

# get**A**five

## VIDEO-BASED ONLINE COURSE REVIEW



**Teacher**



**Student**



**Administrator**

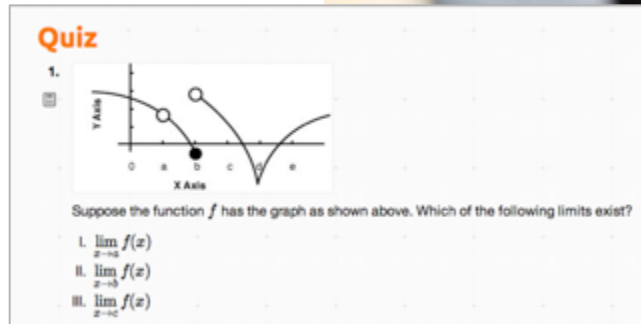
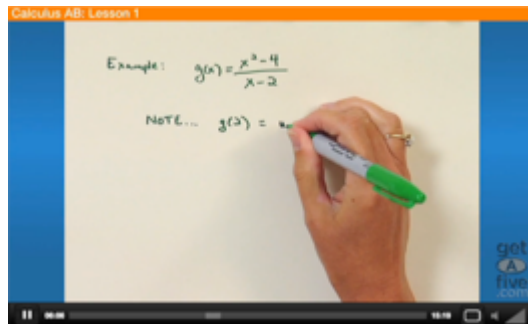
# Meet Josh

- Josh is a junior in high school
- Academically, he's on a hot streak, no B's since first semester freshman year
- And to top it off he just found out he got a 5 on his Advanced Placement US History exam, earning him college credit when he enrolls in 15 months or so
- **We helped him do that**



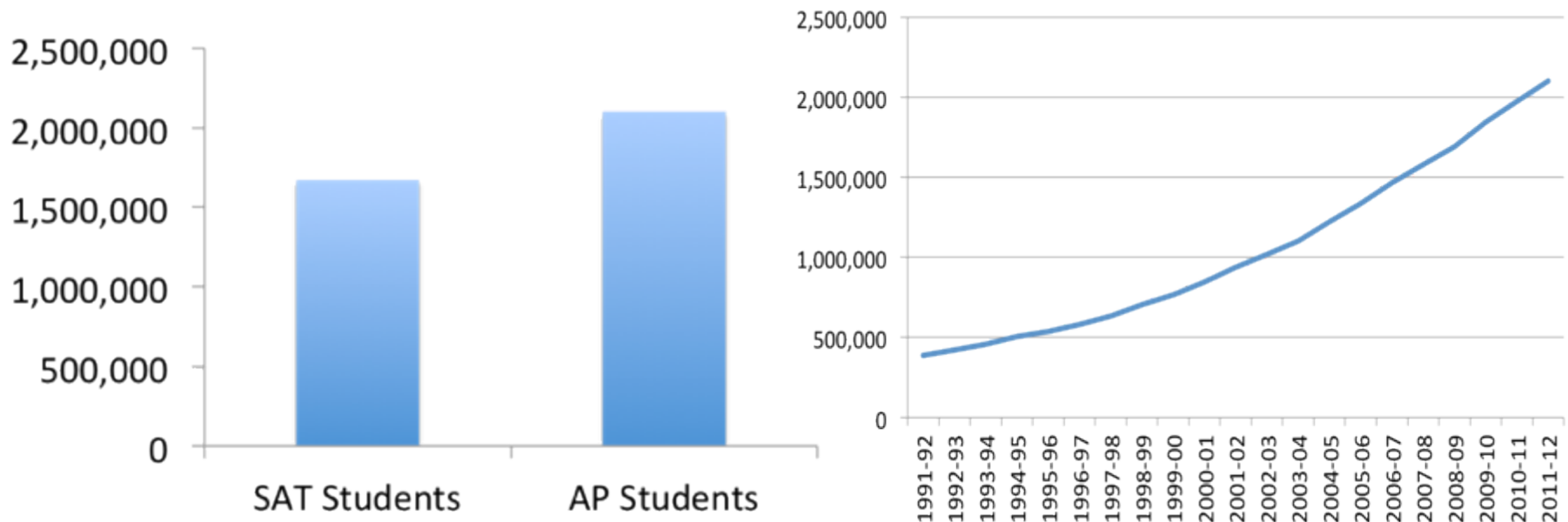
# Josh used GetAFive to get a 5 on his AP US History Exam

- Josh learned about GetAFive from his teacher, **it was FREE to use throughout the year**
- He accessed video review lessons, taught by an expert AP educator, quiz questions, and a full-length practice exam
- Getting a 5 earns Josh college credit, helping him in his quest to graduate a semester early and save \$20,000



# The AP Program Helps Millions of Students Like Josh Each Year Earn College Credit While in High School

- In 2012, 3.7 million Advanced Placement (AP) exams were taken by 2.1 million high school students
- Only 1.7 million students took the SAT last year
- The number of students taking AP courses and exams is increasing





# GetAFive launched in March 2013 and generated impressive results through the exams in May 2013

## Product Completed for 3 courses:

AP Calculus AB • AP US History • AP World History



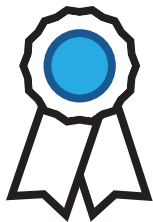
**15,000** enrollments



**96,000** videos watched



**122,545** quizzes taken



**52,000** unique visitors

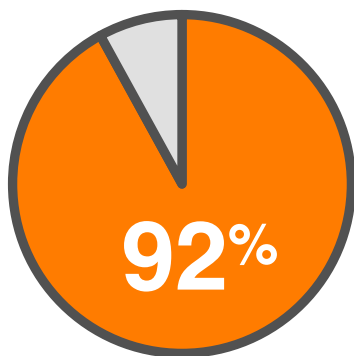


**Over 1 million** page views

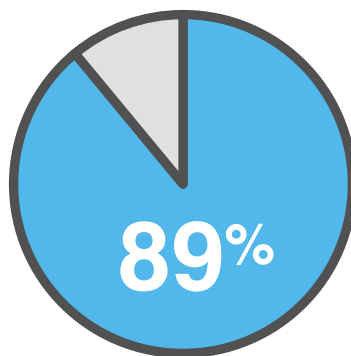


Average time on site:  
**16 minutes**

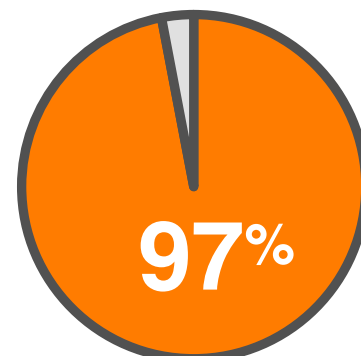
# And students and teachers love us, confirming product/market fit



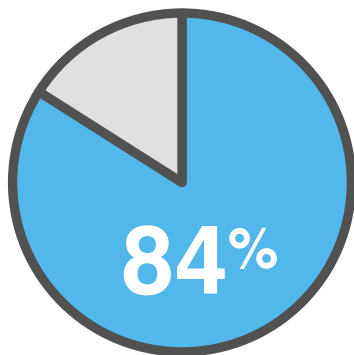
**92% of students  
found GetAFive helpful**



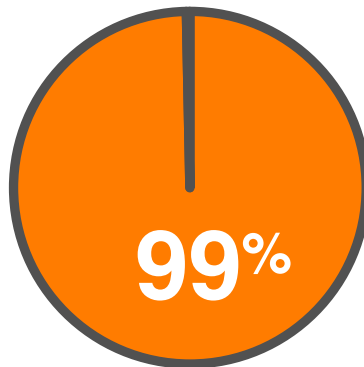
**89% of students would use  
GetAFive for another class**



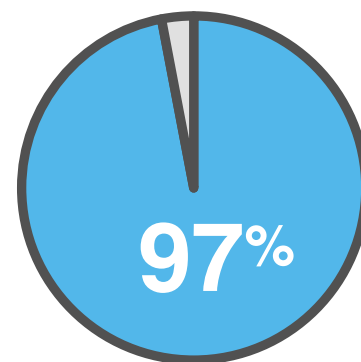
**97% satisfaction rate amongst  
students AND teachers!**



**84% of teachers would  
Recommend GetAFive  
throughout the year**



**1,561 out of 1,566 students  
would refer a friend**

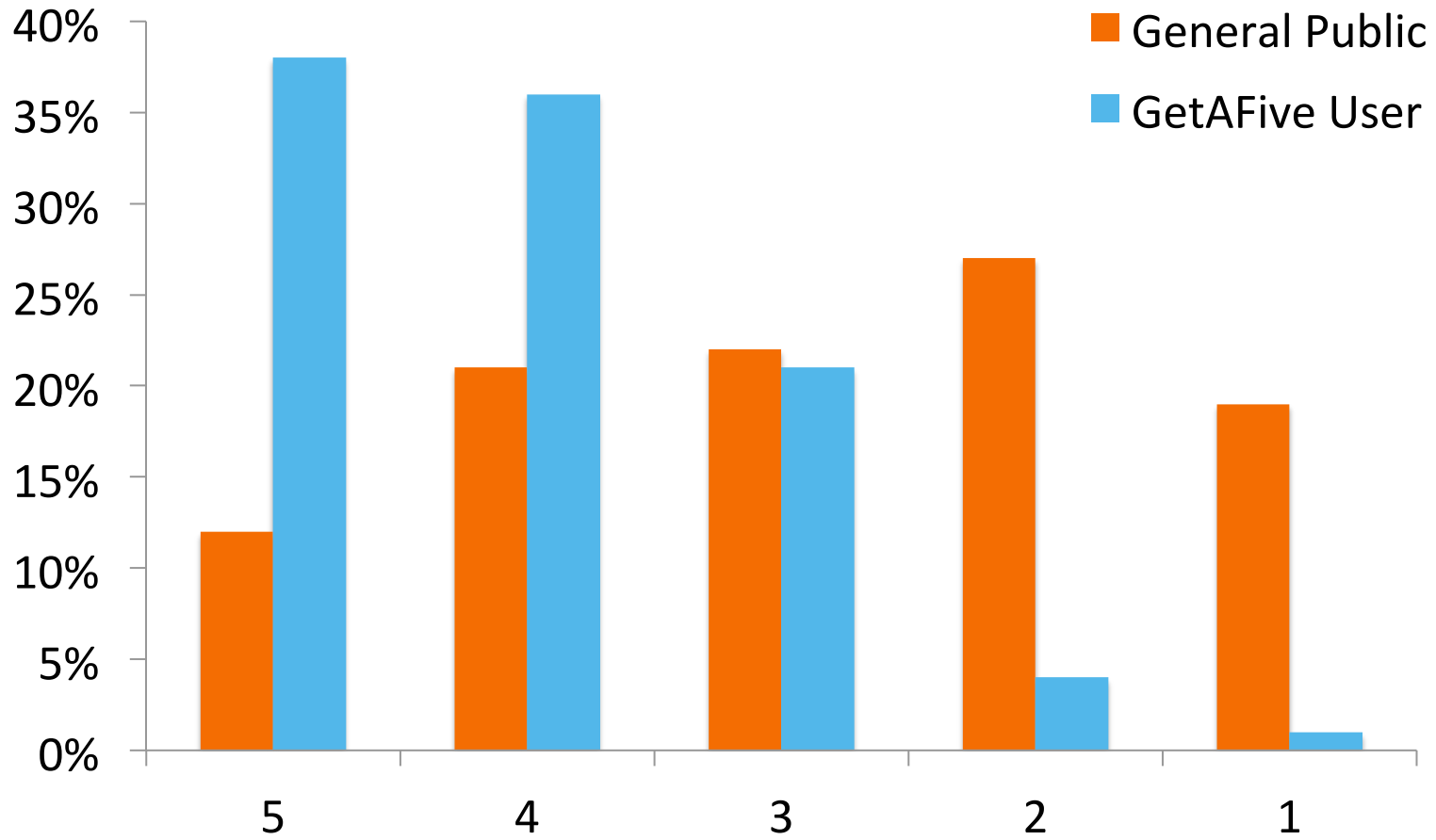


**97% of teachers would  
recommend GetAFive  
for non-AP courses**

# With no marketing spend we achieved

- >1% market penetration on 2 of 3 courses
- In only 2 months!
- This school year we already have 5,000 students signed up with no marketing!

# And GetAFive gets results!



- Figures on General Republic reported by the College Board
- Figures on GAF performance based on a survey of students who used GAF for the 2013 exam



# Plans for Monetization

- Easy ability to expand beyond AP courses, into regular level classes
- Lead generation platform for colleges and universities - not-for-profits spend \$15-\$50 per opt-in lead
- Premium product upsell
- Tools for school districts

# What teachers and students are saying

"While I know I should be enjoying my summer break, I would like to take a moment to thank you all at Get A Five for creating such a useful tool for students like me. Undoubtedly, I owe a huge thanks to the videos on this website for helping me achieve a 4 on my exam!"

-BRANDON G., STUDENT



"I am an AP World History student, and this website is absolutely phenomenal! ...I would like to thank you guys for these videos as they have truly made my life easier."

MICHAEL F., STUDENT

"My APUS and APWH students loved the software. They would constantly come in class telling me that they understood the material so much better and felt confident going into the test."

TYLER B., TEACHER



"This is by far the best review tool on the market I have encountered for APWH. The clarity that the video segments provide is an attribute that the course description has craved since 2001."

JIM G., TEACHER