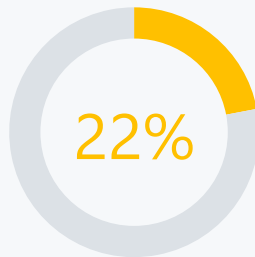


## PROBLEM STATEMENT



38% HIGH SCHOOL  
GRADUATES  
ARE **NOT** PROFICIENT<sup>1</sup>



SCORE  
IMPROVEMENT  
FROM  
PBL



1% HIGH SCHOOL  
TEACHERS USE  
PBL

# TEACHER APP

## AUTHENTIC-AUDIENCE PROJECT REPOSITORY

Browse curated authentic-audience projects

Variety of projects to fit many classes

Familiar interface to high-school teachers

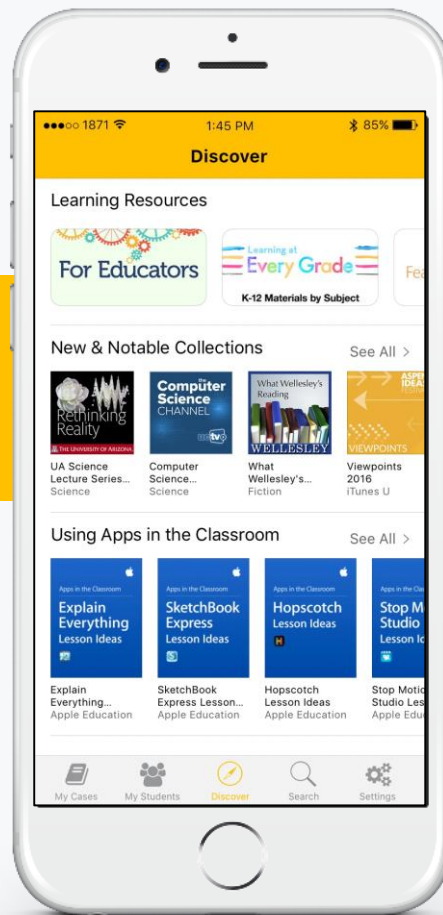
## OUTSIDE INTEGRATIONS

Integrates directly with third-party Learning Management Systems like Blackboard and Schoology to utilize districts' existing tech stacks.

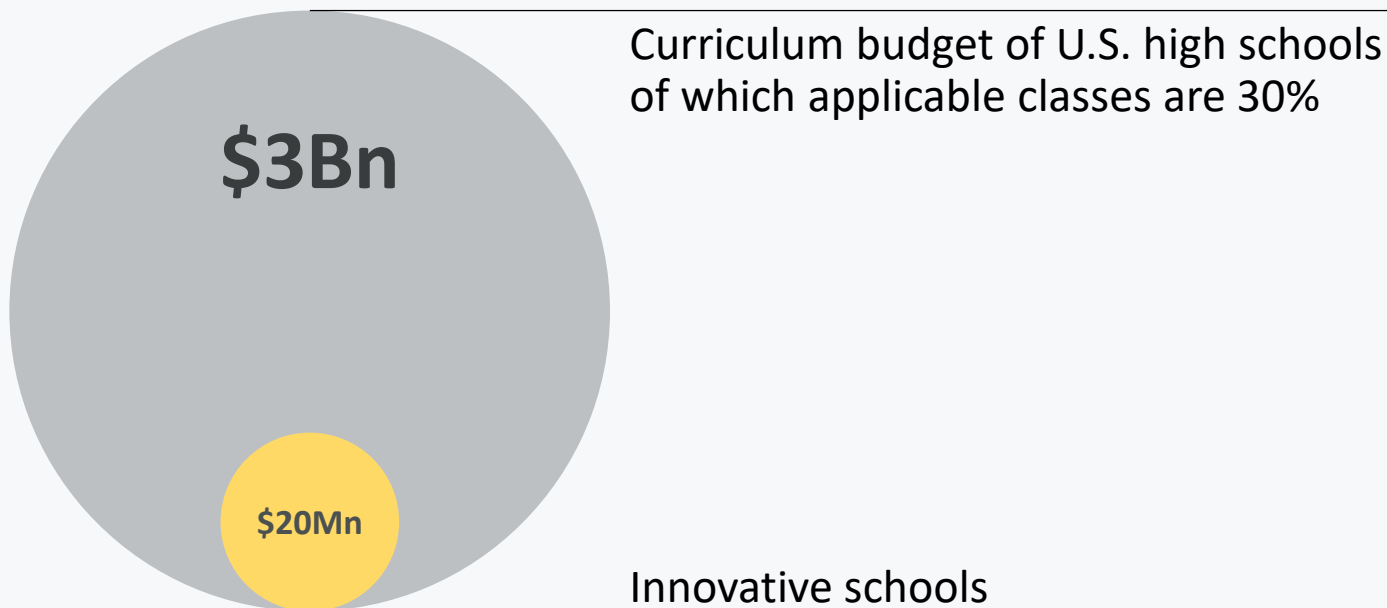


## STUDENTS FIRST

Allows for tracking of individual students' progress to maximize engagement



## \$3BN TOTAL ADDRESSABLE MARKET & \$20MN BEACHHEAD



Source: <https://thejournal.com/articles/2017/01/17/last-year-highest-spend-year-on-record-for-digital-content-in-k12.aspx>

# COMPETITIVE ANALYSIS

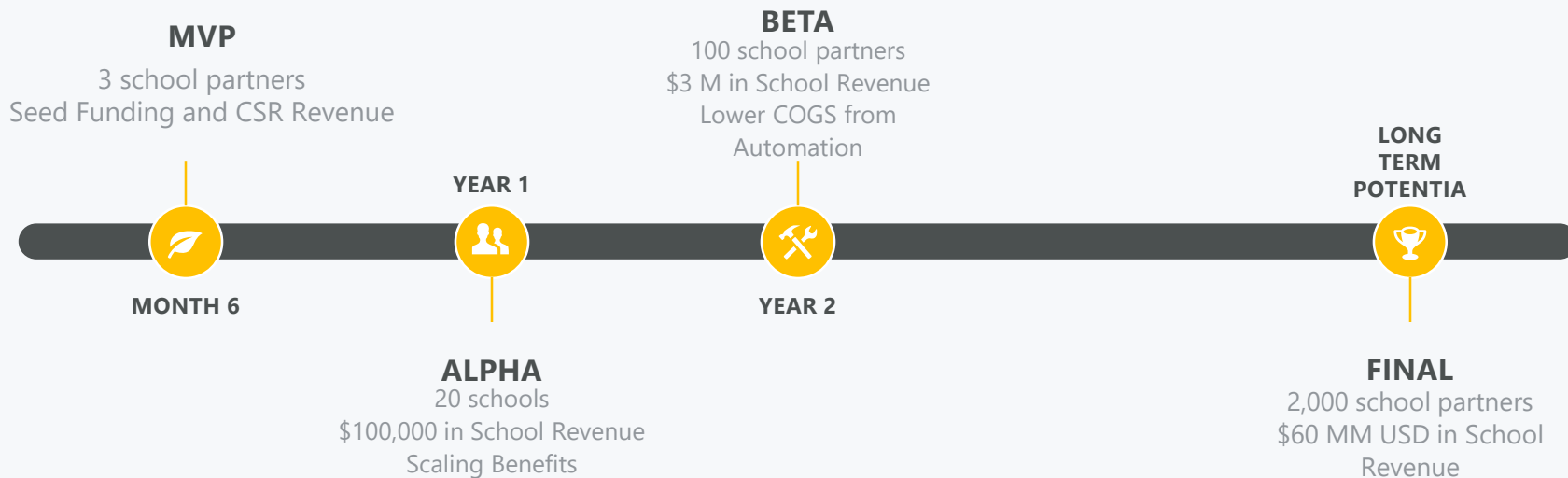


REVENUE

**\$100**

per student per year

# PROFITABILITY THROUGH CSR, SCALE & AUTOMATION



# USER VALUE PROPOSITIONS

## END-USER

## PAIN POINT

## FEATURE

## BENEFIT

Educator	Difficulty in finding impactful projects that fit curriculum	Aggregation of corporate projects	Improve educator effectiveness
Corporate Employee	Time consuming project development and entry	software NLP & automation to define project	Reduces overhead for company employees
Student	Wasted time on projects not interested in	Interface application that connects students, educators, and corporate partners	Improved engagement for students

# INVESTMENT ASK \$970K SERIES SEED

Total Investment	
FC	\$100,000.0
Recurring (18mnths)	\$870,000.0
<b>Runway 18 months</b>	<b>\$970,000.0</b>

Fixed Costs	
Website	\$50,000
Facilities Operations	\$50,000

Recurring Costs	12mnths	18mnths
<b>Salary</b>	<b>\$240,000.0</b>	<b>\$360,000.0</b>
<i># Empl</i>	3	
<i>Rate</i>	\$80,000.0	
<b>Marketing</b>	<b>\$190,000.0</b>	<b>\$285,000.0</b>
<i>SEO</i>	\$120,000.0	
<i>Display</i>	\$60,000.0	
<i>Trad.</i>	\$10,000.0	
<b>Ops+Facilities</b>	<b>\$10,000.0</b>	<b>\$15,000.0</b>
<b>Accnt Managers</b>	<b>\$140,000.0</b>	<b>\$210,000.0</b>
<i># Empl</i>	4	
<i>Rate</i>	\$35,000.0	



# POTENTIAL ADDITIONAL MARKETS

bridgED knows no limits.

## LOWER EDUCATION

Once proven successful, bridgED can expand to middle and elementary schools, garnering interest in STEM fields at an early age.

## INTERNSHIP PROGRAMS

While large corporations currently use PBL in internship programs, the integration of the bridgED app will make tracking of intern work more seamless

## INTERNATIONAL PROGRAMS

In the future, bridgED could be expanded to study abroad programs, allowing students to conduct PBL outside the U.S.

01

03

05



02

04

06

## EMPLOYEE TRAINING PROGRAMS

Project-based learning is a holistic way to onboard new employees and the bridgED app allows companies to keep track of training progress

## HOMESCHOOLING PARENTS

Why should only students in traditional programs be the only ones conducting PBL?

## VOLUNTEERS OR MISSIONARIES

Either by partnering with corporations seeking to do good, religious organizations, or nonprofit volunteering organizations, bridgED can continue its social mission outside the classroom.

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# COMPANY GO-TO-MARKET



## INBOUND MARKETING

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Build relationships with educators through valuable content that helps move the customer closer to purchase and further down the funnel



## AMBASSADOR PROGRAM

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Allow educators to test our product in their own classes, then encourage them to share their experience and feedback with peers

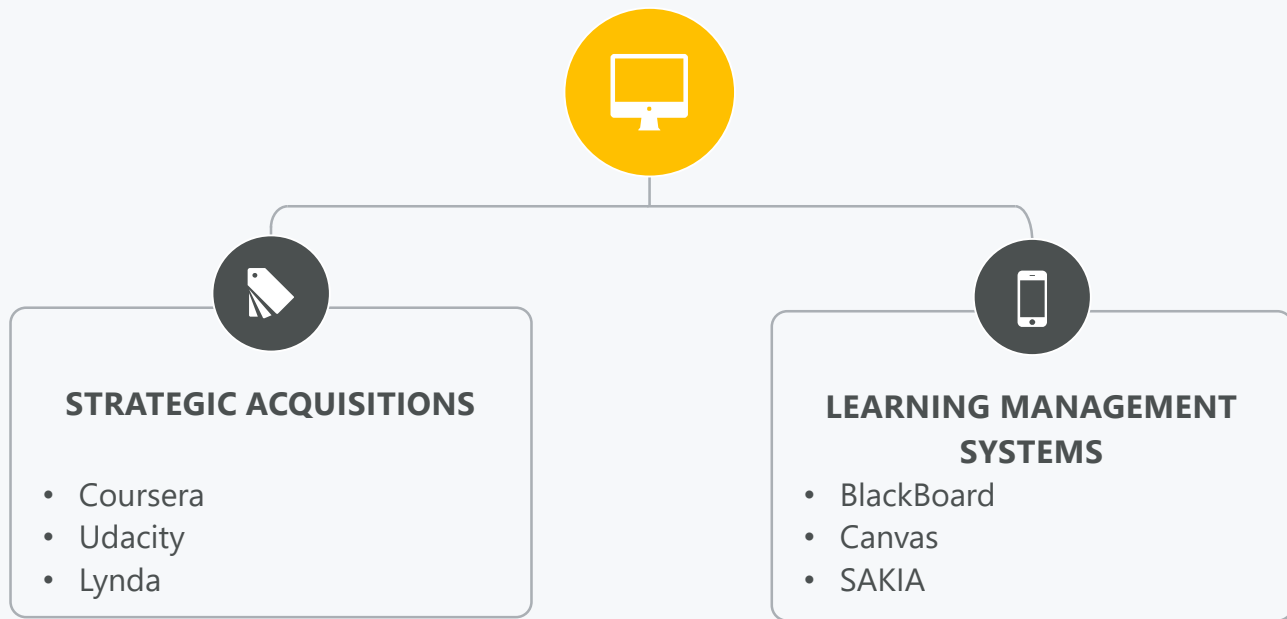


## AGGREGATION

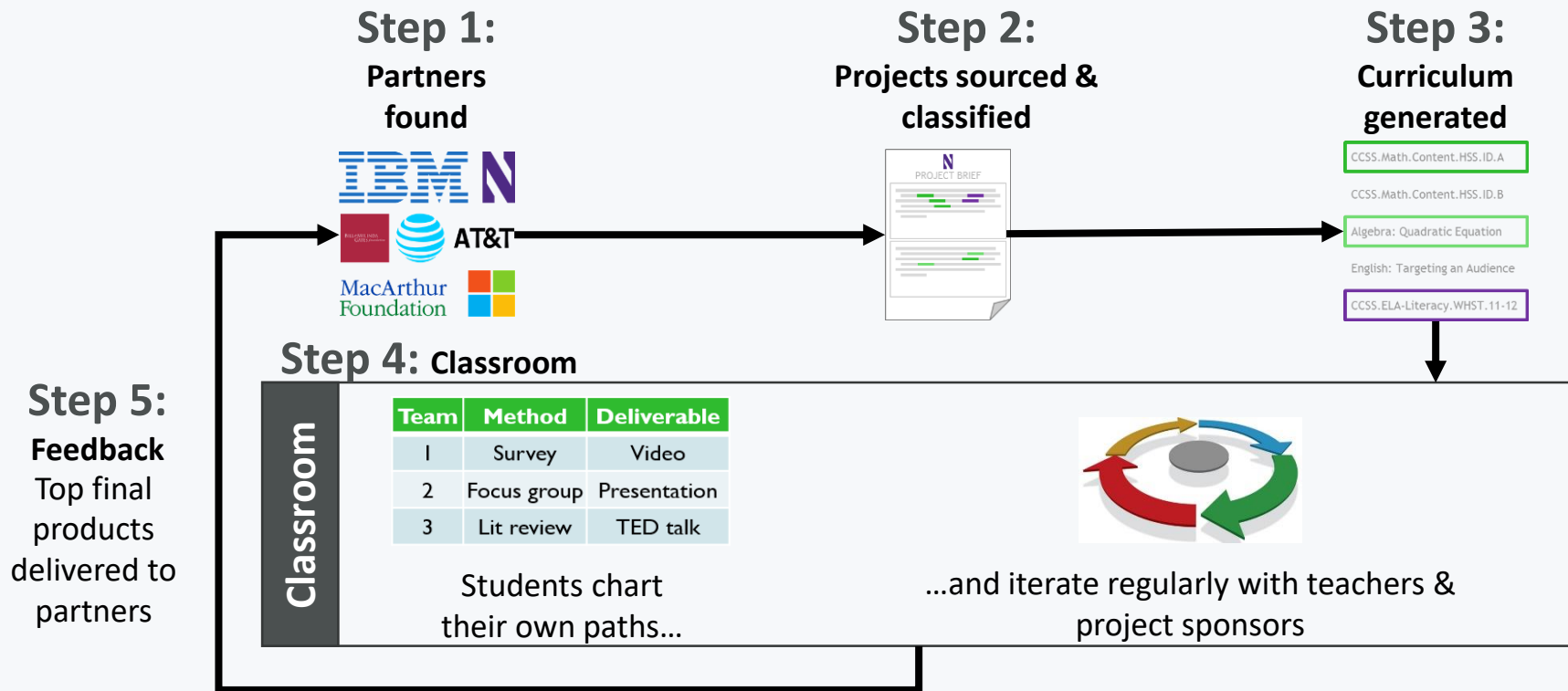
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Develop an platform for educators to share ideas – As more users adopt the platform and its complements, the ecosystem's value grows

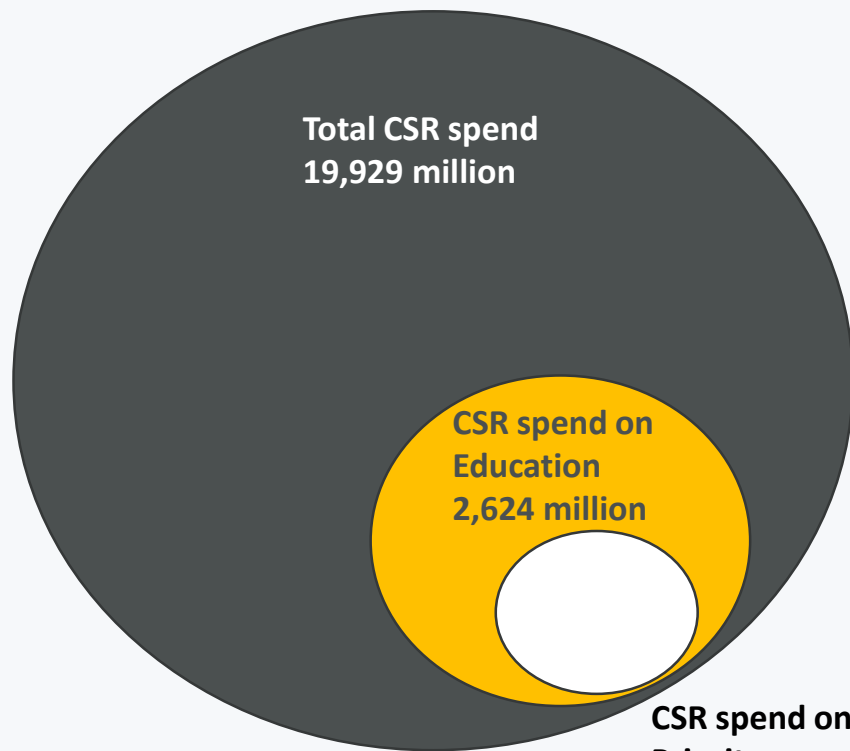
# EXIT STRATEGIES



# HOW IT WORKS



# CORPORATE SOCIAL RESPONSIBILITY



Ford Partnership for Advanced Studies  
(Ford PAS)

High Five Regional Partnership for High  
School Excellence

CSR spend on education in  
Priority areas 1,046 million



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THANKS FOR LISTENING!