Adult Learner Landscape

36 million
Cost of honoring Adult Learners
$300 billion
Adult learners represent almost 14% of the U.S. population.

Barriers to Success

Lack of access to resources like computers and the Internet
Lack of time
Computing proficiency
(Click to view)
Transportation (cost or lack of access or drivers)

Why It Matters

Increased Lifetime Earning
A high school diploma leads to an average earnings increase of $10,000 per year.

Better Health
Increased education correlates to better health for adults and their children.

Prepares for the Future
To succeed in the global economy, America needs more workers with technical skills.

Meet the Learners

Nilson
Teacher in his native Brazil
Heading off to college

Julio
Imperialism from his native Mexico
Working at home office

Laura
Dropped out of high school after her sophomore year
Dreams of a job where she can help others pursue a dreams

Why It Matters

Few companies currently make Ed-tech products for this population — it is a huge market opportunity.

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Source:
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