

# tiro

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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



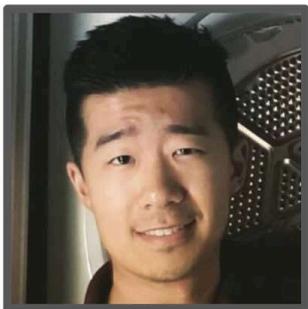
**Brian Carroll**  
*Co-Founder*



**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**

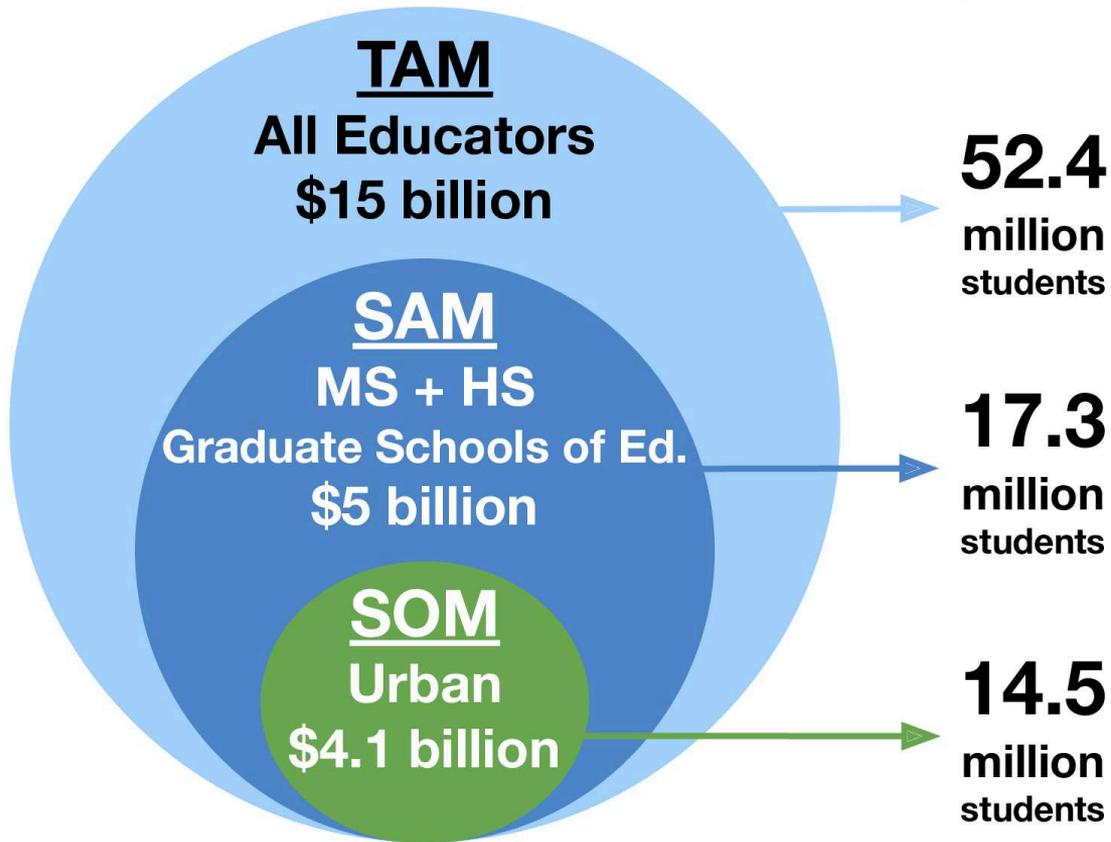
- Director, Teacher Preparation
- CSU, Northridge



**Jared Cohen**

- Tech Advisor
- formerly OpenFin, Kickstarter

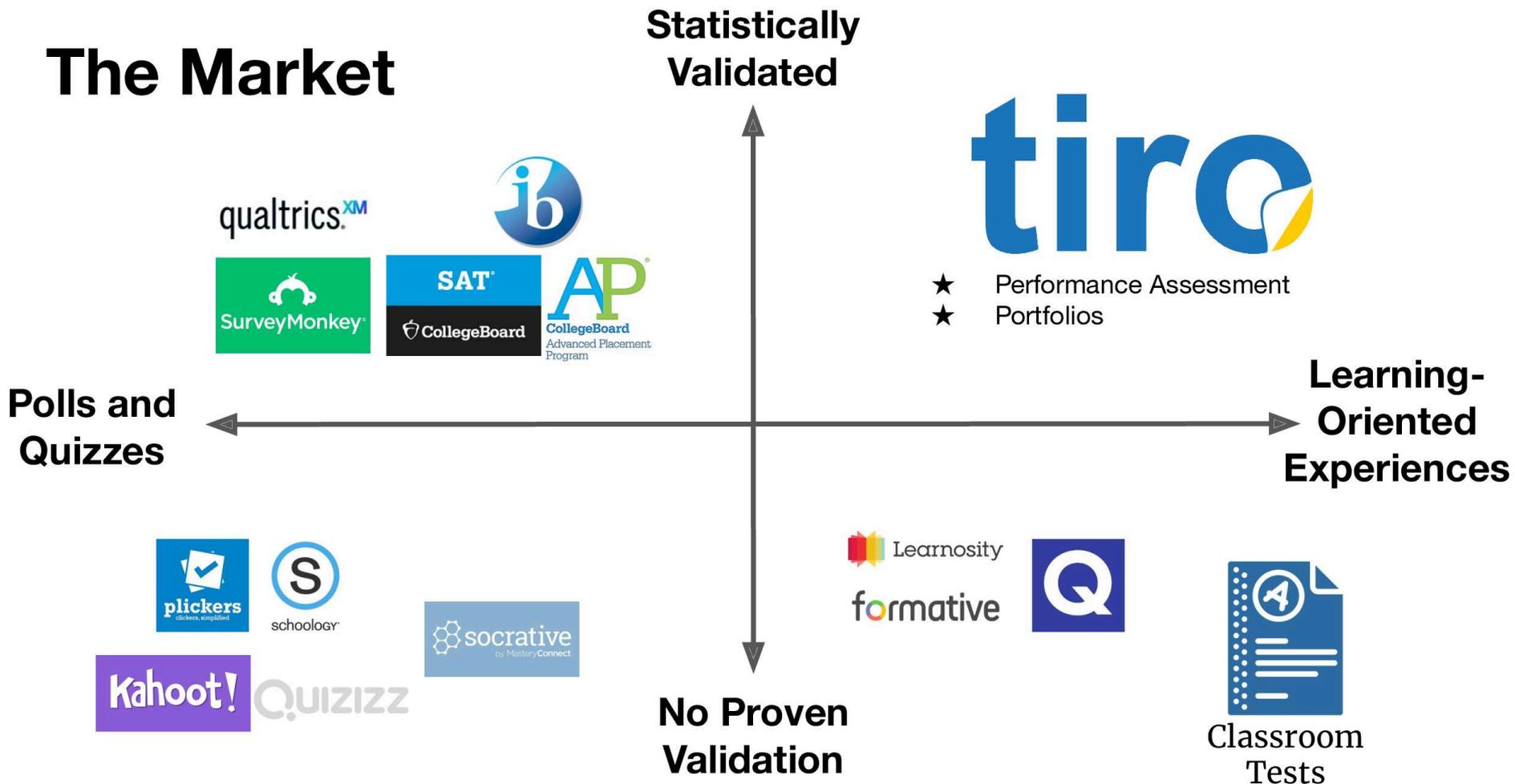
# U.S. Market Opportunity



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

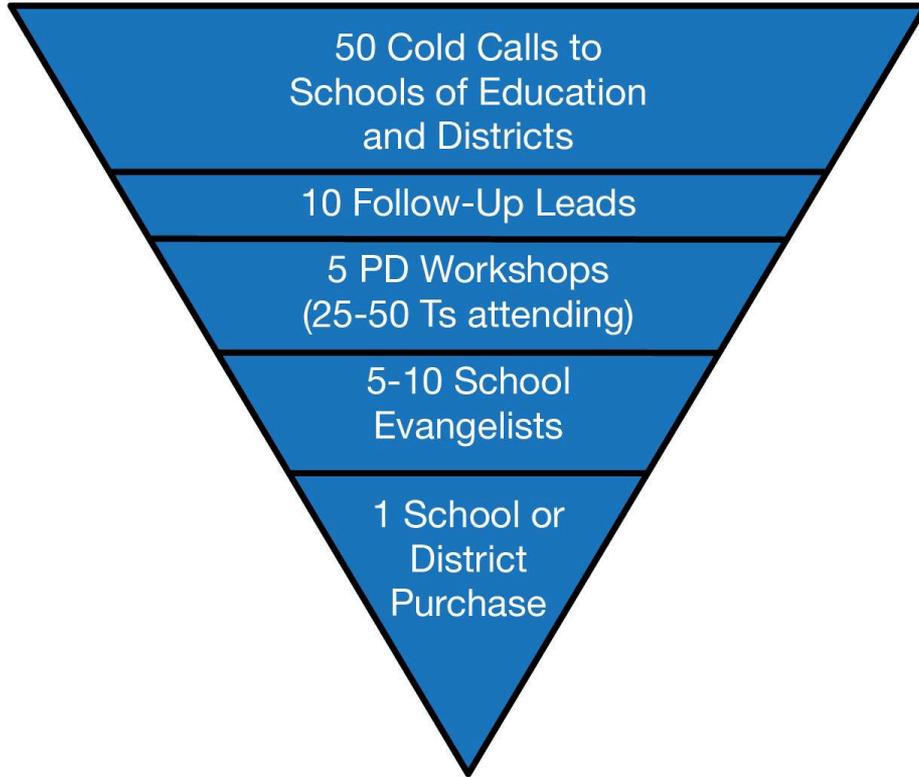


## Meet a Tiro Teacher!

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

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

## TAM

All Educators  
5.24mm customers

52.4  
million  
students

## SAM

MS + HS  
Schools of Ed.  
1.74mm

17.3  
million  
students

## SOM

Urban  
1.34mm

14.5  
million  
students

## 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)