

# Mentava

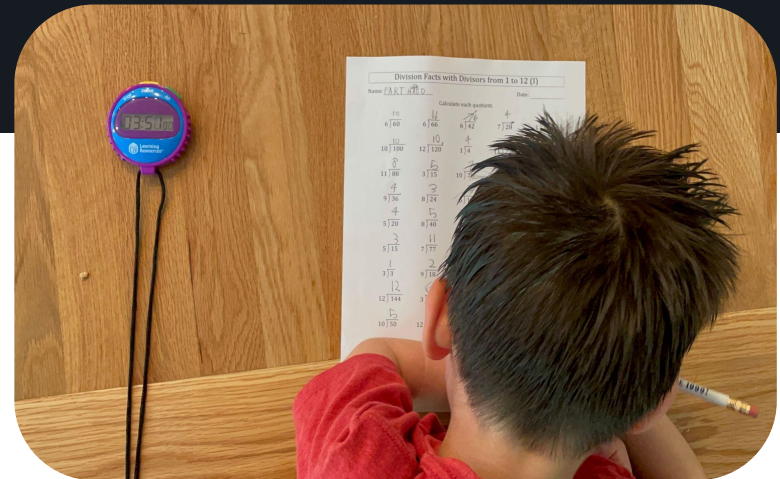
Accelerating human achievement

# Our highest achieving kids are being held back in classes that don't support or challenge them

- NYC, SF, Seattle, and others ending accelerated math and gifted programs
- California recommending no Algebra in middle school statewide
- We need support for the kids who will end the next pandemic, solve climate change, and send humanity beyond the stars

# Mentava is building software to support **independent, accelerated** K12 learning

- Train kids to teach themselves
- Provide software that lets them learn at their own pace
- Show teachers the benefits of allowing independent study in their classes



5-year-old practicing division

# Our 2-year-olds learn to read in 50 hours



WA BUSINESS

3m ago

John [redacted] @ Mentava - [redacted]

It's great, we are delighted with how things are going. Thank you so much for the structure and support! Please let us know if we can do anything to help you with the program.



We didn't realize that! So the last episode in the app ends at completing 1st grade fundamentals? We've just been following the episodes and didn't think that much into the details. 😅 He'll be 3 on January 1st!

6:27 AM

yeah he is getting better, i am amazed how 3 year old kid is able to read. he is fast reader too. I remember myself at age 8 barely reading a sentence :)

11:12 PM

# Our 4-year-olds are teaching themselves 2nd grade math

- Schools should not be gatekeepers of knowledge
- Teachers have a distribution monopoly on education
- We have a societal blindspot towards how inefficient the system is



4-year-old practicing multi-digit addition

# Existing educational software is **teacher-centric** and enforces students' **dependency on teachers**

- Intended to supplement teacher-based instruction (Dreambox, Khan Kids)
- UX too frustrating for young kids (Headsprout, Dreambox, Beast Academy)
- Designed to entertain, not educate (ABC Mouse, Outschool, Primer)

# We need learning software that builds **competence** and **autonomy**, without relying on live teaching as a crutch

- Learn by doing, not reading
- Anticipate mistakes and respond adaptively
- Focus on achieving self-sufficiency

# Our **proof-of-concept** uses WhatsApp to work around **shortcomings** of existing tools

- Starting with 2-3 year olds and adding curriculum as they age up
- Provide parents with supplemental instruction and activities
- Nurture soft skills like resilience, self-soothing, love of learning
- Recover from UX limitations in existing apps



# Kids in our pilot cohort are learning **2+ years** of curriculum per calendar year, in just **30 mins/day**

- Typical “gifted” classes only offer material 1 year above grade level
- A student who can do 2 years of math in 1 year should be further ahead every year
- Mentava provides tools and coaching to maximize pace of learning, year after year

# We're on track to complete college-level math and computer science in elementary school

Grade	Math	Computer science
Age 3 ✓	Learn to read (to 2nd grade level)	
Age 4 ✓	Kinder and 1st grade math	
1st grade ✓	3rd and 4th grade math	Intro to programming
4th grade	Algebra I & II	Continue programming
5th grade	Geometry	<b>AP Computer Science</b>
7th grade	<b>AP Calculus</b>	Advanced coursework
beyond	Advanced coursework	Advanced coursework

# Mentava's first product will be an app that teaches **2-year-olds** to read at a **2nd grade level**

- Designed to teach new concepts, not reinforce classroom lessons
- Teach via active learning, not just reading or watching lectures
- UX designed for young kids with strong academics but weak motor skills

# Mentava costs **80% less** than private school

- Results-oriented parents can pay \$30k for private school or \$5k for Mentava
- Schools bundle childcare and academics
- We unbundle STEM

# **\$3b** market in the US alone, but our pilot parents are **global**, from Scotland, Singapore, India...

- 4,000,000 students per year \* age 3-18 = 60 million US students
- Top 1% = 600,000 high achieving US students
- 600,000 students \* \$5000/year = \$3,000,000,000/year

**Our product is innately **viral**.**  
**Parents love bragging about their  
kids, and no one wants their own  
child to fall behind.**

- Our target market exists in dense, interconnected clusters
- Parents love bragging about their kids, our tools will make it easy to do so
- Already receiving word-of-mouth referrals despite closed alpha
- Initial post on an internal employee group generated 60+ interested families

# There are **moats in each part** of the **Mentava ecosystem** (students, parents, and teachers)

- Student tools benefit from economies of scale, justifying investment in less common sticking points
- A parent hub has network effects through centralizing tools and supporting an active community
- Scaling teachers to support independent learning is counter-positioned against traditional teacher-centric models

# Like a prestigious science fair, Mentava allows **elite students** to distinguish themselves, replacing the need for **overpriced college credentials**

- 12 years of Mentava costs less than 1 year of college and
  - Supports years of college level courses before high school graduation
  - Allows employers to discover exceptional talent early
  - Creates a community and network of elite achievers
- Mentava becomes the aggregator of the world's highest achieving students



# Mentava was founded by a **tech veteran** with a **passion for education**



## Niels Hoven

- Self-taught math from 3rd through 6th grade
  - Completed AP Calculus in 8th grade
- Self-education starts at home
  - Has a 6yo teaching himself 4th grade math, plus coding
  - Has a 4yo teaching herself 2nd grade math
  - Has a 2yo learning to read
- Alum of
  - Cloudflare
  - ClassDojo (led revenue and first parent product)
  - PocketGems (led world's top grossing mobile app, 2011)
  - Playdom (self-taught product management & gaming)
  - Tableau (self-taught SEO and performance marketing)

# We're raising **\$3m** to build our first product: a learn-to-read app for **2-year-olds**

- Build and launch curriculum for age 2-3
- Customer research for age 3-4 (1st grade math)
- Hire engineering leader