

# everydae

Building your Learning Genome

Private & Confidential.



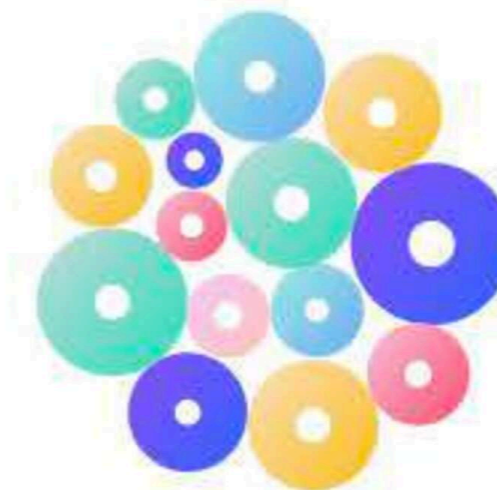
**OUR VISION**

**Give students a competitive edge by using their **Learning Genome** to power success**

# What is your Learning Genome?

*Your unique set of academic performance data, demographic details, and user-inputted interests and goals.*

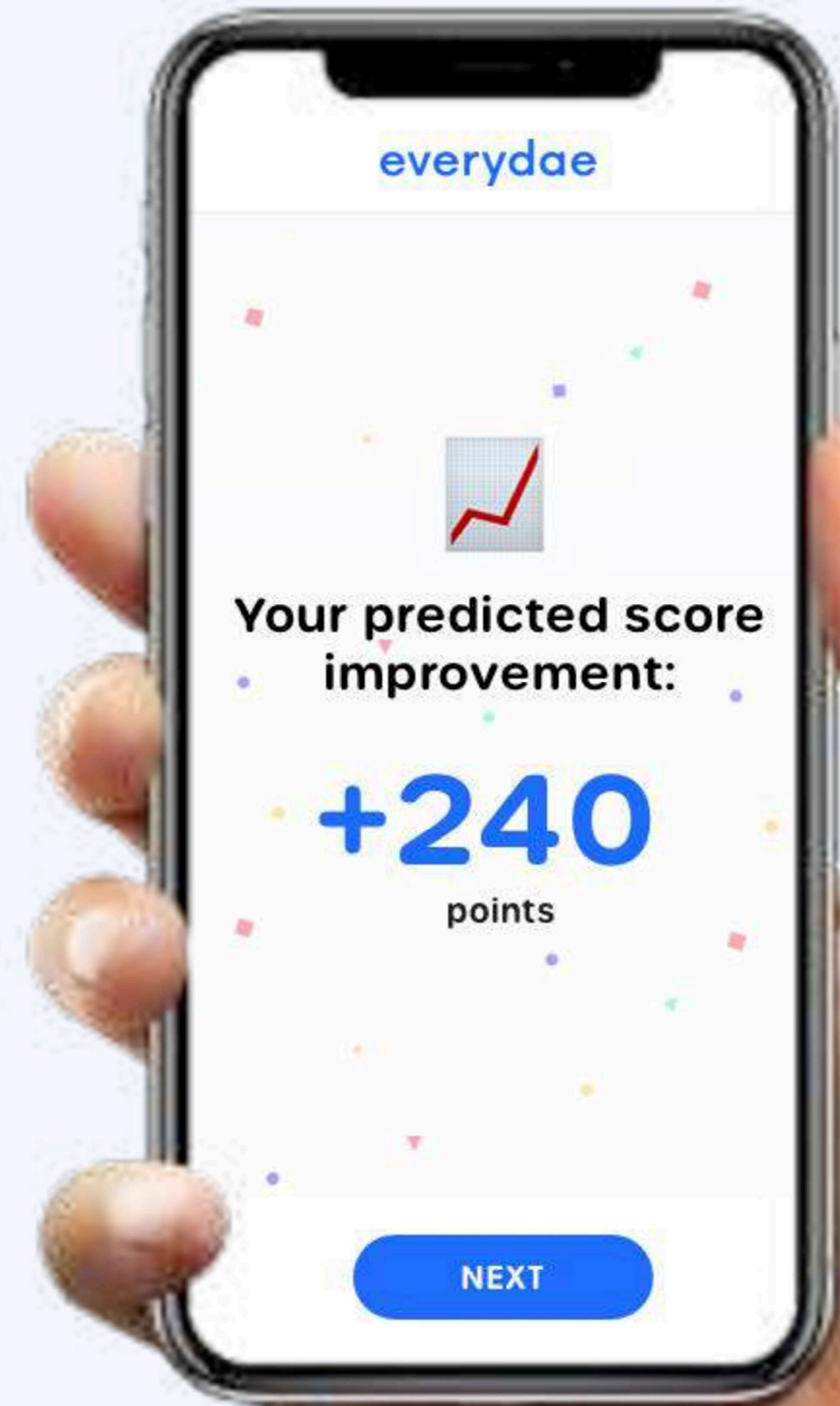
everydae

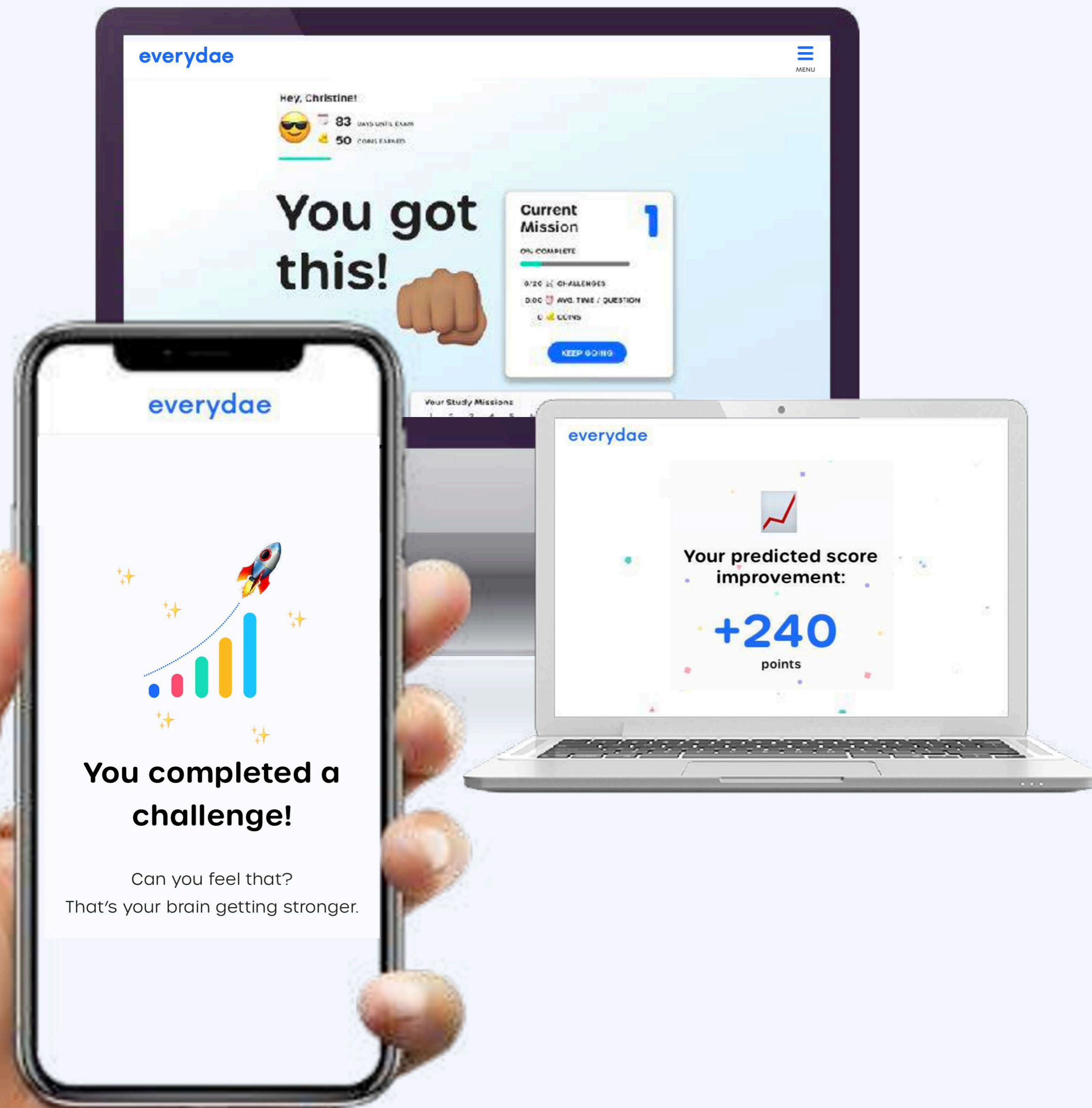


**The learning genome**

# What can we do with your **Learning Genome**?

- ▶ Predict how likely you are to succeed, based on performance in a previous subject and/or how “students like you” behaved
- ▶ Identify your blindspots and create targeted interventions
- ▶ Recommend the best-fit college and career opportunities based on desires, goals and aptitudes.



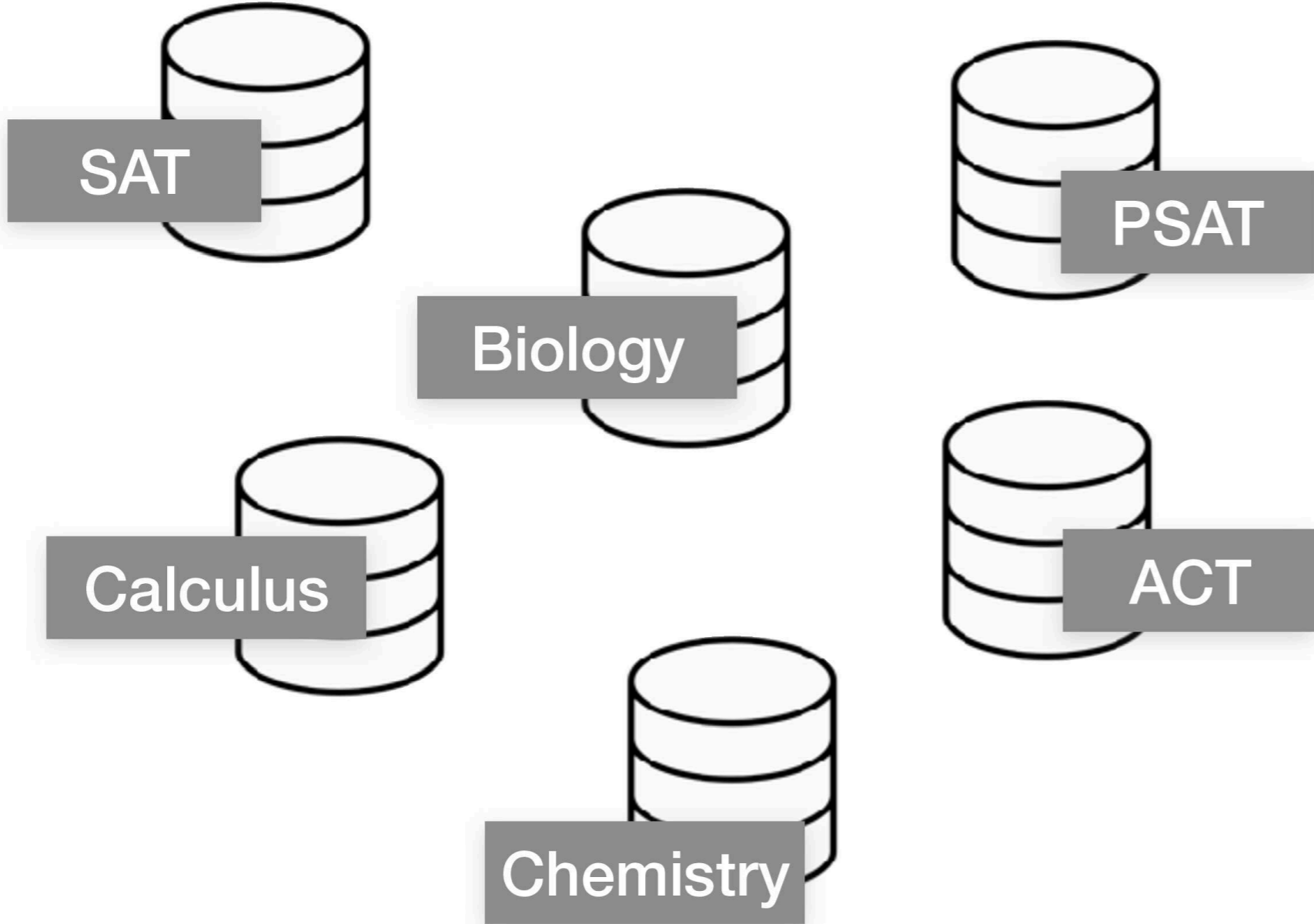


# How do we collect Learning Genome data?

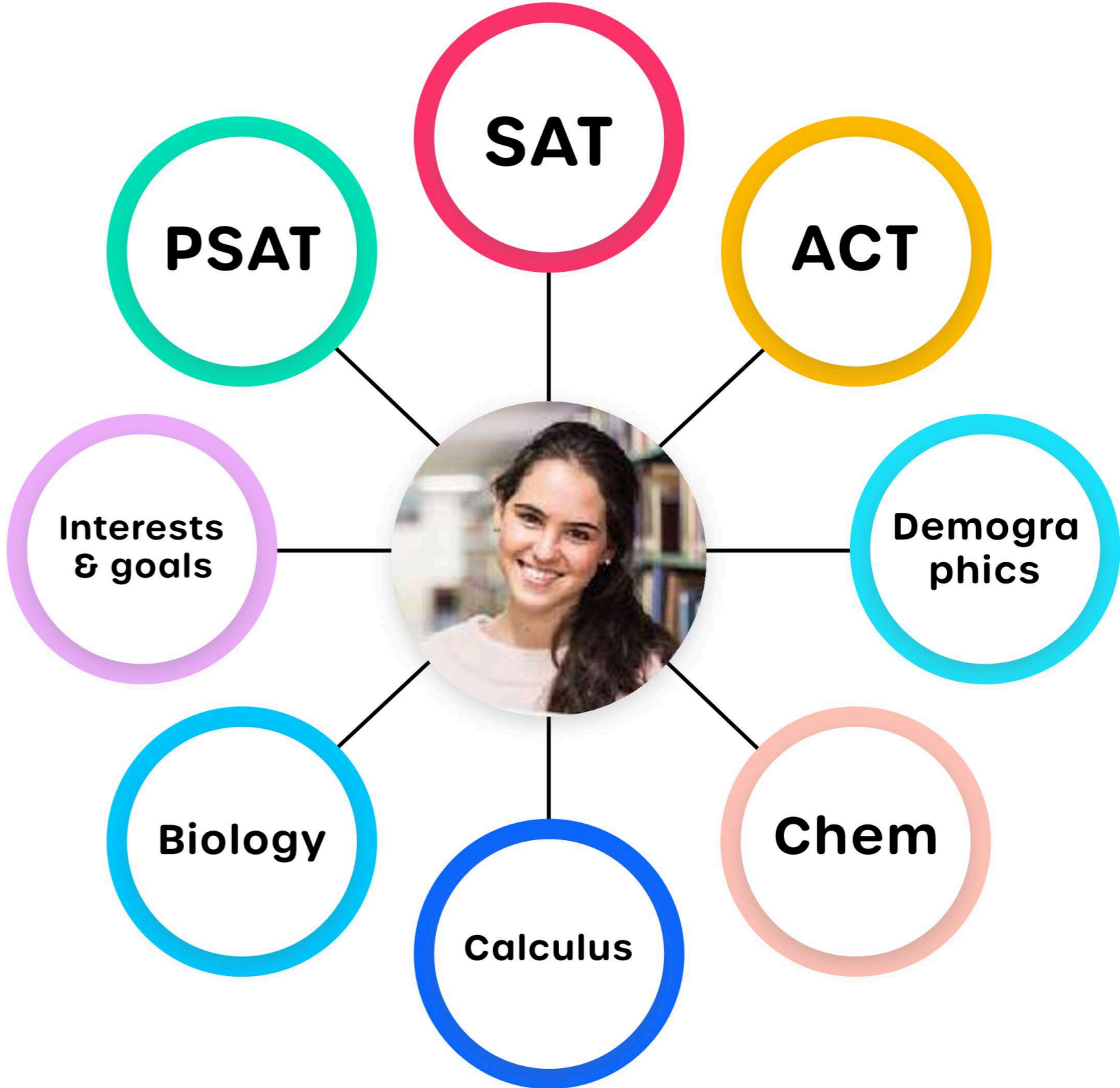
*Students complete courses and questions on the Everydae platform. The more they answer, the more we adapt their experience to maximize success.*

# Our secret sauce is integration

OUR COMPETITORS:  
Student data is siloed



Everydae:  
Data is tagged, integrated & influences your experience

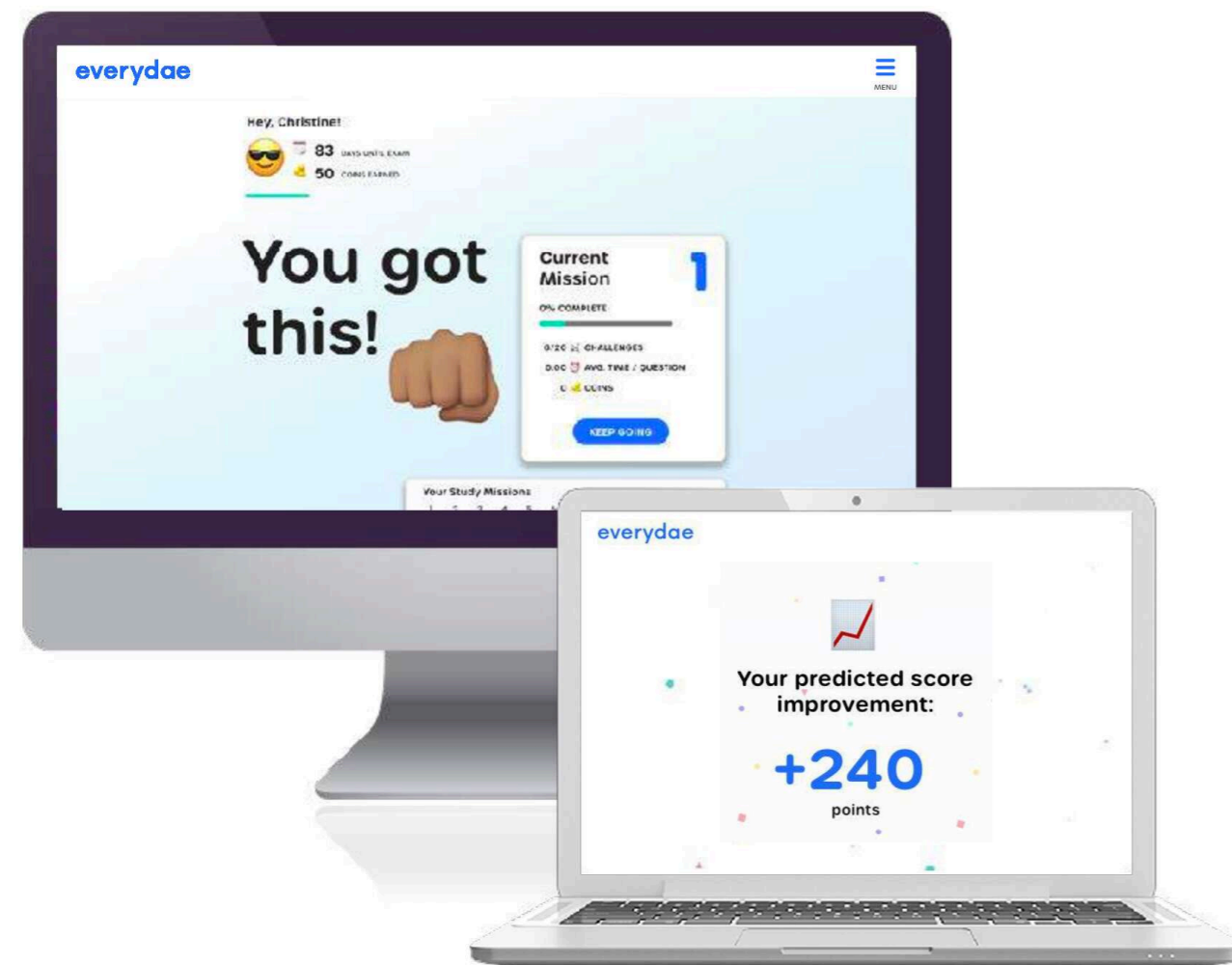




# The Learning Genome journey

## Step 1 ✓

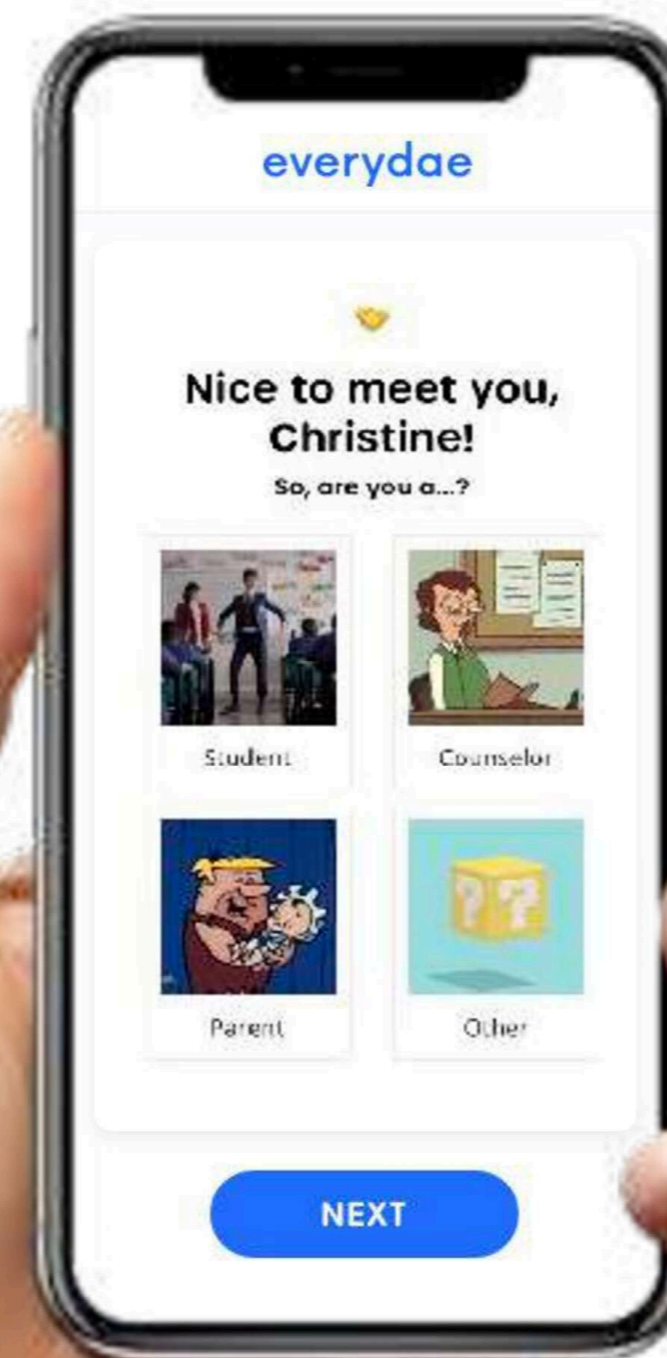
Build an online learning platform for high schoolers that's bite-size and fun



Foundation Complete! ✓

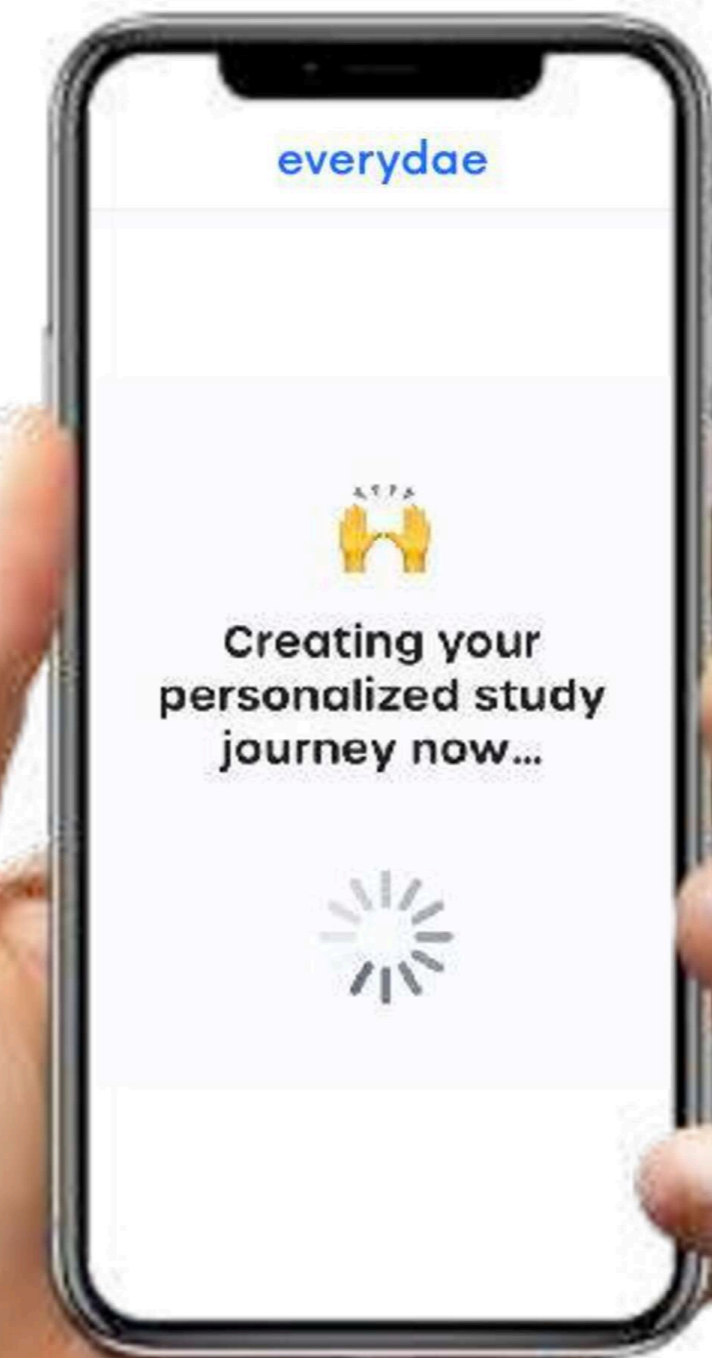
## Step 2

Scale data collection & implement artificial intelligence

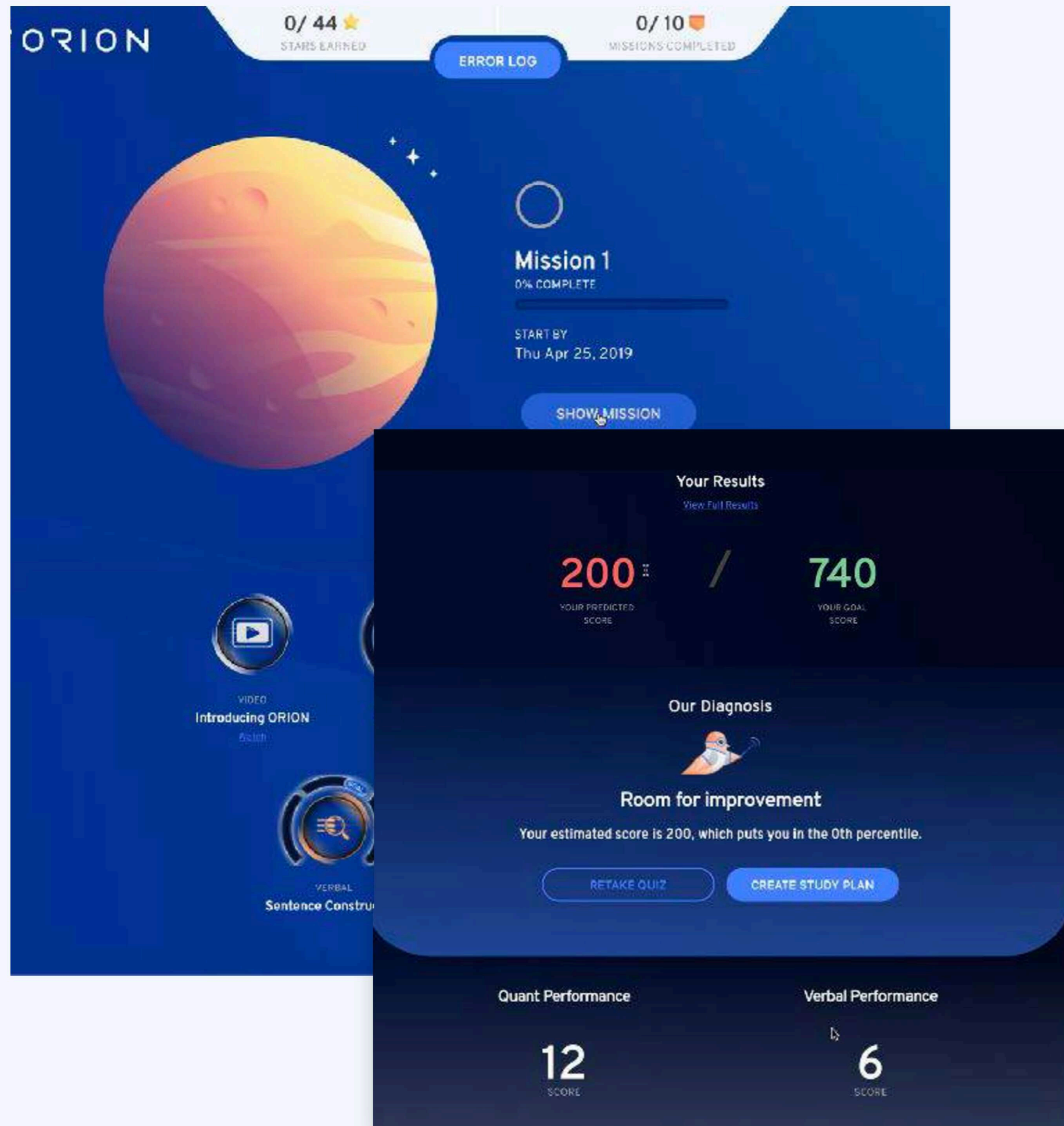


## Step 3

Unleash predictive learning and our education recommendation engine







## We've built adaptive learning products before

- ▶ Team worked together at Veritas Prep, which served 300,000+ college test prep and tutoring students (acquired in 2018)
- ▶ Previously built the adaptive and bite-size online learning platform ORION (33% MoM revenue growth)
- ▶ Intimate working knowledge of Item Response Theory (IRT), spaced retrieval, time-based adaptivity etc. and how these drive engagement and results

# Our expert team includes:



**CEO**

**Christine Outram**

Formerly Veritas Prep's Chief Product Officer. Built the adaptive learning product, ORION. Named Top 36 Most Creative Women & Top 100 #IoT thinker. MIT alum.



**Academics**

**Laura Hubbard**

10,000+ hours of tutoring and curriculum development experience from Chegg, The Princeton Review, AJ Tutoring and Veritas Prep. Duke alum.

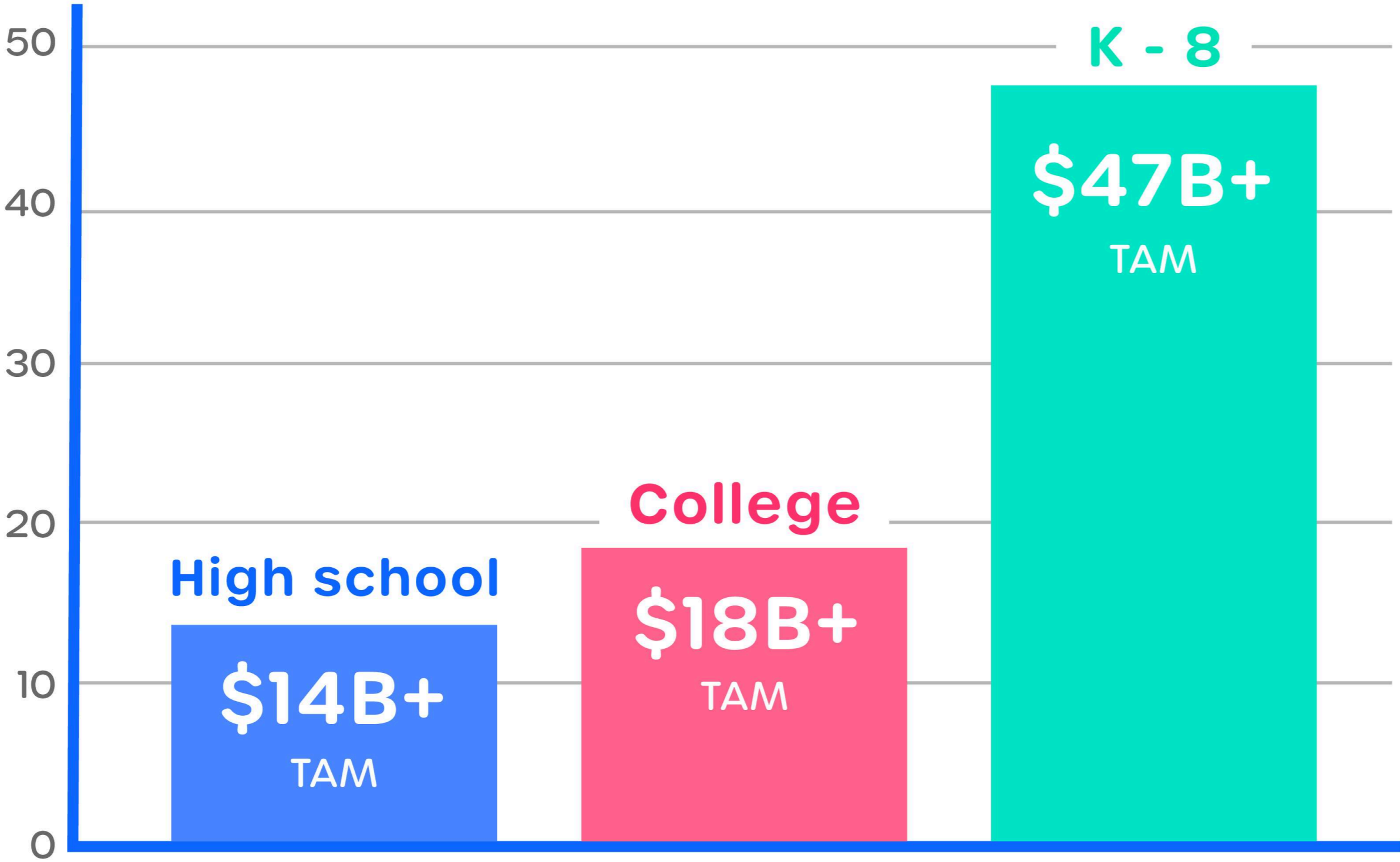


**Chairman**

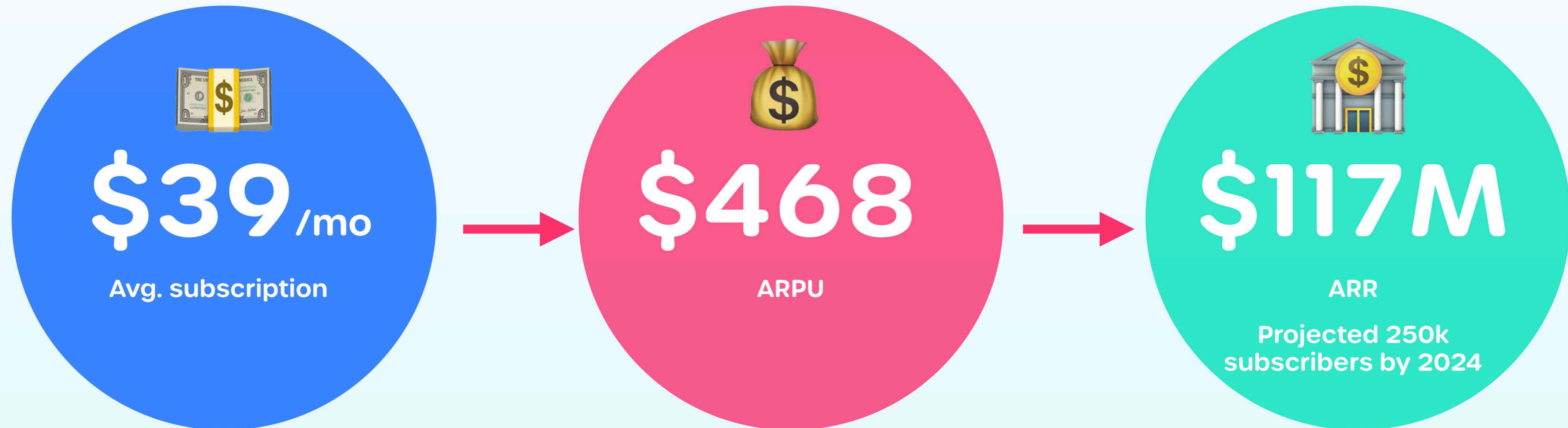
**Chad Troutwine**

Serial education entrepreneur. Built and sold Veritas Prep, the world's largest privately owned test prep company. Harvard & Yale alum.

# Capturing each life-stage in a \$70B+ untapped market



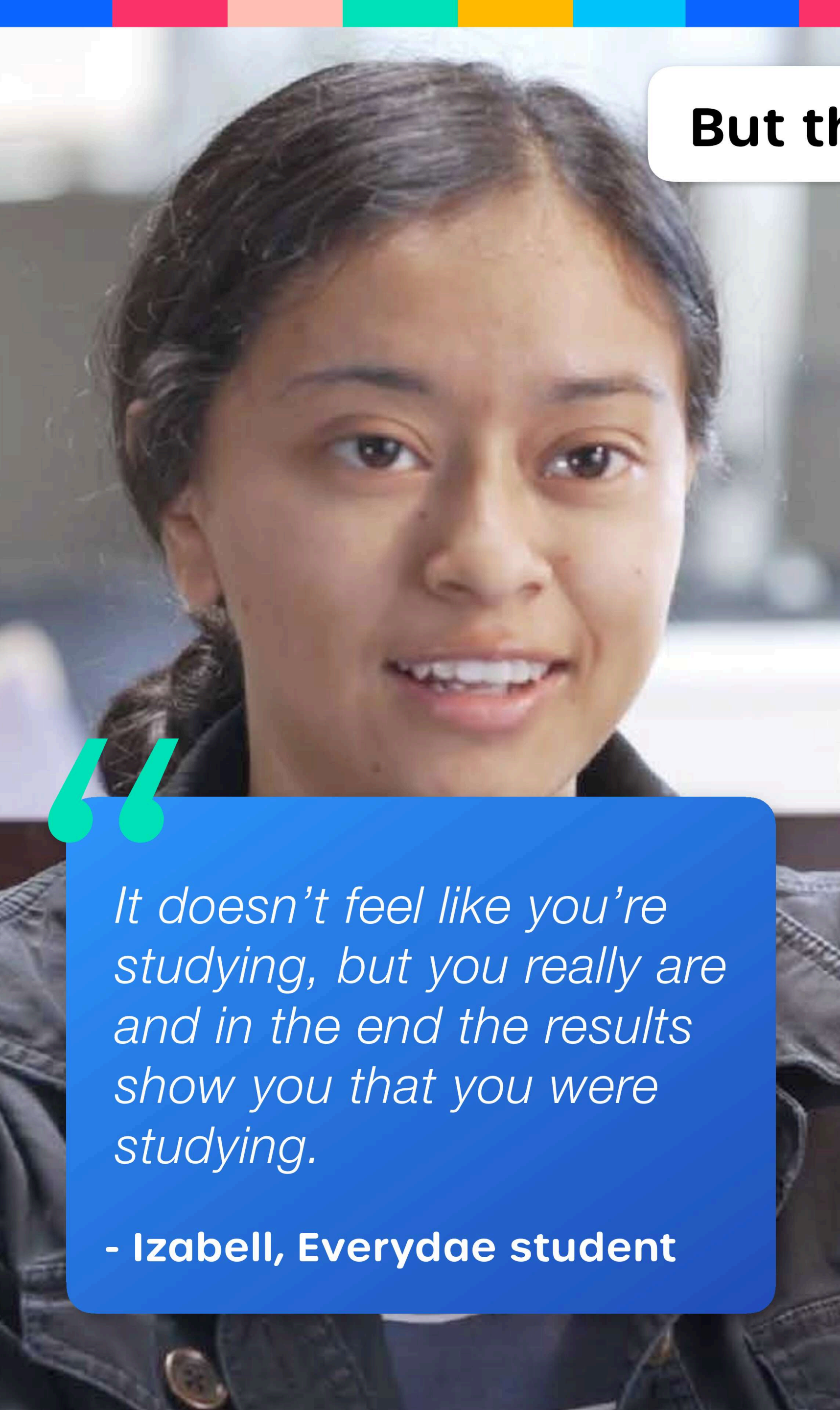
# Monthly and yearly SaaS subscription model



This slide contains forward-looking projections that cannot be guaranteed.

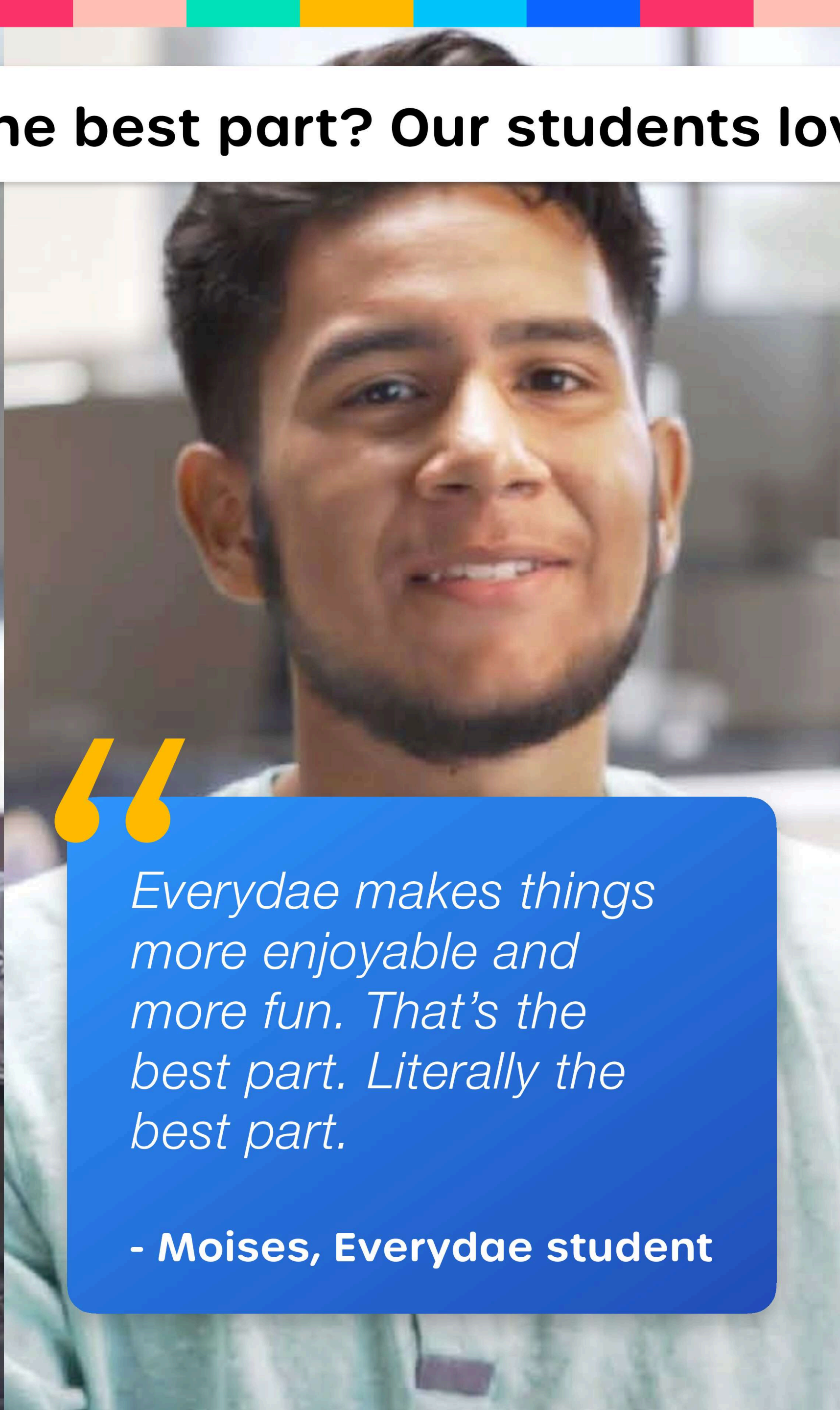


**But the best part? Our students love us.**



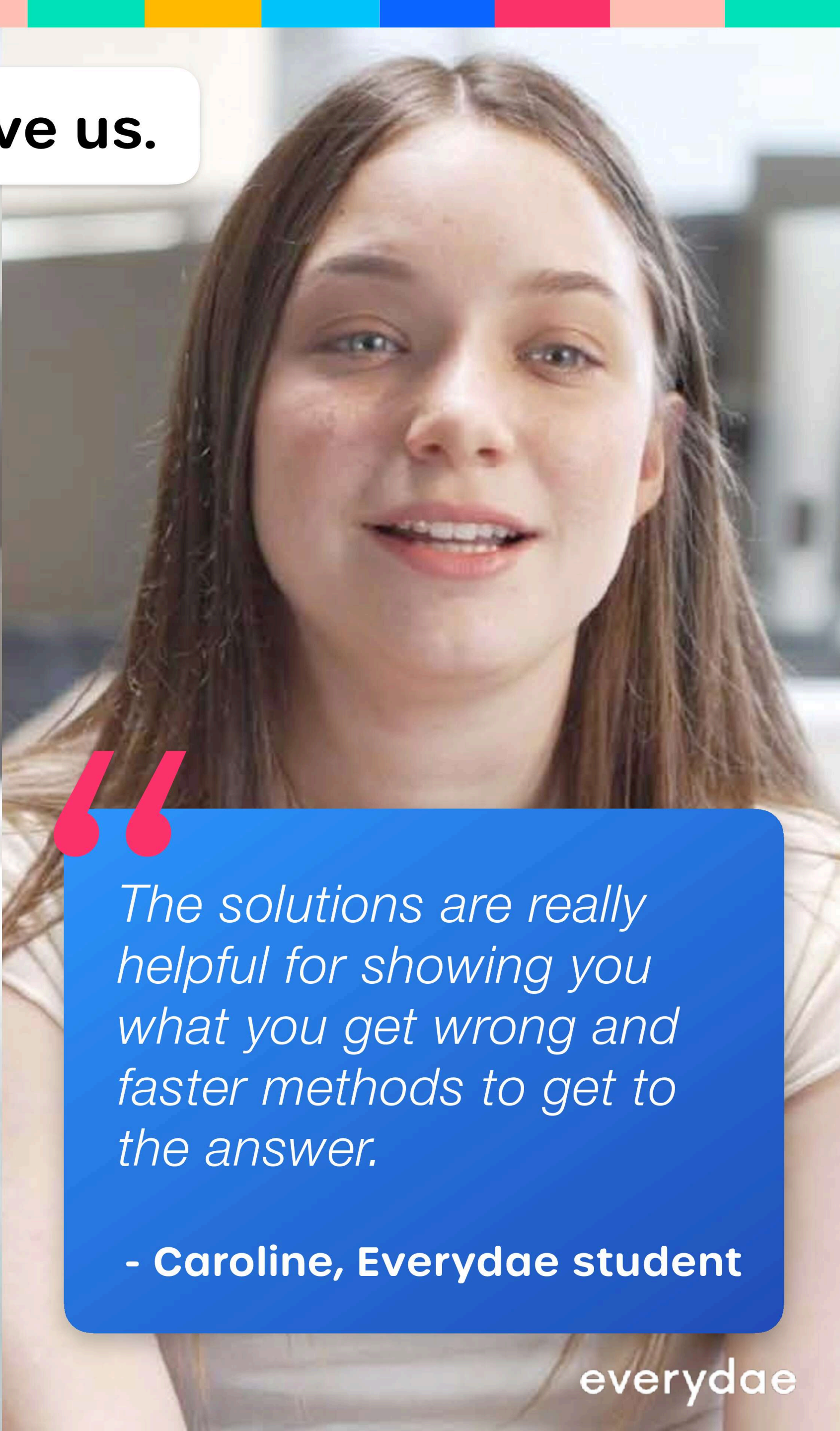
*It doesn't feel like you're studying, but you really are and in the end the results show you that you were studying.*

**- Izabell, Everydae student**



*Everydae makes things more enjoyable and more fun. That's the best part. Literally the best part.*

**- Moises, Everydae student**



*The solutions are really helpful for showing you what you get wrong and faster methods to get to the answer.*

**- Caroline, Everydae student**

# And we get them the results they deserve

Hi Everydae! I just wanted to share that I took the newest SAT practice test released by College Board and **my score went up by 60 points!** Couldn't have done it without Everydae. 100

HK

**On math I went from a 700 to a 790?!?!**  
Of course this might fluctuate by a few points on test day, but Everydae really trained me on the ins and outs of SAT Math.

Thanks for everything! :)

CF

I improved so much on math! Only 2 (wrong) this time!

PK

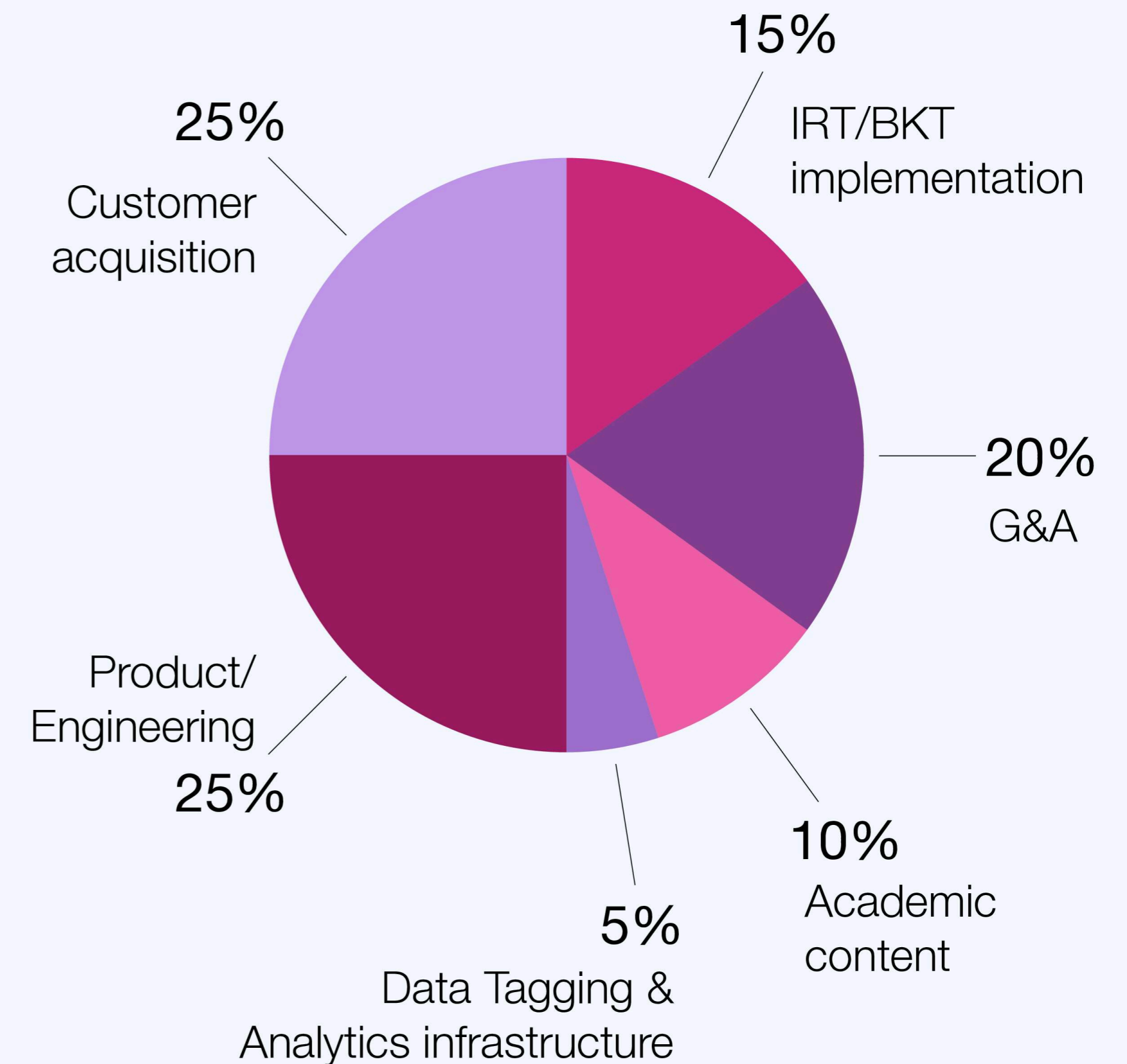
Because everyone deserves to  
achieve more while having fun.



# Where an extra \$1 million will take us

## Scale data collection & implement initial artificial intelligence

- ▶ Data tagging & analytics infrastructure
- ▶ Scaling of data collection through acquisition and retention
- ▶ Expansion of academic content (6000 questions per course is required for adaptivity)
- ▶ Implementation of Item Response Theory (IRT) / Bayesian Knowledge Tracing (BKT)







# Let's chat.

[christine@everydae.com](mailto:christine@everydae.com)