

Overview:

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| **Revenue** | **Employees** | **Customers** | **Market Share** |
| [$7.4M](https://www.zoominfo.com/c/percent-group-inc/178110784) | 51-200 | B2B(Schools) & B2C | N/A |
| **Founded** | **Location** | **Website** | **Funding** |
| 2005 | Setup in - Lincolnshire, Illinois  Present in – US, Canada | [95 Percent Group](https://www.95percentgroup.com/) | Funded by Leed Equity partners for an undisclosed amount. [(Round 1)](https://www.crunchbase.com/organization/95-percent-group/company_financials) - Dec 7,2021 |

Mission**:**

“95 Percent groups’s mission is to build on science to empower teachers—supplying the knowledge, resources, and support they need—to develop strong readers.” *(About)\*

# Description**:**

The 95 Percent Group is an educational company that offers the information, materials, and assistance that schools, institutions, etc. require in order to create strong readers. One95's literacy ecosystem integrates professional learning and evidence-based literacy products using a method that is based on structured literacy. This system supports consistent instructional routines across tiers and has been shown and trusted to help students close skill gaps and read fluently. The 95 Percent Group is dedicated to furthering research, industry standards, and thought leadership in the field of reading science in general. this in paraphrase [*(About)*](https://www.linkedin.com/company/95-percent-group-inc-/about/)

*They offer 3 Tiers of instructions:*

Tier 1: Whole-class instruction for all students.

Tier 2: Small group or individual intervention for struggling readers.

Tier 3: Intensive, individualized intervention for severely struggling readers.

Social Media:[Facebook](https://www.facebook.com/95percentgroup) [Twitter](https://twitter.com/95percentgroup) [Instagram](https://www.instagram.com/95percentgroupllc/) [LinkedIn](https://www.linkedin.com/company/95-percent-group-inc-/)

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Pricing:

95 Percent Group offers a range of modules designed to address literacy needs across various grade levels. On average, these modules cost around $1,095 for comprehensive classroom kits, $185 for teacher's packages, and $55 for student workbooks. Digital presentation subscriptions, priced at about $49, are also available with varying durations. The $1,095 modules are full classroom kits for teachers to provide extensive instruction, while the $55 modules are student workbooks for individual practice and reinforcement.[**(LINK)**](https://store.95percentgroup.com/)

Products and Services:

1. [Assessment](https://www.95percentgroup.com/assessments/)
   * Provides teachers with data on students' reading skills and progress.
   * A prescriptive plan for addressing each child's needs is identified and put into action by teachers with the aid of diagnostic tests that reveal each child's literacy gaps.
2. [Phonics](https://www.95percentgroup.com/phonics-literacy-solutions/)

* 95 Phonics Core Program: A comprehensive phonics program that teaches students the skills they need to decode words.
* 95 Phonics Booster Bundle: A supplemental program that provides additional support for students who are struggling with phonics.
* Phonics Lesson Library: A collection of over 200 phonics lessons that can be used to meet the needs of all students.
* Phonics Chip Kit: A hands-on tool that helps students learn and practice phonics skills.

1. [Phonological Awareness](https://www.95percentgroup.com/phonological-awareness/)
   * “Phonological awareness products that support explicit and systematic instruction for struggling readers.”
   * Phonological awareness is essential for reading because it allows readers to connect written words to spoken words.
2. [Vocabulary](https://www.95percentgroup.com/vocabulary-instruction/)
   * Vocabulary Surge: A program that provides teachers with explicit and systematic instruction in vocabulary
   * Lessons can be taught to the whole class or to small groups.
   * The lessons teach students about the history of the English language and show them how words are built.
3. [Comprehension](https://www.95percentgroup.com/comprehension/)
   * It is a Tier 2 intervention. This means that it is designed for students who are struggling with comprehension but are not struggling with basic reading skills.
   * It is used in small and targeted groups. This allows teachers to provide individualized instruction to students and to monitor their progress closely.
   * It is designed for students in grades 3-6. However, it can be differentiated to meet the needs of students at a wider range of reading levels.
4. [Intensive Intervention](https://www.95percentgroup.com/products/95-rap/)
   * “The technology-based, Tier 3 intervention solution for students who are persistently struggling to learn to read, including those with dyslexia”
5. [Tools4Reading](https://www.95percentgroup.com/tools-4-reading/)
   * “Literacy tools for empowering educators with literacy resources and training to help every child achieve reading success”
   * It also support schools in the process of building Response to Intervention (RTI) and Multi-Tiered Systems of Support (MTSS).

Founder’s Profile**:**

* [Dr. Susan L. Hall,](https://store.95percentgroup.com/about-us.aspx) EdD. She is a nationally recognized leader in RTI, data analysis, and reading instruction. She is a best-selling author of three books. The US Department of Education named Dr. Hall as a Reading First Review Panel member. She is also a frequent public speaker and lecturer. She serves on the advisory board of the Neuhaus Education Center in Houston and is a former national board member of the International Dyslexia Association.

Strengths**:**

* **Product**
  + Specialized Literary expertise positioning them as experts in this specific domain.
* **Customer**
  + Offers professional development programs for educators for effective literary instruction methods.
  + Feature of Parental and guardian management

Weaknesses**:**

* **Company**
* 95 Percent Group's effort to serve a wide range of grade levels could limit their specialization in specific educational sectors due to a lack of a clear market focus.
* Some employees have reported that the company is unorganized and toxic, with a culture that can be biased and blaming.[**(Imp link)**](https://www.glassdoor.com/Reviews/95-Percent-Group-Reviews-E1050902.htm)

Opportunities**:**

* **Product**
  + Add multilingual content to reach new markets and expand audience
* **Customer**
  + The 95 Percent Group can create separate courses for students and sell those directly to them. This will allow them to expand their reach and impact, and help more students become strong readers.
* **Company**
  + The 95 Percent Group can expand its business by expanding to other continents, such as Asia, Europe, and Africa. This would allow them to reach more students and teachers and help them improve their literacy skills.

Threats**:**

* **Product**
  + Features to track student activity should be present otherwise it becomes easier for students to cheat leading to unfair malpractices.