

Py

Learn in-demand skills on the go.

Problem

Mobile usage continues to increase yet there are few learning platforms designed for phones. Existing learning platforms provide a one-size-fits-all product, but everyone learns differently.

Solution

Unlike video-based learning platforms, Py is built to deliver engaging, personalized learning experiences on the go.

Team



Derek Lo

Co-founder, CEO

- Yale, CS & Statistics
- Deep learning at MIT's Data Driven Inference Group



Will Murphy

Co-founder, CTO

- Brown, CS & Applied Math
- Machine learning at Instagram



Tim Brady

Advisor

- Harvard, MBA
- Founder of Imagine K12 and partner at Y Combinator



**Ruzica
Piscak**

Advisor

- Ph.D. in Computer Science
- Assistant professor of computer science at Yale



Market Validation

Py

Large Market

People can learn on mobile



120 Million Registered Users

+

Desire for in-demand skills



24 Million Registered Users



Online Education

\$107 Billion

Mobile Education

\$7.98 Billion (\$37.6 Billion by 2020)

Mobile App

Punctuated learning

- Short modules let users pick up where they left off

Interactive Engagement

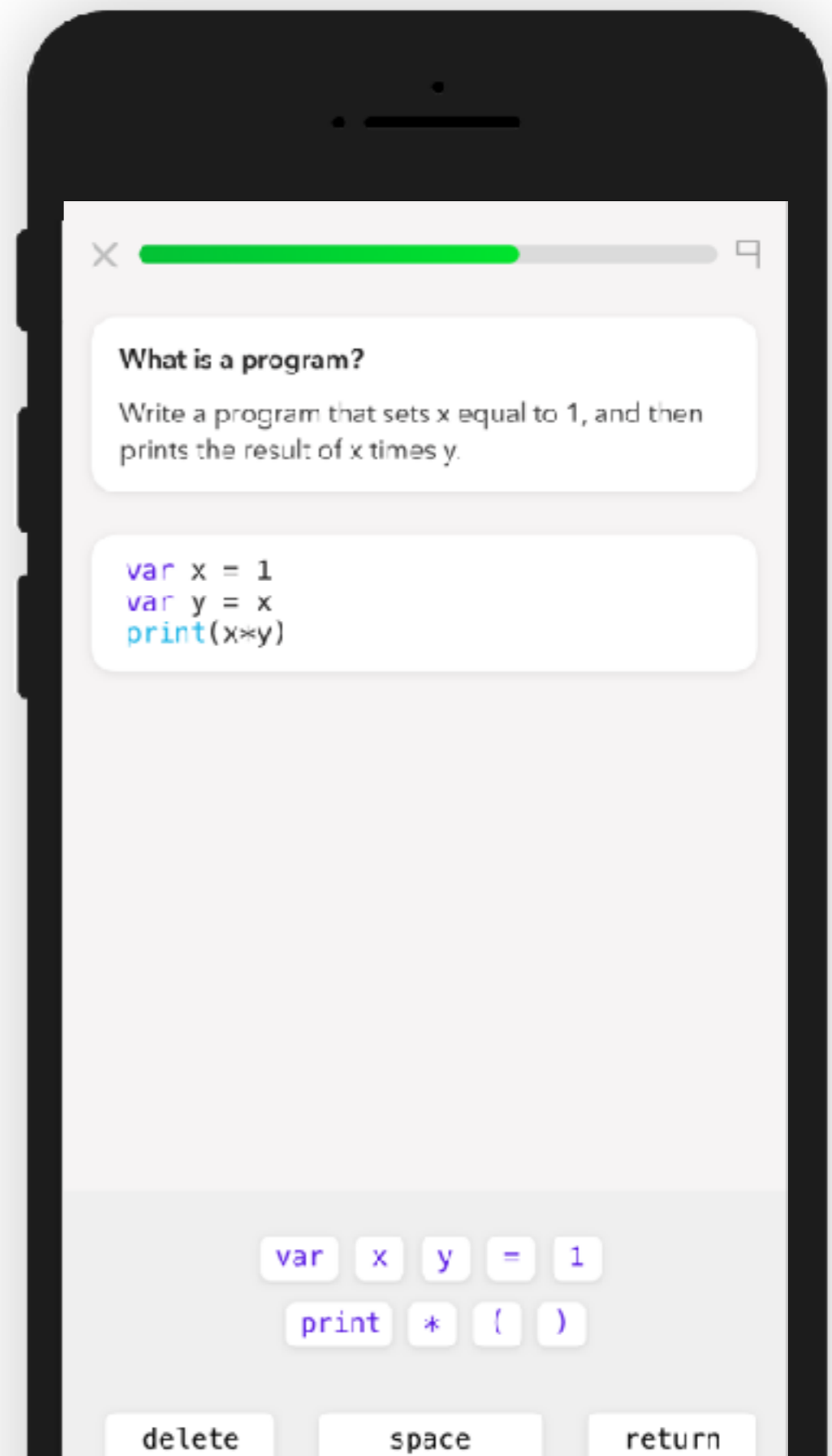
- Custom code keyboards enable easy manipulation of examples on the go

Data-driven Adaptation

- User behavior drives personalization

Job-oriented

- Courses teach in-demand skills



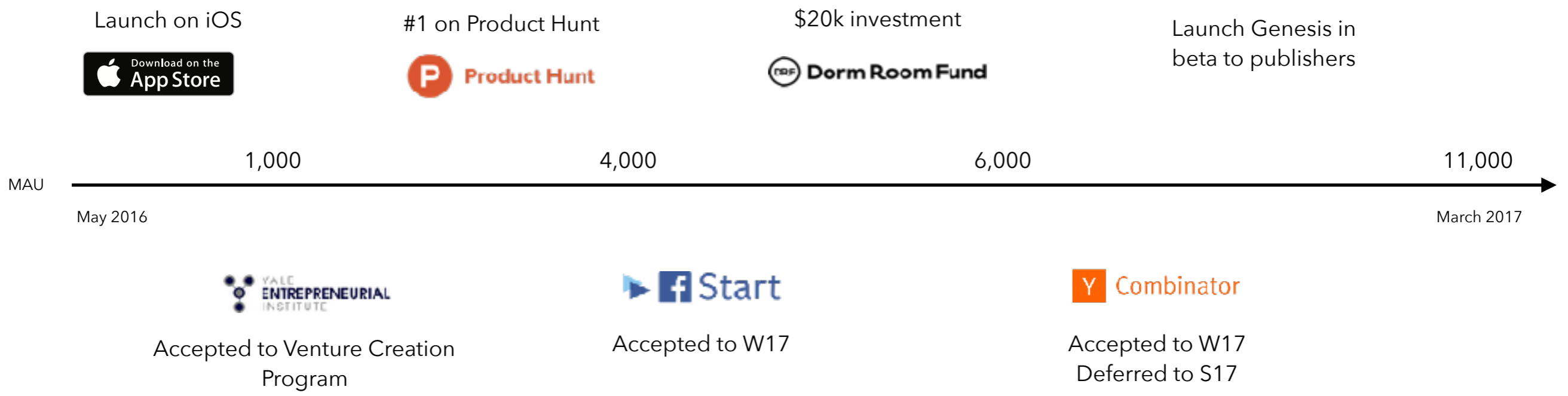
Content Publishing

We built a webapp called **Genesis** to scale content creation

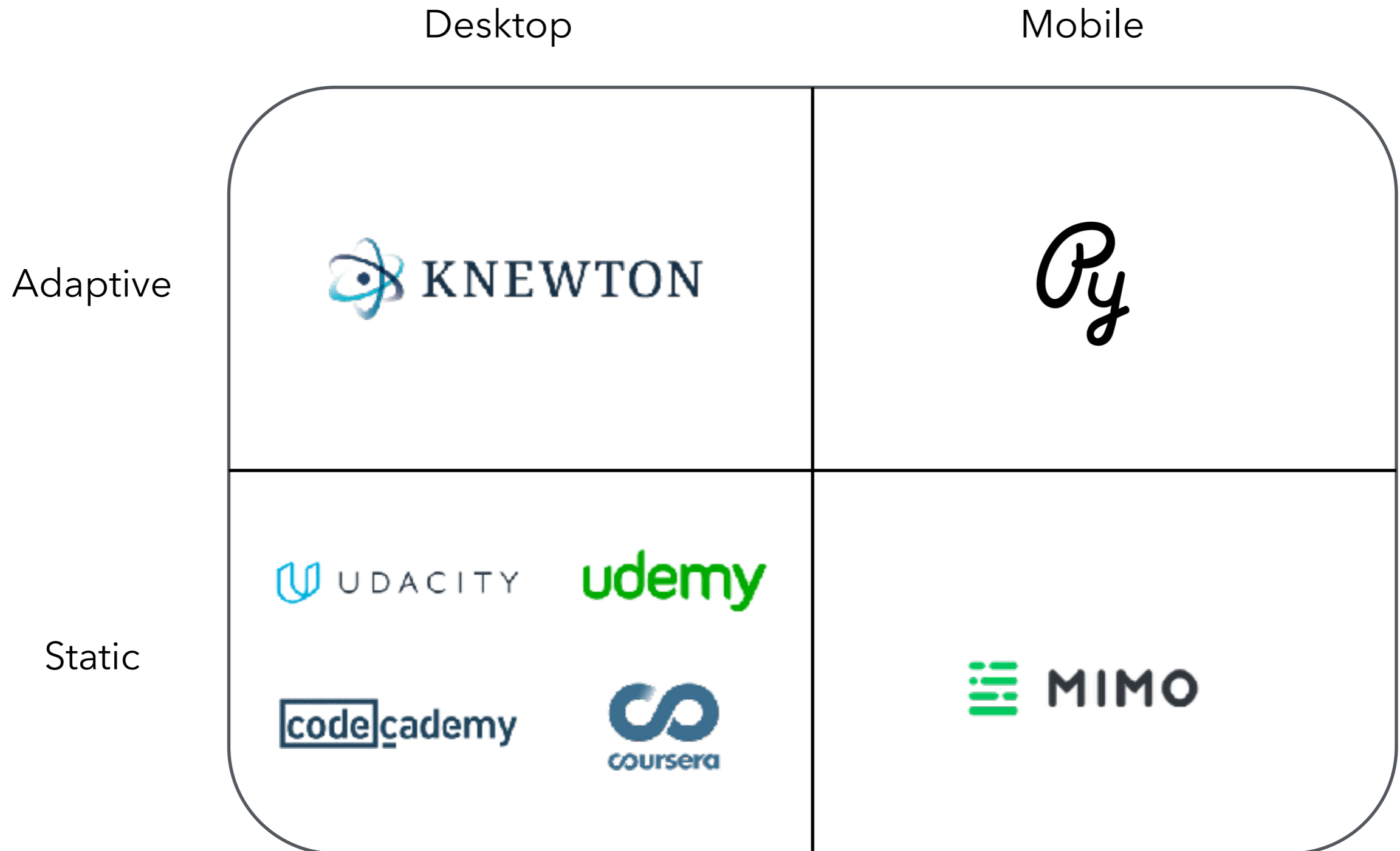
- Publishers can write content with no technical knowledge.
- We plan to scale our content with a 2-part strategy:
 1. Generate high-quality branded content (e.g. partner with Facebook)
 2. After generating a large user base, we will grow a publishing community

The screenshot displays the Genesis webapp interface. On the left is a sidebar with the Py logo, a user profile for 'Derek Lo', and a 'Subject' menu with options: Humanities, Computer Science, Math, Programming (highlighted), Science, and Marketing. Below the subject menu is a 'Forums' section with links for Announcements, Content Guideline, and Team Directory. The main content area is titled 'Programming > SQL > Advanced Querying' and features a 'Lesson' tab (active) and a 'Quiz' tab. The lesson content includes a text box explaining the AVG() function, a code editor with the SQL statement `SELECT * FROM People;`, and a question: 'What do you think this statement will do?'. Below the question is a text input field containing 'Get all of the people who are female' and a 'Wrong' button. On the right, a quiz modal is open, showing a progress bar, the lesson content, the SQL code, and the question. At the bottom of the modal, it says 'Choose the correct answer'.

Milestones



Competition



Business Model

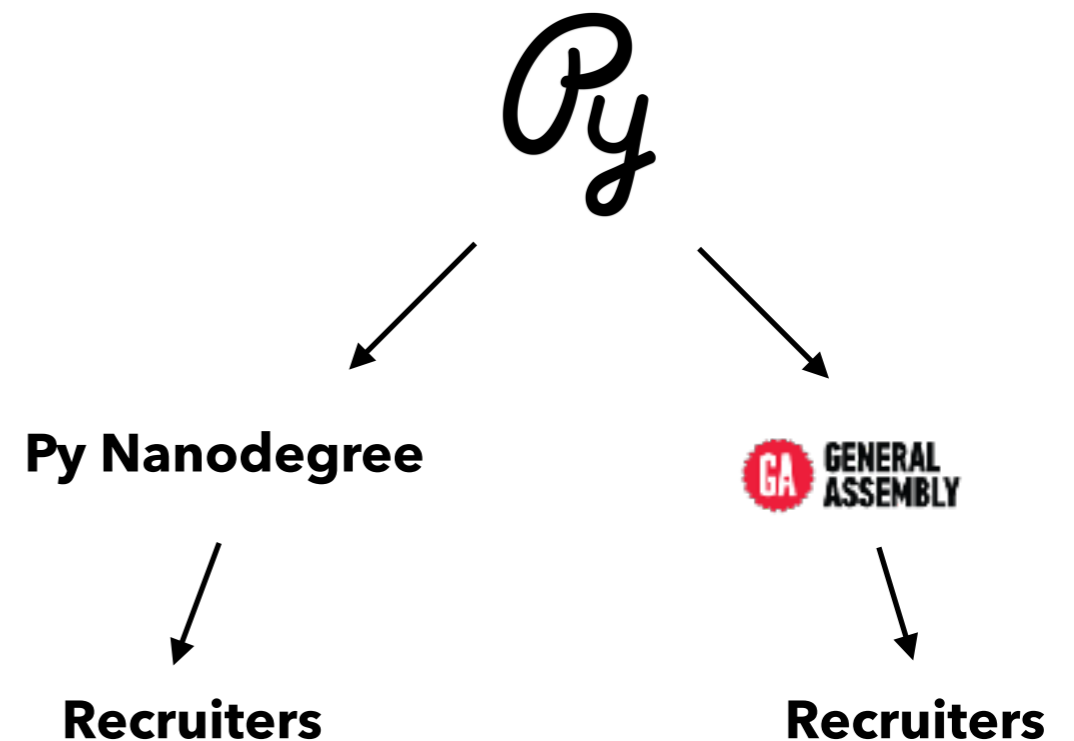
Thesis: world is moving to a skills-based market and people are always passive job-seekers

Short Term

- Subscription premium content model

Long Term

- Py, at the top of the funnel, can effectively monetize users at the end of a life cycle





Contact

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