Bright aims to enhance high education by providing a comprehensive solution for the problems faced by all parties in the high school labor ecosystem.

**Students**
- Difficulty finding jobs
- No work experience or financial education
- Competitive college admission
- Ballooning student debt

**High Schools**
- Producing “college-prepared” and “workforce-ready” adults
- Improving (i) attendance, (ii) behavior, (iii) academic performance
- Fostering community relationships
- student engagement

**Businesses**
- High part-time turnover
- Unreliable part-time help
- Continuous, onerous hiring cycle
- Complex minor labor rules
Extracurricular participation teaches the positive behaviors that educators aim to instill.

Students that work graduate at meaningfully higher rates and are more “workforce ready” and “college prepared”.

Note: Extracurricular participation includes workforce participation.

Source: National Center for Education Statistics.
High School Employment is Declining

High school student employment has been declining for decades, and is expected to continue declining.

US Labor Force Participation, 16 – 19 year-olds

Source: BLS, 2015
The High School Job Search is Broken

Word of Mouth

Individual Posting

Job Fairs

Online Job Boards
The high school software landscape is highly fragmented, with numerous point-solutions surrounding the core student information system (school ERP), but includes no systems for work management.
Bright Offers a Comprehensive Solution

1. Student Portal
   - Students search and apply

2. High School Portal
   - Workflow automation
   - Businesses post jobs
   - Businesses pay students over the platform
   - Administrator Automatic Reports Module

3. Business Portal
   - Local Business
   - Local Business
   - Local Business
   - Bright manages labor restrictions and provides high school labor hours and tax incentive reporting

- Students contribute portion savings account and learn financial responsibility
- Students develop a referenceable employer base and resume
- Financial education module
Monetization & Market Opportunity

- 25K high schools
- 20M students: 6M+ working
- 5M small businesses

Potential Monetization Streams

- School subscriptions: ~ $200M+
- Targeted advertising: ~ $230M+
- Payroll processing, Tax-incentive reports, Background reports: ~ $600M

Confidential
Near Term Plan

Fund Raise

- $100K Seed Round
- $1M Post-Money Valuation
- Common Equity

Uses of Funds

- $60K Platform Development
- $20K Marketing
- $5K Legal
- $15K Miscellaneous Admin Expense

Near-Term Milestones

**Present – Dec 1**  
Identify target schools and prioritize key functionalities

**Dec 1**  
Complete round and begin MVP development

**February 1**  
Complete MVP development  
Iterate on product with pilot schools

**May 1**  
Manage employment of 50 students across 3 pilot schools
Team

Swin Moore  
Founder, CEO

Mus Chagal  
Advisor

Bill Reddick  
CFO and Advisor

[TBD]  
Head of Development

- Financial Consultant, 2016 – Present: Provide ad-hoc financial modeling and business diligence services
- Mariner Exchange, 2015 – Present: Co-Founder of startup marketplace connecting boaters to marine service providers
- Primus Capital, 2015 – 2017: Private equity investing in growth-stage software-as-a-service investments
- TM Capital, 2011 – 2013: Middle-market sell-side M&A advisory
- University of Chicago Booth School of Business: MBA
- Dartmouth College: BA with Honors

- UICO – maker of duraTOUCH, 2016 – Present: Chairman for leading software-based touch-sensing technology eliminating the need for specialized hardware in wearable and IoT devices
- kudox NA, 2002 – Present: President of Supplier of heating and plumbing products to major retailers
- Fastweb, 1999 – 2001: Leading online resource helping high school students find college scholarships
- Booz Allen Hamilton, 1997 – 1999: Management consulting
- University of Chicago Booth School of Business: MBA
- Fulbright Scholar

- Celtaxsys, 2005 - 2016: CFO of early-stage pharmaceutical company developing anti-inflammatory cystic fibrosis drugs
- Master Capital Management, 1994 – 2005: Co-Founder of hedge fund located in Atlanta and New York focusing on biotech and pharmaceuticals
- University of Houston-Clear Lake: MHA, Healthcare Management
- Eastern Kentucky University: BA in Accounting/Healthcare Administration

Currently interviewing for Head of Development