

# Pluralsight

## INCEPTION

Pluralsight was founded in 2004 to provide classroom-based training for IT and software development professionals. The company would send instructors to businesses to perform onsite professional development training, or it would organize seminars and conferences. "By 2007, we realized all the trends happening on the internet allowed us to take that classroom training and do it online," explains Aaron Skonnard, CEO and co-founder of Pluralsight.

Trends like cloud computing and inexpensive video hardware and technology enabled the company to develop a massive online library of video classes. "[The founders] are all developers, and we built the first version with our own hands," says Skonnard. "We also developed the first courses in the library."

By 2011, Pluralsight had completely dropped its onsite classes and was focused entirely on its online, on-demand offerings.



"What makes us unique are the people behind the courses," Skonnard says. "We call them authors, not instructors or teachers. These people are really the leading experts in their technology area. They are the authors of books and articles and are highly sought-after speakers." He says the content is so well executed and valuable that many universities use Pluralsight courses along with their own curriculum.

And the sheer amount of content is tremendous. Pluralsight currently has more than 1,300 courses in its library, and Skonnard says it adds at least 50 new courses every month. "That will be closer to 100 by the end of the year."

New subscribers are often amazed at the quality and quantity of relevant courses in the library. "By the time they're an hour into their first course, they've had an epiphany, a light-bulb moment, when they realize just how much they are learning and how valuable it is," he says. "They can dive as deep as they want into a particular technology."



"This year is going to be a really big year," predicts Skonnard. The company recently completed four acquisitions, which enabled it to expand into new technology areas. It is also working to enlarge its pool of authors. Currently, it has about 300 content-producing authors, but he believes that will be closer to 500 by the end of the year.

Internally, the company has grown from 20 employees at the start of 2013 to about 100 employees. In April, it moved to new

headquarters in Farmington Station. Skonnard says Pluralsight achieved 140 percent revenue growth last year. "We had triple-digit growth every year for the past four years running."

Pluralsight sells into 125 countries every month, and Skonnard says he is proud of the fact that his company brings tech education to professionals of every experience level, in companies big and small, and in all corners of the world. "Technology changes things," he says. "We're democratizing technology education."

## TRAJECTORY