Safe Academic Experimentation
The Market
K-12 enrollment in US

Reference: 2021 "Schooling in America" Survey Edchoice

Total Students: 51,000,000

- Public School
- Private School
- Charter School
- Home School

0 10,000,000 20,000,000 30,000,000 40,000,000 50,000,000
The Market

Current K-12 enrollment in US

Total Students: 51,000,000

Reference: 2021 "Schooling in America" Survey Edchoice

- Public School: 83% (42,330,000)
- Private School: 8% (4,080,000)
- Charter School: 6% (3,066,000)
- Home School: 3% (1,530,000)
The Market

Preference: K-12 enrollment in US

Total Students: 51,000,000

- Public School: 39% (19,890,000)
- Private School: 35% (17,850,000)
- Charter School: 13% (6,630,000)
- Home School: 13% (6,630,000)

Reference: 2021 "Schooling in America" Survey EdChoice
The Market

A Major Shift Is Happening

Reference: 2021 "Schooling in America" Survey Edchoice

22,440,000 million students are seeking alternatives to public schooling

Public School
83% to 39%
42,330,000 | 17,850,000

Private School
8% to 35%
4,080,000 | 17,850,000

Charter School
6% to 13%
3,060,000 | 6,630,000

Home School
3% to 13%
1,530,000 | 6,630,000

0 10,000,000 20,000,000 30,000,000 40,000,000 50,000,000
Dual Enrollment Associate's Degree

11th
- Art Appreciation
- Communication
- American History
- Composition & Rhetoric
- American Literature

12th
- Sociology
- Science & Faith
- Musical Masterworks
- Statistics
- Major British Writers

Electives
- Psychology
- Theatre Appreciation
- Latin 1
- Financial Strategies
- Intergroup Relations

Concentration
- Business Administration
- General Studies
- Media Communication
- Bible
- Cyber Security
- Health Sciences

High School Diploma
Platform  >  Pipeline
Traditional Pipeline:

A one-sided transactional relationship between customer and producer.
Historically, traditional pipelines are full of friction.
The first generation of e-commerce was all about building efficient pipelines.
Inefficient Pipeline

Travel Agent

Efficient Pipeline
Two-Sided Platform:

Uses technology to connect people, organizations and resources in an interactive ecosystem to create value.
A two-sided platform eliminates friction from an efficient pipeline.
Two-Sided Platform

airbnb

Get out and stretch your imagination

Online Experiences
Unique activities you can do together feeling connected hands.

Unique House
Spacious house for you to have time just to relax and enjoy.

Explore Here
Two-Sided Platform

Uber

Get in the driver's seat and get paid
Drive on the largest network of active riders.

Sign up to drive →

Request a ride now

Enter pickup location

Enter destination

Learn more about riding.
Inefficient Pipeline (more friction)

Efficient Pipeline (less friction)

Two-sided Platform (minimal friction)

4-Year Institution

Traditional Online

Platform Network
Visual > Flat
We live in a VISUAL WORLD
Today’s learning tools lack visual appeal
Blackboard
Welcome to Introduction to Psychology!

This course is a comprehensive survey of the science of psychology, emphasizing human behavior. The tabs below will guide you to the Modules page (left course menu) where you will find the course materials. The Syllabus page (left course menu) contains specific information about this course and will answer most of your questions that are related to how the course works, where assignments are due, and what is expected of you. In addition to learning about the field of Psychology, you will likely learn a lot about yourself too!
A Culture Of Innovation And Change
What are we doing

• to reach digital natives
• to reach them in high school
• to reward the innovative
Online Learning

- 1990s technology
Online Learning

- 1990s technology
- Dial-up internet
Online Learning

- 1990s technology
- Dial-up internet
- Focused on affordability over student experience
Online Learning
Digitally Native Learners
Digitally Native Learners

👀 Tech-savvy
Digitally Native Learners

- Tech-savvy
- Value connection
Digitally Native Learners

- Tech-savvy
- Value connection
- Prefer graphics/videos over text
Digitally Native Learners

- Tech-savvy
- Value connection
- Prefer graphics/videos over text
- Expect on-demand
Let's Play A Game!

Digital Native

OR

Digital Immigrant
QUESTION 1

Have You Ever Owned A Flip Phone?
QUESTION 1

Have You Ever Owned A Flip Phone?

Digital Immigrant
QUESTION 2

Do you own a printer?
QUESTION 2
Do you own a printer?

Digital Immigrant
QUESTION 3

Have you made a Tik-Tok video in the last month?
QUESTION 3

Have you made a Tik-Tok video in the last month?
QUESTION 4
Do you prefer chat or phone support?
QUESTION 4

Do you prefer chat or phone support?
QUESTION 5

Do you know how to write in cursive?
QUESTION 5
Do you know how to write in cursive?
Did you buy GameStop stock last year?
Did you buy Gamestop stock last year?
QUESTION 7

Do you have a Venmo account?
QUESTION 7

Do you have a Venmo account?
Q & A