Seed

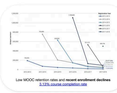
sizzle

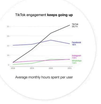
Fun
Social
Effective
Learning

What if all that mindless scrolling ...

... could teach you something?

What if online learning could be as engaging as TikTok?

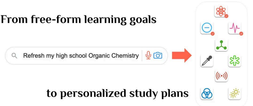




coursera	TikTok
Same course for **All**	Unique feed for **Me**
1 Teacher	**1M+** Creators

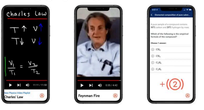
Personalized learning goals

From free-form learning goals



to personalized study plans

That users go through via an engaging and gamified feed



Users create, track, and share their own goals

Learning Goals	Progress	Time Spent	Shared With
Algebra Mid-Terms	75%	10h	Diana ❤️Arthur - Nat @Jeffrey
Organic Chemistry Refresh	50%	3h	"Way to go!" - John 🙏
Math SAT Prep	25%	45min	401 Class (65%)

Better Feed Control

They succeed thanks to a *personalized feed* that *learns* from all their interactions.

Support & Motivation

Planning - Students can better navigate all the educational resources available, knowing what to learn and when to learn it.

Efficiency - Students learn faster as the system adapts to their current level, learning style, learning speed, and devices.

RETENTION

Success - Students have a higher chance of achieving their learning goals, as they stay engaged and motivated with an optimal study plan.

Confidence - Students gain confidence and support thanks to the adaptive learning rate and the social support.

Existing educational

and non-educational content

AI makes it accessible

interactive

bite-sized

Consumable **anywhere**

anytime

AI-powered creation tools

GPT-3

Stable Diffusion

for a new generation of educator-influencers

Learning to teach from student interactions

Promotes great educators and their content

Demotes misleading and low quality content

Tackling simpler and higher adoption use cases first

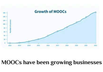
Business Metrics & Monetization

Initial business metrics focused on:

- Product market fit - demonstrating higher retention and goal achievement than traditional MOOCs (DAU)
- Growing user base (10M+ DAU)

Monetization could come from:

- Service fee from premium content
- Service fee from premium tutoring
- Corporate offering
- Certification
- Ads



MOOCs have been growing businesses despite not having product market fit!