



# At Home Articulation

EdTech platform bridging the gap between home and the speech therapy room.

Industry: saas, edtech | Round Stage: Pre Seed | Generating Revenue: Yes

## Contact Information

CEO: Annie Jorgensen  
Email: [admin@athomearticulation.com](mailto:admin@athomearticulation.com)  
8017260614  
2121 Walker Lane, UT 84014  
[www.athomearticulation.com](http://www.athomearticulation.com)

## Investment Details

Current Round: \$1000000  
Terms: SAFE Note  
Committed: \$50000  
Remaining: \$950000  
Previous Raise: \$

## Use of Funds

60% - Sales & Marketing  
30% - Research & Development  
10% - Operations

## Milestones

Close 40 school district sales  
2nd gen tech- data and analytics  
Built out onboarding infrastructure

## Management Team

Laura Walker, COO

## Advisors

Maile Keone  
Alex Lawrence  
Kurt Workman

## Problem

Parents struggle to know how to practice speech sounds at home with their children leaving them feeling powerless to help. Clinicians find it time consuming and difficult to send individualized speech practice to each student on their caseloads. Kids are bored with the same repetitive practice worksheets.

## Solution

At Home Articulation is a web/mobile app, designed by speech-language pathologists, that engages students through gamified learning, empowers parents through education, and lightens the load of clinicians through powerful homework features.

## Revenue Streams

Subscription Model- B2B: \$100/y per clinician  
Subscription Model- B2C (Parent): \$12/m or \$96/y  
Subscription Model- B2C (Clinician): \$60/y

## Market

TAM - \$1.3B All US School Districts (Speech & Language Disorders)  
SAM - \$715M All US School Districts (Speech Disorders)  
SOM - Utah School Districts

## Competitors

Little Bee Speech  
Speech Blubs  
Social Media Clinician Accounts

## Traction

Premium Users: 63 revenue generating customers  
December 2022 Users: 1.1K  
Mailing List: 700 clinicians/parents

## Opportunity

Microsoft  
Shmoop  
Super Duper Publications