

THE ISTE EDTECH PITCHFEST!

The 1x Page Document provides is an EXAMPLE guide to submitting your education technology idea/business

1. What is your idea / business name: EduKabs.com (www.edukabs.com)

2. Describe what your edtech idea / business does (30 seconds 'elevator pitch' / 50 words max)

'EduKabs' is an education taxi service that allows time-poor parents to organise a taxi to pick up their children from school. Driven by technology, EduKabs sends a picture of the car/driver direct to the child's phone, along with a collection 'safe-word'. Billing the parent at the end of the month.

3. Tell us about your team - your key people, and key advisors? (100 words max)

Founded by: Mark Brown CEO (ex-US Manager of Addison Lee Taxi Service), responsible sales & partnership; Linda Lemon COO (ex-Marketing Executive, Yahoo!) responsible for operations; Greg Green CTO (ex-KPMG Technology Lead). EduKabs uses a team of technical freelancers when needed, and is based in Austin, Texas. Key Advisors are Max Maxwell, a founder in the US's 'Rotten Tomatoes' taxi company (the 'green taxi' moment); David Davidson, ex-Financial Director of US Petroleum and Professor Sharon Smith, University of Boston, Department of Environmental Resources.

4. Are you at the concept stage, a bootstrapped start-up, seed-funded or venture-backed company, post-revenue business? Who are your backers? (75 words max)

Formed in early 2011, EduKabs is pre-revenue bootstrapped technology start-up. The concept for a safe & secure next-generation school taxi service was developed in 2011 and by January 2012, the three Founders jumped-off to start the business fulltime. We have driven the business to a working product prototype ourselves: funding the business internally through our own capital. We are actively seeing investment.

5. Tell us about what type of technology does your idea / product use? (75 words max)

EduKabs addresses a real need and is built according to the user-experience: Mum and Dad will be able to access the EduKabs website from their desktop browser, and book taxis' via their Smartphone (iOS with Android in development - fully cross-platform, by Q1, 2014). We have architected the backend of EduKabs in Ruby on Rails, and host our servers in the cloud using Amazon S3 servers. Front end in CSS (Sass & HAML).

6. What sets your idea / business apart from competitors - and who are your closest competitors? (50 words max)

There is no other dedicated education-focused taxi services - no national or international digital competitor - and none that have our technology roadmap, or passion to own this space! (We plan to transform the education taxi space in the same way 'Hailo' disrupted the consumer taxi market).

7. How big is your market? Tell what you know - share your expertise. (75 words max)

Our forecasting, field research and development, and concept testing (with parents and students) suggests that there is a very big market opportunity in the US: 90,000 elementary schools in the US, with each school having an average of three student taxi drop-offs per day (270,000 trips PW). Average fare is \$5 = \$1,350,000 per week / X45 weeks per year = \$60M+ market opportunity. 3% engagement in first year = \$1.8M.

8. If you were to raise capital, what level cash are you trying to raise? (30 words max)

We hope to raise \$350,000 and are in early discussions with a number of business angels and early-stage venture capital firms.

9. What are top three things that would help grow your business? (30 words max)

1. More staff, as we are very stretched! 2. An Android developer, to accelerate our mobile push and 3. a schools outreach team so that we can engage more schools and grow!