

About Edmodo

Edmodo is where learning happens. Edmodo is the largest, fastest-growing social learning platform for K-12 education. The free, web-based platform provides a safe and easy way for teachers and students to connect with each other to share content and access homework, grades and school notices. By combining a familiar interface with the institutional and learning requirements of K-12 education, Edmodo usage has soared, currently exceeding 12.5 million teachers and students in more than 100,000 schools.

Company Facts

Founded: 2008

Headquarters: San Mateo, CA

Users: Over 12.5 million worldwide (as of Oct 2012)

Leadership:

- Nic Borg, CEO
- Crystal Hutter, COO

Investors:

- Benchmark Capital
- Greylock Partners
- Learn Capital
- New Enterprise Associates
- Union Square Ventures

Founded in 2008 by two Chicago-area technology administrators, Edmodo was custom-built for the classroom and designed to provide a single access point for teachers to safely and securely discover and share content that could be used to deliver personalized instruction at scale. This focus on classroom engagement has led to rapid growth, with Edmodo being adopted by teachers and students in every US state and over 210 countries. In addition, 85 of the 100 largest school districts in the US have officially adopted Edmodo to support their objectives for driving online learning and collaboration for their students.

Edmodo is used to share educational content, manage projects and assignments, conduct quizzes and facilitate highly engaging learning experiences among students and teachers.



Figure 1: Edmodo as a Real-Time Learning Hub

Capabilities

Edmodo is uniquely able to achieve these objectives because it is the place where all stakeholders in a student's learning ecosystem come together to connect, collaborate, share, and learn. The platform allows teachers, students, parents, school and district administrators, and content publishers to each play a role in supporting student learning objectives.

Individualized Classroom Instruction

Edmodo allows teachers to curate personalized **learning experiences** for each of their students using **standards-aligned content** distributed by third-party publishers. Teachers are able to assign and grade homework, while providing **differentiated feedback**. In addition, Edmodo provides a tool to **monitor students' progress** against learning objectives individually and in aggregate, **enabling a shift in teaching strategy** if needed.

Professional Development

Edmodo can serve as a platform to deliver in-person or on-demand **district-wide professional development**. Edmodo Communities also enable teachers to expand their **professional learning networks** and share ideas with peers from around the world.

Parent Involvement

Through Edmodo, teachers are able to **notify parents of their child's progress** and provide feedback on how to **support continued growth**. Parents can also **proactively monitor** their child's upcoming assignments and ongoing activities to ensure success.

Administrator Metrics and Planning

Through their own unique district subdomain URL, administrators are able to **access platform activity** information in real time to track progress in meeting **performance measures** by school, subgroup or district-wide, allowing them to intervene quickly and with precision to support challenged schools or high-risk student populations. Administrators can use Edmodo to **select standards-aligned content** that support school priorities and focus areas as well as to **communicate effectively** with multiple stakeholders including parents and community partners.

Discovering and Sharing Content for Personalized Learning

One of Edmodo's key advantages is that it harnesses the incredible power of the Internet to deliver relevant learning experiences. Educators can explore specialized, subject-specific communities to discover content that can be shared directly with their students in Edmodo.

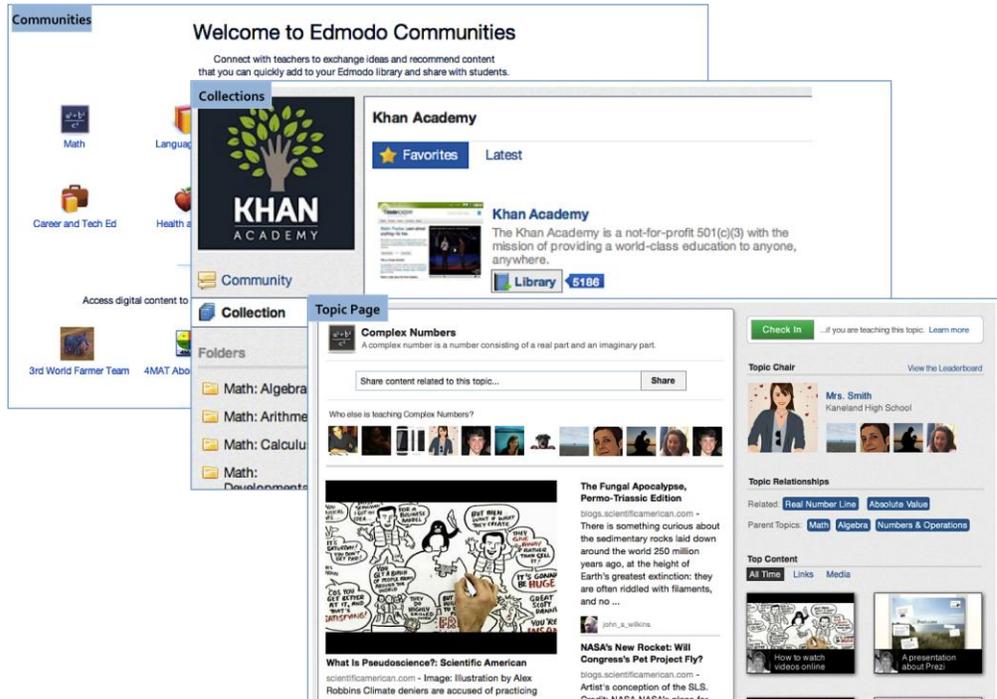


Figure 2: Content Discovery Mechanisms on Edmodo

These resources are from a wide range of organizations, including small and large publishers, nonprofit institutions and learning organizations, educational media organizations, and even specialized web developers offering educational games and other interactives that are designed for high engagement in a group classroom or professional development context.

The Platform Interface and Store

In response to the growing demand for digital content in the classroom, Edmodo now allows third-party developers to build applications on the Edmodo platform. These applications communicate directly into the network, providing instructors and administrators with deep insight on usage patterns, engagement statistics, and student performance.

Teachers, schools and districts are able to purchase content from third-party developers through the Edmodo Store. This allows teachers and students to automatically access purchased apps simply by signing in to Edmodo, and supports

seamless integration with Edmodo features like badges, assignments and the gradebook to help increase classroom efficiency and drive student engagement.

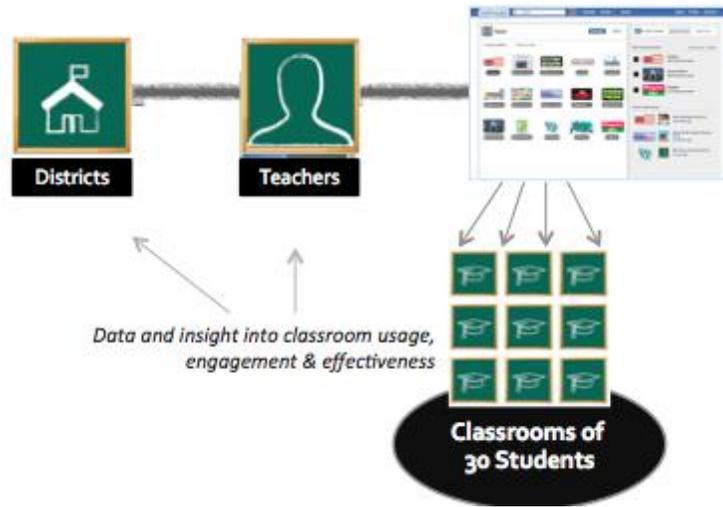


Figure 3: Edmodo Store Diagram

For the first time ever, teachers can easily integrate digital content and exercises into assignments, and have the results from those exercises automatically provide assessment feedback. This means that teachers with students of every level, in every type of community, can assign the digital content their students need to help them master key skills. They can use precious classroom time for higher order critical thinking skills and interactive discussions, knowing that their students have already grasped basic concepts through the use of digital tools. This has the potential to completely change the way in which content is delivered to students, and has promise for ultimately improving student outcomes.

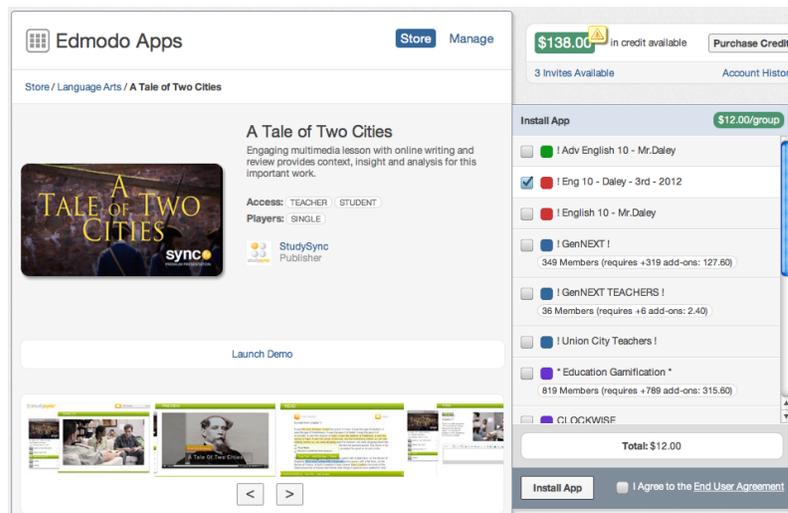


Figure 4: App Install Experience for Edmodo Store