



SORA

High School Built For You

But, homeschooling is not perfect

Generally, a parent quits their job to homeschool but they feel increasingly confused as their student approaches high school. Stakes get higher and the parent becomes less useful academically. So, they opt for an accredited program which is usually a set of YouTube videos and a teacher who grades tests. The student begins to feel isolated and lonely, only interacting with their family. Here are some of the current options in the market:

Most Expensive

Stanford

Online High School

\$2,690+ / mo

Traditional lecture structure. Isolating. Gets by on name & exclusivity.

Middle Ground



The University of Texas at Austin
UT High School

\$380 / mo

YouTube Videos and Tests. Isolating. Very Hands-off.

Least Expensive

Generic Umbrella School

~\$50 / mo

Handles legal paperwork and usually nothing more. Sometimes accredits.

We think there is a better way.

**Sora is a live, virtual, project-based high school where
students explore their interests and future careers
with a vibrant community of ambitious learners**

Market Trends



40% of families are now more likely to homeschool after COVID ends.

3% of the US population currently homeschooled before lockdown (31% of those being in high school), 7% said they would prefer it if possible. ¹ This interest is skyrocketing from COVID, showing 40% of families are now more likely to homeschool permanently. ⁴



The majority of homeschool families have an income >\$70k. Homeschool families have higher than average income, comparable to the income of private school families ²



80% homeschool because they're concerned with the school environment.

Our cohort model of education is designed to create a strong community of curious problem solvers, while avoiding the herd mentality of traditional high school. ³



39% homeschool because they value a non-traditional education. The vast majority of current homeschool programs are very traditional. Families are looking for non-traditional options. ³

60%

High school knowledge forgotten before college

8x

Increase in depression among students in last 50 years

29

Straight years of declining student creativity

1. <https://www.tandfonline.com/doi/full/10.1080/00219266.2014.926960>
2. <https://www.psychologytoday.com/us/blog/freedom-learn/201001/the-decline-play-and-rise-in-childrens-mental-disorders>
3. <https://www.tandfonline.com/doi/abs/10.1080/10400419.2011.627805>

A New Educational Paradigm

Sora is a highly scalable, student-driven approach to high school



Personalized Education

Curriculum is created and changes around the student's interests



Multimodal Learning

Learning happens through projects, work experience, and self-study, not lecture



Self-Paced

Students create self-paced, personal learning plans with the help of our experts

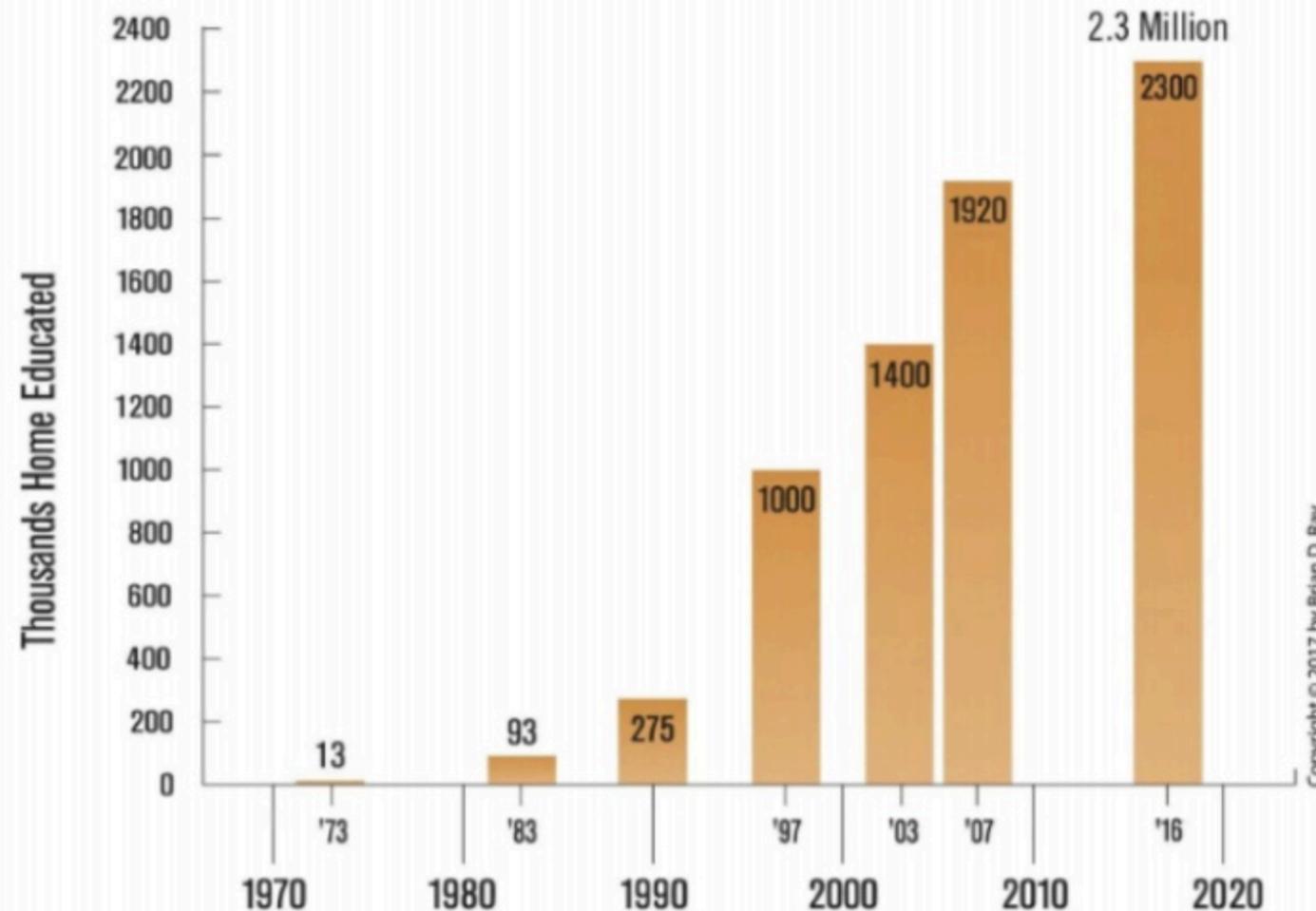
So, families are looking for other options

National Poll: 40% of Families More Likely to Homeschool After Lockdowns End

TOMMY SCHULTZ | MAY 14, 2020

A RealClear Opinion Research survey of 2,122 registered voters shows that support for educational choice is strong, and that a significant portion of parents are more likely to pursue homeschooling opportunities after the lockdowns end. The results show that 40% of families are more likely to homeschool or virtual school after lockdowns, and that 64% support school choice and 69% support the federal Education Freedom Scholarships proposal.

GROWTH OF HOMESCHOOLING IN THE UNITED STATES



The Problems with High School



Content is geared towards tests, not interests or practicality. Class content often seems arbitrary and only useful for preparing students for tests. Curriculum is not contextual and does not incorporate the needs and interests of students--it's not personalized.



Students have little agency in their environment. They spend years following the path set before them without being able to develop their own motivation and self-awareness. This eventually leads to burnout.



Parents can no longer answer questions. Schools and co-ops (for homeschoolers) are built to deliver lectures and content. If the student falls behind or has questions, the responsibility falls on the parents who no longer feel qualified to help.

A few of our focuses



Personalized, Project-Based Learning. Every student has a custom learning plan to incorporate their interests through inquiry and PBL.



Community. Cohort model of education with student houses is designed to create a strong community of curious problem solvers



Life Skills. Current high school students are not ready for adulthood. At Sora, we work on soft skills like procrastination, habit formation, finding mentors, and much more!



Software Enabled. Note: we are not “software driven”. Education is fundamentally a human process but our software takes the headache out of organization, facilitation, and tracking.

Future Opportunities

Creating and scaling the world's best high school will keep us busy, but here are a few things we're working on in our free time.



Free

Completely comping tuition through real-world work from our Work+Study Program. Will be starting our first version in September.



Learning Pods

With coronavirus, many families are forming “learning/pandemic pods”. We are about to launch an initiative to be the academic engine for pods.



White-Labeling for Colleges

Many Colleges like MIT are taking their freshman year online. As COVID showed, they don't know how to do that.

This round, and how we'll spend it

Target Capital

\$2.5M

- Hire two software engineers for LMS development
- Hire a Head of our Work+Study program
- Hire Head of Growth with monthly marketing budget
- Hire a Curriculum Developer

SORRA

The word "SORRA" is written in a bold, black, sans-serif font. The letters are partially obscured by overlapping, semi-transparent shapes in red, yellow, and blue. The red shape is behind the 'S' and 'O', the yellow shape is behind the 'O' and 'R', and the blue shape is behind the 'R' and 'A'.

garrett@soraschools.com

| 210.882.0782

| soraschools.com

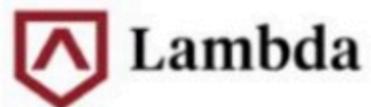
Our Advisors



John Danner

Founder and Investor

Rocketship Education,
Lambda School, Outschool



Chris Mahoney

Head of School

Spark Academy



Linda Leftrict

Vice President and Early Employee

Connections Academy



Faculty



Carolyn Reeves

STEM Learning Expert

- Masters in Math
- Long-time Math tutor
- Former Software Eng



Brandy Daniels

Counselor

- Masters from Emory
- Former CDC researcher
- Certified Life Coach



Michael Granado

Humanities Learning Expert

- Ph.D Candidate
- Long-time college prof.
- Podcast and YouTube on History/Philosophy

Founding Team



Wesley Samples

- BSBA from Georgia Tech
- Co-founder of Elevate Media
- Former Director of Startup Exchange
- Former Venture Partner at Contrary Capital



Garrett Smiley

- Former CS at Georgia Tech
- Ran startup incubator
- Co-founded two charities, one in education
- Venture Partner at Contrary Capital
- True Ventures Fellow



Indra Sofian

- BSBA from Georgia Tech
- Co-founder of Elevate Media
- Former Director at intern.community
- Former Venture Partner at Contrary Capital
- Future Founders Fellow