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## Overview:

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| **Revenue** | **Employees** | **Customers** | **Market Share** |
| [$64 Million](https://rocketreach.co/achieve3000-profile_b5cfbb0df42e0a0f) | 171 | [Schools (B2B) & B2C](https://www.achieve3000.com/impact/testimonials/) | No. of users: [5,115,600](https://www.achieve3000.com/#:~:text=More%20than%205%2C000%2C000%20students%20and,power%20of%20Achieve3000's%20solutions%20firsthand.) |
| **Founded** | **Location** | **Website** | **Funding** |
| 2000 | Setup In: New Jersey, US  Present in 48 Countries | [Achieve3000](https://www.achieve3000.com/) | [$13.6 Million](https://rocketreach.co/achieve3000-profile_b5cfbb0df42e0a0f) |

Mission:

“Together, Unlocking potential and accelerating learning for every student.” ( [About](https://www.linkedin.com/company/achieve3000/about/) )

Description:

Achieve3000, now part of McGraw Hill, offers an extensive range of digital solutions that greatly enhance literacy development and enhance education in various subjects. They help with both in-person and remote learning to over five million students in PreK-12 grades.

Pricing**:**

Subscriptions start at [$42 per student per year](https://www.techlearning.com/resources/achieve3000-boost-programs#:~:text=Achieve3000%20subscriptions%20start%20at%20%2442,contract%2C%20and%20number%20of%20schools.) with discounts available based on number of subscriptions, length of contract and number of schools. It also offers an additional **BOOST program** at[$500 per teacher](https://www.techlearning.com/resources/achieve3000-boost-programs#:~:text=Achieve3000%20subscriptions%20start%20at%20%2442,contract%2C%20and%20number%20of%20schools.)  per year and provides access to expanded routines (vocabulary, discussion and writing). In BOOST mode, they also provide **specialized instruction** for **tier 2** and **tier** **3** students. It has 4 different program options for students based on their grade levels:

* Smarty Ants: Grades PreK-12
* KidBiz3000: Grades 2-5
* TeenBiz3000: Grades 6-8
* Empower3000: Grades 9-12

**Social Media:** [**YouTube**](https://www.youtube.com/@Achieve3000FreeAnswers)[**LinkedIn**](https://www.linkedin.com/company/achieve3000/)[**Twitter**](https://twitter.com/achieve3000)

# Products andServices**:**

The learning platform consists of four products:

1. [Smarty](https://www.achieve3000.com/products/smarty-ants/) Ants: **Foundational literary solution for grade PreK-2**

* Interactive and adaptive learning environment to build foundational reading skills.
* Initial assessment allots students to a unique learning path.
* It has an activity board and shows content in gamified and personalized form.
* It is multilingual with dual mode support of Spanish and English.
* Easy to use teacher dashboard showing track record of each student like their lessons, scores and levels.
* Students can sing, read aloud and create their own virtual books and DVDs.
* Creates an immersive & virtual world through games and animated graphics.
* It has multisensory learning and the option of independent practice for individual students.
* It has embedded assessment after every lesson along with teacher support.
* Each student has a customizable ant avatar, a virtual guide called coach and a dog who is a reading buddy.

1. [Achieve3000 Literacy](https://www.achieve3000.com/products/achieve3000-literacy/): **Differentiated literary solutions for grades 2-12**

* Assigns a reading level to each student using precise scoring system on vocabulary and informational text.
* Gives culturally relevant content that is differentiated to 12 levels in English and 8 levels in Spanish.
* New content is added weekly ranging from fiction, non-fiction and poetry.
* Offers targeted content for specific topics like Science, History, Food etc.
* Accessibility tools which assist learners of all types whether they are struggling, challenged or advanced and make it more personalized and adaptive.
* Proprietary acceleration engine automatically adjusts the difficulty of the text as students progress.
* Simple UI with a focussed lesson bar consisting of- (Ready, Read, Respond, Reflect, Write & Stretch).
* It has evidence-based writing feature and teacher led video instructions.
* Powerful data center which maps students on various metrics like average score per activity, average activity per week, reading progress YTD etc.

1. [Actively Learn](https://www.achieve3000.com/products/actively-learn/) (Curriculum Platform): **Flexible curriculum platform for grades 3-12**

* It has sequenced and curated text sets like short stories, novels, news articles etc. that supports core curriculum.
* Learning scaffolds such as guided questions, in-line peer discussion and real-time teacher feedback.
* Supports text-to-speech translations into 100+ languages along with shared annotations.
* Offers seamless integration with Google classroom and Canvas.
* Teachers can upload articles, PDFs, google slides and docs to create interactive content.  
  Attractive and intuitive interface with a wide range of question types.

1. [ALEKS](https://www.mheducation.com/prek-12/program/microsites/MKTSP-GAB02M0.html)**:** **An Adaptive Math and Science Program for Grades 3–12**

* ALEKS (Assessment and Learning in Knowledge Spaces) is a web-based, AI assessment and learning system.
* Uses adaptive questioning to quickly and accurately determine the learning topics.
* Identifies instructional gaps and personalized learning paths for every student.
* Periodic reassessment of student’s knowledge to ensure better retainment.
* Integrable with any system, anywhere and on any device.
* Can be customized according to class needs and integrable with their textbooks.  
  Provides detailed, immediate and legible feedback to students and teachers.

Founder’s Profile**:**

Since its inception, it has had two CEOs. Afterwards, it was sold to McGraw Hill and is managed independently by them.

* [Saki Dodelson](https://www.linkedin.com/in/sakidodelson/) **, Founder & CEO (2000- 2018)** She has a background in finance being the finance manager at AT&T and is responsible for the financial success of the company. Under her vision, Achieve3000 became a leader in differentiated instruction. She introduced several reading products covering all preK-12 like Kidbiz3000, Teenbiz3000, Empower3000, Spark3000, Boost3000, Access3000 etc.
* [Stuart Udell](https://www.linkedin.com/in/stuart-udell-4235892/), **CEO (2018-2021)** He did his BS in Management and MBA from Columbia Business School. He has 20+ years of experience in Education Sector holding executive positions (Board Member, CEO, President) in schools, Edtech startups and companies like Kaplan Inc., Renaissance Learning, Catapult Learning and Penn Foster Inc. He sold Achieve3000 to McGraw Hill in November 2021.

They have a separate [Academic Cabinet](https://www.achieve3000.com/who-we-are/meet-the-team/) which consists of Academic Leaders with 10+ years of experience to provide them different perspectives about the education sector, their technology, features etc.

Strengths**:**

* **Product**
  + The platform offers a powerful data centre, which allows for in-depth tracking of student performance, enabling educators to make data-driven decisions.
  + The ability to offer multilingual content makes the platform accessible to a broader audience, tapping into bilingual markets.
  + The platform covers various subjects, including reading, mathematics, and science, providing a well-rounded educational solution.
* **Customer**
* Achieve3000 adaptive learning environment offers personalized learning paths for students, which can help them progress at their own pace.
* The feature of customizable avatars, virtual guides, and reading buddies can engage and motivate students, creating a more immersive and enjoyable learning experience.

Weaknesses**:**

* **Product**
  + The platform's extensive features may be overwhelming for educators and students, requiring adequate training and time to become proficient.
* **Company**
  + The creation and maintenance of gamified and multilingual content can be resource-intensive, potentially leading to high operational costs.

Opportunities**:**

* **Product**
  + The multilingual support and adaptability make it well-suited for global expansion, tapping into diverse educational markets.
  + Can incorporate AI-powered writing tools to help students improve their writing skills and provide a more well-rounded educational experience.
* **Company**
  + Collaborations with educational institutions, school districts, and content creators can expand the reach and content offerings.
  + Expansion into more subject areas could broaden its appeal and market share.

Threats**:**

* **Product**
  + Rapid changes in technology could either present opportunities or threats if not efficiently anticipated and tackled.
* **Customer**
  + Handling student data and privacy is a significant concern. Any data breaches or privacy issues could damage the company's reputation.
* **Competitor**
  + The educational technology market is highly competitive and more growing in AI segment, and Achieve3000 may face competition from players that have greater resources, more features and wider reach.