

Tutoring Industry Veterans Build Digital Tutor: Make Learning Bite-size and Fun

By [Christine Dutton](#) on 08/20/2024



We're meeting industry veterans at a veterans' network to learn about building digital tutors. The goal is to create a world's foremost digital tutor. We're building a digital tutor that can help students learn at their own pace. We're building a digital tutor that can help students learn at their own pace. We're building a digital tutor that can help students learn at their own pace.

Christine Dutton - Head Executive Officer @ Everydae

Why you may want to support us...

- Educators interested with previous experience: built and sold various apps the world's largest privately owned test prep company
- 12 successful proprietary career development algorithms that personalize content and predict student outcomes
- CEO was named a Top 50 Most Creative Women by Business Insider
- Creating a new category: "Smart Tutoring" (SDTE T&E)
- Built over 20,000+ hours of test-prep and curriculum development experience
- EdTech.org award-winning registered user growth
- Large talented market: hungry for a solution
- Built team and product with \$2 outside funding

1/10/2024
10:00
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Our Team

- Christine Dutton**
Head Executive Officer
Award-winning entrepreneur - founded The Organizational Mind, a 200+ employee and former Amazon's Chief of Product Development. She is the author of the book "The Organizational Mind" and "The Organizational Mind: A Practical Guide to Building a Successful Organization".
- Chad Trivette**
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Downloads

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Invest in Everydae.

At Everydae, we're reimagining how students realize their academic potential and succeed in school by building the world's smartest digital tutor.



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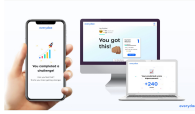




At Everydo, we're giving everyone in the world access to a digital tutor that's better than a human.

From \$10/mo.

- Developing proprietary algorithms and using world-class design to create a digital tutor that keeps kids engaged.
- Partnering with leading edtechs with their students across 100+ countries.
- Partnering with leading edtechs to create a seamless user experience.
- Using AI to create personalized learning paths.
- Algorithms will adapt content based on student performance and grade.



As an investor, "Does this look like a solid business?"

Built by academic and big data experts from Harvard, MIT and Duke.

Our expert team includes:

- Alan Berkman** - Founder, Everydo
- Christine Nelson** - Founder, Everydo
- David Rosenberg** - Founder, Everydo

Who have founded and sold Education-Tech companies before.

TechCrunch
Varsity Tutors acquires Veritas Prep to expand into live online classes

Announced: November 1, 2017 | August 20, 2018

We also created the world's first certified and adaptive GMAT study tool (the results speak for themselves).

ORION key stats

- 57% of students completed GMAT prep
- 23% of students achieved a score of 700 or higher
- 29% of students achieved a score of 750 or higher
- 120k+ average GMAT score per 200k users

We've proved the tech works. Now it's time to go big.

\$70B (2018) - **\$31B** (2017)

Market size for K-12 EdTech

Our beachhead is high school.

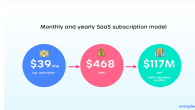
There are 15 million high schoolers in the United States but over a million of them don't have access to the best tutoring or enrichment resources.

By creating a digital tutor that's affordable and available on any device, we became the go-to solution for millions of families. More importantly, we built a scalable model in the business that's easy to replicate.

64% average week-over-week new account growth.

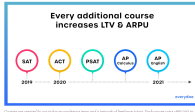


Making money with subscriptions.



Revenue projections will change as we add additional courses and features. All revenue is based on a 10% conversion rate and a 10% churn rate.

Printing money by adding courses.



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And acquiring students with a school-by-school playbook.



Our ultimate goal? Expand from high school to college and then into the K-8 market.

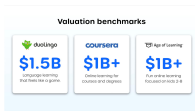


Beating out the competition

	Varsity	Tutor	Udacity	Udacity	Udacity
Market penetration	✓	✓	✓	✓	✓
Partnerships	✓	✓	✓	✓	✓
Efficiency	✓	✓	✓	✓	✓

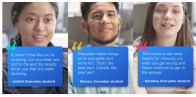
Comparison table showing market penetration, partnerships, and efficiency across different competitors.

And becoming a member of the Billion Dollar EdTech club.



But the best part? Our students love us.

We did a focus group for our new course in December, where the students said it is the best course they've ever taken. They said they would be very disappointed if they were ever asked to take it again. And they would be very disappointed if we ever said they would be.



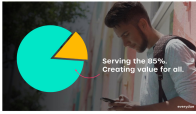
And we get them the results they deserve.

Investment in your future is one of the most powerful ways to grow your wealth. The more you invest, the more you can do for your future.

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At a price that fits their budget and creates enormous value for us (and our investors).



So if you're looking for a rocket ship...

That's not the way to fly.

- Government subsidies with generous caps
- Regulatory relief
- Research and development tax credits
- Other government incentives

The opportunity to invest in Energen is now. We look forward to sharing our success with you.

Get in on the action today.



Investor Q&A

What does your company do? Energen is a leading Canadian energy producer. We produce and sell natural gas, oil, and coal. We also have a significant presence in the United States and Europe.

Where will your company be in 5 years? We are focused on growing our production and refining capabilities. We are also expanding our international presence, particularly in the United States and Europe.

Why did you choose this idea? We believe in the long-term value of the energy sector. We are also attracted to the growth opportunities in the United States and Europe.

Why is this a good idea, right now? What changed in the world? Why wasn't this done a few years ago? The energy sector is experiencing a period of rapid growth. This is due to a combination of factors, including increasing demand for energy and the need for more efficient production methods.

How far along are you? What's your biggest obstacle? We are currently in the early stages of development. Our biggest obstacle is the need for additional capital to fund our operations.

Who competes with you? What do you understand that they don't? Our main competitors are other energy producers. We understand the market better than they do, and we have a strong track record of success.

How will you make money? Subscriptions are our primary revenue source. We also have a number of other revenue streams, including advertising and consulting services.

What are the biggest risks? If you fail, what would be the reason? What has to go right for you to succeed? The biggest risk is the need for additional capital. We need to raise a significant amount of money to fund our operations.

What do you see as the exit strategy for Energen? We plan to exit through a public offering of shares. We are also open to other exit options, such as a strategic acquisition.

Where does your name come from? Energen is a combination of the words 'energy' and 'generate'. We want to be the leading energy producer in the world.

For some families you're still too expensive. How do you help students that can't afford your product? We offer a number of financial aid options, including scholarships and grants. We also have a payment plan that allows students to pay for our product over time.

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