

Teaching is hard. Planning & marking *shouldn't be.*

The enterprise **Instructional Intelligence** platform for Australian schools — building lesson plans, writing and marking the tests, and surfacing the students who need a teacher most.

WHAT THIS DECK COVERS

THE PRODUCT

TRUST & PRIVACY

WHY US VS ALTERNATIVES

PRICING & ROLLOUT

Request an Impact Assessment →

Every NSW teacher loses **23 hours a week** to admin — *that's a \$45,000 salary line, wasted.*

PER TEACHER / YEAR

\$45k

wasted on planning & marking

PER 600-STUDENT SCHOOL

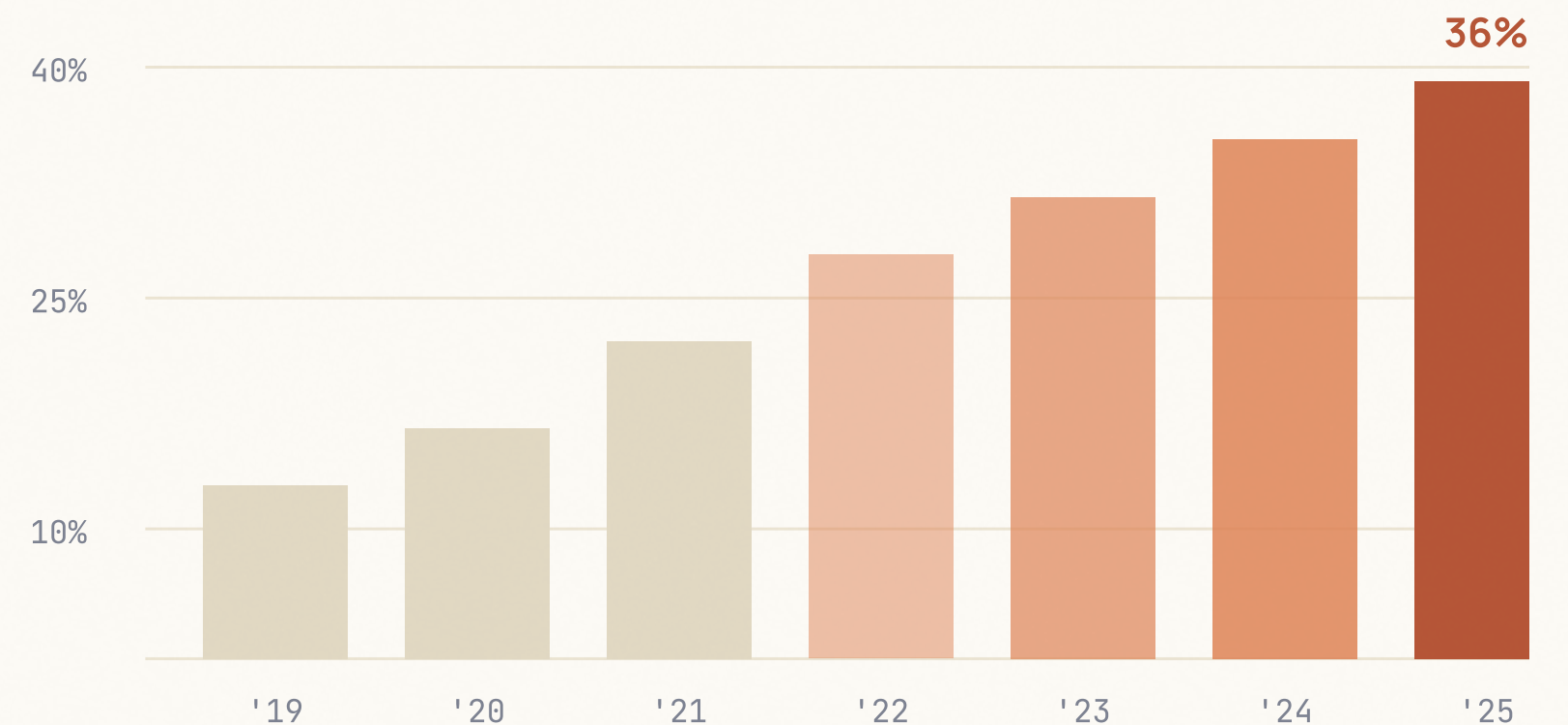
\$1.8M

recoverable labour cost / yr

THE RETENTION CRISIS

1 in 3 early-career teachers in NSW leaves the profession within 5 years — citing *workload* as the #1 driver.

NSW TEACHER ATTRITION · 2019 → 2025



Source: AITSL · NSW DoE workforce reports.

• THREE CURVES, ONE WINDOW

The math finally works for schools — *and it didn't a year ago.*

CURVE 01 · TECHNOLOGY

AI is finally accurate enough.

Handwriting OCR + rubric reasoning crossed teacher-grade accuracy in late 2024. Two years ago this product literally couldn't exist.

CURVE 02 · WORKFORCE

Teacher shortage is at peak.

NSW is short thousands of teachers. Principals are no longer choosing between tools — they're choosing between hiring crises.

CURVE 03 · CURRICULUM

NESA syllabus is rewriting itself.

K-10 English, Maths, Science are all in active reform. Every teacher is replanning anyway. The cheapest moment to switch tools.

▲ Three curves rarely line up. The schools that decide in 2026 set the template the rest of the system inherits.

WHAT BRIGHT START DOES

Three integrated modules.

One closed instructional loop.

MODULE 01 **PLAN**

Lesson plans aligned to NESAs.

Three ability groups. A hook. An exit ticket. In the teacher's voice. Generated overnight from yesterday's data.

MODULE 02 **MARK**

Class sets, marked overnight.

Reads pen, pencil, even crayon. Marks against the teacher's rubric. Flags every ambiguous answer for human sign-off.

MODULE 03 **NOTICE**

Cohort signal, every morning.

Who's lost. Who's ready to extend. Patterns at class, year, and school level. Feeds tomorrow's plan automatically.



THE CLOSED LOOP

Mark feeds **Notice**, which feeds the next **Plan**. Every classroom gets smarter with every assessment — without a teacher touching a dashboard.

Scan. AI drafts. *A teacher signs off.*

Every flagged answer is human-reviewed before a grade is committed. We never deploy autonomous grading — and we never will.

- ✓ Reads handwriting — pen, pencil, crayon, math & long-form essay.
- ✓ Adapts to **your** rubric, in **your** wording.
- ✓ 100% of flagged answers reviewed by the teacher.
- ✓ Audit log every Department reviewer can read.

The screenshot displays a user interface for reviewing student work. It features two student cards side-by-side. The left card is for Aanya Sharma, showing a score of 18/20. It lists three math questions: Q1. $3/4 + 1/8 = 7/8$ (checked), Q2. $5/6 - 1/3 = 4/3$ (question mark, with a note '↳ flagged - didn't convert'), and Q3. $2/5 \times 30 = 12$ (checked). The right card is for Lin Tan, showing a grade of B+. It displays an essay snippet: "The argument that public transport ought to be free **rephrase?** for students rests on three premises... and so the council, after weighing the costs, must concede that...". Below the cards is a summary bar with a red flag icon, the text "2 answers flagged for your review", and a "Review & sign off" button. The summary bar also includes the text "Marked in 14s · 28 of 30 confident · awaiting sign-off".

Aanya Sharma 18/20

Q1. $3/4 + 1/8 = 7/8$ ✓

Q2. $5/6 - 1/3 = 4/3$?
↳ flagged - didn't convert

Q3. $2/5 \times 30 = 12$ ✓

Lin Tan B+

"The argument that public transport ought to be free **rephrase?** for students rests on three premises...
...and so the council, after weighing the costs, must concede that..."

2 answers flagged for your review
Marked in 14s · 28 of 30 confident · awaiting sign-off

Review & sign off →

A plan in the teacher's voice.

A class signal every morning.

PLAN · YEAR 7 · MATHS

ALIGNED: MA4-RAT-01

Ratio – Lesson 3 of 6

HOOK · 5 MIN

Smoothie recipe scaled from 2 → 8 people. "What changes? What doesn't?"

FOUNDATION

Equivalent ratios with concrete blocks.

CORE

Scaling recipes; introduce the ratio table.

EXTENSION

Currency conversion as a ratio. Plot the line.

EXIT TICKET

3 questions. Auto-marks tonight. Tomorrow's plan adapts.

EAL/D COLUMN INCLUDED

IN YOUR VOICE

NOTICE · MONDAY MORNING

3

at risk

Year 7 · 7B Maths

JM

J. Marsden

Equivalent ratios — 3 misses in 4 lessons

PULL-ASIDE

AS

A. Sharma

Strong on ratio — ready for extension column.

EXTEND

LT

L. Tan

EAL/D — vocabulary gap on "proportional".

VOCAB SWAP

Tomorrow's plan already adapted: foundation column +1 worked example, extension column unlocked for A. Sharma.

Four steps.

Ready for the week ahead.

1

Connect

Plug into Sentral / Compass. Read-only timetable + classlist sync. Once a term.

2

Draft

AI drafts the week's plans & marks the latest assessments overnight.

3

Teach

Teacher edits, signs off, and walks into class. Sundays stay Sundays.

4

Learn

Every edit teaches Bright Start *your* voice. Drafts get sharper every week, with less editing needed over time.



ONBOARDING: 1 DAY

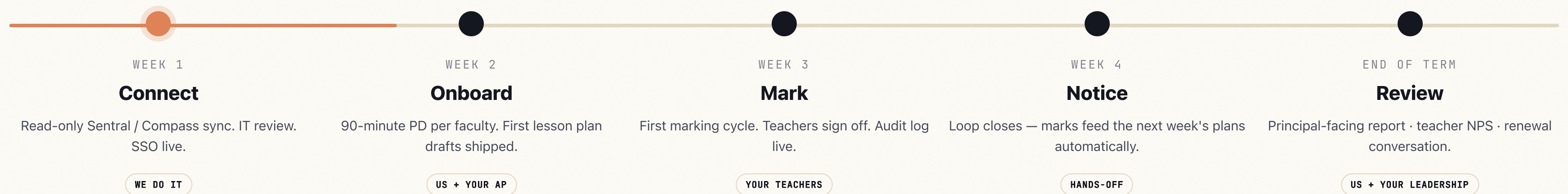
TIME-TO-FIRST-VALUE: END OF WEEK 1

COMPUTE: COST-CAPPED PER TEACHER

IMPLEMENTATION

Live by week two.

Sundays back by week four.



0 days of teacher time required for IT setup. We handle it.

1 90-min PD session per faculty. That is the entire training ask.

14 days to value. Teachers see the first plans & marks by week two.

Built for Department-grade scrutiny.

Won't train on your kids' work.

We pre-cleared the highest bar so principals don't have to argue with their IT director.

COMPLIANCE

SOC 2 Type II

Independently audited annually.

COMPLIANCE

ISO/IEC 27001

Information security management system certification.

DATA SOVEREIGNTY

NESA-aligned

All student data hosted & processed in AWS ap-southeast-2 (Sydney).

TENANCY

Single-tenant VPC

One school = one isolated database. No shared inference.

MODEL POLICY

No-train commitment

Closed-API foundation models. Contractual opt-out of all training.

INSURANCE

AUD \$5M cyber cover

Lloyd's-syndicate · per-school per-incident.

FROM THE PILOTS

The teacher kept her Sundays.

The Principal kept her teacher.

CLASSROOM VOICE

*"I got my Sundays back.
That's the whole review."*

T Year 5 Teacher
Pilot school · name on request

LEADERSHIP VOICE

*"Two teachers told me they were going to resign in
November. After one term with Bright Start, both signed on
for 2026. That alone paid for the platform 3 times over."*

P Principal
Pilot school · name on request

94%
TEACHER RETENTION • PILOT COHORT

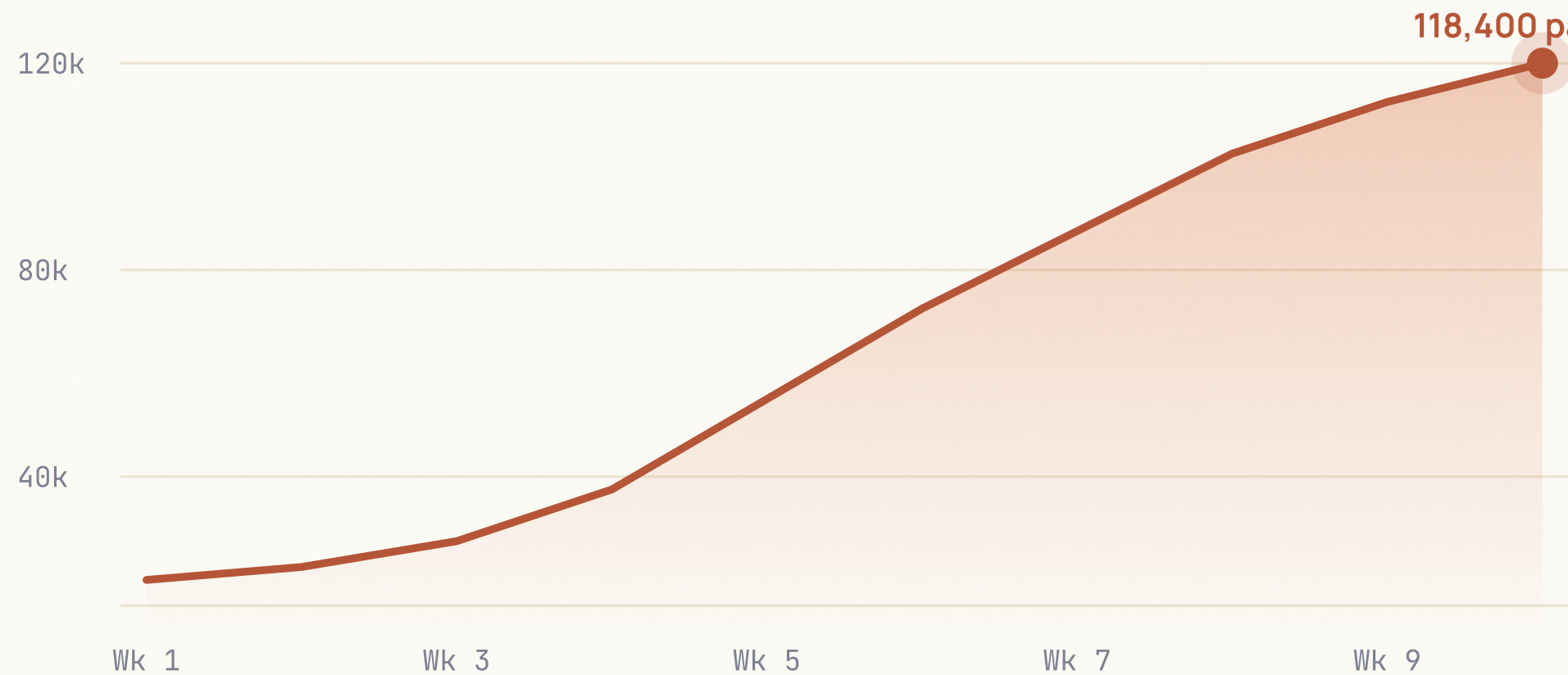
3.4x
ROI IN YEAR-ONE LICENSE

7/7
PILOT SCHOOLS RENEWED FOR 2026

• USAGE • LIVE PILOTS

The product is used, *not just installed.*

MARKED PAGES • WEEKLY • CUMULATIVE



118k PAGES MARKED • PILOT TERM
9,400 LESSONS PLANNED
86% WEEKLY ACTIVE TEACHERS

PIPELINE • SIGNED LOIS

38 schools

~22,400 students under LOI • NSW + ACT.

NPS • PILOT TEACHERS

+71

EdTech median: +24 (G2, 2025).

RENEWALS • TERM-ON-TERM

7/7

100% pilot renewal • 4 expanded to whole-school.

WHY WE WIN

No-one else is built for *NSW + a Principal's risk appetite.*

HIGHER NESA ALIGNMENT →

← LOWER DATA PRIVACY

HIGHER DATA PRIVACY →



AU teacher tools (Sentral add-ons)

NESA-aware. No AI. Manual only.

● Bright Start

NESA-trained • single-tenant •
SOC 2 + ISO 27001 • AWS
Sydney.



Generic LLMs (ChatGPT, Gemini)

No curriculum tie-in. Data leaves the country.



International edtech (MagicSchool, Khanmigo)

US-curriculum. SOC2 only. US data residency.

← LOWER

Everything a principal will compare us against — *in one table.*

WHAT SCHOOLS ASK FOR	Bright Start	GENERIC LLMS ChatGPT, Gemini	INTL. EDTECH MagicSchool, Khanmigo	AU SIS ADD-ONS Sentral, Compass
NESA / ACARA curriculum alignment	✓	✗	🟡	✓
Marks handwriting (pen, pencil, crayon)	✓	✗	✗	✗
Generates lesson plans <i>and</i> the assessments	✓	🟡	🟡	✗
Closed loop: marks feed the next plan automatically	✓	✗	✗	✗
Learns each teacher's marking voice over time	✓	✗	✗	✗
Australian data residency (AWS Sydney)	✓	✗	✗	✓
SOC 2 Type II <i>and</i> ISO 27001	✓	🟡	🟡	🟡
Contractual no-train commitment	✓	✗	🟡	✓
Single-tenant VPC per school	✓	✗	✗	🟡

✓ Full 🟡 Partial / via add-on ✗ Not offered

BASED ON PUBLIC DOCS & PRINCIPAL INTERVIEWS · MAY 2026

WHY CHATGPT CAN'T CATCH UP

Our moat is the data, *not the model.*

PROPRIETARY CORPUS

Thousands

of student handwriting samples tested in real classrooms — pen, pencil, crayon, math, essay.

Every page in the corpus is paired with a NESAs-trained marker's rubric output. A new entrant would need 3+ years of pilot access to reproduce.

CLOSED FEEDBACK LOOP

Millions

of teacher edits ingested — every "sign-off" trains *your school's* private model.

By term 2, each school is operating on a fork that no competitor can replicate without that school's data.

DISTRIBUTION MOAT

Pre-cleared

A new vendor faces a 12–18 month DoE security review before they can even pilot.

We've already cleared it. That's a one-mover advantage worth more than the technology itself.

▲ **The answer to "why not just use ChatGPT?":** because ChatGPT has never been tested on thousands of student handwriting samples, can't sign an NESAs data-residency clause, and won't take liability for a wrong grade.

A 14-day Rapid Pilot.

Then three tiers, priced to scale.

TIER 01

Per Teacher

\$49 / teacher / month

- ✓ All three modules
- ✓ Sentral / Compass sync
- ✓ Email support

Start a pilot →

MOST SCHOOLS

TIER 02 • ENTERPRISE

Per School

\$28k / school / year • ~600 students

- ✓ Unlimited teachers, all classes
- ✓ Single-tenant VPC + SSO
- ✓ Onboarding + termly PD
- ✓ Principal-facing analytics

Book impact assessment →

TIER 03 • CUSTOM

District / Diocese

Custom

- ✓ Multi-campus rollout
- ✓ Group SSO + reporting
- ✓ Dedicated CSM + quarterly reviews
- ✓ DoE / Diocese procurement support

Talk to us →

14-DAY RAPID PILOT • CAPPED COMPUTE

NO-PAY CLAUSE IF NPS < +30

ONBOARDING, TRAINING & SUPPORT INCLUDED

Direct answers.

Will this replace teachers?

No, and we'd quit if it did. Bright Start drafts and assists. A teacher reviews, edits, and signs off on every output. Every output is logged.

Where is student data stored?

AWS ap-southeast-2 (Sydney). Each school is a single-tenant VPC. Closed-API models, contractual no-train clause on every foundation provider.

How does it handle the 2024/25 NESA curriculum changes?

Our curriculum mapping is updated within 14 days of every NESA syllabus release. K-10 English & Maths 2024 already shipped. K-10 Science 2025 in beta.

Does it support EAL/D learners?

Yes. The Plan module surfaces an EAL/D differentiation column by default. Notice flags vocabulary gaps against ACARA EAL/D progression levels.

Does it work with Sentral / Compass?

Read-only OAuth sync for timetables and classlists. Reviewed by your IT team during the Rapid Pilot. No write access, ever.

What if AI marks something wrong?

It can't reach a parent without a teacher signing it. Our \$5M cyber + professional indemnity cover sits with us, not the school.

• WHERE THIS GOES

Give every NSW teacher *a Sunday back.*

Three years from now, Bright Start runs in the background of the school week — not a tool teachers open, but the rhythm they teach inside.

BY END OF 2026

120 schools · 6 systems

NSW DoE, Catholic Sydney & Parramatta, AIS members. Sciences module live K-10.

BY END OF 2027

1 in 4 NSW schools

EAL/D first-class citizen. On-device inference for low-bandwidth regional schools.

BEYOND

Across the Tasman

NZQA alignment, NZ Curriculum Refresh, Te Reo support in partnership with local educators.

TALK TO US

hello@brightstart.com.au

Surry Hills · Sydney · NSW 2010

Book an impact assessment →

"The union will push back on AI in classrooms."

OUR POSITION

Bright Start does not deploy autonomous grading. Ever.

A teacher signs off on every grade before it leaves the system. The audit log is the union's strongest evidence that a human stayed in the loop.

WHAT UNIONS ACTUALLY FIGHT

Workload, replacement, & surveillance.

Bright Start cuts the first, refuses the second, and ships zero of the third. We've shared our policy with the IEU and AEU on request.

"My IT director will say no on principle."

DATA RESIDENCY

100% AU.

AWS Sydney. Single-tenant VPC per school.

ACCESS

SSO + SCIM.

Microsoft, Google, ADFS. Read-only SIS sync.

AUDIT

SOC 2 + ISO 27001.

Reports under NDA. Pen-test summary on request.

MODELS

No-train contractual.

All providers under written opt-out. Logs reviewed monthly.

INCIDENT RESPONSE

24-hour SLA.

Named contact, breach playbook, \$5M indemnity.

OFF-BOARDING

Export & delete.

Full data export on request. 30-day deletion guarantee.

"We're not NSW — does this work for us?"

LIVE TODAY

NESA · NSW K-10 English, Maths, Science.

ACARA v9 · baseline mapping across all states.

VCAA · Victoria F-10 English & Maths (beta).

ROADMAP, NEXT 12 MONTHS

QCAA · Queensland P-10 (Q3 2026).

SACE · South Australia (Q4 2026).

NZ Curriculum Refresh · NZQA alignment (2027).

Every new syllabus is mapped within 14 days of release. If you're on a curriculum we don't yet cover, we'll commit to it before your renewal.

"My older teachers won't use it."

SURFACE

Looks like a marked paper, not a dashboard.

Drafts arrive in PDF. Sign-off is one click on the paper. No new app to learn.

ONBOARDING

90 minutes, once.

Per faculty PD. No homework. No certification track. Most teachers are productive the same afternoon.

SUPPORT

Named human, not a chatbot.

Every pilot school gets one CSM. 4-hour weekday response SLA. They visit the staffroom in term 1.

The fastest adoption we see is from teachers in their last 5 years — they're the ones who most want their Sundays back.