

# STRUT Learning

## Executive Summary (v3.8)

**Business Summary:** STRUT Learning (STRUT) is a high-growth edTech company that provides customizable academic and standards based Emotional Intelligence (EQ) / Social Emotional Learning (SEL). STRUT's scalable technology will provide individualization and adaptation to the learner. Though SEL standards exist in all 50 states, they are not being implemented. Also, the cost, staffing, and time barriers for effective SEL implementation within schools prevents lasting impact.

**SEL Benefits:** Benefits include 11% higher academic & standardized scores, 9% higher self-efficacy, 10% reduction in negative behavior, 54% more likely for HS diploma, \$30K higher salary, and 11x community ROI.

**Products and Services:** STRUT will introduce an education application that adapts to the learner's optimum method of learning to help develop their social and emotional skills. STRUT's tools will adhere to academic standards and support learning theories, while shortening learning time, increasing knowledge retention and level of peer engagement. Further, it will help combat the increasing negative effects of technology (anxiety, addiction, social isolation, decreased EQ).

**STRUT Learning ALPHA** will be a mobile web application. The focus will be on SEL lessons embedded within social studies (SS) curricula and adaptive technology. It allows for rapid development, demonstration, and open access for testing. The mobile web version is most applicable to primary schools that utilize chromebooks and diverse platforms.

**STRUT Learning BETA** will be an iOS app and then an Android/Amazon Fire app based on the school hardware resources. This app will be offered with SEL integration within social studies, that will comprise SEL content and our tech platform with adaptive and rewards modules. Once impact is measured, our standalone modules can be integrated within other EdTech apps with APIs.

**SEL Content Application:** STRUT's SEL will comprise of three initial frameworks: 1) Learners with appropriate emotional and behavioral makeups, 2) Learners with mild ADHD, 3) Learners suffering from mild trauma or living in stressed environments. Future products will expand to 10 frameworks. It will include integrated & standalone SEL content.

### SEL Technology Applications:

**Adaptive Module:** Full version will offer 10 adaptation features while the minimal viable product (MVP) will offer 3 features. Adaptation and individualization is based on session length, autonomy level, feedback frequency, feedback content, and cultural and socio-economic values. Teachers will be able to adjust baseline levels and see class dashboards and recommendations.

**Rewards Module:** Learner incentives for module completion are extrinsic (badges, points to purchase digital or live items) and intrinsic (more learning time, unlock content).

**Additional Modules:** Mentor, Calm/Relaxation, Assessment, ESL, Integrated SEL.

**Sales/Marketing Strategy:** STRUT plans to generate revenue from 1) a SEL integrated - social studies (SS) edTech App and 2) SEL based technology modules. The SS/ SEL edTech App will be sold to schools/districts to facilitate compliance with state education standards on SS and SEL in a cost and implementation effective manner. The SEL based edTech modules will be sold to current edTech companies and related incubators to enhance their learning impact. Then, SEL integration into other core content areas will be explored.

### Approach:

**Create visibility-** Create partnerships with SEL and edTech thought leaders.

**Create SEL edTech resources-** Create and deliver new SEL and edTech infographics, presentations, research, and articles to create thought leadership.

**Create SEL network-** Form collaboration with innovation and education organizations to further develop SEL-specific technology (SEL vendors, counselors, after school programs).

**Market Entry-** Focus on afterschool programs, nonprofits that provide SEL services to schools, and SEL charter schools.

**Primary Target-** Focus on public and private elementary schools in Chicago and suburbs, followed by expansion to schools in Midwest such as in Detroit and Milwaukee.

**Future Expansion-** Prison education, Gun permit education, Military leadership /PTSD training, corporate trainings, and Assistive SEL technology.

**Competitive Advantage:** Researched over 100 SEL textbooks and 200 apps. Textbooks are costly, static, and require significant professional development. Only 1 related app (pre-market) found is standards based but is not adaptive or gamified.

1. First to market
2. Academic & Standard based content
3. Multi-dimensional curricula design (3 SEL approaches)
4. Adaptive, customizable, and optimized learning technology based in research
5. Thought leadership/ advocacy
6. Modular technology design with patentability potential

### Financial Projections: (\$, 000 omitted, rounded)

	2019	2020	2021	2022	2023	2024
Revenue	-	100	400	2,000	3,500	6,100
Expenses	75	1,250	1,250	2,000	2,250	3,500
Op. Income	(75)	(1,150)	(850)	0	1,250	2,600

Seeking \$2.5M investments to support 2 years (FY 2020 & 2021) of operations which will allow for full product development (product and enhancement modules), testing of all product features, academic thought leadership, partnerships, and business development in 3-5 local school districts.



### Company Profile:

Name: **STRUT Learning**

Tagline: *Providing Support and Inspiring Confidence Through Social Emotional Learning*

Trademarks: *STRUT Learning logo*

Website: [learn2strut.com](http://learn2strut.com)

Email: [connect@learn2strut.com](mailto:connect@learn2strut.com)

Industry: SEL, Education, edTech

Employees: 0; 11 Equity Founding Members (2 FT, 2 @ ½ PT, 7 PT: 5 FTE)

Founded: September 2018

### Financial Information:

Funding Stage: Angel Funding / Series A

Initial Capital: \$100,000

Monthly Burn Rate: \$5K (Sept '18- June '19)

Current Valuation: \$1.25M

Capital Seeking: \$250K/ 2.5M

Total stock: 100,000

### Existing Investors:

Founders, "friends and family," and entrepreneurs

### Contact:

Mitch Schneider

Phone: 773.220.4285

Email: [mitch@learn2strut.com](mailto:mitch@learn2strut.com)

### Executive Management:

CEO: [Mitch Schneider](#)

CTO: [Igor Polevoy](#)

CMO: [Tom Reynolds](#)

Board of Directors: 6 Members

Board of Advisors: 12 Members

### Advisors:

[Doug Yau](#) Angel, SEL/EQ Instructor

[Mike Rossmeyer](#) Banking and finance

[Cliff Morgan](#) Business development

[Marian Casey](#) edTech investor and consultant

[Flavia Andrade](#) UX, growth, and incubators

[Sadik Al-Abdulla](#) Software & security architect

[Anne Howard](#) Education psychologist

[Cathryn Savino](#) SEL/EQ school staff/ trainer

[Amy Krymkowski](#) Career coach/ strategist

[DK Smith](#) Attorney and strategic consultant

[Kevin McClure](#) ISBE education/ SEL leader

[Vijay Sharma](#) Former CIO, CMO, & logistics expert

### Use of funds:

1. Development of STRUT Beta and Charlie applications;
2. Conduct SEL edTech academic research studies;
3. Sustain and grow staff to engage with thought leaders, create SEL edTech resources and build SEL network; and
4. Partnerships and business development.