



Momentum Lab

Scale your progressive data strategy.

The centralized training and course-building platform built for the progressive movement

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Meet the team

Operators from the frontlines of campaign tech and data science



Kelly Hopkins

Co-founder

Kelly Hopkins is a data strategist and technology consultant from the Philadelphia area. She has led the implementation of a wide variety of data-enabled solutions for both public and private sector clients. Kelly is also the founder of Launchpad Analytics, a data consulting firm specializing in modern analytics solutions, as well as Rebel Data Labs, a social impact data initiative focused on equipping nonprofits and grassroots movements with the tools they need to effect change at scale.



Geme Nwachukwu

Co-founder

Geme Nwachukwu is an Investor Relations professional at New Profit and a former AmeriCorps Disaster Preparedness Coordinator with the Snohomish County Health Department, whose has a commitment to equity, community engagement, and systems change while enjoying art spaces, skiing, and walks with her two shih tzu poodles outside of work.

THE PROBLEM

The progressive data ecosystem is fragmented.

01

Tool silos

ActionNetwork, NGP VAN, miniVAN, CallHub, Mobilize — every campaign stitches them together from scratch.

02

Talent shortage

Data-fluent organizers are scarce, and the next generation has nowhere central to learn.

03

Slow, ad-hoc onboarding

New analysts take months to ramp; institutional knowledge walks out the door after every cycle.

HOW IT WORKS

One platform. The whole stack.

Organizer Academy gives the movement a shared library of modular, hands-on training— from foundational SQL and Python to the exact tools campaigns run on every day. Mix, remix, and deploy curriculum in hours, not quarters



01

Organize

Master the core organizing tools: Action Network, Action Builder, NGP VAN, Open Field.



02

Connect

Build the foundational glue skills: Python, SQL, BigQuery APIs, data pipelines.



03

Mobilize

Deploy at scale with the cloud, containers, Git, and CI/CD.

A complete training platform



Modules

Markdown, video, files, external links — all in one lesson.



Learning Paths

Sequence modules into curated curricula for any role.



Challenges

Auto-graded coding exercises with instant feedback.



Datasets

Real-world data, attached to lessons and queryable in-browser.



Live Notebooks

Pyodide + SQL.js kernels run entirely in the browser.



Author in the browser

A friendly Markdown editor with drag-and-drop attachments, video, notebooks, datasets and SCORM — no developer required.



Collaborate on modules

Co-author with editors sync from GitHub and version your content the same way your team ships everything else.

data for any

exercises with instant feedback

books

SQL.js kernels



PUBLISH

Share with your team or the movement

Keep a module private, restrict it to specific teams, or publish it to the wider community catalog.

OPEN BY DESIGN

Designed for Maximum Flexibility

Most LMS platforms lock your content inside proprietary formats and clunky authoring tools. Organizer Academy is built on open standards so you can move fast — and take your work with you.



01

Markdown-native

Modules are authored in plain Markdown — no proprietary editors, no vendor lock-in. Write in any tool, paste it in, and it just works.

Connect a GitHub repo and your modules sync automatically. Version control, pull requests, and team review for your learning content — same workflow your team already uses for code.

GitHub-synced



02



03

Easy to export

Get your content back out at any time. Export modules and learning paths as Markdown or PDF, in bulk, with no gatekeeping. Your content is always yours.

Bring content in. Take content out. No lock-in, ever.

PRODUCT DEMO

See Momentum Lab in action

A quick walkthrough of how teams build modules, curate learning paths, and track progress — all in one place.

01

Author in minutes

Drop in Markdown, video, files, links, notebooks, datasets or SCORM.

02

Curate & assign

Stack modules into learning paths and assign them to teams or cohorts

03

Track everything

Per-learner progress ratings and feedback surfaced in admin dashboards

VISIT

momentum-data-lab.lovable.app/

✦ AI, DONE RIGHT

AI that helps learning — never replaces it

Our philosophy AI features should accelerate the people doing the work, not flood the platform with synthetic content. Expert-authored modules stay at the center.

FEATURED



No AI-generated content

We don't ship AI content generation tools, and we don't fill the catalog with synthetic modules. Every lesson is written by a human expert who knows the work.



AI-graded coding challenges

Authors create code problems by writing a reference solution and custom grading notes. Our AI grader evaluates learner submissions for correctness and gives instant, friendly feedback — no test harness required.



Oana, your learning guide

An in-platform assistant that helps users navigate the academy and recommends modules, paths, and posts tailored to what they're trying to learn next.

Expert content amplified — not replaced

LIVE TRAINING

Learning is better together — live

Beyond self-paced modules, Live Training brings the platform to life with real-time events, hands-on workshops, and cohort-based courses that build community as people learn.



01 · DROP IN

Live Events

Office hours, town halls, and community calls — broadcast to your team or the entire OA community with built-in registration and reminders.



02 · DEEP DIVE

Workshops

Single-session, deep-dive sessions with custom registration surveys, attendee tracking, and persistent workshop rooms for materials and follow-up.



03 · LONG ARC

Cohort Courses

Multiweek, scheduled programs with a shared group of learners progressing together — calendars, curriculum, participants, and announcements in one place.

Building toward a future where every team can run their own academy — async and live, all in one place.

JOIN US

Help us train the next generation of progressive data talent.

We are raising to expand the curriculum scale partnerships with leading progressive orgs, and bring community curated training to every campaign in the movement.

Get in touch — kelly@kelly-hopkins.com - eeginwach@gmail.com