

**ALLOGRADER**

# TAKEAWAYS

- We should highly consider the commercial market for talent acquisition.
- Meetings set up this week with potential customers to look into that potential

# MARKETS AND SIZES

- Computer Science Lecture Instructors
  - College
  - High School
  - Online (Udacity, etc.)
- sub-1 million TAM
- Right now, we could only target those teaching low-level courses

# COMPETITIVE LANDSCAPE

- Autolab
  - CMU-only project
  - No git hosting
  - DIY
  - Does offer: automated testing
- GitHub Education
  - No grade management
  - Does offer: Git source control
- Mirmir
  - New project
  - No git or GH Education integration
  - Does offer: grade management, testing, connection to SV internships

# REVENUE MODEL

- Expensed personal account through individual professors
  - Per-student, per-semester price
- Department bulk contract
  - In addition: percentage of course module marketplace sales

# BUSINESS MODEL CANVAS

<https://canvanizer.com/canvas/xiO45Zpnzao>

# BUSINESS THESIS

FOR professors WHO manage CS courses Allograder IS A  
grade-management platform THAT automatically grades  
assignments UNLIKE MirMir WE offer git source control and  
isolated testing.

**FIN**

Questions?