



codex

# START-UP ANALYSIS

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# Company Profile

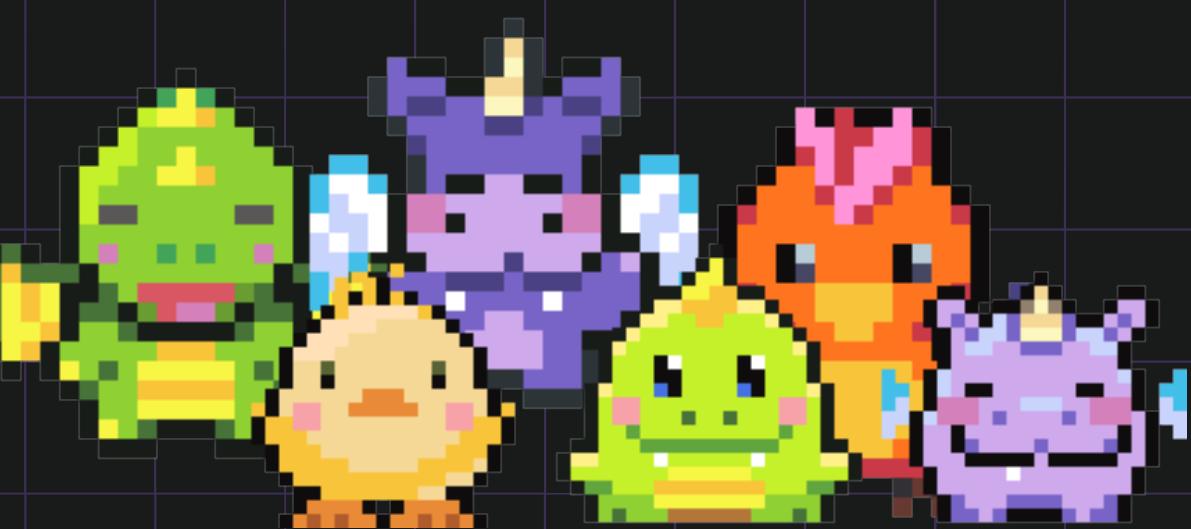
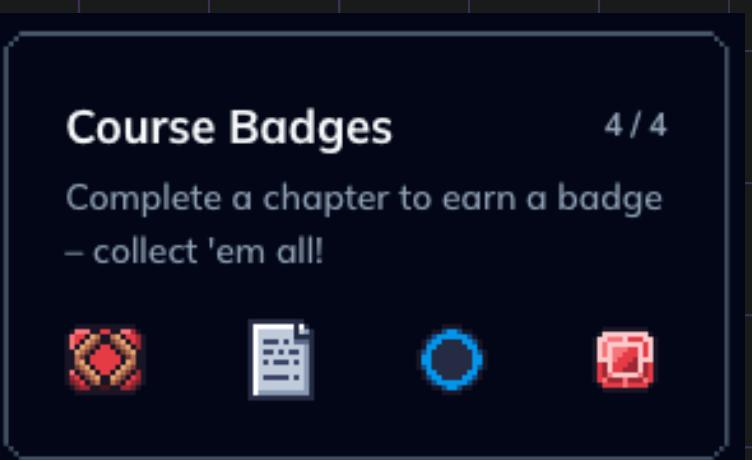
- Educational media startup on coding and computer science
- Founded in 2022
- HQ in Brooklyn, NY
- 10 employees
- Raised \$750K in early stage VC
- 7 investors



## Value Proposition

**“empower the next generation of builders and dreamers”**

- **Pain point:** coding is inaccessible for Gen Z and beginners
- **Gamified Learning Experience:** XP and badges
- **#30NitesofCoding:** feed virtual pet by coding exercises and learning!



## Business Model

# Revenue Streams



### Fremium Model

Codédex Club: full course content, credentials, one-on-one coding support, member-only Discord channel

### Media Content (ad revenue)

- ‘Boba Talk’ podcast (Spotify, Apple Podcast)
- Long-form videos on YouTube

### Event Partnerships

- Hackathons (HackNYU)
- College tours

### Merchandise

Branded merchandise sold on Shopify

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Competition

## Codecademy & freeCodeCamp?

- **Codecademy:** freemium interactive coding courses
- **freeCodeCamp:** nonprofit free learning platform



freeCodeCamp(⚡)

## But Codédex is better!

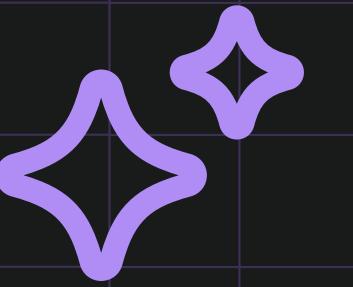
- Clear market standing
- Gamified experience

# 14-day free trial

- Boost free-to-paid conversions
- Attract hesitant users
- Launch over 6 months
  - Month 1: Development
  - Month 2-3: Launch & promotion
  - Month 4-6: Evaluation

# coursera

- Opportunity to scale up & reach larger audience
- More resources to develop new course contents & features
- **Risk:** Codédex losing unique brand identity



# THANK YOU!

Please feel free to ask any  
questions you may have.

