

SmartSAT

Digital SAT preparation with continuous AI support

Milestone-based funding discussion

The learner problem

After a wrong answer

Learners need an explanation and a useful next exercise

Between tutoring sessions

Families need accessible support and a visible learning process

Before the next exam

Practice needs to identify weak concepts and revisit them

The product learning cycle

Step	Product activity	Learner value
Assess	Digital SAT practice and mock exam	Identify areas to practise
Review	24×7 one-to-one AI mistake tutoring	Understand the mistake
Practise	Related items and 3,200 vocabulary words	Build repeated practice
Re-test	Reports and continued review	Track progress over time

SAT participation and the initial audience

1.95m+

Class-of-2026 SAT takers

13.5%

International participation
growth

Initial audience proposal: grade-11 learners seeking a structured practice and mistake-review workflow.

Three complementary team roles

Senior educator

Educational method, explanation quality and learning evidence

Technical lead

Uses Anthropic AI to build SmartSAT.us and verify product behavior

CEO

Fundraising, social marketing, partnerships and traction

Traction evidence to collect

Evidence	Required source	Current status
Distinct registrations	Dated export with test/bot deduplication	Not yet verified
A7, D7 and D30	Mature student cohorts and definitions	Not yet verified
Student WAU and MAU	Meaningful learning-action events	Not yet verified
First valid payers and net cash	Payments less refunds and reversals	Not yet verified

Repeatable acquisition evidence

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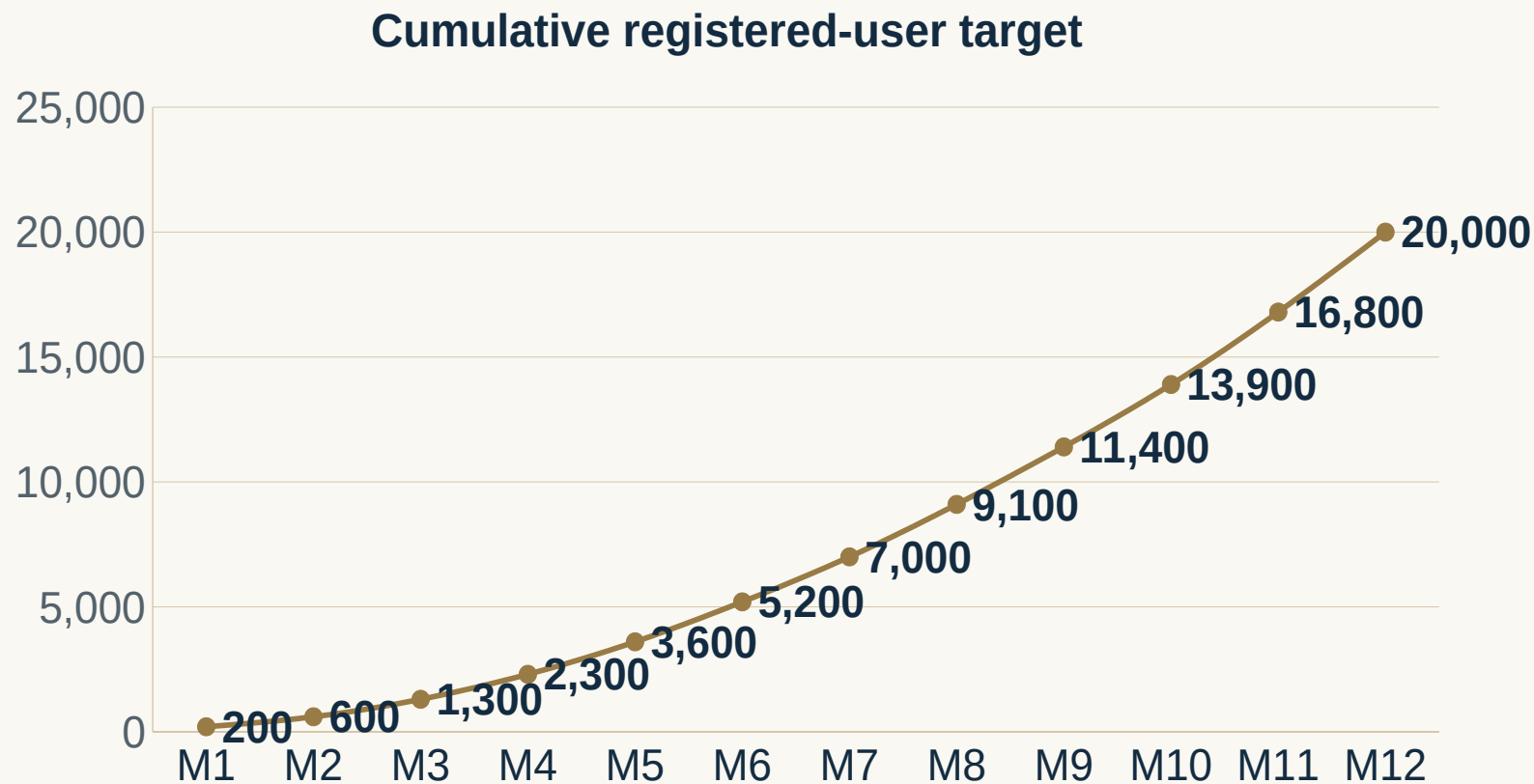
Productive pilots to prove first

Test	Evidence required
Educator partner	Distinct registrations plus meaningful learner activity
Creator distribution	Tagged sessions, A7 and mature paid conversion
Learner referrals	Valid attribution, refunds and activated recipients

Commercial model and contribution margin

Component	Evidence needed
Revenue	Actual price, valid payments and net receipts
Product cost	Hosting, AI inference and support by cohort
Commission cost	Official 20% / 10% / 10%. Confirm base and payout terms.
Acquisition cost	Marketing cash, attribution and actual paid CAC
Contribution margin	Net revenue less variable costs, fees and commissions

The twelve-month growth objective



\$100k

Marketing cash ceiling

Base target: 20,000

Downside: 12,000

Stretch: 28,000

Milestones and resource discussion

First ninety days

1,300 registration target and auditable activation cohorts

Evidence for expansion

Useful learning, productive pilots and sustainable CAC

Resources to discuss

Marketing execution, product reliability and outcome measurement

Data-room standard

Actual evidence separated from targets, assumptions and simulations