Learning Lab Teaching Format and App Platform

October 2024 Pitch Deck

Problem Statement

Traditional Classrooms Hinder Personalized Learning and Engagement

Key Problems:

- **One-Size-Fits-All Lectures:**
  - Teachers instruct large groups simultaneously, resulting in **passive learning**.
  - Limited **individual attention** for students.
- **Diverse Student Needs Unmet:**
  - **Advanced Students:** Become bored due to lack of challenge.
  - **Struggling Students:** Fall behind without personalized support.
- **Teacher Burnout:**
  - Repeating the same material leads to decreased enthusiasm and effectiveness.
  - Less time for meaningful interactions and curriculum development.
- **Underutilized Peer Potential:**
  - Advanced students could help peers but lack structure to do so effectively.
- **Coordination Challenges Without Technology:**
  - Difficult to manage personalized learning paths and peer teaching in a traditional setup.

Bottom Line:

Traditional teaching methods limit personalized learning, disengage students, and overextend teachers, highlighting the need for a scalable solution that **leverages advanced students to support peers** with the help of technology.

Our Solution: The Learning Lab Format And App

Our Solution:

- **Students Learn Entirely from More Advanced Peers**
  - Every student **learns from a more advanced peer** and **teaches a less advanced peer**.
  - Provides personalized, effective **one-on-one instruction**.
- **Structured Curriculum of Mini-Lessons**
  - Instructors design focused mini-lessons for peer teaching.
  - Students **track progress** through clear milestones.
- **App-Based Coordination**
  - Our app **matches students** for each lesson based on their progress.
  - Facilitates pairing and **tracks learning activities**.

Benefits:

- **Effective Learning**
  - Personalized attention accelerates understanding.
  - Teaching reinforces mentors' own knowledge.
- **Scalable and Efficient**
  - Technology handles logistics, making 1:1 learning **scalable**.
  - Instructors focus on curriculum quality, not repetitive teaching.

learninglab

Market Size: Significant Market Opportunity with Clear Path to Global Impact

Immediate Market Opportunity (SOM):

- **Annual Revenue Potential in NYC: $5.5 million**
    - **Target Activities:** Dance, martial arts, acro yoga, climbing, etc.
    - **Adopting Students:** ~46,000 (10% teacher adoption × 50% student adoption)
    - **Subscription Fee:** $10/month per student

Expansion Potential:

- **Major U.S. Cities (SAM): $27.5 million** annual revenue across 5 cities
- **Global EdTech Market (TAM): $250 billion**

Key Takeaways:

- Starting with a **$5.5 million** opportunity in NYC
- Scalable model with clear path to national and global markets
- Conservative estimates based on realistic adoption rates

learninglab

Product & Technology Traction

Key Highlights:

1. **Advanced App Prototype Developed**
   - **Third iteration**, fully functional for instructors and students.
   - **Instructors** can create curricula and manage classrooms independently.
   - **Students** can access lessons, track progress, and engage in peer teaching.
   - **Self-service capability** enables easy adoption and scalability.
2. **Founder's Hands-On Teaching Experience**
   - **1.5 years teaching** Sensual Bachata and Acroyoga classes.
   - Gained **firsthand insights** into teaching challenges and effective methodologies.
3. **Proven Model in Los Angeles**
   - **Argentine Tango Learning Lab** operating successfully for **over 6 years**.
   - Validates the effectiveness of the **peer-to-peer learning approach**.

learninglab

Team Members

Thomas Fischer
Founder & CEO

- **Software Engineer with 20+ Years Experience**
    - Expertise in full-stack development
    - Successfully built advanced app prototypes
- **Multidisciplinary Skills**
    - **Business Degree** and **Product Management Certificate**
    - Completed courses in **Marketing**, **Sales**, and **Graphic Design**
- **Integrated Approach**
    - Bridges technology, education, and design
    - Ability to **integrate functions** across development, marketing, and sales

Mitra Martin (Original Collaborator - not active)
Co-developer of Learning Format

- **Co-founder of Oxygen Tango**
    - Over a decade of experience in running a successful dance school
- **Senior Educator**
    - Extensive experience in curriculum development and teaching methodologies
- **Brand Marketing Researcher**
    - Expertise in understanding customer needs and market trends

learninglab

Competition

Competitor	Limitations	Our Unique Advantage
Traditional Group Classes	Passive learning, limited individual attention	Active, personalized peer learning with feedback
Online Classes	Low motivation, lack of interaction	Engaging, in-person peer sessions with real-time feedback
LMS Platforms	Content-focused, no peer teaching support	Designed for peer teaching and progress tracking
Meetups and Jams	Unstructured, inconsistent teaching quality	Structured curriculum with instructor guidance
Non-Consumption	High cost/effort deters participation	Accessible, fun, and cost-effective learning experiences

Business Model/Plan

Our Business Model:
- **Subscription-Based Revenue:**
  - **Students pay $10/month** for the Learning Lab app.
  - Access across multiple subjects and schools.
- **Affordable Subscription to Drive Adoption:**
  - The most vibrant learning communities and developed curriculums create a network effect that's likely to capture most of the market.

Enabling Business Models for Others:
- **Schools and Instructors Hosting Learning Labs:**
  - **Increased Revenue Potential:**
    - Attract more students through scalable, efficient teaching.
    - Expand into new locations with consistent quality.
  - **Operational Efficiency:**
    - Hire less experienced instructors due to structured curricula.
    - Reduce costs of repetitive beginner classes.
- **Instructors Specializing in Curriculum Creation:**
  - **Monetize Expertise:**
    - Develop curricula used by multiple schools.
    - **License curricula** to other instructors or schools.
  - **Brand Expansion:**
    - Star instructors extend their reach globally without physical presence.

learninglab

Funding Status

Self-funded through savings and sweat equity

learninglab