

Stars Track...The Next Generation

Leading CEOs Take Us Where No Person Has Gone Before

At this year's ASU+GSV Summit, we are partnering with William Blair to co-host the inaugural Stars Track which will be held on April 18 (all day) and April 19 (through the morning).

The Stars Track will include a series of moderated panels that will allow investors to hear about different models in the Edtech industry, the pain points in the industry and the way these present long-term growth opportunities, competitive dynamics, and the current environment. Speakers will consist of an elite group of CEOs, with participation from 8 public companies and roughly 20 of the largest, fastest-growing private companies. The panel participants will mostly be the CEOs of the respective companies or other C-suite executives.

The ASU+GSV Summit is the largest gathering leaders from public and private companies in Edtech and connects the brightest minds in the field, all striving towards a common goal: to change the world for good and give ALL people equal access to the future. The summit is a must-attend event for public and private investors seeking to invest in the stars of tomorrow, today.

The must-attend event for
“ education technology investors. ”

— The New York Times

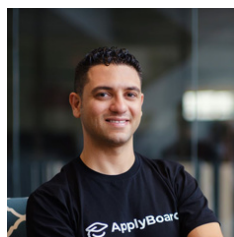
31 CEO and Executive Speakers from the Most Important Private and Public EdTech Companies in the World



Alessio Artuffo
President, Docebo



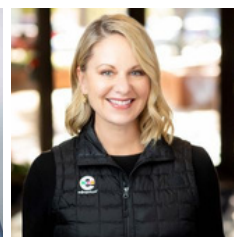
Ashley Andersen
Zantop
CEO, Cambium



Martin Basiri
CEO, ApplyBoard



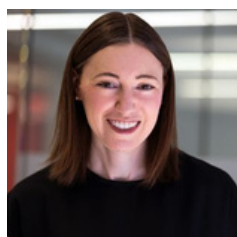
Lex Bayer
CEO, Quizlet



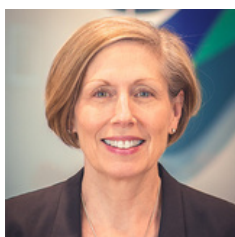
Jamie Candee
CEO, Edmentum



Steve Daly
CEO, Instructure



Kate Eberle Walker
CEO, Presence



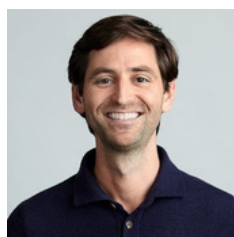
Sari Factor
CEO, Edgenuity/ImagineLearning



Bethlam Forsa
CEO, Savvas



Shravan Goli
COO, Coursera



Andrew Grauer
CEO, Learnéo/Course Hero



Hardeep Gulati
CEO, PowerSchool



Laura Ipsen
CEO, Ellucian



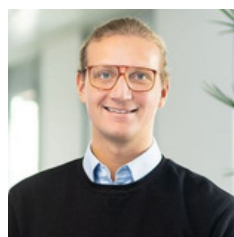
John Katzman
CEO, Noodle



Krishna Kumar
CEO, Simplilearn



Ritu Narayan
CEO, Zūm



Felix Ohswald
CEO, GoStudent



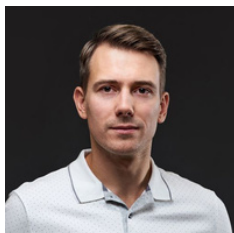
John Olsen
CEO, Teaching Strategies



Himanshu Palsule
CEO, Cornerstone OnDemand



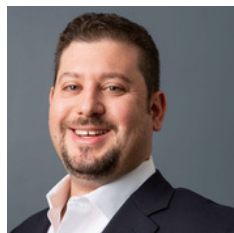
Chip Paucek
CEO, 2U



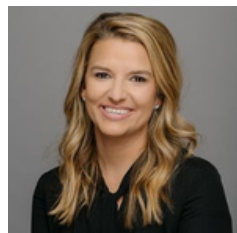
Anton Pavlovsky
CEO, Headway



James Rhyu
CEO, Stride



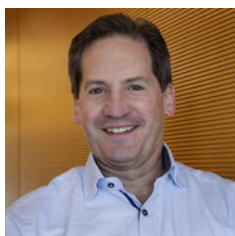
Adrian Ridner
CEO, Study.com



Rachel Romer
CEO, Guild Education



Jonathan Satchell
CEO, Learning Technologies Group



Greg Sebasky
CEO, Ascend Learning



Advait Shinde
CEO, GoGuardian



Trish Sparks
CEO, Clever/Kahoot!



Lucy Suros
CEO, Articulate



Markus Witte
Chairman, Babbal



Jessie Wooley-Wilson
CEO, DreamBox Learning

Moderators



Stephen Sheldon
Partner, William Blair



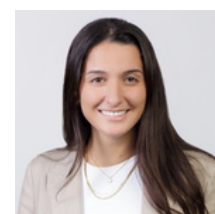
Justine Chiou
Partner, William Blair



Kate Hui
Director, William Blair



Luben Pampoulov
Partner, GSV Ventures



Alex Argo
Investor, GSV Ventures

Schedule for Tuesday, April 18, 2023

Strategies for K-12 Excellence Moderator: Stephen Sheldon (William Blair, Partner, Equity Research Analyst)	April 18th 9:00-9:35	Speaker	Title, Company
		Sari Factor Ritu Narayan Felix Ohswald Advait Shinde	CEO, Edgenuity/ImagineLearning CEO, Zum Rides CEO, GoStudent CEO, GoGuardian
SaaS Ecosystems Moderator: Stephen Sheldon (William Blair, Partner, Equity Research Analyst)	April 18th 9:45-10:20	Speaker	Title, Company
		Jessie Woolley-Wilson Laura Ipsen Hardeep Gulati Greg Sebasky	CEO, DreamBox Learning CEO, Ellucian CEO, PowerSchool CEO, Ascend Learning
Early Childhood Education Moderator: Justine Chiou (William Blair, Partner, Managing Director)	April 18th 10:30-11:05	Speaker	Title, Company
		Kate Eberle Walker Bethlam Forsa Ashley Andersen Zantop John Olsen	CEO, Presence Learning CEO, Savvas CEO, Cambium CEO, Teaching Strategies
Learning Platforms Moderator: Stephen Sheldon (William Blair, Partner, Equity Research Analyst)	April 18th 11:15-11:50	Speaker	Title, Company
		James Rhyu Alessio Artuffo Adrian Ridner Lucy Suros Chip Paucek	CEO of Stride President of Docebo CEO of Study.com CEO of Articulate CEO, 2U
Workforce Learning in the Age of AI Moderator: Luben Pampoulov (GSV Ventures, Partner)	April 18th 2:30-3:05pm	Speaker	Title, Company
		Rachel Romer Krishna Kumar Steve Daly	CEO, Guild Education CEO, Simplilearn CEO, Instructure
Can AI Extend Learner Lifetime Value in Edtech? Moderator: Kate Hui (William Blair, Director)	April 18th 3:15-3:50pm	Speaker	Title, Company
		John Katzman Trish Sparks Shravan Goli Anton Pavlovsky	CEO, Noodle CEO, Clever/Kahoot! COO, Coursera CEO, Headway

Schedule for Wednesday, April 19, 2023

AI-Personalized Learning Moderator: Alex Argo (GSV Ventures, Investor)	April 19th 10:00-10:40	Speaker	Title, Company
		Andrew Grauer	CEO, Learneo (Course Hero)
		Lex Bayer	CEO, Quizlet
		Jamie Candee	CEO, Edmentum
		Himanshu Palsule	CEO, Cornerstone OnDemand
Global Learning Platforms Moderator: Stephen Sheldon (William Blair, Partner, Equity Research Analyst)	April 19th 10:50-11:30	Speaker	Title, Company
		Markus Witte	Executive Chairman, Babbel
		Martin Basiri	Founder, ApplyBoard
		Jonathan Satchell	CEO, Learning Technologies Group

Overview of Companies at Stars Track

Public

2U, Coursera, Docebo, Instructure, Kahoot!, Learning Technologies Group, PowerSchool, Stride

- Revenue scale ranges between \$130M-963M
- Median revenue growth +22%

Private PE-backed

Ascend Learning, Cambium, Cornerstone OnDemand, Dreambox Learning, Edmentum, Ellucian, Imagine Learning, Presence Learning, Savvas, Study.com, Teaching Strategies

- Revenue scale ranges between \$100M-\$1.5B
- Median revenue growth +20%



Private VC-backed

ApplyBoard, Articulate, Babbel, GoGuardian, GoStudent, Guild Education, Headway, Learneo (Course Hero), Noodle, Quizlet, Simplilearn, Zum Rides

- Revenue scale ranges between \$50M-\$1B
- Median revenue growth +30%

Presenting Edtech Leaders at ASU GSV Summit / Stars Track 2023

Company	Speaker	Latest Known Valuation (M)	Key Investors
2U	Chip Paucek, CEO	\$710	Public
ApplyBoard	Martin Basiri, Founder	\$3,200	Index, Fidelity, Canada Pension
Articulate	Lucy Suros, CEO	\$3,750	Blackstone, GA, ICONIQ
Ascend Learning	Greg Sebasky, CEO	\$2,000	Blackstone, Canada Pension
Babbel	Markus Witte, Chairman	N/A	REV, Kizoo, Scottish Equity
Byju's	Byju Raveendran, CEO	\$22,000	Sequoia, Prosus, CZI, Sofina
Chegg	Dan Rosensweig, CEO	\$2,011	Public
Cambium	Ashley Andersen Zantop, CEO	N/A	Veritas Capital
Cornerstone OnDemand	Himanshu Palsule, CEO	\$5,200	Clearlake Capital Group
Coursera	Shravan Goli, COO	\$1,687	Public
Docebo	Alessio Artuffo, President	\$1,152	Public
Dreambox Learning	Jessie Wooley-Wilson, CEO	N/A	Evergreen Coast Capital Corp.
Edmentum	Jamie Candee, CEO	N/A	The Vistria Group
Emeritus	Pranjal Kumar, CFO	\$3,200	Sequoia, Accel, Softbank, CPPIB
Ellucian	Laura Ipsen, CEO	\$5,000	Blackstone, Vista Equity Partners
GoGuardian	Advait Shinde, CEO	\$1,000	Tiger, Sumeru
GoStudent	Felix Ohswald, CEO	€3,000	Coatue, Softbank, Left Lane
Guild Education	Rachel Romer, CEO	\$4,400	General Catalyst, Bessemer, GSV
Headway	Anton Pavlovsky, CEO	N/A	Bootstrapped
Instructure	Steve Daly, CEO	\$3,683	Public
Imagine Learning/Edgenuity	Sari Factor, CEO Edgenuity	N/A	Onex Group, Silver Lake
Kahoot!/Clever	Trish Sparks, CEO Clever	\$924	Public
Learneo (Course Hero)	Andrew Grauer, CEO	\$3,600	TPG, GSV, Sequoia, Wellington
LTG	Jonathan Satchell, CEO	\$1,366	Public
Noodle	John Katzman, CEO	N/A	Blackrock, Owl, Barclays
PowerSchool	Hardeep Gulati, CEO	\$3,665	Public
Presence Learning	Kate Eberle Walker, CEO	N/A	Spectrum Equity, TPG Rise Fund
Quizlet	Lex Bayer, CEO	\$1,000	GA, ICONIQ, Union Square
Savvas	Bethlam Forsa, CEO	N/A	Nexus Capital
Simplilearn	Krishna Kumar, CEO	N/A	Blackstone, GSV, Clal, ADQ
Stride	James Rhyu, CEO	\$1,831	Public
Study.com	Adrian Ridner, CEO	N/A	Bootstrapped
Teaching Strategies	John Olsen, CEO	N/A	KKR
Zum Rides	Ritu Narayan, CEO	\$930	Sequoia, Spark Capital, Softbank