



**Benjamin Levi** | Co-founder of Code Camp | [www.codecamp.com.au](http://www.codecamp.com.au)







THE ... HIND ... FIS ... NERS

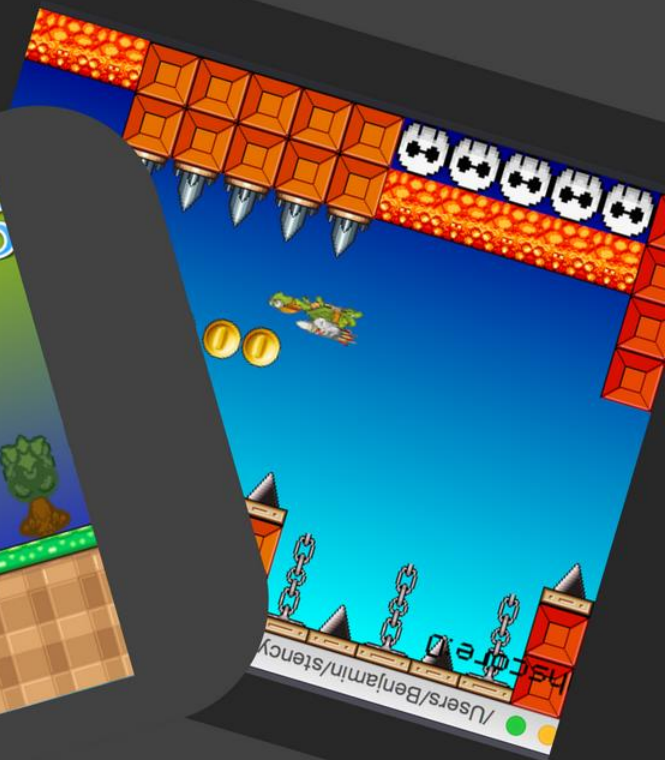
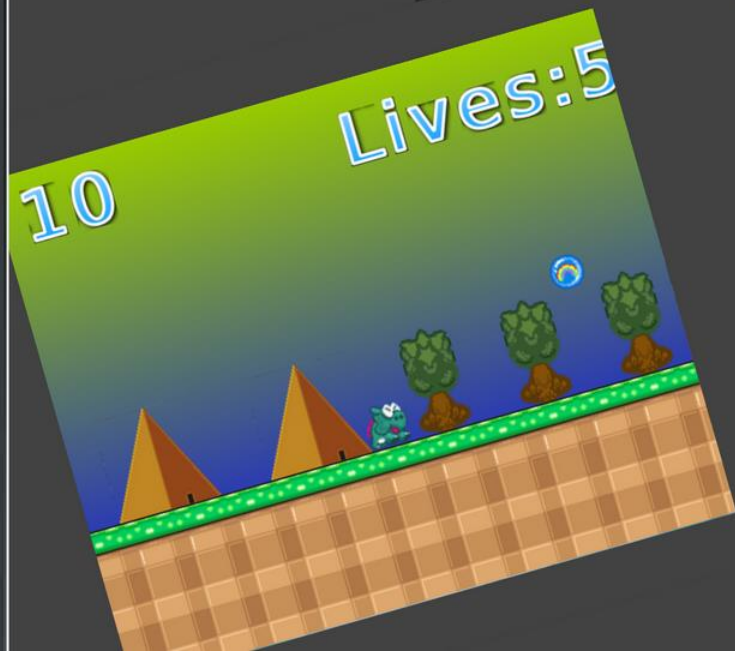
COOECAMP

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APPS AND GAMES ARE CODED, DESIGNED  
AND BUILT BY OUR STUDENTS



## School holiday programs

- Build your own app in 3 or 4 days
- \$350 - \$440 per student (parents pay)
- Extremely high engagement
- Builds a passion for tech
- Multiple courses
- High teacher to student ratio
- Students returning 7+ times
- Students returning as TA's
- Code Camp swag
- Childcare
- ~CCR + CCB

## Weekly after school

- \$200 - \$250 per student
- Schools desperate for additional OOSH
- Weekly challenges
- Learn to code
- Majority of students returning each term







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THE HIND FISHERS

Note Book



## Benjamin Levi

Obsessed with creating incredible products and customer experiences

- Co-founder and co-CEO
- Founder of RentingSmart
- Initial co-founder of Mon Purse
- Very own Gelato Messina flavour
- Personalised Angry Birds level



## Pete Neill

Pete, a former teacher and perennial learner leads the education side of Code Camp

- Co-founder and co-CEO
- Founded Stashd
- iOS developer
- Former English teacher



## Hayley Markham

Hayley's our head of operations and looks after over 300 casual staff. As a mother of three daughters, Hayley is passionate about creating fun learning environments.

Bachelor Of Mgt (UTS), and previously Head of Operations at Sentinel UAE



## Dan Zwolenski

Daniel has over two decades of experience designing and developing systems and is head of tech at Code Camp. From driving the delivery of Coinland, a CBA initiative to deliver financial literacy to kids, through to the NSW Education's NAPLAN reporting system.

In 2014, Daniel was awarded a Fellowship for Innovation from the Myer Foundation.



ENGAGEMENT. INNOVATION. FUN. LOGIC

**8,000+ Happy Students**

# Code Camp has been run at:

- Abbotsleigh Girls School, Wahroonga
- Accenture, Pyrmont
- ACU North Sydney
- Annandale Public School
- Ascham School, Edgecliff
- Barker College, Waitara
- Bradfield College / St Leonards TAFE
- Camberwell Grammar School
- CBA - Innovation Lab
- Clayfield College, Brisbane
- Clovelly Public School
- Cranbrook, Rose Bay
- Cronulla South Public School
- Emanuel School, Randwick
- Elwood Primary School, Elwood
- Frensham and Gib Gate, Mittagong
- Gymea Bay Public School
- Haileybury, Melbourne
- Hills Adventist School
- Holy Spirit Catholic, Townsville
- Immanuel College, Adelaide
- International Grammar School, Ultimo
- Ipswich Girls' Grammar
- Kambala School, Vacluse
- The King's School, North Parramatta
- Knox Grammar, Wahroonga
- Lauriston Girls' School, Armadale
- Lindisfarne Anglican
- Loreto, Kirribilli
- Macquarie Capital (Syd and Melb)
- Melbourne Grammar School
- Mentone Girls' Grammar School
- Moreton Bay
- MLC School, Burwood
- Mount Scopus Memorial College
- Newington College, Stanmore
- Oakleigh Grammar, Oakleigh
- Paddington Public School,
- Pittwater House, Collaroy
- PLC Melbourne
- Queenwood, Mosman
- Randwick Public School
- Redfield, Dural
- Redlands, Mosman
- Redlands, Brisbane
- Roseville College, Roseville
- Saint Ignatius' College Riverview
- Santa Sabina, Strathfield
- Shore, North Sydney
- The Southport school
- St Andrew's Cathedral School, Syd CBD
- St Joseph's, Oyster Bay
- St Philip's, Newcastle
- St Francis Xavier
- Tara Girls' School, North Parramatta
- Toorak College, Mount Eliza
- Ultimo Public School
- University of Wollongong
- Wenona Girls' School, North Sydney
- Wesley College, St Kilda
- Wesley College, Glen Waverley
- Wesley College, Elsternwick
- Westfield Carindale, Brisbane
- Westfield Chatswood
- Westfield Doncaster
- Westfield Miranda
- Westfield Parramatta
- Westfield Warringah Mall
- Westminster, Adelaide
- Westpac Innovation Centre
- William Clarke College
- Xavier College, Melbourne



# Over 40% Girls

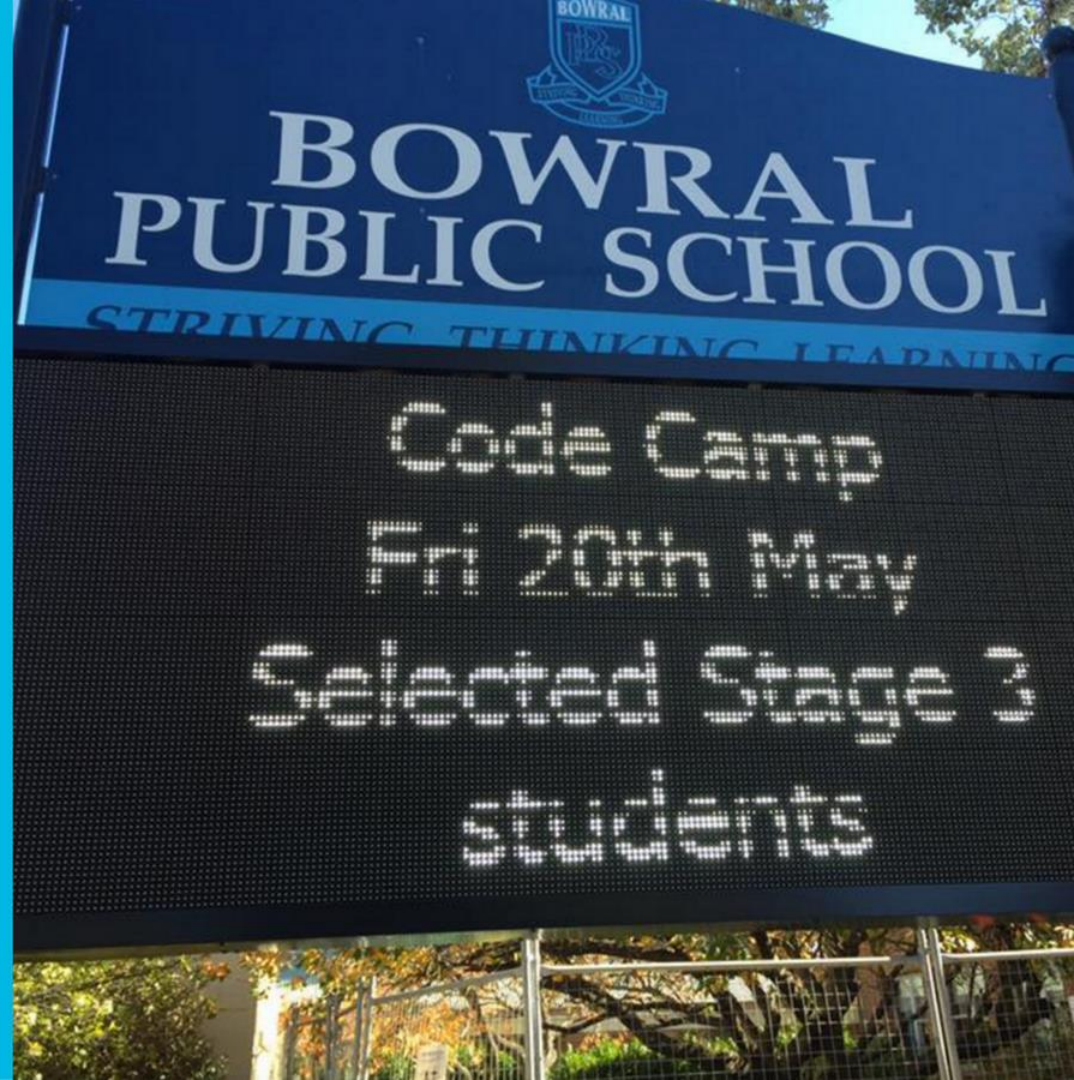
CODE CAMP WORKS WITH MANY OF  
AUSTRALIA'S LEADING GIRLS' SCHOOLS

## PD / PL

- Teaching teachers!
- Schools want Code Camp to be the partner who helps all things coding
- Removing the anxiety
- Value add for Code Camp 'locations'

## Incursions

- One-off incursions (\$45 /student /day)
- Weekly incursions (\$129 /student)



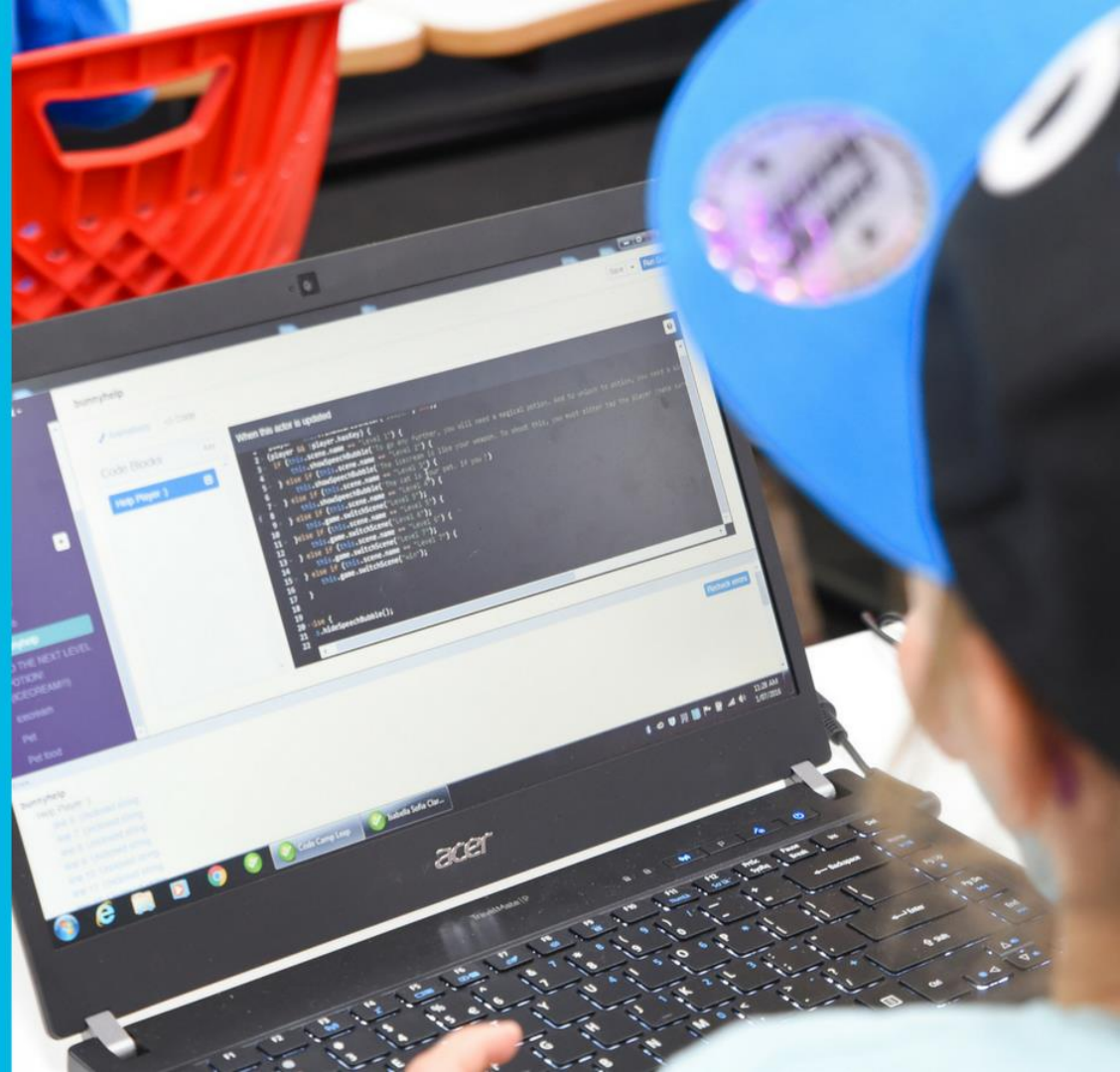
Drag  
& Drop

Leap

Line  
coding

## Leap software

- Licence to schools
- Saas
- Drag and drop
- JavaScript
- Asset libraries



# School holidays



## Junior Code Camp

- Students in years K-1



## Beginner Code Camp

- Students in years 2-8



## Advanced Code Camp

- Students in years 2-8



## Mentorship

- Leadership
- 1:1 Support
- Paid work



## Web-hacking

- HTML, CSS, jQuery
- Entrepreneurship
- Growth hacking
- Students in years 4-9



## Leap

- JavaScript back end
- DnD front end
- Code Camp IP
- Students in Years 4-9





**Not every student will become a developer, however, the problem solving, logic and computational thinking learned can be adapted to any role in any industry.**



**Today**  
EXTRA

# CODE CAMP

**12 YEAR OLD BUILDS APP FOR APP STORE**

**TOWN 27°** 



Today Extra (1 July, 2016)  
<http://bit.ly/codecamp-todayextra>



Channel 9 News (13 July, 2015)  
<http://bit.ly/codecamp-9news>



Quickbooks Online case study  
<http://bit.ly/codecamp-qbo>



Nick Jr. (Nickelodeon)  
<http://bit.ly/codecamp-nickjr>



"With Australia transitioning to a knowledge and ideas economy, we recognise the increasing importance of science, technology, engineering and mathematics (STEM) skills to the jobs of the future.

Code Camp do a terrific job in engaging young people with technology at a young age, giving them extra skills to take back to the classroom and, perhaps, inspire them for a career in technology."

**Dave Curran**  
**Chief Information Officer**  
**Westpac Banking Corporation**





"My son attended the 4 Day Code Camp at Ascham and I was amazed to see how much he learnt.

He came home every day so excited and engaged in the creation of his new app – truly amazing!

Well done to the teachers and we will be back next school holidays"

**- Maud Lindley, Jan 2016**

"My daughter has forever changed after Code Camp! She is really into creating games on Stencyl."

**- Pittwater House parent,  
April 2016**

The logo features the text "hack my van" in a bold, blue, sans-serif font. The word "hack" is on the top line, "my" is a smaller word on the second line, and "van" is on the third line. Above the text are three blue circles of varying sizes, arranged in a cluster that resembles a stylized 'O' or a molecular structure. The entire logo is centered within a white circle, which is set against a solid blue background.

hack my  
van



# Decoding Code Camp

Thursday, 14 April 2016 FEATURES



11 FEB 2016 - 11:24AM

## What's the best in your kid's Learning to code



# THE AUSTRALIAN BUSINESS REVIEW

NEWS OPINION BUSINESS REVIEW NATIONAL AFFAIRS SPORT LIFE

S&P ASX 200 +0.42% 5492.20

AUD/USD -0.07% 0.76

S&P 500 +0.52% 2180.38

NIKKEI 225 -0.11% 167

## Code Camp takes out 'Hack My Va





## The Classroom Buzzes With Excitement

I was impressed with the instructor to child ratio, with four staff to cover the Beginners group, Suvi up front instructing the process from her laptop – which was connected to the electronic classroom whiteboard – and three others roaming and attending to everybody's questions and programming bugs (there were many!).

Having not spent time in a 'working' classroom environment for many years, it was immensely gratifying to witness the continuous buzz of excited but productive chatter and workshopping of ideas and feedback. While a small handful of students did sit working quietly, nearly all the kids were keen to share their progress, and to help





CODE CAMP IS CURRENTLY IN 60 SCHOOLS

# 9,600 Schools in Australia



*Then, by the end of FY18*

#### School holidays

- Currently in ~60 locations and 2,200 students per holiday period
- Target: 500 locations in Australia
- Average of 40 students per location
- 20,000 students per holiday period
- **\$7,000,000 (ex GST) per holidays**
- **\$30,000,000 per annum**

#### After school

- 6,250 students per term
- 250 schools x 25 students
- x \$200 = **\$1,250,000 per term**

**+ PD + Leap + Incursions**

# 350+ casual staff

\*50% are women!

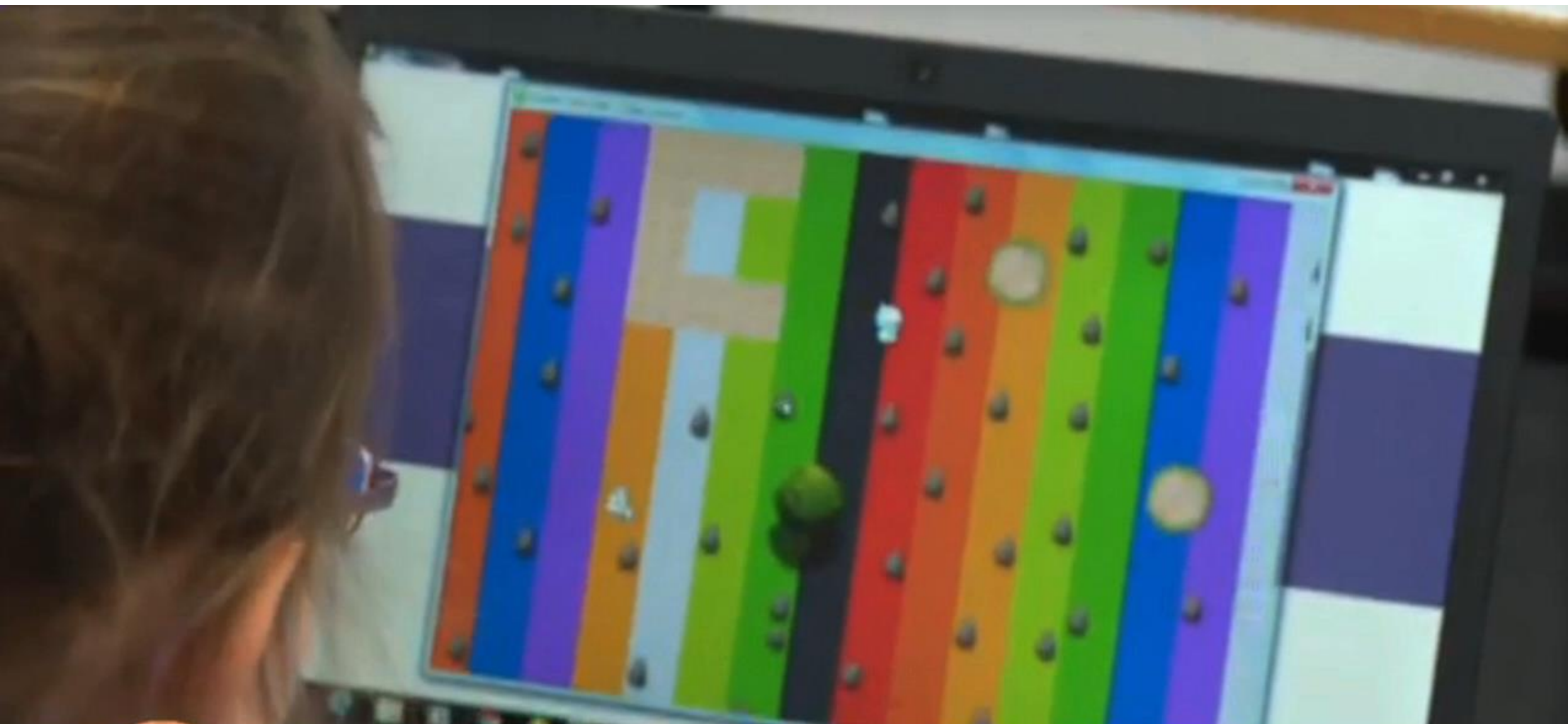


## The focus:

- High quality staff training
- Sales (holidays & after school) to 500 locations
- Lesson plans (returning students)
- Lock in long term school partnerships (recurring)
- Student community & engagement between camps
- Investment in key staff (sales, acc, ops, edu, pd)
- Investment in brand and marketing
- Teaser products (events)
- Sponsorships







Today

EXTRA

## CUTTING EDGE KIDS

CAMP TEACHES KIDS TO WRITE COMPUTER CODE

BRIS 21° 



Introduce us to your child's school! | [ben@codecamp.com.au](mailto:ben@codecamp.com.au)



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