# **BrightClass Technologies**

## **Company Profile**

**Founded:** April 2019  
 **Location:** Pier District, San Francisco, CA  
 **CEO:** Kathy McKenzie

## **Our Story**

BrightClass Technologies was born from a simple idea: education software should be as engaging and intuitive as the learning process itself. Founded in April 2019 by education technology enthusiast Kathy McKenzie, our company has quickly established itself as an innovative provider of specialized .NET solutions for elementary education.

Located in San Francisco's vibrant Pier area, we draw inspiration from both the tech ecosystem and the creative energy of our waterfront setting. Our modern offices feature open collaborative spaces, game areas, and panoramic views of the Bay - all designed to foster the casual, friendly culture that is the cornerstone of our company philosophy.

## **Our Innovation Team**

Our tight-knit team consists of:

* 14 Developers (full-stack .NET specialists)
* 4 QA Testers
* 2 Engineering Managers
* 5 Implementation Specialists
* 2 Sales Representatives

Led by our CEO Kathy McKenzie, we maintain a flat organizational structure that encourages innovation and ownership at every level.

## **Leadership Profiles**

### **Kathy McKenzie - CEO & Founder**

With over 15 years in both education and technology sectors, Kathy founded BrightClass Technologies after observing firsthand the administrative challenges facing elementary schools. Prior to BrightClass, she served as Director of Technology for a Bay Area school district and held product management roles at leading EdTech companies. Kathy holds an MBA from Stanford and a B.S. in Computer Science from UC Berkeley.

### **James Chen - CTO**

James brings 12 years of experience architecting scalable .NET solutions. Previously a Senior Engineering Lead at Microsoft, James oversees all technical aspects of BrightClass's products. His expertise in cloud infrastructure and database optimization has been crucial to developing our high-performance education platforms. James holds a Master's in Software Engineering from Carnegie Mellon University.

### **Diane Rodriguez - CFO**

With a background in finance for growth-stage tech companies, Diane manages BrightClass's financial strategy and operations. Prior to joining in 2020, she was VP of Finance at an education marketplace startup and spent 8 years in technology investment banking. Diane has an MBA from Wharton and is passionate about creating sustainable business models in the education sector.

### **Michael Washington - HR Manager**

Michael cultivates BrightClass's unique company culture and talent acquisition strategy. His background includes 10 years in HR roles at both tech startups and established companies. Michael pioneered our "Education Sabbatical" program, allowing team members to spend time in classrooms understanding educator needs. He holds a B.A. in Organizational Psychology from UC Davis.

### **Priya Patel - Implementation Manager**

Leading our team of implementation specialists, Priya ensures smooth deployment of BrightClass solutions in school environments. Her 9 years of experience include classroom teaching and educational technology consulting. Priya's dual perspective as former teacher and technologist informs our client-centered implementation approach. She holds a Master's in Education Technology from Columbia Teachers College.

## **Our Culture**

At BrightClass, we believe that creating exceptional educational software starts with creating an exceptional workplace. CEO Kathy McKenzie has cultivated a company culture that emphasizes:

* **Work-Life Balance:** Flexible scheduling and generous PTO policies
* **Continuous Learning:** Weekly tech talks, education stipends, and professional development opportunities
* **Team Bonding:** Monthly team outings, game tournaments, and our legendary quarterly hackathons
* **Workplace Perks:** Catered lunches, fully stocked kitchen, pet-friendly office, and complimentary ferry passes

Our office features comfortable collaboration spaces, standing desks, a relaxation lounge, and breathtaking views of the San Francisco Bay.

## **Our Solutions**

BrightClass Technologies specializes in developing intuitive .NET-based software solutions exclusively for the elementary education sector (K-6). Our current product suite includes:

### **ClassTrack™**

Our flagship classroom management system that seamlessly integrates:

* **Smart Scheduler:** AI-enhanced class scheduling that optimizes teacher and facility resources
* **EnrollEase:** Streamlined enrollment processing for students through 6th grade
* **AttendancePlus:** Automated attendance tracking with parent notification system

All our solutions feature cloud-based architecture, mobile accessibility, and robust data security to meet the unique needs of elementary education environments.

## **Business Performance**

### **2024 Financial Highlights**

* **Annual Revenue:** $8.7 million (42% growth from previous year)
* **Profit Margin:** 23% (up from 18% in 2023)
* **R&D Investment:** $2.2 million (25% of revenue)
* **Customer Acquisition Cost:** Reduced by 18% through referral programs

### **Client Base**

* **Active School Subscriptions:** 347 elementary schools across 28 states
* **Subscription Retention Rate:** 94%
* **Average Contract Value:** $25,100 annually
* **User Base:** Serving over 215,000 students and 22,000 teachers

### **Growth Trajectory**

* 72% year-over-year increase in new client acquisition
* Successfully expanded from West Coast focus to nationwide presence
* Achieved SOC 2 Type II compliance, opening doors to larger district contracts

## **Our Approach**

We distinguish ourselves through:

* **Education-First Design:** All solutions developed with actual classroom experience as our guide
* **Implementation Excellence:** Hands-on training and support from our implementation specialists
* **Continuous Improvement:** Regular updates based on teacher and administrator feedback
* **Scalable Solutions:** Architecture that grows with your school while maintaining performance

## **Looking Forward**

While our current focus is on scheduling, enrollment, and attendance for K-6 education, our development roadmap includes:

* Expanding to middle and high school solutions
* Developing comprehensive assessment and grading modules
* Creating parent-teacher communication platforms
* Building integrated resource planning tools for school districts

*"We're not just building software – we're creating tools that give educators more time to focus on what matters most: their students."* **- Kathy McKenzie, CEO**

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