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## VIPKid Introduction

VIPKid connects teachers in the United States and Canada with children throughout China for real-time English immersion learning online.

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 700,000 students and 100,000 teachers. With approximately 200,000 classes taking place daily on the platform, VIPKid has created a global classroom at a historically unprecedented scale. This education innovation has resonated with parents in China where VIPKid has approximately 70% market share of one-to-one online English learning.

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, Jack Ma's Yunfeng Capital, Matrix Partners and Learn Capital, among others.

VIPKid has been awarded several high-profile honors such as Glassdoor Best Places to Work 2019 and 2020 (2020 ranked 9 out of 100 in U.S.), *Fast Company's* 2019 and 2018 World's Most Innovative Companies (in 2018, ranked #29 Most Innovative Company Globally and #2 Most Innovative Company in China) and as Flexjobs' #1 global company for remote jobs. In 2019, VIPKid was named one of BrandZ's Top 100 Most Valuable Chinese Brands.

VIPKid was also included in Mary Meeker's Internet Trends Report presented at Recode's CODE conference in 2019. Meeker noted, "If we look at online education remote video chat, VIPKid is one of the global leaders here with a very impressive growth trajectory."

VIPKid partners with several highly-regarded education institutions, including Houghton Mifflin Harcourt and Oxford University Press, in addition to partnering with SSAT China to become the SSAT's exclusive online learning institution in China.

In November 2019, VIPKid held its sixth regional teacher "Journey" conference in Washington, D.C. Journey is VIPKid's initiative to celebrate and edify the teacher community. Nearly 600 teachers attended to hear from VIPKid Founder and CEO Cindy Mi. Previous Journey conferences include [Las Vegas, Nevada](#), Chicago, Illinois, where teachers heard from former Chicago Mayor Rahm Emanuel, as well as Orlando, Florida. VIPKid's [second regional conference was in Dallas, Texas](#) at the George W. Bush Presidential Center in August 2018 where over 300 teachers gathered to hear from Cindy Mi, Former First Lady Mrs. Laura Bush and Dallas Mayor Mike Rawlings. VIPKid held its first regional conference in Salt Lake City, Utah in March 2018, in which over 250 teachers participated.