Teachally

Revolutionizing teaching with AI, offering a personalized, differentiated, standards-aligned teaching platform to save time and boost engagement

Company Overview

Teachally revolutionizes education with AI, turning hours of lesson planning into minutes. Our platform is meticulously aligned with over 400,000 U.S. state and national standards, offering unprecedented efficiency and compliance. Beyond mere alignment, Teachally introduces built-in differentiation and translation, ensuring accessibility for all learners. With hundreds of enrichments, educators can enhance their curriculum, tailored to individual needs. Originating from EZ Stickerbook and funded for three years, we've pivoted to leverage AI fully, targeting school districts with strategic guidance from two administrators, including one on California's AI steering committee. As a true platform with its own data store, Teachally enables continuous improvement and unmatched precision in educational materials, setting a new standard in EdTech. Join us in shaping the future of education, where every lesson is a step towards inclusive, efficient learning.

Meet the Team

Daniel Bernstein
CEO

Problem

Teachers spend hours on lesson and assignment planning. When trying to differentiate to different learners, it becomes an untenable exercise. We reduce hours of work into mere minutes. Teachally addresses the challenge of time-consuming lesson planning and the need for personalized education. It simplifies lesson creation, aligns with educational standards, and fosters student engagement through tailored learning experiences, aiming to reduce educator workload and enhance learning outcomes.

Highlights

In its MVP stage, Teachally has begun to mark its presence within the educational community, achieving initial milestones that hint at its potential for future growth and impact.

User Sign-Ups

We're encouraged by the organic sign-up rate of 5-10 educators per day. This indicates an interest in Teachally's approach to educational technology, showing early signs of appeal among educators seeking innovative teaching solutions.

School Adoption

The platform's adoption by a school, even at this early stage, is a promising development. It suggests Teachally's potential to meet the diverse needs of educational settings and offers an opportunity to learn and adapt based on real-world use.

Teacher Advocacy

The support from individual teachers, who not only use Teachally but recommend its adoption within their schools, is heartening. This early advocacy is crucial as it represents genuine user satisfaction and the platform's ability to address educators' needs.

Engagement and Feedback

Feedback from early users is invaluable. It's an essential part of our development process, allowing us to fine-tune Teachally's features and ensure they align with educators' real-world needs and expectations.

District Conversations

The scheduled Professional Development (PD) session with a regional Educational Service Center, engaging 15 districts, and the inclusion of esteemed advisors like Dr. Nicholas Wade and Jason Mantell, signify Teachally's substantial potential. The PD session represents a direct opportunity to showcase Teachally's capabilities to a significant number of decision-makers, potentially leading to widespread adoption within these districts. Meanwhile, the advisors lend credibility and invaluable insights, ensuring Teachally's offerings are in line with current educational standards and needs. Together, these developments highlight Teachally's strategic approach to gaining traction and affirming its value proposition in the educational sector.

Go-To-Market Strategy

Teachally's market strategy combines top-down and bottom-up approaches, leveraging our advisory board's extensive network to ensure deep market penetration and sustainable growth within the educational sector.

Top-Down Approach: Our strategy at the district level involves direct engagement with educational leaders, utilizing professional development (PD) sessions to underscore the utility and ethical implications of AI in education. These sessions, available both in-person and virtually, are tailored to inform superintendents and district administrators about the transformative potential of AI-enhanced teaching methodologies and curriculum planning. A pivotal moment in this strategy is our upcoming PD session with 15 superintendents from Ohio, marking Teachally's proactive effort to foster dialogue with key decision-makers. This initiative not only positions Teachally as a thought leader in the integration of AI into educational practices but also showcases our commitment to addressing the ethical dimensions of AI deployment in classrooms. By focusing on the strategic value and responsible use of AI, we aim to build trust and foster partnerships with educational institutions, encouraging them to adopt Teachally district-wide.

Bottom-Up Approach: Concurrently, Teachally employs a grassroots strategy to attract and engage educators directly. This facet of our strategy leverages the organic interest in Teachally, highlighted by our daily signup rate of 3-10 teachers without any marketing efforts. By providing immediate value to educators through our platform, we catalyze organic growth and advocacy within schools. This approach not only demonstrates Teachally's direct impact on teaching efficiency and classroom engagement but also builds a foundation of user-generated endorsements that contribute to wider recognition and adoption. Engaging teachers at the individual level allows Teachally to gather valuable feedback and insights, which inform continuous improvement and innovation of our platform.

What Makes Us Special

Teachally's competitive advantage lies in several key areas that distinguish it from competitors in the education technology space. Here are the main points of competitive advantage based on the provided information:

AI-Driven Content Creation and Differentiation: Teachally leverages AI to significantly

reduce the time teachers spend on lesson planning, from hours to minutes. It enables the hassle-free creation of standards-aligned lesson plans and teaching materials, which are customizable to various teaching styles and classroom needs.

Comprehensive Standards Alignment: The platform includes a built-in database of over 400,000 state and national educational standards, ensuring that all content, including lesson plans, teaching guides, and assignments, aligns with the required educational standards. This feature is critical for maintaining educational integrity and meeting curriculum requirements.

Personalized Learning Paths: Teachally offers personalized learning pathways, allowing for AI-driven study and revision tools that cater to the individual learning styles and needs of students. This includes hyper-differentiated tutoring, ensuring that each student can progress at their own pace, which is crucial for inclusive education.

Efficiency and Automation: By streamlining administrative tasks such as lesson planning, curriculum alignment, and differentiation, Teachally frees teachers to focus more on teaching and engaging with students. It also supports teacher upskilling by providing step-by-step instructions on how to teach standard-aligned lesson plans.

Ethical AI Use and Data Security: Teachally emphasizes ethical AI use, including transparent processes and the ethical selection of LLM models. It also focuses on strong data privacy and security measures to protect student information, addressing common concerns about AI in education.

Language Translation and Differentiation Features: Teachally supports differentiation at class, group, and individual levels, along with content adjustment for diverse learning experiences. It also offers translation into over 100 languages, making it accessible for non-native speakers and ensuring inclusivity.

Scalable Pricing Model: The platform's pricing model is designed to be scalable, offering discounts for larger student populations and including quarterly virtual professional development (PD) sessions for teachers, making it financially accessible to a wide range of educational institutions.

Founder and Team Expertise: Teachally's team, led by founder Daniel Bernstein, a serial entrepreneur with extensive experience in the software and edtech industries, brings a wealth of knowledge and experience to the platform. The team's diverse backgrounds in education, technology, and business contribute to the platform's innovative and effective solutions.