



How we beat the competition

everydae

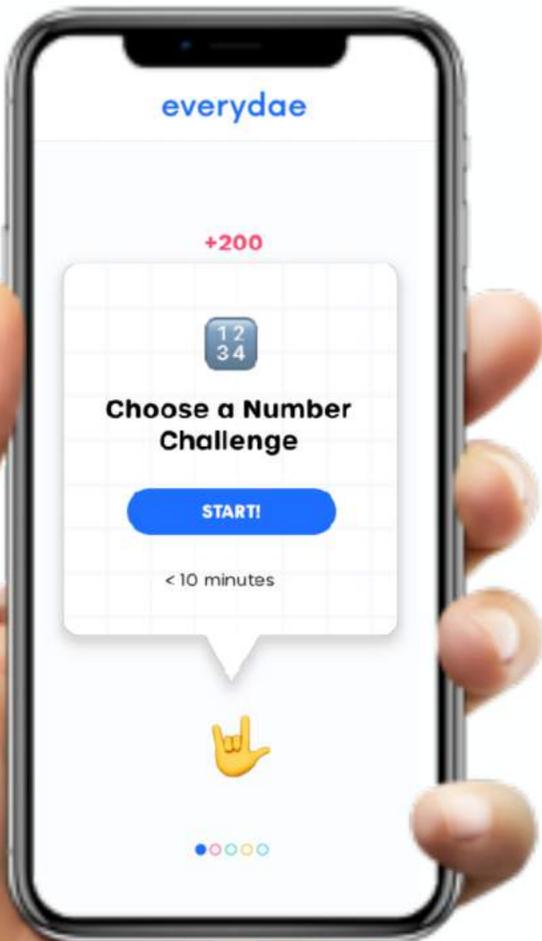
January 2020

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reasons why Everydae wins

Reasons 1 - 4

Why we win today 🚀



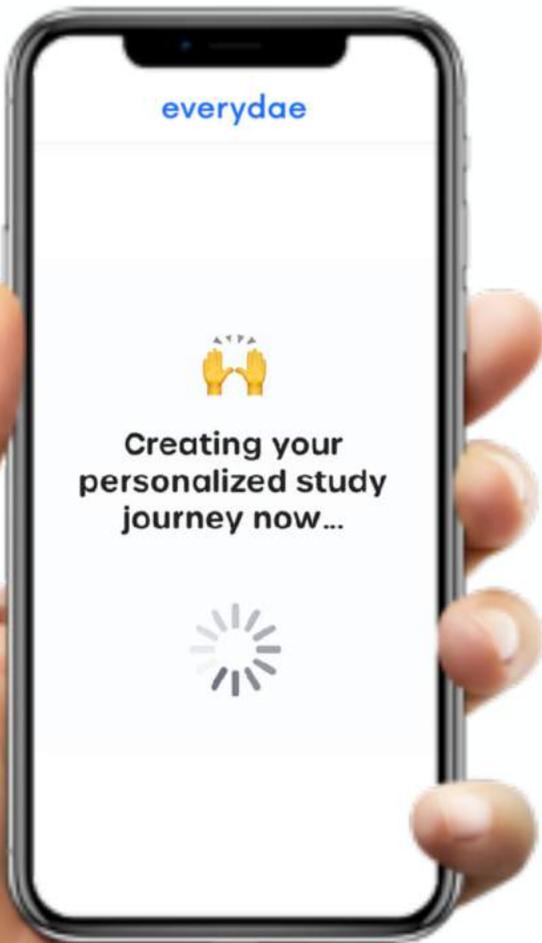
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1

A superior experience

Any education company can put content online but few know how to design an engaging product. We break lessons into 10-minute Microactive Engagements™ that are fun, effective and work on desktop and mobile devices.

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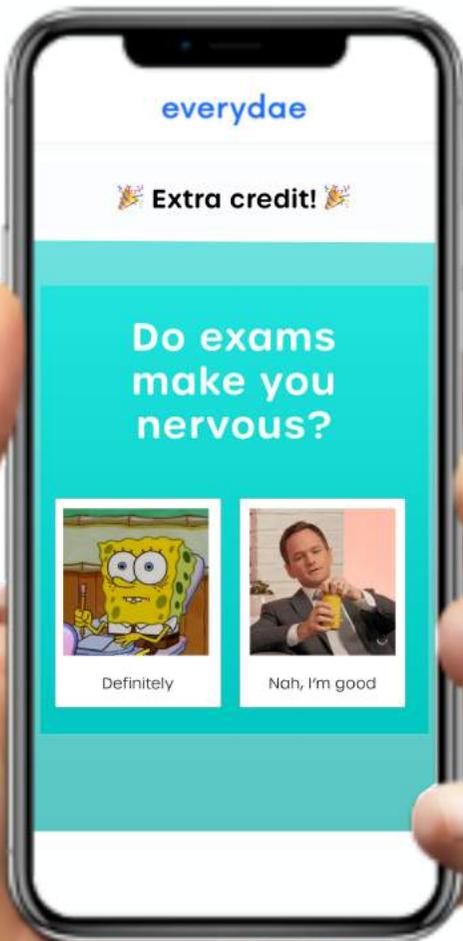
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2

Difficult to replicate tech

Adaptivity is in our DNA. Incumbent competitors would need to overhaul their platforms and re-write their content to truly integrate adaptivity and personalization.

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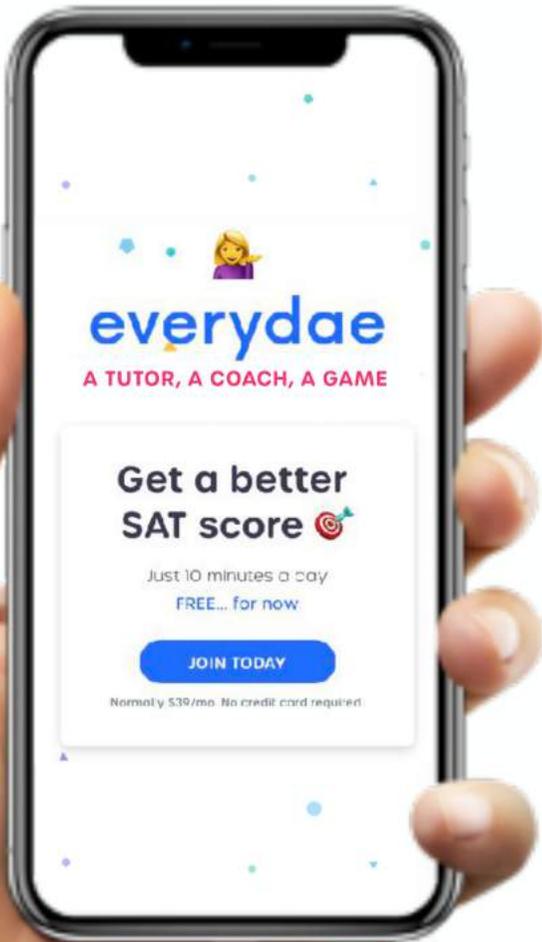


3

More than an academic tutor

The market doesn't need "yet another academics tool". Real-world learning, mental health and student engagement are among the [biggest challenge areas](#) in high school education.

Everydae is the ONLY digital-first company that tackles these issues while also providing top-quality academic instruction.



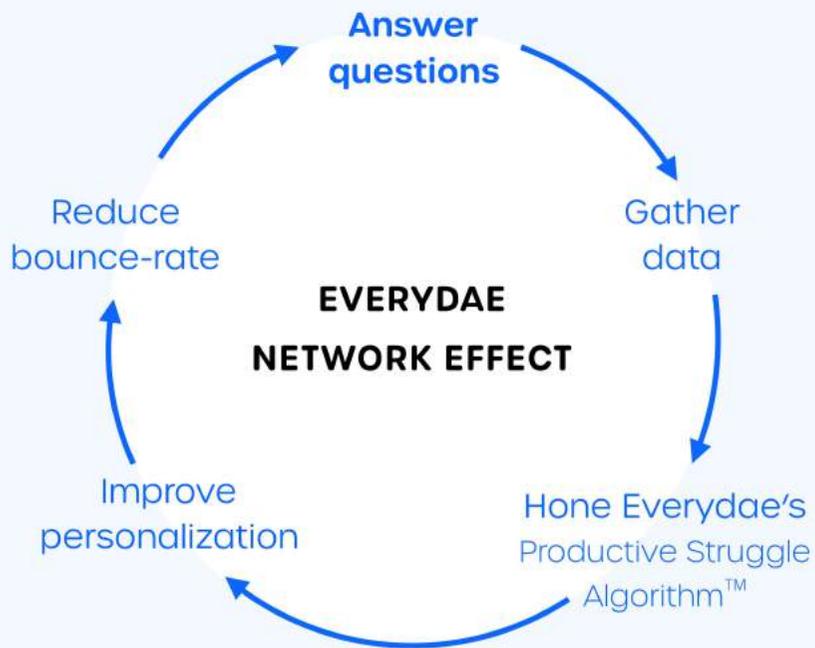
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Affordable for everyone

At Everydae, we're giving everyone in the world access to a digital tutor, coach and college counselor rolled into one, for \$39/mo.

Reasons 5 - 7

**How we dominate
tomorrow 🦾**



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Network effect

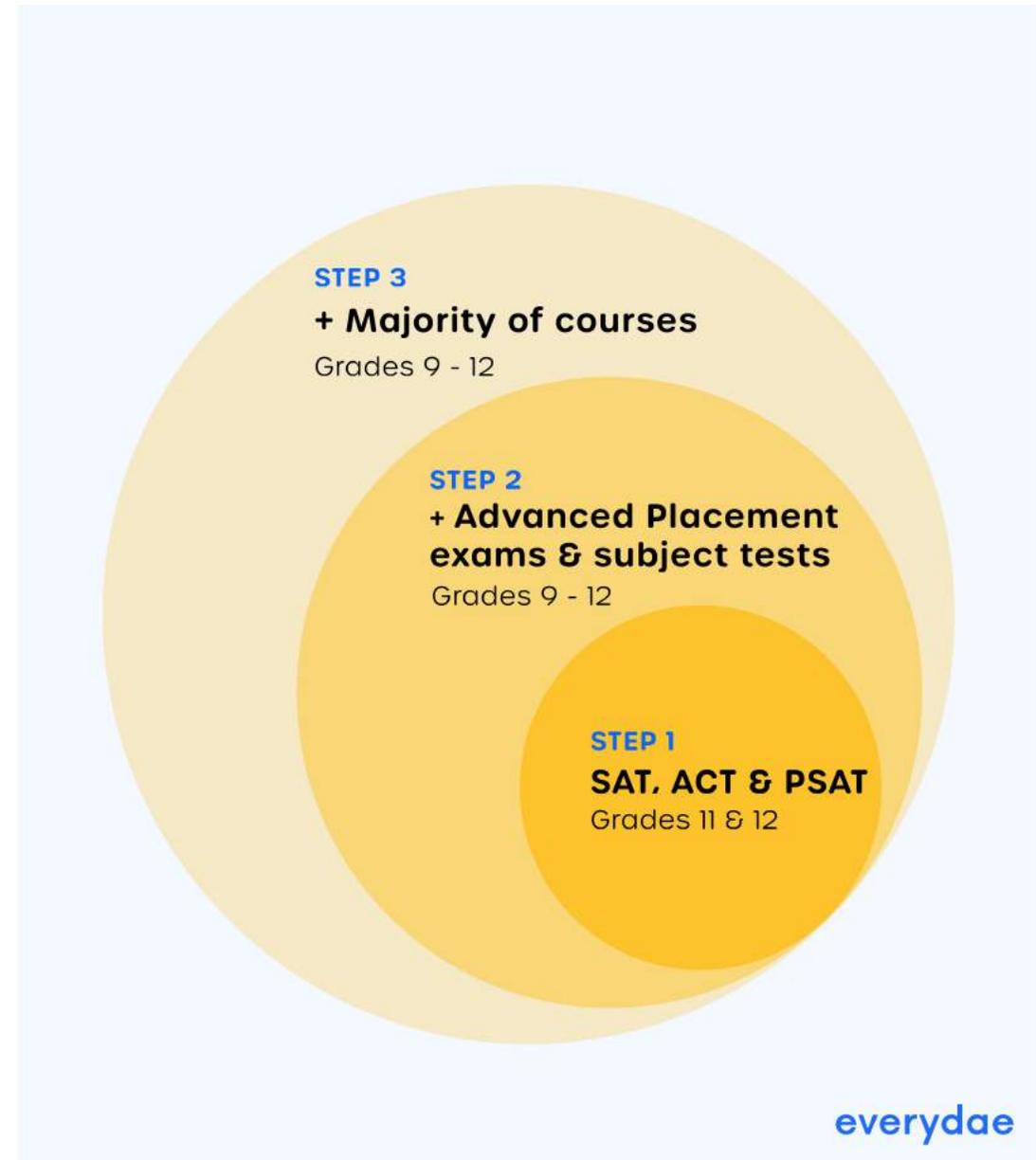
Every time a student answers a question our system adapts and improves for all users. It's all about compounding effectiveness.

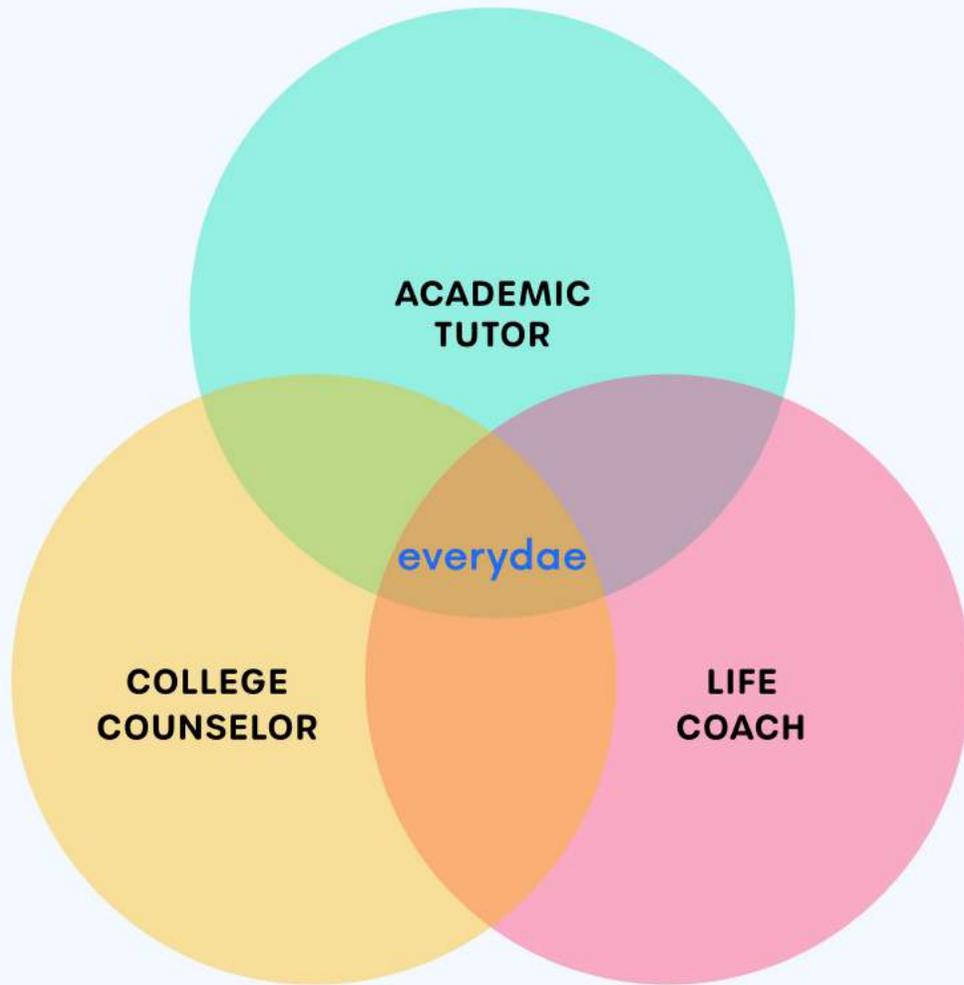
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Lock-in effect

Expanding into multiple courses (across 9th - 12th grade) increases our LTV. Meanwhile, we compound effectiveness by using data gathered in one course to personalize and refine other courses.





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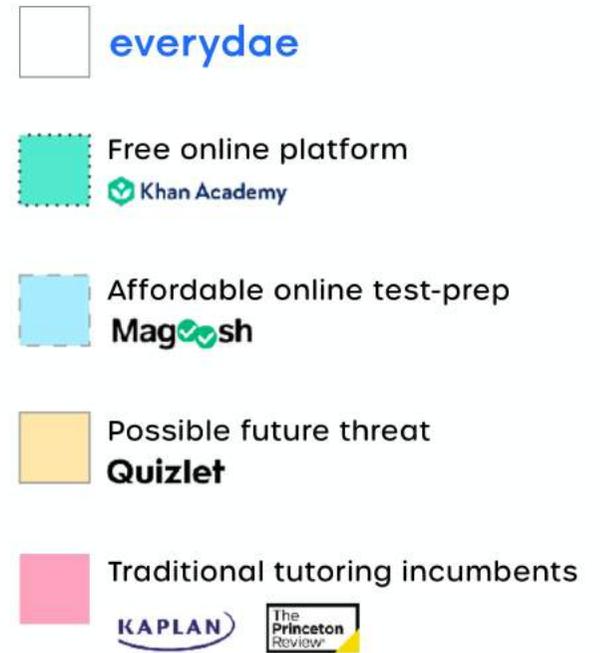
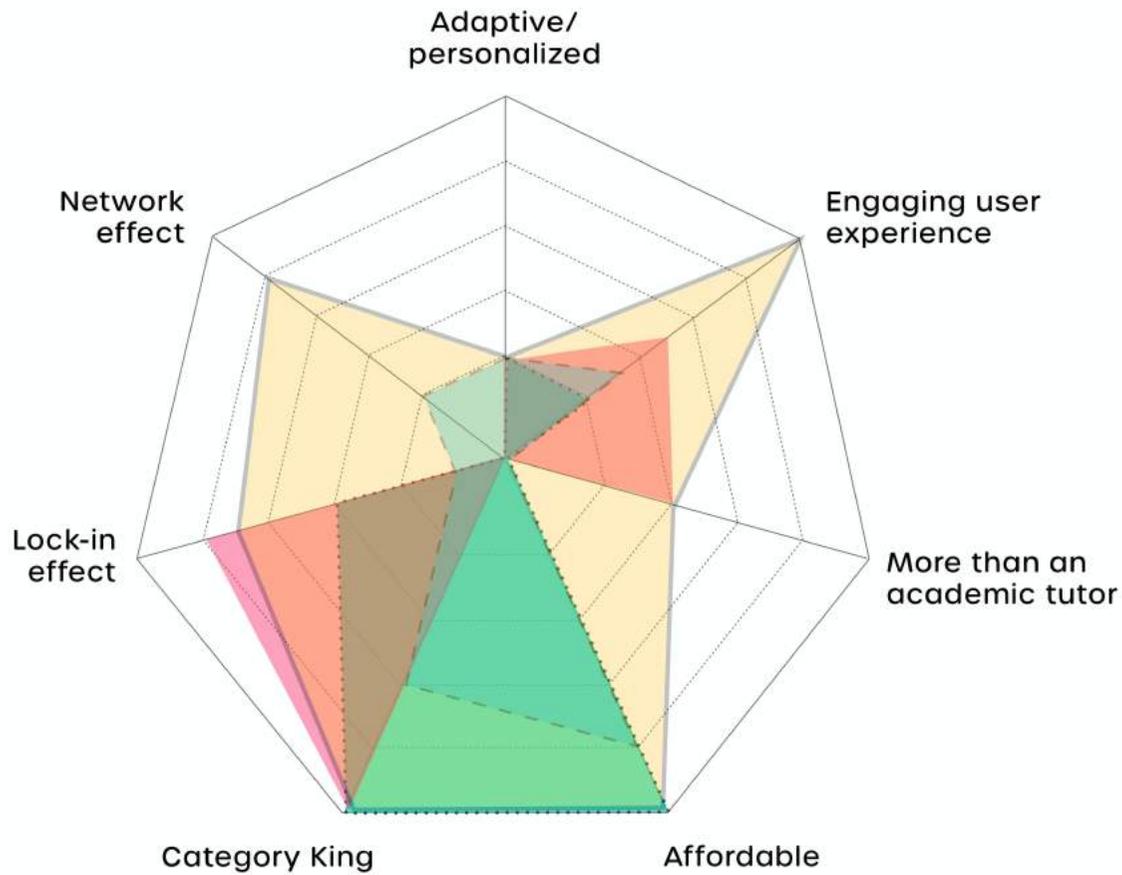
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Category King

We're an academic tutor, a life coach and a college counselor rolled into one. It's a brand new category: built for today's students and tomorrow's needs.

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Summing it up 





Thank you!

Got questions? Contact christine@everydae.com