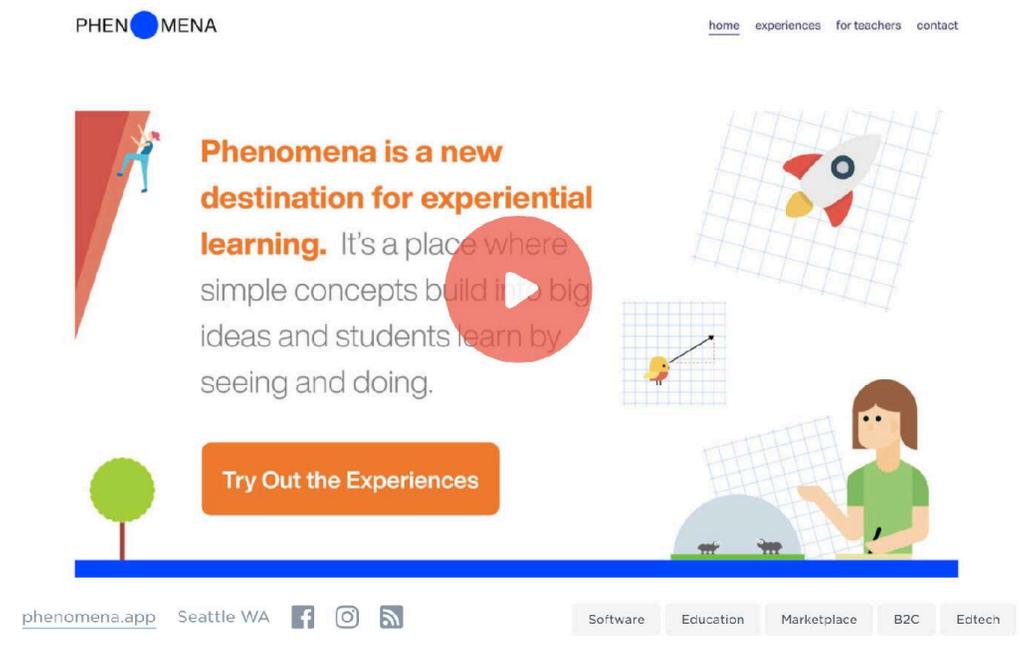


# Phenomena is an app store for the future of education!



LEAD INVESTOR

 **Alex Starr** Accenture, Angel Investor, Writer | Cornell, Oxford, Johns Hopkins

Phenomena solves an age-old problem in education/EdTech at scale and is uniquely poised to be the leader in digital experiential learning and join the ranks of companies like Duolingo. Beyond this, the investment thesis for Phenomena writes itself e.g. stellar founder, team and advisors; demonstrated product market fit with a working product, user-centered product development philosophy and roadmap - Jared and team are (to borrow the mantra of YC) making something people want; rapid progress and key milestones already achieved in just ~7 months with much more on the horizon; solid growth and financial metrics and trajectory; massive TAM + positive social impact.

**Invested \$15,000 this round**

## Highlights

- 1  Founded by an MIT Media Lab grad, former math and physics teacher, and serial entrepreneur
- 2  Phenomena is the first marketplace devoted solely to digital learning experiences
- 3  We're advancing the state of education for today's digitally native students
- 4  The Phenomena Creator Tool will allow anyone to easily build and publish engaging educational apps
- 5  The Phenomena marketplace is like an educational "candy store" for students, paid for by parents
- 6  The consumer edtech market is valued at \$268B and is growing at 16.3% year over year
- 7  We're excited for you to join our mission to reimagine education and make learning engaging for all

## Our Founder



**Jared Schiffman** Founder & CEO

MIT Computer Science + MIT Media Lab Graduate, Former 'High Tech High' Math & Physics Teacher. Founder of Perch Interactive. Potion Design and Popplet. National

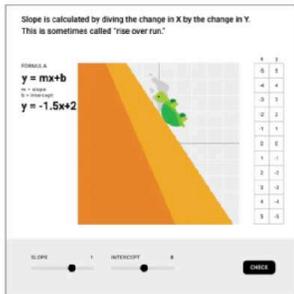


**Jared Schiffman** Founder & CEO

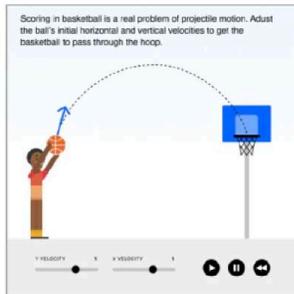
MIT Computer Science + MIT Media Lab Graduate, Former 'High Tech High' Math & Physics Teacher, Founder of Perch Interactive, Potion Design and Popplet, National Design Award finalist for Interaction Design

We're building Phenomena to advance the state of education and to make learning engaging for all students.

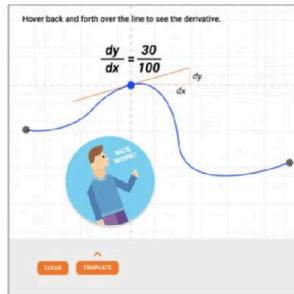
# At Phenomena, we believe that the best way to learn is by SEEING and DOING.



Linear Graphing (Live Now)



Projectile Motion (Live Now)



Derivatives (Live Now)

Here are a few of the dynamic interactive experiences that are live on our site today. The Phenomena Creator Tool will make it easy to build experiences like these and publish them in the Phenomena app store.



Our investor deck below explains how we're building a highly scalable business around our creator-driven marketplace of digital learning experiences.



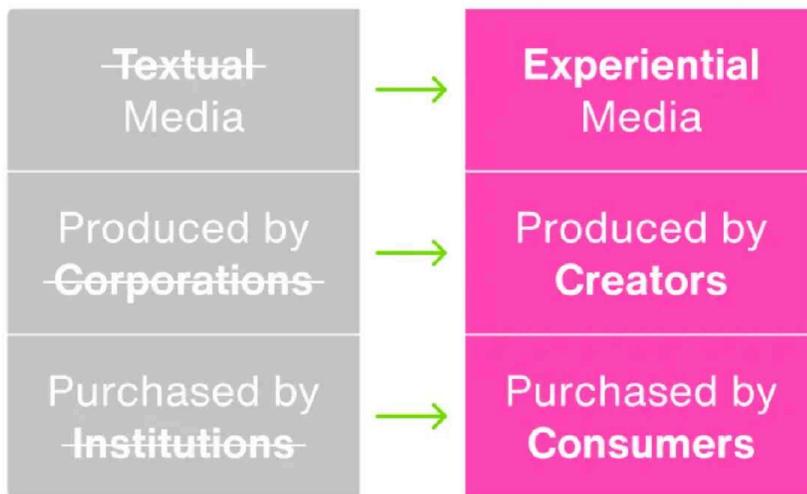
## Problem

Existing digital learning resources are poor quality and low impact translations of their paper predecessors.

**The status quo is failing today's digitally native learners.**

# Solution

The future of digital learning is...



Phenomena will be the app store for the next wave of digital learning.

# Vision

Phenomena is a marketplace for experiential learning — populated by an active community of students, parents, educators and creators — powered by an intuitive, browser-based authoring tool.



Students  
(and Parents)

Educators

Creators

Phenomena will  
be the first  
edtech platform  
for digital natives  
by digital natives.

## Addressable Market

In 2020, the total worldwide digital learning market was:

**\$268B**    **↑16.3%**

Global edTech Market

YoY growth

And is expected to reach \$404B by 2025.

Interestingly, the DTC market is larger than the B2B market.

DTC (54%)

B2B (46%)

Source [HolonIQ](#). See their in-depth [market analysis here](#).

# Target Market

**Parents are our paying customers.**

We see three types of parents paying for Phenomena:

## 1. STEM-focused Parents

These are parents who buy Kiwi Crates and Lego MindStorms for their kids and actively support their STEM learning.

## 2. Parents of Struggling Students

These are parents of students who struggle, oftentimes due to dyslexia, ADHD and other learning issues.

## 3. Homeschooling Parents

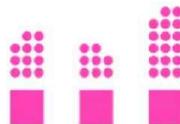
There are more homeschoolers than ever due to COVID.

They are known to be active early edtech adopters.

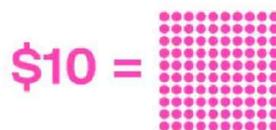
# Business Model

**Phenomena functions like an app store.**

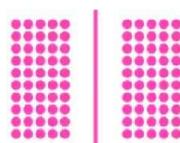
Creators create and price their own experiences.



Parents purchase credits (coins) which students use to buy experiences.



Phenomena and creators split proceeds from sales.



**Phenomena is like an educational “candy store” for students, funded by parents.**

students, funded by parents.

# Projections

Phenomena's growth will be driven by mass adoption of our freemium product.



Forward-looking projections can't be guaranteed.

# Comparables

As a consumer-facing edtech marketplace, **Phenomena has the potential to join this list.**

BYJU's (\$18B Valuation)

Duolingo (\$6.5B Valuation)

Outschool (\$3B Valuation)

Udemy (\$3.7B Valuation)

Nearpod (\$640M Exit)

Tophat (\$500M Valuation)

See our [Investor FAQ](#) for a table comparing and contrasting Phenomena to each of these companies and several others.

Forward-looking projections can't be guaranteed.

**In five years,  
Phenomena will  
be the definitive  
digital destination  
for experiential  
learning.**

Forward-looking projections cannot be guaranteed.

# Team



## Founder: Jared Schiffman

MIT Computer Science + Media Lab Graduate  
Former 'High Tech High' Math & Physics Teacher  
Founder of Perch Interactive, Potion Design and Popplet  
National Design Award finalist for Interaction Design

### Advisors:



**Kristen DiCerbo, PhD**  
Chief Learning Officer  
Khan Academy



**Nick Grandy**  
Cofounder  
Outschool



**Jonah Peretti**  
Founder & CEO  
Buzzfeed



**Larry Rosenstock**  
Founding CEO  
High Tech High



**Christian Marc Schmidt**  
Founding CEO  
Schema Design



**Patricia Ward, PhD**  
Director of Exhibits  
Museum of Science & Industry

# Progress

In the past seven months, we have:

- **Built out the core platform**, including the authoring tool and backend
- **Seeded the marketplace** with an initial set of STEM experiences
- **Validated interest in the platform** with teachers, students and creators

In the next 6 months, we will release the authoring tool publicly and launch the Phenomena marketplace.

# Traction

Since our launch in September, we have:

- Seen 20% month/month growth
- Tracked 1,200 monthly uniques
- Formed an over-subscribed Teacher Advisory Board

 **askwonderexplore** This makes the math so much clearer for students ❤️ where are you all located?

 **wilmingtonboy112** Amazing! This really stretches out meaning and idea behind the integrals where students can actually explore and place action to the definitions and calculus concepts!! 🙌🙌 Love this! ❤️🔥❤️

 **engineerdoeseducation** About to start teaching this and it would be an amazing visual!

 **eon\_spacey** Wish I had this in high school chemistry. This world is so amazing today. 🤖

# Investment

## Pre-Seed Round

\$750,000 Capital Raise

Standard SAFE Note

\$6M Post-Money Cap / 20% Discount

18 Month Runway

### This round of funding round will enable us to:

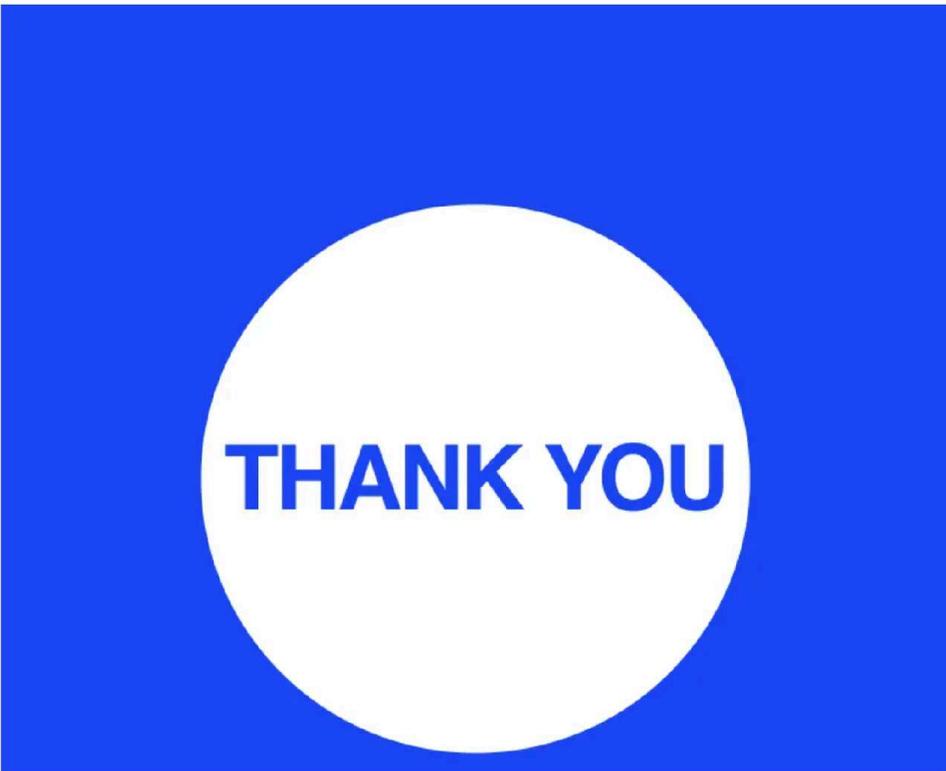
Build out our development and marketing team

Take the authoring tool and marketplace live

Grow our core audience and creator community

Optimize over time for Product Market Fit

Secure our next round of funding



**THANK YOU**

