



vidcode

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

Serial entrepreneur.  
Ed-tech guru.  
Fearless Leader.



**Melissa Halfon**

CTO

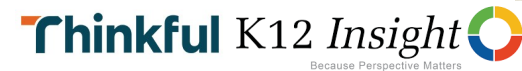
Applied math genius.  
Software developer.  
Technical Wizard.



**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.



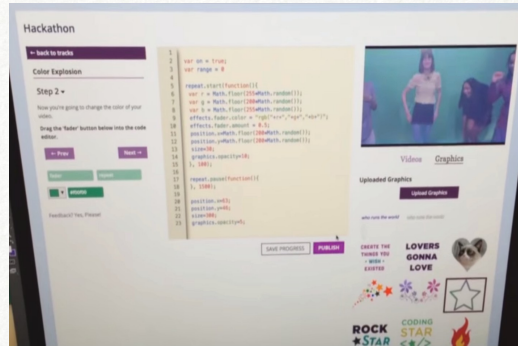
**17%** of Google employees are women.



**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

CONTINUE LAST SESSION

## Start a new project

These projects have an order, but feel free to mix it up! Repeat projects to master your skills.

### Make your own filter



### Karaoke machine



### Stop Motion



### Meme Maker



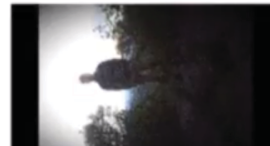
## In Progress Projects



## Published Projects



Cat I ove

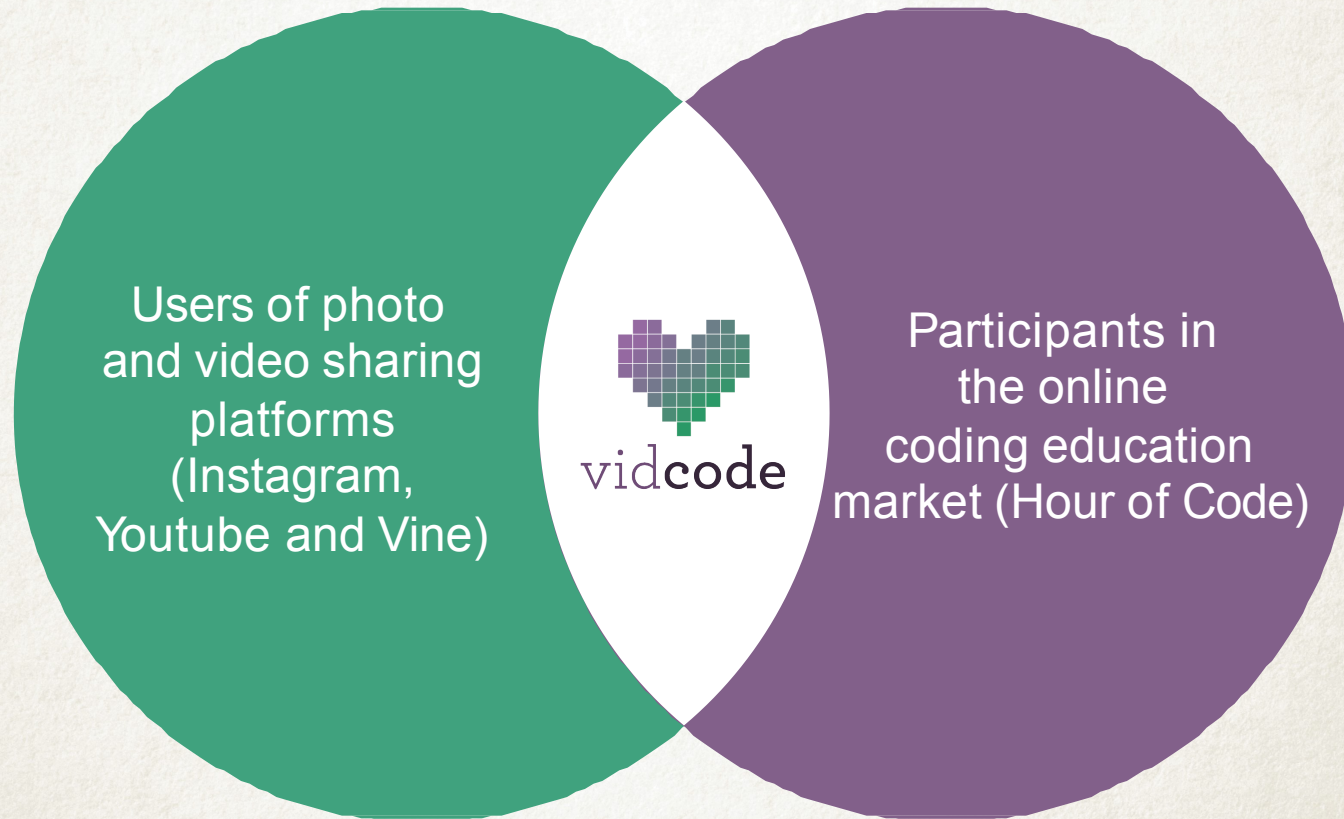


<http://bit.ly/vidcode2015>

# New Population of Coders

**Girls and women 13-24**

**Market size > 60 million**



**>\$9B+ annual market opportunity**

# Product/Market Fit

**RIGOROUS**

**CREATIVE**

**INCORPORATES  
SOCIAL MEDIA**

**DESIGNED  
FOR  
GIRLS**

codecademy



CodeHS



SCRATCH



vidcode





# 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:*

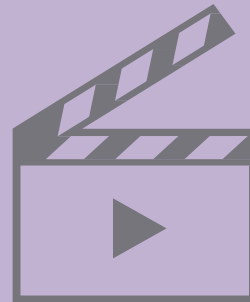


# Retention



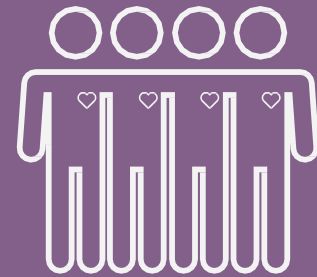
## Activity

- ✓ 1-2 user visits per week on average



## Output

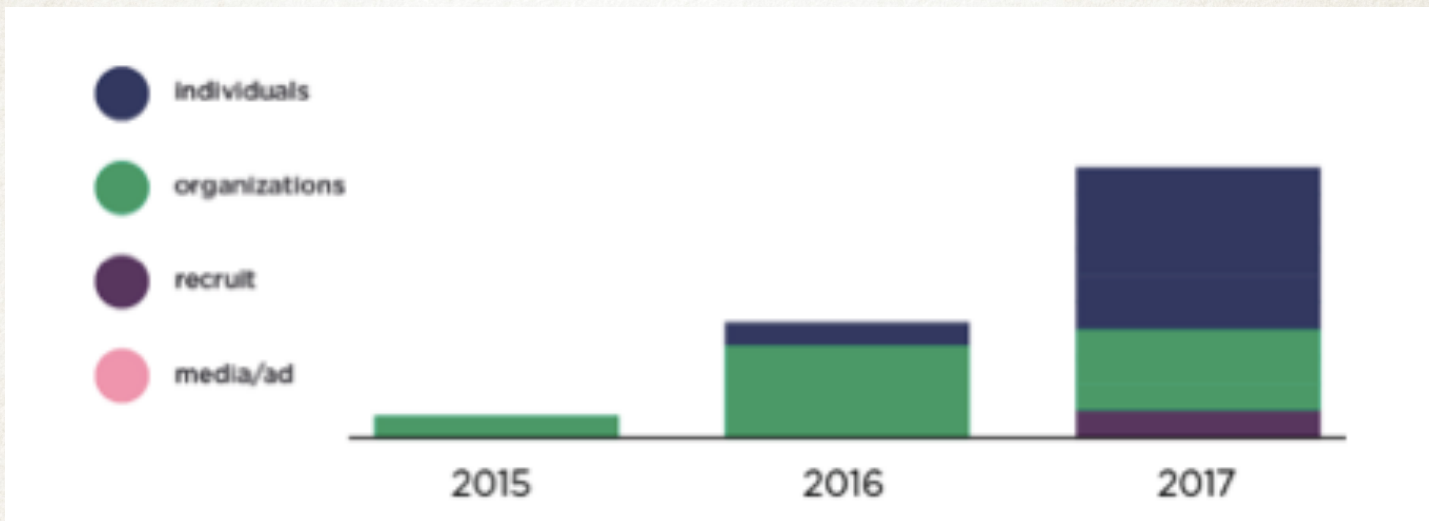
- ✓ 2.5 video projects created per visit



## Community/Completion

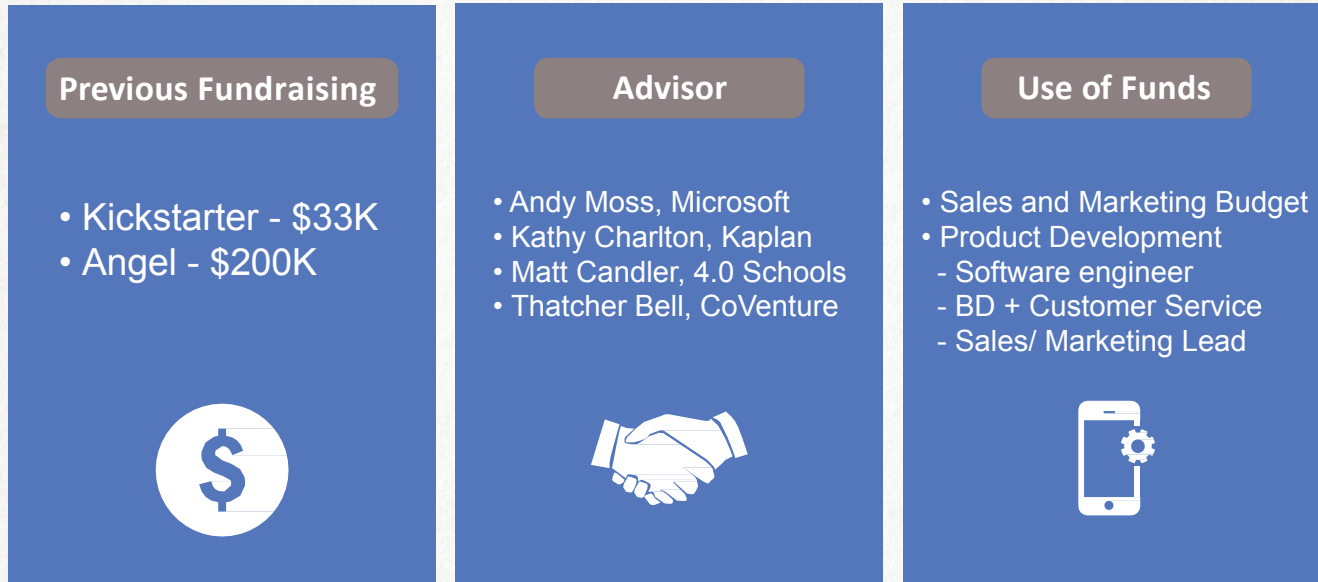
- ✓ 70% of users complete at least one lesson
- ✓ 35% of users share their videos with the Vidcode community and social networks (Facebook, Tumblr)

# Financial Snapshot



	<i>Dec 2015</i>	<i>Dec 2016</i>	<i>Dec 2017</i>
<i>Total Monthly Paying Customers</i>	1,875 K	25 K	63 K
<i>Total Annual Revenue</i>	\$66,453	\$2.7 mm	\$6.8 mm
<i>Total Annual Expense</i>	\$163,075	\$352,987	\$852,987
<b>EBITDA</b>	<b>-\$96,622</b>	<b>\$2.34 mm</b>	<b>\$5.9 mm</b>

# Fundraising



Fall 2015

Spring 2016

Summer 2016

- |   |  |   |
|---|--|---|
| <ul style="list-style-type: none"><li>• 2000 paid subscribers (30K MRR)</li><li>• Launch mobile app</li><li>• Run beta with national partner programs (Intel + Girl Scouts)</li><li>• Visualize learning outcomes</li></ul> | <ul style="list-style-type: none"><li>• 7000 paid subscribers (80K MRR)</li><li>• Automate group sales</li><li>• Pilot national partner programs (Intel + Girl Scouts)</li></ul> | <ul style="list-style-type: none"><li>• 20K paid subscribers (200K MRR)</li><li>• Roll out national partner program (Intel + Girl Scouts)</li></ul> |
|---|--|---|

# National Recognition





# THANK YOU

@vidcode  
[www.vidcode.io](http://www.vidcode.io)

ALEXANDRA DIRACLES, CEO  
(612) 578-1499  
[ALLIE@VIDCODE.IO](mailto:ALLIE@VIDCODE.IO)

MELISSA HALFON, CTO  
(917) 375-3573  
[MELISSA@VIDCODE.IO](mailto:MELISSA@VIDCODE.IO)