Reach Capital

K-12 Impact Report

REFLECTING ON OUR IMPACT ON K-12 SINCE 2015

WHAT'S INSIDE

Introduction

Looking Back

Looking Forward

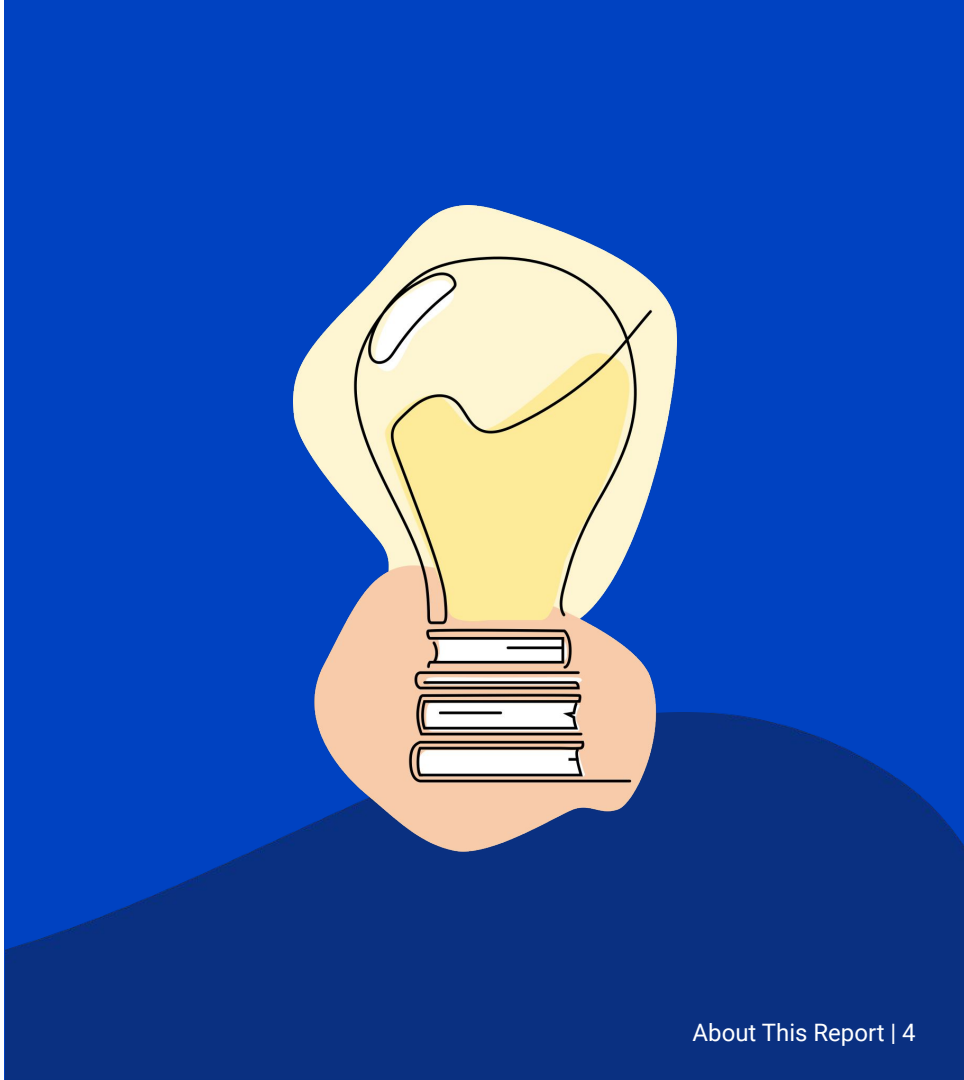
Introduction

ABOUT THIS REPORT

Reach was founded in 2015, with the belief that technology can increase access to life-changing opportunities made possible by education. As internet-connected devices were just entering classrooms, we identified ways technology could potentially improve K-12 education — family communication, differentiation, relevance and data. We placed bets in, and sometimes incubated, early-stage edtech companies building solutions in these areas.

We have since made 28 core investments across four funds aligned to those theses. With seven years and a ground-shifting global pandemic under our belts, we are now stepping back to reflect on our founding hypotheses. Did our investments impact the K-12 sector as we had hoped? What lessons have we learned? How should our thesis evolve going forward?

While this is a learning experience for our fund, publishing this sector-specific impact report allows us to share our reflections with others in the education, edtech, and impact investing ecosystem.



ABOUT REACH

We believe that education can improve access to life's best opportunities.

Reach Capital

We believe that in the right hands, technology can make high-quality learning experiences accessible to more people.

We aim to extend the reach of opportunity so that people traditionally left behind can have a shot at their best life.

Reach Capital partners

Our History

Founded in 2015, Reach Capital is a thesis-driven, early-stage edtech investor. The founding partners have been investing together since 2008, well before edtech was a popular investment category. While our roots are in K-12, we now invest in learning from birth to workforce.

Our Team

We are founders, classroom teachers, parents, and lifelong learners. We are immigrants and first-gen college graduates. We have as many former educators as MBAs on our team. We are the most diverse team in venture capital.

Thesis-driven Investing

Our varied life experiences and education expertise help us identify pressing barriers to learning and opportunity. We examine societal trends, market drivers, and emerging technologies to identify opportunities for impact at scale. These opportunities become impact theses which guide our investment strategy.

Invest in Impactful People and Ideas

We invest in **mission-driven founders** who have a deep understanding about a problem and **unique insights** about how to tackle it.

Support the Journey

We monitor progress toward:

SCALE	How many are impacted?	Pre-product market fit Product market fit Scaled
ACCESS	How accessible is the solution?	More accessible than status quo Middle income Accessible to all
QUALITY	Does the product deliver on its promises?	High-quality design User love **or** measured outcomes User love **and** measured outcomes

Looking Back

INVESTMENT THESES 2015

In 2015, Reach identified four opportunities for impact and investment.

Communication

Strengthen the connection between parent, teacher, and student

Differentiation

Facilitate personalized learning

Relevance

Connect learning to personal interests or the real world

Data

Bring data to all levels of decision-making

Across four funds, we made 28 core investments aligned to these theses.

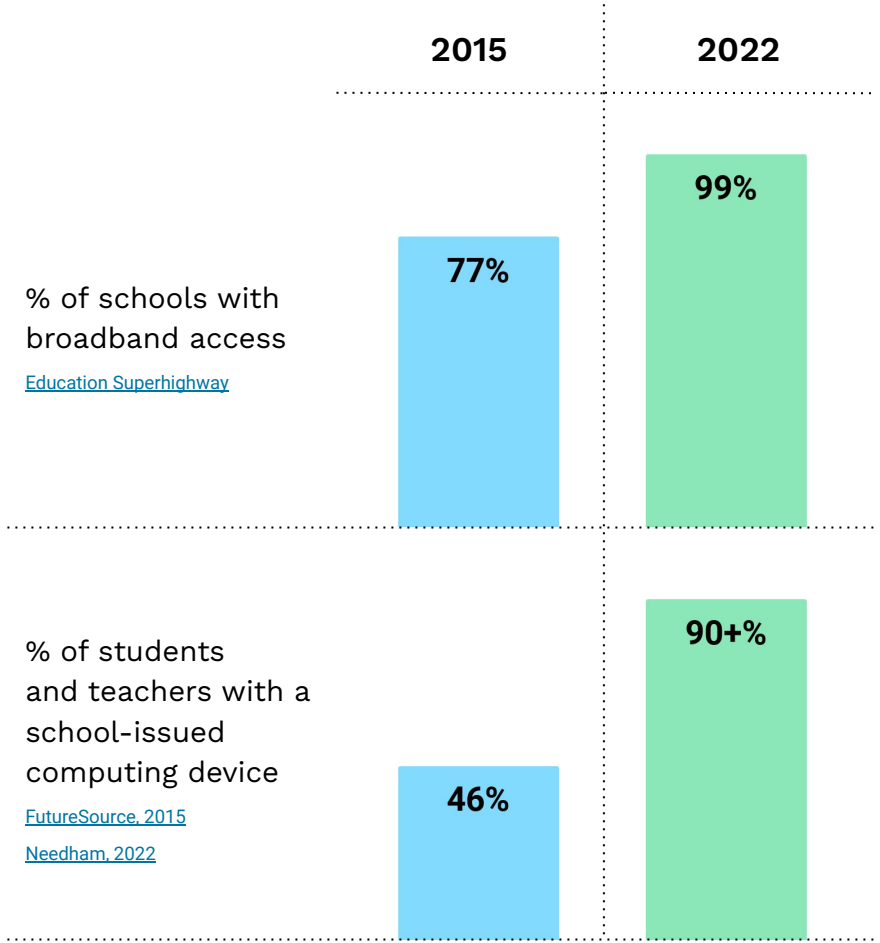
15 are featured in this report

	Featured Investments	
Communication	ClassDojo	Kaymbu
	Seesaw	FreshGrade
Differentiation	Derivita	Better Lesson
	Desmos	Brilliant
	Epic	Espark
Digital content	Mystery Science	Innovamat
	Nearpod	
	Newsela	
Personalized instruction	BookNook	Zeal
	Paper	Writelab
Relevance	Outschool	Ever Scouts
	Polygence	Piper
	Replit	Tynker
Data	EveryDay Labs	ABL Schools
	TeachFX	Kickup
		Schoolzilla

TIMES HAVE CHANGED

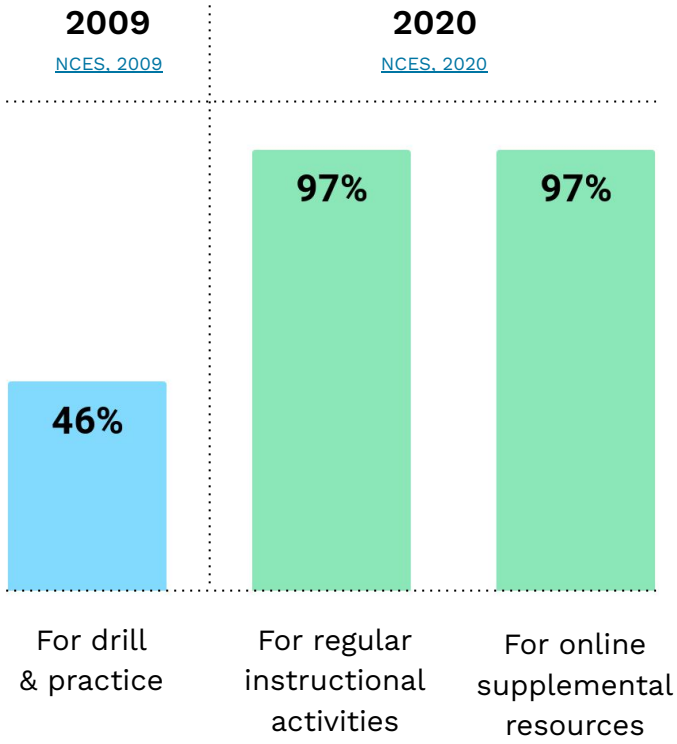
Since 2015, technology has become ubiquitous in classrooms.

Virtually all students have access to internet-connected devices at school.



Almost all teachers use computers for core instruction.

Teacher-reported use of computers:

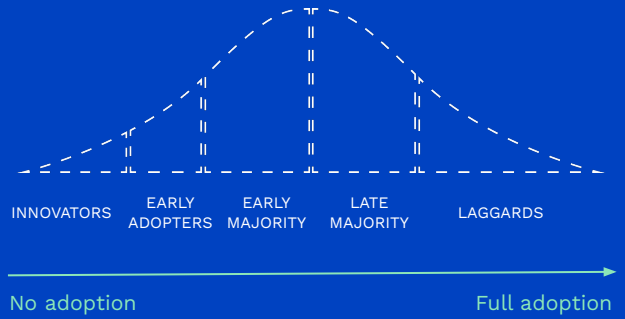


REFLECTING ON OUR THESES

While tech has transformed K-12 in some ways, change has been slow in others.

Tech is now widely adopted for communicating and differentiating instruction, yet less so in our other thesis areas.

TECH ADOPTION CURVE

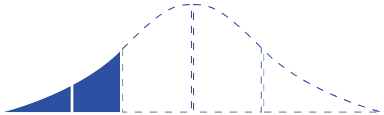


Communication

Connecting teachers, families and students

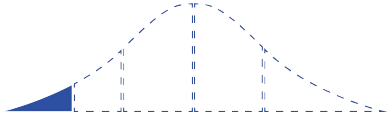
Differentiation

Digital content



Personalized instruction

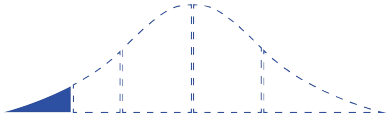
Relevance



Learning connected to personal interests or the real world

Data

Data-driven decisions



Data-driven behavior change

REFLECTING ON OUR THESES

We'll take a deeper look at each thesis and will reflect on four areas:

HOW K-12 HAS CHANGED

REACH PORTFOLIO INFLUENCE

USER STORIES

IMPACT BY COMPANY

Communication

THESIS 2015

Improved communications between teachers, students, and parents will have a positive impact on student engagement and learning.

Communication

HOW K-12 HAS CHANGED

THEN

ANNUAL COMMUNICATION

62%

of parents received a communication about their student **at least once during the school year**

NCES 2016

NOW

ADOPTION CURVE

Late Majority

WEEKLY COMMUNICATION

74%

of parents receive school-related information from teachers **multiple times per week**

DAILY COMMUNICATION

52%

of parents receive an update from teachers at least **daily**

Be Clear, 2020

REACH REFLECTIONS

Technology platforms have opened the black box of the classroom. With mobile apps, teachers now frequently share classroom experiences with families. Widespread mobile access, ease of use, and language translation drove widespread adoption of this technology.

Early concerns about student privacy were outweighed by compelling positive impact on student motivation, behavior, and family engagement. This connection engages parents as key partners in their children's education.

We're now seeing communication and messaging apps replace learning management systems as the primary communications platform.

Communication

REACH PORTFOLIO INFLUENCE

REACH INVESTMENTS | INFLUENCE

ClassDojo

Seesaw

Category leaders

The way things are done now

Among the top family communication platforms
recommended by Common Sense Media in 2021

Actively used in nearly all schools in the U.S.

95%+
of K-8 schools
use ClassDojo

75%+
of elementary schools
use Seesaw

Kyle Crater
Principal
Muhlenberg Elementary Center, PA

At his former school in Reading, PA, many families don't speak English, which makes it hard to get involved in what's happening in school. After a handful of teachers began using ClassDojo, others saw the difference it was making and it was soon adopted across the district, in 19 schools. Now, thousands of families communicate with their children's teachers and receive updates on how their children are doing. Teachers also post videos on ClassDojo sharing tips that families can use at home.

"As a school we knew we needed to do more. There was a disconnect between the school and our student's families. There was a disengagement. The parents didn't feel like they belonged here. We had to make the school a part of the community."

ClassDojo

Joni Quintaville
Technology Integrationist
South Washington County Schools, MN

Joni and her colleagues use Seesaw to regularly capture snapshots of projects, classwork and other evidence of learning to share with parents; these moments are often the highlights of their day. Students also record themselves practicing at home the things they learned in school. The impact: greater engagement across the district. One lower socioeconomic school that used Seesaw to invite families to conferences saw attendance jump from very few to nearly 100%.

"We want all our students to have equity and we want all of our families to be in the loop of what's happening in school... We can do that with Seesaw."

Seesaw

ClassDojo

Communication app that connects teachers, students, and parents

SCALE Scaled

50M+ teachers and families around the world

ACCESS Accessible to all

Broad usage representative of U.S. population

Free to teachers and families

QUALITY User love and measured outcomes

HIGH-QUALITY DESIGN

5 star learning rating by Common Sense Media

USER LOVE

4.8 star ratings on Google Play and Apple App Store

MEASURED OUTCOMES

Improved student behavior
Increased family involvement

Several studies including Baceci, 2019, Chiarelli 2015, MacLean-Blevins, 2013

Founded
2011, San Francisco, CA

Most recent funding round
$125M Series D

Reach Entry Round
Seed, 2011 (NSVF)
Series B, 2015 (Reach)

Reach Funds
NSVF Seed, Reach I

Founders


Sam Chaudhary


Liam Don

Seesaw

PreK-5 interactive learning platform

SCALE ■■■ Scaled

10M Teachers, students, and family members every month

ACCESS ■■■ Accessible to all

Broad usage representative of U.S. population

Free to teachers and families

QUALITY ■■■ User love and measured outcomes

HIGH-QUALITY DESIGN

5 star learning rating by Common Sense Media

USER LOVE

Actively used in over 75% of elementary schools in U.S.

MEASURED OUTCOMES

Improved teacher, parent, student communications

Jarvis, 2018; Ryan, 2018

Founded
2013, San Francisco, CA

Total Funds Raised
$16.6M

Reach Entry Round
Series A, 2021

Reach Funds
Reach Opp

Founders


Adrian Graham


Carl Sjogreen

Differentiation

THESIS 2015: DIGITAL CONTENT

Digital content can improve learning outcomes through engaging and personalized learning experiences.

Differentiation: Digital Content

HOW K-12 HAS CHANGED

THEN

INSTRUCTIONAL MATERIALS SPENDING 2015

30% digital

SIMBA 2015

DIFFERENTIATION DIFFICULTY

84%

of teachers surveyed felt **differentiation was difficult to implement**

FORDHAM 2008

NOW

ADOPTION CURVE

Late Majority

INSTRUCTIONAL MATERIALS SPENDING 2019

60% digital

SIMBA 2019

% OF TEACHERS WHO DIFFERENTIATE

98% weekly **58%** daily

TPT 2019

REACH REFLECTIONS

Digital-first curricular materials support differentiation in many ways. Most notably, they enable easier academic leveling and support English language learners and others left behind by one-size-fits-all textbooks.

In 2019, districts started spending more of their curricular materials budget on digital resources than on print. During the pandemic, most publishers made all print materials available online.

Not all digital content are created equal, however. Some are mere PDFs or videos. The best materials are based on educational research and take advantage of the digital format to maximize accessibility and offer new ways for students to engage with content.

REACH PORTFOLIO INFLUENCE

REACH INVESTMENTS

DERIVITA

desmos

epic!

mystery science

nearpod

newsela

INFLUENCE

Beloved brands

Set high bar on student engagement and learning

5-Star ratings for learning and engagement

Common Sense Media

Among the top 40 most used edtech products in U.S.

Nearpod (15), Epic (22), Desmos (23)

Learn Platform

Numerous peer-reviewed studies showing positive outcomes

Desmos, Nearpod, Newsela

Tina Henckel
K-12 Director of STEM
Norwalk Public Schools, CT

At Norwalk, Newsela is embedded into its science curriculum. Teachers use it to vary reading levels to make science content more accessible, especially for English Language Learners and Special Ed students. For struggling readers, they use Newsela for read alouds, which helps more students engage in follow-up learning activities like annotating articles, responding to writing prompts and quizzes. This data helps teachers guide instruction based on each student's needs.

"Tools like Newsela provide us with a deep alignment to standards across multiple content areas and the flexibility to weave it into the curriculum."

newsela

Libardo Valencia
Math Teacher
Horace Greeley High School, NY

Using Desmos to make art, solve interactive problems, and reflect on problem-solving approaches, math becomes engaging—and fun—for all students, regardless of their level or the topic, says Libardo, who also teaches college-level classes. The visualization tools make abstract concepts more concrete, while also encouraging students who are ready to push further. By making student thinking visible, Libardo can also see where everyone is at, and edit lesson plans accordingly.

"Desmos is a powerful platform to explore mathematical ideas in a safe environment where students can leverage technology to foster their natural curiosity."

desmos

DERIVITA

Math assignment and assessment platform

SCALE Product-market fit

200
K-12 schools

125k+
K-12 students

ACCESS Accessible through schools

42% FRL

Free
to students
through schools

QUALITY User love and measured outcomes

USER LOVE

72% of users use Derivita at least once a month

USER LOVE

100% district renewal rate

MEASURED OUTCOMES

Improved Algebra I grades
22% more students passed end of course test at a large district partner

Founded
2017, Provo, UT

Total Funds Raised
$8.3M

Reach Entry Round
Seed, 2020

Reach Funds
Reach II

Founder


Devlin Dailey


Ryan Brown

IMPACT BY COMPANY

desmos

Curriculum acquired by Amplify

Graphing calculator and math curriculum

SCALE Scaled

75M calculator users

300k curriculum users

ACCESS Accessible to all

Broad usage representative of U.S. population

Free graphing calculator

QUALITY User love and measured outcomes

HIGH-QUALITY DESIGN

Designed by leading math researchers/teachers, including **Dan Meyer, PhD**

MEASURED OUTCOMES

Use of curriculum **increased learning and enjoyment of math**

Pilot results

MEASURED OUTCOMES

Use of graphing calculator **increased understanding of algebraic concepts**

Shahriari, 2019

Founded
2011, San Francisco CA

Total Funds Raised
$5.5M

Reach Entry Round
Series A, 2019

Reach Funds
Reach II

Founders


Eli Luberoff


Eric Berger

IMPACT BY COMPANY

epic!

Acquired by Byju's

Digital library for kids

SCALE Scaled

75M kids

1M+ teachers

ACCESS Accessible to all

Broad usage representative of U.S. population

Free to teachers and students at school

QUALITY User love

HIGH-QUALITY DESIGN

43K+ curated, leveled reading resources

USER LOVE

Used by 91% of elementary schools in the U.S.

USER LOVE

90% of Epic educators would recommend Epic to colleagues

Founded
2013, Palo Alto, CA

Total Funds Raised
$50M

Reach Entry Round
Series C, 2017

Reach Funds
Reach I

Founders


Kevin Donahue


Suren Markosian

mystery science

Acquired by Discovery Education

K-5 science curriculum

SCALE Scaled

4M students

ACCESS Accessible through schools

44% FRL

Free to students through schools

QUALITY User love

HIGH-QUALITY DESIGN

Inquiry-based, constructivist learning

HIGH-QUALITY DESIGN

Best Science Instructional Solution award
2022 @CODiEAwards

USER LOVE

Used in over 50% of elementary schools in the U.S. each month

Founded
2014, San Francisco, CA

Total Funds Raised
$2.9M

Reach Entry Round
Series A, 2017

Reach Funds
Reach I

Founders


Keith Schacht


Doug Peltz

nearpod

Acquired by Renaissance Learning

Interactive lesson delivery platform

SCALE Scaled

1.2M teachers

ACCESS Accessible to all

Broad usage representative of U.S. population

Free to teachers

QUALITY User love and measured outcomes

DESIGN AND USER LOVE

5-star learning and community ratings by Common Sense Media

USER LOVE

Used by 75% of K-12 public schools in the U.S.

MEASURED OUTCOMES

Improved teacher practices
Increased student engagement and motivation
Various peer-reviewed studies

Founded
2012, Miami, FL

Total Funds Raised
$44.8M

Reach Entry Round
Series A, 2015

Reach Funds
Reach I

Founders


Guido Kovalskys


Emiliano Abramzon


Felipe Sommer

newsela

Instructional content platform

SCALE Scaled

3.3M teachers **40M** students

ACCESS Accessible to all

48% FRL

Free to teachers and students

QUALITY User love and measured outcomes

HIGH-QUALITY DESIGN

Research-Based Design Product Certification
from Digital Promise

USER LOVE

Serving 90% of schools in U.S.

MEASURED OUTCOMES

Increased gains in literacy
Various third-party studies

Founded
2012, New York, NY

Total Funds Raised
$188.1 M

Reach Entry Round
Series B, 2015

Reach Funds
Reach I, NSVF

Founders


Dan Cogan-Drew


Matthew Gross

Differentiation

THESIS 2015: PERSONALIZED INSTRUCTION

Remote teachers working 1:1 or in small groups enables **personalized instruction** that can lead to improved student outcomes.

Differentiation: Personalized Instruction

HOW K-12 HAS CHANGED

THEN

PRIVATE TUTORING 2015

$65-100/hour

Cost of private, **in-person** tutor

NOODLE 2015

SCHOOL TUTORING 2015

8%

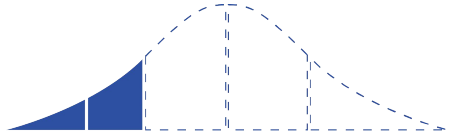
of HS students participated in required academic tutoring at school

NCES 2015

NOW

ADOPTION CURVE

Early Majority



PRIVATE TUTORING 2022

$25-50/hour

Cost of private, **online** tutor

SIMBA 2021-2022

SCHOOL TUTORING 2022

33%

of students **receive or will soon receive tutoring** provided by schools

EDWEEK 2021

REACH REFLECTIONS

Extensive research proves the efficacy of tutoring and small group instruction. However, the cost and structure of schools have prevented widespread implementation until recently.

Tutoring began taking hold with text-based “homework help” (e.g. Paper) in large districts with large socio-economic discrepancies. Recent growth drivers include 1:1 device ubiquity, acceptance of 3rd party instructional support, pandemic-fueled learning gaps (which disproportionately affected students in lower income communities), and ESSER funding.

Early research on efficacy is positive though dependent on factors such as skill targeting and dosage.

Differentiation: Personalized Instruction

REACH PORTFOLIO INFLUENCE

REACH INVESTMENTS | INFLUENCE

BookNook

PAPER

Early innovators pre-pandemic

Normalized use of remote tutors in schools

Rapid growth from the pandemic

BOOKNOOK

2019	2022
2k →	450k

Students

PAPER

2019	2022
55k →	2.5M

Students

System-wide deals

STATES LA MI MS TN TX

DISTRICTS Los Angeles, Boston, Atlanta, Clark County

Yolanda Brown
Parent
Prince George's County Public Schools, MD

During the pandemic, Prince George's County Public Schools turned to BookNook to connect students with tutors for small-group reading activities. The impact of these sessions was apparent to parents like Yolanda Brown, whose son previously struggled with reading and did not like it. Now he is engaged in the subject. A study on PGCPS, where 61% of students are eligible for free or reduced lunch, found that those who received regular tutoring via BookNook had a positive effect on their reading development.

"These sessions are the highlight of his school week! He actually reminds me that it is time for him to log on."

BookNook

Simonette Vermillion
ELA Teacher
Rancho Verde High School, CA

For Simonette, one of the biggest challenges is ensuring that every student gets the one-on-one feedback they need — especially those who lack confidence in their writing. With Paper tutors, her students get the support they need at any hour of the day and, most importantly, get personalized guidance that build their self-esteem.

"[Students] feel very empowered when they can ask the tutors questions and they know they're not being judged. It really gives them a boost of confidence and that immediate feedback is what they need the most. It's really giving my students more opportunities to grow as a writer."

PAPER

BookNook

Online, remote tutoring and small group instruction

SCALE Product market fit

450k Students

ACCESS Accessible to all

67% FRL

Free to students through schools

QUALITY Measured outcomes

HIGH-QUALITY DESIGN

High dosage tutoring with educator-vetted teachers

MEASURED OUTCOMES

Improvement in English Language Arts test scores

Liu, 2019

MEASURED OUTCOMES

Accelerated reading growth

CPRE, 2022

Founded
2016, Oakland, CA

Total Funds Raised
$38.2M

Reach Entry Round
Preseed, 2016

Reach Funds
Reach I, Reach III, Reach Opp

Founder

Michael Lombardo

PAPER

On-demand, online tutoring

SCALE Product market fit

2.5M Students

ACCESS Accessible to all

60% FRL

Free to students through schools

QUALITY User love and measured outcomes

HIGH-QUALITY DESIGN

1:1 tutoring using inquiry based learning framework

USER LOVE

90% of sessions receive positive ratings from students

MEASURED OUTCOMES

Improved academic outcomes

Several case studies

Founded
2014, Montreal, Canada

Most recent funding round
$270M Series D

Reach Entry Round
Seed, 2018

Reach Funds
Reach II, Reach Opp

Founders


Philip A. Cutler


Roberto Cipirani

Relevance

THESIS 2015

Connecting classroom learning to personal interests and the real world

Relevance

HOW K-12 HAS CHANGED

THEN

REAL WORLD RELEVANCE

50%

of middle and high school students **feel what they learn in school helps them outside of school**

YOUTH TRUTH 2017

COMPUTER SCIENCE 2016

40%

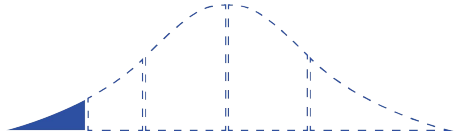
of schools offer opportunities to learn programming

GOOGLE/GALLUP 2016

NOW

ADOPTION CURVE

Innovators



REAL WORLD RELEVANCE

47%

of middle and high school students **felt what they learn in school is important to their futures**

PROJECT TOMORROW 2021

COMPUTER SCIENCE 2021

51%

of high schools offer computer science

CODE.ORG 2021

REACH REFLECTIONS

In 2015, we were concerned by a growing disconnect between classroom learning and students' lives and interests. We also feared schools were not keeping up with changes in the job market and macroeconomic trends. Computer science was a glaring example: although nearly all parents believe in its importance, only 40% of schools offered it in 2016.

Unfortunately, this gap has increased. Surveys show 75% of high schoolers feel negatively about school and only 42% of middle and high schoolers are interested in what they're learning.

We expect to see more students pursue meaningful learning opportunities outside of school, especially as technology makes these these experiences more accessible.

Relevance

REACH PORTFOLIO INFLUENCE

REACH INVESTMENTS

OUTSCHOOL

Polygence

replit

INFLUENCE

Rethink what and how kids learn

Empower students to drive own learning

Show what kids are capable of

Student-driven learning

140k

Outschool classes to choose from

1.5k

unique **Polygence** research topics

Student creations

POLYGENCE

1.5k

completed projects

REPLIT

20M

websites and apps

10B

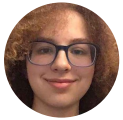
monthly app visits

Maheen Khan
Student and Replit Intern
India

As a teenager, Lily was initially intimidated by programming. But that all changed when she found the Replit Discord and made friends as she learned and helped teach others. Buoyed by this community, she began to participate in coding competitions—and won several of them. Later, as an intern at Replit, Lily is pushing her skills and sharing that joy with others.

"I went from being that kid who was so afraid to participate in a code jam to becoming someone who loves to participate in hackathons. Whether it's about making new friends and strengthening my bond with old ones, or going from a noob CSS coder to winning so many hackathons, I've learned so much."

replit



Skye
Student
Pikesville, MD

An aspiring writer and artist, Skye worked with her Polygence mentor Alexis to write a short story exploring personal queer identity. Written out of frustration with the lack of representation in English curriculum and the stigma attached to non-binary people, the story is an exploration of personal mental health issues and coming-out experience. Skye credits Alexis for having the freedom to create a diverse reading syllabus and the free-flowing discussions that ensued.

"My mentor helped me get a understanding of what proper literary analysis is and what having a discussion as peers is actually like. I didn't have to just sit down and listen to the correct interpretation of things—I had my own voice. "

Polygence

OUTSCHOOL

Marketplace of online classes for kids

SCALE Scaled

10k+ teachers

140k+ classes

1M+ learners

ACCESS Middle income

$18 avg cost of class

$1M+ free classes to low income families

QUALITY User love

HIGH-QUALITY DESIGN

Small group instruction
Student choice of classes

USER LOVE

Bookings growth from $6M to $100M+ in 2020

USER LOVE

93% of Outschool teachers would recommend to a friend
Glassdoor, 2022

Founded
2015, San Francisco, CA

Total Funds Raised
$242M

Reach Entry Round
Seed, 2018

Reach Funds
Reach II, Reach Opp I

Founders


Amir Nathoo


Nick Grandy

Polygence

Research projects with field experts

SCALE Product market fit

1.5K Completed projects

ACCESS More accessible than status quo

9% receive financial aid

QUALITY User love

HIGH-QUALITY DESIGN

1:1 mentorship from expert in field

USER LOVE

98% student satisfaction rate

MEASURED OUTCOMES

95% of Polygence students accepted at R1 research universities

Founded
2019, Palo Alto, CA

Total Funds Raised
$7M

Reach Entry Round
Preseed, 2020

Reach Funds
Reach II

Founders


Janos Purczel


Jin Yun Chow

replit

Collaborative, browser-based coding platform

SCALE Scaling

15M+ users, 50% under 18

15k teachers

ACCESS Accessible to all

51% FRL

Free to users and schools

QUALITY User love and measured outcomes

USER LOVE

Number of users grew from 5M in 2020 to 15M+ 2022

MEASURED OUTCOMES

20M websites and apps created on Replit

MEASURED OUTCOMES

10B monthly visits on apps

Founded
2016, San Francisco, CA

Total Funds Raised
$104.6M

Reach Entry Round
Seed, 2016

Reach Funds
Reach I, Opp I

Founders


Amjad Masad


Hayah Odeh

Data

THESIS 2015

Data can provide actionable insights that inform decision making at all levels, leading to improved student outcomes and operational efficiencies.

Data

HOW K-12 HAS CHANGED

NEARLY ALL TEACHERS ANALYZE STUDENT DATA

94%

of middle school math **teachers analyzed student performance** on tests in the prior year

Harvard Center for Education Policy Research 2016

THEN NOW

ADOPTION CURVE - data about desired outcomes

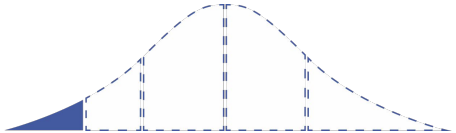
Late majority

Practice is widespread, but research shows limited impact

Hill 2020; Hechinger Report 2022

ADOPTION CURVE - data about desired behaviors

Innovators



Leads to rigorously studied increases in desired behaviors

Various RCTs; Demszky, 2021

REACH REFLECTIONS

No Child Left Behind legislation in 2001 fueled a movement of data-based decision making in schools. Standardized testing, interim assessments, and analyzing student data became standard practice.

Initially, Reach invested in solutions targeted at administrators to inform school-level decisions. Over time, our attention shifted towards solutions that focus on desired behaviors, such as student attendance, class participation and evidence-based pedagogy. We found that these solutions could reliably move the needle on changing behaviors and ultimately improving student outcomes.

REACH PORTFOLIO INFLUENCE

REACH INVESTMENTS

EveryDay Labs

TeachFX

INFLUENCE

Shift in focus from informing decisions to changing behaviors

Shift from measuring outcomes to inputs

Measurable changes in desired behaviors

TEACH FX

2-3x more speaking by Black students, English learners, and students with disabilities

24% increase in teachers' acknowledging or building on student class contributions

EVERYDAY LABS

15% decrease in chronic absenteeism

Kristie Ford
Executive Director, Office of Science
Detroit Public Schools Community District, MI

"The very first time I used TeachFX, I was amazed at the amount of time I was talking." That's what one master teacher shared with Kristie after using the app. Even more useful: TeachFX's analyses of discourse patterns that help teachers redesign their lessons, tweak prompts and questions, and refine "think time" to encourage more students to participate in class. The result: a 45% increase in student talk in classrooms where over 90% of students are Black or Brown.

"Teachers can triangulate data from TeachFX, student work, live coaching feedback, and summative assessments to calibrate their own instruction and learn from peer educators."

TeachFX

Chelsea Montgomery
Executive Director of Student Supports
Fulton County Schools, GA

Working with EveryDay Labs, Fulton County Schools sent over 220,000 text and mail nudges during the '20-'21 school year to over 31,000 families, many of whom were connected to community resources that helped overcome barriers to attendance. This outreach prevented over 8,000 absences. Having this infrastructure in place helped the district avoid many of the increased attendance struggles that districts nationwide faced during the pandemic.

"Leveraging [Everyday Labs] technology created channels for constant and productive communication between families and schools."

EveryDay Labs

EveryDay Labs

Interventions for chronic absenteeism

SCALE Product market fit

2K+ Schools

ACCESS Accessible to all

76% FRL

Free to families

QUALITY User love and measured outcomes

HIGH-QUALITY DESIGN

Founded by professor of behavioral science at Harvard

MEASURED OUTCOMES

1.4M+ absences prevented to date

MEASURED OUTCOMES

Decreases chronic absenteeism by 15%

Various RCTs

Founded
2015, San Mateo, CA

Total Funds Raised
$12M

Reach Entry Round
Seed, 2019

Reach Funds
Reach II

Founders


Todd Rogers


Emily Bailard

TeachFX

Analytics about classroom instruction

SCALE Product market fit

8.5k teachers

ACCESS Accessible to all

35% FRL

Free to teachers

QUALITY User love and measured outcomes

USER LOVE

100%+ license utilization (word spreads among teachers)

MEASURED OUTCOMES

Increase in student talk - Average: 40%
- ELLs and SPED: 100%
- Black students: 200%

MEASURED OUTCOMES

Improved academic achievement and student course satisfaction
Demszky, 2021

Founded
2017, Palo Alto, CA

Total Funds Raised
$13.6M

Reach Entry Round
Preseed, 2017

Reach Funds
Reach I

Founders


Jamie Poskin


Berk Coker

Looking Forward: New Theses

TRENDS TO WATCH

As our societal and K-12 contexts have evolved, so have opportunities to have impact.

I. Enhanced school services using specialized providers

THESIS: Tech-enabled, external providers can help schools provide more and higher quality student services than they are able to on their own

DRIVERS

- ➔ Declining enrollment that may lead to decreased funding
- ➔ Expanded need for non-academic school services
- ➔ Staffing shortages
- ➔ Inequitable access to academic opportunities. e. g. computer science and advanced courses
- ➔ Widespread acceptance of online learning

OPPORTUNITIES

- ➔ Student support: health/mental health, guidance counseling
- ➔ Academics: STEM, world languages, IB/AP, dual degree
- ➔ Operations: transportation, food

EXAMPLES

- ➔ **Reach portfolio:** Paper, Yay Lunch, Clayful
- ➔ **Non-Reach:** StepMojo, Subject.com, Care Solace, Hazel Health

II. Meaningful learning experiences in school (Relevance Part II)

THESIS: Digital curriculum and tools can enable learning experiences that deeply engage students and develop higher-order skills — such as problem solving, critical thinking, creating, and collaborating — that are invaluable throughout life and work

DRIVERS

- Student disengagement: lack of motivation, behavioral issues
- Student lack of interest in what they learn in school
- Students not believing what they learn is important to their future
- Widespread use of digital curriculum and tools

OPPORTUNITIES

- Shift from teacher- to student-driven learning experiences
- Revamping learning experiences in core academic areas

EXAMPLES

- **Reach portfolio:** Mystery Science, Desmos, Innovamat, TeachFX
- **Non-Reach:** InquirED, Kanu

III. Structured learning outside of school

THESIS: Tech-enabled learning experiences can make learning needs not addressed by schools more accessible and affordable to families

DRIVERS

- Students lack interest in what they learn in school and do not believe it is important to their future
- High, unmet demand for afterschool programs
- Universal familiarity with online instruction
- Widespread teacher need for supplemental employment
- Evolving college admissions requirements

OPPORTUNITIES

- Courses not provided by schools, including arts, computer science, world languages, entrepreneurship

EXAMPLES

- **Reach portfolio:** Outschool, Polygence, Everscout, Brilliant
- **Non-Reach:** LessonFace, Reconstruction

IV. Are our kids OK?

THESIS: Tech-enabled solutions can identify and provide more kids with support for their well-being

DRIVERS

- ➔ Youth mental health crisis
- ➔ Boy crisis - lower grades and graduation rates, higher suicide rates, mass shootings
- ➔ High incidence of childhood trauma, disproportionately impacting minority youth
- ➔ Students' lack of motivation, behavioral issues
- ➔ Accelerating increase of tween and teen screen time
- ➔ Childhood obesity epidemic

OPPORTUNITIES

- ➔ Helping schools, families, and kids understand how they are doing and to do something about it

EXAMPLES

- ➔ **Reach portfolio:** Clayful, Rhithm, Wayfinder
- ➔ **Non-Reach:** Thread Health, Care Solace

REACH OUT

Help us bring impactful K-12 learning solutions to life.

We'd love to hear from you.

Reach Capital

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www.reachcapital.com