



Codédex

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



“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!



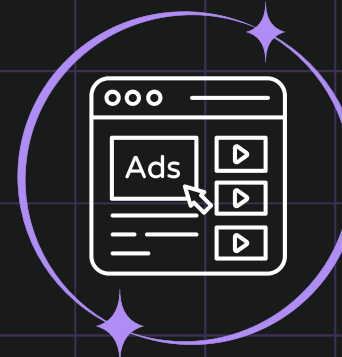
Revenue Streams

Business Model



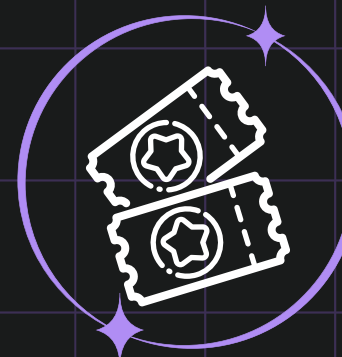
Premium Model

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



Codecademy & freeCodeCamp?

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

But Codédex is better!

- Clear market standing
- Gamified experience

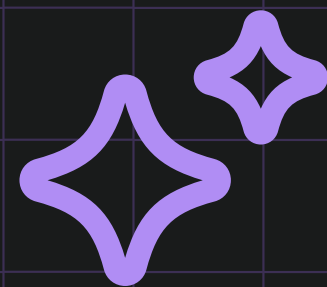
The logo for Codecademy, featuring the word "code" in a dark blue font inside a dark blue rectangular box, followed by the word "cademy" in a dark blue font.The logo for freeCodeCamp, featuring the text "freeCodeCamp" in a white font, followed by a white flame icon inside parentheses.

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.

