



The Ultimate Class Communications &
Parent Engagement Tool for K-5 Teachers



Experienced Management Team



Steven Sacks

Co-Founder & CEO

25 years of experience

Steven's expertise is in leading technology teams to build online and mobile software products, which he's done for startups and Fortune 100 companies. Steven is a product visionary who knows how to partner with customers to create products they love. Steven has a deep background in marketing, from branding and strategy to managing a company's digital channels.

B.S.: University of Buffalo, MBA: Fordham University

Fun Fact – At Amex, on team that launched the Black Card



Nikki Sacks

Co-Founder & COO

20 years of experience

Nikki's expertise is in strategy, financial analysis and marketing. In particular, Nikki has extensive experience in the strategic assessment of companies and industries. She has advised executives on strategic direction, as well as created and implemented successful strategic and communication plans.

B.A.: University of Pennsylvania, MBA: Duke University

Fun Fact – At MetLife, on team that launched the company's Online Bank



Problem

Teachers and Parents Need Help

Teachers have many responsibilities outside the classroom

“Communicating with parents is critical, but it takes up so much time.”

“I wish I could get parents to help me and contribute to the class more.”



Parents want to be more engaged

“I wish I felt more plugged-in to my child’s class so I can be more helpful with their learning.”

Schools don’t provide Teachers with a viable Group Communication Tool

The default is a ‘Group Email List’ which Teachers & Parents despise:



“I can’t find the email from 2 months ago that has the attachment that I need this minute!”

“There are too many topics going on this email chain that it’s impossible to keep straight!”

Market Opportunity – For Schools and Beyond

1 million K-5 Teachers in the U.S.



Each K-5 teacher spends \$668 per year on their classroom (supplies, software, etc.)

School Budget \$244

Out-of-Pocket \$424

80 million parents in the U.S. with children ages 3-15



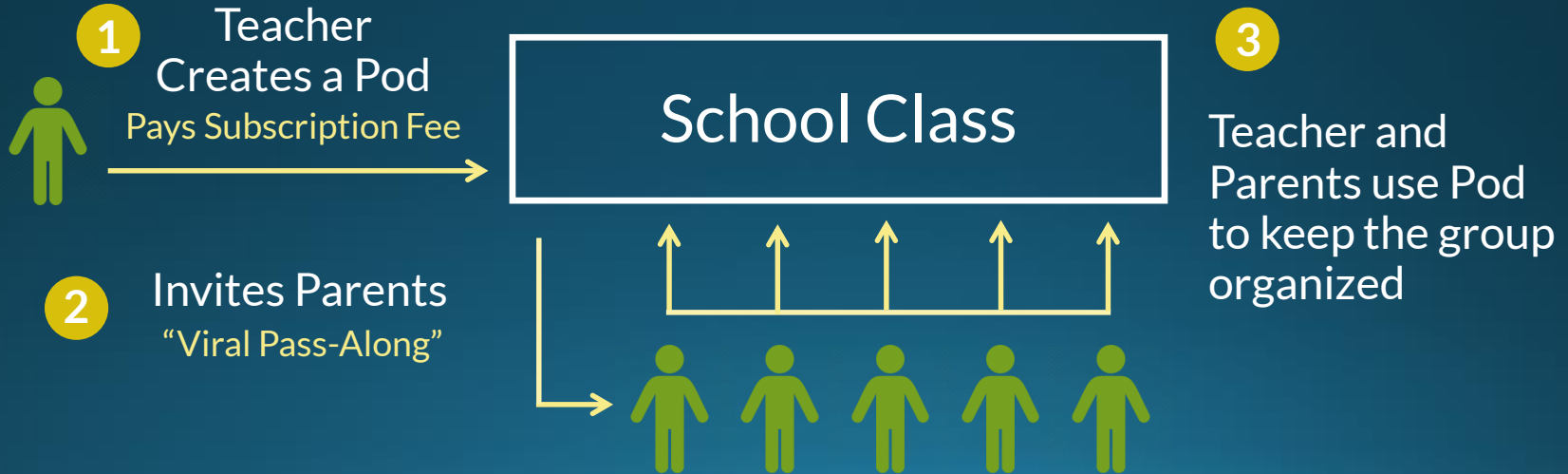
- 11 million kids in scouts



- 21 million kids who are on at least one sports team

Solution

PodKeeper is a SaaS company with an online collaboration platform that helps Teachers and Parents control the chaos



Value Proposition: “One Account to Manage it All”

For Teachers and Parents ...

... PodKeeper provides multiple types of functionality ...

Events  Discussions  Lists  Files 

... for parents to stay engaged with the class ... 

... and any other group for their children or themselves:



PodKeeper is a Game Changer for Teachers and Parents

Ms. Karen 2nd Grade

Events Discussions Lists Files More

AUG 31 Meet the Class
Thu. Aug 31, 2017
4:00pm EST
210 West 61st Street
I'll be there!

SEP 07 First Day of School
Thu. Sep 07, 2017
8:00am EST
210 West 61st Street
No RSVP Required

SEP 12 Curriculum Night
Tue. Sep 12, 2017
6:00pm EST
210 West 61st Street
Maybe

Ms. Karen 2nd Grade

Events Discussions Lists Files More

Homework Help

! This discussion has been marked as urgent

Rachel Golden Aug 06, 2017, 5:29pm
Can anyone help explain how to do tonight's homework?

Jane Fisher Aug 06, 2017, 6:02pm
The kids are supposed to read the beach vacation story that was sent home and write a summary of it in 4-6 sentences.

Add a Comment

Post

“PodKeeper keeps everyone **highly engaged**. The organizational format and its ease of use allows our group to concentrate on what is important, and it **saves me time**.”

Debra S., Texas

Competition Overview

Single Functionality

Multiple Functionality

Wide
Audience

Group
Email
Lists



Narrow
Audience

Inefficient solution –
not designed for small
group communications

Has
limited
use

PodKeeper

Fills the need for a combined
In-School & Out-of-School solution
that's not being addressed

The PodKeeper logo features the word "PodKeeper" in a red and blue font, with a green icon of three stylized figures above the "o" in "Pod". Below the logo is a text box with a yellow border containing the text: "Fills the need for a combined In-School & Out-of-School solution that's not being addressed".

School-only
Tools

Proves people like platforms,
but they're too narrow in focus

The bottom right section contains three logos: Nextdoor (green house icon), teamsNAP (orange asterisk icon), and cozi (multi-colored circle icon). To the right of these logos is a text box with the text: "School-only Tools". Below the logos is a text box with the text: "Proves people like platforms, but they're too narrow in focus".

Our Traction

- 28,000 Registered Users
- 7,000 Monthly Actives
- 100,000 Emails Opened Monthly

**Achieved traction with self-funded team of 2½ people,
and a minimal marketing budget**

Our Formula For Success

We've built a solid foundation for significant growth

- Viral element built-in
- Low cost of capital
- Strong unit economics
- Large target market
- Software that solves a true need and people love it

Next Steps

Raise \$1 million

- Provides 18 month runway
- Launch a subscription product for 3 different verticals
- Use of funds:
 - Product Enhancements & Mobile App
 - Customer Acquisition
- We will achieve profitability in 12 months
- We will be well-positioned for exit with multiple potentials

Go to Market Plan for next 18 Months

Launch Subscription Version for 1st Vertical – September 2017

K-5 Teachers

Revenue

- Teacher pays, Parents use for free
- Teacher doesn't see ads, Parents see ads

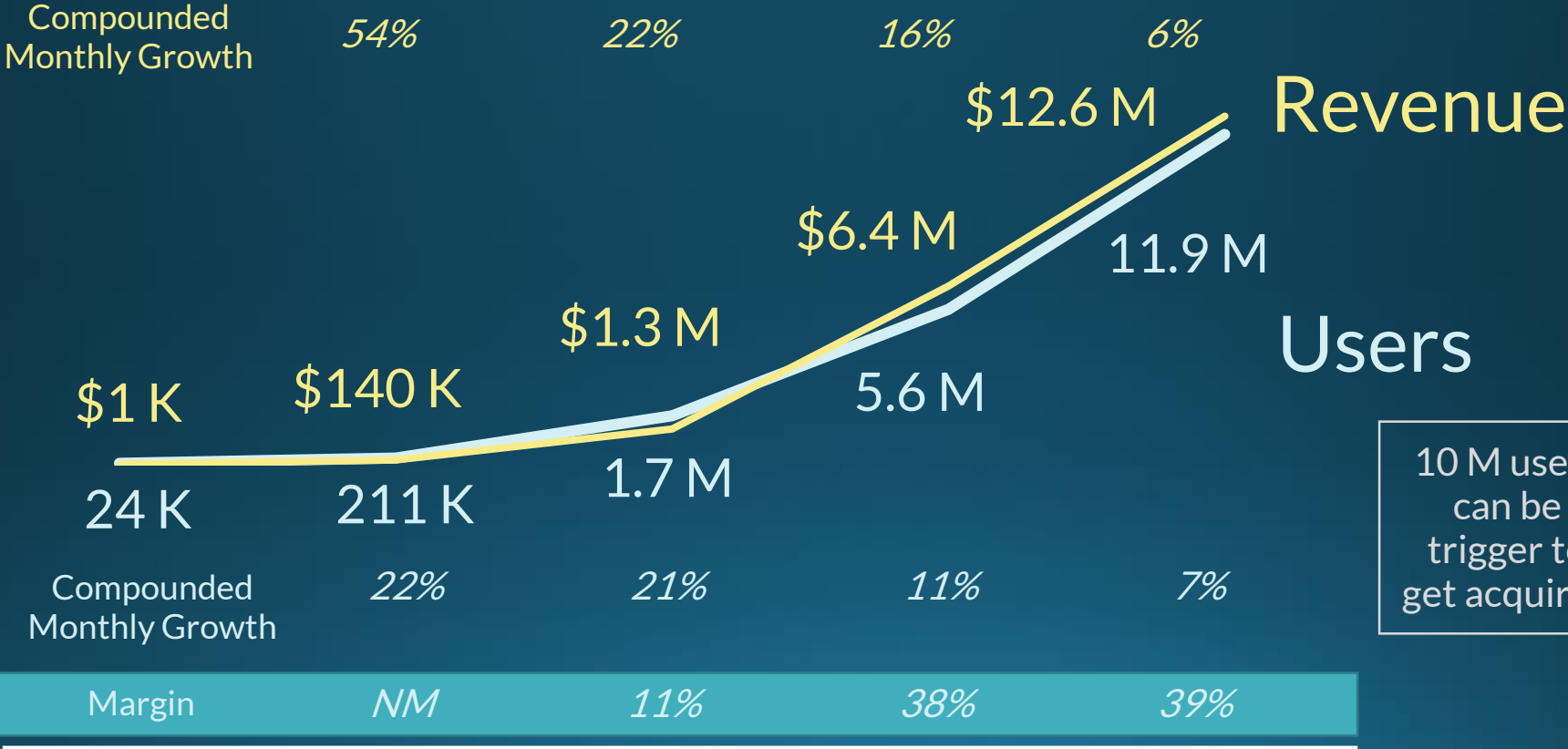
Marketing

- Online marketing directly to teachers
- Partnerships with organizations who reach teachers
- Teacher-to-Teacher Referral Program with incentives

Launch Subscription Version for 2nd Vertical – January 2018

Launch Subscription Version for 3rd Vertical – August 2018

Revenue & User Growth Projections



10 M users can be trigger to get acquired

2016 2017 2018 2019 2020

Unit Economics

Attractive LTV per member relative to acquisition cost

Subscription Revenues

Core Verticals

Expanded Verticals

Cost Per Pod

\$8.20

\$17.60

(Cost Per Acquired Customer)

Net Lifetime Value

\$127

\$384

Net LTV / CAC

15.6x

22.0x

Exit Strategy

There are 5 types of companies likely to be interested in acquiring PodKeeper in 3-4 years, based on previous acquisitions

EdTech

- Blackboard acquired ParentLink (2014)
- Epiphany Learning acquired myLC (2017)

SaaS

- Slack acquired Spaces (2014) and Screenhero (2015)
- Trello acquired by Atlassian for \$425M (2017)

Media

- Time Inc. acquired Cozi (2014) at 10M users

Strategic Partners

- Dick's Sporting Goods acquired Blue Sombrero (2012)

Top Tier Internet

- Microsoft acquired Wunderlist (2015) at 13M users



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