



Tijntje Louwers
Utrecht, 14 maart 2023

Summary

- Korte beschrijving markt en organisatie
- Innovatie proces bij WRTS
- Recente innovaties
- Wrap up

Questions feel free to ask during the presentation

Market

Mission and Ambition Futurewhiz - mother company WRTS

Mission

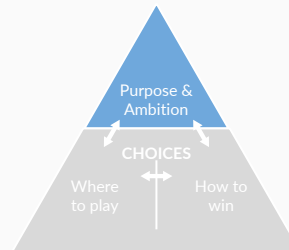
“Empowering every child to grow through personalized education”

Long term ambition

Be the largest player of personalized education in the world

short term ambition

“Be the local market leader of digital, personalized, B2C education in selected European countries by providing the most engaging and effective product endorsed by teachers”



Dutch B2C landscape and FW positioning

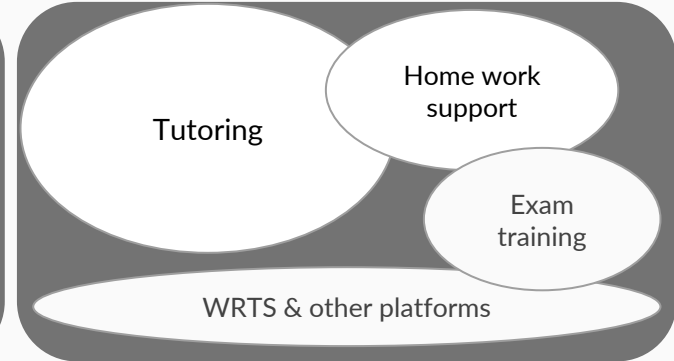
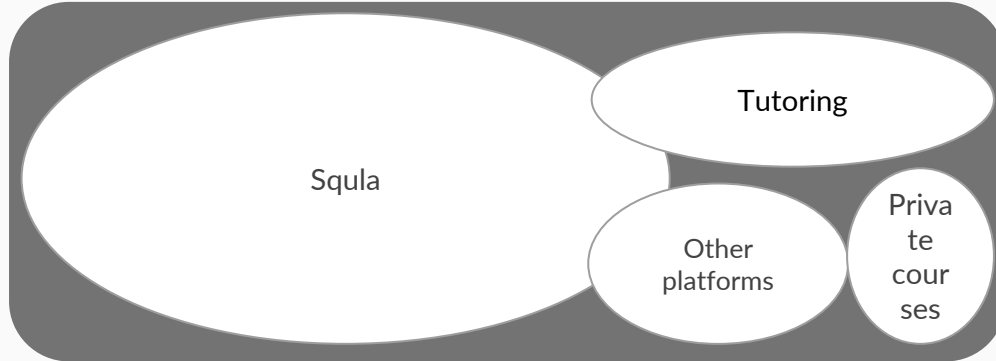
3 - 6 yrs

6 - 10 yrs

10 - 12 yrs

12 - 15 yrs

15 - 18 yrs





Every child wants to **pass and succeed**. The level of homework support changes, during a school year and during a school career. We want to be there with **one platform** that fits every student challenges and the **budget** of all parents. **For all subjects and all grades**. For instruction and exercises, for DIY and tutoring.

Some details

1m

active users

650k

active se users

40m

exercises

1b

answers

309k

videos watched

3,4m

lists created

1,3m

books added

848k

q&a posts

WRTS TEAM - 1 multi disciplinary team

GENERAL



Tijtje

Head of WRTS

Marketing & growth



Pauline

Head of Marketing & Growth



Daan

Online marketer

DESIGN



Thomas

Head of Product



Lex

Head of Engineering



RJ

BE Developer



Katia

BE Developer

CONTENT



Renske

Content Coordinator



Judith

Content Assistant



Jasper

Data scientist



Wouter

Loyalty marketer



Tamyia

Content creator



Alieke

UX Designer



Sviatoslav

FE Developer



Yura

FE Developer



Arthur

BE Developer



Verine

Content Assistant

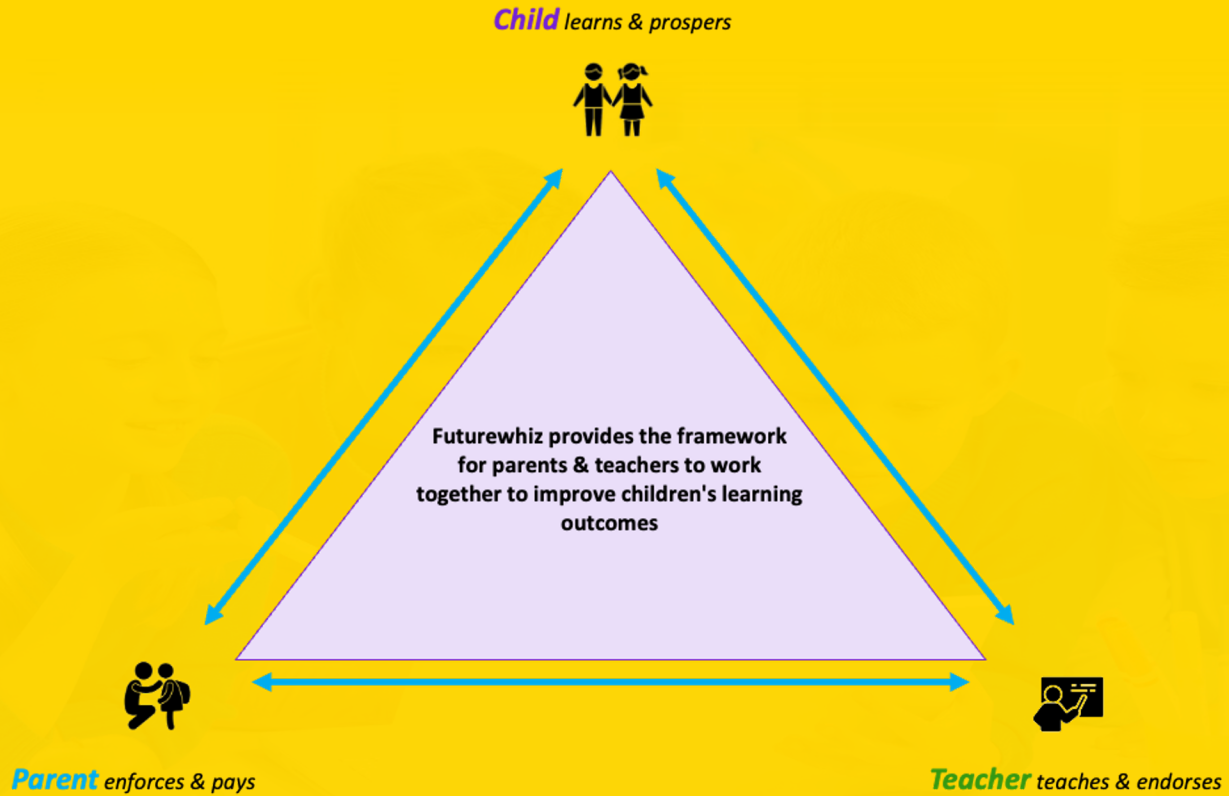


Phillipine

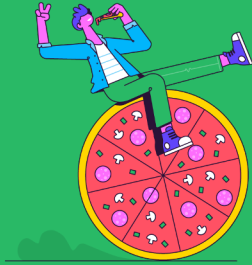
Content Assistant

innovatie

Triangle focused on teachers, students and parents



Research within WRTS



Meldingen


NIEUW

 Wil je kans maken op een Bol.com-bon van €10, Britt? Vul dan onze korte vragenlijst in! Het duurt maar 5 minuten. 🗨️

28 February



YOUNGWORKS

Rapportage 

Onderzoek naar beslisproces WRTS
Onder scholieren en hun ouders

- Qualitative: pizza panel bi monthly (students), external incidental
- Quantative: on own platform incidental (students), brand research (Kantar) twice a year (teachers, students, parents)
- Experiments: always live in product and in marketing channels
- Feedback loop: report Customer Support/ Social media weekly

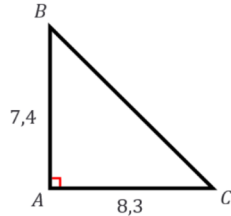
05:36
30 MIN TE GAAN

5 te gaan ✓ 1 ✗ 0

Pauseren

Hoeken en lijnen [Theorie](#)

Bereken de hoek



Bereken de zijde BC

[Bekijk antwoord](#)

Per onderwerp krijg je 2 gratis vragen. [Upgrade om met alle vragen te oefenen](#)

4 ✓ 1 ✗ 1 ✗



Upgrade om de oefening af te maken

Wil je met nog meer van dit soort vragen oefenen?
Door te upgraden krijg je toegang tot alle oefentoetsen en oefenvragen op WRTS. Zo ben je altijd goed voorbereid op je volgende toets!

- ✓ Oefenstof aansluitend op je lesboek
- ✓ Volledige oefentoetsen
- ✓ Persoonlijke oefenschema's
- ✓ Uitlegvideo's gemaakt door docenten

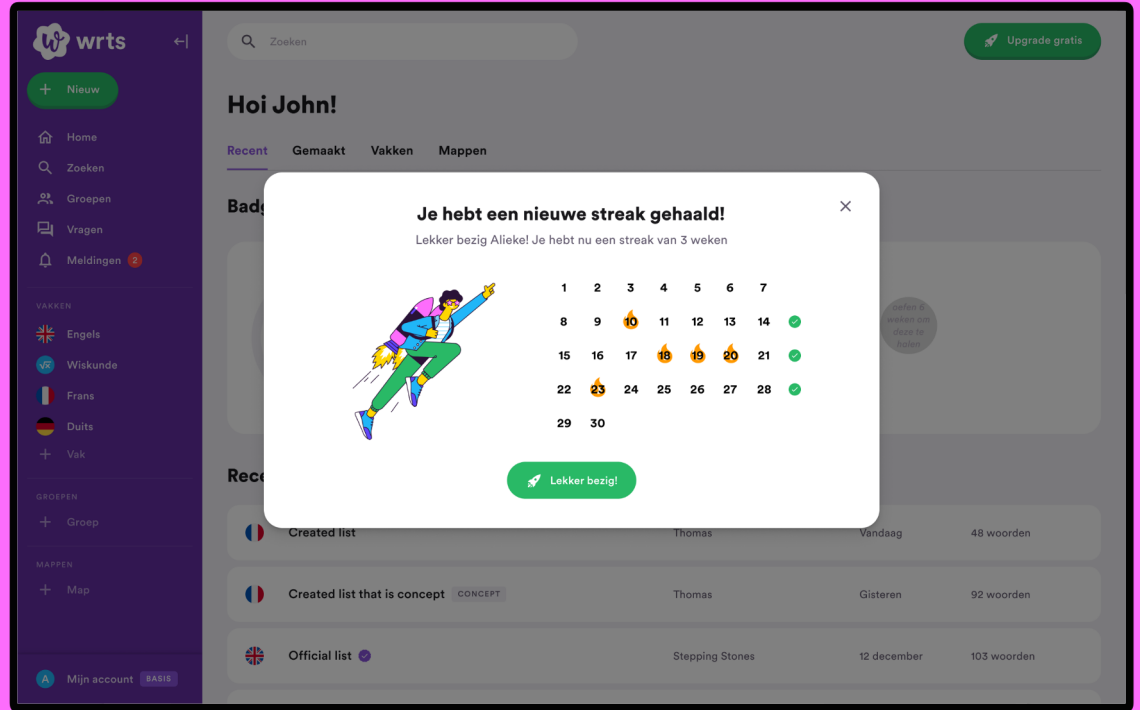
⚡ **Wist je dat 91% van de scholieren hun ouders vraagt om te betalen?**
[Vraag je ouders om te betalen](#)

[Probeer 7 dagen gratis](#)

[Terug naar het onderwerp](#)

Conversion experiments

Engagement experiments



Marketing experiments

