

Nell & Key

Parent-guided learning for grades 2-5

The Key to your child's math lingo.



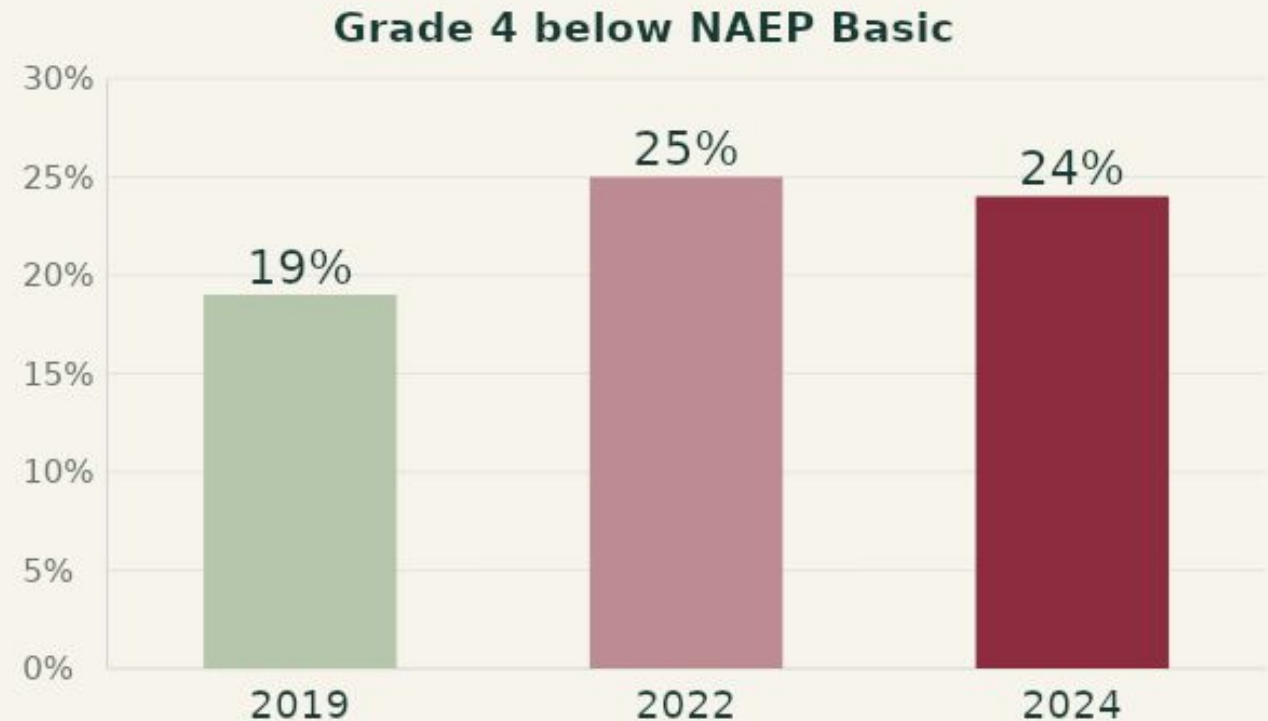
Of Course, 1:1 Tutoring with Macalester students

Nothing goes unnoticed

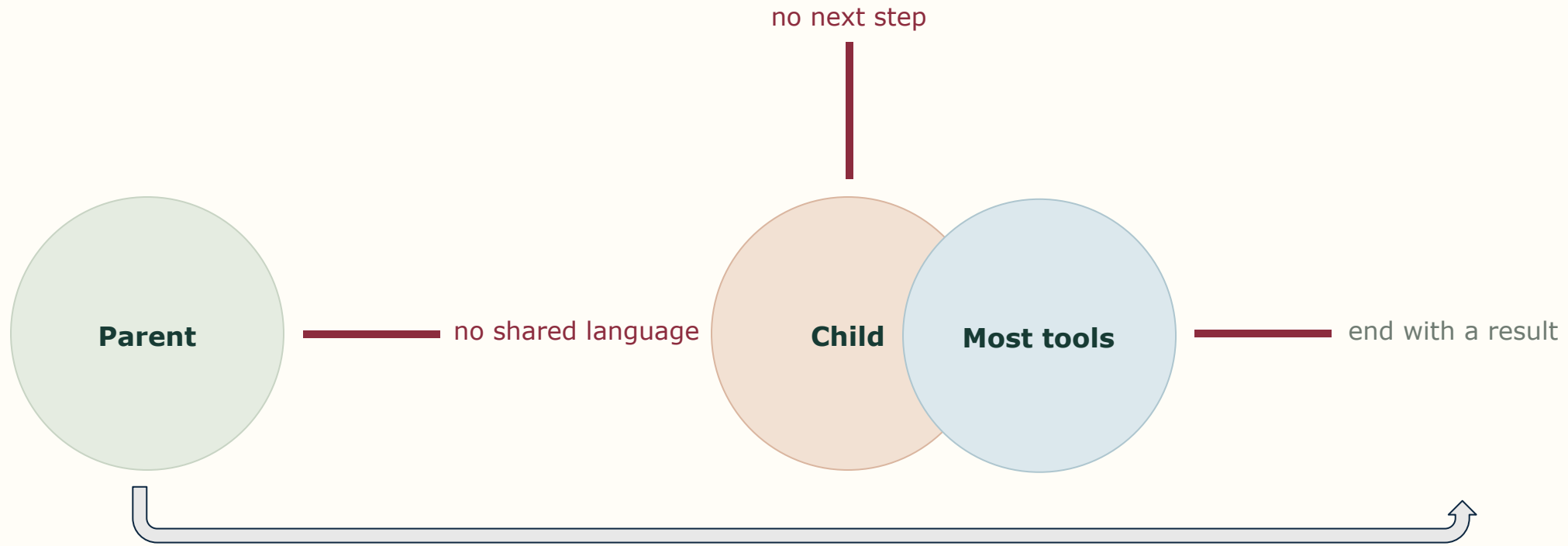
24%

of fourth-graders scored below NAEP Basic in 2024.

Not harder lessons.
Targeted challenges on missing foundations.

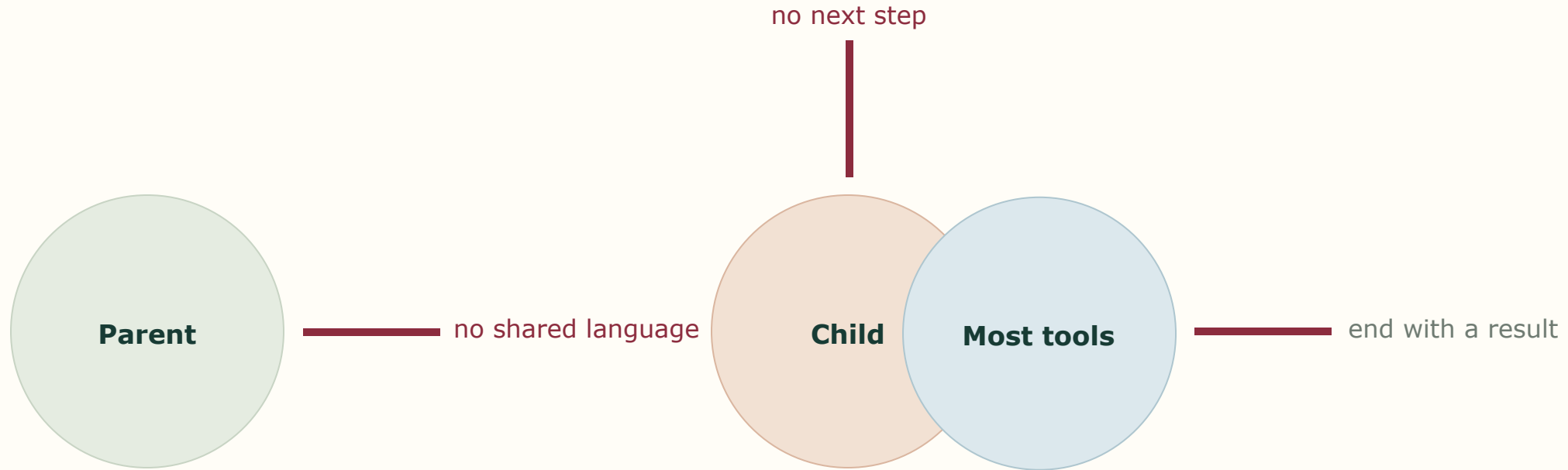


Children need a reason to think. Parents need a way to join.



Parents see what they see

Children need a reason to think. Parents need a way to join.



But this is kind of sad :(

I sit at the intersection of these problems

8+ years teaching, Non-Profit in Education, Math tutor & Statistics Preceptor, AI systems engineer



Akshat Koirala

Founder

Founder-market fit

The product asks how a child becomes capable. The founder has spent years on this.

A focused start. Room to grow.

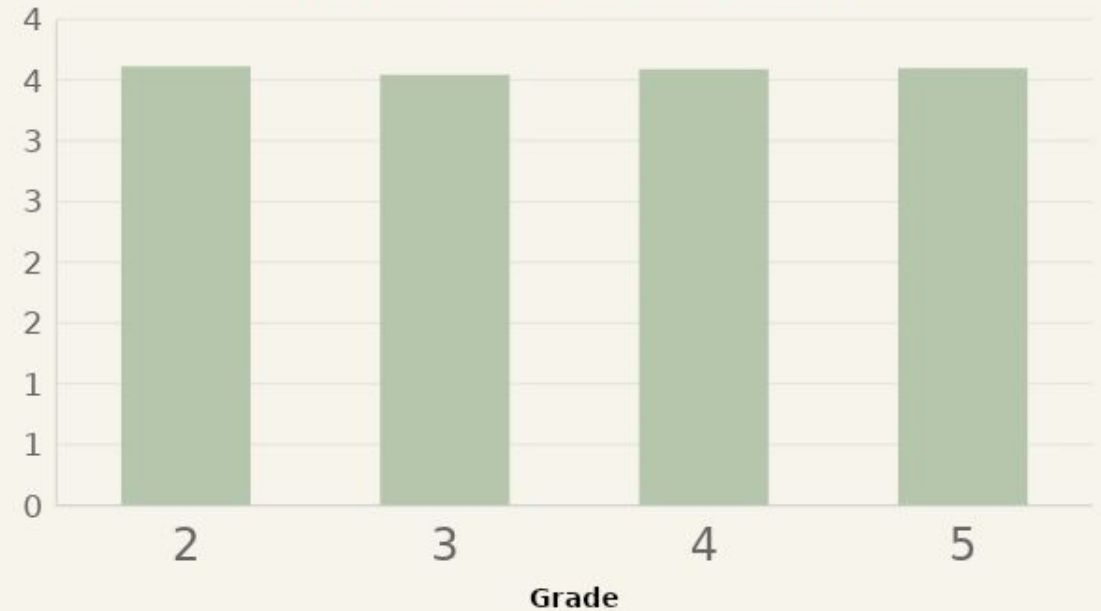
14.34m

U.S. public-school children
in grades 2–5

\$8.61bn

Annualized ceiling at \$600 per child

Children by grade • millions



One daily mission. A parent who knows what's next.

\$50

per child / month

Proposed

A personal start.
A useful next step.

B2C first · School pilots after evidence ·



The premium has to be earned.

Alternative	What families already get	Nell & Key must prove
Khanmigo · \$4/month	AI guidance, parent tools, and speech	An experience worth the additional cost.
Prodigy · free + paid	Math game, adaptive, and reports	Simulation where input changes output.
A human tutor · rates vary	Personalized support and a relationship	Useful continuity.
Nell & Key · proposed \$50	HiTL tools, personalized & adaptive support, a relationship, games, and evidence-based report	Deliver on personalization and HiTL.

HiTL: Human in The Loop Technology

The questions we should answer directly.

What traction exists?	A released product and founder-led discovery. No verified paid cohort.
Why will a parent pay \$50?	For a personal start and useful daily continuity. The price and renewal rate must be tested.
What compounds over time?	Reviewed concept-to-question-to-representation mappings and a child's evidence history.
How does this become larger?	Expand math coverage and automate validated preparation. Add school channels after outcome and cost evidence.
What breaks the plan?	Low unaided progress, low renewal or too much human time. AI and screen-time fear in parents. Market to the emotional needs too.

Not Math But Math or Not Just Math

- Disguised as the things they love: minecraft, football
- Surprisingly visual: even parents can't get enough

“Where do I start helping?”

Tell us what they love and we'll find more.

Tell us a little more and we'll plug the gaps.

Their first mission..

— Akshat, founder and math tutor

Of Course, I will do it.

About your child

What should Sam call them?

Mira

Grade

2

One or two things they love

gardens, bees

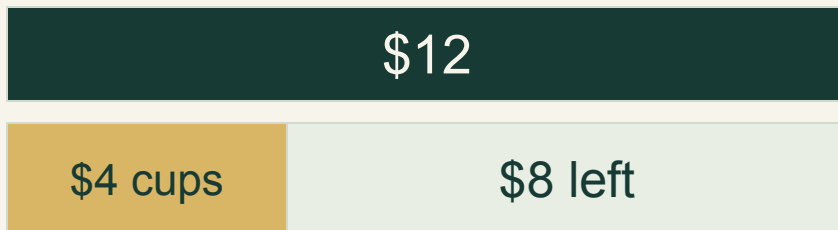
Where does math feel tricky?

Taking away, word problems, or: I'm not sure

Your child is running a business >.<

Sam has \$12.
Cups cost \$4.

What is left?



A bar model also makes $12 = 4 + 8$ visible

“Now I know how to help.”



Tried

\$8. Correct first time.

Help

No hint used.

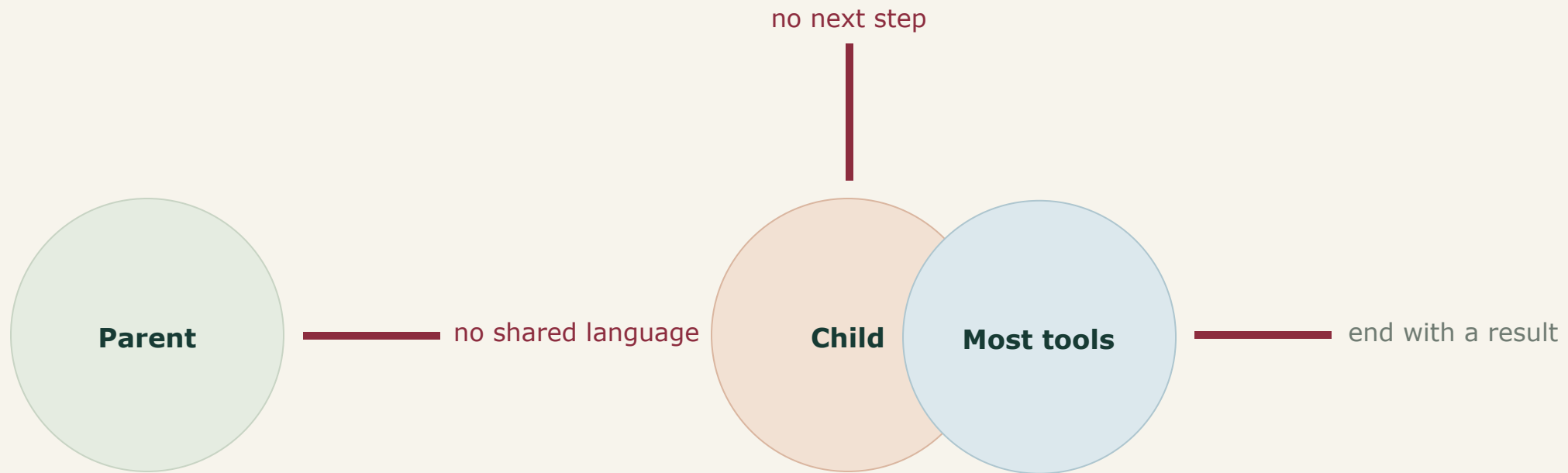
Next

\$12 – \$8. A harder check.

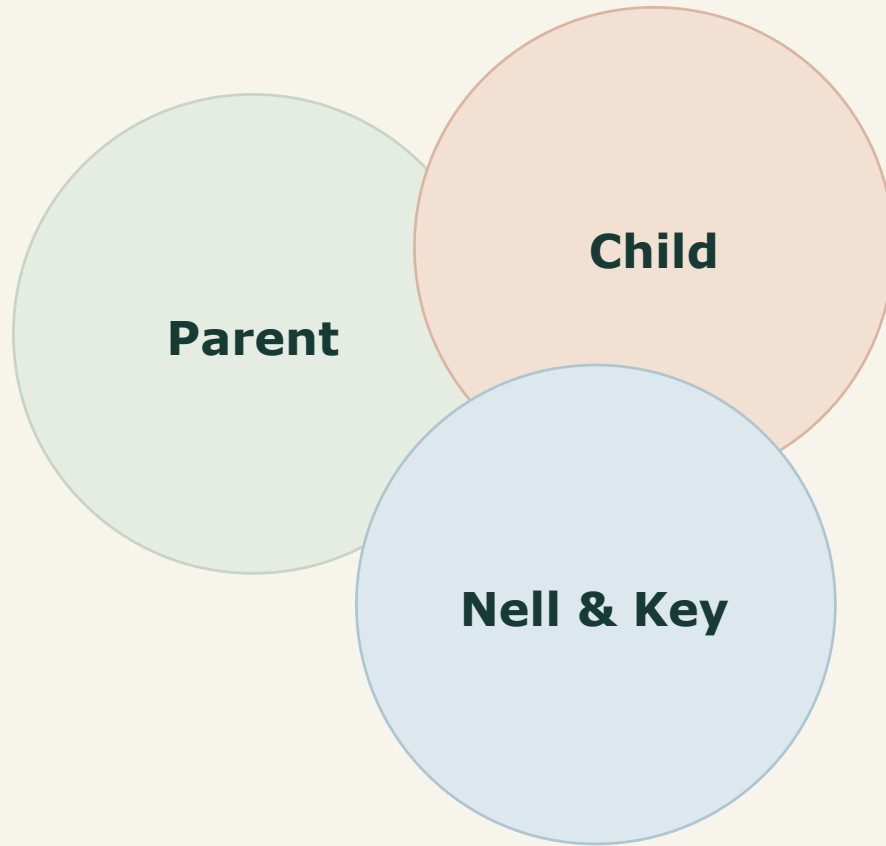
Ask: “What might change if more customers came tomorrow?”

The child gets a world. The parent gets a book.

One experience turns excitement into a conversation the family can continue.



The child gets a world. The parent gets a book.



More than Learning.

The next proof is a better week for a family.

We will measure whether the chapter earns a return, not simply whether a child finishes a screen.

Co-reading	parent opens the chapter with the child
Independent next check	the child acts without an answer machine
Transfer	the same structure travels to a new context
Evidence quality	the parent can name a useful next step
Return	the family comes back the following week

90-day evidence

- A repeatable daily chapter
- A committed family pilot cohort
- Parent-readable outcome signals
- A measured cost to serve
- A credible next-round narrative

Success means evidence, not feature count.

Sizing and Growth

Line	Calculation / source	Annualized value
Public population	$3.613\text{m} + 3.544\text{m} + 3.590\text{m} + 3.596\text{m} = 14.343\text{m}$ children	—
TAM ceiling	$14.343\text{m} \times \$50 \times 12$	\$8.606bn
Illustrative SAM	TAM $\times$ 10% assumed paid-fit share	\$860.6m
First paying target	100 children $\times$ $\$50 \times 12$	\$60,000
Pilot	20 families; willingness to pay tested separately	Not revenue

Assumptions: market share, willingness to pay, retention, and reachable acquisition cost.

Sources and working documents.

- Bastani et al., Generative AI Without Guardrails Can Harm Learning. Local file: education_llm.pdf
- Neal Stephenson, The Diamond Age. Used for thematic inspiration, not copied text.
- Nell & Key founding principles, living-world architecture, adaptive-missions brief, and current product release notes.
- IdeaProof validation report v2, 14 Sep 2026. Synthetic validation; risks are treated as pilot questions, not evidence of demand.