



Tenter

Where all coders belong...

Baku, Azerbaijan

April, 2022

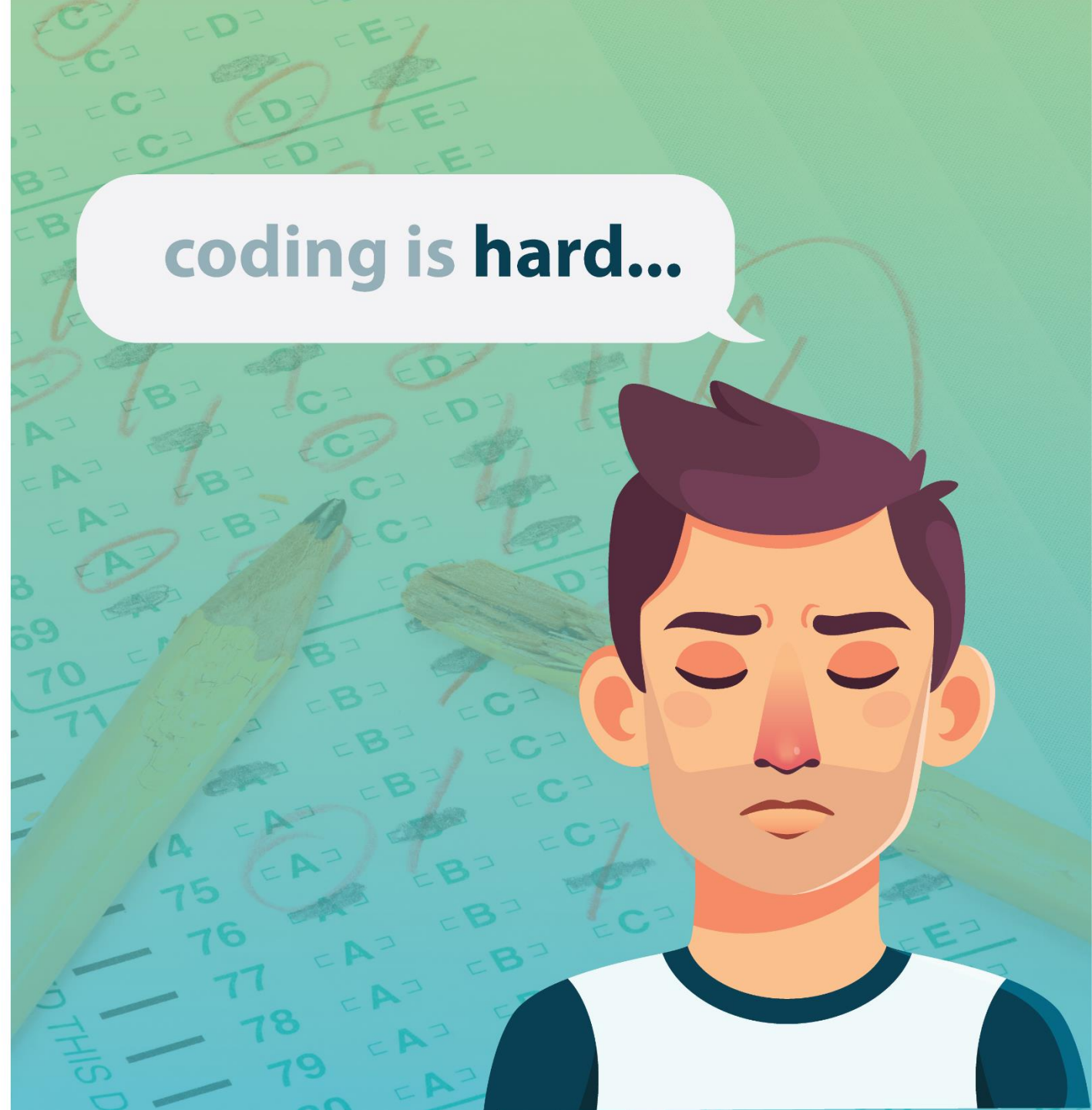
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Dropout and failure rates in introductory programming courses

<https://stemeducationjournal.springeropen.com/articles/10.1186/s40594-020-00222-7>

coding is hard...



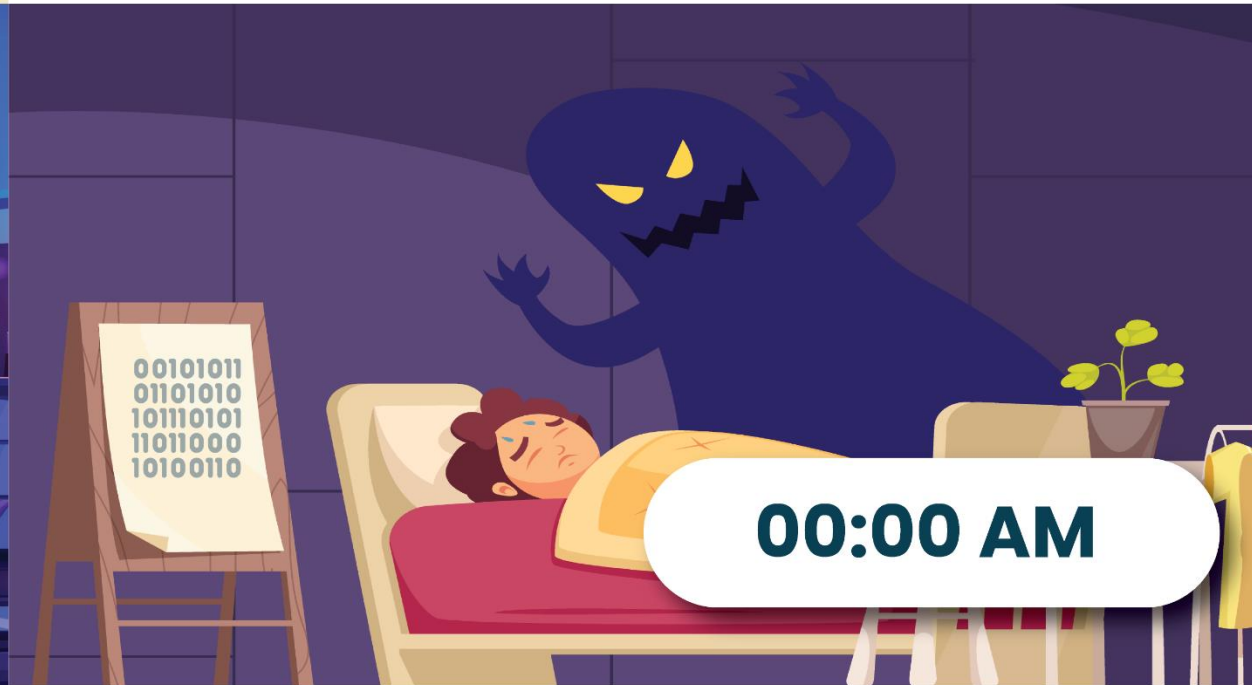


08:00 AM

Learning 24/7

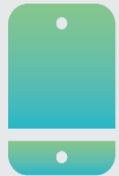


18:00 PM



00:00 AM

Learning in minutes



OPEN APP



SCAN CODE



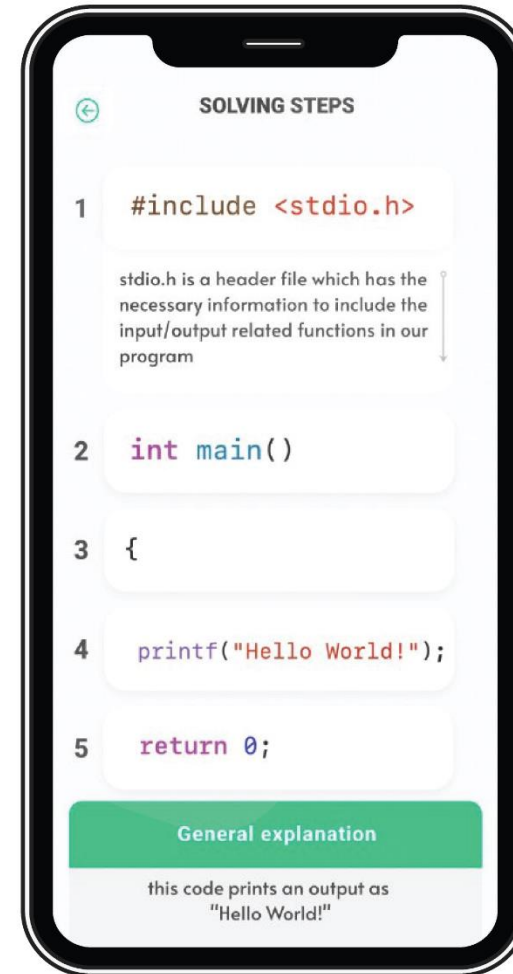
TEXT EXPLANATION



VIDEO TUTORIAL

Coder's best friend

scan



get line-by-line explanation

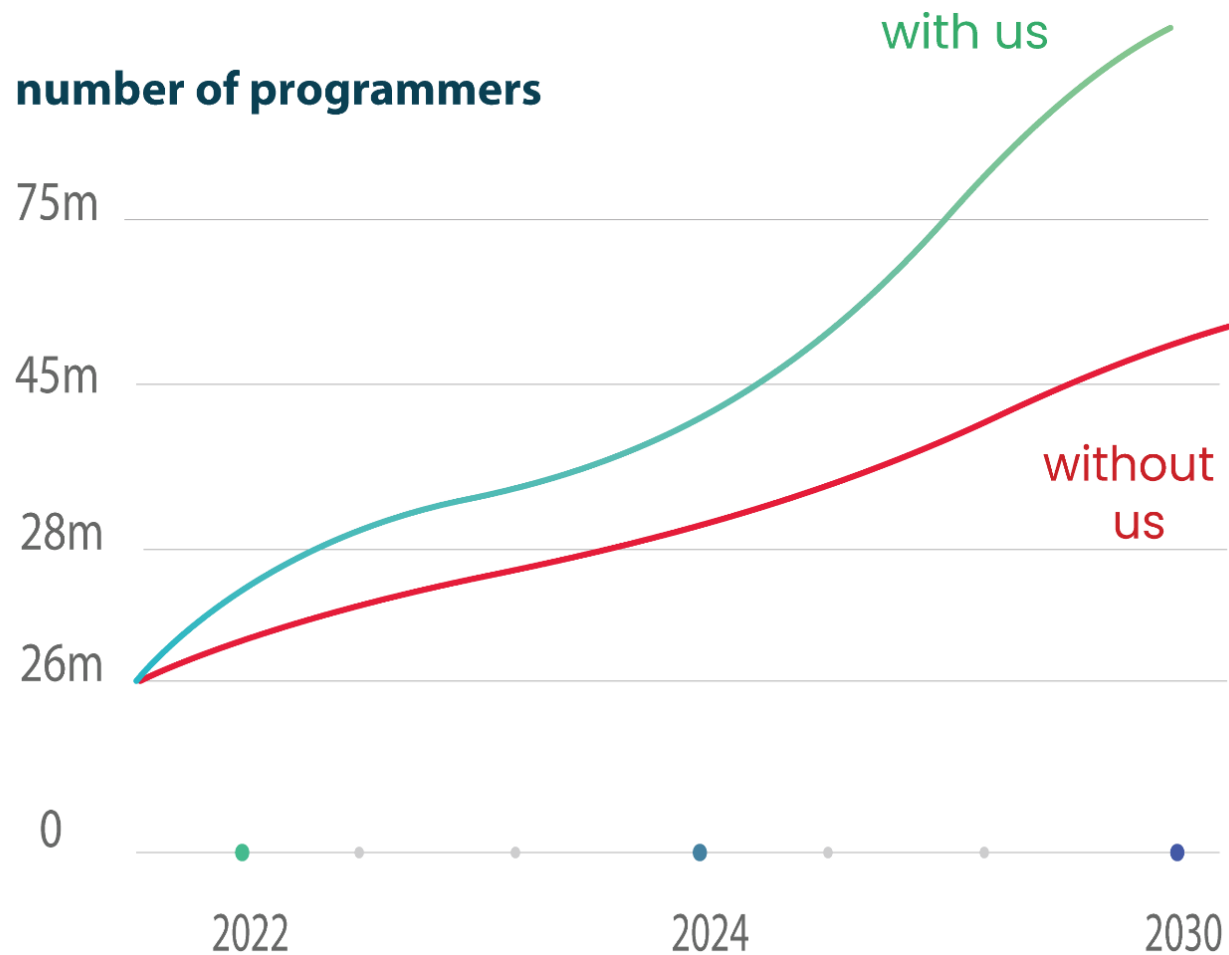
available to everyone
from any location
at any time



50+
Tutorials






100+
Solutions



**growing
demand
not met**

<https://www.future-processing.com/blog/how-many-developers-are-there-in-the-world-in-2019/>

saves time, energy, money

				
autofilling keywords	✓	✓	✓	✓
scanning from image	✓			
video tutorials	✓	✓	✓	
code analysis	✓			
compiler	✓	✓	✓	✓

Last 5 days...



500+
interested
users



50+
customer
feedback



150+
registered
users



10
expert
feedback



“

It's like a personal
code tutor

~Dr. Medvedev, ADA University

”

Subscription business model



BASIC

\$ 0.00

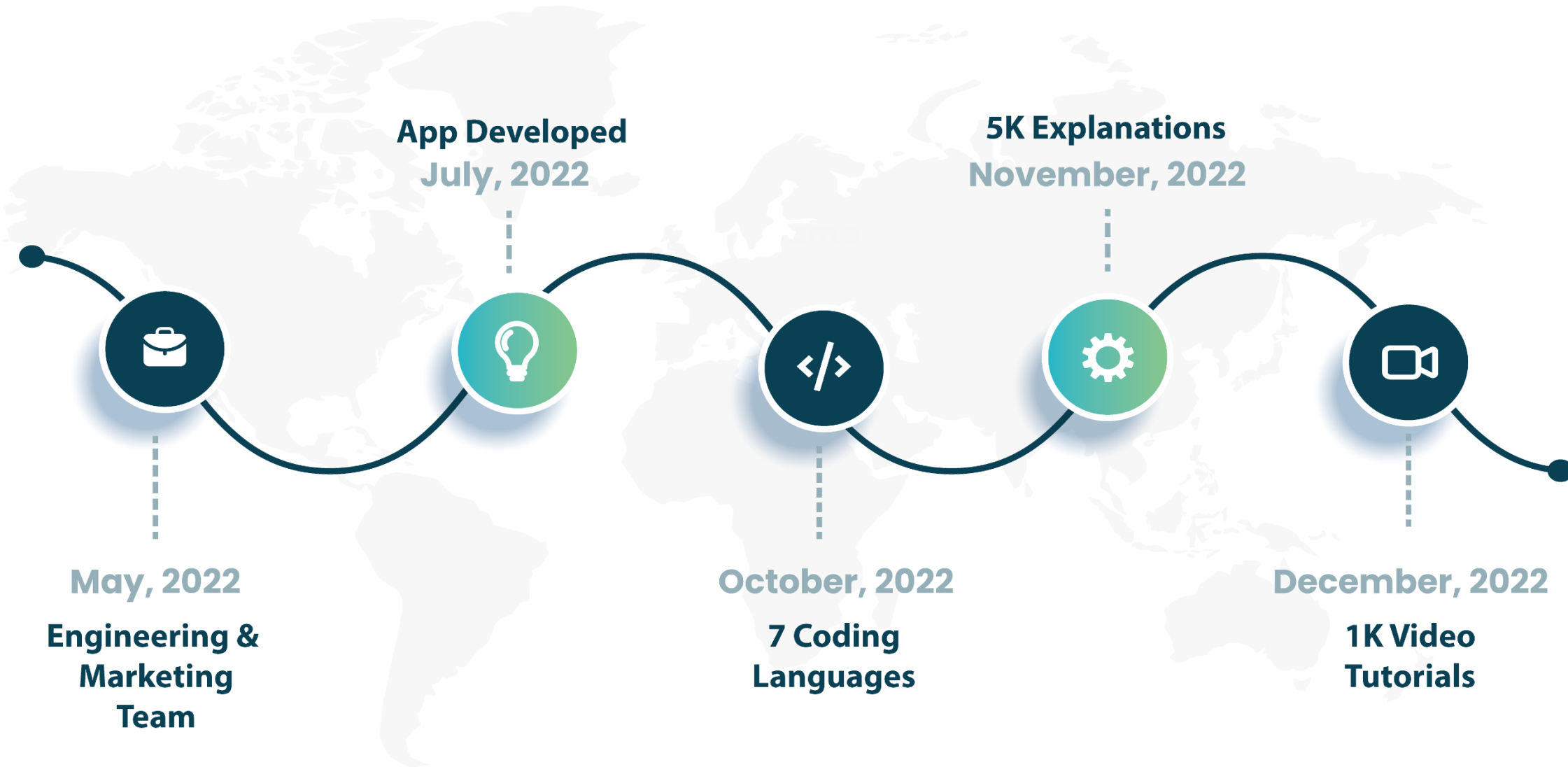
- ✓ scanning
- ✓ code explanation
- 🔒 video tutorial
- 🔒 quizzes
- 🔒 ranking



PREMIUM

\$ 4.99

- ✓ scanning
- ✓ code explanation
- ✓ video tutorial
- ✓ quizzes
- ✓ ranking



May, 2022
Engineering & Marketing Team

App Developed
July, 2022

October, 2022
7 Coding Languages

5K Explanations
November, 2022

December, 2022
1K Video Tutorials

We are looking for...



Team



Nihat Abdullayev

Co-founder & CTO



Laman Aliyeva

Co-founder & CEO



Atakhan Ahmadov

Co-founder & CMO

Where all **coders** belong...

coding is easy...

Thank you!



welcome@tenterapp.com

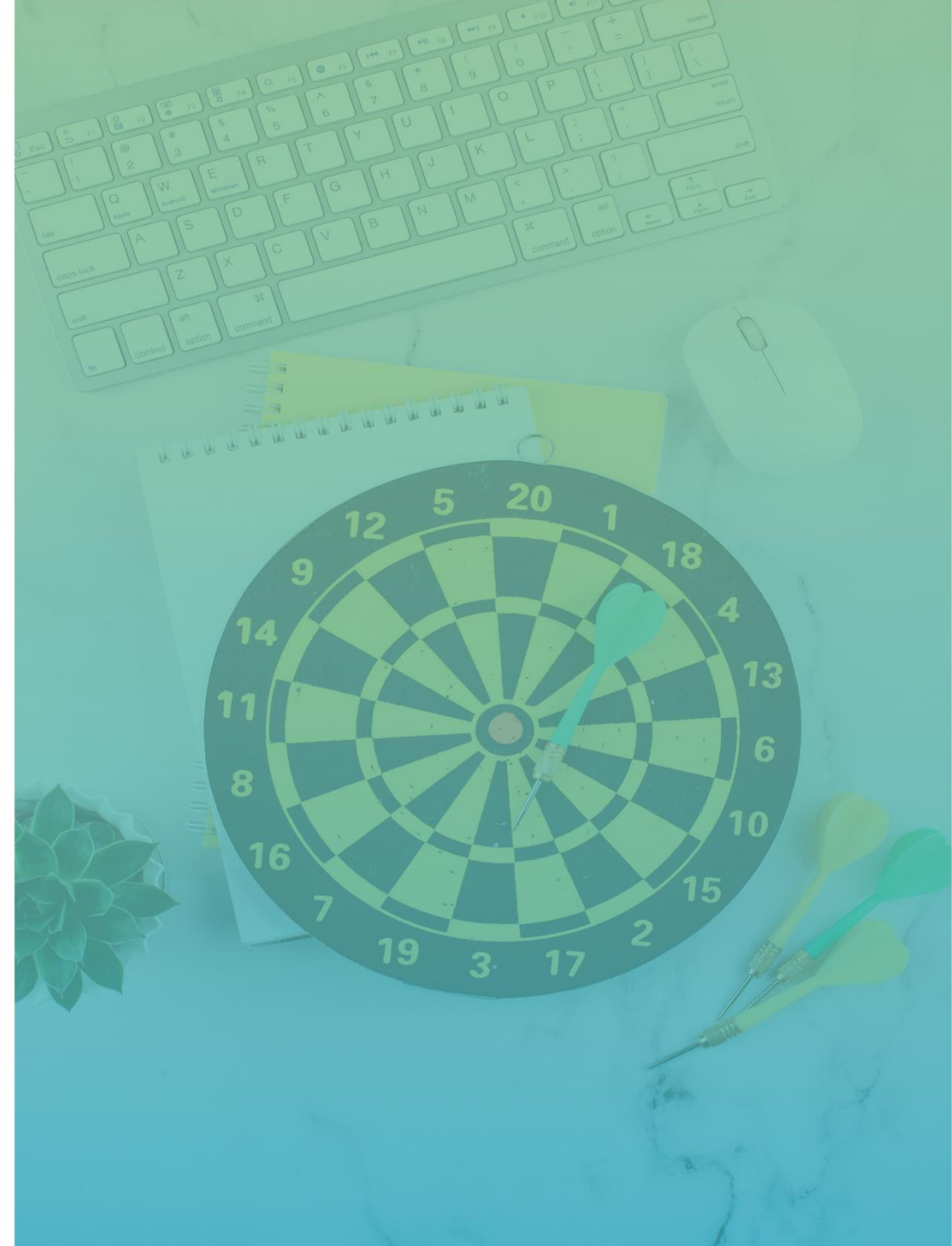


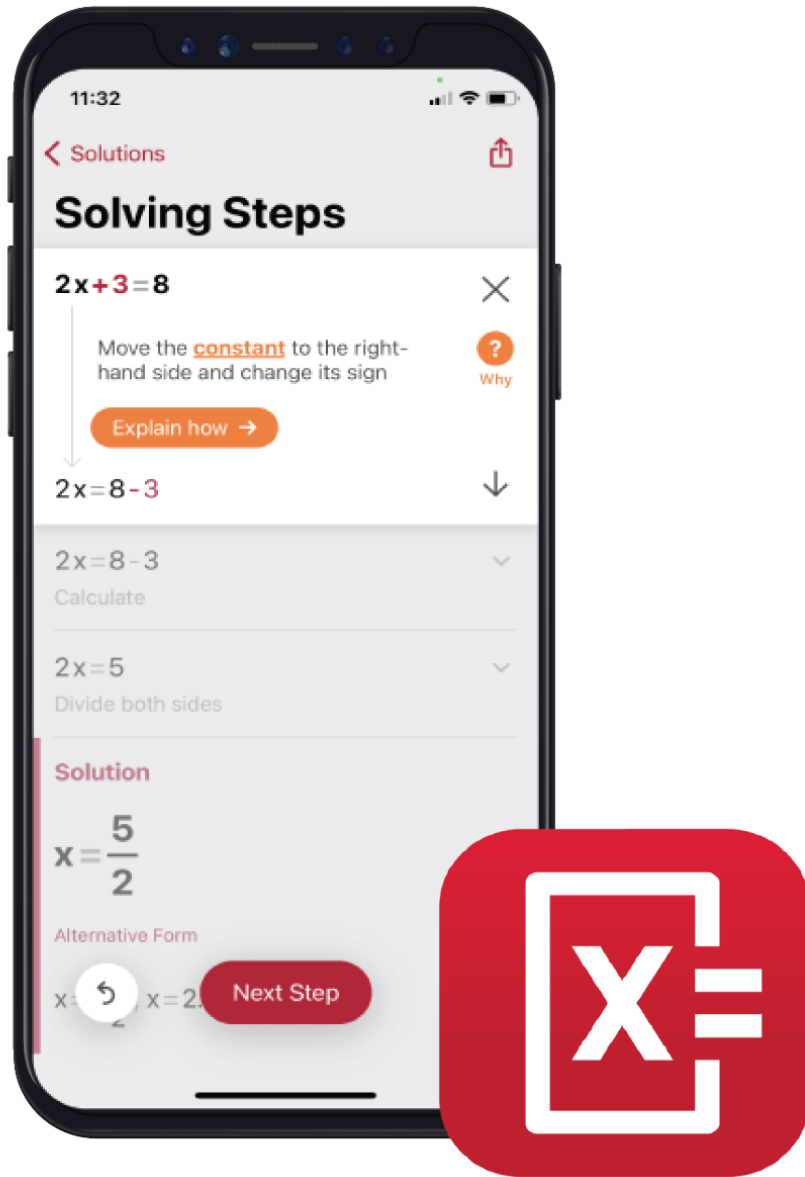
+994 70 607 44 69



Appendix

Further Implementation





Competitive Analysis

- Founded in 2014, based in San Mateo, CA, US
- Photomath has **415** employees (11% growth each year)
- Raises **\$23 million** as it reaches 220 million downloads
- Estimated annual revenue is currently **\$73.8M** per year

Personas

gen-z coder

beginner coder

contributor



Market Scale



Increasing Demand for Programming:
By 2024, the global developer population is expected to reach **28.7 million people**, increasing 3.2 million from the previous year.

Aug 2021 ▲	Aug 2020 ◆	Change ◆	Programming language ◆	Ratings ◆	Change ◆
1	1		C	12.57%	-4.41%
2	3	↑	Python	11.86%	+2.17%
3	2	↓	Java	10.43%	-4.00%
4	4		C++	7.36%	+0.52%
5	5		C#	5.14%	+0.46%
6	6		Visual Basic	4.67%	+0.01%
7	7		JavaScript	2.95%	+0.07%
8	9	↑	PHP	2.19%	-0.05%
9	14	↑↑	Assembly language	2.03%	+0.99%
10	10		SQL	1.47%	+0.02%
11	18	↑↑	Groovy	1.36%	+0.59%
12	17	↑↑	Classic Visual Basic	1.23%	+0.41%
13	42	↑↑	Fortran	1.14%	+0.83%
14	8	↓↓	R	1.05%	-1.75%
15	15		Ruby	1.01%	-0.03%
16	12	↓↓	Swift	0.98%	-0.44%
17	16	↓	MATLAB	0.98%	+0.11%
18	11	↓↓	Go	0.90%	-0.52%
19	36	↑↑	Prolog	0.80%	+0.41%
20	13	↓↓	Perl	0.78%	-0.33%

<https://statisticstimes.com/tech/top-computer-languages.php>

NEED

- high school and freshmen students
- beginner programmers
- junior programmers

APPROACH

1. open app
2. scan the code
3. get explanation

BENEFIT

- saves time
- explains coding in simplified form
- saves time

COMPETITION

In a programming market Tenter does not have direct competitors. However, there is a successful case for learning math

WHY IS THIS A GOOD PLACE?

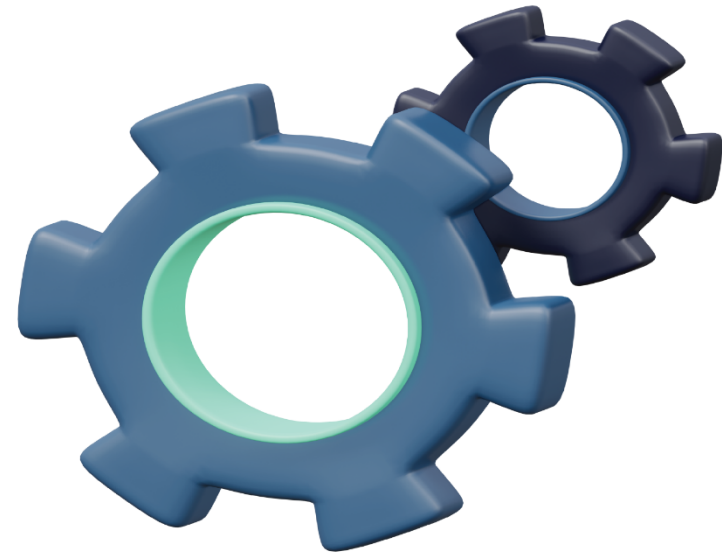
Research estimates that in less than 10 years, the number of programmers will reach 45 million. However, it is also clear that this figure is very small in the face of growing world demand. And this calls for the emergence of a tool that can rapidly increase the number of programmers and make becoming a programmer more accessible. Basically, the gap of inconsistency between demand and production in the field of programming will be filled out with us.

HOW WILL YOU WIN

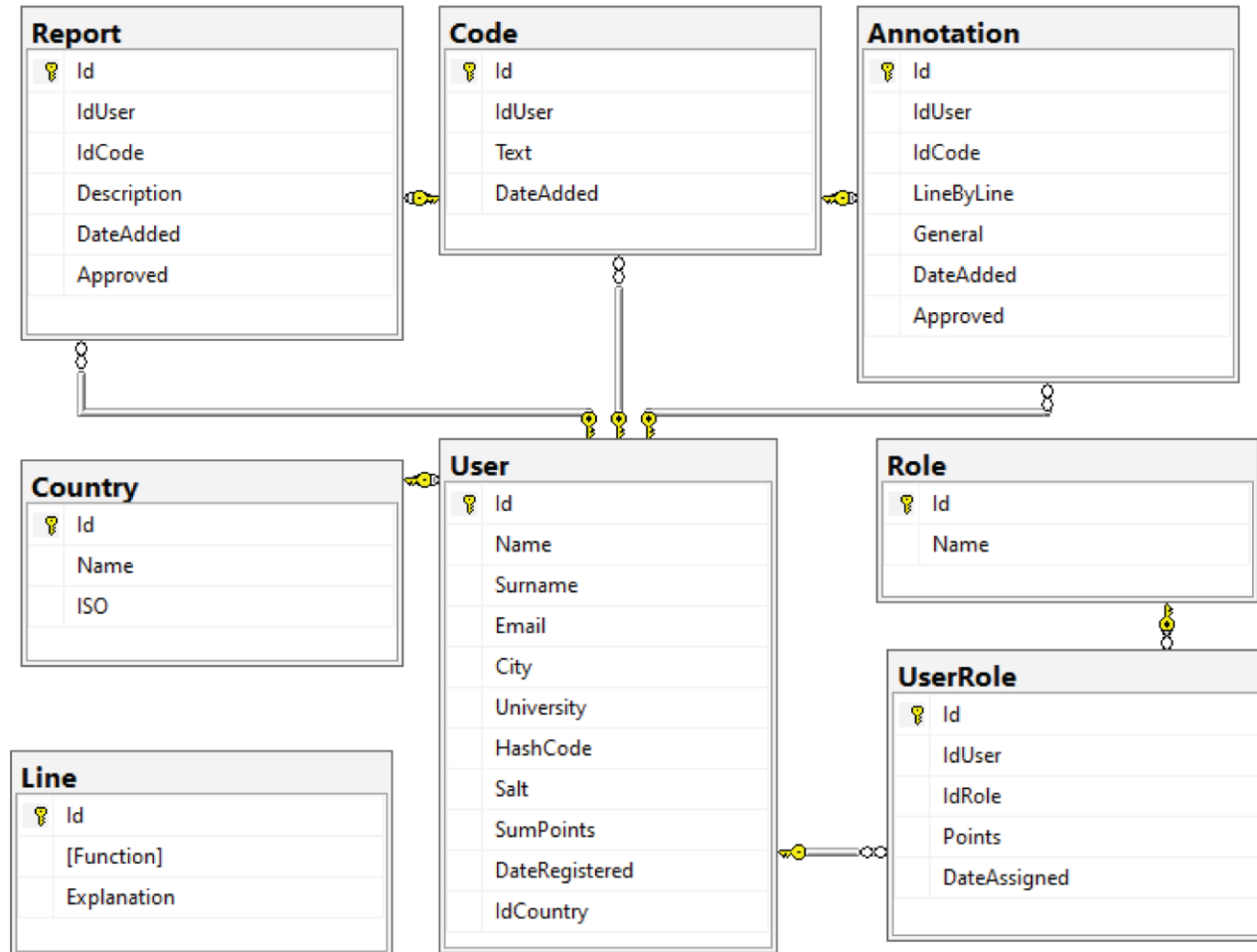
- Social Media Marketing - best marketing tool that will help a startup build a strong foothold in the online world
- Competitor Research - by studying our competitors and their strategies we will identify areas where our startup lacks
- Search Engine Optimization - optimizing our website based on keywords will make our business discoverable
- Sharing Videos - creating and sharing engaging videos with our audience;
This will our content more views

Technology Behind

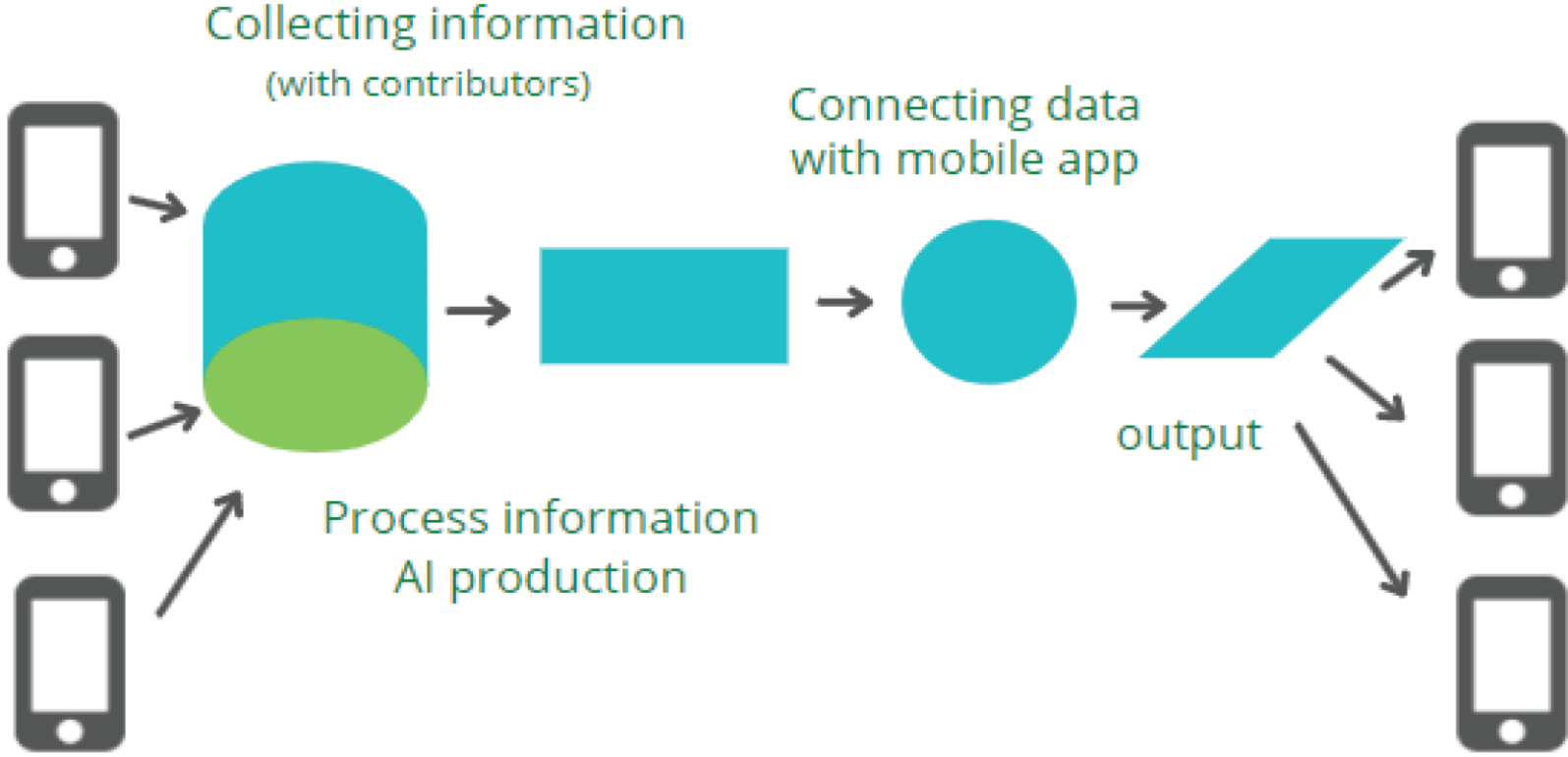
- MVC ASP. NET Core
- OCR Tesseract
- MSSQL Database
- Android Java Application
- Firebase
- AWS Cloud Service
- Sphere Engine API Compiler



Database Architecture



System Architecture



Vision & Mission



To increase the interest of our target audience in coding. To make programming in form understandable for everyone



To save time by scanning the codes of the target audience daily in seconds