

# Pear Deck

## 2020 Brief for Iowa Educators



We're in the midst of an incredible shift in the way technology shapes education. At **Pear Deck**, we've been working with thousands of administrators and educators, asking them how this shift is impacting what they do and how we can help them be successful. The number one thing we've heard is that **schools are looking for simple tools that can make a big impact on instruction**. It has been gratifying to see educators around the world recommend Pear Deck as an essential tool for remote learning.

The design of Pear Deck is rooted in evidence-based research on techniques that have a positive effect on student learning. We want to help schools leverage technology to level the playing field and ensure that as many students as possible benefit from a strong relationship with their teacher and classroom community, be it in-person or remote.



# The Team

## Pear Deck Executives



**Riley  
Eynon-Lynch**  
CEO



**Michal  
Eynon-Lynch**  
Chief Educator



**Dan Sweeney**  
VP of Product



**Anthony  
Showalter**  
COO



**Kate Beihl**  
VP of Marketing



**Toby Shelton**  
VP of Sales

## Pear Deck Board



**Victoria Fram**  
Village Capital



**Stephen Wolf**  
Growth Street  
Partners



**Traci Burgess**  
Brightbytes

## Company Snapshot

**HQ** Iowa City, IA

**Number of Employees** 45

### Notable Investors

Steve Case

*2015 'Rise of the Rest' Winner*

Hyde Capital

Growth Street Partners

Village Capital



# Pear Deck: Market Growth

**1 in 3**

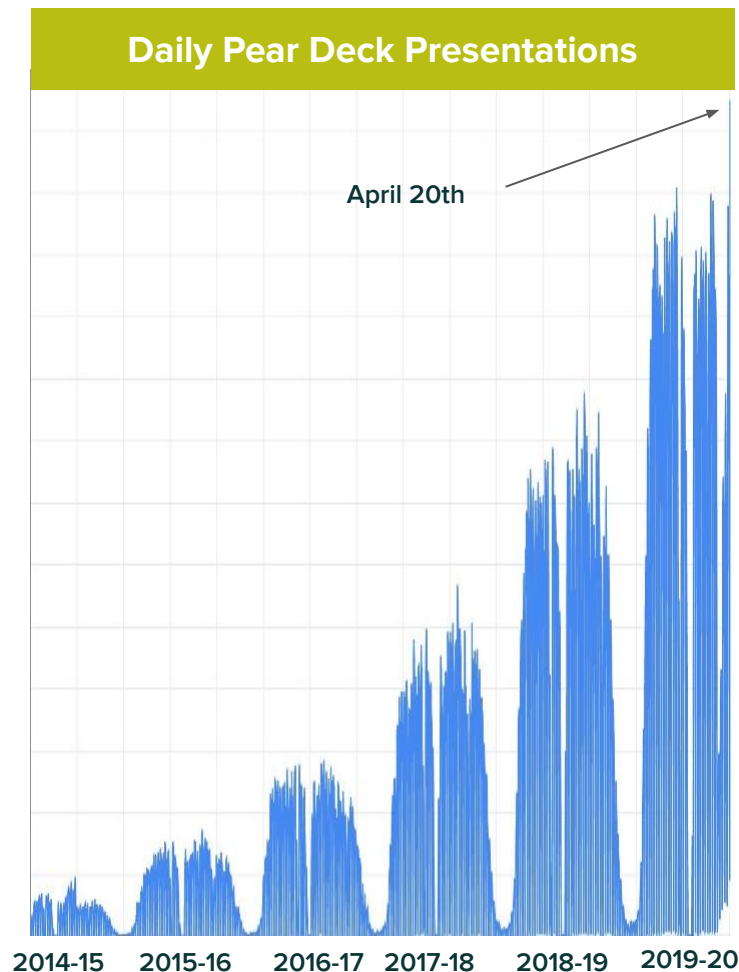
U.S. Schools using Pear Deck

**100% + YoY**

ARR Net Retention at School Districts

**+74**

Net Promoter Score



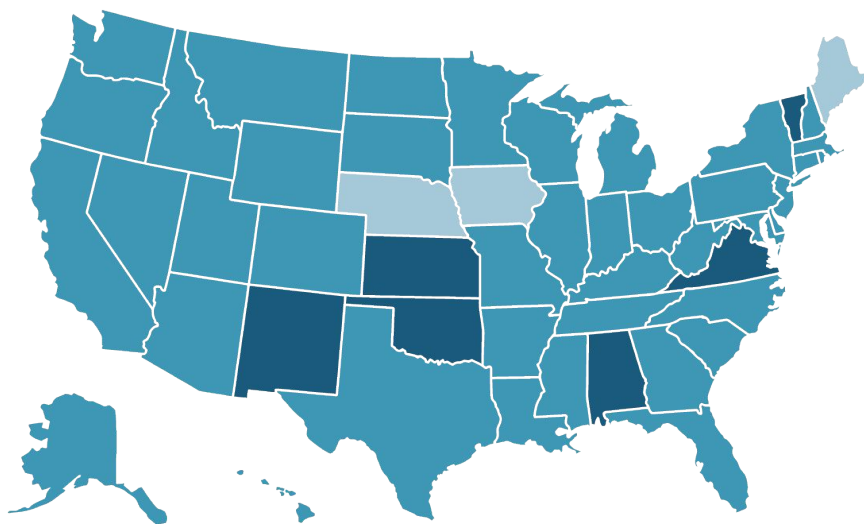
# What is Pear Deck?

*See this 1-minute video*



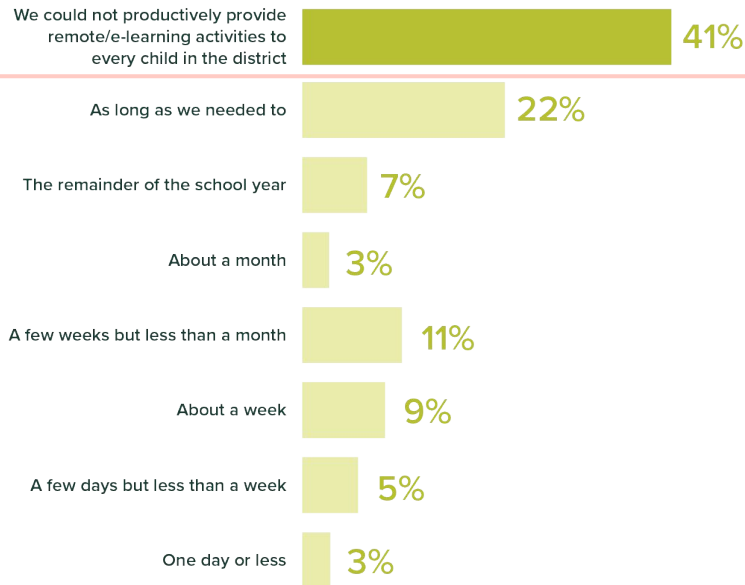
# The problem facing our schools

Schools are not prepared for remote learning. As of March 25, school closures due to coronavirus have impacted at least 124,000 U.S. public and private schools and affected at least 55.1 million students.



- Some districts closed or scheduled to close
- Entire state closed or scheduled to close
- Closed for academic year

If/when we closed our schools due to coronavirus, we could/can productively provide every child in the district with e-learning/remote learning opportunities for:



Source: EdWeek. Map updated March 29, 2020.

# When schools close, students pay the price



Even in class, it's hard to hear from everyone, and we all process and learn in different ways.



Pear Deck was built to solve this problem in the classroom.



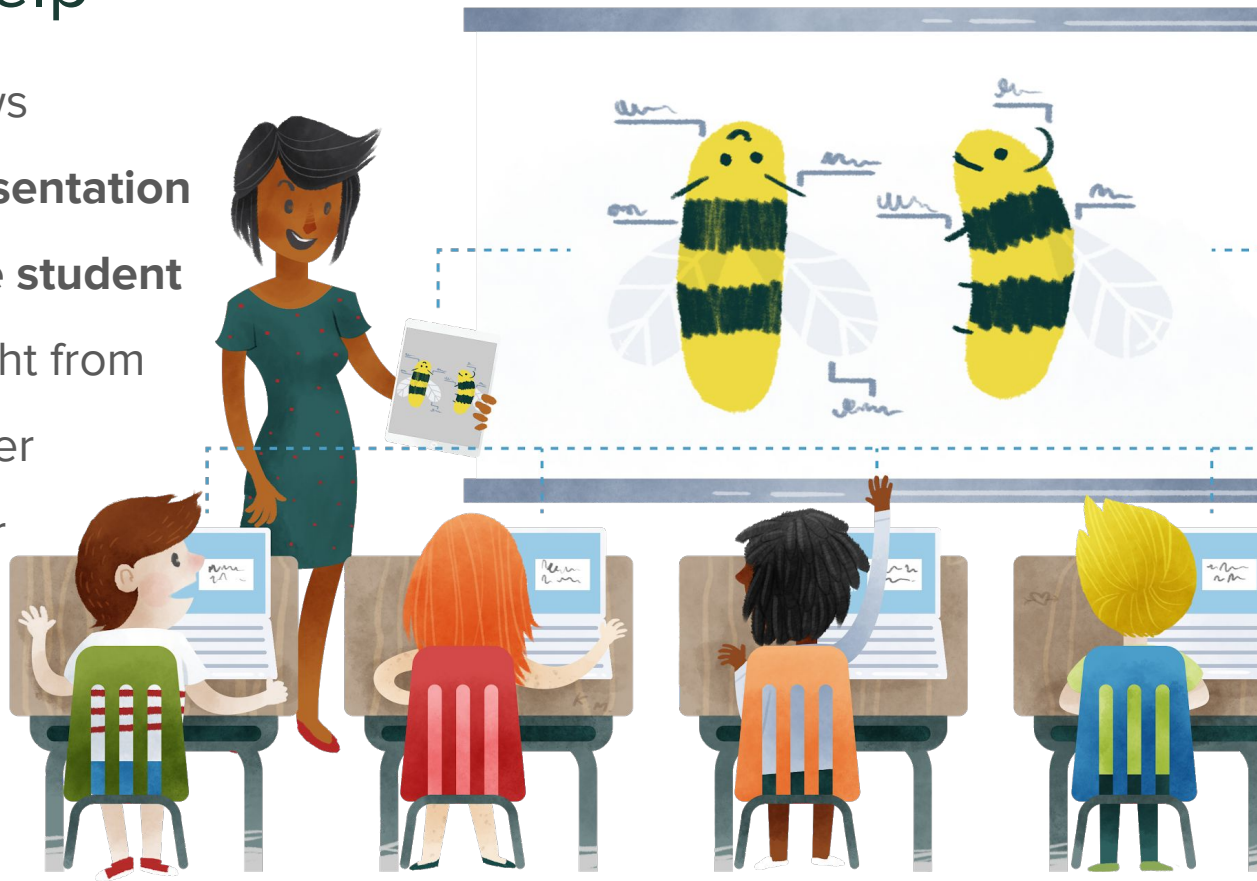
Now with schools closed, kids are isolated and in danger of losing their sense of community.

**It is vitally important that kids continue to learn and feel connected to their school community.**

**They desperately need instructionally-effective remote learning tools.**

# Pear Deck can help

Pear Deck's platform allows teachers to make **any presentation** interactive so **every single student** can actively participate right from their own device — whether they're in the classroom or learning remotely.



## Built to improve equity

The first step to improving outcomes for different types of learners is to get them meaningfully engaged in the content.

Pear Deck is designed for active learning, for getting students to actively process and engage.

When that happens, outcomes improve and achievement gaps diminish.

100

Percent reduction in achievements gaps between female & male students

50

Percent reduction in achievements gaps between students of different economic backgrounds

6

Point increase in achievement scores, on average

[See the learning science that backs our tools!](#)

# Quotes from Educators

It's an engaging way to teach. Students use **multiple modes of thinking and communicating** while using PearDeck. It allows me to see how well students are understanding the text we're studying.

I am able to **check in with students as I am delivering more complex problems** and have immediate feedback.

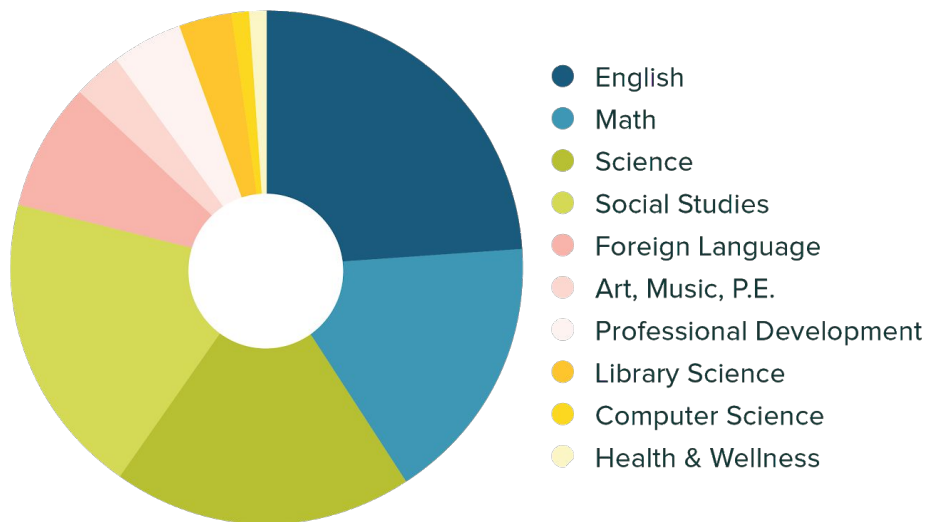
Pear Deck has helped me build and **sustain a culture of learning in which students are active participants**. Additionally, Pear Deck allows me to provide immediate feedback.

I can call out students on great work, or show a common mistake without calling anyone out by name. My students love seeing their work, wrong or right, projected. **They can make changes as I am showing mistakes, which improves their confidence as I praise the changes!**

I also receive feedback that can help me **clarify misunderstandings** on the fly and that **directs my future lessons**.

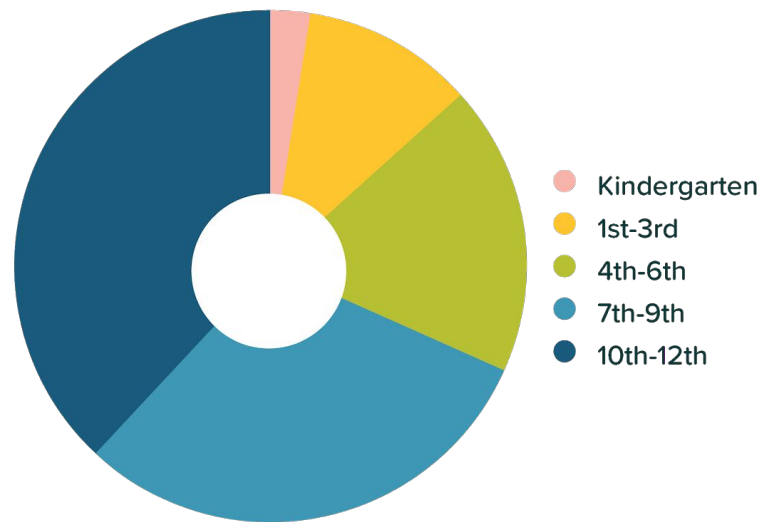
# Users by Subject

Pear Deck can be used for any subject area. Formative assessments, retrieval, discussion, social-emotional awareness, metacognition, and critical thinking are appropriate for any class regardless of content or whether learning is delivered in-person or online.



# Users by Grade

Pear Deck is excellent for engaging students of all ages from Kindergarten through Professional Development. The flexibility of our templates and interactive prompts make it easy to tailor lessons to any age or ability level.



# Effective ways to use Pear Deck

Pear Deck supports best teaching practices in many ways. In a survey of over 1,000 educators conducted by the **University of Iowa Center for Evaluation & Assessment**, teachers told us their favorite ways to use Pear Deck:

1

## **Articulation of ideas in different forms**

Teachers use Pear Deck to encourage students to articulate their ideas in different ways.

2

## **Formative assessments**

Teachers use Pear Deck data for formative assessments and adapting instruction on the fly.

3

## **Facilitating students' collaboration**

Teachers use Pear Deck to facilitate student collaboration.

4

## **Self-evaluation and Metacognition**

Teachers use Pear Deck to support students in evaluating their own learning progress.

# Features teachers love

Over 95% of educators agree that Pear Deck helps them deliver powerful learning moments to every student every day.

For those powerful ah-ha moments, students need to be engaged, to be participating, and processing. These features help teachers engage every student and manage class discussion.



**Teacher  
Dashboard**



**Templates**



**Student  
Takeaways**



**Student-Paced  
Mode**



**Quick  
question**



**Classroom  
Climate**



**Starring answers  
to highlight**



**Lock timer for  
processing time**

# Over 90% of teachers agree that Pear Deck supports students in these ways



**Expressing  
understanding**



**Engaging them more  
than other activities**



**Facilitating a positive  
and joyful classroom**



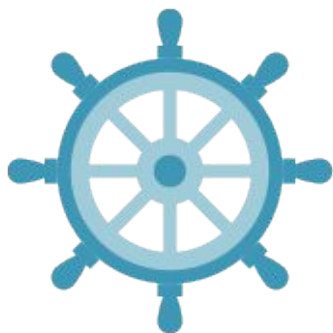
**Promoting peer  
communication**

Pear Deck is designed to facilitate learning by making any content more engaging and giving every student frequent opportunities to express themselves. Teachers agree that Pear Deck is very effective in supporting students.

# Over 80% of teachers agree that Pear Deck supports these best practices



**Promoting critical thinking**



**Using formative assessment to adapt instruction**



**Promoting metacognition**



**Allowing adequate processing time**

Pear Deck is designed to encourage instructional best practices in every lesson regardless of content, age-level, or format. Teachers agree that Pear Deck is very effective in supporting them as instructors.

# Seamless integrations



Teachers are a busy bunch, and learning to use new tools can be time-consuming. Pear Deck was designed to integrate with tools educators already know and use. Whether a district used Google or Microsoft-based tools, Pear Deck will work in the classroom.

# Complete support from day one

Pear Deck is easy to learn and teachers love it. We partner with district instructional leaders to implement and measure impact in a continuous 3-step process.

1

## Create the Plan

From day 1, a dedicated Customer Success Manager will help schools create a rollout and training plan.

2

## Measure Impact

Once teachers are using Pear Deck, we'll review usage patterns and make recommendations for how to improve overall results.

3

## Review & Refresh

As we approach the end of the year, we'll help you make summer PD and back to school plans so you continue to see the impact of your investment in year 2.



“Pear Deck has shown me that you can teach an ‘old teacher’ new ways of engagement. The data is amazing and has truly helped me create a diversified learning platform classroom. This year for the first time in my teaching career (31 years) my Pear lesson and review on direct and indirect object replacement saw 100% of my students passing the formal assessment.”

