



Maveron LLC

Venture Capital in Education Summit 2009

Jason Stoffer

Why Education?



Family History: Father taught in Detroit Public Schools



Wharton: Reflection on technology's impact on education

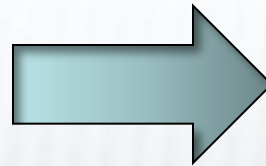


Career Education: Student-centric learning environment

Education: Era of Choice in its Infancy

- Analogy: Coke

1950s

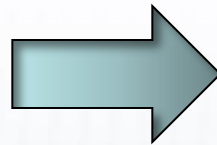


Today (450+ brands)



Post-Secondary World: Era of Consumer Choice

Today



Tomorrow

- **Proprietary Customer Acquisition**



- **Targeted Programs**
 - ✓ Student-Centric
 - ✓ Content
 - ✓ Modality



- **Proprietary Career Placement**



About Maveron

- **History:** Founded ten years ago by Howard Schultz and Dan Levitan. Portfolio companies include eBay, Capella, Livemocha, Potbelly, Pinkberry
- **Fund Characteristics:** \$240MM Fund IV closed last year
- **Strategy:** Invest behind changes in consumer preference
- **Investment Stage:** Stage agnostic; require consumer adoption and evidence of monetization strategy/traction
- **Investment Characteristics:** \$3-\$7MM initial investment, 20-40% ownership

Contact Information

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