

Fact Sheet

Data as of November 1, 2013

1. **Mission**
2. **Khan Academy in a Nutshell**
3. **What We Offer**
4. **Our Users**
5. **Our Vision & Core Values**
6. **Our Content**
7. **General Use Cases**
8. **School Partnerships**
9. **Interactive & Exploratory Learning**
10. **Internationalization**
11. **Other Important Information**
12. **Founding Story**
13. **Our User Testimonials**
14. **Our Team**
15. **Our Funders**
16. **Other Press Resources**

KHAN ACADEMY AT A GLANCE

- Year founded: 2008
- Unique users per month: **10M**
- Lessons delivered: **300M+**
- Problems completed:
1.4Billion+ (~ 4M per day)
- Practice problems: **100,000+**
- Instructional videos: **~5100**
- Number of employees: **49**
- Number of temporary employees/contractors: **10-30 at any one time**

1. Mission:

To provide a free world-class education for anyone, anywhere

2. Khan Academy in a Nutshell:

Khan Academy is a 501(c)3 non-profit with a mission of providing a free world-class education for anyone, anywhere. Khan Academy provides free online educational materials (e.g., practice exercises, instructional videos, dashboard analytics, teacher tools) that support personalized education for users of all ages in a scalable way. In the last two years, the organization has delivered over 300 million lessons and 1.4 billion exercise problems. Currently it has 10 million users per month and over 4 million exercise problems completed each day. Khan Academy covers subjects from basic Math to college level Biology and Art History.

3. What We Offer:

The Khan Academy website (<http://www.khanacademy.org>) provides many educational resources to all our users, including:

1. **Interactive Exercises:** An ever-growing adaptive exercise software platform in Math. Students can work through a knowledge map and infinite practice problems based on their skill levels while the software supports students with step-by-step hints and suggested lessons. We also provide resources for students to learn Computer Science (JavaScript)
2. **Instructional Videos:** A library of 5,000+ lessons which covers a plethora of topics including Math, Science, Economics, Finance, History, Art and many more. We constantly add to this collection
3. **Guided Learning Experience:** Personalized recommendations for each learner based on his or her previous experience on our site; similar to what a Netflix user experiences with personal movie recommendations. We have built complex algorithms to guide students to content that is most appropriate for their current level. We also provide a data-rich dashboard that provides real-time data on student performance to individual students as well as their teachers, mentors or parents (we refer to anyone in the latter group as coaches).

We believe all of this should be available for free. We will never charge for any of our educational resources!

4. Our Users:

Khan Academy is built for anyone, anywhere. Key user groups are:

- Individual grade school and college students
- Classroom teachers and students
- Adult learners (e.g. lifelong learners)

User Statistics

10M unique users per month
100,000+ educators

216 countries
65% domestic 35% international
Content translated into 28+ languages

5. Our Vision & Core values:

Khan Academy has four core values that define our vision for education and inform our product development.

Personalized - We believe that students need the time and space to master concepts before moving on to a more advanced concept. Personalized learning allows students to build confidence, learn how to take responsibility and drive their own learning experiences.

Mastery-based - Gaps in foundational knowledge often cause shallow, frustrating learning experiences for students as they progress in a subject area. We believe that students should have deep, conceptual understanding of fundamental ideas before they are pushed ahead to more advanced topics.

Interactive & Exploratory - We believe that learning should bring students together to explore questions and grapple with them in tangible ways. Open-ended projects can help make concepts real and relevant to students while also giving them an intuitive and deeper understanding of a subject. To that end, we also run in-person summer programs to test and showcase interactive and project based learning material.

Data Driven - Accurate real time data can supercharge learning experiences by allowing students, teachers, parents to see exactly the material that students should focus on for optimal learning outcomes. Additionally, data analysis of the billions of data points from our users enable Khan Academy to build a robust, data-powered learning experience that has never before been possible.

Hear Sal talk about Khan Academy's vision: <https://www.khanacademy.org/coach-res/KA-in-the-classroom/classroom-vision/v/khan-academy-vision>

6. Our Content:

Khan Academy continually adds new content with the goal of offering as much relevant high quality content as possible. We are scaling our content by both creating high quality content ourselves with a small internal staff, and also working with a large group of contractors and partners. As we grow our content, we continue to look for opportunities to develop more dynamic exercises, projects, and community features to encourage interactivity and exploration. While we build out more content, we also regularly revise and update our existing material based on feedback from our users.

Math

Math continues to be our primary area of content focus. A few of our internal team members are creating math content and also managing a large group of contractors and partners (e.g. Phillips Academy Andover) to help us quickly cover all of K-12 math. To ensure our content is high-quality

and always improving, all questions are peer reviewed. We also regularly run analytics to determine whether certain questions are too challenging or too simple, and we modify our content accordingly. Since we have millions of problems done on our site each week, we can gather significant data quickly and iterate rapidly. We now offer over 100,000 practice problems on our site.

Within Math, we continue to focus on building new Math grade 4-14 content, with an emphasis on a close alignment with the Common Core State Standards (see common core map here: <https://www.khanacademy.org/commoncore>). We have leveraged the PARCC and Smarter Balanced specification and partnerships with organizations such as Student Achievement Partners and Illustrative Mathematics to help create CCSS aligned assessments that give our students and coaches valuable information on their learning needs and development.

Non-Math Subject Areas

We are expanding our other content areas such as Science, Economics, and History. A few of our internal team members are creating new content and also managing a large group of partners that can help us more quickly grow the content we offer. Some of our current partners are Stanford School of Medicine, MIT, The Getty Museum, and American Association of Medical Colleges.

7. General Use Cases:

Our goal is to have people use our resources on nearly any subject in a way that is best for them. Main use cases fall into the following categories:

- **Formal program** – Schools, after school programs, and other educational programs integrating the Khan Academy resource into their formal curriculum (details on models can be found here: <https://www.khanacademy.org/coach-res/case-studies>)
- **Supplement** – Students referencing our resource for extra homework help or support
- **Stand alone use** – Adults and adolescents using the resource to learn something new, continuing education, preparation to return to a subject, or test prep

Any way that the tool is used, we believe it can empower a personalized, mastery-based, interactive educational learning experience. We will continue to improve and grow our resources to drive our vision and core values so as to create a truly holistic educational experience.

8. Education Partnerships:

Khan Academy promotes a model where teachers leverage our online resources to provide personalized, mastery-based, interactive instruction. Our Education Partnerships team works directly with approximately 50 classrooms each school year and runs in-person teacher workshops to train teachers on how to use our resources and shift to a personalized, mastery-based, interactive instruction model. We also recognize that we cannot reach the millions of teachers around the world through “direct implementations” of Khan Academy, therefore we scale our trainings to impact millions through our site (“leveraged implementations”). Anyone can leverage our online teacher toolkit (www.khanacademy.org/coach-res) to implement Khan Academy into the classroom. We now have over 100,00 educators around the world on Khan Academy.

In the schools we work with, we have seen:

- Students taking ownership for their learning
- More time being freed up for the teacher to interact directly with students
- Students having rich conversations
- More project based learning

Other School Information:

- Classroom case studies: <https://www.khanacademy.org/coach-res/case-studies>
- What pilot teachers are saying: <https://www.khanacademy.org/coach-res/KA-in-the-classroom/classroom-vision/v/why-use-ka>
- School Partnerships blog - <http://schools.khanacademy.org/>

9. Interactive & Exploratory Learning

Interactive and exploratory learning is a core value at Khan Academy. We believe that learning should bring students together to explore questions and grapple with them in tangible ways. Open-ended projects can help make concepts real and relevant to students while also giving them an intuitive and deeper understanding of a subject. To that end, we have many initiatives to encourage interactivity and exploration. Below are some examples.

- **Computer Science** - Khan Academy's computer science platform teaches JavaScript through CS exercises and projects. Students can build programs and in real time see the results of their code additions and revisions. They can also collaborate with others and build off of existing programs in the community (<https://www.khanacademy.org/cs>).
- **Physical Projects** - We offer many physical projects on Khan Academy such as robotics and reverse engineering projects (www.khanacademy.org/science/discoveries-projects).
- **Discovery Lessons** - We offer tutorials where students rediscover important observations in history (www.khanacademy.org/science/discoveries-projects/discoveries).

Khan Academy also runs small-scale summer camps (Discovery Labs). These camps are in-person sessions focused on project-based learning, and topics covered have ranged from economics simulations to robotics. These camps allow us to develop new projects that we can incorporate into our site.

The 2012 Discovery Lab was featured in the New York Times (<http://bits.blogs.nytimes.com/2012/07/26/the-khan-academy-goes-to-camp-and-its-all-offline/>) and by Edutopia (<http://www.edutopia.org/khan-academy-discovery-lab-video>). More information about the 2013 Discovery Lab is available here - <http://www.khanacademy.org/about/discovery-lab>

10. Internationalization:

There are approximately 6 Billion non-English speakers in the world. Without translating our

platform, we only have the ability to reach a small fraction of the world's population. In order to move closer to fulfilling our mission of a free world class education for anyone anywhere, our Software Development team has now made it possible for our entire platform to be translated into any written world language. On September 12, 2013, we launched a new Spanish version of the website, providing access to the half billion Spanish speakers around the world. This is the first translated version of our website. In the coming years, we will continue to launch new versions of our website in the most common world languages.

In addition to translated websites, we have over 12,000 dubbed lessons in 28 languages on our site and over 21,000 lessons that have been subtitled by the crowd.

The translation effort is largely volunteer driven (<http://www.khanacademy.org/contribute>). In addition, we have partnered with several key partners (including but not limited to the Carlos Slim Foundation (Spanish, http://www.carlosslim.com/responsabilidad_kahan_ing.html), the Lemann Foundation (Portuguese, <http://www.fundacaolemann.org.br/khanportugues/programa.php>), Bibliothèques Sans Frontières and Orange Foundation (French), STFA (Turkish), Qatar Foundation International (Arabic), and Agami (Bengali)).

11. Other Important Information

Sometimes people hear that Khan Academy provides online learning and immediately jump to conclusions about what that means. Below are a few topics that we would like to clearly address.

Khan Academy is much more than Math YouTube videos.

Our resources expand broader and deeper and include:

- Lessons across Math, Science, Finance, History and Art (example - <https://www.khanacademy.org/humanities/art-history/art-history-1600-1700-the-baroque/italy/v/bernini---ecstasy-of-st--theresa>)
- Interactive math practice aligned to Common Core standards (<https://www.khanacademy.org/commoncore/map>)
- A versatile computer science platform for all ages (<https://www.khanacademy.org/cs>)
- Real-time data to facilitate mastery-based, personalized learning (teacher perspective on data - <https://www.khanacademy.org/coach-res/become-a-coach/using-data/v/how-i-use-ka-data>)
- Guided learning experience (tour of learning dashboard - <https://www.khanacademy.org/coach-res/become-a-coach/site-tour/v/the-learning-dashboard>)
- Community features such as question and answer centers and online peer and group interaction opportunities

Many of our classroom use is focused on Math as that is where our content is richest. We have exercises from basic addition up to calculus, as well as detailed data and summaries to show exactly how learners are progressing. We plan to grow our exercise content for the other subjects in the coming year(s).

We strongly believe that teachers are essential in the learning process.

Teachers provide the human element to inspire, motive and guide students through their learning paths. There are some people who believe that technology in education diminishes the importance of teachers. In our experience, nothing could be further from the truth. The fantastic teachers we have seen implement Khan Academy are bright, innovative, creative, and they take their classrooms to new heights. They realize that technology is a tool to help make classrooms more personalized, more mastery-based and more interactive.

We believe that the role of the teachers is elevated in this personalized, mastery-based, interactive learning environment. Responding to the needs of many learners goes beyond classroom management and a lesson plan. Teachers must be responsive to the data and must problem solve for every learner individually.

Technology allows the role to evolve to allow teachers to minimize time grading homework or giving the same lecture, and instead use real-time data to ensure time is used most effectively. Khan Academy provides the tools so teachers can do what they went into teaching to do - to personally interact with and provide guidance to every student, and to engage students in collaborative activities and interactions. Technology will not replace teachers, but empower teachers to be great mentors to their students.

Classrooms are interactive and exploratory learning environments

While some might imagine that online learning means that students are learning remotely or solitarily in front of a computer, we have observed that classrooms using Khan Academy tend to be very interactive. Students peer tutor each other, teachers hold small instruction groups and many benefit from hands-on learning activities that can now be done in the classroom. As an example, see this video from one of our pilot schools Eastside Prep - <https://www.khanacademy.org/coaches/case-studies/eastside-prep/v/eastside>

Beyond the “Flipped Classroom”

Flipping the classroom is one way Khan Academy can be used in classrooms, with teachers assigning a video for homework and working on problems during class time. The idea has caught on and resonated with the press.

However, we believe the ideal blended-learning model should go much further and truly allow students to work at their own pace.

- What we do NOT mean: If a “flipped classroom” still requires all students to progress at the same pace, with everyone watching the same videos on the same day, then this is NOT what Khan Academy is doing in our pilots.
- Our goal and vision is to provide personalized, mastery-based, interactive learning to students. This means students watch videos and work on our exercises at their own pace. Some students may race ahead, while others remediate prior topics. The teacher looks at a detailed dashboard and determines what activities to do in the classroom depending on each student's progress.

12. Founding Story

In August 2004, Sal Khan began remotely tutoring his young cousin, Nadia, who was struggling with “unit conversion.” This “Swiss-cheese” gap in her knowledge was preventing her from being placed in the more advanced Math track. Since Nadia was in New Orleans and Sal was in Boston working at a hedge fund at that time, Sal started tutoring her via telephone and Yahoo Doodle after work. As Nadia improved in math class, Sal began tutoring her brothers Arman and Ali. Eventually, word got around and he was tutoring a handful of his cousins and family members. Scheduling became a real issue and Sal started recording videos and posting them on YouTube in 2006 so everyone could watch on their own. More and more people kept watching, and Sal has continued to make videos ever since. Sal talks about how he got started in his TED talk (<http://www.khanacademy.org/video/salman-khan-talk-at-ted-2011--from-ted-com>).

The organization was incorporated as a 501c(3) non-profit in 2008. Sal continued to work on Khan Academy during his spare time until the fall of 2009, when he quit his hedge fund job and decided to pursue the endeavor full-time. He lived off of his savings for the first 9 months until he received his first significant donation from Ann Doerr. In September 2010, Khan Academy received large grants from Google (\$2 million) and the Bill and Melinda Gates foundation (\$1.5 million) and began to build out an organization. Sal called on Shantanu Sinha from McKinsey & Company to join as President & COO. They were former high-school math competitors in New Orleans, freshman-year roommates at MIT, and long-time friends. They immediately hired Ben Kamens and Jason Rosoff, both from Fog Creek Software, to head up software development and design. The small team moved into office space in October 2010.

13. Our User Testimonials

We receive thousands of testimonials from our users. Below are some examples. More can be found on the website www.khanacademy.org/stories.

6th Grade Student, United States

Well, my classmates and I use Khan a lot during class. We use it for an hour everyday. We have this folder called Khaniculus which is a word we made up that will go with Khan and with curriculum. We have a packet of modules that we have to finish by a certain time, but sometimes extend the time limit before the test so everyone will finish. Once we are finish with the modules and everyone understands it, we have a test on it that will show that Khan is helping us with what we have to know in life to be successful in school and out of school... In the beginning of the year, when we started with Khan, we were doing all the modules of decimals and after we did the test, we had a festival for it... Another student and I were doing "Comparing and Ordering decimal." Another group did how Khan is used and about the all modules. Another group did "How are decimals used in the real world?" Everyone had a different subject to work on and because of Khan; we all got good grades on this project because everyone in my class knew a lot about the subject. That is how we use Khan today and it is really fun to do a most modules in your own pace and then have a fun project that goes with it.

Homeschool Student, United States

I'm a 16 year old homeschooled student, and I've hated math for as long as I can remember. I've been behind for years now, doing 5th and 6th grade math when I should've been into

algebra 2. I was embarrassed, and ashamed of my poor level of math coherence. The my mom found Khan Academy, and everything changed. I found that math was ten times easier, even fun. I found myself going through the videos and exercises, and everything seemed to click into place...Sal explains things so easily, I'm beginning to enjoy math more then I ever thought I would.

Teacher, United States

I teach 3rd grade in a rural, low-income area near Knoxville, TN... I began the year rotating students through my 4 classroom computers during daily math centers... Now, there are 3 weeks left in the school year. My kids beg me to log onto Khan Academy because it's fun and they want to keep earning those energy points! My class began the year, on average, slightly below grade level. Year-end data indicates average growth of 3+ grade levels in math! My kids love math now and are hungry for more math content. They are eager to advance and are accountable for their own learning. KA has given me the flexibility to challenge advanced students with projects and devote quality 1:1 time with others struggling on a topic. Peer-support has also grown dynamically with Khan academy. It's amazing to see children coming to the aid of their classmate and creatively re-teaching a topic they have already mastered. I am a firm believer in Khan Academy's philosophy and encourage all teachers to consider using this learning tool in some fashion that suits your classroom's needs.

Student, Brazil

Since I was born, I always studied in public schools here in my country... Many times, I didn't have teachers of maths or sciences and this caused a gap in my education. In the beginning of last year, I found the Khan Academy and decided to see some videos... I learned things that I didn't know that I could learn. It was like my brain were expanding and things became more clear to me. That really changed my life and all the perspective I had about my future. In 2012, I'm going to study Material Engineering at a college here. I can't believe how fast things are changing in my life, and thanks to Salman Khan I can make a new future for me.

Secondary School, Tanzania

We just took a trip to the village of Tenende, Tanzania, with 13 high school students from the Ozarks. During the trip, the team helped set up a computer-learning program at the Mwaya Secondary School by setting up a generator to power six laptops and projectors with over 3,000 Khan Academy lessons downloaded on each computer. Through a generous donation, we also hired the school's first computer teacher to maintain the computer learning program.

Our Chocolate University team could have not met this incredible challenge without your educational software, and for that, we thank you. Because of Khan Academy, over one thousand students in Tenende, Tanzania, now have access to a world class education despite not having access to electricity.

Lifelong Learner

When I got to secondary school, I started to hate math. I don't want to blame the teacher because I am one today but unfortunately, when I was in school in France the system was designed for the survival of the fittest. If you did not get it, too bad. I completely gave up because I thought I was too stupid. Most math teachers I had did not have the time to take care of individuals and just gave up on the ones who could not follow to focus on the ones who

could. I felt so dumb all my life since. The shame I carried around made me avoid anything that had to do with math, including any jobs that any kind of arithmetic attached to it. Today Khan made me a free man. He freed me from 43 years of self imposed exile from mathematics. Thanks to you I heard a very old door open up again and now I feel free to enter without the fear of someone judging me when I do not understand. Finally, someone explained it to me in terms I can understand and in a very humble and compassionate tone. Thank you again, bless the day you were born.

14. Our Team

As of November 1 2013, we have 49 full-time employees

(<http://www.khanacademy.org/about/the-team>) at Khan Academy. We have been able to attract many high-caliber individuals who are drawn to the vision of transforming education. These include individuals such as Google's first hire (after Sergey and Larry), Craig Silverstein, as well as John Resig (http://en.wikipedia.org/wiki/John_Resig), creator and lead developer of the jQuery JavaScript library, who is leading Khan Academy's open source initiatives.

Many of our employees have had very successful careers at places like Oracle, McKinsey & Company, and Pixar, some have been leaders at technology start-ups, and others have come from education institutions such as Teach for America. Many of our team members have also been full-time teachers, and we hire teachers in residence (current full time teachers) to help us with content creation.

In addition to our full-time employees, we have an amazing community of over 13,000 volunteers who help with translations and exercise development.

15. Our Funders

Beyond the initial startup funding from Google (\$2 million - <http://www.project10tothe100.com/>) and the Bill and Melinda Gates Foundation (\$1.5 million - <http://www.thegatesnotes.com/Topics/Education/Los-Altos-School-District-Students>), Khan Academy has received funding from many generous supporters. Major funders include Ann & John Doerr, Reed Hastings, the O'Sullivan Foundation, the Valhalla Charitable Foundation and The Broad Foundation. A list of major supporters can be found here: <https://www.khanacademy.org/about/our-supporters>

16. Other Press Resources:

- Vision: <http://www.khanacademy.org/coach-res/KA-in-the-classroom/classroom-vision/v/khan-academy-vision>
- Press kit (photos, screenshots, logos & bios): <https://dl.dropboxusercontent.com/u/33330500/presskit.zip>
- Company Blog: <http://khanacademy.org/about/blog>
- The Team: <http://www.khanacademy.org/about/the-team>
- Testimonials: <http://www.khanacademy.org/stories>

- Classroom case studies: <https://www.khanacademy.org/coach-res/case-studies>

Related links

- YouTube: www.youtube.com/khanacademy
- Twitter: <http://twitter.com/#!/khanacademy>
- Facebook: www.facebook.com/khanacademy
- Translations: www.youtube.com/khanacademylanguages
- Talks and Interviews: <http://www.khanacademy.org/#talks-and-interviews>
- Speaker Request: <https://khanacademy.wufoo.com/forms/khan-academy-speaker-request/>