

# Academic virtual assistant to help kids succeed in school, just Ask Gradey!

askgradey.com

Pittsburgh, Pennsylvania

Meet GRADEY

Helping kids succeed in school!

AD History

85%

10+

AD History

85%


10+

AD History

85%

10+

LEAD INVESTOR



**Nick Bozovich** Angel Investor, Chief Information Officer

I am investing in Gradey because I believe there is a large addressable market with fantastic potential product fit. Sanjay is a passionate founder with a solid background in building technology solutions and has spent a lot of time iterating on the idea for Gradey, its target customer base, and potential revenue streams as Gradey matures and the customer base grows over the coming years. There is a clear, measured approach to the initial build-out and launch to begin this process and I am excited to see what the coming year brings!

Invested \$5,000 this round

## Highlights

- 1
- Huge market and growth potential with 55M+ students in US alone (Initial Target Market ~1M students)
- 2
- Inexpensive Per Student \$4.95/month subscription model
- 3
- Initial market test showed out \$5 Customer Acquisition Cost and 19% Conversion Rate
- 4
- Gradey technology provides academic virtual assistant to help kids succeed in school
- 5
- Gradey applies analytics and trending to individual student information empowering parents with data
- 6
- Future affiliate marketing revenue opportunities (i.e. offering tutoring services in platform)

## Our Team



Sanjay Akut

Founder/CEO

Seasoned Chief Technology Officer and Carnegie Mellon alum with prior entrepreneur experience and 25+ years of leadership experience.



David Bock

Chief Creative Officer

Extensive visual, creative, and design experience working with many startups on their branding and product stories.



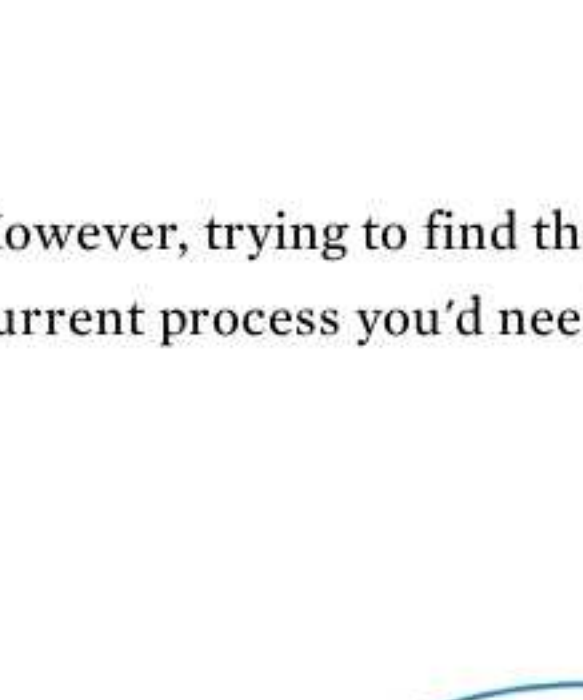
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Helping kids succeed in school.

The problem starts with wanting to have a meaningful conversation with your child about their grades.

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Every parent with a child in school has asked this question




"What did you get on your math test last week?"


However, trying to find those grades can be a timely and complicated process. Below is the current process you'd need to take through a school district's portal:

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Problem



It is **time consuming** for busy parents to keep up with their kids grades



**Lack of proactive notifications** make timely conversations with your children difficult



Grade data is very static, lacking the **"why"** and **"how"** a grade affects overall academic goals

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Today, these are the steps to answer that question

Remember the URL of my school's portal

Login using credentials

Click to select the student you are interested in

Click Courses and Grades

Click the course you are interested in

Click the grading period you are interested in

Finally find the grade you wanted (have to do the math yourself)

Once you find the grade you're looking for, it's presented as "18/25," and doesn't mention what percentage of the total class grade it accounts for. You, the parent, are left to figure it out on your own. Does this raise your child's grade, or lower it? What about their GPA?

The solution Gradey provides is an academic virtual assistant that keeps up with grade information for parents and kids, providing instant access to grades along with analysis on how each grade affects overall academic success.

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The Solution

Gradey automatically keeps track of your kids' grades for you

Gradey provides flexible proactive notifications allowing parents to instantly know about grades as they posted

"What did Dylan get on his math test last week?" is all you need to send to the Gradey virtual assistant to instantly get the answer to your question

Gradey provides context to each grade, letting you know how your child is trending, providing guidance on what they need to do to reach their academic goals

Gradey is an easy way for parents to find the information they're looking for, while providing insights into how certain grades affect overall academic goals.

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The Product

Step 1

Parent registers with the Gradey app

Step 2


Gradey collects information from the parent portal throughout the day

Step 3

Gradey provides proactive notifications based on parents' preferences

Step 4

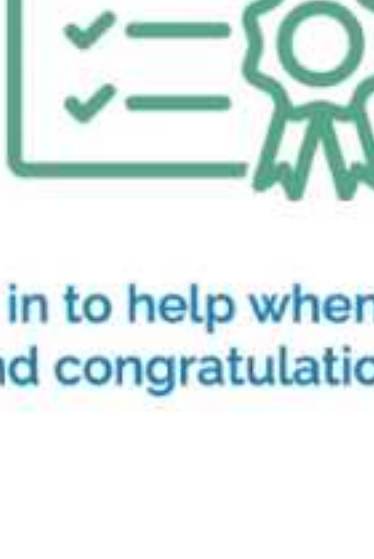
Parents can Ask Gradey about their kids' grades and get instant answers




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The Product

Gradey provides the context behind the grade based on trends



Parents can step in to help when needed, or provide praise and congratulations for a job well done.



The US market along is very large, with 50M+ students in public schools along with 5M+ students in private schools. International expansion in the future is absolutely possible, but our initial target market will focus on 1.1M students.

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Market Size

1.1M Students

Initial Target Market

55.1M

Total Addressable Market

50M students in public schools in the US.

5.1M students in private schools in the US.

Total Addressable Market ~ 55.1M Students

Initial Target Market:

Large Private Schools 500k students

Large Public School Districts 500k students

Known Parent Portals 100k students

Per student subscription model provides a low barrier to provide parents a tool to help their kids succeed in school. We plan to offer a "Family Discount" for families with 3 or more children, which would entice families to sign all their kids up at once and create a more "sticky" solution for their younger children.

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Business Model

Monthly Subscription Model

Price is for each registered child in Gradey

FREE

14 Day

Trial

\$4.95

per month

Per Child

Using the data shown in our marketing experiments, we believe our Customer Acquisition Cost is \$5. Using a marketing budget of \$1000/month, increasing by 10% each month, our projections lead us to more than \$100k in revenue during our initial launch year of 2023, increasing to more than \$700k revenue in 2024, and more than \$2M in 2025. These models also assume a conservative LTV of a customer at 8 months, and we believe Gradey will be "more sticky" than that.

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Financials Projections

Proven Customer Acquisition Funnel: Paid Ads

Cost Per Click (CPC): \$0.94

Conversion Rate: 19%

Customer Acquisition Cost (CAC): \$5.00

(Initial adv. budget \$1000/mo)

Revenue Stream: Subscription Fees

Revenue Stream Pricing: \$4.95/Month

Assumed CLV/LTV: 8 months

(SaaS subscription avg.)

US Dollars

2,500,000

2,000,000

1,500,000

1,000,000

500,000

0

2023

2024

2025

269,002

108,160

255,195

713,950

2,138,392

Marketing Expense

Revenue

Forward financial projections cannot be guaranteed

We have made a lot of progress so far, inclusive of our Proof of Concept builds having been connected with four separate portal systems. After this round of fundraising, we plan to build out a fully functional V1 of Gradey and soft launch in select markets (about 1M students). The second round of fundraising will then allow us to build out further and market more widely, (hopefully) leading to a projected Series A raise in 2025.

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Timeline

June/July 2022

Sanjay Akut joined

Launched

August 2022

Gradey Inc. incorporated

4th Quarter 2022

Close Funding Round

2nd Quarter 2023

2nd Funding Round

1st Quarter 2025

Series A Round

September 2022

Active fundraising for funding

Q1/Q2 2023

Soft Launch Year 1 (using)

3rd Quarter 2023

Product Launch for 2024/25

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Fundraising

Pre-Seed round raised \$120,000 to complete MVP product build and launch over 3-6 months.


Development Team Resources for MVP Build

Marketing Resources for MVP Launch

Development - 87,000

Operations - 23,000

Marketing/Launch - 10,000



We are very excited about the future of Gradey and to have you as a part of this journey with us. If you have any questions at all, please reach out, as we are always excited to talk about Gradey!



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Please reach out with any questions or for more information.

Sanjay Akut, Founder

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