



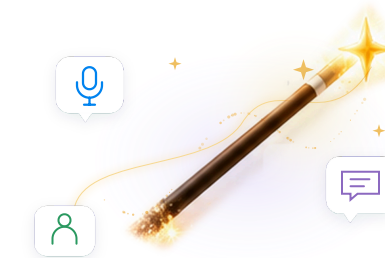
**AI that helps
counselors
know and guide
students.**



We spoke with 200+ counselors

They all wanted the same magic wand

More time to really know **every student**.



School counseling

Public-school example

400 students × 1 hour

Independent-school example

40 students × 10 hours

400 hours of student conversations
for either counselor

Counselors don't have those hours to spare.

Schools can't hire their way out.

Private college counseling

Family-paid counseling packages

\$10,000–\$100,000

Most families cannot afford
the hours personal attention takes.

Addie builds the data brain. Counselors go deeper.



Addie talks with students

Phone calls + browser voice



School context

Records + teacher insight



Counselor insight

Notes + conversations



Data brain

Proprietary Student Ledger

For the entire school



A force multiplier for counselors

Know each student deeply

See what matters and what has changed.

Know the entire caseload

See patterns and where to focus attention.

Schools are already paying for it.

4

paying schools

\$30K

annual recurring
revenue

\$2M

in pipeline



Lakeside School



The Pingry School



University Prep



Winchester Thurston

Students share. Counselors get time back.

Lakeside · school-supported cohort

94%

completed the full
conversation journey

A richer student picture

Students share the context
that builds their Ledger.

Early evidence that students engage and counselors get useful work back.

The Pingry School

50%+

less recommendation preparation
Counselor-reported

More time for guidance

Less preparation leaves more time
for personal attention.

One foundation. Two ways to reach students.

Current business

Schools pay



Software handles student conversations.
No additional hires.

\$30–\$50 per
student /
year

~\$10,000

typical annual school contract

Planned expansion

Families pay



Personal guidance with an assigned counselor

\$1,000 per
student /
year

Optional family subscription

Guidance from high school through college

Both use the Student Ledger. Families pay for optional guidance.

Schools first. Families next.

Schools today

~\$1B

School software

Families next (planned)

~\$17B

Guidance for the middle class

School use introduces Addie to families.
They can opt in to **\$1,000/year personal guidance.**

School-to-family precedents



ClassDojo Unicorn



Rounded annual opportunity models. Family conversion is planned, not proven.

Edtech is in our DNA



Andrew Howard

Co-founder & CEO

\$15M

ARR. Built two companies from zero to one.

School-board trustee



Kevin Nguyen

Co-founder & Product

~\$70M

annual recurring revenue at SchoolMessenger scale

Product & engineering lead

Our seed round

Raising

\$2M

SAFE

\$10M

post-money valuation cap

Scale the school business.
Launch personal guidance for families.

Goals for the
next 12 months

School growth

\$1M ARR

Repeatable sales and renewals

Paid family pilot

100 families

Validate demand and cost to serve

Our head start is student data plus expert evaluation.

8,000+

student
conversations



**Evaluate.
Refine the model.**

Questions + evidence



Ben Lira

Psychologist
AI advisor

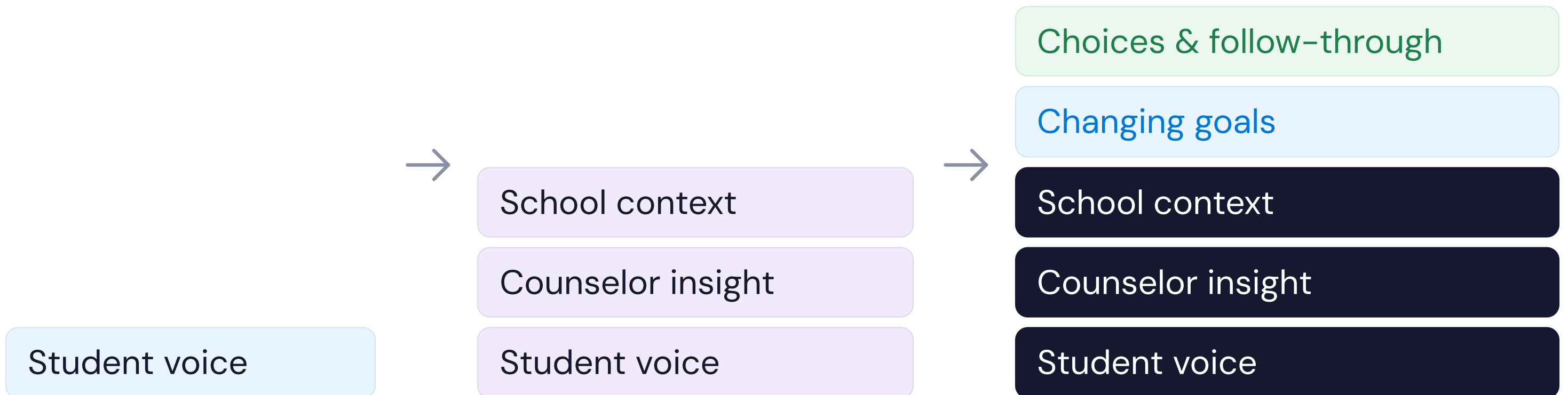
Student conversations inform a repeatable evaluation loop.

Useful student history gets harder to rebuild.

First conversation

Repeated use

Years of continuity



A retention thesis built on usefulness, not data lock-in.

Earn trust in schools. Offer paid guidance to families.



School users

Start with useful work



Earn family trust

Build on school use



Planned B2C

\$1,000

per student / year

**Counseling through
college**

School-to-family
model precedents



ClassDojo



Prodigy

The student record can support the next stage of guidance.



Help students find fit, finish college, and launch a career.

Funding is a route to purchase. It is not automatic eligibility.



District need

Required support
and local priorities



Approved use

Allowability
and procurement



Documented work

Coverage, plans
and human action

State requirements and federal funding are different mechanisms.

The next evidence is renewal and delivery economics.



Schools

Renewal & expansion

Sales cost & cycle

Cash collection



Families

Paid conversion

Counselor cost to serve

Contribution margin

These measurements are diligence priorities, not current claims.