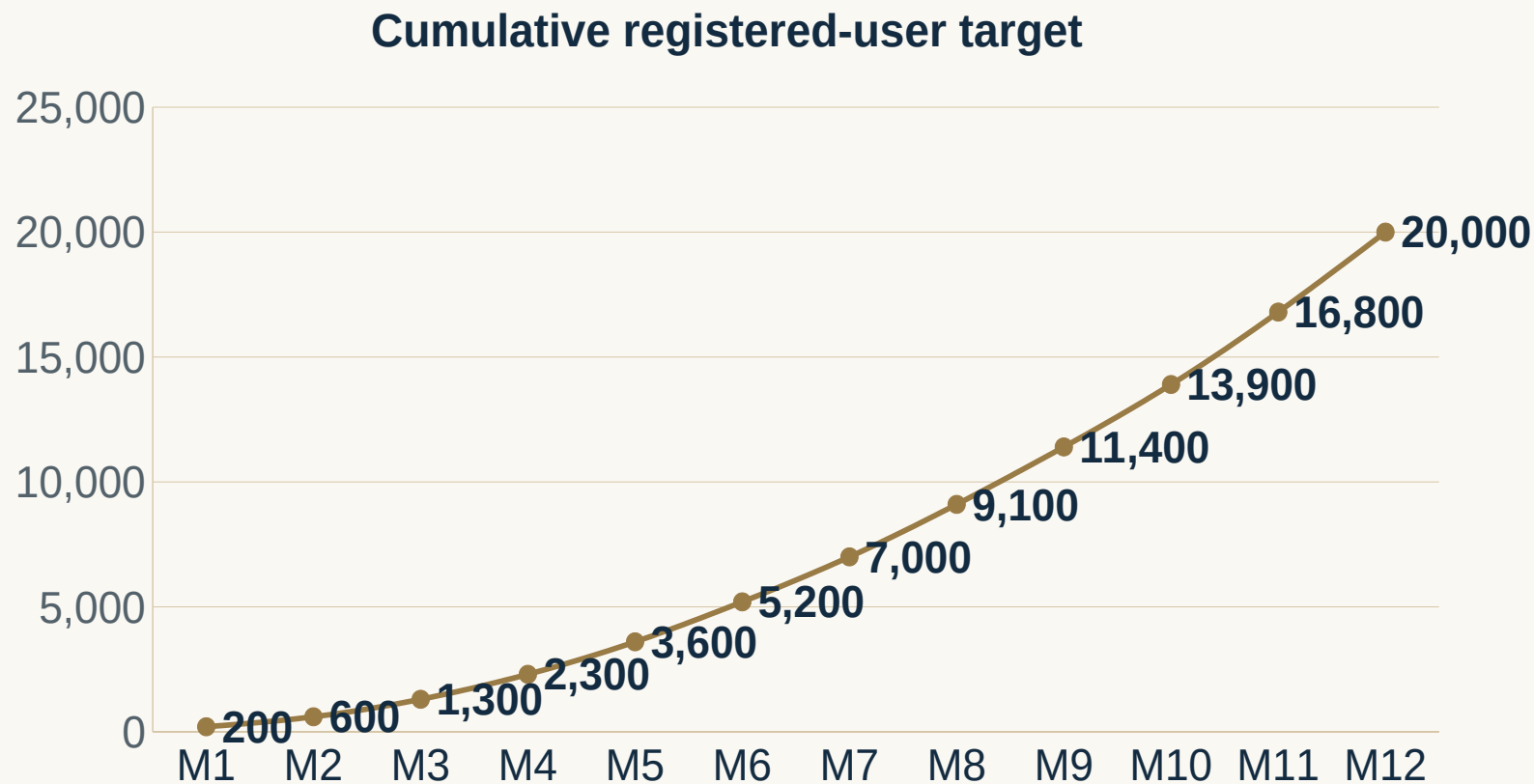
Productive pilots to prove first

Test	Evidence required
Educator partner	Distinct registrations plus meaningful learner activity
Creator distribution	Tagged sessions, A7 and mature paid conversion
Learner referrals	Valid attribution, refunds and activated recipients

Commercial model and contribution margin

Component	Evidence needed
Revenue	Actual price, valid payments and net receipts
Product cost	Hosting, AI inference and support by cohort
Commission cost	Official 20% / 10% / 10%. Confirm base and payout terms.
Acquisition cost	Marketing cash, attribution and actual paid CAC
Contribution margin	Net revenue less variable costs, fees and commissions

The twelve-month growth objective



\$100k

Marketing cash ceiling

Base target: 20,000

Downside: 12,000

Stretch: 28,000

Milestones and resource discussion

First ninety days

1,300 registration target and auditable activation cohorts

Evidence for expansion

Useful learning, productive pilots and sustainable CAC

Resources to discuss

Marketing execution, product reliability and outcome measurement

Data-room standard

Actual evidence separated from targets, assumptions and simulations