



# Press Kit

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**“Bringing affordable Technology education to people everywhere, in order to help them achieve their dreams and change the world.”**

At Treehouse we believe that understanding, controlling and communicating with technology is a fundamental skill that everyone should have the opportunity to learn. With this in mind, we offer our students across the world a comprehensive resource that helps them learn the necessary skills to be part of the technology revolution. Our team works to fulfill our mission and to provide the best online technology education for our students of all ages and backgrounds, in over 120 countries across the world. Furthermore, we don't just educate our students, but also ensure that we provide a learning platform and environment that is consistently valuable, interactive, engaging, and most importantly fun.

We also believe in offering each of our students the opportunity to learn the skills they need — whether they have existing or little to no previous experience — to be job ready for the tech industry. We're here to guide them every step of the way, and for each individual student that reaches their full potential and applies their knowledge out into the world, a part of our mission is accomplished.



*Ryan Carson, Founder & CEO, Alan Johnson Co-founder*



## An Introduction to Treehouse

As members of the Treehouse community, students can learn to build websites, create iPhone and Android apps, build web apps with Ruby on Rails and PHP, learn about user experience, how to start a business, and much more.

Through 1000+ video tutorials, quizzes, and code challenges created by expert teachers, students can learn to code in languages like Objective-C, HTML, CSS, PHP, Ruby, JavaScript and SQL.

### Job Readiness

A driving force at Treehouse – as reflected in our mission – is to help our students *achieve their dreams and change the world*. We believe the best way to accomplish this is to guide our students from having no technology experience all the way through to being job-ready.

### The Treehouse App

The Treehouse learning experience is delivered to our students via the Treehouse app. All content is accessible via our library and organized into courses by topic and tailored Tracks for our students. Each course is broken down into specific projects and Deep Dives to encourage students to master the languages and skills they learn.

As students embark on a project, Deep Dive or Track, their progress is saved in the comprehensive home, which acts as a dashboard and tracks an active student's progress and provides them with a personalised overview of what they're working on.

In addition to all of the learning content within the app, there are additional elements that expand on Treehouse learning to optimise our students' learning experience: the Treehouse forum is a place where our students engage and help one another; the job board lists job opportunities across the world that they can apply for; and the Treehouse iPad app offers a mobile learning experience.

## **Gamification**

Learning should be engaging and fun, which is why gamification plays a part in how our students learn. As well as videos, project stages of Treehouse include interactive quizzes and code challenges. As students progress, badges and points assigned to content are unlocked. Detailed student profiles then publicly display unlocked badges and earned points.

## **Aiding the Learning Experience**

As well as the extensive content within the app, we also offer additional external resources to aid and enhance the learning experience for our students: The Treehouse Blog is our way of sharing the latest news, trends, tips, and techniques from the web with the community; The Treehouse Show is an additional weekly dose of web design and web development news, hosted by Treehouse teachers Nick Pettit and Jason Seifer; And the Treehouse Book Series – authored by industry experts – offers an additional resource for students that covers specific topics in greater depth.

## **Subscriptions**

At Treehouse we ensure that we offer our students the most affordable technology education possible, which is why we keep it simple with our two-tier silver (\$25 per month) and gold (\$49 per month) memberships, as well as a discounted silver membership for students (\$9 per month).

## **The Treehouse Team**

Treehouse is the collaborative effort of a unique team of pioneers, who combine collaboration, creativity and a shared passion for technology education to provide our students with the best possible learning experience. Our team of full-time expert teachers provides the highest quality of technology education to our students, each bringing their own in-depth knowledge, expertise and experience to the curriculum.

## **Treehouse Community**

A significant part of learning with Treehouse is the cohesive sense of community we share across our global network of students, which is encouraged throughout the learning experience. From Tracks and engagement in the forum, to our extended network of Treehouse friends in our social media community of over 150,000, keeping our students engaged and connected is fundamental to Treehouse.

Although our community of over 46,000 students is continuously growing, through the education provided by Treehouse we work to not only change the world of technology education, but also the individual lives of our students. Each student's experience with Treehouse may be unique, but we aspire to have a positive impact on their lives. Whether we help them harness the skills they need to land their dream job, level-up their career, or bring a website or app idea to life, we're here to help our students achieve their dreams and change the world.



## Treehouse Milestones

### November 7, 2011: Treehouse Launch

- With \$650,000 in seed round funding from Kevin Rose, Reid Hoffman, David Sze, Josh Elman (Greylock Discovery Fund), Chamath Palihapitiya (The Social+Capital Partnership) and Mark Suster (GRP Partners) Treehouse officially launched.
- There were 7 members on the team.
- The Treehouse video studio was opened in Orlando, FL with other members of the team distributed across the US.

### April 2012: Series A Round Funding

- We secured \$4.75 million in funding from The Social+Capital Partnership and the Greylock Discovery Fund.

### September 2012: International Treehouse Scholarships

- We awarded 5,000 2-year Gold Treehouse memberships to students across the world.

### November 2012: Treehouse's First Birthday

- Treehouse celebrated our first year of teaching and thanked our loyal and fantastic community of students for a wonderful and exciting year.

### April 2013: Series B Round Funding

- \$7 million Series B round funding secured, led by Kaplan Ventures with participation from The Social+Capital Partnership.

### Today

- We have 46,000+ active students.
- We are a trusted learning resource for companies including, Twitter, Square, Disney, Airbnb and AOL.
- With over 1000+ video tutorials available our students have unlocked over 1,000,000 Treehouse Badges.
- We have over 40 projects and Deep Dives in our Library.

- Our team has grown to 60 members.
- We opened our second studio in Portland, OR.



## Job Readiness

Through our comprehensive courses and Tracks, we guide our students down specific learning paths, all the while reinforcing and building on their skills to ensure they're constantly evolving and retaining an understanding of the content. We also believe it's important to ensure students are confident with their new skills and able to apply them to real-life projects. Typically we see students accomplish job readiness over a period of 6-12 months.

## How Treehouse is Changing Lives

- American Treehouse Students of six months or longer reported earning \$10,000 more per year in comparison with new students.
- Earning 2,000 points on Treehouse corresponded with a \$10,000 increase in salary, given a self-reported sample of American Treehouse Students.
- American Treehouse Students who learn Web Design typically earn \$73,000 per year. This is 41% higher than the national average.
- American Treehouse Students of three months or longer earn on average 30% more than new students.
- Students who are placed as entry-level mobile developers, web designers and web developers typically start earning \$30,000 - \$40,000 per year.

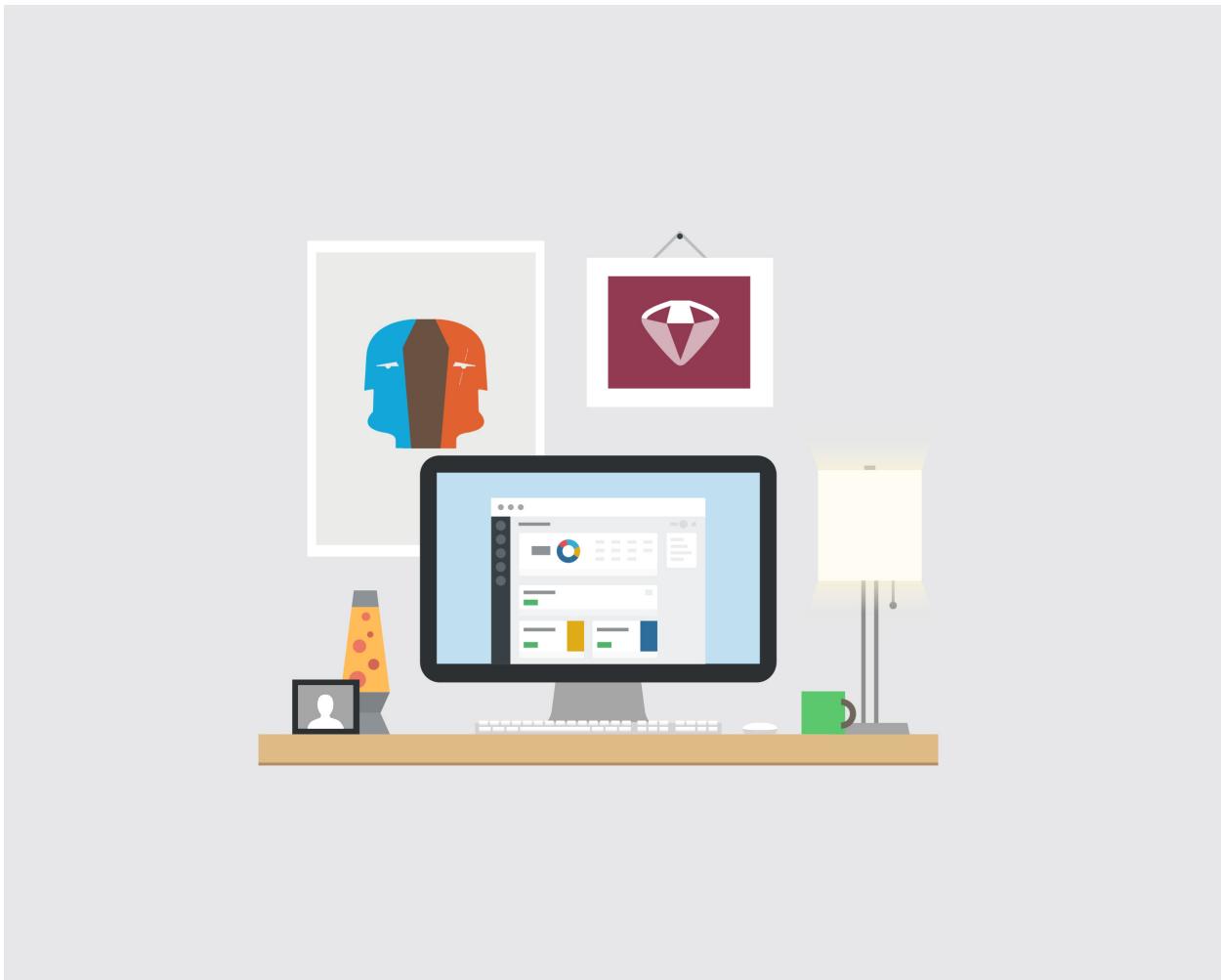


## The Treehouse App

To start learning with Treehouse, the only software and hardware requirements are a web browser and an Internet connection. With a subscription, students can then log into the Treehouse app, where all content is accessible via the Treehouse library. Within the library video tutorials, quizzes and code challenges are organized into courses by topic. As students embark on a project, their progress is then saved in a comprehensive dashboard, which records an active student's progress and provides them with a personalised overview of what they're working on.

Extending from the library of content, we also offer our students additional resources within the app including the forum, job board, and the recently released iPad app that expand on the Treehouse curriculum and optimise their learning experience.

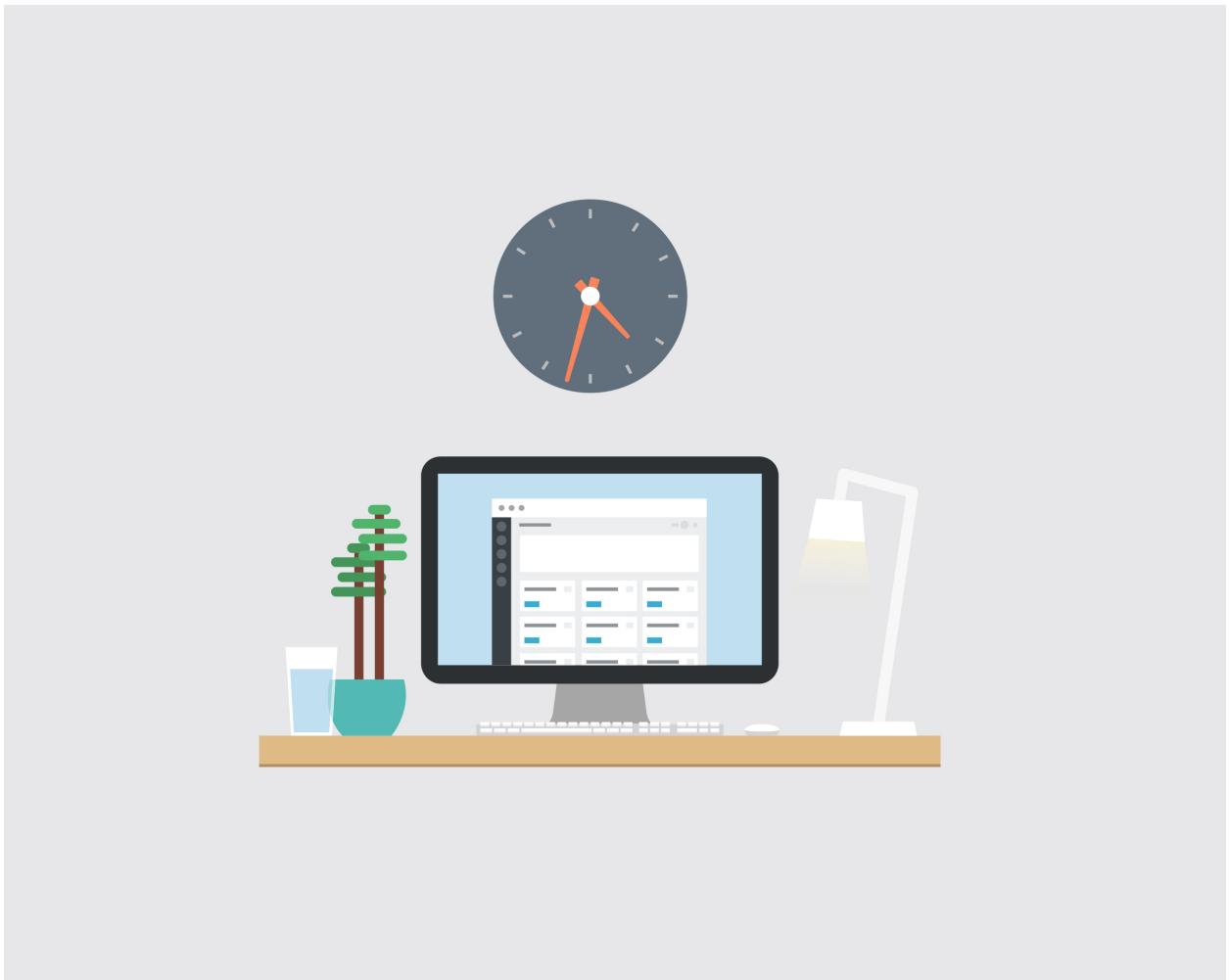
To hear a little more about how Treehouse works directly from members of the team, check out this short video: [<http://trhou.se/1hTZhGI>]



## Home

With such an extensive library of content, we provide each Treehouse student with a personalised dashboard, which overviews the progress of their current Track as well as Library content. In addition, the Treehouse Home outlines upcoming projects to keep students motivated to keep on learning and developing their skills. This dashboard was designed to help students to stay focused on their learning path, while providing a comprehensive overview of their progress.

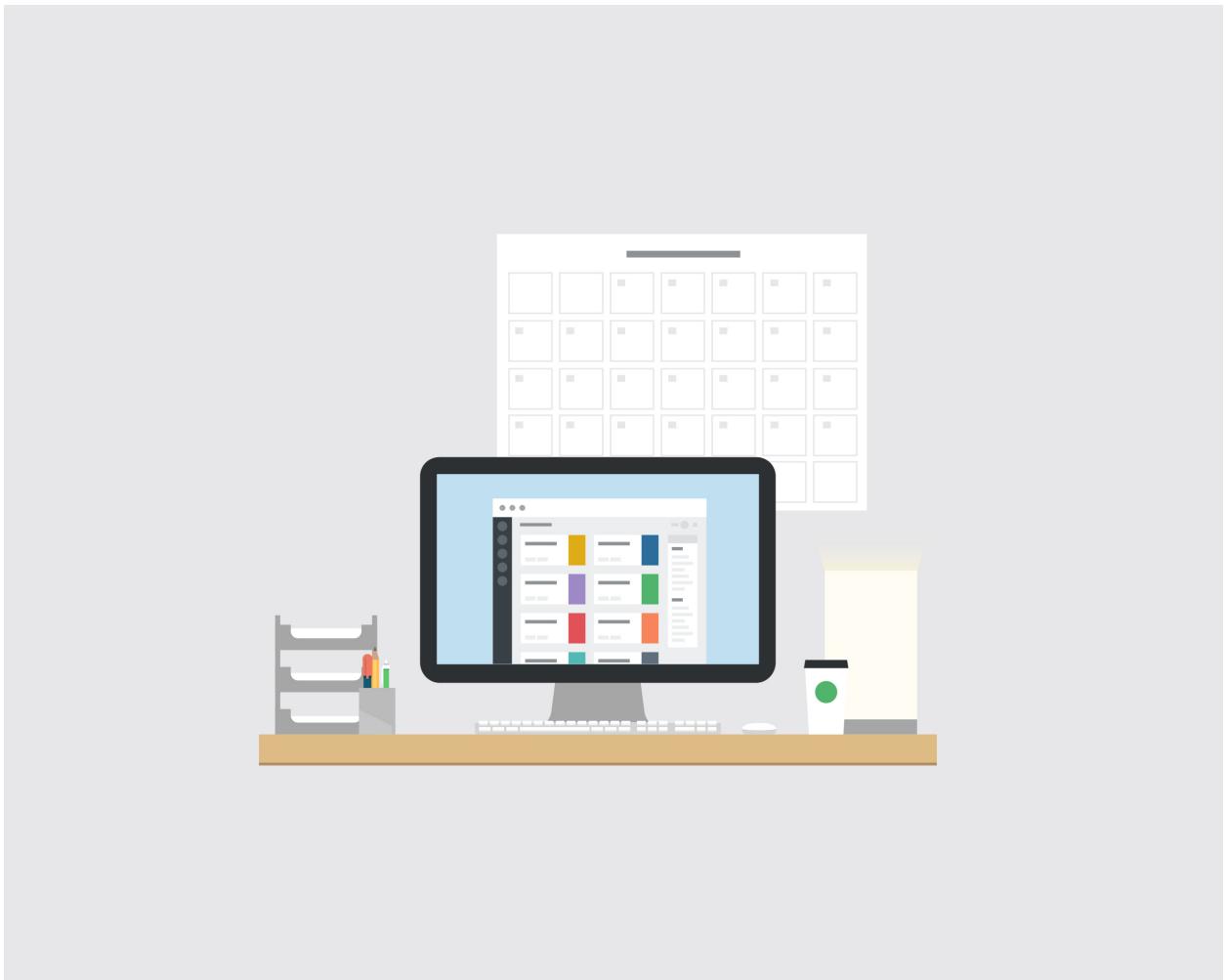
The activity feed feature also lets students view their own progress, as well as their team members' if part of a group. Additional features such as group standings also contribute to building a dynamic and engaging environment for groups of students to learn together.



## Tracks

Tracks are guided curriculums designed to help students learn a new skill or train for a specific role. Tracks are compiled of multiple projects and Deep Dives in a logical order.

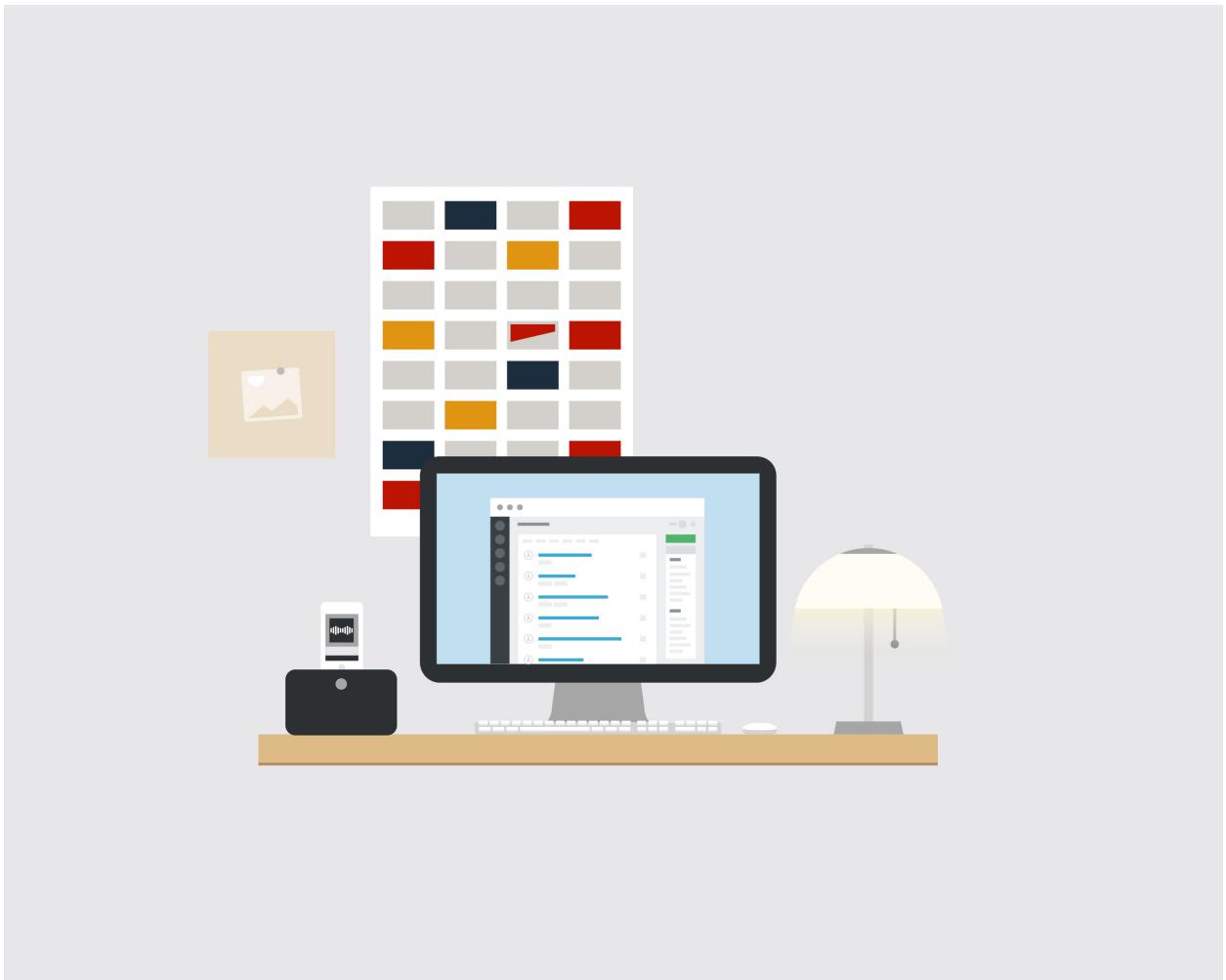
Tracks will guide students to the results they specifically have in mind when they're learning. For example, we not only want a student to be great at CSS or JavaScript, we want them to become an excellent web or mobile developer or designer, whether that helps them to bring their ideas to life or land that dream job they desire. [<http://teamtreehouse.com/tracks>]



## Library

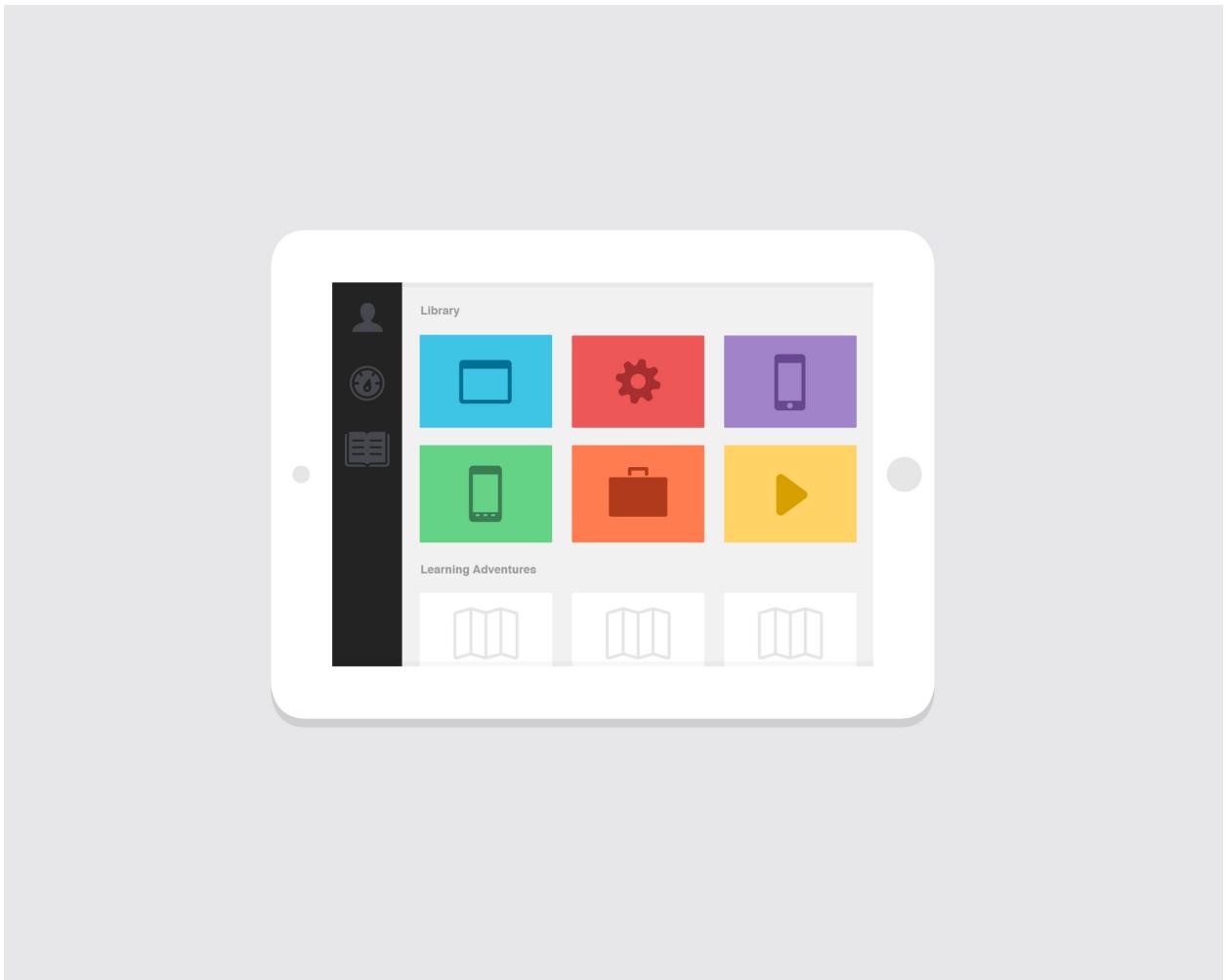
All of the content taught at Treehouse is organized in the Treehouse Library for a la carte learning. Courses cover beginner and intermediate, through to advanced projects. With each broken down into bite size stages to guide students from the initial foundations of the project, through to a final product. For more specific and focused learning, we also offer Deep Dives, which explore a topic, language or technique in greater depth.

[<http://teamtreehouse.com/library>]



## Forum

A sense of community is essential to the learning experience we offer, which is why one of the most important features we have in the app is the Treehouse Forum [\[http://teamtreehouse.com/forum\]](http://teamtreehouse.com/forum). This addition provides a valuable place for our students to not only turn to each other for help and guidance, but also somewhere for them to engage with the Treehouse team, and more importantly to interact and work alongside each other.



### Treehouse for iPad

A recent exciting addition to the Treehouse learning experience is our free iPad App, which is available to download from the App Store. All Treehouse videos, quizzes and code challenges have been adapted for the iPad. So students can pick up right where you left off and enjoy a mobile learning experience. [<http://teamtreehouse.com/ipad>]



## Aiding the Learning Experience

As well as offering our students an online environment they can access to learn from anywhere, anytime, we offer additional resources so as to ensure the most valuable, engaging and fun experience possible for our community.

### Treehouse Blog

We also know how important it is to keep Treehouse students in touch with the going-ons at Treehouse and up-to-date with the tech industry as a whole. Authored by members of the Treehouse team, and other industry experts, the Treehouse Blog is our way of sharing the latest news, trends, tips, and techniques from the web. [<http://blog.teamtreehouse.com>]

### Treehouse Book Series

Since our launch, while our online Library has been growing, behind the scenes we also worked on an exciting offline addition to Treehouse learning. With the help of our friends at Wiley Publishing, we embraced the opportunity to expand into print. Whether a Treehouse student is looking for an additional resource to enhance their learning, a web developer or designer is looking to brush up their skills, or a career-changer is eager to dive into the fascinating world of the web, the Treehouse Series Books fills those needs. Not only is the content authored by industry experts, but it is approachable and presented in a comprehensive way to accommodate everyone.

There are three titles available from the series both in hard and e-copy:

- HTML5 Foundations by Ian Lunn [<http://trhou.se/1hWFCpG>]
- CSS3 Foundations by Matt West [<http://trhou.se/1aNJ5Ep>]
- iOS 6 Foundations by Jesse Fleiler [<http://trhou.se/1aNJqXK>]



## Treehouse Show

The Treehouse Show is a weekly dose of web design and development news for the community, hosted by Treehouse teachers Nick Pettit and Jason Seifer. In each episode, Nick and Jason talk about the latest in web design, web development, HTML5, front end development, and much more.

You can also catch up on episodes of the show in HD, for free on iTunes.

[<http://trhou.se/1cN1fGp>]



# treehouse<sup>TM</sup>

## QUICK TIPS

### Treehouse Quick Tips

Quick Tips are fast and easy bite-size video lessons from Treehouse teachers. With over 60 Quick Tips available, students can learn to create stunning designs in Photoshop, beautiful websites, and useful mobile apps for Android and iOS.

[\[http://trhou.se/GQ9Z63\]](http://trhou.se/GQ9Z63)



## Subscriptions

At Treehouse we ensure that we offer our students the most affordable technology education possible, which is why we keep it simple with our two-tier silver (\$25 per month) and gold (\$49 per month) memberships, as well as a discounted silver membership for students (\$9 per month). Both plans provide full access to all content in our Library, and gold includes additional gold content such as access to conference videos.

As our students' satisfaction is of the highest importance to us, we also offer the Treehouse Promise, guaranteeing that they'll enjoy learning with Treehouse. But if they aren't happy for any reason at all, we'll provide a refund within the first 30 days of signing up. No questions asked.

For group and corporate subscriptions, contact our sales team.

[\[sales@teamtreehouse.com\]](mailto:sales@teamtreehouse.com)



## Student Stories

Through the education provided by Treehouse we work to not only change the world of technology education, but also the lives of our students. Each student's experience with Treehouse is unique. Below are a few stories from our students about how Treehouse has changed their lives.

### Martha Chumo

In 2012 Martha had a scholarship for med school, until a chance conversation with a programmer in her school library led Martha to embark on a journey into the world of the web, and a passion and obsession for programming. Martha concluded medical school wasn't for her, and has been expanding her web knowledge and skills to work towards starting her own business ever since.

In Nov 2012, Martha was awarded one of the Treehouse International Scholarships. Since then she has been swiftly advancing through Treehouse courses and fine-tuning her web design and development skills [<http://trhou.se/XLN00j>]. Now, at 19 she has acquired the title of 'founder and CEO' for her startup; landed a job as a Ruby on Rails developer, mentors other young coders and has started the Nairobi Dev School [<http://trhou.se/11LnUwD>]. Since joining the community, Martha has also has been featured on the Treehouse Dean's List for her dedication to learning, motivational attitude and the positive impact she has had on the Treehouse community. [<http://trhou.se/1cpzqWJ>]

### Aimee Knight

In the past Aimee had worked closely with developers and been intrigued by programming. But it wasn't until 2012 – encouraged by a developer she worked with – that Aimee applied for and received one of the 2,500 Treehouse Scholarships [<http://trhou.se/PnvBEf>]. With no previous coding experience Aimee dove into the Treehouse library. Just over year a later, with nearly 100 Treehouse badges and 6,000+ points unlocked, Aimee has racked up an impressive list of accomplishments. She recently started an apprenticeship with a local Rails developer, landed a contract with a local WordPress shop, and has been accepted to the prominent Makersquare bootcamp cohort. Aimee has found a new passion in programming, and now looks forward to immersing herself in the tech industry and feeding her appetite to learn more.

## Graham Davidson

After venturing down a series of career paths, Graham chose to finally pursue his passion for the web and immerse himself in web development. Although he was already building websites when he joined the Treehouse community, Graham was searching for a resource he could rely on to build the educational foundations he needed to maintain up-to-date skills in the ever growing and expanding tech industry. Through the wide variety of Treehouse courses and projects Graham has worked on, along with the help of the collaborative and supportive community, he's been able to satisfy his thirst for knowledge, expand his skill set, and level up his career as a digital developer.

For more stories from Treehouse students, check out the Treehouse Stories page.

[\[http://teamtreehouse.com/stories\]](http://teamtreehouse.com/stories)



## Treehouse Community

A significant part of learning with Treehouse is the sense of community we share across our global network of students. The Treehouse Forum is an environment where we encourage the community to interact, stay connected, engage, work together and help one another.

However, it's also equally as important for us to stay in touch with our students outside of Treehouse, as well as the extended network of Treehouse friends. At present we have an active and growing social media community of over 150,000.

You can find us on:

- Twitter [<https://twitter.com/treehouse>]
- Facebook [<https://www.facebook.com/TeamTreehouse>]
- Google+ [<https://plus.google.com/u/0/b/110278003536476194286/110278003536476194286/>]
- YouTube [<http://www.youtube.com/user/gotreehouse>]



## Our Team of Pioneers

Treehouse is the collaborative effort of a unique team of pioneers, which is why it's important for us to combine collaboration, creativity and a passion for education to provide our students with the best possible experience from the day they join Treehouse and every proceeding day after. Being part of the Treehouse team is a unique experience as part of a quirky, dynamic and talented group of individuals pioneering the web each day to spread technology education across the world.

We share a joint passion for what we do, and our team both within our offices and distributed across the US create an interlocking network, working together to maintain and evolve the Treehouse environment and experience. In our team, every idea is heard and every voice contributes to what makes up Treehouse.

We're always around and would love to hear from you, so feel free to say hello anytime [<http://teamtreehouse.com/about>].

## Teaching Team

Our team of expert teachers come together to provide the highest quality of technology education to our students. Each of our teachers brings in-depth knowledge of their field of expertise to the Treehouse curriculum, which combined with real-world experience provides a learning environment unique to Treehouse.

### Current

[Amit Bijlani](#) - iOS, Android

[Andrew Chalkley](#) - Javascript, Development Tools

[Ben Jakuben](#) - iOS, Android

[Dan Gorgone](#) - Business

[Guil Hernandez](#) - HTML, CSS, Design

[Hampton Paulk](#) - PHP

[Jason Seifer](#) - Ruby

[Mat Helme](#) - HTML, CSS, Design

[Nick Pettit](#) - HTML, CSS, Design

[Pasan Premaratne](#) - Business

[Zac Gordon](#) - WordPress

## Past

[Allison Grayce Marshall](#) - HTML, CSS, Design

[Jim Hoskins](#) - Javascript, Development Tools

[Randy Hoyt](#) - PHP



## Treehouse in the Press

- The Next Web: Tech education startup Treehouse hits \$3.6m in revenues, nears 20k active users and nabs book deal  
[\[http://thenextweb.com/insider/2012/11/20/one-year-in-treehouse-hits-3-6m-in-revenues-nears-20k-active-users-and-nabs-book-deal/\]](http://thenextweb.com/insider/2012/11/20/one-year-in-treehouse-hits-3-6m-in-revenues-nears-20k-active-users-and-nabs-book-deal/)
- The Next Web: Education startup Treehouse launches in-browser command-line to help developers learn the console  
[\[http://thenextweb.com/dd/2013/02/12/tech-edu-startup-treehouse-launches-in-browser-command-line-to-help-developers-learn-the-console/\]](http://thenextweb.com/dd/2013/02/12/tech-edu-startup-treehouse-launches-in-browser-command-line-to-help-developers-learn-the-console/)
- The Oregonian: Treehouse, Portland online education startup, raises \$7 million  
[\[http://www.oregonlive.com/silicon-forest/index.ssf/2013/04/treehouse\\_portland\\_online\\_educ.html\]](http://www.oregonlive.com/silicon-forest/index.ssf/2013/04/treehouse_portland_online_educ.html)
- Portland Business Journal: Funding round has CEO promising hundreds of jobs  
[\[http://www.bizjournals.com/portland/blog/2013/04/funding-round-has-ceo-promising.html\]](http://www.bizjournals.com/portland/blog/2013/04/funding-round-has-ceo-promising.html)
- The Next Web: Treehouse nabs \$7M, passes 25K students and announces plan to teach high schoolers to code  
[\[http://thenextweb.com/insider/2013/04/09/education-startup-treehouse-raises-7m-to-passes-25k-active-students/\]](http://thenextweb.com/insider/2013/04/09/education-startup-treehouse-raises-7m-to-passes-25k-active-students/)
- Upstart Business Journal: Treehouse taps funding to teach coding  
[\[http://upstart.bizjournals.com/money/loot/2013/04/09/funding-round-has-ceo-promising.html\]](http://upstart.bizjournals.com/money/loot/2013/04/09/funding-round-has-ceo-promising.html)
- VentureBeat: Treehouse gets \$7M to bring learn-to-code programs to high schools  
[\[http://venturebeat.com/2013/04/09/treehouse-high-school-series-b/\]](http://venturebeat.com/2013/04/09/treehouse-high-school-series-b/)
- Oregon Business: Charting the online ed disruption  
[\[http://www.oregonbusiness.com/the-latest/9797-online-education\]](http://www.oregonbusiness.com/the-latest/9797-online-education)
- Mashable: Coding Is the Must-Have Job Skill of the Future  
[\[http://mashable.com/2013/04/30/job-skill-future-coding/\]](http://mashable.com/2013/04/30/job-skill-future-coding/)
- VentureBeat: Treehouse is now teaching the web with the web thanks to CodePen  
[\[http://venturebeat.com/2013/05/04/treehouse-codepen/\]](http://venturebeat.com/2013/05/04/treehouse-codepen/)
- The Next Web: Edtech startup Treehouse turns to gamification to help fuel growth as it passes 35K users  
[\[http://thenextweb.com/insider/2013/06/14/tech-education-startup-treehouse-launches-a-new-points-feature-as-it-passes-35k-users/?fromcat=all\]](http://thenextweb.com/insider/2013/06/14/tech-education-startup-treehouse-launches-a-new-points-feature-as-it-passes-35k-users/?fromcat=all)
- VentureBeat: Learn to code on your iPad with new Treehouse app:  
[\[http://venturebeat.com/2013/07/25/treehouse-for-ipad/#vb-gallery:1:780803\]](http://venturebeat.com/2013/07/25/treehouse-for-ipad/#vb-gallery:1:780803)
- The Digital Shift: Orange County Library System Expands Computer Training Program with Treehouse  
[\[http://www.thedigitalshift.com/2013/06/public-services/orange-county-library-system-expands-computer-training-program-with-treehouse/\]](http://www.thedigitalshift.com/2013/06/public-services/orange-county-library-system-expands-computer-training-program-with-treehouse/)

- VentureBeat: Go thou and steal no more: Treehouse's latest tool navigates online copyright  
[\[http://venturebeat.com/2013/09/02/go-thou-and-steal-no-more-treehouses-latest-tool-navigates-online-copyright/\]](http://venturebeat.com/2013/09/02/go-thou-and-steal-no-more-treehouses-latest-tool-navigates-online-copyright/)
- VentureBeat: DIY Snapchat clone instructions, courtesy of Treehouse  
[\[http://venturebeat.com/2013/08/07/diy-snapchat-clone-instructions-courtesy-of-treehouse/\]](http://venturebeat.com/2013/08/07/diy-snapchat-clone-instructions-courtesy-of-treehouse/)



## Get in touch

If you'd like to get in touch with the Treehouse team, feel free to ping us on [@treehouse](https://twitter.com/treehouse) or email Ryan, our Founder and CEO at [ryan@teamtreehouse.com](mailto:ryan@teamtreehouse.com). We'd love to hear from you!