



Are You Giving Teachers Blisters?

Finding the Right Fit for an EdTech Startup



FREE

metr 
herald

Tuesday, June 4, 2013

MEENA BRANDEN THIS YEAR
THE MEDIA INDUSTRY AWARD

The future of film

Tech&Gaming p17

Yellow object spotted in sky

by ALISTAIR GRANT

IT'S an old joke, but there were indeed unprecedented scenes over the weekend as a mysterious yellow object was spotted in the skies of Ireland – the Sun.













“There's an awful
lot you can tell
about a person by
their shoes”

Forrest Gump



Everybody.





Specific.

Fads.





Revolutionary.



Shit!

It hurts when a
product is not
the right fit.

"With the current trend for technology in education absolutely booming, there can be a temptation for teachers to simply **shoehorn** technology into the curriculum for the sake of it."

Laura Bates - Fractus Learning

Teachers get **blisters**.

"EdTech entrepreneurs without classroom experience who are trying to reshape my students' learning environments in ways that make absolutely no sense"

Leslie Madsen-Brooks - The Clutter Museum



@audreywatters

Audrey Watters

Wow, \$2.5 million investment for
Codecademy? Seriously? Wow, bullshit
badging and shitty pedagogy wins the day
in ed-tech investing



We're in an EdTech boom...
Why the friction?

“Big breakthroughs happen
when what is suddenly possible
meets what is desperately
necessary.”

Thomas L. Friedman - New York Times



FEDERAL RESERVE NOTE
AB 39048518 L
B2



THIS NOTE IS LEGAL TENDER
FOR ALL DEBTS, PUBLIC AND PRIVATE
Mary Ellen Peterson
Treasurer of the United States.

SERIES
1986

100

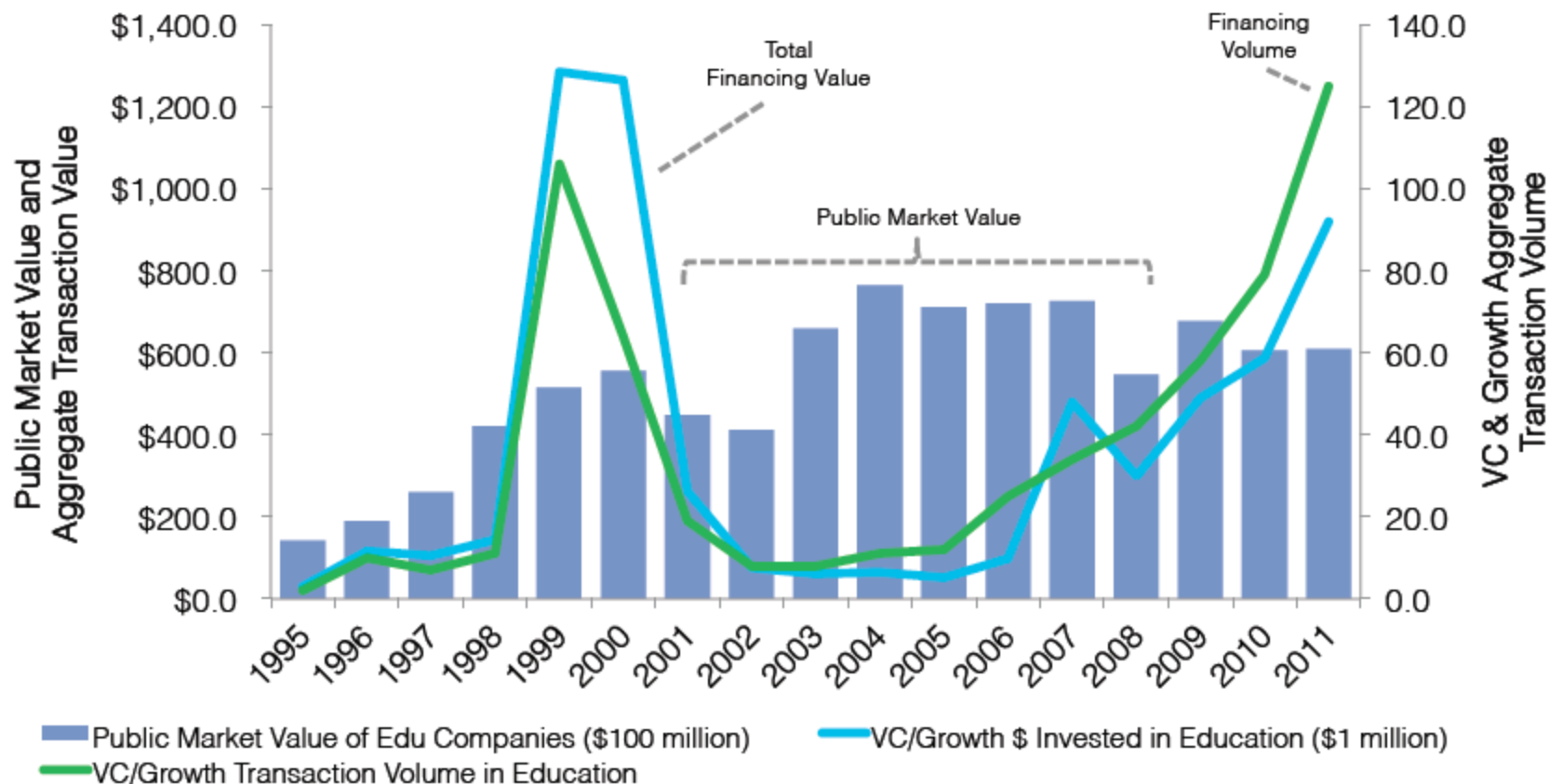
B 4945

WASHINGTON

2

The Booms and Bust

The 1999 spike in transaction value and volume within education venture and growth investments occurred against the backdrop of a relatively stable public market capitalization for education



Source: Deal volume and values based on internal GSV Advisors data. While indicative of overall trends, certain undisclosed transactions may be excluded. Constituents included in public market value appear on page 63.

2 Stories...

Knack

For Teachers

Student data analytics.

The online gradebook that brings insight to your data.

[About](#)[Blog](#)[Contact](#)

Free Trial

instant access

[Details & Pricing](#)[Log In](#)

[See Details & Pricing ▶](#)

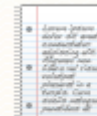
Progress in 5 minutes a day.



Graphs



Reports



Documentation



September 2011

"Designed and built it myself with the guidance and **input** of my wife, father, and sister-in-law, who are all teachers."

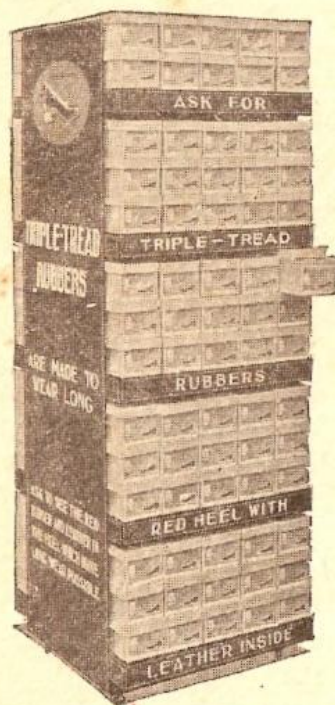
Jarrold Drysdale - Interview, Dec 2010

“I ran ads. I wrote link bait blog posts. I tweeted. I facebooked. Sent more emails. I offered free subscriptions to every teacher I met.”

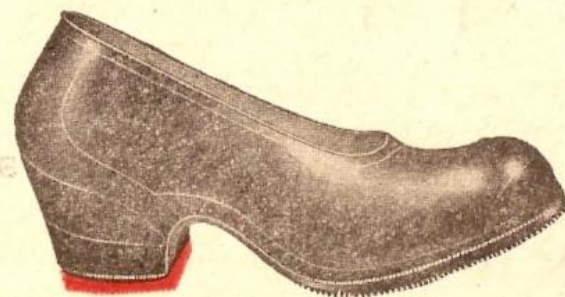
Jarrold Drysdale - Blog Post, Sep 2011

“Is this enough for me to switch from my current gradebook?” My conclusion was, “Not yet.”

Scott Messinger - Blog Comment, Sep 2011



**A
Good
Way**



*Pure gum red tap heel with leather
heel seat*

**To Show and Sell
GOOD RUBBERS**

*Stands to reason that a pure gum tap heel and leather heel seat adds
to the service. Please write us.*

Converse Rubber Shoe Co.,

Malden, Mass.



The **Product**: Chuck Taylor All-Stars

The **Man**: Who was
Chuck Taylor?

60% of all

Americans have owned
at least one pair of these
sneakers!



Chucks or a Knacks?

"Customer feedback
over intuition."

Steve Blank



Feedback = Input from
REAL educators

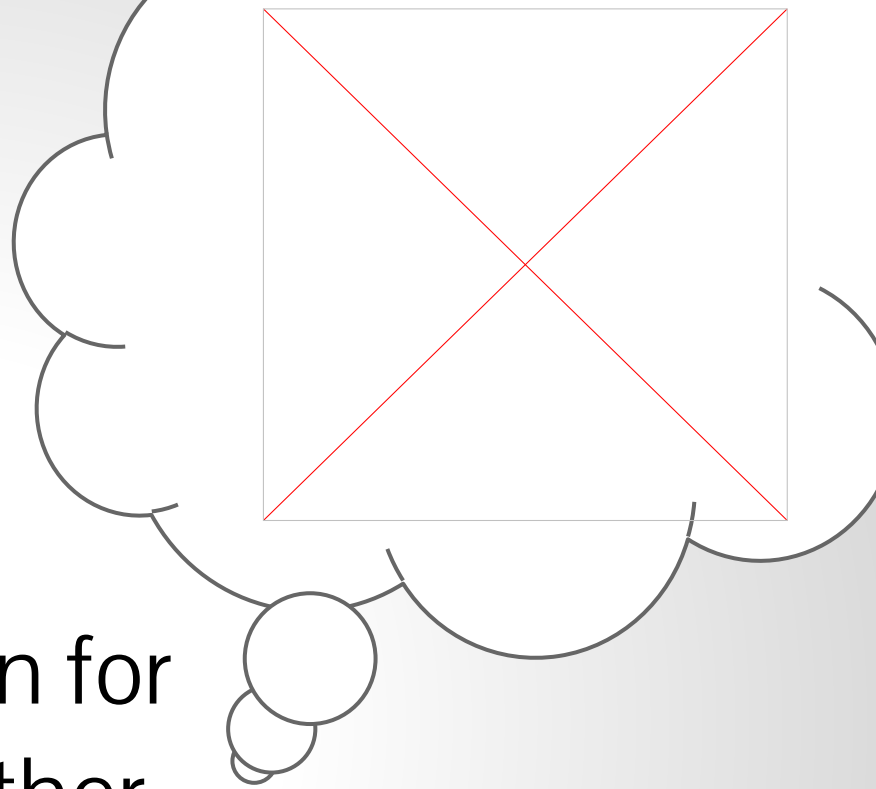


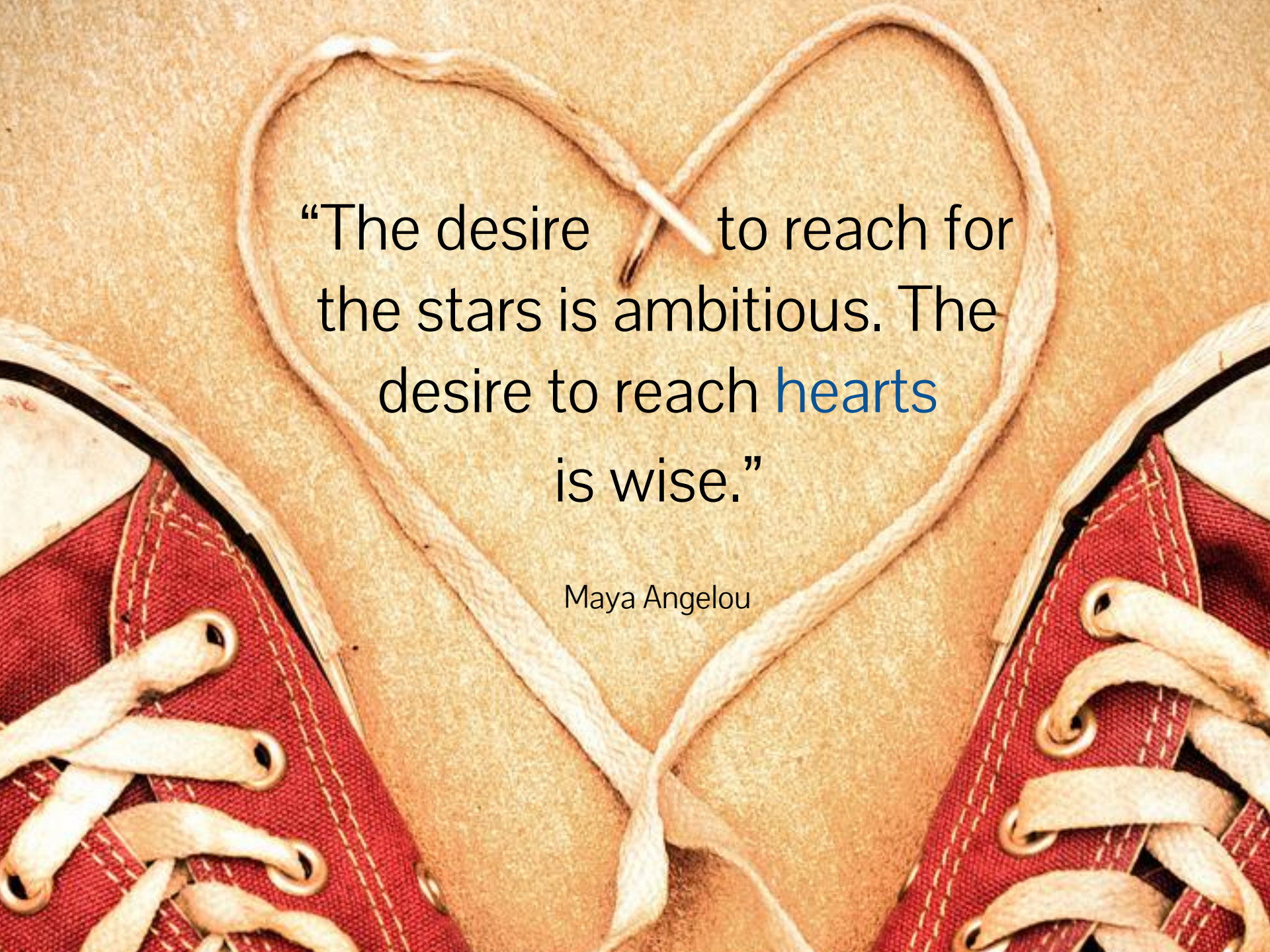
A truly **cross-functional** team has all of the necessary skills to deliver the product.



"It is so much more fun for
ed techies to talk to other
ed techies (rather) than to
teachers."

Robert Kozma - Frustrated Educator





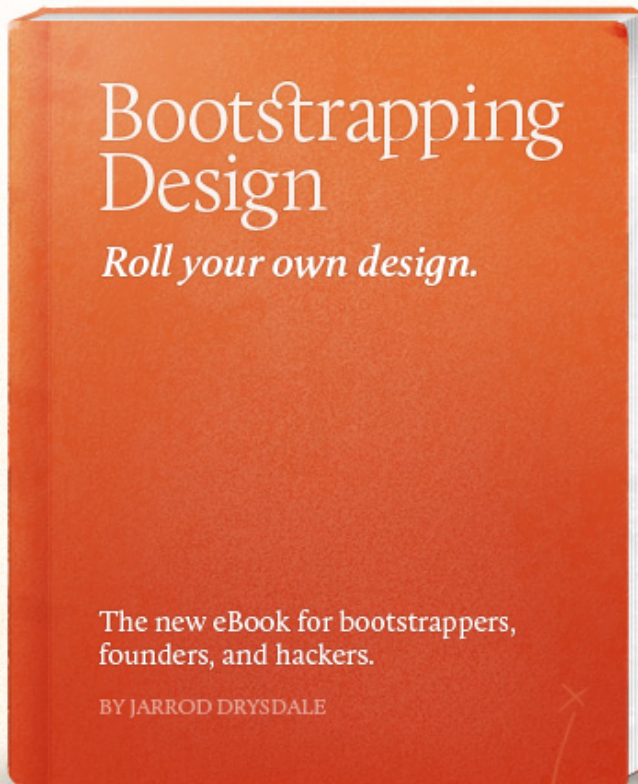
“The desire to reach for
the stars is ambitious. The
desire to reach hearts
is wise.”

Maya Angelou

Building connections,
relationships and influence
is big part of product
success.

Become the designer your startup needs.

Large font size
demands attention.



*You're building a business, but great
design feels out of reach.
What if you could design it yourself?*



155p PDF, ePub, mobi
(DRM Free)



2 Printable
Cheatsheets



Resources for
Further Learning

[Download a Sample](#)

Warm colors feel
welcoming and inviting.

Education is a global opportunity!



KUMON



"The greater the
obstacle, the
more glory in
overcoming it."

Molière

“I believe the motion picture is destined to revolutionize our educational system and that in a few years it will supplant largely, if not entirely, the use of textbooks.”

“I believe the motion picture is destined to revolutionize our educational system and that in a few years it will supplant largely, if not entirely, the use of textbooks.”

Thomas Edison, 1922

Education is a lot more
than just the classroom.

"Ongoing professional development needs to be valued and integrated into the culture of the schools."

NMC Horizon Project Preview 2013 K-12 Edition

B.Y.O.D.

"Education is the most powerful weapon
which you can use to change the world."

Nelson Mandela



Be in it for the right reasons.

Be prepared for the long game.

Be passionate about learning.

Thanks!



www.fractuslearning.com

@fractuslearning