# Thesis

According to a survey by the National School Choice Awareness Foundation, over 60% of parents in the United States are considering new school options (ref). 41,000 students in Florida alone received choice scholarships but couldn't use them last year because the school they wanted didn't exist (ref).

**Families are signaling that the old system no longer fits and they're ready to explore what's next.**

18 states in the past year have passed universal school choice laws and last year alone states spent $8 billion in Education Savings Account (ESA) funding. Families are now able to access $4-10K in ESA funding unlocking billions in opportunity for new models to scale.

**The opportunity to launch new school networks and learning ventures that reimagine how 50 million families learn is now!**

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**Project Upstream** is backed by Stand Together, Deep Science Ventures, Transcend Network.

To go deeper on our thesis check out our **Thesis Overview Deck**

👉 Link to Summit Application for Founders

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# What does the summit look like?

At the Summit, Deep Science Ventures will guide founders, families, and funders through a series of interactive "Scoping" studios—our systematic approach to invention designed for tackling the hardest problems. Together, we'll co-design the future of children's learning.

The studios will unfold in three core stages:

### #1 Scoping Basics

Engage in the foundations of "scoping," our process for working backwards from a bold vision of the future. You'll draft your first outcomes graph—a map that traces from a desired societal outcome to the problems that need to be solved across commercial, technological, societal, and policy dimensions.

### #2 Scoping Moves

Go deeper by applying "scoping moves" to your outcomes graph—tactical actions that expand, revise, and decompose outcomes into first principles.

### #3 Scoping Prioritization

Use investment criteria to evaluate which opportunities on your outcomes graph hold the greatest promise. You'll identify high-leverage points, test hypotheses with evidence, and begin charting pathways toward viable, risk-aware solutions.
By the end of these studios, you'll have a shared language, a powerful problem-mapping tool, and a clearer sense of where to focus energy, resources, and creativity to drive transformative change during this pivotal moment in US education

## About DSV

[Deep Science Ventures (DSV)](#) is a venture creator that has launched 56 companies tackling some of the world's toughest challenges: curing childhood cancer, producing the world's most efficient pressurized hydrogen, halving the cost of desalination, and reforesting ecosystems with fungi. Collectively, these ventures have raised more than $300M from leading investors including Breakthrough Energy Ventures, Lower Carbon Capital, Sequoia's scout fund, Sam Altman, Patrick Collison, and many others.

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# Summit Outputs

- 10 MVPs co-designed upon completion of program

- Builder <> family long-term collaboration

- Anchor Investors secured for Project Upstream

- Playbook for replicating summit in other regions

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# Post-Summit Venture Building Protocol

After our summit, 20 recruited founders will go through 4-months of training to develop a family centered mindset, validate assumptions, and build their movement. This protocol will be facilitated by the team behind the [Transcend Fellowship](#).

- Weekly customer discovery sessions with families in the state of the upcoming summit
- Monthly problem statement deep dives with founders, funders, and families
- Bi-weekly coaching calls to ensure high customer-experimentation cadence and mindset

**Founder Training Modules**

| Strengthening Your Founder Mindset | Modeling your Lofty Impact Vision for Customers |
|---|---|
| Your Journey to PMF | Activation |

| | |
|---|---|
| Customer Pain & Magic | Unfair Advantage (Market Positioning) |
| Experimentation Kickoff | Co-Founder Dynamics & Experimentation |
| User vs. Buyer (PMF Validation for Key Stakeholder) | Your Funding Model |
| Set Your Lofty Vision | Funding Activation |
| Pricing | The Art of Vulnerability as a Partner |
| Customer & Family Love (Retention) | Preparing for Summit |

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