

Upswing +



# What is Upswing?

**Our mission:** To create a connected education experience for underserved students

A virtual assistant and integrated student services platform to



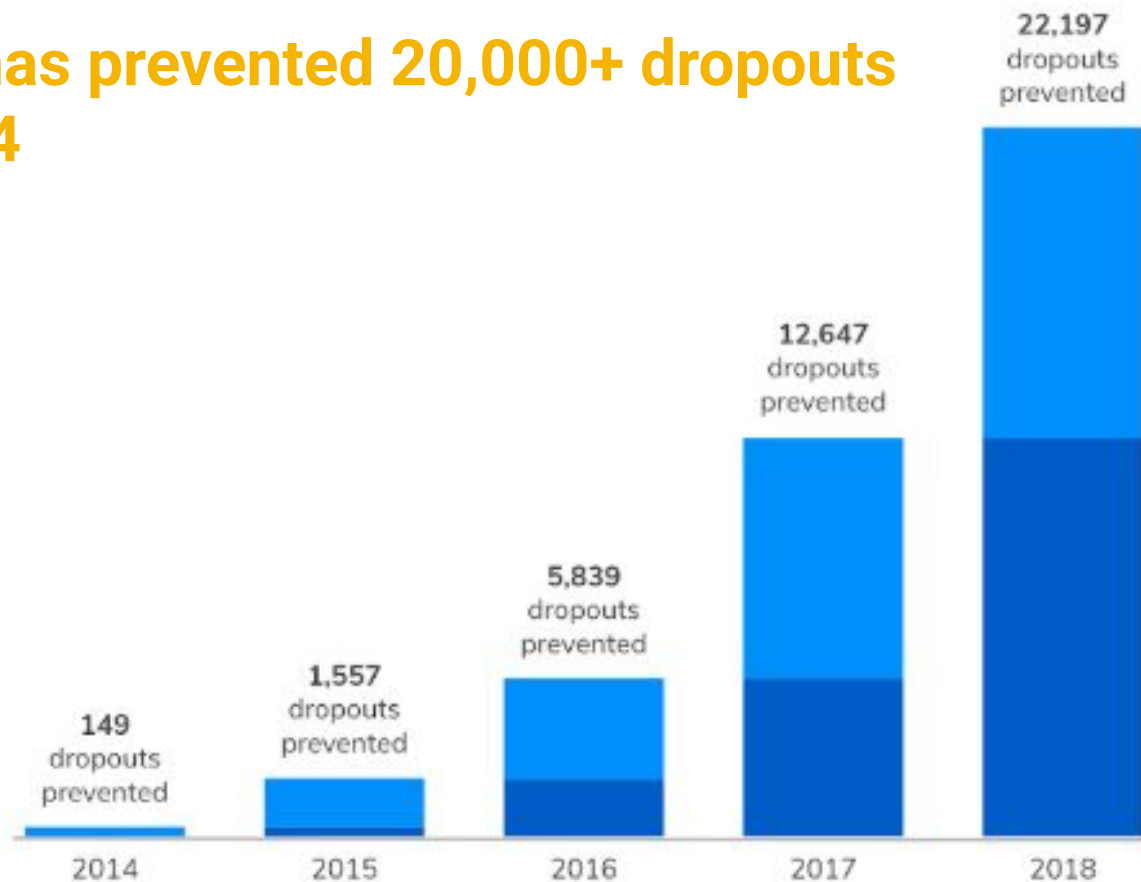
*reach, relate to, and retain your non-traditional students.*

# How it all Got Started

Committed to the Dream



**Upswing has prevented 20,000+ dropouts  
since 2014**

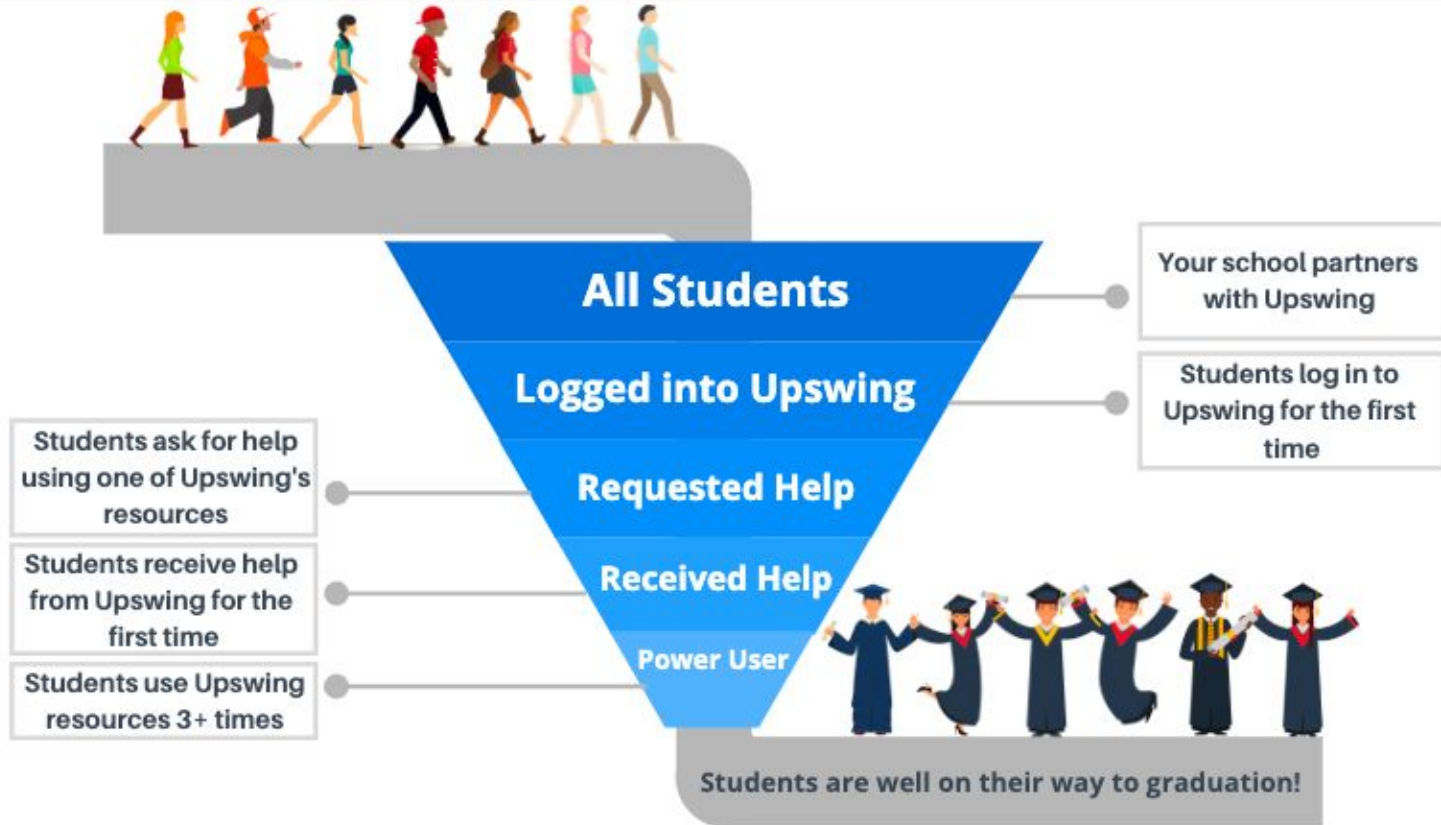


**Social Impact**

A group of diverse graduates in caps and gowns are celebrating. A woman on the left is smiling broadly, holding a diploma tied with a red ribbon. In the center, a man is cheering with his mouth open. To his right, another man is also cheering. On the far right, a woman is smiling. The background is slightly blurred, showing more graduates. The text is overlaid on the image.

It is our goal to  
*Retain* **50,000**  
students by 2020

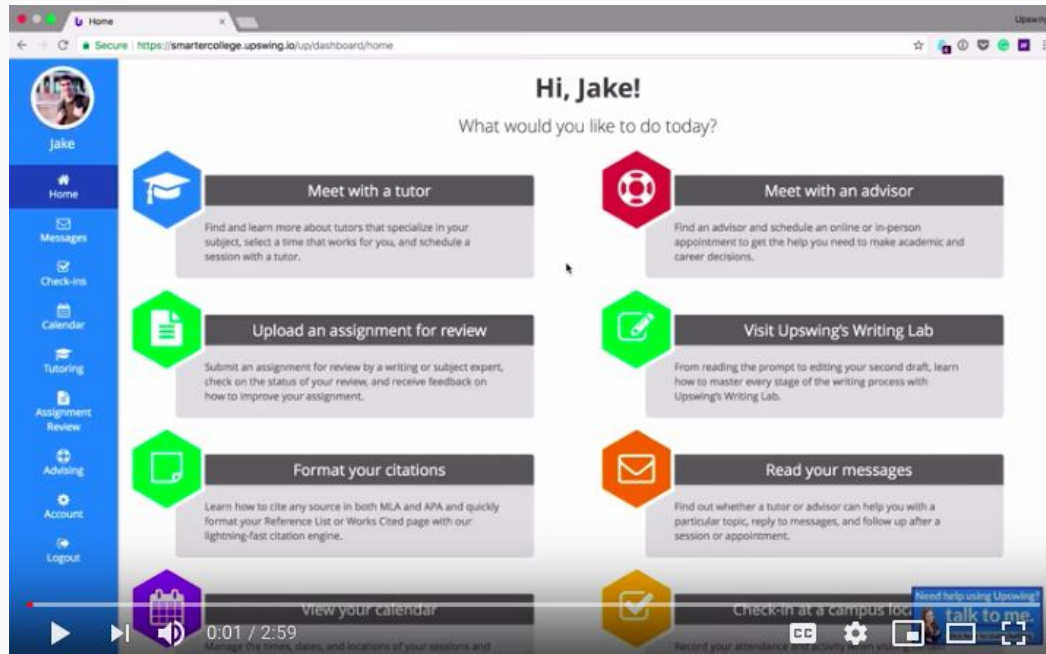
# How Upswing Measures Student Engagement



**Upswing's Student Engagement Funnel**

# This is Top Up:

Online platform to schedule live tutoring sessions



\*Tutoring sessions with video/audio/chat capabilities

\*Appointment scheduling or on-demand sessions available

\*Virtual Whiteboard



# This is Ask Up:

An essay review service returned within 48 hours

\*Students can submit their papers to receive a review on their writing process, thesis statement, and organizational structure.

## Upswing Essay Review

Powered by AskUp

Hi, **Amanda**! Thanks for sending your definition essay to Upswing. My name is **Naomi**. I'm a writing coach with Upswing. In this review, I'll walk you through your **essay's** strengths, the areas that need more attention, and any other points that you requested with your submission.

Amanda Brasfield  
Robert Edwards  
ENGL 1101  
21 September 2017

### The Georgia Aquarium

The Georgia Aquarium is the largest aquarium in the Western Hemisphere containing over 10 million gallons of water. The aquarium houses more than 100,00 fish divided up between 500 species in 60 habitats, with more than a million cubic feet of water and 12,000 square feet of viewing windows. It also has six main exhibits that are all amazing, I have seen them myself many times. The Georgia Aquarium is the best aquarium in the world and my favorite place to visit because it has a massive indoor

Naomi Fernando  
Typo

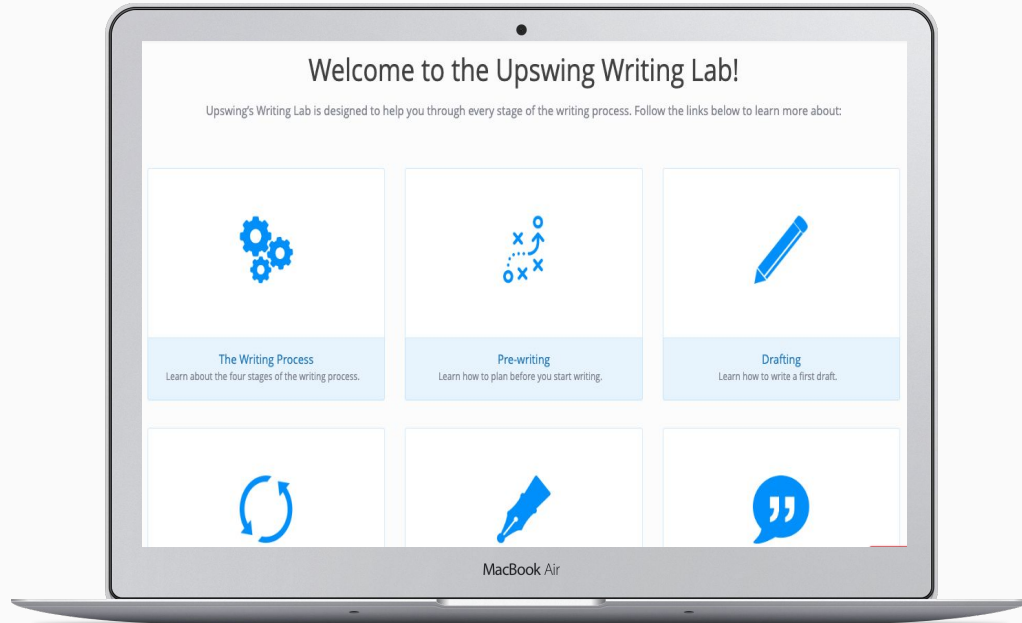
Naomi Fernando  
It's great that you have a thesis statement! However, this thesis statement is a bit too long. Can you shorten it to make it a bit more concise?

A good thesis statement usually serves as the last sentence in the introductory paragraph and provides the reader with 1) your point of view or stand on the topic and 2) a preview of the (typically 3) points you will cover.



# This is the Writing Lab:

Self-paced videos on the writing process with easy to use MLA & APA citation tools



# How will this help your students be more successful?

- **Ana** connects students to resources on and off campus where students are at - on their phones.
- **TopUp** enables students to receive free, 24/7 online tutoring services in any subject.
- **AskUp** allows students to receive feedback from writing professionals to help them improve their writing process.
- **Writing Lab** helps students improve their writing abilities and learning independence.

# Breakthrough Student Moments

"Last week, after failing the Pre-assessment, I stayed really late reviewing the Coaching Report. I was really frustrated on some problems I failed during the assessment, then, I requested a tutor and...*wow, he explained so well, I could understand everything.* Today, I took the pre-assessment again. *I passed!*"

"One thing I loved about the tutors I worked with was how they encouraged me to work through the problems I was struggling with. They nudged me but didn't just show me the solution. This helped engage my learning and helped the concepts stick even better.

Devanada was working through the complex word problem with me and I was stuck because I couldn't see the method the way it was being taught in my course. *Devanada showed me a different way to work the problem, a way that made more sense to how my brain sees math."*

"I was working with Nick on Macroeconomics and then *all of a sudden everything came together.* I thought this class was never going to make sense, but thanks to the help I received from Nick I was able to pass Macroeconomics thanks to Upswing."

Connect with us  
[@upswing.io!](https://www.upswing.io)





Thank you for partnering with us to  
do this work!