WhiteHat Jr
Live Online Coding for Kids

INTRODUCTION

Hi (Parent's Name), My name is Mrunalini calling from White Hat Jr - The Kid's Coding Classes, Good Morning/Afternoon/Evening. Now that the demo class is completed, we wanted to let you know how <kidname> has performed.

<Kid Name> was awarded 2 out of 2 stars for his/her performance. Only 20% of the kids manage to accomplish that...so congratulations! Your kid is very bright.

I also wanted to get some real-time feedback from you on the:-

- Engagement Level of <Kid Name>
- The (Tutor's name) ability to explain and relate with (kid's name).
- Any other feedback you had on the platform.

ABOUT THE COURSE

White Hat Jr. is founded by gold medalists from top technology institutes like MIT (Boston) and IIT's and the curriculum is developed over 5 years of research with MIT and TUFTs. We're the first structured coding curriculum ever created in the world for kids.

As you know, the urgency for kids to learn coding is higher than ever and schools have struggled to create coding courses because of the shortage of coding teachers.

- 95% of jobs that exist today won't exist in 7 years.
- Indian IT firms have laid off 1.5 Million engineers in the last 3 years. And 3.7 million lawyers lost their jobs in 2018.
- 800 Million jobs will be lost to Artificial Intelligence in 2020.

That's why we created the curriculum.

CURRICULUM DETAILS

Our program has been split into 4 modules .

MODULE 1: The first module is about backend concepts and (child) will learn about Fundamentals of Logic through Sequence, Structure, Commands, and Algorithms. After the completion of this module, you will see massive improvement in the concentration level and logical thinking of the child. Based on our research with MIT and Tufts, parents have seen their kids concentration improve 300% and logical thinking improve 75% on completing the curriculum. This also leads to a massive improvement in school mathematics scores, in-fact one of our students just ranked #1 in the International Mathematics Olympiad.

MODULE 2: In Module 2, your kid will learn design thinking. He'll learn to code front-end with UI(User Interface) and UX(User Experience) design. <u>With this, the single biggest difference that you'll see with that is that your kid will become a creator for life. There'll be a fundamental psychological shift that occurs in him wherein he will start thinking that everything in the world is an object created by someone and he can be a creator too.*</u> The earlier the shift happens in a kid, the earlier they'll make a massive impact in the world.

● Elon Musk, best known for founding Tesla, Space X, and PayPal now, programmed his first video game Blastar in 1984, when he was just 12 years old!

● One of our 7-year old students, who saw his dad maintaining the accounts diary for household expenses envisioned an app which would help his father maintain the household budget better. He created an application for maintaining household expenses which actually helped his parents reduce expenses by 37%!

You can imagine if they could create this app at age 7, they'll be very young entrepreneurs in just a couple of years. Like Ritesh Agarwal, who founded Oyo Rooms at age 21, and is the youngest billionaire in India, who started coding at Age 9. Or Bill Gates, the Microsoft Founder, who also started coding at age 8.*

Does <Kid Name> plays games on your mobile currently? After this program, he will never ask you to play a game on your mobile. He will want to create his own games. He'll never ask you to see a video on the TV Screen. He'll want to create videos.

And with AI taking 800 Million jobs in 2020, the urgency to be a creator is now stronger than ever. According to Mckinsey, in just 7 years, only 5% of people will be creating and giving orders to the machine, 95% will be taking orders from the machine. Your kid should be a creator in this new world.

Module 2 : Sub- Pitch for Girl Child

(Girl Child) Women and Men are represented 50%-50% in all higher education spheres. But in coding, we have 87% of men and 13% of women and as a result, entrepreneurship has 93% men and 7% women. Our systems sends the wrong signals to women that they can't do analytical thinking or code. That's why your girl should take the course now.

MODULE 3: In Module 3, you learn Free - standing syntax through Java/Python and <Kid Name> will combine both back-end and front-end concepts in syntax.

MODULE 4: In Module 4, The child will prepare a fully functional app or a game with Artificial Intelligence which will be ready to publish play store and the app store. Our kids apps have been widely published in India media.

- Example, one of our kids, 9 year old, Vyom Bagrecha created a health converter app which was covered by Times of India and Wall Street Journal.
- Safal Sawant, another of our kids, was featured extensively in Zee News for his app on Abdul Kalam. All of these ideas and execution came from the kids themselves.

Given <Kid Name> is a 2-star kid, I expect <him/her> to do equally well, if not better! And join the ranks of famous kids like Arjun Kumar, age 14, who created an app that lets parents worried about their kids safety track their kid's school bus exact place and time of arrival. And 15 Year Old Jack Andraka who created a dip-stick sensor to detect pancreatic cancer at an early stage with AI.

48 vs 144 Classes

As you can see we have 3 packages:

- <u>8 Class(Basic)</u>: Introduction to Coding.
- <u>48 Class(Standard)</u>: This is a full, comprehensive package where <Kid Name> will go from learning the basics of coding to a fully functional app downloadable on the app store. Examples of apps our kids have created in 48 classes which have been downloaded by thousands across countries:
  - 7 year old Shaurya Sharma from Bombay International made an application for his school to manage the entire schools communication! Like a Slack for Schools. Not only can the parents can have a real-time 1:1 conversation with the teachers, but also they can get 'push notifications' and alerts for homework, announcements, and school events. The whole school is using the application now.
  - 6 year old Hiranya Rajani from Oberoi International has made a cryptocurrency for kids. Every time her parents reward her now, it goes into an account. Kids can do daily chores and earn crypto points which they do not encash against sweet treats. Instead, they collect them and encash later for things they really want like a movie night with the whole family.
  - 8 year old Prishaa Shah from Tripada High School in Ahmedabad has made a chatbot for her school which is powered by artificial intelligence— the chatbot

can answer questions about the school and any visitor can easily find the information they are looking for just by asking the bot!

- These are just some examples. 10 out of 10 kids completing the course have created apps which hundreds of people have found useful.

Like <Kid Name>, Shaurya, Hiranya and Prishaa were also 2-Star Kids so we know <Kid Name> will do equally well.

- **144 Class(Premium)**

  While the 48-class package is complete in itself, we offer 3 special things with the 144-class package so <Kid Name> can become one of the youngest entrepreneurs in India:

  - Top 1% of kids in the 144-class course get a chance to visit Silicon Valley in California an all-expenses trip. There, they'll get to visit Google and Tesla and get mentored by young entrepreneurs like Andrew Sutherland the CEO of Quizlet, who created a billion dollar app at age 15.

  - Learn SpaceTech concepts—here they stimulate the complete peak of their imagination. They use code to plot astronaut trajectories to the moon, simulate black holes and Milkyway galaxies and create a complete code-based Hubble telescope. Using code to solve space problems gives them the confidence that they can create anything with code.

  - Additionally, they learn advanced coding concepts like regression data modelling to monetise and grow into a global company!

URGENCY PITCH

One other thing I wanted to share is that since we're a mission driven platform rather than a money driven platform, we don't want parents to ever have a dissonance that their trial teacher was different from the paid teacher. Hence we only map your trial class teacher to be your final teacher. And 8 out of your teacher's 10 slots have been booked already. We'd love <Kid Name> to join us as <he/she> is a 2 star kid. We love having 2 star kids on the platform since they become great ambassadors of the program.

<IF THEY SAY CALL ME TOMORROW> Sure! But try your best to let me know by midnight today. I can see in my system that <Teacher Name> still has 4 trials today and since most customers are signing up for a full course, she'll likely reach her 10 students soon. And as I said, we're a mission driven rather than a money driven platform. We only want the trial teacher to be the paid teacher.

REFUND POLICY

You should also know we have a:

NO-QUESTIONS ASKED, SAME-DAY, 100% REFUND POLICY. As you can see on your screen, we've taken a legal indemnity to refund on the same day. So the decision that you are making currently is not a 30K decision but a Rs 625 INR decision. If you're not happy with the course at any point, we'll refund the remaining classes back immediately on the same day. So, if you're not happy after the 1st class, we'll refund the remaining 47 classes back on the same day. I must tell you though this has never happened to us as our renewal rate is 99.3%. So less than 0.7% of students have asked for a refund, the lowest in the history of education technology. Yet, we will offer it anytime 100% REFUND, ZERO QUESTIONS ASKED, SAME-DAY.

FOLLOW-UP URGENCY

-We wanted to know your decision since we just received the 10th request for her slot and I'd been holding the slot for you.

FEE STRUCTURE

FEE STRUCTURE DETAILS:-

We have 3 subscriptions to choose from:-

- **Basic-** Introduction to Coding -Rs 5,999 for first 8 classes which is at Rs 750/class and upgrade to rest of 40 classes later at Rs 750/class cost. (Initial basic classes only)
- **Standard-** Full Course with Certification and App-Store ready App--Rs 29,999 for 48 Classes which is only Rs 625 per class.
- **Premium-** Entrepreneur-Ready Course with Silicon Valley Mentorship Opportunity and Space Tech- Rs 89,999 for 144 classes which are at Rs 625/class.

We recommend taking either the 48-class standard package or 144-class premium package because:

1. We align (Teacher's name) for all of (Student's name) 48/144 classes. Kids form a very strong emotional bond with the teacher so we'd love to have them continue with the same teacher for the entire 48 or 144 classes. What happens in the Basic Package, once the classes are completed, you'll be in the same pool as the rest of the kids and since we're always running over-booked, their teacher won't be available. We try our best from the back-end to assign the same teacher but are usually unable to do so since our teachers are always running fully booked. And we know, the kids will always want to continue since we have a 99.3% renewal rate.

2. You get a 20% discount immediately.

3. Finally as I said, we have a NO-QUESTIONS ASKED, SAME-DAY 100% REFUND POLICY. As you can see on your screen, we've taken a legal indemnity to refund on the same day. So the decision that you are making currently is not a 29,999/- decision but a 625 INR decision. If you're not happy with the course at any point, we'll refund the remaining classes back

immediately on the same day. So, if you're not happy after the 1st class, we'll refund the remaining 47 classes back on the same day. So even if you're sure you want to take only 8 classes, you're better off taking the 48 classes, and refunding after 8 classes. You'll have a lower price per class that way!

Finally, you should know about our free scheduling policy.

You decide the date and time of the class. Between Mon - Fri 4 to 9 pm and Saturday - Sunday 9 am to 9 pm, you need to select any 2 classes of your choice. (We block an hour, however, the class is typically of 40 mins) Again, after scheduling, in case you need to reschedule, just inform us 24 hours in advance and we'll happily reschedule.

FAQs

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1) *I need to discuss it with my Husband.*

Ans - Yes, Please do that, however, our teachers wish for all their slots to be booked for which they do demo classes. So in case you're not going ahead, request you to kindly let us know in (2-4 hours from the time of the demo class) as we need to align her for additional demo classes.

So I'll call you by ... *m*ention a time, make an entry in your sales log and set a calendar reminder. *Reminder with Call Kid's Mother/Father (Class - 1st Feb).*

2) *I will do it in the holidays.*

Ans - The platform has been created to compliment academics. Kids on the platform has shown a massive rise in concentration levels, logical reasoning, and improved academic scores. Infact one of our kids became #1 in the International Mathematics Olympiad. If you wait until holidays, you will lose out on the teacher.

3) *Involved in too many activities.*

Ans - I understand and really appreciate that he's utilizing his time so well. We really suggest that (student's name) makes time for coding through our flexible scheduling policy.

4) *Involved in too many activities.*

Ans - I understand and really appreciate that he's utilizing his time so well. However we'd like you to re-consider given the criticality of coding:

- 95% of jobs that exist today won't exist in 7 years.

- Indian IT firms have laid off 1.5 Million engineers in the last 3 years. And 3.7 million lawyers lost their jobs in 2018.
- 800 Million jobs will be lost to Artificial Intelligence in 2020.

We hope (student's name) makes time for coding through our flexible scheduling policy.

5) Coding is being taught in the school.

Ans - Our platform is 1:1 Live class, where focused attention will be given to your child, creating an open space for him and to not shy away from asking doubts and clarifications. This is why our Live Classes are being loved far and wide and also the reason why the investors or BYJU's app has heavily invested in us as well. A teacher in a school, can't address the doubts of 20+ kids and maintain a speed that is favorable to all kids.

6) How will this help my kid in the future?

Ans - The future IS NOW! Instead of preparing for IIT where they'll become engineers right in the time when 4 Million Engineers are being laid off every year, your kid will hone all the tools that will help him create his own outcomes and make millions of dollars with their app.

Examples of other kids:

- 7 year old Shaurya Sharma from Bombay International made an application for his school to manage the entire schools communication! Like a Slack for Schools. Not only can the parents can have a real-time 1:1 conversation with the teachers, but also they can get 'push notifications' and alerts for homework, announcements, and school events. The whole school is using the application now.
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7) Where are your teachers from?

Top engineering colleges of India who have a passion for teaching backed with an MS, MCA, etc

8) *How can I know that this is not a fraud company?*

State your Name and they could check it on LinkedIn and social accounts. More importantly, you should look my CEO up - Mr. Karan Bajaj (karanbajaj.com) who has also written multiple books sold both nationally and internationally (Keep off the grass, Johnny Gone Down - Indian Bestseller, the Seeker). You could also visit our office... Also, one of the many VCs funding BYJU's app - Omidyar Network (an Edtech giant) along with Nexus and Owl, the world's largest education technology investor, has also invested in us thereby ensuring our team is robust and ready to scale.