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*Preparing every learner for an unwritten future.*

AI-powered, bilingual K-12 adaptive learning • ERO + LevelShip

Y Combinator Application • Seed Deck • Seeking \$500K

[emergingrule.com](https://emergingrule.com)

## THE PROBLEM

# One-size-fits-all instruction leaves millions of students behind. Economies underperform.

**5.3M**

English learners in U.S. public schools (fall 2021), up from 4.6M in 2011

NCES

**236K**

students in Puerto Rico's public system alone, taught primarily in Spanish as well as millions more throughout Latin America

PRDE, 2025

**1 pace**

is what most classroom software still assumes, regardless of where a student is starting from

*Meanwhile, the range inside a single classroom keeps widening: some students are ready for a harder challenge, others need more time and more encouragement in a language they're still mastering. Static, English-only tools weren't built for that range.*

## THE SOLUTION

# One foundation. Two ways to learn.

ERO and LevelShip are built together, with AI at the center from the first line of code. Turning an everyday learning moment into a path that keeps adjusting, for every student, in every classroom.

## ERO

### AI LEARNING COMPANION



Always ready with a question answered, a concept explained, or a next step suggested · natively bilingual, meeting students in the moment they need help.

## LevelShip

### ADAPTIVE LEARNING ENGINE



Maps what a student already knows, identifies the next gap worth closing, and adjusts the difficulty of every lesson to fit their pace.

- One shared data layer where every interaction sharpens the path
- Bilingual from day one, for students, educators, and families
- Built to scale from a single classroom to a full district

# A diagnostic engine, not a quiz engine.

Most adaptive platforms score right vs. wrong on periodic tests, and most bilingual tools are English content with a translation layer. Emerging Rule is built differently, at the architecture level.

01

## Continuous embedded diagnosis

Assessment happens inside the learning activity itself, not as a separate test. Every interaction is a data point.

02

## Root-cause skill mapping

Responses map to a structured skill graph tied to academic standards, identifying not just what was missed, but which prerequisite skill is actually missing.

03

## One bilingual data model

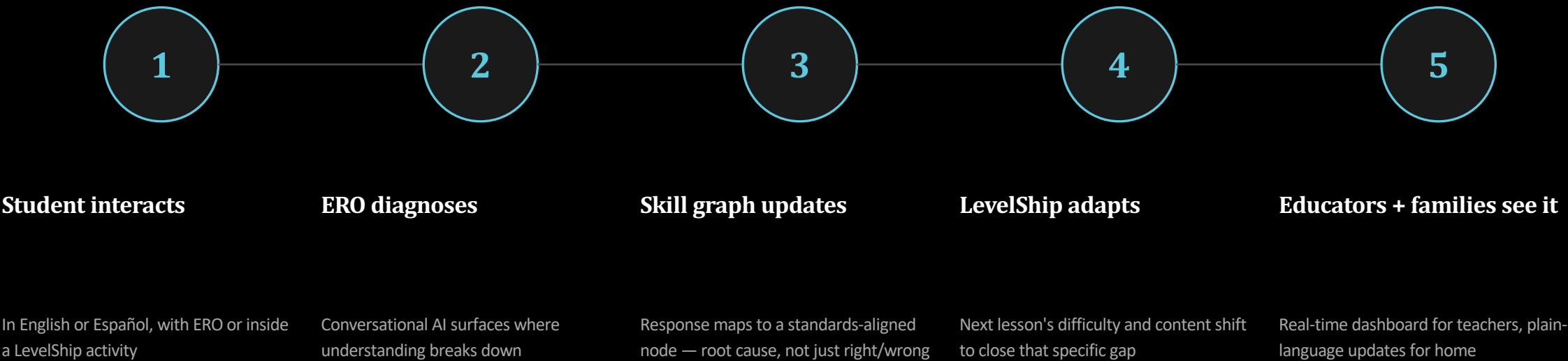
A struggle surfaced in a Spanish conversation with ERO updates the same skill graph LevelShip uses for English instruction. Two connected systems working together.

04

## Proprietary bilingual content

Curriculum built bilingual from the ground up, in-house, not translated after the fact. Slow for competitors to replicate.

# One loop, from conversation to classroom.



*The loop closes in both languages through one shared data model, creating a unified foundation that brings every learner and stakeholder together.*

THE PLATFORM

# The details a school actually has to live with.

|                                                                              |                                                                                  |                                                                                    |                                                                         |
|------------------------------------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------|
| 1                                                                            | 2                                                                                | 3                                                                                  | 4                                                                       |
| <b>Bilingual by design</b>                                                   | <b>Privacy in mind</b>                                                           | <b>Fits the classroom</b>                                                          | <b>Accessible by default</b>                                            |
| English & Español, built in from the start as a native bilingual experience. | Student data handled with care; school administrators stay in control of access. | Works alongside the tools a school already uses, enhancing the existing ecosystem. | Keyboard navigation, screen readers, and reduced motion from the start. |

BUILT FOR EVERYONE IN THE LEARNING JOURNEY

|                                                                                     |                                                                                    |                                                                                         |                                                                                  |
|-------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|
| <b>Students</b>                                                                     | <b>Educators</b>                                                                   | <b>Families</b>                                                                         | <b>School Leaders</b>                                                            |
| Learn at a pace built around personal strengths, with confidence-building feedback. | Spend more time teaching, less time grading, with real-time insight close at hand. | Stay close to a child's progress with honest updates in the language that fits at home. | A platform designed to integrate with existing systems and grow with the school. |

## WHY NOW

# The gap is growing, and the tools to close it just became possible.

## GROWING NEED

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The English learner population grew from 4.6M to 5.3M students between 2011 and 2021 [a faster pace than overall enrollment growth].

## AI MADE PERSONALIZATION AFFORDABLE

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Adaptive, natively bilingual instruction that once required large content teams can now be built and iterated on by a small team.

## BILINGUAL IS UNDERSERVED

Most adaptive learning platforms are English-first with translation layered on. Few are bilingual from the first line of code.

## MARKET SIZE

# A large global category. A focused, defensible beachhead.



**TAM** **≈ \$83B**

Global K-12 EdTech market (2026)

*Grand View Research: \$213.2B total EdTech x 38.9% K-12 share*

**SAM** **≈ \$800M**

U.S. bilingual / EL K-12 digital learning

*5.3M EL students (NCES) x ~\$155/student digital curriculum spend (2020 baseline)*

**SOM** **\$0.7M-\$1.5M**

1st-year Hispanic superintendencies beachhead

*236K PRDE students x assumed 15% penetration x \$20/student —estimate*

# A per-student revenue model that scales through district adoption.

## Who buys

School districts and departments of education, via annual or multi-year site licenses. Premium for parents.

## How we price

Per-student annual subscription, tiered by module (ERO companion, LevelShip adaptive engine, or bundled).

## Why it scales

One shared bilingual content and data layer serves every classroom. Marginal cost per additional student is low.

*For reference, U.S. district-level EdTech platform licenses commonly range \$15-50 per student per year depending on scope; a useful anchor for our own pricing model, not a figure specific to Emerging Rule.*

## VALIDATION

# Early recognition, not yet revenue.

Emerging Rule is pre-revenue and in the pilot stage. What we do have: recognition from respected innovation programs, press coverage, and direct classroom feedback.

## RECOGNIZED BY

1776



started

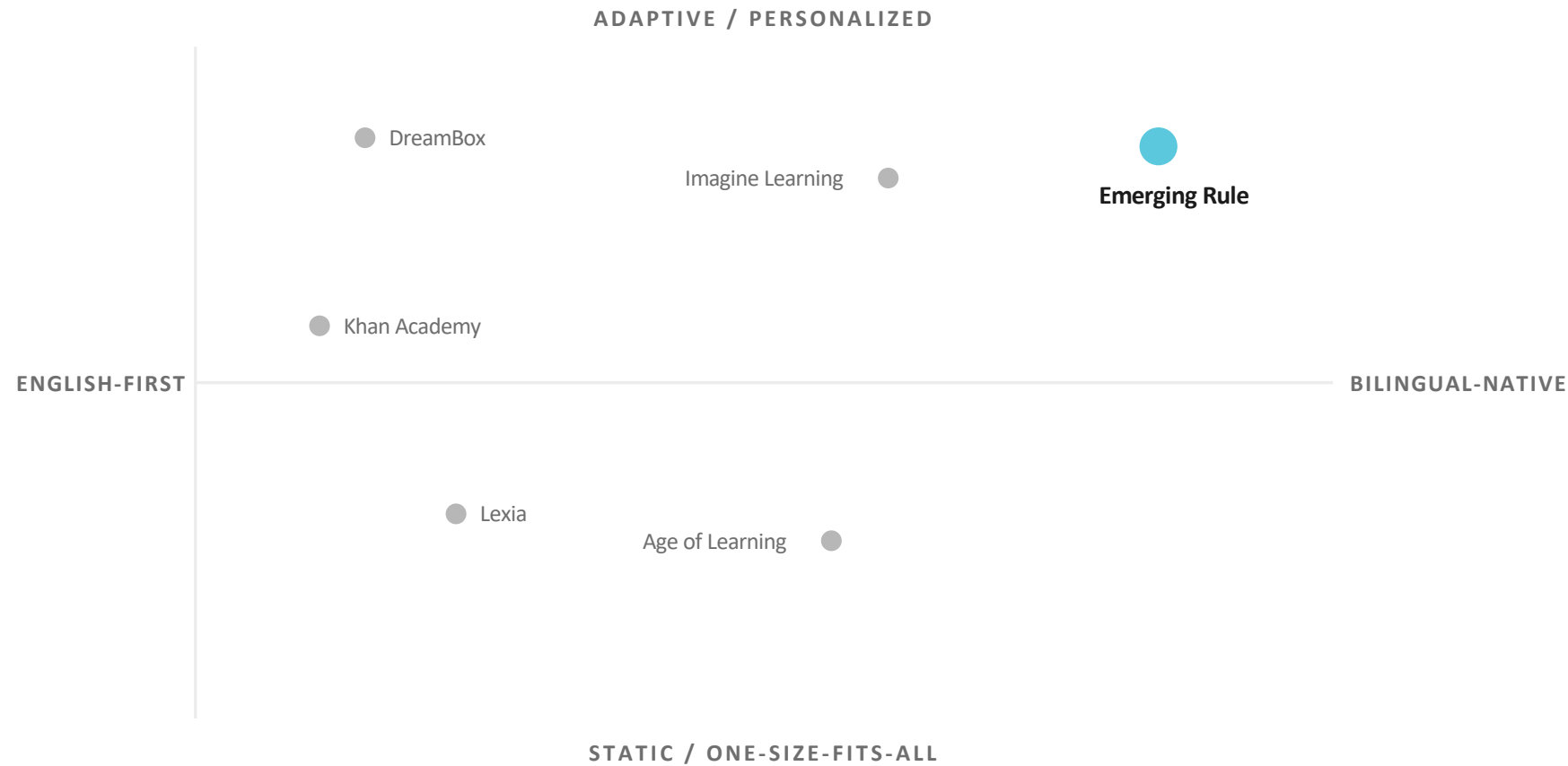
*“I see the real benefit this has for my students. LevelShip adapts to each learner where they are, at their own pace. That's truly powerful.”*

— I. Colón, Ph.D., School Principal, Puerto Rico

Also featured in: Telemundo · Metro News · PR Vocero · eLearning Industry



# Bilingual-native and adaptive — few players own both.



Hispanic populations are growing and projected to reach 29% of US population by 2029. Most adaptive platforms are English-first, with Spanish added as a translation layer. Most bilingual content platforms are static, not adaptive. Emerging Rule is built bilingual and adaptive from the same shared data layer, from day one.

# Start where bilingual is the default, then expand to mainland districts.

|         |                                         |                                                                                                                                                    |
|---------|-----------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|
| PHASE 1 | <b>Hispanics beachhead</b>              | Deepen pilots across PRDE schools, where Spanish-language student populations are already the norm and the founding team has direct relationships. |
| PHASE 2 | <b>Mainland dual-language districts</b> | Expand into U.S. districts with established dual-language and EL programs concentrated in states like Texas, California, and Florida.              |
| PHASE 3 | <b>District-wide + family reach</b>     | Grow from single classrooms to full-district licenses and deepen the family and educator layers around LevelShip and ERO.                          |

# Founding team.



Felipe Castro Quiles, MBA  
**Co-founder & CEO**

Felipe has spent over a decade building AI-first companies in education, supply chain, and governance. A member of the Forbes AI Executive Board, alumnus of Singularity University at NASA and NVIDIA AI Inception, and recognized among Silicon Valley's Top 30 Innovators, he represented Emerging Rule at the 2024 UN ITU AI for Good Global Summit in Geneva, speaking on AI's role in equitable education and governance.



Sherin Sonia Jacob, MSc  
**VP, Executive Director**

Sherin holds a master's in biotechnology from Penn Engineering and has built a parallel career as a senior healthcare and pharmaceutical consultant. She brings the rare ability to take complex innovations from research to real-world execution — a skill she applies directly to Emerging Rule's programs, partnerships, and organizational growth across multiple sectors.



Eric Xavier Leo Noro  
**Co-Founder, Intl Partnerships**

Eric has lived and worked in more than 30 countries across five continents, dedicating his career to human development, security, and wellbeing through some of the world's most recognized international organizations and NGOs. That depth of ground-level global experience across cultures, languages, and institutions is the backbone of Emerging Rule's international network.



Asunción Sanz  
**International Education & Capacity Development Adviser**

With more than two decades of experience across three continents, Asunción has led international teams at every level from grassroots to presidential, consulting for USAID, the OAS, and the U.S. Department of State. She has directed large-scale national programs and built cross-sector institutional networks across the Caribbean, Latin America, Europe, and Africa.



Abin Noboa-Rios, Ph.D.  
**Programs Development & Education Policy Adviser**

Harvard-educated and widely published, Dr. Noboa-Rios leads Innovative Consultants International, an R&D firm evaluating education and public policy programs across the U.S. and Latin America. He is also the author of The Story of Latinos and Education in American History, recognized as one of the most comprehensive analyses of Latino educational equity ever written.



Lydia Hall, MA  
**Adviser of Legislative-Executive Integration**

A Columbia University graduate in education policy, Lydia spent two years as a legislative aide on Capitol Hill serving as the lead on education policy for Representative Annie Kuster, and helped draft the Early STEM Achievement Act in 2016. She brings an inside understanding of how law becomes policy to Emerging Rule's public-sector work.



Fabiola Luque, MBA  
**President - Latin America**

Before earning her MBA at HEC Paris — where she won the Excellence in Finance Innovator Award and founded the school's FinTech Club — Fabiola led investment strategy for the wealthiest clients of Banco de Crédito del Perú, one of Latin America's top financial institutions. She brings frontline capital markets expertise, deep regional roots, and a specialization in AI and Data for Business Transformation.



Sebastian-Otto Domnariu, MBA  
**Liaison International Network Key Strategist (LINKS)**

An economist and MBA from HHL Leipzig Graduate School of Management, Sebastian has held general management positions across multiple continents and is fluent in five languages. His career spans the automotive, real estate, and technology industries, and he applies that cross-border intelligence to building the institutional relationships that power Emerging Rule's global reach.



Dr. Bertha Santoscoy  
**Legal & Political Adviser**

Dr. Santoscoy is a scholar of international human rights law whose work on the Inter-American Commission on Human Rights was published by the Graduate Institute Publications in Geneva. Her expertise in hemispheric governance, regulatory frameworks, and public policy across the Americas—combined with a career spanning three countries, including service as an attaché to the Organization of American States—underpins Emerging Rule's international legal and institutional strategy.



Rafael Román Meléndez, MEd  
**Adviser of School System Oversight**

Rafael served as Secretary of Education of Puerto Rico from 2013 to 2017 — the youngest person ever to hold the post. He managed one of the most complex public school systems in the United States through a period of acute fiscal crisis, earning executive experience in system-wide accountability and institutional reform that few education advisers anywhere can match.

## THE ASK

# \$500,000 to turn pilots into a Nation-wide beachhead.

40%

Product & engineering: deepen LevelShip's adaptive engine and ERO's bilingual reasoning

30%

Pilot expansion: convert current pilots into paid district contracts across Puerto Rico

20%

Founding team runway for 12-18 months

10%

Compliance, data privacy, and district procurement requirements



**Every learner moves differently.  
Every economy adapts through education.**

*Emerging Rule is building the platform that moves with them —  
in the language they think in, at the pace they need.*

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