



## About Branching Minds

Branching Minds is a web application that helps teachers to adaptively identify students' learning strengths and challenges, algorithmically matches them with evidence-based learning supports & instructional responses, as well as assessments to monitor student progress. We trace our roots to our founder's original mission of helping her own students succeed in the classroom. As we grow and evolve as a company, we wanted to formalize our original, mission-based aims, as a way to keep our team focused on that goal.

## Who We Are

As a teacher-founded and teacher-led company, we are driven by our mission to help teachers better support struggling learners and are also committed to being a positive force in the education community. The Branching Minds team includes veteran educators, a developmental cognitive psychologist who trained at Harvard and Carnegie Mellon, a psychometrician who trained at Brown and Weil Cornell Medical College, and the former director of professional services from Amplify Education. The team is advised by researchers from the RTI Action Network and other leading academic experts in math intervention, English language learning acquisition, educational research, and teacher performance.

## Our Progress

- Finalist, 2016 Best for NYC
- Grew to serve 36,000 students (compared to 16,000 in previous school year)
- Increased percentage of low-income users from 40% to 45%
- Established subsidized medical, dental and vision insurance for full time employees.

## Customers

- 45% of end-users are low-income
- 6% of end-users are English language learners
- Software used with 36,000 students in 2016-2017 school year across 14 states and 350 schools

## Workers

- Employees receive unlimited PTO, subsidized health insurance, commuter benefits, life insurance, domestic partner /same-sex marriage spousal benefits FSA and HSA accounts.
- 100% of current full time employees have received ownership interests in the company
- Flexible remote work policy to enable employees to care for dependents
- 47% of company ownership interests held by women

## Community

- Management team comprised of 50% women
- Team performed 60 hours of community service in 2016
- Overall team is comprised of 57% women
- Company provided approximately \$30,000 in free software licenses during the 2016-2017 school year



## 2017 Goals

- Improve diversity hiring metrics and practices
- Expand internal culture building activities
- Expand research on outcomes through continued collection of direct research and successful execution of third party scientifically designed impact assessment.
- Established subsidized medical, dental and vision insurance for full time employees.