



Rotten Apples

Save Your Kids.

www.rotten-apples.org



Our Story.

Rotten Apples was birthed after many years within the homeschool, private and public school educational systems.

Some of that time was spent looking for and finding a private school which lived out not only their mission statement, but also complemented our families' Biblical values.

In that time, we recognized a need for a faith based resource to find schools for families, since much of the information available about schools, was basic statistics, academics, and costs, but very little pertaining to faith and values.

From there, a seed was planted and Rotten Apples was born.



What Problem(s) Are We Solving?

PROBLEM ONE

Since 2020, parents are relocating to new states due to the current political environments. With these moves, families face the challenge of finding usable and reliable information about schools for their children—especially when opting to move away from the government / public school system.

PROBLEM TWO

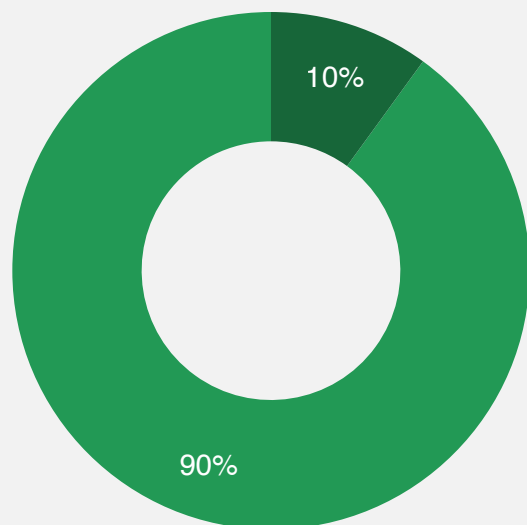
Parents seek insights from other parents and school administrators who have first-hand experience with local school choices to make informed decisions about their children's education but struggle to get a comprehensive overview. It is difficult to find an unbiased non-DEI opinion.

OUR SOLUTION

A robust information hub for parents and families is needed where folks can find trustworthy reviews, academic resources and information on faith-based schools in their area. Currently, there is no solid and comprehensive faith-based review website like this existing today to serve conservative families, communities and the new parallel economy.



Our Market – The Numbers



- Private school students
- Public school students

10%

10% of total primary and secondary students are in private schools as of 2021

10MM

Approximately 10,000,00 students are enrolled in private schools as of the latest data (2020).

20MM

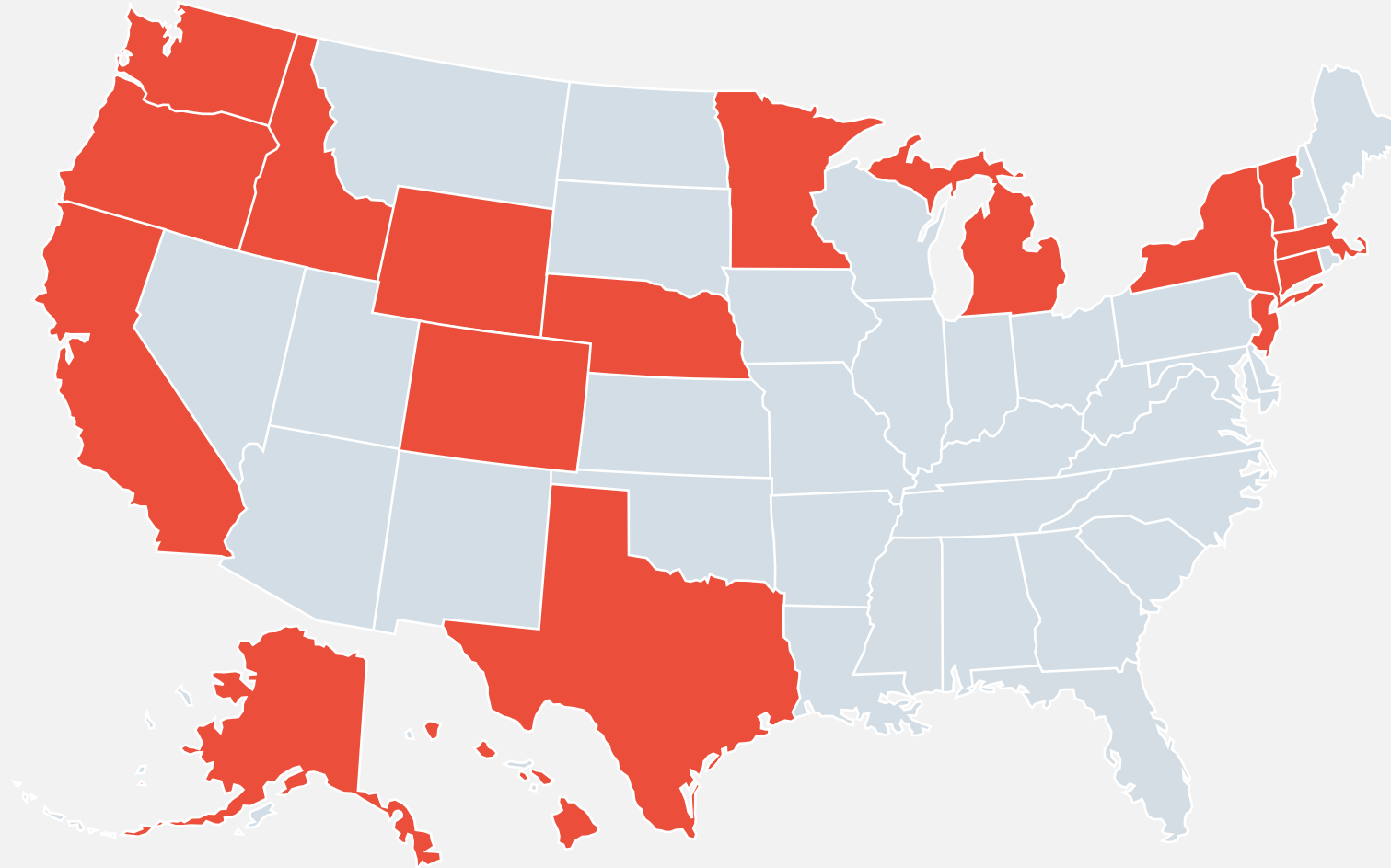
Additional 20,000,000 students are expected to leave the public school system in the next 5 years according to leading sources (per Christian Science Monitor).

5%+

Although it is difficult to track specific numbers for private schools, according to local Texas private school admission numbers, there has been a 5% increase in enrollment since the pandemic



States Without School Choice Vouchers



*States in red do not have school choice in place as of 2023



Our Competitors.

rotten-apples.org

Rating System
Grading Scale

College Scholarships/CE's

Faith-based (Non Woke)

7 Data Sources

Non-profit

Based in Texas

niche.com

Rating Sytem
Grading Scale

None

Secular

6 Data Sources

For Profit

California

greatschools.com

Rating System
5 Star

None

Secular

6 Data Sources

Non-profit

New York



SWOT Analysis

Strengths

Information Hub: The site will serve as a comprehensive resource for parents and students seeking insights into various schools.

Conservative Audience: active and conservative audience, which is increasingly aware of the need to make sure their school environment including teachers and curricula are not indoctrinating.

Objective Reviews: Encourage unbiased, objective reviews to build trust among users

Weaknesses

Quality Control: Ensuring the authenticity and accuracy of reviews will be challenging.

Competition: There are already established school review platforms that we are competing with.

Privacy Concerns: Collecting and displaying reviews while adhering to privacy and data protection regulations.

Content Management: Maintaining the site with up-to-date information is labor intensive, will need proper staffing for this.



Opportunities

Educational Resources: Expand beyond reviews to offer educational content, such as school selection guides and tips for parents. Provide scholarships.

User Personalization: Implement features that help users find schools based on their specific criteria and preferences.

Partnerships: Collaborate with schools, educational organizations, and local real estate agents and communities to enhance the site's value.

THREATS

Legal Issues: Legal concerns related to reviews, privacy, and intellectual property.

Changing Educational Trends: The nature of education is constantly evolving, requiring constant monitoring of current events and trends.

Competition: Established competitors may have a larger user base and more resources.



Product Benefits.

1

Find a School

Informed Decision-Making:

Empower parents to make well-informed choices for their children's education by providing a platform where they can compare private schools side by side.

2

Non-Woke

Real Information on Non-Woke Schools:

The site provides a safe place for families to get reliable information about schools their kids will not be indoctrinated in.

3

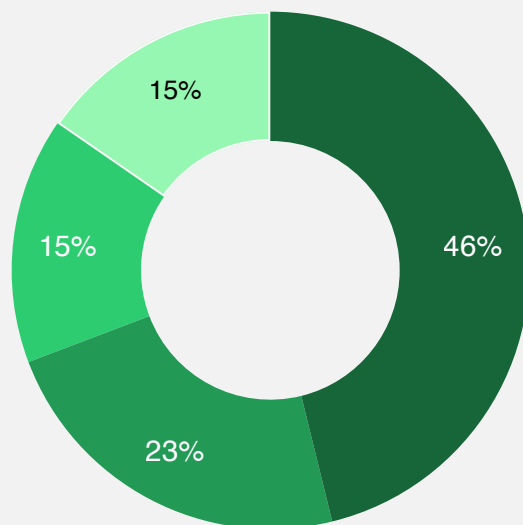
Personalized

Personalized Recommendations:

Offer tailored school recommendations based on user preferences, making the school selection process easier.



Raise Goal: \$250,000



- Technology Spend
- Operation Costs
- Marketing
- MVP Version 2

\$120K

MVP of product, version 1

\$60k

Approximate operations spend for first 12 months

\$50k

Additional money for version 2

\$20k

Marketing budget, including promotions to encourage reviews of schools



Revenue – Years 1 & 2

Year 1

95%

DONATIONS

Contributions from supporters who believe in our mission to provide valuable information to parents.

5%

SUBSCRIPTION /ADS

Schools can subscribe for a live widget link to their school's rating to enhance their trustworthiness

Year 2

75%

DONATIONS

Contributions from supporters who believe in our mission to provide valuable information to parents.

25%

SUBSCRIPTION/ADS

We are exploring innovative revenue streams to further enhance our services and offerings.



Promotion + Advertising Strategy.

Content Creation

Develop insightful and faith-focused content that highlights the importance of choosing a Christian school for a child's education. Examples: articles, podcasts

Paid Advertising

Invest in targeted advertising online to reach parents looking for Christian school reviews. Examples: Daily Wire, The Blaze, Revolver, The Epoch Times, Google, Facebook, IG, Podcasts

Social

Use social to share inspiring stories of transformation through Christian education. Share daily reflections on faith, family, and education.

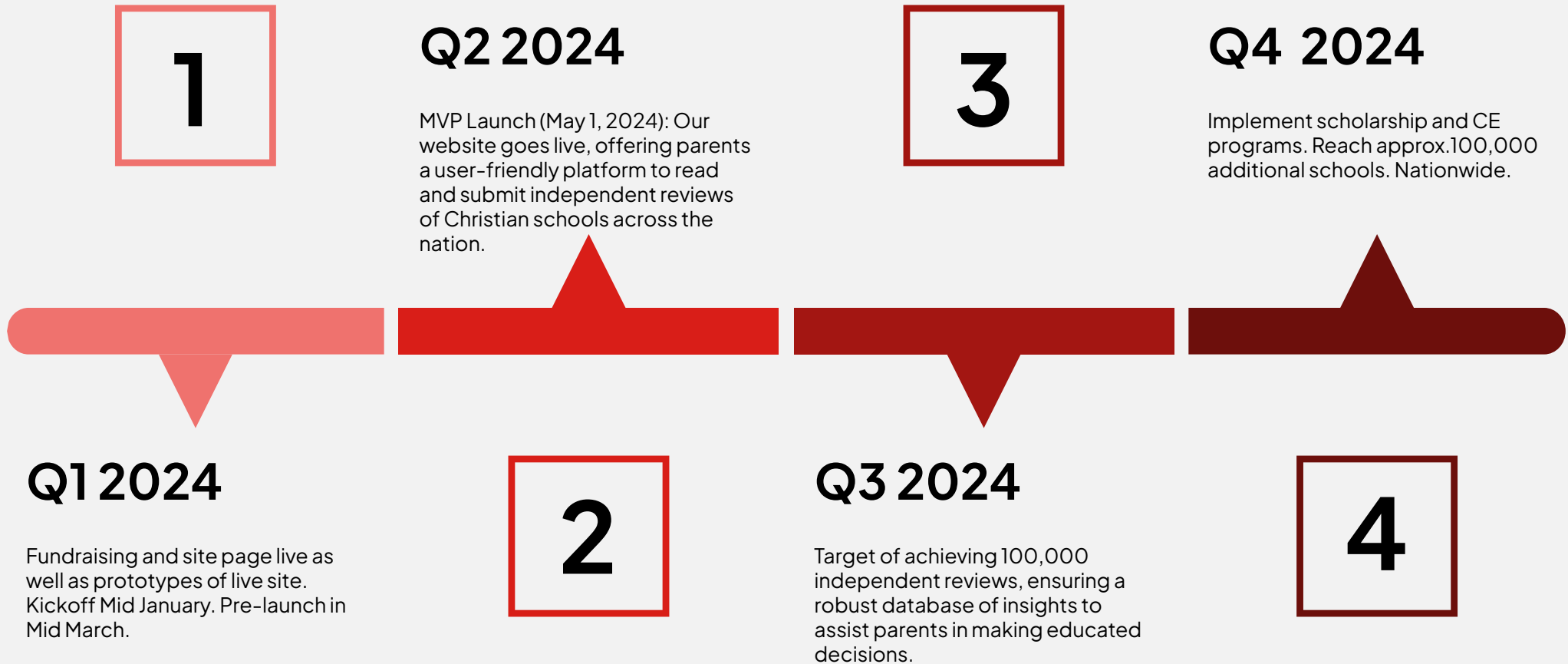
Scholarships and Community

We will engage with the local schools by offering scholarships to students of member schools and awards for administration and teachers each year



Product Roadmap

10





Meet Our Talented Team.



KEATHA

Keatha has spent over 20 years in the homeschool and private school arena. Keatha has her masters in forensic psychology and holds a BBA with an emphasis in accounting and currently is on the TPUSA advisory board.



KRISTIN

After getting her Masters in counseling, Kristin has spent the last 15 years having a heart for saving marriages and working with adolescents. She has spent the last 8 years implementing business and ministry start ups.



SHANNON

Shannon will oversee the accounting for Rotten Apples. He has spent the last 20 years in asset management and holds a BBA with an emphasis in accounting.



PAUL

Technology Lead. Paul brings a wealth of technology after spending time with Accenture Digital, Infosys Digital as well as IBM.



THANK YOU

As we navigate the ever changing tides of culture, education, and American values, our family thanks you for taking a stand for exceptionalism and freedom in private schools.

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