Teaching girls to code through a medium they love
Vidcode is a software product that teaches teen girls computer science at scale.
Meet the Team

Alexandra Diracles
CEO

Melissa Halfon
CTO

Leandra Tejedor
Lead Design
Designer. Front End Developer. UX Maven.
Challenge

Computer Science is disconnected to teen girls' lives

- **0.3%** of high school girls choose computer science as a major.
- **17%** of Google employees are women.
- **83%** of technology is being made by men.
How We Do It
Pair computer science with hobbies teens love

Design
Creative Thinking
Film

Code

Share
Link to Product Demo

New Population of Coders

Girls and women 13-24

Market size > 60 million

Users of photo and video sharing platforms (Instagram, Youtube and Vine)

Participants in the online coding education market (Hour of Code)

>$9B+ annual market opportunity
<table>
<thead>
<tr>
<th></th>
<th>RIGOROUS</th>
<th>CREATIVE</th>
<th>INCORPORATES SOCIAL MEDIA</th>
<th>DESIGNED FOR GIRLS</th>
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<tbody>
<tr>
<td>codecademy</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
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<tr>
<td>CodeHS</td>
<td>✔️</td>
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**Business Model**

**Freemium software + premium subscriptions**
- $12.99/month per seat
- Add ons
  - Premium education content
  - Teacher and Volunteer training/support

**First Market**
- Direct sales → organizations

**Future Market**
- Individual subscribers, at home
- Other demographics (boys, adults)
# Go to Market

## Online
- Social media
- Teen magazines
- Celebrity Endorsements (currently partnered with Amy Poehler’s Smart Girls)

## Direct Sales
- Existing programs = already aggregating kids
- Leverage their marketing power with ours
- Reach of our current distribution partners > 20M seats

## Channels
- Contests:
  1. Filmfests
  2. Challenges
  3. Hackathons
- Events:
  1. PTA meetups
  2. Educator workshops
  3. Maker Faires
  4. EDU conferences
Traction

- Direct sales: **500 paying customers**
- Online marketing: **over 30K visitors**, in 120 countries
- National Distribution Partners: **Girl Scouts USA (9M)**, **Amy Poehler's Smart Girls (150K)**, **the White House TechHire (2M)**, **Made w/ Code Google (1.5M)**, **Millenium EDU/ Intel (15M)**
- Short film about Vidcode presented by **Mark Zuckerberg** at F8 Developer Conference 2015 to 120K people.

Direct sales clients include:
Retention

Activity
- ✔ 1-2 user visits per week on average

Output
- ✔ 2.5 video projects created per visit

Community/Completion
- ✔ 70% of users complete at least one lesson
- ✔ 35% of users share their videos with the Vidcode community and social networks (Facebook, Tumblr)
## Financial Snapshot

### Total Monthly Paying Customers

<table>
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<tr>
<th>Year</th>
<th>Dec 2015</th>
<th>Dec 2016</th>
<th>Dec 2017</th>
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<tbody>
<tr>
<td></td>
<td>1,875 K</td>
<td>25 K</td>
<td>63 K</td>
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### Total Annual Revenue

<table>
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<tr>
<td></td>
<td>$66,453</td>
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### Total Annual Expense

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<td>$163,075</td>
<td>$352,987</td>
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### EBITDA

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<tr>
<td></td>
<td>-$96,622</td>
<td>$2.34 mm</td>
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Fundraising

Previous Fundraising
- Kickstarter - $33K
- Angel - $200K

Advisor
- Andy Moss, Microsoft
- Kathy Charlton, Kaplan
- Matt Candler, 4.0 Schools
- Thatcher Bell, CoVenture

Use of Funds
- Sales and Marketing Budget
- Product Development
  - Software engineer
  - BD + Customer Service
  - Sales/Marketing Lead

Fall 2015
- 2000 paid subscribers (30K MRR)
- Launch mobile app
- Run beta with national partner programs (Intel + Girl Scouts)
- Visualize learning outcomes

Spring 2016
- 7000 paid subscribers (80K MRR)
- Automate group sales
- Pilot national partner programs (Intel + Girl Scouts)

Summer 2016
- 20K paid subscribers (200K MRR)
- Roll out national partner program (Intel + Girl Scouts)
National Recognition
THANK YOU

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