

# Meet JetLearn, empowering children to be creators of the future

*As part of our quick fire questions series - or QFQs - we spoke to Abhishek Bahl founder of JetLearn about teaching children the skills they need for the jobs of tomorrow, collaborative learning and expansion to the US.*

Temps de lecture : minute

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Schools are preparing children for the jobs of today, not for the jobs of tomorrow! JetLearn's mission is to empower the next generation of creators by filling this learning gap and to build foundations in new-age technology skills like WEB 3.0, AI, and Robotics in a fun and inspiring way.

## Why are you doing what you're doing?

In the coming decades, every company is going to be a tech company, and every job is going to be a tech job.

WEB 3.0, AI, Robotics, and coding are the skills that are going to be essential for the creators of tomorrow. We saw a clear gap in the school education system with a lack of exposure to new-age technology skills.

This gave rise to JetLearn's mission of empowering children to be creators of the future by providing a foundation in new-age technology skills like WEB 3.0, AI, and Robotics in a fun, inspiring and hyper-personalised way.

# Tell me about the product - what it is, what it aims to achieve, who you work with, how you reach customers, USP and so on?

JetLearn is the world's FIRST and ONLY WEB 3.0 online academy for K-12.

The JetLearn online platform connects the top 1% of teaching experts (with skills in Robotics, AI, and coding) to school-age learners. JetLearn's deep-personalisation engine uses Artificial Intelligence technology to provide a personalised learning pathway for every child based on their starting level, their pace of learning, and interests. This enables each and EVERY child to reach their full potential.

JetLearn's future-proof curriculum is created by teaching experts from top global universities, with input from top industry practitioners working at companies like Google and Microsoft.

The monthly subscription includes live learning (weekly one-on-one sessions with a top teacher), assignments and self-learning projects.

Subscribers can also access a global community of learners for collaborative learning, fun workshops, inspirational webinars, and challenging hackathons. Further, secondary school students closer to college age can connect to mentors from top Silicon Valley companies.

## How has the business evolved since its launch?

JetLearn has evolved tremendously since its launch. To name a few milestones:

Geographic Footprint - Launched in The Netherlands in 2021, JetLearn

now has learners in 31 countries. The UK, Netherlands, Ireland, and California are the regions with the biggest footprint. We are on track to be the most trusted and biggest global new-age academy for kids.

Curriculum - We started with 1:1 Coding Classes for kids and now offer a full spectrum of fun-learning courses for ages 6-16 on essential new-age skills (coding, AI, Robotics and Web 3.0). It is fascinating to see how fast young children are learning new technologies like NFTs and Metaverse and coming up with creative ideas - the possibilities are endless!

Community - We are proud to have a global community of thousands of passionate learners who inspire each other, participate actively in creative workshops, and now, win global hackathons.

We are expecting over 5000 registrants in the next JetLearn global Hackathon from the 4th to the 6th of November, 2022. This will be the world's first WEB 3.0 hackathon for children (6-16yrs) all over the world!

## What is your favourite thing about being a founder?

Last week I received a message from one of our parents: her son (let's call him Vince) was able to overcome his learning and focus challenges during his JetLearn sessions. With our 1:1 personalised pedagogy (which he was not getting at school), Vince now understands that, the more effort he puts in the better the output. Vince just created and uploaded an awesome video of the Roblox game he programmed from scratch. Accordingly, Vince not only improved his coding skills, but also in his overall academic performance and communicative confidence!

Witnessing these transformational stories of JetLearners is my favourite thing about being a founder - and inspires me to do more everyday!

# Which founders or businesses do you see as being the most inspirational?

Did you know you can order 36,000 different drink combinations at Starbucks ?!!

Starbucks is a company that I find inspirational - it has been able to deliver personalisation at scale, globally. And JetLearn is all about personalisation-at-scale for every child to reach their true potential.

Starbucks was able to become a global brand, achieve great brand loyalty and build long-term customer relationships. It also embraces technology in a traditional industry, having just launched an NFT-based loyalty program.

Starbucks will continue to inspire JetLearn's journey as we seek to evoke a "wow" feeling in every customer interaction while building a technology-powered global brand and establishing long-term customer relationships.

# Which other figures in your life inspire you?

Richard Branson! Branson with his disruptive thinking and has brought the cool-factor to traditional industries like airlines and telecom. In the process, he also built a global brand that is still really fun and innovative.

I actually once gate-crashed a conference to listen to Richard Branson live  
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# What has been your biggest business fail?

I had a few startup ideas before JetLearn but shied away from going all-in on any of those because I was waiting for the perfect moment. But later I realized that there is no such thing as a perfect moment - you just have to

go for it! So I decided to put all my effort in when I started JetLearn.

## What are the things you're really good at as a leader?

My strength is finding people who are inherently passionate about JetLearn's mission. I am able to share my excitement about building a global, successful company while making a positive impact.

That's how JetLearn got an awesome group of co-founders and senior leadership, who are totally driven by JetLearn's mission of impacting a million learners while building a global, successful company.

Such opportunities come once in a lifetime, and the right people get excited to be a part of our journey.

## Which areas do you need to improve on?

To find the right balance between day-to-day operations and strategic thinking. I need to be able to think about the company's long-term goals of the company, while also attending its immediate needs. This can be a difficult tightrope to walk, and thankfully I have amazing mentors and advisors who have been through similar scaleup journeys, who ask the right questions and inspire me to think even bigger.

## What's in store for the future of the business?

In five years time, to impact one million learners globally and empower them to be creators of the increasingly tech driven future.

In the process, JetLearn will become the gold standard of how

new-age technology skills should be taught to school-age children and become a sought after partner for parents and schools globally.

In 2022 our focus is on becoming the largest and most trusted player in the UK, and then expand to the US in 2023.

## What advice would you give to other founders or future founders?

Starting a company is all about turning your passion into your life's mission. So choose a domain that excites you, which makes you wake up everyday with a sense of mission.

And finally, a more personal question! We like to ask everyone we interview about their daily routine and the rules they live by. Is it up at 4am for yoga, or something a little more traditional?

I am always trying to find role models for different areas of my life. If I have seen someone achieve something, then this positively affects my mindset that I can do it too.

Abhishek Bahl is the founder of [JetLearn](#).