

Offer 30+ career-aligned electives. Hire zero new teachers.

A pilot guide to adding a full Career Pathways program at your school — what it is, how it runs, what it costs, and how to launch it in a week.

Your pilot rate, locked in: **\$99 / student, year one.**

- ✓ Standard rate is \$149 — your pilot rate is \$99 for year one
- ✓ 10-student minimum · launch in about a week
- ✓ **14-day founding setup period** — your first two weeks on us
- ✓ Full onboarding + a supervisor dashboard included

THE PROBLEM THIS SOLVES

Every school wants a deep elective catalog. Almost none can staff one. A single specialized elective teacher costs **\$47,000–\$70,000** fully loaded — for a course that might fill one or two sections. So schools offer three or four electives, students take whatever's available rather than what excites them, and the catalog becomes something admissions has to explain rather than something that wins families.

Elective Genius changes the math: **the AI tutor teaches; your existing staff supervises.** You add a 30+ course catalog across six career pathways without a hiring cycle, and it becomes a recruiting and retention advantage — not another line on the budget.

WHAT IT IS, IN ONE PARAGRAPH

Thirty-one self-paced, Carnegie-Unit-credit-bearing high-school electives across six Career Pathways. Every lesson runs as a guided conversation with **Meri**, our AI tutor, who won't let a student advance until they've genuinely engaged. A supervisor dashboard gives your staff real-time visibility into progress, pacing, and mastery. Students build a portfolio and a transcript that tells a story.

You're a founding partner. As one of our founding pilot schools, you help shape where Elective Genius goes. Your students get the full catalog at the founding \$99/student rate — and you get a real seat at the table: the courses and pathways you and your families want next are the ones we build. Your first two weeks are on us while we get you launched.

WHAT YOUR STUDENTS GET

A real catalog, a real direction

- › 30+ electives across 6 Career Pathways
- › Self-paced, on any device, at their own pace
- › Carnegie-Unit credit (≈60+ hrs / 0.5 credit) — transcript-ready
- › A portfolio of real work, not just a grade

A tutor that won't let them coast

- › Meri asks follow-up questions at every checkpoint
- › Won't unlock the next section until real engagement is shown
- › Pushes back on one-word answers — warmly but firmly
- › Adapts to each student's pace and understanding

THE 6 CAREER PATHWAYS



Healthcare

Health Science, Psychology, Sports Science, Nutrition, Research Writing, Philosophy



Business & Finance

Personal Finance, Entrepreneurship, Marketing, Accounting, Real Estate, Public Speaking



Technology

AI, Python, Web Design, Cybersecurity, Data Science, Digital Design



Law & Society

Intro to Law, Sociology, Philosophy, Debate, Media Literacy, Journalism



Creative & Comm.

Creative Writing, Screenwriting, Photography, Game Design, Digital Design, Public Speaking



Life & Career

Adulting 101, Personal Finance, Career Discovery, Public Speaking, Entrepreneurship, Personal Leadership

WHAT YOUR SCHOOL GETS

A supervisor dashboard

- › Real-time progress for every student, every course
- › Graded pacing alerts — the students who need attention rise to the top
- › Assignment review queue with rubric-based grading
- › One staff member oversees a full cohort in 2–3 hrs/week

A program you can run, not build

- › Create student accounts from a roster of names — no student emails
- › Parent-visible: every Meri conversation is reviewable
- › Standards documentation, transcripts, certificates of completion
- › A differentiator for admissions, tours, and retention

THE ENGAGEMENT DIFFERENCE — WHY “COMPLETED” ISN’T “LEARNED”

Most online electives measure playback: a student can leave a video running and learn nothing. Meri measures **engagement**. Because she requires a real response before advancing, “completed” in your dashboard actually means the student did the thinking. That’s the single most important thing to demand of any online elective before you sign — and it’s what makes the supervisor dashboard’s mastery data trustworthy.

HOW A PILOT RUNS — LIVE IN LESS THAN A WEEK

DAY 1

Set up

Create your account; we configure your supervisor dashboard and class.

DAY 2–3

Enroll

Create student accounts from a name roster; assign pathways or let students choose.

DAY 4

Orient

10-minute supervisor walkthrough. Students need no training — Meri guides them.

DAY 5

Launch

Students begin lessons; you monitor from the dashboard.

No IT project, nothing to install. Your supervisor follows a step-by-step guide at electivegenius.com/getting-started, with a full Help Center for day-to-day questions.

WHAT A SUCCESSFUL PILOT LOOKS LIKE

What to measure (in your dashboard)

- › **Engagement:** % of students active each week
- › **Progress:** lessons completed vs. expected pace
- › **Mastery:** rubric scores on portfolio work
- › **Completion:** students finishing their first course

A realistic 14-day pilot

- › Week 1: students choose a pathway, start lesson one
- › Week 2: first portfolio submissions land in your review queue
- › Supervisor: ~2–3 hrs/week of monitoring + review
- › End: a clear read on fit before you expand

THE MATH

\$70,500

ONE ELECTIVE TEACHER
(SALARY + BENEFITS + CURRICULUM)

VS

\$99/student

ELECTIVE GENIUS PILOT
30+ COURSES, ALL PATHWAYS

→

30+

COURSES OFFERED INSTEAD OF
~4 — NO TURNOVER RISK

One teacher covers ~4 elective sections. For 25 students, Elective Genius at the pilot rate is about \$2,475/year — for the full 31-course catalog, supervised by staff you already have.

COMPLIANCE, PRIVACY & FIT FOR YOUR COMMUNITY

Student data & COPPA. For middle-school or under-13 students, Elective Genius operates under the COPPA *school-consent exception*: the school authorizes account creation for educational use, and accounts are **provisioned by your staff from names** — students never self-register or enter personal information. A school-authorization consent record is stamped on every provisioned account. *(We recommend your counsel review the consent flow before onboarding under-13 students; high-school pilots are unaffected.)*

Supervised & parent-visible by design. Your staff sees every student's work and every tutor conversation — nothing happens out of view. You choose which courses and pathways to offer your community, and we'll walk your team through the catalog so you can confirm fit before you commit.

QUESTIONS PRINCIPALS ASK

Are these courses accredited / will they count for credit?

Each course is Carnegie-Unit compliant (60+ hours for 0.5 credit) with standards-aligned syllabi, assessments, and rubrics. Credit acceptance is at your institution's discretion; we provide all documentation.

How much teacher time does it take?

Minimal. Meri handles instruction. A supervisor reviews portfolio work, watches pacing alerts, and manages grades — about 2–3 hours per week for 25+ students.

What if a student just clicks through?

They can't. Meri evaluates response quality, not playback — low-effort answers don't unlock the next section, and every conversation is visible to you.

Can we start small and expand?

Yes — founding partners often start with one cohort and grow. Your founding \$99/student rate holds as you scale, and your feedback shapes what we build along the way.

What does it cost after year one?

Standard school pricing (\$149, with volume discounts at 25+ and 50+ students). Your year-one pilot rate is \$99/student.

Start your pilot

Set up in minutes — your first two weeks are on us — or talk it through with us first.



electivegenius.com/pilot



calendar.app.google/8YjMqWo5eurTnnUt9



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