



## Fact Sheet

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**EducationSuperHighway is the leading non-profit focused on upgrading the Internet access in every public school classroom in America.**

Founded by successful tech entrepreneur Evan Marwell in 2012 after the realization that access to high-speed broadband in the classroom was a national problem. In fact, 40 million students today lack the bandwidth necessary for digital learning. EducationSuperHighway was built on the fundamental belief that digital learning represents an unprecedented opportunity to provide every student with equal access to educational opportunity and that every school requires high-speed broadband to make that opportunity a reality.



## Our Mission

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To upgrade the Internet access in every public school classroom in America so all students can take advantage of the promise of digital learning

## What We Do

Our approach to solving the problem

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EducationSuperHighway has a three-phase approach.

# 1

**Phase 1 - Completed (2012 -2013):** Build awareness to make school connectivity a national priority by inspiring leaders at the federal and state level to effect change.

- Catalyzed President Obama’s ConnectED initiative to connect 99% of students to high-speed broadband by 2018
- Secured support from prominent business leaders and CEOs
- Launched the national SchoolSpeedTest, resulting in more than 800,000 tests in 33,000 schools

# 2

**Phase 2 - Completed (2013 -2014):** Secure the necessary resources to ensure all schools have what they need to upgrade their broadband.

- Partnered with the Federal Communications Commission to modernize the E-rate program
- Established national K-12 connectivity targets
- Grew funding for K-12 connectivity and Wi-Fi by \$2.5 billion per year

# 3

**Phase 3 - In Progress (2015 - ongoing):** Accelerate upgrades by working with states and districts to connect schools to fiber and classrooms to Wi-Fi. Increase broadband affordability through price transparency.

- Conducted a price transparency pilot program in Virginia that resulted in 500% more bandwidth for only 15% more cost
- Worked with Governor Hutchinson in Arkansas to bring 40x more bandwidth to K-12 schools within the state’s existing budget
- Establishing partnerships with governors across the country to set connectivity goals and take action to upgrade school Internet access



## Quick Stats on EducationSuperHighway

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- EducationSuperHighway helped catalyze President Obama's **ConnectED** initiative in 2013. The White House renewed commitment to school upgrades in 2014 and 2015 **State of the Union** addresses.
- EducationSuperHighway raised **\$1 MILLION** in seed round of funding and **\$9.2 MILLION** in series A funding from investors including The Bill and Melinda Gates Foundation, Startup: Education (launched by Mark Zuckerberg and his wife Priscilla Chan), Draper Richards Kaplan Foundation and The Leona M. and Harry B. Helmsley Charitable Trust.
- In 2014, EducationSuperHighway helped increase federal E-rate funding for K-12 broadband by **\$2.5 BILLION** per year.
- Founder and CEO Evan Marwell was named **2015 Visionary of the Year** by *The San Francisco Chronicle*.

## Quick Stats on Status of Connectivity in the U.S. Classroom

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**40  
MILLION  
STUDENTS**

(two out of every three schools) lack broadband access for digital learning.

**35%  
OF  
SCHOOLS**

do not have fiber connections according to the FCC.

**24%  
OF  
SCHOOLS**

have Wi-Fi capable of supporting 1:1 digital learning while 40% of schools have no Wi-Fi at all.

**\$25  
PER  
MBPS**

is the current average price schools pay for broadband - 8x what they can afford with growing bandwidth demand.

## EducationSuperHighway in the Press

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# San Francisco Chronicle

Evan Marwell, Visionary of the Year, solving a national problem

March 31, 2015

Identifying a national problem - and pursuing a solution - is how Evan Marwell of San Francisco is helping connect every public classroom to high-speed Internet and the 21st century.

And it's why Marwell, founder of the nonprofit EducationSuperHighway, was named Visionary of the Year by The San Francisco Chronicle at a gala dinner at the Fairmont Hotel in San Francisco on Tuesday. He is the first to win the award that will honor Bay Area leaders whose foresight helps improve the world.



"This is quite a surprise," Marwell said from the podium after his name was announced to great applause. "I am truly humbled to be part of this." He congratulated the 12 other distinguished nominees, who include a man who helps connect immigrants to the services they need, a doctor who studies children's stress and a champion for social justice.

"Kids in rural California suddenly have access to AP science," Marwell told the audience. "They're getting access to the quality education they wouldn't have had." As technology changes education, "we need to make sure that every kid has access to high-speed Internet."

The new award carries a \$10,000 grant from St. Mary's School of Economics and Business Administration in Moraga, The Chronicle's partner in creating the award. A \$10,000 scholarship from St. Mary's in honor of the winner will also be established for a deserving graduate student at the business school.

"Evan Marwell's vision of an education superhighway stood out for its double bottom line: great for the economy and great for social justice development of human potential," said John Diaz, The Chronicle's Editorial Page editor and one of the judges. The other judges were Chronicle Publisher Jeff Johnson, President Kristine Shine and Editor in Chief Audrey Cooper.

In selecting Marwell, the judges underscored the importance of matching education quality with the needs of a changing world.

Marwell, 49, first took note of the disconnect between the thriving Internet and modern American classrooms in 2011 when he recommended to a teacher in his daughter's private middle school that she use a popular online education course. He was stunned when she replied that she couldn't because "It doesn't work."



## EducationSuperHighway in the Press (cont.)

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He thought: "If this is what it's like in my daughter's school - a rich, private school in San Francisco, the tech capital of the world - what is it like in public school?"

Marwell, 49, who had already founded three companies - telecom, software and hedge fund - was ready for a new challenge, which turned out to be providing high-quality Internet access and Wi-Fi to about 40 million public school students.

He created the nonprofit EducationSuperHighway in 2012, won the ear of the Federal Communications Commission in 2013 and, in 2014, got them to unleash billions in federal funding to address the problem.

"We've taken spending on broadband from \$1.4 billion a year by the federal government to \$3.9 billion a year," said Marwell, the son of a school psychologist and a sociology professor. "That really sets the table for solving this problem and for schools being able to maintain these networks on an ongoing basis."

Among the more dramatic pieces of the story is that, to learn the extent of the connectivity problem in the classrooms across the country, his group initiated a "National SchoolSpeedTest" and got employees in about 35,000 schools to upload their Internet speed to a database. The result? Only 37 percent of schools had enough broadband for digital learning, Marwell discovered. "So 40 million kids were on the wrong side of the digital divide."

Marwell was chosen from among 13 exceptional candidates, including one nominated by Chronicle readers. The others were nominated by five high achievers in their own right: Laurene Powell Jobs, founder and chair of Emerson Collective and widow of Steve Jobs; Daniel Lurie, founder of the poverty fighting organization Tipping Point; Ronnie Lott, the 49ers Hall of Fame safety and cornerback; Anne Wilson, chief executive officer of United Way Bay Area; and Zhan Li, dean of the business school at St. Mary's.

### EDUCATION WEEK

Vast digital divide exists in K-12 schools,  
E-rate analysis shows  
April 10, 2014

### THE HILL

Our students have high need for high  
speed  
March 3, 2014

### The New York Times

A case for cheaper broadband in schools  
January 30, 2014



### The Washington Post

Using fiber optics to bring schools up to  
Internet speed  
November 13, 2013

Happy birthday ConnectED!  
*White House blog post highlighting impact of  
EducationSuperHighway price transparency work*  
June 25, 2015

## **Evan Marwell, CEO and Founder**

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**Evan Marwell** is a serial entrepreneur, having started companies over the last 25 years in the telecom, software, hedge fund, and consumer retailing industries including INFONXX (now KGB) and Criterion Capital Management. Collectively, these businesses created thousands of jobs and generated billions of dollars of revenues and investment returns. Evan founded the non-profit EducationSuperHighway in 2012. In its first three years, the organization helped shape President Obama's ConnectED initiative and served as a catalyst for modernization of the Federal Communications Commission's \$3.9 billion E-rate program, earning Evan the 2015 Visionary of the Year award from the San Francisco Chronicle. Evan is an honors graduate of Harvard College '87 and Harvard Business School '92.





## Contact

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To learn more about EducationSuperHighway,  
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