

2025

Brighterly

Brighterly

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.

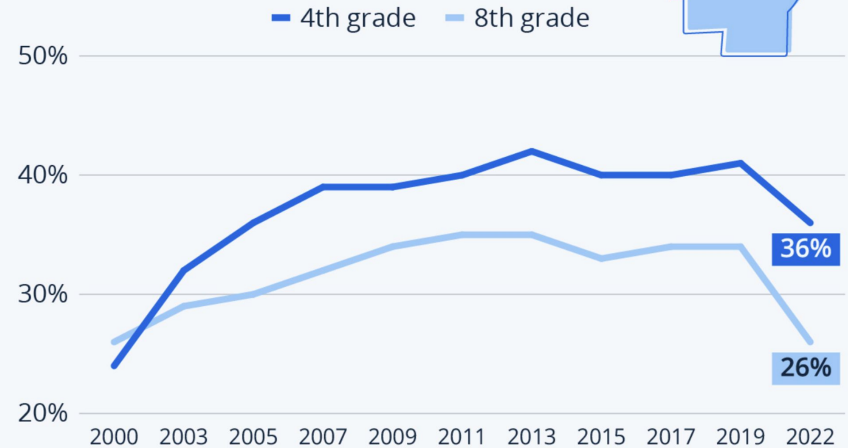
By 12th grade, only 22% of students are proficient in math and 35% in reading (NAEP, 2024).

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



statista



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**

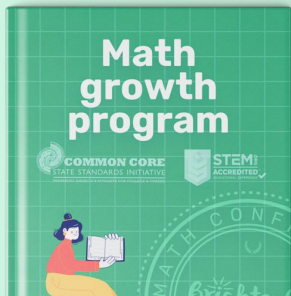
**USA School
Program Aligned**



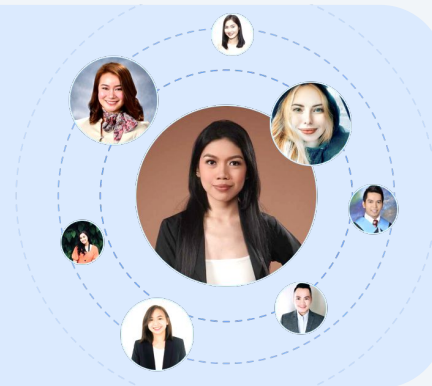
Core Features



Outcome-Focused Program



Vetted Tutors



Seamless Experience for the Family



AI-Enabled



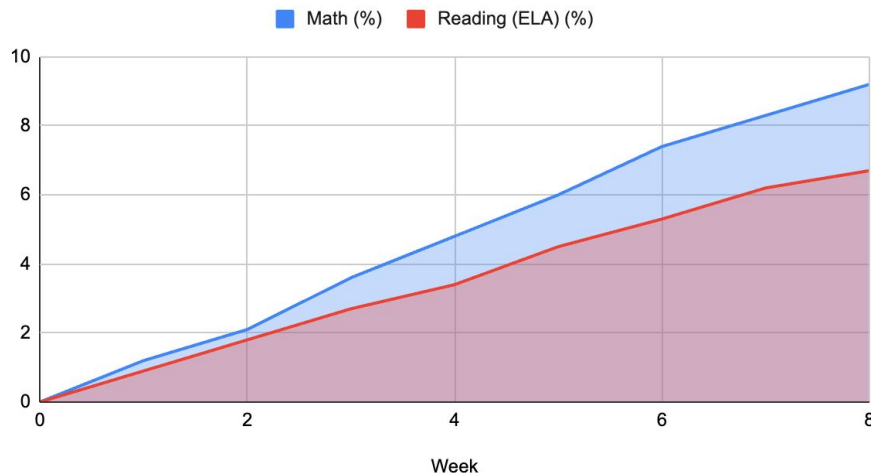


Impact, Backed by Data

- 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.


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

Math & Reading Progress




Outstanding User Feedback






lina alshami

1 review 


★★★★★

The staff just very friendly & amazing...

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




Sai

1 review 


★★★★★

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.



Tiffany Hawley

1 review 


★★★★★

I am beyond thrilled Brighterly is...


I am beyond thrilled Brighterly is available to my child. Gerard is very engaging patience, 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!

Date of experience:

June 04, 2024



Ashley Sekrecki

1 review 

★★★★★


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 appealing, 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, Cristina, his grade in school has gone up. thank you brighterly and cristina

Date of experience:

May 01, 2024



Brighterly

1 review 

★★★★★

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 lessons every week, and we have seen an increase in her math scores at school. As a parent and an elementary teacher myself I would absolutely recommend Brighterly to any parent who wants to help their child build confidence in math.

Date of experience:

March 09, 2024

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

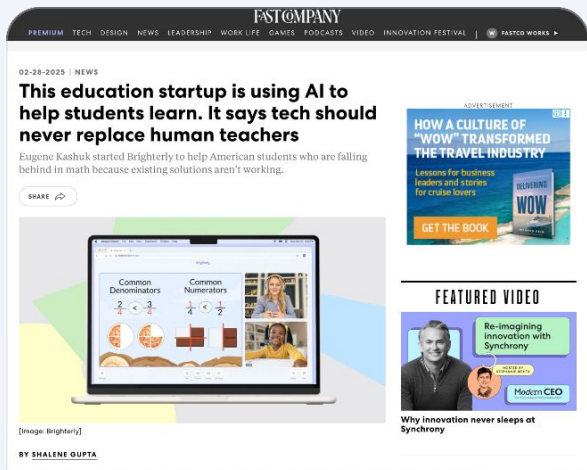
Award-Winning Solution

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***



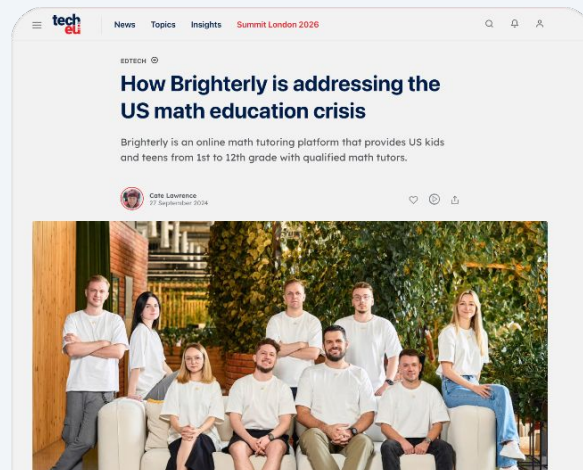
Featured in Top Media



➤ Feature article in [FastCompany](#)



➤ Feature article in [Silicon Republic](#)



➤ 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 

maksym.galiiov@brighterly.com



Let's *build* brighter
futures together!