



Our Mission: Modern tools for every school

In support of our mission, our company and products are founded on the following principles:

We are mission-driven: Students always come first.

We are here to improve the education of students. Our focus is on the whole student -- we build tools that ultimately help enrich both the intellectual and emotional growth. We do this by empowering the greatest learning resource that students have at their schools: educators.

Educators give our kids the best chance.

We believe that educators and parents best understand how to help our children grow intellectually and socially. Our job is to empower educators and parents with well-designed tools that enhance whatever style of learning they deem best for their students.

Educators, parents and students define the problems we solve.

Our products are designed based on research done at schools. Our product development process starts and ends by interviewing each constituency in schools (administrators, teachers, students, and parents) and creatively developing solutions that empower the school and parents. While this approach requires enormous amounts of time and energy, we feel it necessary to produce world-class products with real impact on schools and students.

We are always asking educators.

What busywork would you like to offload on Alma™? What information helps you improve student performance – to whom, when, where and how should this information ideally be presented? What works well at your school? What was your most painful headache today, this week, this month? If you have any suggestions for us, let us know here or, better yet, have a conversation with us.

We incorporate progressive best practices to improve student outcomes.

We look for and identify innovative best practices that are happening in schools. We then build our tools to allow schools to more easily adopt these best practices, if the schools feel it is right for them.

continued



We focus on the busywork, so educators can focus on students.

Every educator must perform a wide spectrum of activities that range from busywork to highly nuanced interactions with students and fellow-educators. We build well-designed tools that reduce the time and energy that the busywork requires. We leave interactions that benefit from face-to-face to educators.

Our products are never “done.”

Every day we make our products, customer service, communications, and processes better. Our products are never “done,” as we will keep further refining and developing. We will never stop pushing to better serve and communicate with our clients. As an organization, we celebrate finding ways to get better and implementing those improvements.

The stronger our team, the greater impact we have.

We are a team of entrepreneurs and educators. Each team member represents a critical piece in determining the success of our company. As individuals, we take ownership over our roles and responsibilities and drive them until they are done well. As a team, our solutions will have a societal impact. Accordingly, we operate with a tremendous amount of mutual respect and mutual accountability.