

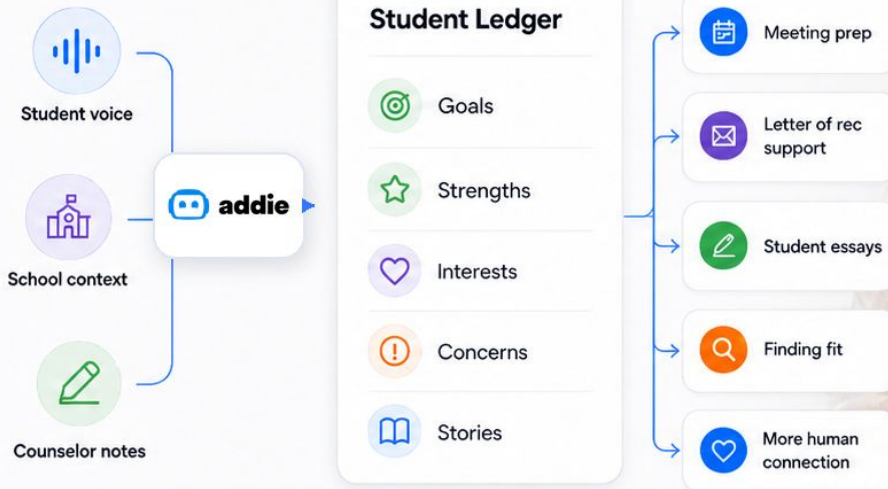


The AI student record that **actually** listens.

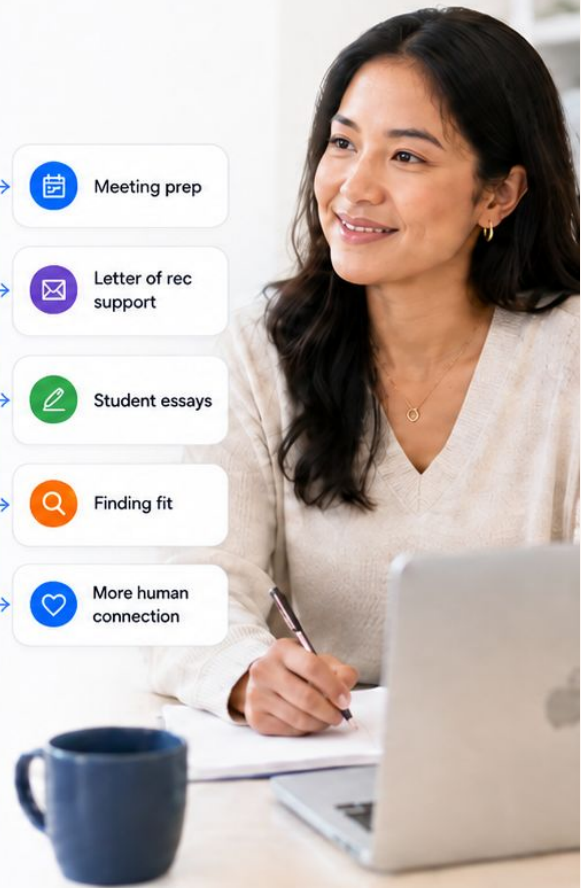
Addie turns student voice into a longitudinal ledger counselors can use to guide every student.



Whoever builds the dynamic AI ledger of a student's life will own **K-12 infrastructure.**



Unstructured student voice becomes counselor-ready context.





THE INFLECTION POINT

Demand and revenue arrived **together.**

After just 6 weeks of commercial sales, schools signed and students engaged.

\$50K ARR

signed in first 6 weeks

\$250K TCV

land-and-expand contracts

6

paying schools

100+

schools in pipeline



1,170

counselor-equivalent
days captured



2,100+

students



8,100+

guided conversations



94%

full-program
completion



4+ hrs

average per student

Trusted by leading school counseling teams



Real student impact. Real counselor time back. Real revenue.



THE STRUCTURAL PROBLEM

Counselors cannot manually know 400 students.

The counselor shortage is a listening shortage.



The transcript is incomplete.

It records grades and scores, not goals, values, relationships, or change over time.



The math does not work.

400 students $\times$ 4 hours of meaningful context = 1,600 hours before synthesis, guidance, or follow-through.



The counselor is not the problem.

Great people are operating inside a data structure and staffing model that cannot scale.

The math breaks.

400 students

$\times$ 4 hours of meaningful context

=

1,600 hours

before a counselor gives
one minute of guidance.

| The problem is not counselor quality. It is impossible arithmetic.



— THE SOLUTION

The Ledger finds where students will thrive.

One living record. Every voice. Real insight. Better fit.

WHAT GOES INTO THE LEDGER



Student Conversations



Teacher & Counselor Input



Academic & Activities



Interests & Aspirations



Documents & Essays



The Ledger

A student record that listens.



100,000+ words



Private. Secure. School-controlled.

WHAT COMES OUT OF THE LEDGER



For Counselors

- ✓ Deep student understanding in minutes
- ✓ Meeting prep with complete context
- ✓ Stronger recommendations & narratives
- ✓ More time for meaningful relationships



For Students

- ✓ Clarity on who they are and what matters
- ✓ Confidence in their story and direction
- ✓ Better college & career fit
- ✓ A partner in every step of the journey



Better Fit. Better Outcomes.

For every student. Every path.



Fit in School

Engagement, belonging,
and success



Fit in College

Persistence, growth, and
graduation



Fit in Life

Purpose, career alignment,
and a thriving future



The transcript records what happened. The Ledger helps decide what comes next.



WHY NOW

EdTech has promised personalization for 20 years.

Voice AI finally changes the economics.

1

Natural conversation

Students speak more honestly and at greater depth than they write into forms.

2

Unstructured synthesis

AI can turn hours of reflection into patterns and counselor-ready context.

3

Human judgment remains

Schools get the leverage without handing consequential decisions to a model.

“

Addie is like a podcast about me.

94%

completion

4+

hours per student

11M+

student-authored words

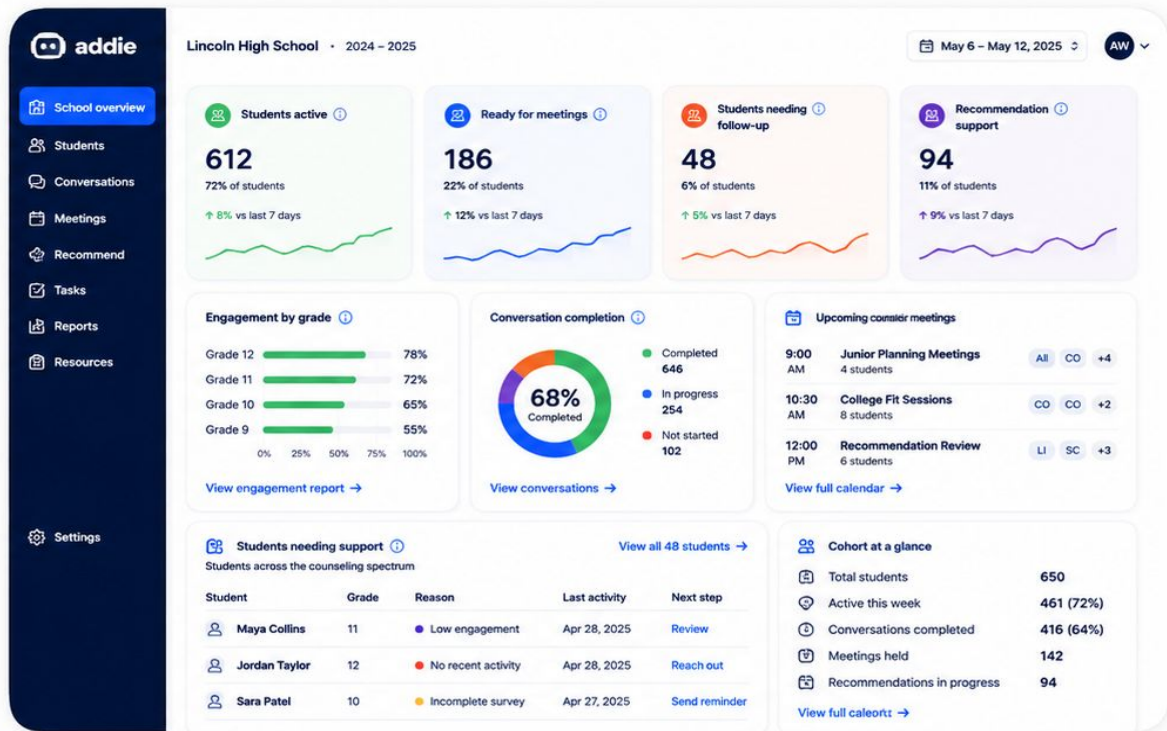




PRODUCT REALITY

A force multiplier for counselors. Scale human guidance.

Addie gives counselors real-time visibility across the full caseload—so they can focus on students, not admin.



1,170
counselor-equivalent
days captured

Student listening completed before the meeting.



50% less
recommendation prep

Reported in a Pingry deployment.



Meetings felt less rushed

Counselors reached subjects they might otherwise miss.



See who needs attention first

Surface follow-up needs across a full caseload.

“

The AI did not shorten the meeting. It **made the meeting less rushed.**



— PRODUCT REALITY

A better fit for every student.

Addie turns a 100,000-word student ledger into guidance counselors can use to help students thrive across school, college, and life.



100K-word ledger

The context layer behind better-fit decisions.



See the whole student

Surface strengths, interests, concerns, and patterns beyond the transcript.



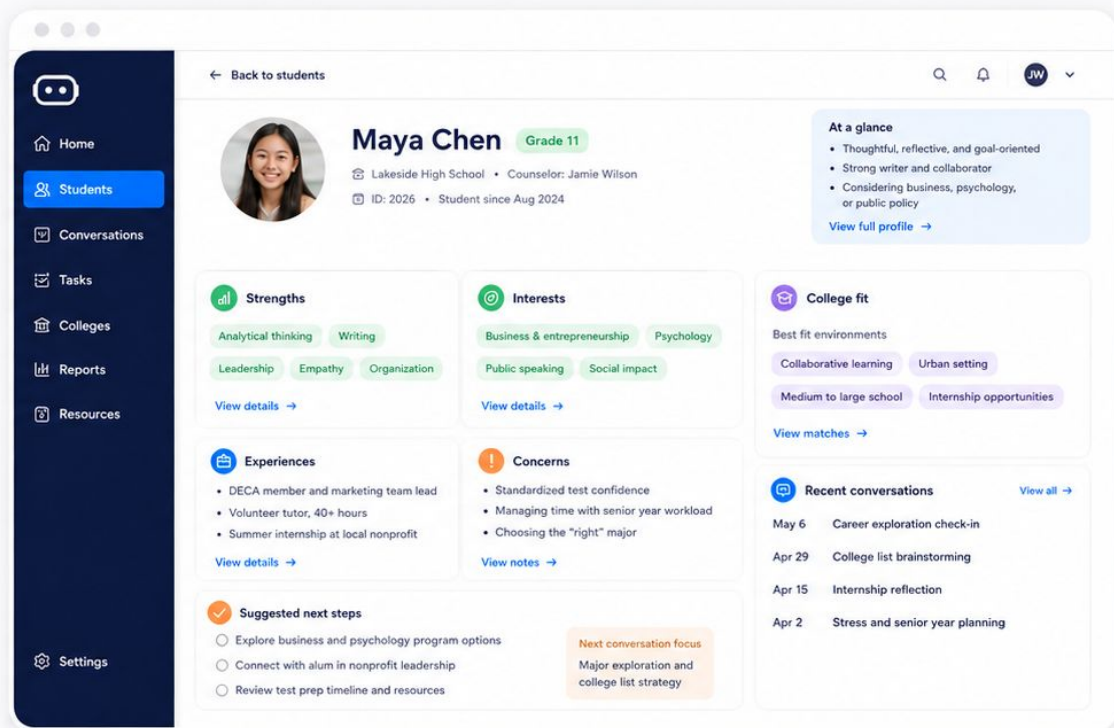
Find fit earlier

Guide better-fit decisions across courses, activities, college, and career pathways.



Turn reflection into guidance

Convert 100,000 words of student context into clear next steps counselors can act on.





— THE VENTURE-SCALE THESIS

Land one grade. Compound into K-12 infrastructure.

The Student Ledger starts as a grade-level workflow, expands across the upper school, then becomes the context layer for grades 6-12 and beyond.

Pricing assumptions



\$50 / student / year today



~\$10K ARR = ~200 students



~\$40K ARR = ~800 students



\$20-\$30 / student at scale

1 LAND

One grade

Start with a single upper-school grade in high-trust schools.



~200 students

~\$10K ARR



Initial beachhead:
independent +
international schools

2 EXPAND

Upper school 9-12

Expand across four grades using the same ledger and more counselor workflows.



~800 students

~\$40K ARR



Same record.
More students.
More workflows.

3 SCALE

Grades 6-12

Extend into middle school, then scale through networks and districts.



\$20-\$30

/ student at scale



Domestic and
global expansion



Beachhead

Independent +
international schools



U.S. grades 6-12

29M students

\$580M-\$870M annual market



Global secondary

652M students

\$13B-\$19.6B annual market



Whoever builds the dynamic AI ledger of a student's life will own **K-12 infrastructure**.



COMPOUNDING ADVANTAGE

The model is replaceable. The Student Ledger compounds.

The moat is school-owned data, workflow embed, and institutional trust—not the underlying model.



Longitudinal data

Voice, school context, and counselor feedback compound over time.



Workflow embed

Meetings, letters, planning, and fit all run on the same record.



Institutional trust

FERPA-aligned, school-owned, and counselor-validated.

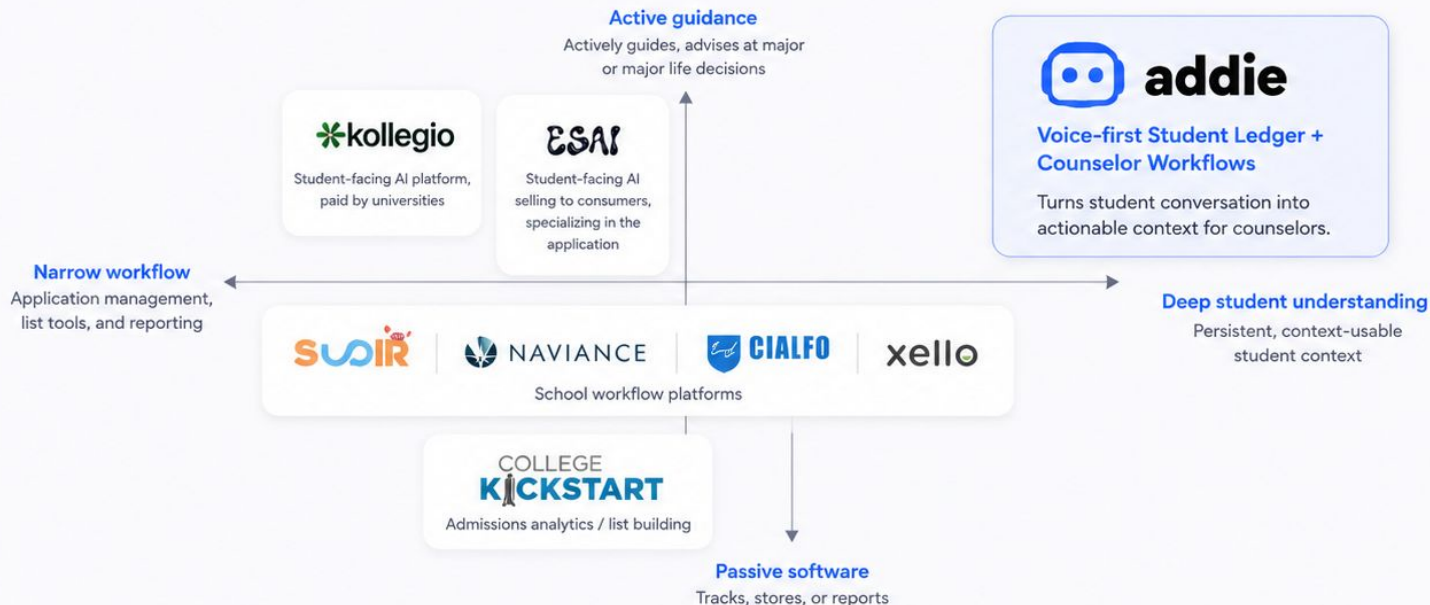




addie

Most tools manage the process. **Addie** understands the student.

A clearer view of the landscape: from passive software to active guidance, and from narrow workflow tools to deep student understanding.



Student voice



Longitudinal student context



Counselor-ready workflows

Addie helps schools know the student before the human counseling moment.



Existing tools track the process. Addie learns the student.

Built by repeat **EdTech operators.**

Founder-led product vision, school GTM experience, and a full-stack team shipping directly with schools.



Andrew Howard

Co-founder & CEO

Repeat founder in personalized learning and college-access technology. Previously built and scaled EdTech companies, including one that grew to roughly \$15M ARR. Brings deep conviction about the future of student-centered infrastructure and how AI can turn student voice into durable institutional context.



Kevin Nguyen

Co-founder & Product Lead

Former product leader at an EdTech company that scaled to roughly \$70M ARR. Leads product, user experience, and execution across Addie's student and counselor workflows. Brings rare clarity on how to turn school pain points into elegant, usable software.



Jose Oliveros

Chief Founding Engineer

Leads architecture, backend systems, AI infrastructure, and integrations. Turns the product vision into reliable software schools can trust.



Kelly Romanovicz

Chief Growth Officer

Two decades in K-12 growth and partnerships. Leads school-facing GTM and helps turn early traction into a repeatable sales motion.



Dempsey Zhang

Frontend Engineer



Baber Javed

Backend & Voice Engineer



— ADVISORY TEAM

Built with the people who **live** **the problem.**

Practitioners shape product-market fit. Psychology keeps the Ledger honest.



PRACTITIONER ADVISOR

Ari Worthman

Director of College Counseling
Lakeside School

Helps Addie fit real counseling practice, student adoption, recommendation workflows, and school trust.



PRACTITIONER ADVISOR

Kelly Herrington

Director of Counseling
University Prep

Shapes meeting preparation, recommendation support, school-fit workflows, and sustained implementation.



PSYCHOLOGY & AI ADVISOR

Ben Lira

Psychologist and AI Researcher

Trained and conducts research with Angela Duckworth. Brings psychological and AI expertise to help Addie better understand students and match them with success.

Real workflows shape the product. Psychological science shapes the measurement.



THE SEED ROUND

Raising **\$2M** Seed. Closing Soon.

Momentum: \$50K ARR after 6 weeks • 6 paying schools • \$250K TCV

12-month plan to turn demonstrated pull into repeatable growth.



\$2M

Seed round



\$10M

Valuation cap



SAFE

Post-money SAFE



**12-MONTH
TARGETS**

\$1M

ARR

100

customer schools



Repeatable
expansion
playbook

What the capital unlocks in 12 months

1

Repeatable school sales

Convert current pull into live schools and prove the path to \$1M ARR.

2

4× expansion inside each school

Land one grade, expand through grades 9–12.

3

Product scale & integrations

Low-lift onboarding, SIS integrations, and deeper counselor workflows.

4

Go-to-market engine

Customer success, implementation, and category leadership.



This round does not search for demand. It turns demonstrated pull into a repeatable school business.



Let's build the **Student Ledger** for K-12.

The information that could change a student's future already exists inside the student.

Schools have never had enough time to hear it.

Whoever builds the dynamic AI ledger of a student's life will own K-12 infrastructure. **Addie is building it now.**

Andrew Howard

Co-founder & CEO

andrew@getaddie.com

310.902.1327

getaddie.com



Raising \$2M seed • Closing soon