

Teaser: Well known EdTech Brand

Summary

Educational Technology company that powers collaborative learning on a massive scale. Company's award-winning product is available on iPads, Android Tablets, and Chromebooks. Product empowers teachers to record whiteboard video lessons and share with students, grade papers, and even enable students to teach one another.

Since launching the flagship iPad app, **25+ million** users used the product, **4+ million** video lessons created, **13+ million** App Store downloads, and **1+ million** teachers and students registered from **65+ thousand schools** from all over the world. What's even more powerful is that over **2 million** of these lessons have been shared publicly, so that students can access them anytime. Imagine a global learning community where any student on earth can learn from the best teachers in the world - this is what the Company is building. This was achieved solely through word-of-mouth in the teacher community. The product is consistently among the most well-reviewed and talked about apps in the education space. Publications like TechCrunch, Business Insider, and PandoDaily have written glowing reviews calling it "incredibly simple to use" (ReadWriteWeb) and "a glimpse of how the iPad can completely change the way people learn" (TechCrunch).

The Company raised \$1.3M to date from top-tier seed funds and angel investors.

Creating value at three levels

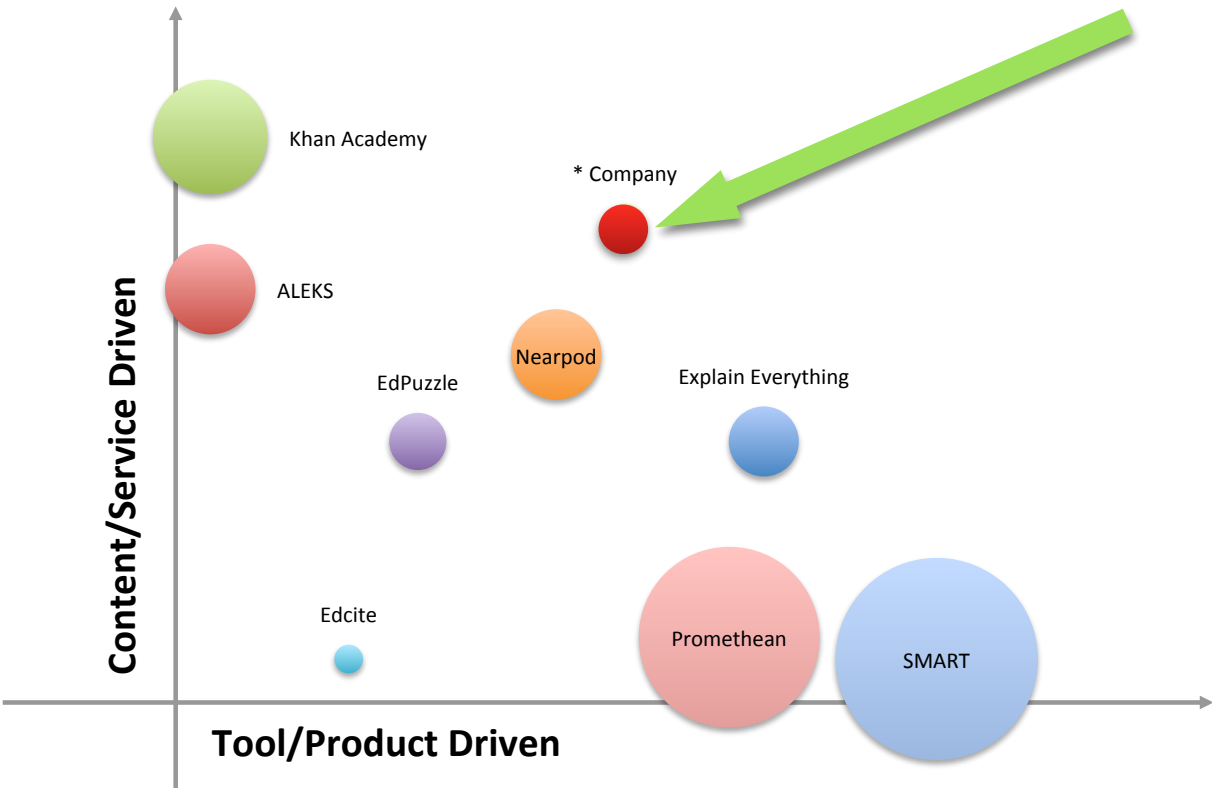
	Tool	Content	Community
Concept	Easy-to-use lesson creator	Collection of lessons from teachers around the world	Online community where anyone can ask questions, rate lessons, and form study groups
Goal	Be part of every classroom	Create the most comprehensive and high-quality learning library online	Use community feedback to find the best content & the best teachers in every subject
Revenue streams	Pro teacher subscriptions	<ul style="list-style-type: none">• P2P marketplace for content• Targeted video ads	Sell "reputation score" to school districts & tutoring companies

Industry Landscape and Growth Potential

	Mobile app and web product	Classroom hardware product	Record your own video lesson	Library of existing video lessons	Make your own quizzes	Library of existing quizzes	Group collaboration
Company*	✓		✓	✓			✓
Explain Everything	✓		✓	✓			✓
ALEKS	✓					✓	
Khan Academy	✓			✓		✓	
EdPuzzle	✓			✓	✓	✓	
Edcite	✓				✓	✓	
Nearpod	✓			✓	✓	✓	✓
SMART		✓	✓				
Promethean		✓	✓				

*Potential areas for immediate growth

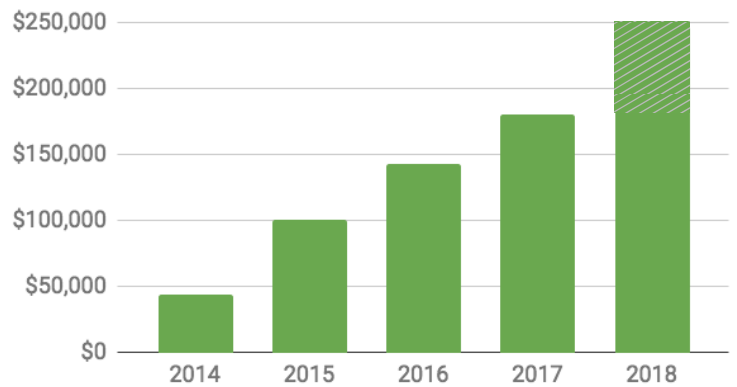
Competitive Landscape



Financials

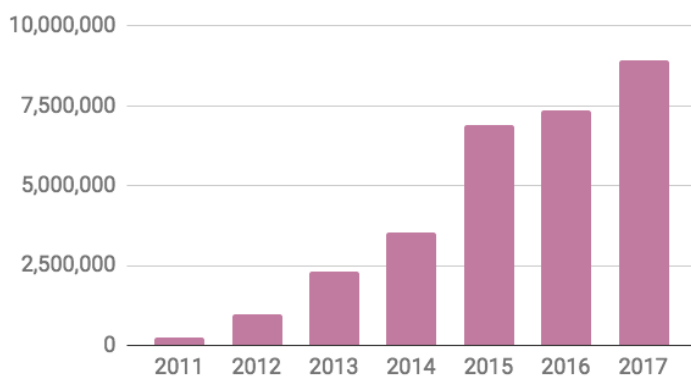
The current revenue model primarily based on subscriptions (yearly, monthly). Individual teachers, schools, and districts purchase premium licenses for teachers. Currently, the standard subscription price per one teacher is \$90/year or \$10/month. Current 2.5K active recurring subscriptions are growing with 150-250 new subscribers each month.

Revenue

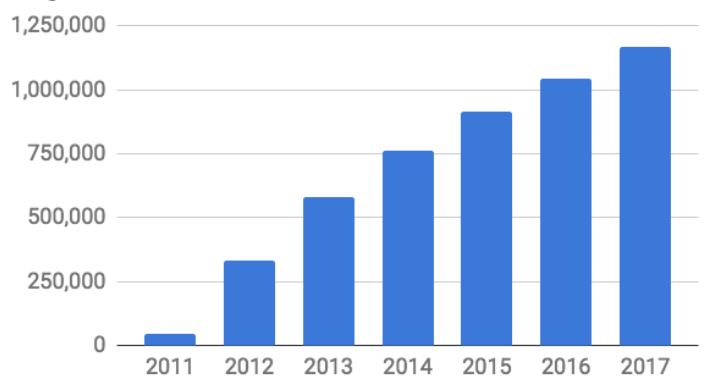


Stats

Users



Registered Users



Intention

Next steps:

- Expand toolset with next-generation classroom tools.
- Organize and curate the content through AI based data mining technologies.
- Multiply the revenue streams.

The Company is ready to scale and looking for new home the team is willing to stay onboard.