

**Contact:**  
Tom Rose, CEO  
Testive Inc.  
617-326-3896  
[tom@testive.com](mailto:tom@testive.com)

**EMBARGOED UNTIL 9 AM 11/23/15**

**Edtech Company, Testive, Announces  
\$500k Bridge Round of Funding**

**LearnLaunch Conference, Boston, MA,** January 23, 2015 - Testive, an edtech company that makes an online platform to improve standardized test scores, announced today that it has closed a bridge round of \$500k to expand marketing and sales outreach to parents, students, and guidance counselors.

Developed at MIT by co-founders Tom Rose and Miro Kazakoff and launched in 2011, Testive's software uses adaptive learning algorithms to identify student strengths and weaknesses and generates responsive questions at the appropriate difficulty level to build students' key skills rapidly. "It's like lifting the right weights at the gym," said Testive Co-Founder and CEO Tom Rose, "it makes students stronger, faster."

The Testive platform addresses two of education's most stubborn challenges. (1) Even in the presence of unlimited, free educational tools, many students fail to meet their goals, which means information does not equal education. (2) Disciplined students can succeed on their own, but those students are rare. The rest need support, and that support is expensive so we fail most students. Motivation is essential to effective learning and Testive's coaches provide that motivation.

"Testive's platform combines the speed of adaptive learning with the motivational power of a human coach at industry leading prices," said Rose.

Last year the company announced that it was making access to its resource library of 3,000+ questions, solution videos, and comprehensive lesson plans online learning tools free to all students. “A free, best-in-class prep tool is what guidance counselors told us they needed, so that’s what we made,” said Rose. “And I’m glad we did. After we released that free tool, sales grew 6x.”

For a fee, Testive offers one-on-one personalized coaching designed to provide the motivation that students need to succeed and can’t get in other programs. “We’ve finally cracked the hardest problem in education: getting 16 year olds to do their homework,” said Rose.

Testive secured its initial round of funding in 2012 from notable investors including TechStars Boston, Jean Hammond, Dharmesh Shah, Bill Warner, and Don McLagan. The new round was led by inside investors joined by prominent new investors including Walter Winshall and David Gardner.

CEO Tom Rose explains, “The dirty secret of test prep is that it usually doesn’t work. There was a [study done by NACAC](#) showing that students improve their scores by only 6 percentile after three months of classes and tutors. Average students who use Testive improve their scores 18 percentile: 3 times more than tutors and classes. That’s an improvement of 150 points on the SAT, which is the difference between Northeastern and Harvard.”

“We’ve opened up test prep to any student who has an Internet connection and have served over 130K students worldwide. It was important to us when we started the company to make test prep accessible to all students, no matter what their socioeconomic status. This is a hot topic in the test prep industry. You read that the tests aren’t fair for those kids who can’t afford a tutor. We’re leveling the playing field. We get testimonials all the time from students using our free software alone letting us

know how much it helped them prepare for the test. Making a difference is a huge part of our mission, so it feels great when we get these comments or they refer us to a friend.”

Testive has primarily relied on word-of-mouth to generate sales, and will use this round to expand its reach.

Rose commented, “We know guidance counselors and the parents and students they serve are seeking test prep alternatives, but most haven’t heard about us yet. We’re going to make a concentrated effort in 2015 to get our name out there. We know our convenience, methodology, and results-oriented approach is something both parents and students are craving. We just need to point them to [testive.com](http://testive.com) so they can get it.”

About TESTIVE:

Testive ([testive.com](http://testive.com)) develops an adaptive learning platform that students use to improve standardized test scores. Testive is based in Boston, MA and Durham, NC and is an alumnus of the TechStars Boston accelerator program.

###