



## VIPKid Introduction

**VIPKid** connects teachers in the U.S. and Canada with children throughout China (and globally) for real-time, online English immersion learning.

A global edtech company, VIPKid's mission is to inspire and empower every child for the future. Founded in 2013 and formally launched in 2014 after a year of piloting and development, VIPKid has become China's market-leading edtech startup. VIPKid's vision is to build a global classroom that empowers students and teachers through personalized learning, connects cultures across the world and sparks a passion for lifelong learning.

VIPKid now serves a community of well over 800,000 students and approximately 100,000 teachers in the U.S. and Canada connecting for approximately 200,000 classes daily.

**Funding:** To realize its dream of a globally connected classroom, VIPKid has been backed by visionary investors such as Tencent, Sequoia Capital, Coatue Management, Sinovation Ventures, Bryant Stibel, Yunfeng Capital, Matrix Partners and Learn Capital, among others.

**Honors:** VIPKid has been awarded several high-profile honors such as *Fast Company's* Best Workplaces for Innovators 2020 and *Fast Company's* World's Most Innovative Companies 2019 and 2018, Glassdoor's Best Places to Work 2020 and 2019, and as Flexjobs' #1 global company for remote jobs 2018. VIPKid was also named one of BrandZ's Top 100 Most Valuable Chinese Brands in 2020 and 2019. In 2020, the company was also recognized as a GSV Global EdTech 50 company, a list that represents "the most transformational growth companies in education technology."

**Leadership:** VIPKid Founder and CEO Cindy Mi was named to *Fortune's* "40 Under 40" list of most influential young people in technology in 2020 and also honored as CEO of the Year 2020 by the EdTech Breakthrough Awards. In 2019, Cindy was named a [Glassdoor Top CEO](#) (one of only seven women on the list of the Top 100 CEOs) and was #1 on Crunchbase's list of [50 Female Entrepreneurs Everyone Should Know](#). Cindy was also named by *Foreign Policy* as a member of the "[US-China 50](#)" – the 50 people in the world "powering" the US-China relationship. In addition, she was a recipient of the ASU + GSV Summit 2019 Power of Women Award. She has spoken at *The New York Times* New Work Summit (2019), the main stage of TechCrunch Disrupt in San Francisco (2017), ASU+GSV Summit (2019, 2018 and 2017), OZY Fest in Central Park (2018), Y Combinator's Startup School at Tsinghua University in Beijing (2018) and Y Combinator's Global Founders Summit (2018 and 2017) in San Francisco, among others.

**Partnerships & Collaborations:** In 2020 VIPKid worked with ETS, the world's largest private, nonprofit educational assessment and research organization, to deepen VIPKid's strategic alliance to make the TOEFL® Young Students Series more accessible to young English learners in China. In November



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2020, VIPKid announced the publication of [joint research](#) with ETS; the research findings demonstrated an increase in English language proficiency across VIPKid Major Course levels as measured by TOEFL Primary® tests. This study follows VIPKid's establishment of its [VIPKid Research Institute](#) earlier this year. The VIPKid Research Institute is a branch of VIPKid made up of distinguished scholars, researchers, and curriculum & assessment experts who seek to understand the complexities of learning and teaching online, establish academic standards, and solve real-world problems for the future of education.

**Teacher Events:** In 2020 the company piloted virtual events convening online teachers to network and learn best practices. Previously, VIPKid has held six in-person, regional “Journey” conferences to celebrate and edify the teacher community. Gatherings have been held in Washington, D.C., Las Vegas, Orlando, Dallas and Salt Lake City with several hundred teachers in attendance and speakers such as VIPKid’s Founder and CEO Cindy Mi, former Chicago Mayor Rahm Emanuel, former Dallas Mayor Mike Rawlings and former First Lady Mrs. Laura Bush.

**Social Impact:** Creating a positive social impact for students, teachers, and communities is central to the company’s mission. In 2017, VIPKid started the Rural Education Project (REP), that provides online, live English classes to thousands of Chinese students living in rural, impoverished areas. REP has reached 1,000 schools and 50,000 students. In January 2019, VIPKid Founder and CEO, Cindy Mi, launched [VIPTeach](#), a U.S. public charity that empowers educators with technology and professional learning to break down barriers that prevent many children from accessing quality education. VIPTeach seeks to expand Cindy’s and VIPKid’s successful experience of connecting students and teachers for online education to promote educational equity around the world. The innovative VIPKid-VIPTeach partnership to expand the impact of REP was recently recognized by *Fast Company* with an honorable mention as a [2020 World Changing Idea in Education](#). . In fall 2020, VIPTeach launched the [Global Online Teaching Fellowship](#), a first-of-its-kind virtual service and professional development program for future leaders in education. With its first cohort of 25 individuals, the Fellowship seeks to empower online education pioneers with technology, pedagogical, and cross-cultural skills required of 21st century education leaders as they make a difference in the lives of the students and classroom teachers they serve.