Part 1: "Elevator" Introduction

Brief Elevator Pitch:
By the year 2020 there will be nearly 1 million unfilled computer programming jobs in the United States due to a lack of qualified, trained engineers. The demand for global engineering talent is equally strong, and only a fraction of schools currently offer computer programming citing human capital issues and a lack of expertise. CodaKid's online learning system teaches kids ages 6 to 14 how to create real software with professional languages using things that kids are already interested in, such as making games, apps, and Minecraft mods. Our online courses are supported via messaging and screen share from live engineers, providing a level of rigor not found in the market today. CodaKid is a fast-growing edtech startup with a two year track record of success in a blue ocean opportunity. After a busy 2016 building online courses, our learning system, and infrastructure, we are ready to scale operations in 2017.

Part 2: Market and Industry Analysis

How large is your market?
Global Industry Analysts (GIA) listed the supplemental educational services industry worldwide at 102.8 billion US. Our fastest growing segment are online parents who are unable to locate high rigor computer science programs in their communities. This segment also has an increasing number of parents who would like to make their kids computer time more productive.

Is this market growing? How fast?
The Supplemental Education Services industry is growing at 2.9% per year, but we believe that the global demand for kids computer programming classes is growing more rapidly. While only a small fraction of schools offer coding, a Gallup poll indicated that 90% of US parents would like programming taught during the day. Future demand for engineering Google trends for Kids Coding searches show 97% growth from 2012 to 2016.

Who is in the market already? What is the nature of competition?
The market is in its early stages and consists of several direct competitors, including Youth Digital, Tech Rocket, Tynker, Code.org, KhanAcademy, Cubetto, BitsBox and more. Substitutes might include other online course types, camp types, or enrichment providers, including chess, karate, and sports.

Part 3: Go-to-Market Plan

Who are your customers? Describe your engagement. Have you validated their needs? Prove that they will buy.
CodaKid has online students in 12 countries and month over month sales growth of 80%. CodaKid Camps and our AfterSchool Academy has provided services for over 5,000 students since January 2015.

Describe how you win customers today. Acquisition strategy.
CodaKid uses social advertising to drive traffic to our website, and then we retarget visitors with Pay per Click ads featuring attractive calls to action. We have also developed an effective inbound marketing model through white papers, blogs, and other value added content. We also partner with several daily deal and affinity group sites that drive sales.

How will you displace any incumbents/competitors? How you better/different? What's your channel/partnership strategy?
CodaKid is the only online company of our kind that focuses exclusively on computer programming, while supporting our students with live teachers via messaging. CodaKid is also different than 99% of our competitors in that we allow kids to create real software using professional coding environments, whereas competitors use simple, closed platforms designed to eliminate errors. Customers value the addition rigor, real skills training, and fun, engaging approach. Regarding future partnerships, we are running beta tests with several school districts to test our online programs at off-site computer labs. We believe that this could become a high volume channel that will open up a B2B sales model for the company.

Part 4: Technical Product Description and Plan

Briefly describe your product or service.
CodaKid's learning platform provides online courses to students in 12 countries, and the company also provides tech camps, and afterschool classes using our proprietary coding curricula.

Technology Validation:
We have run our learning platform, tech curricula and all proprietary computer code with over 5,000 students. As of January 3rd, we have built 3 online courses, 7 thirty-five hour tech camps, and 12 eight week after school courses. We are currently building out a new learning platform which will be completed in February 2017.

Describe the remaining product development risks and your plans to overcome them.
We do not see any product development risks at this time. We occasionally need to update our code which may require some refilming of parts of our online courses.

Describe your product's advantages for end-users versus substitute solutions.
Most of our competitors develop closed platform, "on rails" courses that are designed to eliminate bugs or technical issues. Our courses teach kids how to build real software using professional tools and languages - giving kids real skills including debugging and quality assurance. We support our courses with highly trained online teachers who help kids with technical issues.

Describe your company's current intellectual property status and plans for the future.
We do not have any patents pending at this time. We have copyright protected code associated with our coding curricula.

Discussion of any non-IP barriers to entry for your market. Include what you have done to make it difficult for others to challenge you as well as what challenges you may face such as manufacturing arrangements, distribution contracts, partnerships, etc.
CodaKid's brick and mortar operation has allowed us to create fast and effective validated learning and an effective build-measure-learn feedback loop. Kids drive product development at CodaKid, and this unique approach has allowed us to stay ahead of our competition by teaching validated content that kids want to learn and using a method in which they like to be taught (YouTuber style).

Part 5: Risk vs. Talent Narrative

What risks has your team mitigated so far (business related and technical as it relates to your business)? What are the next few major risk-reduction milestones?
We have created over 200 hours of student instructional content and a proprietary installer which combined consist of thousands of lines of code. We have tested the code on thousands of computers, and have created an effective screen connect process that allows our developers to interact and even take control of offsite computers (with customer permission).

Briefly list and describe your key team members.
David Dodge, MBA (CEO) has 10 years experience running high growth education startups, including SurePrep Learning, an Inc 5000 company from 2011-13. David used to build games for the Sony Playstation and the PC. Lauren Nguyen, JD/MBA (Director of Operations/Finance) also has 10 years experience running SurePrep Learning, which she built to 1,500 active tutors in 17 markets. Marshall Cannon (Director of Product Development) is an experienced video game and mobile app developer and former educator.

Briefly describe any holes in your leadership team. What are your plans to address any recruiting needs in the next 18 months? We would like to hire a Director of Marketing, and a Director of Operations in 2017.

Briefly list and describe your key advisors, and their contributions to date.
Jamie Shennan, Founder of Trinity Ventures, provides strategic advice. Bart Steiner, Founder of BulbStorm has provided assistance with marketing strategy.