

2025

brighterly

Brighterly<sup>!</sup>



# Introduction

**Team:**

39 Core  
70+ Operations  
(Sales + Service)

**Founded:**

2nd Nov 2021

**Headquarters:**

Kyiv, Ukraine

**Traction:**

Total Students: 15,000  
Lessons Completed:  
300 000  
Tutors: ~ 600

**Product:**

STEM-certified Curriculum  
4.5/5 Customer Reviews  
90% 1st month Retention Rate



# Who We Are



**Brighterly** is a K-12 learning platform built on a **foundation-first approach** – helping kids master math and reading through personalized 1:1 teaching, fully aligned with U.S. state standards.

**Market:** K-12 Education, USA

**Disciplines:** Math, Reading



# Problems We Solve

*American classrooms are overcrowded.*

Knowledge gaps in core subjects are widening fast.

By 12th grade, only 22% of students are proficient in math and 35% in reading (NAEP, 2024).

*Studies and media features highlight crisis keeps deepening every year:*

- [Vox](#)
- [The Washington Post](#)
- [The Atlantic](#)

## American Students Have a Math Problem

Share of 4th and 8th graders in the U.S. who are proficient or better at math\*



\* based on results from the National Assessment of Educational Progress (NAEP)  
Source: National Center for Education Statistics





# Game-Changing Product

1. 1-on-1 lessons with **qualified, high-quality tutors**
2. **Tailored learning plans** unique to each student
3. Fully aligned with **U.S. educational standards**
4. **Interactive, gamified** lessons rooted in real-world scenarios
5. Fast, measurable results: progress **visible in 4-8 weeks**

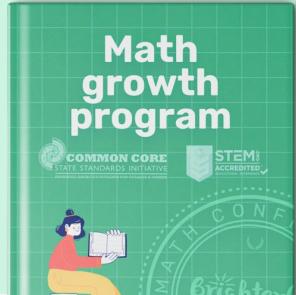
USA School  
Program Aligned





# Core Features

**Outcome-Focused Program**



**Vetted Tutors**



**Seamless Experience for the Family**



**AI-Enabled**

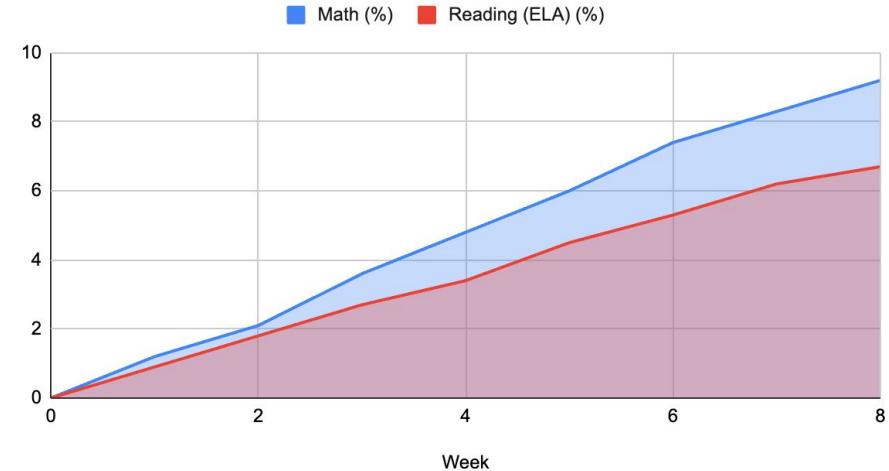




# Impact, Backed by Data

- Average student improves scores by **+9.2 p.p.** in math and **+6.7 p.p.** in reading (ELA) **within 8 weeks** – the same as a full school semester, but in half the time.\*
- 90% of students retain skills after 30 days.

Math & Reading Progress



\***Source:** Brighterly impact study, measuring knowledge progress in 249 students

# Outstanding User Feedback



lina alshami

1 review ⚙ US



**The staff just very friendly & amazing...**

The staff just very friendly & amazing dealing with us, my daughter with her teacher. Just amazing 🤩



Tiffany Hawley

1 review ⚙ US



**I am beyond thrilled Brighterly is...**

I am beyond thrilled Brighterly is available to my child. Gerard is very engaging, patient, knowledgeable. My sons grade has gone up in Math in just a few short weeks. Even more importantly, his excitement for math is back. Gerard and Brighterly is such a life saver!



Sai

1 review ⚙ US



**Brighterly have amazing teachers and...**

Brighterly have amazing teachers and their customized curriculum based on kids need is remarkable. My kid is getting better day by day with math and loves to attend.

Date of experience: June 04, 2024

## Satisfaction Rate

	4.5
Grand Total	4.5
lesson experience	4.4
tutor	4.5
platform	4.5
service	4.4



**the best in their classes**

Our kids have taken individual classes for the last 6 months, and we have been happy. Cristina the teacher have been fabulous, very patient, and focused on my son truly understand math. The slides for the Math program are visually well structured, and have lots of practice problems.

If I could give it a 10 instead of 5 I would give it. Since my son is taking classes with Cristina, his grade in school has gone up. thank you brighterly and cristina

Date of experience: May 01, 2024



Ashley Sekrecki

1 review ⚙ US



↪ Redirected

**We LOVE Brighterly**

We LOVE Brighterly. My 8 year old has gained so much confidence in math through this program. Her tutor Naqsh is AMAZING!! My child is excited for her lesson week, and we have seen an increase in her math scores at school. As a parent an elementary teacher myself I would absolutely recommend Brighterly to anyone who wants to help their child build confidence in math.

Date of experience: March 09, 2024



# Award-Winning Solution

In 2025, **Brighterly** was named a finalist in the **EdTech Digest Awards** — one of the most respected programs in education technology.

Recognized in two categories: ***Math Solution*** and ***Tutoring Solution***





# Featured in Top Media

02-28-2025 | NEWS

**This education startup is using AI to help students learn. It says tech should never replace human teachers**

Eugene Kashuk started Brighterly to help American students who are falling behind in math because existing solutions aren't working.

SHARE

[Image: Brighterly]

BY SHALENE GUPTA

**FEATURED VIDEO**

Why innovation never sleeps at Synchrony

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IN

**BRIGHTERLY**

START-UPS

## Brighterly: Building an edtech solution to a US math problem

by Colin Ryan

21 OCT 2024 | SAVE ARTICLE

Founded in 2021, this start-up wants to help US students access quality maths education in a virtual setting.

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Core Financial Systems plans 30 jobs at Dublin HQ with EI support

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Eugene Kashuk. Image: Brighterly

↗ Feature article in [Silicon Republic](#)

EDTECH

News Topics Insights **Summit London 2026**

Cate Lawrence 27 September 2024

## How Brighterly is addressing the US math education crisis

Brighterly is an online math tutoring platform that provides US kids and teens from 1st to 12th grade with qualified math tutors.

How Brighterly is addressing the US math education crisis

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↗ Eugene Kashuk's Interview for [tech.eu](#)



# Why Join Us?

1. Fast-growing company with the potential to become the next **EdTech unicorn**
2. Work on product for the world's **largest K-12 market**
3. A **team that supports** and empowers your journey
4. **Multistream product company:** Math, ELA & Science disciplines as separate streams
5. **Big product challenges:** personalization, progress tracking, AI copilots and much much more
6. Ownership from day one – **build, launch, improve**

Maksym Galiiov 

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*Let's build brighter  
futures together!*