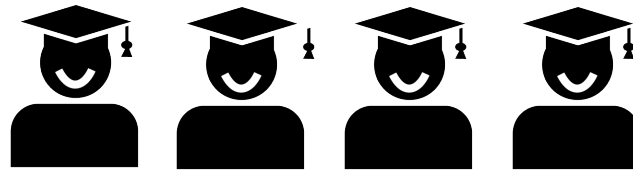


edfolio

the problem

LESS THAN

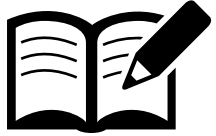


HALF



of new grads are ready for the workforce.

what is edfolio?



WE HELP STUDENTS



LEARN PROFESSIONAL SKILLS



THROUGH ONLINE EDUCATION



AND CONNECT WITH EMPLOYERS

edfolio

LEARNERS ▾ EMPLOYERS ▾

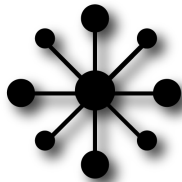
YOUR **DREAM** JOB.

OUR PLAN.

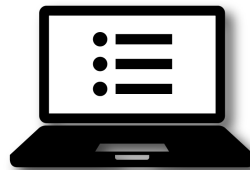
Take **free online courses** to build skills
and **connect with employers.**

GET STARTED

**HOW IT
WORKS**



you pick the job you want
or the skills you want to learn




you take a playlist
of online courses to
learn those skills



the best performers get
interviews with employers
to land their dream job

what job do you want?



FRONT-END DEVELOPER



UX DESIGNER



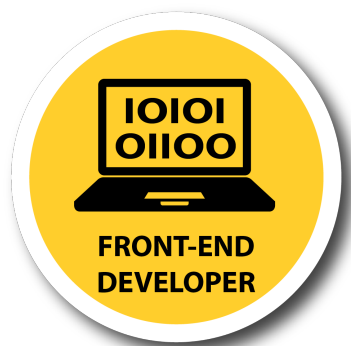
BACK-END DEVELOPER

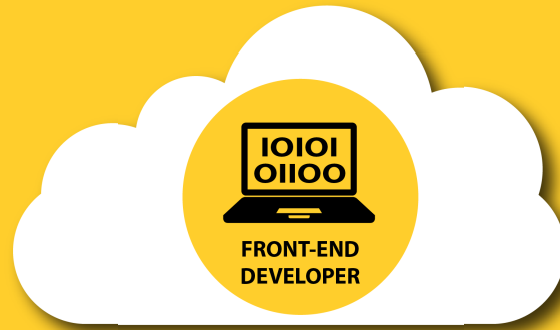


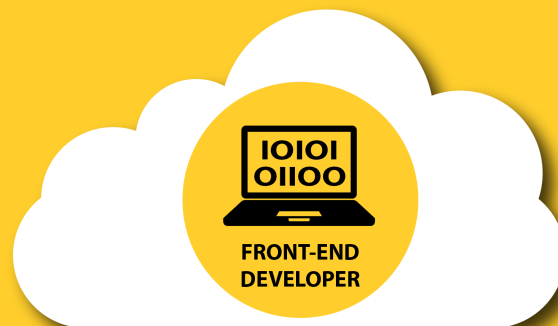
PRODUCT MANAGER



DIGITAL MARKETER





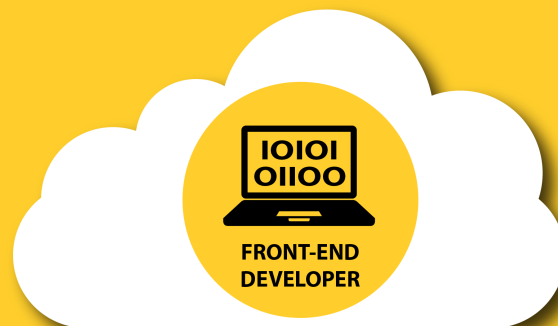


what do you already know?

Tell us what you already know about web development. That way, we can recommend online courses that help you develop the skills you're missing.

- COMPUTER SCIENCE BASICS**
- HTML5**
- CSS**
- JAVASCRIPT**

**CREATE
PLAYLISTS**



what do you already know?

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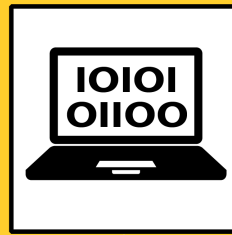
PLAYLISTS

sort by MOST POPULAR ▾

LEARN AWAY.

Choose one of our awesome playlists,
and start your path to a new job.

CHECK OUT MY PLAYLISTS.



HTML5
FRONT-END
DEVELOPER



MOBILE
FRONT-END
DEVELOPER



INTRO WEB
DEVELOPER



MOBILE
FRONT-END
DEVELOPER



PLAY TIME.

Take courses. Finish playlists.
Get the job of your dreams.

BROWSE PLAYLISTS



HTML5 FRONT-END
PRODUCT MGMT
MEDICAL ASST
GRAPHIC DESIGN
DATA VISUALS

SHARE
f
t
in
+
✉

CNN HTML5 FRONT-END DEVELOPER SAVE PLAYLIST

done?	order	course	platform	provider	difficulty	starting
definitely take these						
<input checked="" type="checkbox"/>	1	Intro to Computer Science	Udacity	Udacity	Beginner	Anytime
<i>CNN SAYS: "We like our developers to understand why coding works the way that it does. Get the basic concepts under your belt."</i>						
<input type="checkbox"/>	2	Learn to Program: Crafting Quality Code	Coursera	University of Toronto	Beginner	03/25/2013
<i>CNN SAYS: "All code is not built alike. At Yahoo, we value simple and elegant solutions. This new course from UofT teaches quality code."</i>						
<input type="checkbox"/>	3	Web Fundamentals	Codecademy	Codecademy	Beginner	Anytime
<i>CNN SAYS: "We're a web company. We need web coders. Get your HTML and CSS basics started with this self-paced course."</i>						
consider taking these						
<input type="checkbox"/>	4	Startup Engineering	Coursera	Stanford	Beginner	June 2013
<i>CNN SAYS: "Nowadays, you don't need to be a startup to think like a startup. Take this to learn how frontend and backend work together."</i>						
afterwards, take these						
<input type="checkbox"/>	5	Learn to Program: The Fundamentals	Coursera	University of Toronto	Beginner	TBA
<i>CNN SAYS: "We believe Python provides one of the most sound foundations to all programming languages. Learn it with this course!"</i>						
<input type="checkbox"/>	6	Intro to Computer Science & Programming	edX	MIT	Beginner	Through 06/03/2013

why edfolio?

“ I think the **promise of an interview** with a specific employer would definitely encourage people to follow through with it. ”

“(Students) are **returning to school to retool** themselves... this would be **helpful at every age.** ”

“ **Students would see the connection** directly between their studies and the job. That would help **bridge the gap.** ”

market size

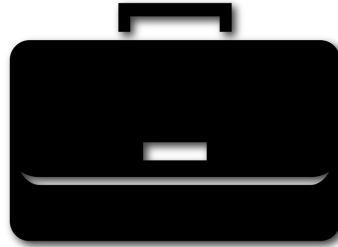
400,000 employers
in tech, nursing and trade

\$15b
on recruiting

100,000
tech employers

\$4b
on recruiting

business model



EMPLOYERS
\$2,000 per year

COST BENCHMARKS

HEADHUNTERS
20-30% of salary

LINKEDIN
\$60,000 per year

business model

(000s)	<u>2013 (Y0)</u>	<u>2014 (Y1)</u>	<u>2015 (Y2)</u>	<u>2016 (Y3)</u>
o Revenue				
– Enterprise Revenue	\$6	\$1,220	\$2,730	\$5,489
– User Revenue - Career Counseling	\$0	\$148	\$569	\$1,264
– Other Revenue	\$6	\$56	\$91	\$126
Total Revenue	\$12	\$1,424	\$3,391	\$6,880
<i>% Growth</i>			138%	103%
o Cost				
– Personnel	\$80	\$285	\$678	\$2,064
– Sales and Marketing	\$30	\$1,500	\$2,000	\$2,500
– Other Costs	\$20	\$252	\$509	\$1,032
o Total Cost	\$130	\$2,037	\$3,187	\$5,596
<i>% Growth</i>			56%	76%
o EBIT	(\$118)	(\$613)	\$204	\$1,284
<i>% Margin</i>			6%	19%
<i>% Growth</i>	NA	NA	NA	529%

competition

CONTENT AGGREGATORS



CONTENT PROVIDERS



JOB SEARCH PLATFORMS



the team



EVE LEBWOHL

Harvard Business School (MBA '13)

Worked as a Product Manager at Zynga & Corporate Strategist at Disney
Helped develop Disney's educational entertainment strategy
Responsible for EdFolio's strategy and business development



GRAHAM NORTH

Harvard Graduate School of Education (M.Ed '13)

Studying Technology & Innovation in Education
Worked in education in Botswana and Tanzania, former advertising copywriter
Responsible for EdFolio's content development, design and marketing



SAM JACOBY

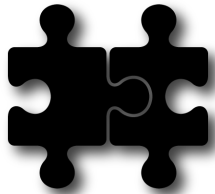
MIT Media Lab (MS '13)

Researches technologies for creative learning and exploration
Studied computer science at Harvard College
Responsible for EdFolio's technical specifications and development

next steps



LAUNCH PILOT



PARTNER WITH CAREER CENTERS



PROVE NETWORK EFFECT



IDENTIFY NEW MARKETS

THANK YOU!

edfolio