BibliU

Universal Learning:
Ensure Learning Equity with a Digital-First Strategy

July 14, 2023

Agenda

BibliU

Who We Are	Carli Tegtmeier	5 min
Evolving Campus Bookstores Through Innovation	Carli Tegtmeier	10 min
Impact on Institutional Performance and Student Outcomes	John Holdcroft	20 min
Product Demo		10 min
Q&A		10 min

Meet The Team

BibliU

Carli Tegtmeier
CRO

John Holdcroft
AVP, Business
Development

Ginny Conners
Senior Account
Executive

Mayla Sanchez
SVP Marketing

Who We Are

Our History

BibliU

| 2013 | 2015 | 2017 | 2019 | 2020 | 2021 | 2022 |

2013
BibliU's inception in the University of Oxford Innovation Incubator

2015
The founders and first employees started working at BibliU full time

2017
Received $5 million in funding from the University of Oxford Innovation Fund, which fueled our launch in the US

2019
BibliU won its first US contracts, including University of Phoenix and NYU

2020
Covid-19 and mass take up of digital learning

$10m Series A funding

2021
EdTechX Scale Up award winner

2022
$15m Series B fundraise

100+ customers, 2,000+ publishers, 80 employees

BibliU Mission
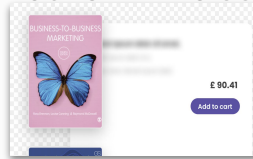
BibliU was founded to **promote equity by making learning content more affordable and accessible** in a way that can have a transformative impact on **student persistence, retention, and success.**

BibliU

Financial Sustainability

BibliU is on a solid trajectory for long-term growth.

$20.5M Series B Funding in 2022 amid a year of economic uncertainty and bookstore closures

236% Year-over-year ARR growth in 2021

68% Year-over-year ARNR growth in 2021

13% Year-over-year headcount growth

Evolving Campus Bookstores Through Innovation

Our Innovative Solution

Digital first, day one content access for **all** students on an engaging platform at a **low set** price

Why adopt Equitable Access

BibliU

	Inclusive Access	Equitable Access
Digital-first content delivery through the LMS	✓	✓
Billed through student tuition and fees after opt-out period	✓	✓
Optional campus store	✓	✓
Scalable institution-wide implementation	✗	✓
Low Flat Fee	✗	✓
Day one access for ALL students regardless of ability to pay out of pocket	✗	✓
Future-proof business model that maximizes institutions commissions and aux revenue, and is sustainable for the provider due to low cost base	✗	✓

Benefits of Universal Learning

Guarantee all content, for all students, on the first day of class, and enable true academic freedom for faculty.

Affordable Access
Priced per student per text generally saves 30-50%

Simplified Adoption
Financial aid & LMS integration, SSO, OER and publisher content on one platform, and faculty and student training

All Content on One Platform
Textbooks, courseware, & monographs from thousands of publishers & OERs (digital & print content). On average, covers 85%+ of existing booklist.

Auxiliary Revenue
Option to generate $$ to support student services

Efficiency Savings
Avoid administrative overhead via workflow automation, integration, and simplification

Impact on Institutional Performance

250+ Day One Partnerships Including:

BibliU

Jackson College — LUX et VERITAS

SP South Piedmont Community College

Lee College

WSU Tech

Iowa Western — The world is waiting

Florence-Darlington Technical College — TECH
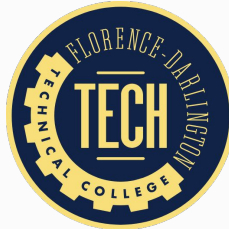
University of Phoenix

Grand Canyon University

Johnston Community College — One College • Endless Opportunities

Fisk University — 1866

Victor Valley Community College District

100,000 students

90,000 students

Why Our Partners Took Action

BibliU

Textbook costs are too high.

Day one access is hard to achieve esp for students that are financially strapped

The digital divide, *i.e.* unequal access to Internet; students have various types of mobile devices

Adoption experience is burdensome for faculty, students, and administrators

Faculty want/need the freedom to choose the content they use

Lack of data around student usage and textbook utilization

Poll:
What have been the key challenges at your institution?

BibliU and Lee College

BibliU

Cost

Better adoption experience

It was critical to us that textbooks and courseware were available to students on the first day of classes. We are excited to be able to offer this digital solution, which aligns with how students access information and can help contribute to their academic success."

- Dr. Lynda Villanueva, President, Lee College

Lee College transitioned from a traditional bookstore chain to BibliU, **saving $600,000 on the cost of course materials**

Improve the procurement experience for faculty and students

Gained insight into student usage and reading habits, empowering the institution to drive usage and enhance the overall experience

BibliU and South Piedmont Community College

BibliU

Cost

Academic Freedom

"BibliU's platform is essential to our commitment to ensure student access to course material is more affordable, effective and streamlined."

– Dr. Maria Pharr, President, South Piedmont Community College

Increased OER usage by 40%

Institution-wide delivery

Working student population can now access textbooks anytime, anywhere

Utilized BibliU analytics to understand content performance & student usage

BibliU and Jackson College

BibliU

Cost

Day 1 Access

"Through cost reduction and by making available necessary educational resource systems that are so important for our students to have on the first day of class, they recognize that finances and distance are a challenge."

- Dr. Daniel J. Phelan, President, Jackson College

BibliU usage is correlated with **improved student performance and retention**

Low flat fee improved content affordability

Agile content delivery response enabled the college to consider a more flexible school schedule
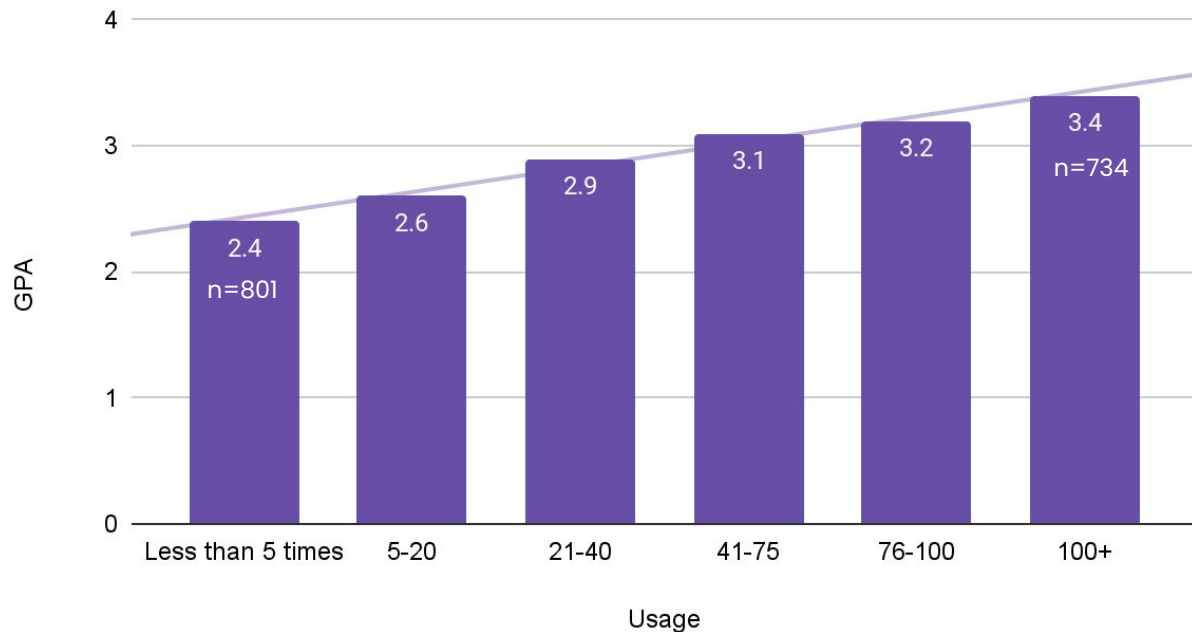
Integration into Jackson's LMS ensured day-one access to course materials

BibliU and Jackson College Impact Study

BibliU

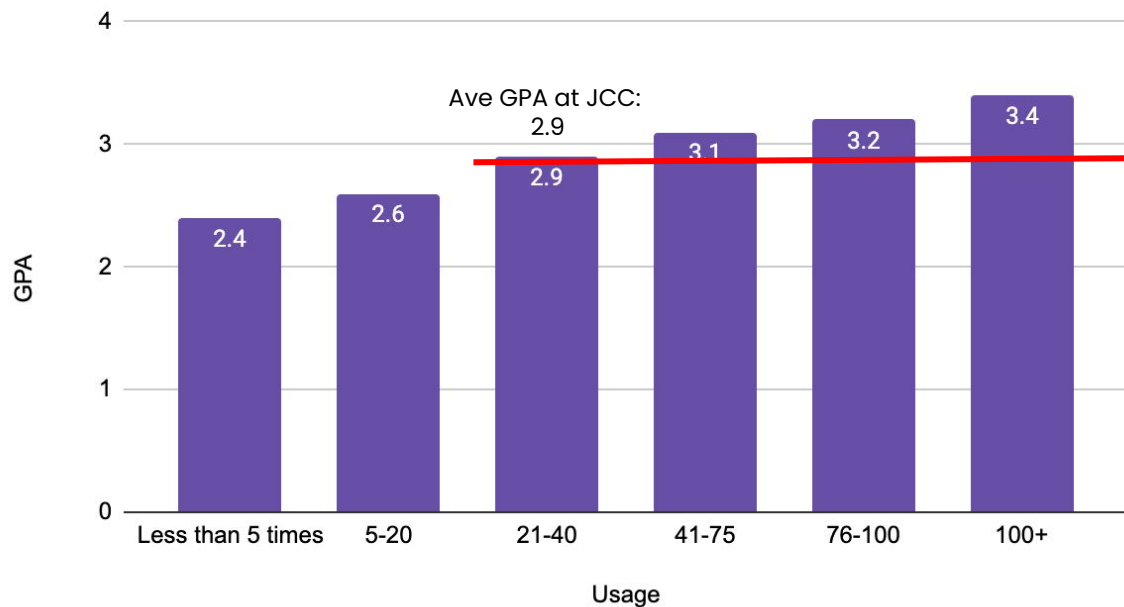Usage of BibliU is **correlated with better grades.**

Average GPA based on frequency of using BibliU

GPA

Usage	GPA
Less than 5 times	2.4 (n=801)
5-20	2.6
21-40	2.9
41-75	3.1
76-100	3.2
100+	3.4 (n=734)

Usage
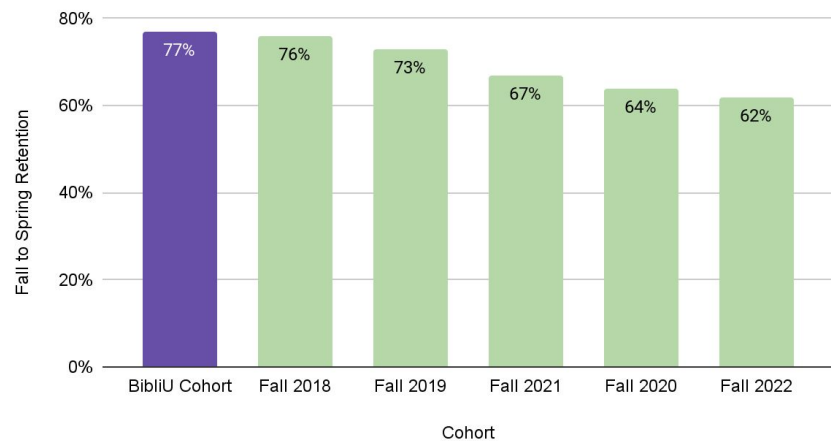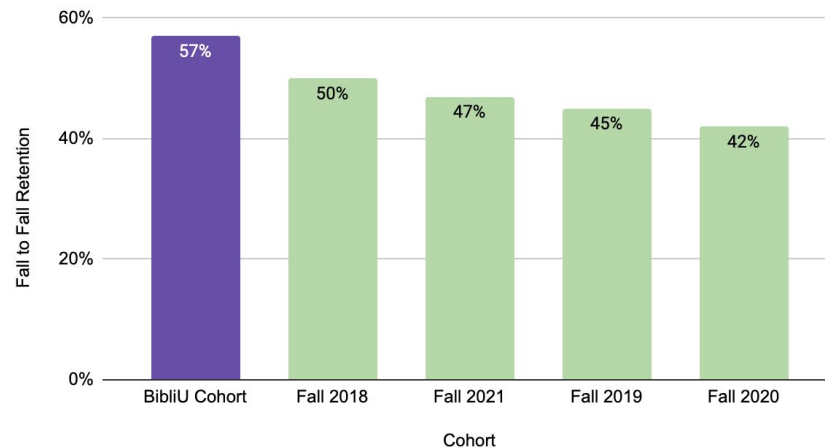
BibliU and Victor Valley

"Victor Valley College is a trailblazer in this business model and is proud to lead the way. We're sure other colleges and universities will follow suit as soon as they learn of the benefits we are realizing."

– Dr. Daniel Walden, President, Victor Valley College

Agile content delivery response enabled the college to provide content to their growing **dual credit program**

Transformed their bookstore into a digital content adoption process

The cost of content decreased by 30-50% compared to previous implementation

BibliU's proprietary adoption tool addressed frustrations felt by students and faculty compared to outsourced tooling

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Platform Demo

*In case we run out of time, please click <u>here</u> for a six-minute Zoom video of the Student Experience with BibliU. Use passcode #%&Zur9C when asked

Q&A

Thank you!

Include CTA here
Julia to ask how we can get contact info

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Appendix