

Reva McPollom is a millennial mom, digital learning consultant, and founder and chief executive officer of Lessonbee, a transformative online health education platform. She has a master of arts in instructional technology and media from Teachers College Columbia University.



What was the best business advice you received while launching your EdTech Startup? What things did you do early on that you would do differently today?

If it cannot be measured, it doesn't exist. I would have hired product and engineering leads earlier. In the beginning, I oversaw instructional design, curriculum development, eLearning development, marketing, and technology. I was also trying to do it all while being pregnant, and then ultimately while becoming a first-time mom. In hindsight, this meant I could not show up in any of those roles 100 percent, even though I was working nonstop. I would advise any startup founder to ensure that these roles are covered.

What was the biggest challenge you encountered and how did you mitigate the risks?

It takes time to get a solution implemented across a district, and when you do, the stakes are high to deliver an exceptional customer experience. To mitigate the risk, we've worked with Amazon Web Services (AWS) to make sure that our infrastructure is scalable, secure, and compliant, so that our customers have the best experience with our product possible.

What was the best resource you discovered that enabled your success?

The best resource for me has been my technical advisor. He helped me find and hire our director of engineering. We now have greater accountability and efficiency in our engineering process, which has lifted an enormous weight off my shoulders and allowed me to focus on the right things as CEO.

What advice do you want to share with today's EdTech startups?

To quote Charles Payne, there has been "so much reform and so little change." I want to encourage EdTech startups to think outside the box and create solutions that support the needs of culturally and linguistically diverse students.



About Lessonbee

Lessonbee is reinventing the health class experience with adaptive and culturally responsive digital curriculum and self-directed learning tools to promote health in K12 education and beyond.

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