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# RezDispute

An ADR educational platform

*"When you just can't compute"*

— Katherine Chapman —

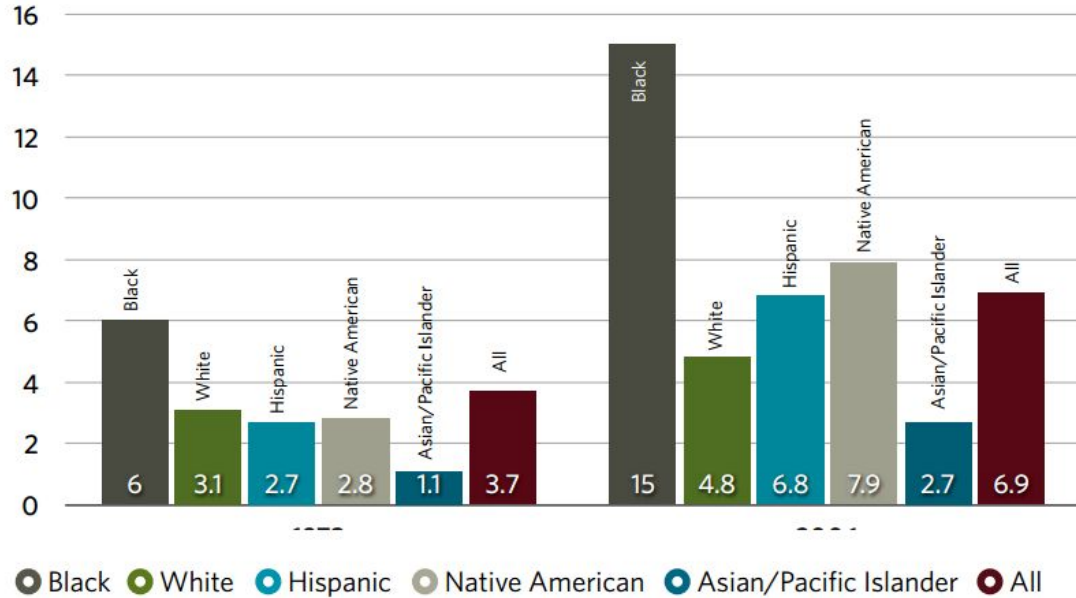
Nick Pullman

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# A legal epidemic: “school-to-prison pipeline”

**FIGURE 1** Increasing Risk For Suspension by Race 1973, 2006



Middle schools in 18 largest U.S. school districts

	Suspended students	Never suspended
Contact w/ juvenile justice	23%	2%
Repeated a grade	31%	5%

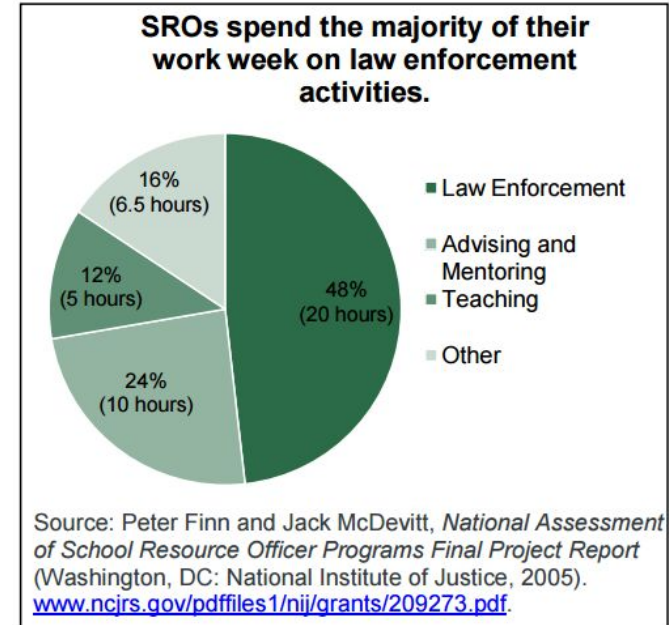
Washington Post; ~1m Texas seventh-graders

**2x** more likely to drop out after suspension (compared to a similar student at another school who was not suspended)

Black students were **31%** more likely to receive a discretionary suspension (83 control variables)

# Why the increase?

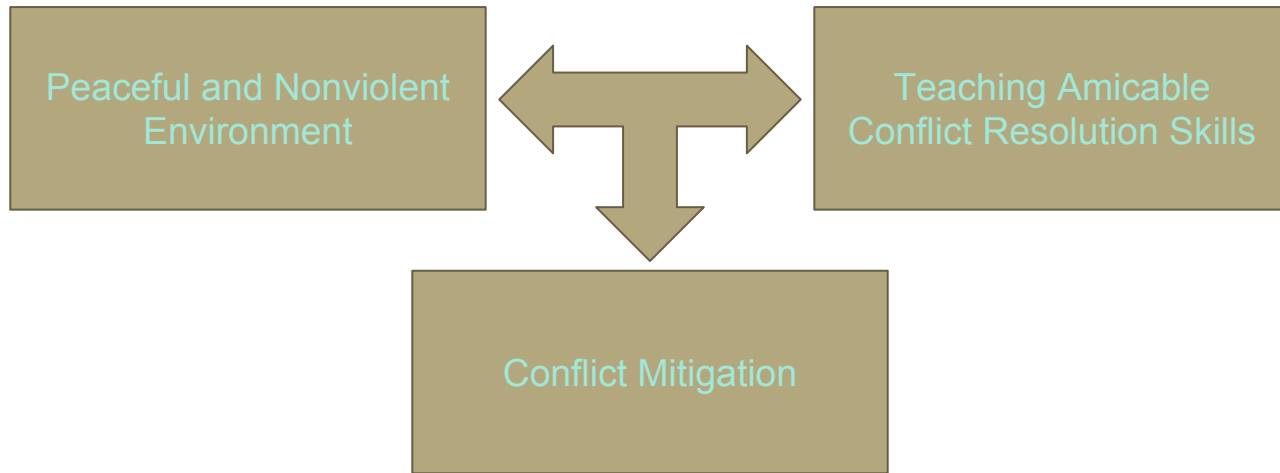
- Zero-tolerance policies
  - Mandated by the Gun-Free Schools Act (1994)
  - Broad interpretation of “weapon”
- “Broken window” theory policing
  - Cracking down on smaller offences via suspension to discourage more serious crimes
- Outsourcing to School Resource Officers (SROs) and criminal justice system
  - 33% increase in SROs from 1997-2007
- Minimal to zero training in conflict resolution
  - SROs often do not receive training in adolescent psychology, conflict resolution, or behavior management in a school setting



# Impacting education

*“Violence and aggression due to conflict are pressing issues in schools and education...educators must mitigate this before children are ready to learn.”*

Dr. Van Acker, MSW, Ed.D, University of Illinois, Special Education Chair



# Conflict: is it all bad?

*“How one interprets conflict leads to either **constructive or destructive outcomes**...However, it is often the cause of **violent behavior** in individuals with **under-developed conflict resolution skills**.”*

Broadbear, Intl. Elec. Journal of Health Education

## Increases

Achievement

Learning  
Motivation

Ego Strength

Higher-Level  
Reasoning

Resilience to  
Adversity

Long-term  
Retention

Fun at School

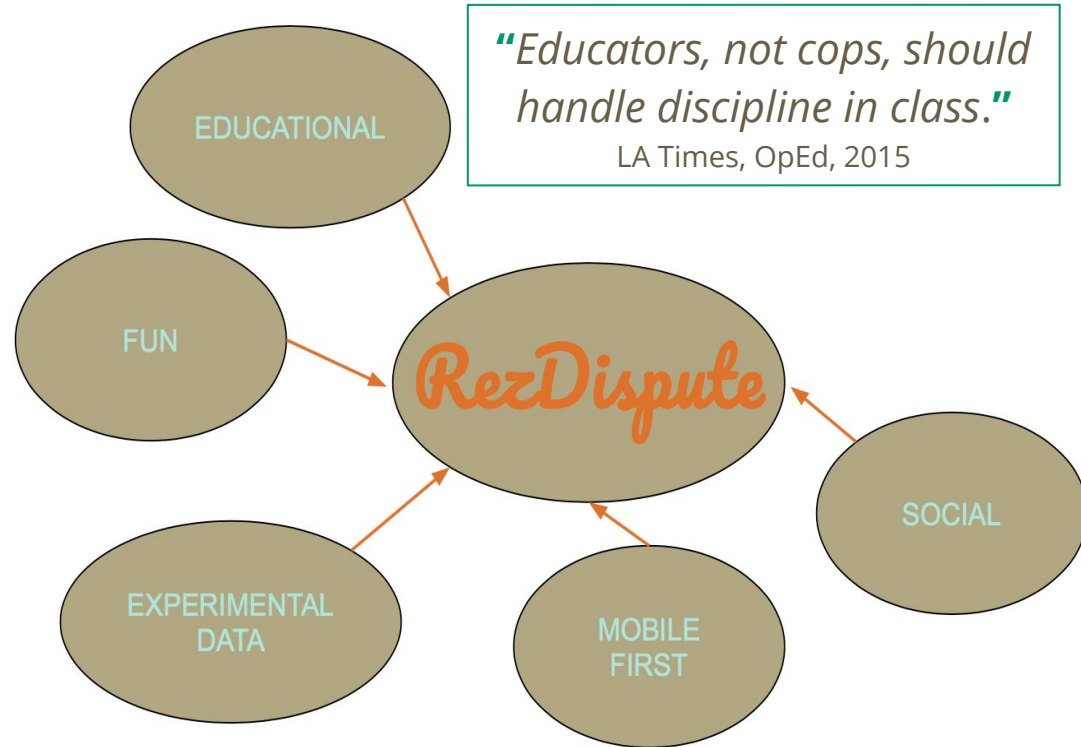
Social/Cognitive  
Development

# Children lacking conflict resolution skills:

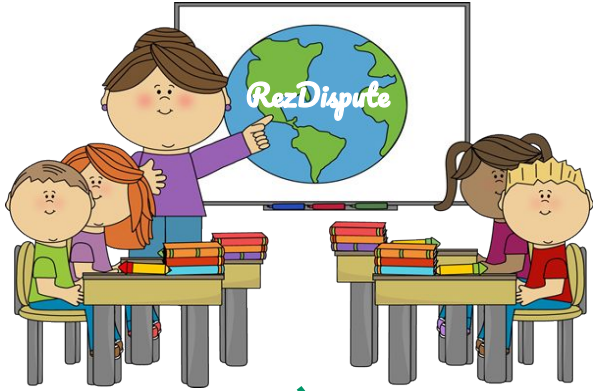
1. Do **not** consider the effects of their actions on others
2. Do **not** recognize prior events leading up to conflict
3. Are **not** cognizant of the real problem that exists

# The RezDispute answer

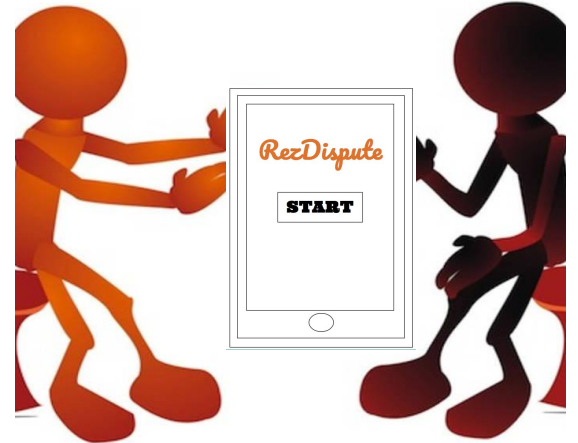
- Goals:
  - Introduce conflict resolution techniques
  - Reduce suspensions
- Method:
  - Mobile-first education platform
  - Teacher-led learning environment
  - International conflict resolution systems
  - Active student participation



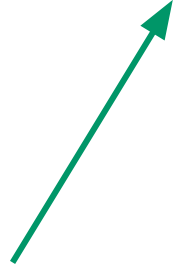
# Storyboard



Professor McGonagall breaks up fight and wants to teach help students



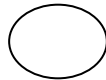
Ron, age 9, gets into physical confrontation with Draco, age 9.



**PROTOTYPE**

*RezDispute*

**START**





**CHOOSE A  
METHOD**

**RANDOM**

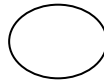
**“Fight”**

**Text  
Democracy**

**Judicial**

**Native  
American  
Sentencing  
Circle**

**Ancient  
Athenian  
Popular  
Court**



**“Fight”**

Insert Height

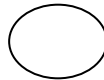
Insert Weight

Insert Age

Insert Gender

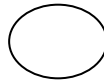
Insert Training

*SUBMIT*



**“Fight”**

**CLICK HERE  
FOR WINNER**



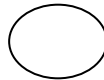
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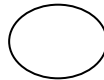
**Ancient  
Athenian  
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Court**



**Native  
American  
Sentencing  
Circle**

Gather a group of individuals including persons involved in dispute, person responsible for discipline, witnesses, and various other community members (recommended size: 10)

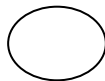
Continue



**Native  
American  
Sentencing  
Circle**

Sit in a circle

Continue

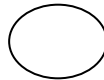


**Native  
American  
Sentencing  
Circle**

Each person  
explain event, how  
the actions  
affected you  
physically /  
emotionally, and  
recommended  
steps necessary for  
healing

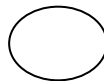


Continue



**Native  
American  
Sentencing  
Circle**

Decide as a  
community upon  
correct course of  
discipline



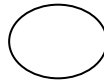
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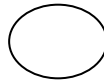
**Ancient  
Athenian  
Popular  
Court**



# **Ancient Athenian Popular Court**

Gather a large portion  
of the student body  
(recommend anywhere  
between 10-500  
individuals)

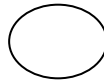
Continue



**Ancient  
Athenian  
Popular  
Court**

Allow individuals  
involved to write own  
speech or elect  
speechwriter

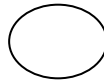
Continue



# **Ancient Athenian Popular Court**

Individuals recite  
speech (no more than 3  
minutes) to gathered  
student body

Continue

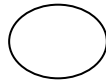


**Ancient  
Athenian  
Popular  
Court**



Vote for A

Vote for B



# Target market

- Users
  - Students (K-8)
  - Teachers (K-8)
  - Parents
- Locations
  - Primary schools
  - Home
- Format
  - Mobile
  - Desktop
  - iPad
  - In-class: teacher-led



**NEW LOS ANGELES  
CHARTER SCHOOL**

- Beta Test
  - LA Charter School
  - Central Los Angeles
  - 500 students (K-5)
  - Voluntary use by teachers

# Adoption model

Teachers



Students



Internal Evangelists



Purchase Pressure

Purchase Pressure

RezDispute

Teacher Outreach:  
Education conventions  
Continued learning event sponsorship  
Word of mouth  
Free trial

Student Outreach:  
Targeted FB/social media ads  
Sponsor campus groups/events  
Celebrity sponsorship

RezDispute  
helps me  
compute!



DJ Khaled



# Revenue options

- Subscription model
  - Charging schools directly
- Data mining model
  - Sell data to researchers or think tanks
  - Potential privacy concerns for users under 13
- Exit potential
  - Pair with a textbook as a learning module

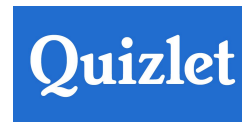


# Seed round - \$1m convertible note (24mo runway)

Committed Investors:



"We Partner with visionary entrepreneurs who are driven to revolutionize education."



"We are a VC firm focused exclusively on funding entrepreneurs with a vision for better and smarter learning."



"Imagine K12 is the education vertical within Y Combinator."



# Financials: subscription model

Sub Cost	\$5000
Setup Fee	\$200
Growth Rate	200%
Salary Growth	10%
Expense Growth	25%



# Implementation schedule

Activity	Month 1	2	3	4	5	6	7	8	9	10	11	12
<b>Foundational</b>												
Product Design & UI	█	█	█	█								
Positioning & Branding		█	█	█	█							
Data & Analytics				█	█	█						
<b>Functional</b>												
Wire Framing		█	█	█	█	█						
A/B Testing				█	█	█	█	█				
Marketing funnel							█	█	█	█	█	█
<b>Operational</b>												
Website/Platform								█	█	█	█	█
Sales/Viral									█	█	█	█
SEO/Campaigns										█	█	█

# APPENDIX

**Any Question?**

# Financials: subscription model

	\$/Sub	\$	5,000.00		Salary Growth	10%		
	Initial Fee	\$	200.00		Interest Rate	8%		
	Growth Rate		200%		Expense Growth	25%		
Semester	1	2	3	4	5	6	7	
<b>School Districts Subscribed</b>	1	3	9	27	81	243	729	
<b>Sub Revenue</b>	\$ 5,000.00	\$ 15,000.00	\$ 45,000.00	\$ 135,000.00	\$ 405,000.00	\$ 1,215,000.00	\$ 3,645,000.00	
<b>Setup fees</b>	\$ 200.00	\$ 400.00	\$ 1,200.00	\$ 3,600.00	\$ 10,800.00	\$ 32,400.00	\$ 97,200.00	
<b>Total Revenue</b>	\$ 5,200.00	\$ 15,400.00	\$ 46,200.00	\$ 138,600.00	\$ 415,800.00	\$ 1,247,400.00	\$ 3,742,200.00	
<b>Employee Salary</b>	\$ 150,000.00	\$ 165,000.00	\$ 181,500.00	\$ 199,650.00	\$ 219,615.00	\$ 241,576.50	\$ 265,734.15	
<b>Development costs</b>	\$ 300,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
<b>SG&amp;A</b>	\$ 100,000.00	\$ 125,000.00	\$ 156,250.00	\$ 195,312.50	\$ 244,140.63	\$ 305,175.78	\$ 381,469.73	
<b>Interest</b>	\$0							
<b>Total Expenses</b>	\$ 550,000.00	\$ 290,000.00	\$ 337,750.00	\$ 394,962.50	\$ 463,755.63	\$ 546,752.28	\$ 647,203.88	
<b>Net Profit</b>	\$ (544,800.00)	\$ (274,600.00)	\$ (291,550.00)	\$ (256,362.50)	\$ (47,955.63)	\$ 700,647.72	\$ 3,094,996.12	
<b>Carried</b>	\$ (544,800.00)	\$ (819,400.00)	\$ (1,110,950.00)	\$ (1,367,312.50)	\$ (1,415,268.13)	\$ (714,620.41)	\$ 2,380,375.72	

*"When you just can't compute, RezDispute"*



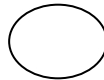
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## **Text Democracy**

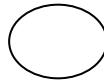
1. Text the voting body  
to watch phones

2. Party A-  
send text with  
your side:  
300 words

*SUBMIT*

2. Party B-  
send text with  
your side:  
300 words

*SUBMIT*

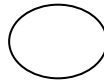


**Text  
Democracy**



Vote for A

Vote for B



# **Text Democracy**

Results



■ A ■ B

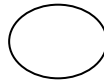
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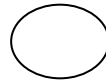


## **Judicial**

1. Choose another person to represent you

2. Representatives, agree on a neutral judge from the crowd

Continue



## Judicial

3. Representative A,  
tell your story to the  
judge

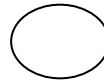


4. Representative B,  
tell your story to the  
judge



5. Judge, ask any questions  
you might have to  
representatives

Continue



## **Judicial**

6. Judge, determine the winner of the dispute, and a punishment if necessary

Continue

