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The Problem **tiro** is Solving

Giving feedback is arguably the most important activity that teachers can do to help students learn. When feedback is immediate, targeted, and actionable, it helps students achieve their maximum potential.

But **most teachers don't have the time** and resources to regularly create valuable feedback for each student. As a result, they have to make a big decision everyday - **do I spend my time preparing quality lessons or giving each student individualized feedback?** Teachers must have a lesson for class so feedback almost always falls by the wayside.

Introducing **tire**

tire breaks down test feedback into descriptions of skills and knowledge, so students can see points of pride and focus on exactly what areas they need to address.

Introducing **tiro**



For teachers,

saving time

to create better assessments
and plan richer lessons.



For students,

clear feedback

to understand strengths and
weaknesses beyond a grade.

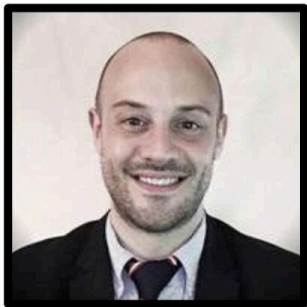
Pop Quiz!

Complete the sentence:

tiro helps teachers by

- ☐ **A** providing clear, stat-based feedback on tests.
- ☐ **B** giving students useful, targeted info.
- ☐ **C** answering teachers' question: "What do I teach tomorrow?"
- ☒ **D** All of the above!

Who We Are



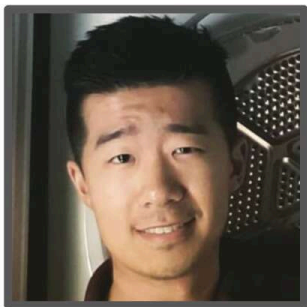
Brian Carroll
Co-Founder



Elliott Goodman
Co-Founder



Greg Thompson
Full Stack Engineer



Lihan Yao
Machine Learning



Tollewin Williams
Product Designer



Yuki Falcon
Full Stack Engineer

Our Advisory Board



Dr. ZhaoHong Han

- Chair, Department of Arts & Humanities
- Teachers College



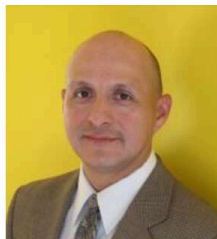
Dr. James Purpura

- Professor, Language Assessment
- Teachers College



Phillip Goodman

- Director of Strategy
- AMS, SaaS for Energy Markets



Dr. David Moguel

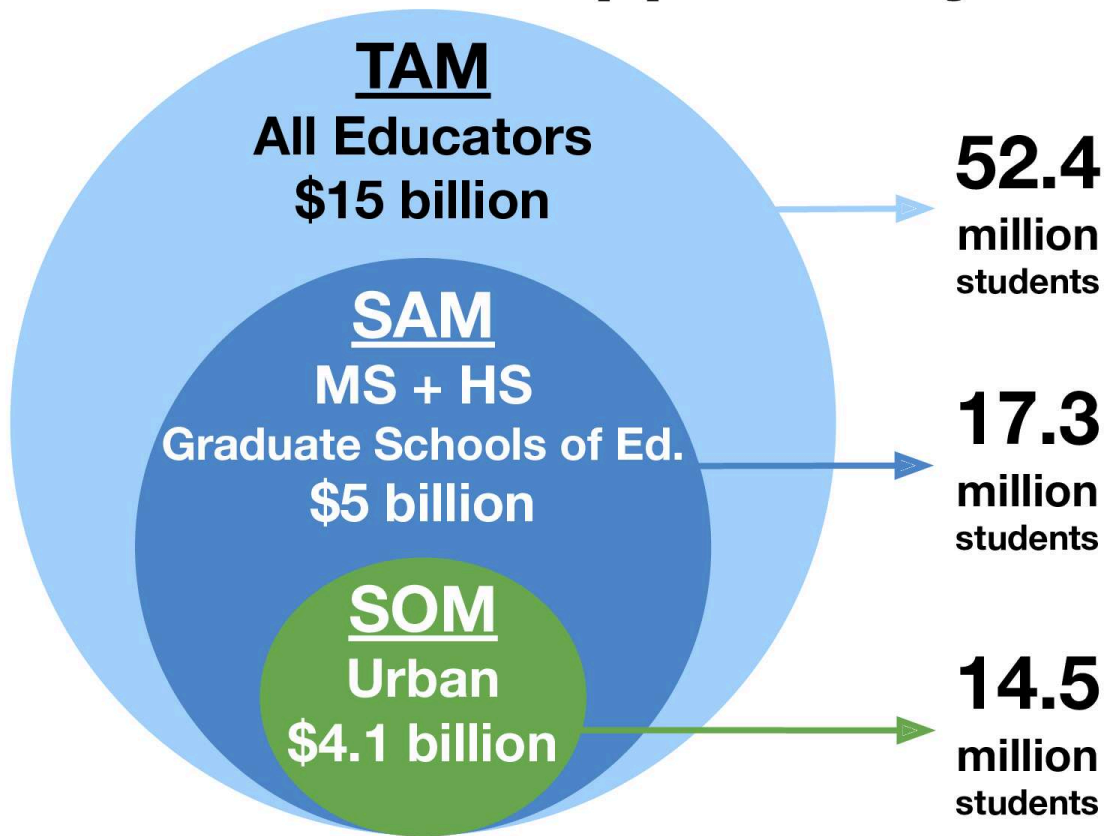
- Director, Teacher Preparation
- CSU, Northridge



Jared Cohen

- Tech Advisor
- formerly OpenFin, Kickstarter

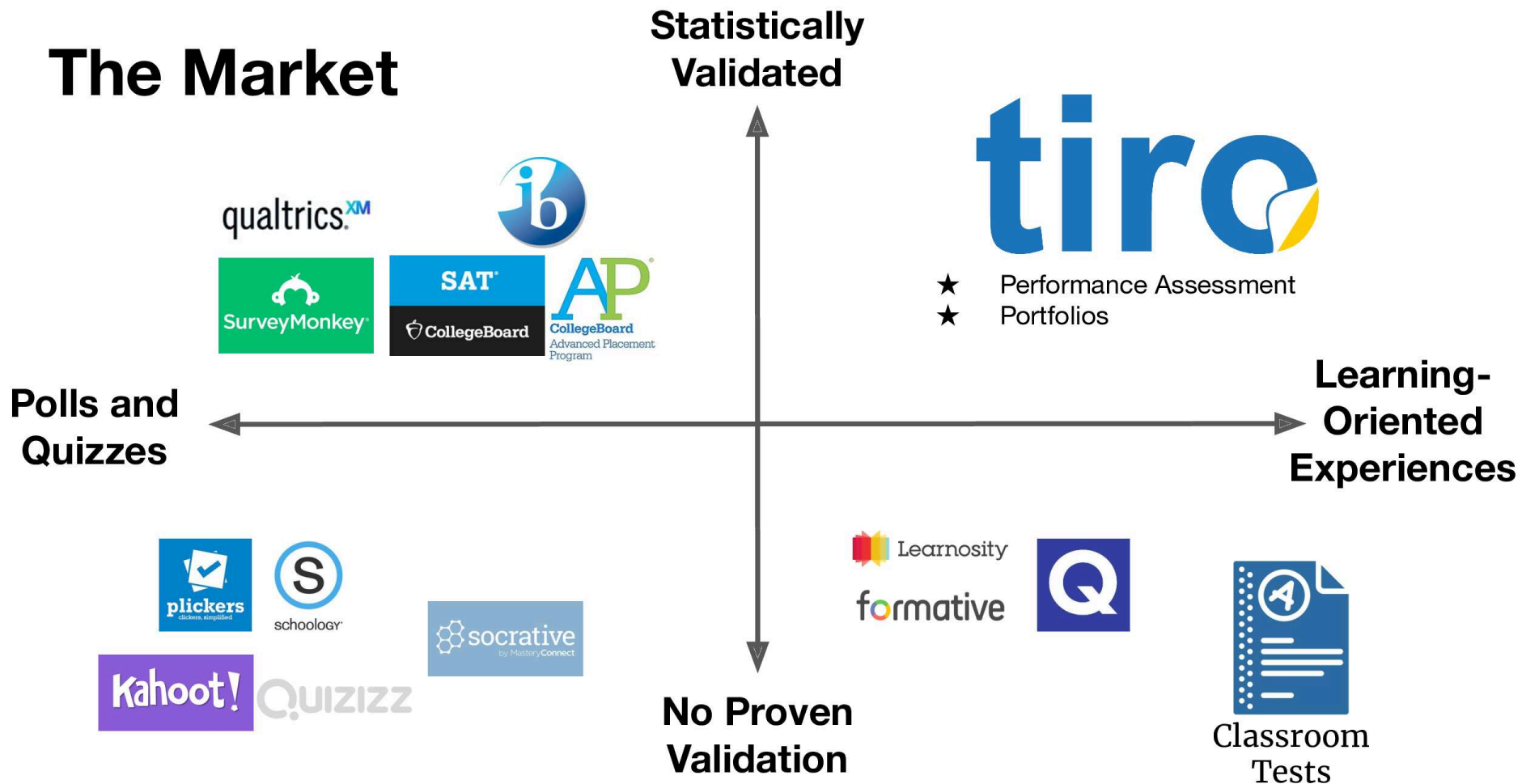
U.S. Market Opportunity



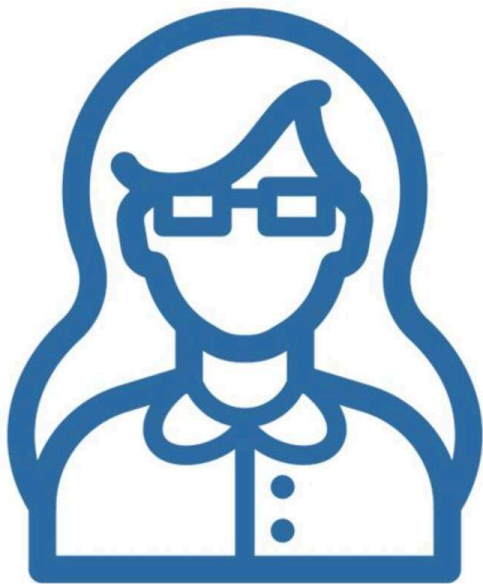
As a Benefit Corp,
we measure success
by GMV and revenue,
by the number of
people we help, and
by how their learning
improves over time.



The Market



Customer Acquisition

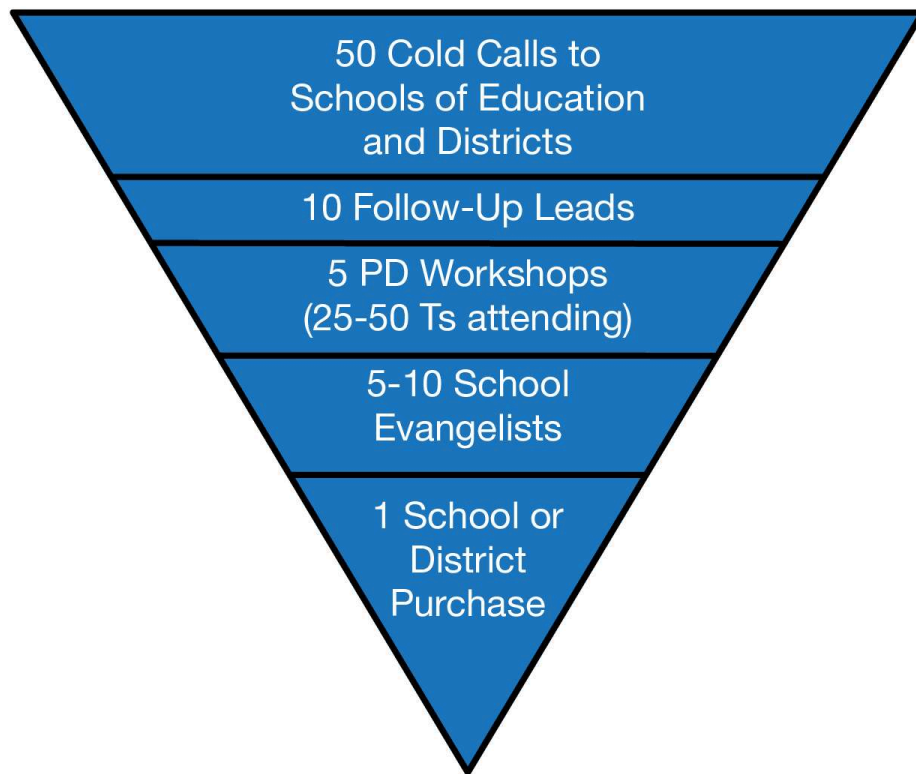


Meet a Tiro Teacher!

Most MS/HS teachers in the US...

- 65% Female
- 55% 30-40 y.o.
- \$56k salary
- 65% urban or suburban
- Empathetic, helpful
- Interested in their subject matter
- Values community
- Spends money on P.D. and personal trips
- Trying to grade less, build relationships more
- Know *what* to teach to *who* and *when*
- Focus effort, help students celebrate, and save time
- Find new tools through word-of-mouth, at Professional Development

Customer Acquisition



We will offer and conduct workshops for teachers to earn additional “salary points.”

For free, teachers learn how to assess smarter, focus their energy, and save time.

Trainer Salary + Travel = \$5k/mo

CAC = \$3k-6k

School/District Contract Value = \$50k+/yr

Revenue Structure

<div><div><div><div><div></div><div><u>Feature</u></div></div><div><u>User</u></div></div></div></div>	Tiro Web Access	Professional Development Trainings	Consulting & Product Support	Advanced Statistics (Rasch, Factor)
Teacher	free	free	free	\$5,000 / analysis
School	\$10 / student	\$100 / teacher	\$1,000 / day	\$5,000 / analysis
District	\$10 / student	\$150 / teacher	\$2,000 / day	\$10,000 / analysis
Higher Education	\$30 / student	\$200 / teacher	\$3,000 / day	\$10,000 / analysis

Traction

tiro Workshop Attendees

- 200+ Teachers in NYC

User Testers

- Past: 3 MS + HS Teachers
- Fall 2020: Building cohort of 50 Founding **tiro** Teachers

College/University

- 2 Profs, Educational Measurement
- 2 Profs, Curriculum & Instruction
- 10 Doctoral Candidates in Education

What They've Said

“This is exactly what classroom teachers need.” – Ph.D. in TESOL Assessment

“Wow! I can actually see why Melissa’s grades have been dropping.” – Teacher in MD

“This is so much easier to read than what my district forces me to use.” – Teacher in NJ

Partner with us

wefunder.com/tiro

What's Next?

Stand-alone MVP

2 Hires

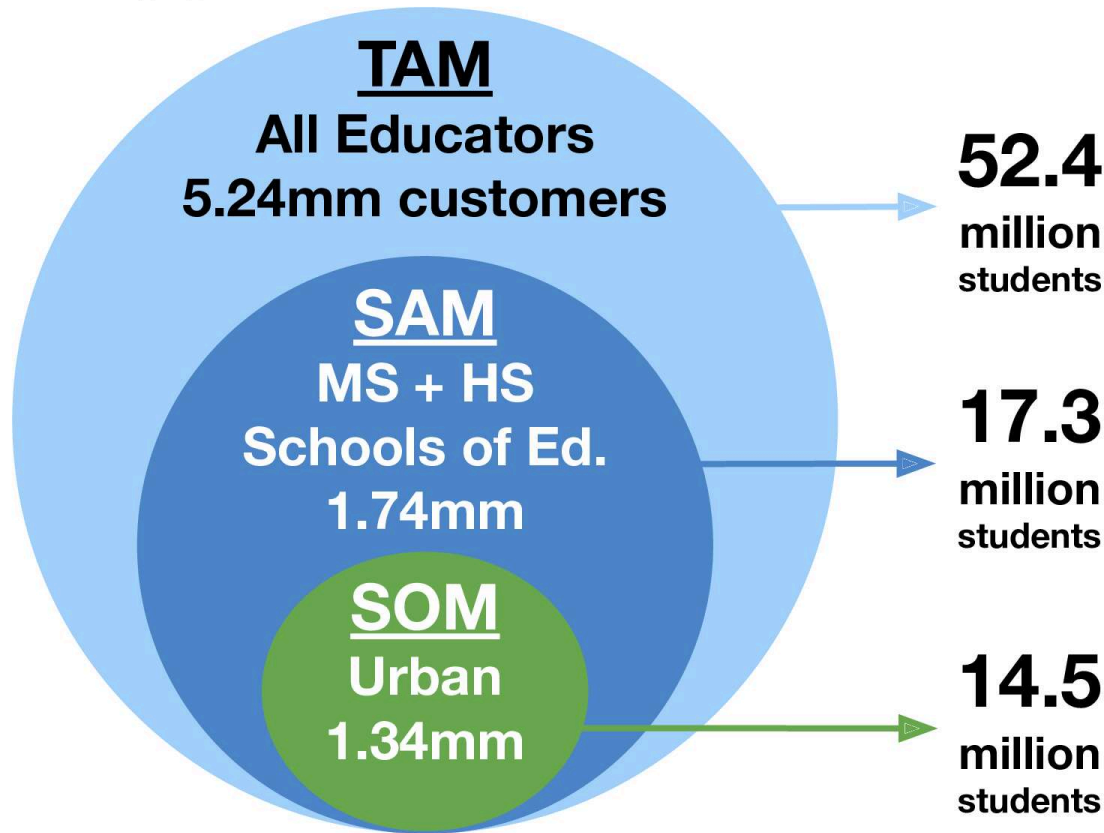
Marketing to 1% of
SOM

Teachers in 10
Districts by December

The Future



Appendix: Market Details



Teachers

3,850,100 K-12 Public
420,880 K-12 Private
219,200 K-12 Student Teachers
624,962 Post Secondary Instructors

Principals

114,330 K-12 Public & Private
13,160 K-12 Principals-in-Training

Organizations

132,853 K-12 Schools
13,584 K-12 School Districts

1,553,400 7-12 Teachers
32,000 7-12 Principals
69,708 7-12 Ts + Ps-in-Training
82,500 Instructors, Education Sch'ls

1,196,118 7-12 Teachers (Urban)
23,400 7-12 Principals (Urban)
52,281 7-12 Ts + Ps-in-Training (Ur)
63,400 Instructors, Ed. Sch'ls (Urban)