



SCS creates integrated multimedia resources that promote student health, wellbeing and safety.

We offer materials to teachers for professional development and in-class use as well as parent and student bilingual educational resources for K-12 public and private schools in the US and abroad.



EXECUTIVE SUMMARY

School Climate Solution (SCS) is an online education publisher and bilingual content distribution company of behavioral information materials relevant to the safety and wellbeing of the whole school eco system.

Using a state of the art, reliable online module platform, SCS focuses on creating relevant and engaging content on Bullying-Cyberbullying, Social Emotional Learning and Mental Health.

SCS sells its online content, on an annual access packages, primarily, to School Boards procurement officers, throughout a network of education brokers, and using online content platforms such as True North Logic and Bloomboard. In addition SCS's website offers a channel of direct sales to individual costumers. Since SCS products are both in Spanish and English, the primary target markets are states where there is a big Hispanic presence such as California, Texas and Florida who in turn comprise 50% of all

US primary and secondary public school students.

Founded in Puerto Rico in 2014 by clinical psychologists Dr. Maribel González and Dr. Joy Lynn Suárez, SCS has a team of industry experts and advisors in education, sales and marketing. SCS production unit is based in Puerto Rico, taking advantage of local tax incentives, and the distribution unit is incorporated in the state of Delaware.

SCS has an ongoing sales strategy and its go to market product is ready to be used during the 2015-2016 school year. Currently, SCS has completed the Bullying/ Cyberbullying module and during the 2016-2017 school year will have ready the Social Emotional and Mental Health Modules.

After investing two years and 160,000 dollars, SCS founders are seeking a \$300,000 investment to help grow their company to over 40 million dollars on sales in 5 years.



WHY SCS?

Current factors that make SCS relevant:

Demographic

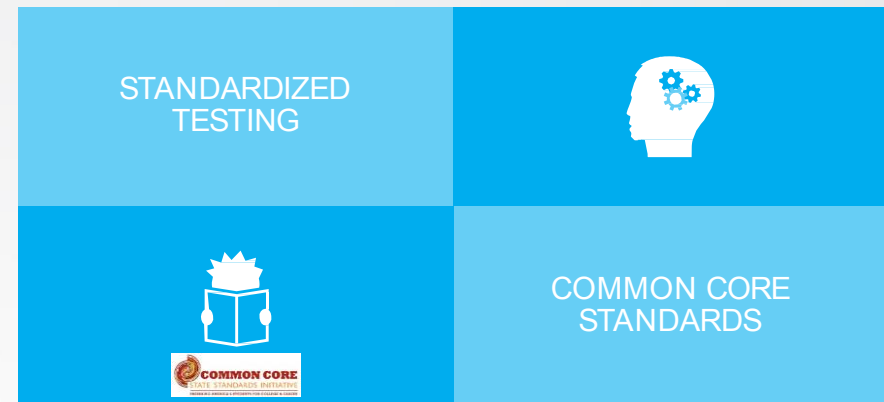
50% of all US primary and secondary students live on the 10 largest Hispanic States. And 1 out of 4 student is Hispanic. SCS provides bilingual and multicultural content to serve this population.

Budget limitation

2008 recession limited educational resources; with 7 of the top 10 Hispanic states averaging a budget decrease of 4.5% in recent years. SCS school district packages are cost-containment solutions.

21st Century Skills

Core competencies such as collaboration, digital literacy, critical thinking, and problem-solving that advocates believe schools need to teach to help students thrive in today's world. This skills are consistent with the No Child Left Behind (NCLB) Act.



Anti bullying climate

Concern about school bullying and mental health have increased in the last 15 years because “between 10 per cent and 30 per cent of children and youth are involved in bullying.” SCS creates an effective and user friendly toolkit to address this concern.

On the go solution – online

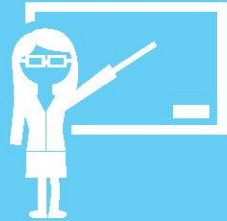
Digital, short, targeted, reliable content are more effective than costly teacher conferences that offer solutions which are forgotten by the time a behavioral situation occurs. SCS has created an appropriate online platform for today's digital and mobile culture.

MARKET SIZING



**3.7
Million**

teachers in
the USA



**132,183
Schools**

in the USA

School License Per Year:
\$4,000 Elementary Schools
\$5,000 Middle/ High Schools

Average School District Size:
(10-15 schools):
\$45,000- \$70,000 per year

Market Potential
(USA Public Schools):
\$594,823,500 per year



MARKET FOR HISPANIC, BILINGUAL AND BICULTURAL CONTENT

50% of all US public elementary and secondary students are located in the Top US Hispanic States

1 of 4 US public secondary and elementary school children are Hispanic

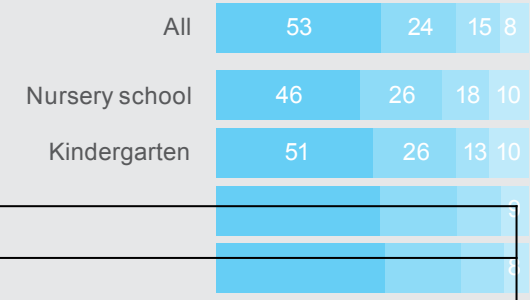
	SCHOOLS	DISTRICTS	TEACHERS	STUDENTS
United States	98,454	18,093	3,109,101	49,771,118
California	10,315	1,181	266,255	6,299,451
Texas	8,731	1,254	327,357	5,077,659
Florida	4,269	76	176,537	2,692,162
Puerto Rico	1,457	1	30,986	434,609
New York	4,822	950	207,060	2,710,703
Illinois	4,266	1,070	135,701	2,072,880
Arizona	2,267	666	48,866	
New Jersey	2,598	691	110,929	
Colorado	1,825	259	48,922	863,561
New Mexico	877	146	22,201	338,220
Georgia	2,387	218	109,365	1,703,332
Top Hispanic States	45%	36%	48%	50%

FIGURE 2.1

RACIAL AND ETHNIC COMPOSITION OF PUBLIC SCHOOL, OCTOBER 2011

(%)

WHITE HISPANIC BLACK OTHER



Notes: The figures above refer to the white -and black-alone populations. White, black and other include only the non-Hispanic portions of those groups.

Source: Pew Hispanic Center analysis of the October 2011 Current Population Survey
PEW RESEARCH CENTER

CORE PROBLEM

Teachers need a professional, timely and reliable response to concrete school health behavioral issues.



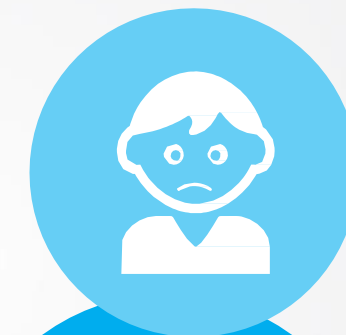
35 YEARS OLD

6TH GRADE
TEACHER

25 STUDENTS

MAINLY HISPANIC
DISTRICT

1 OF HER
STUDENTS
IS BEING
BULLIED



1 OF HER
STUDENTS IS
CLINICALLY
DEPRESSED

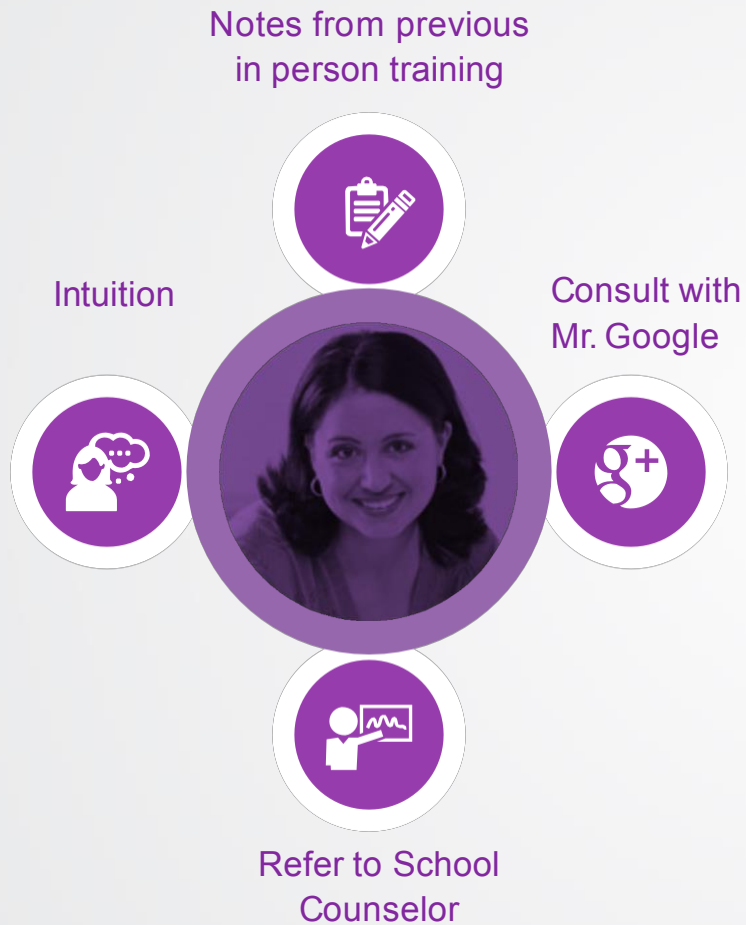
1 OF HER
STUDENTS
HAS ADHD



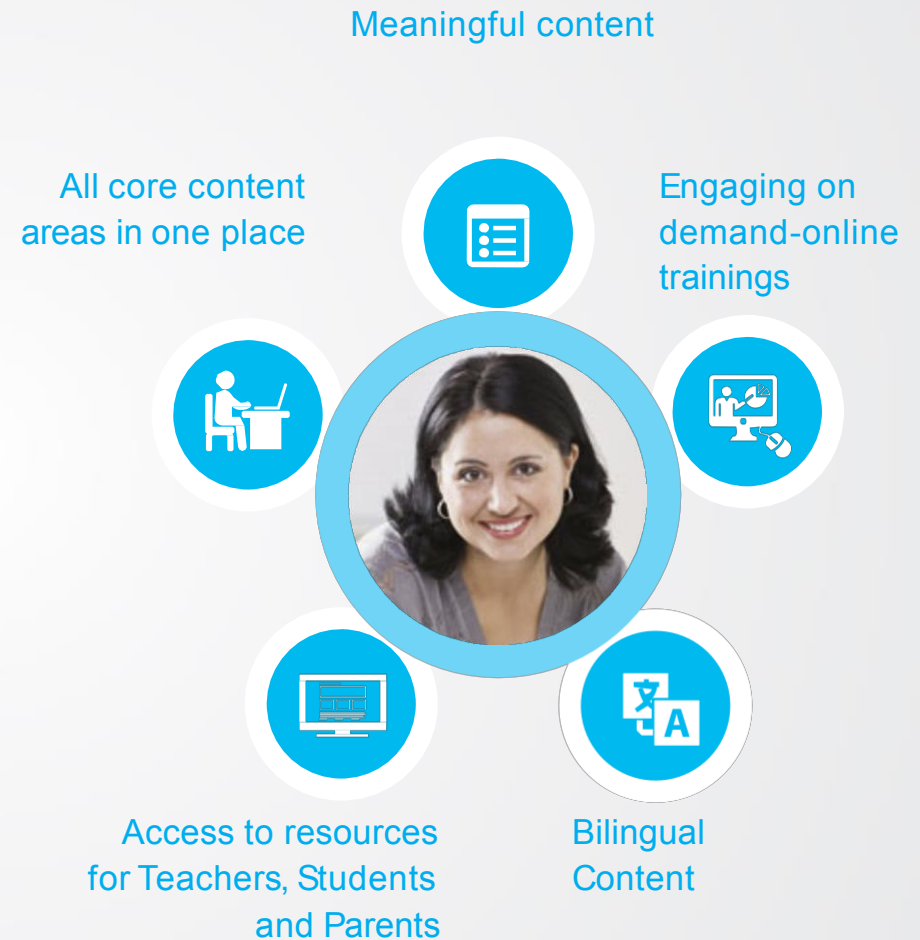
There is increasing pressure to keep school environments
safe and students healthy

SOLUTION

AT THE MOMENT



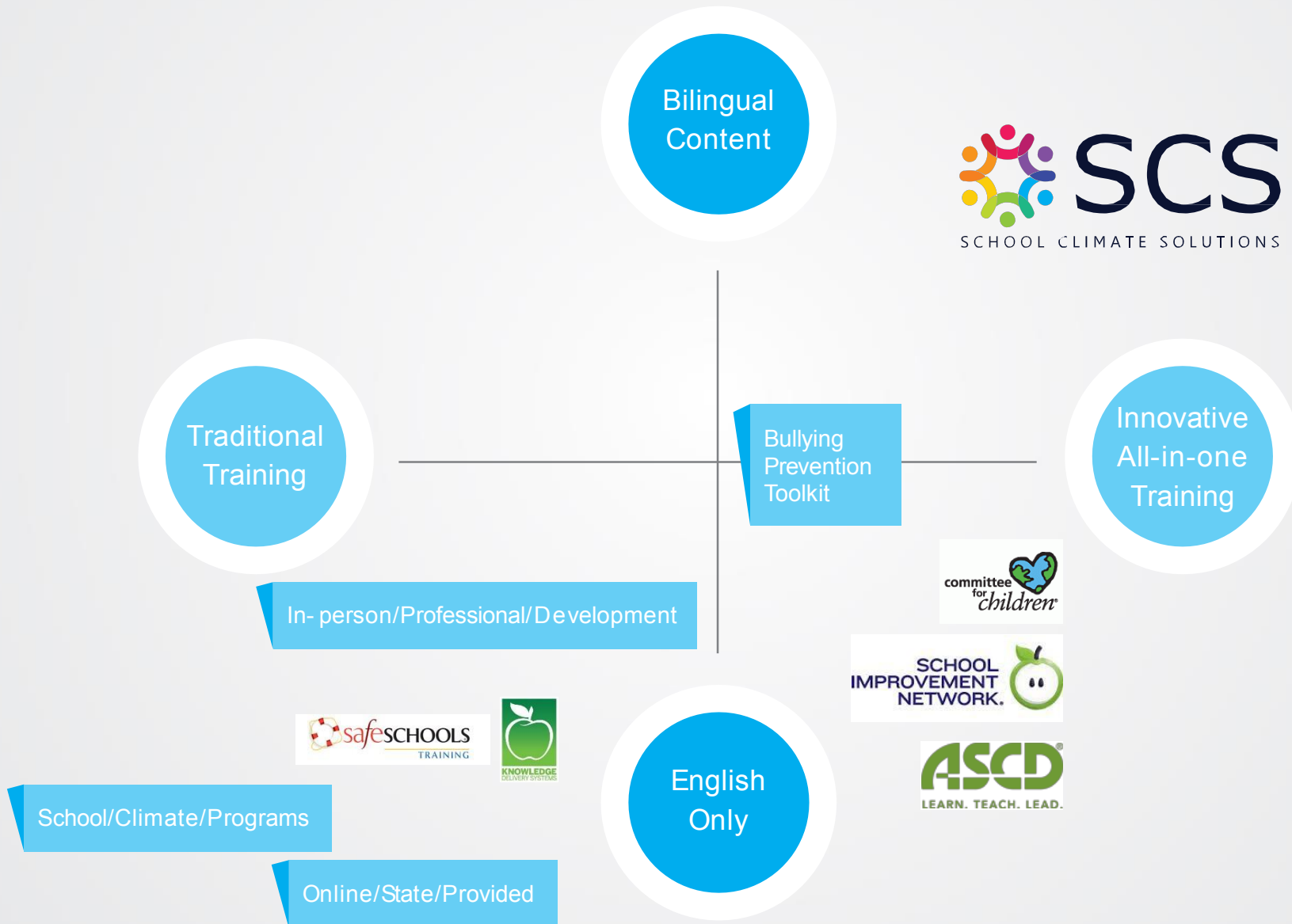
WITH SCS



Teacher's have been powerpoint to death! The market is ready for state of the art. engaging online content

COMPETITIVE ADVANTAGE:

SCS provides an innovative, all-in-one solution, perfect for the US and US Hispanic market.



WHAT DIFFERENTIATES US



Meaningful content “It feels like you are having a conversation.” “Really loved listening to the students’ point of view”



All in one resources “If you don’t give us the resources all in one place we won’t use them.”



Engaging platform “These resources are at another level.”



Bilingual Content “Finally some good resources for our Spanish speaking population”

PRODUCT FORMATS



Basic 101 Module



An introductory module that provides school personnel with basic identification, prevention, intervention and follow up knowledge on each topic that can be used towards compliance.

SOS Modules



Various short, on demand, strategy based modules for school personnel to view as needed on topics usually not covered in ordinary trainings.

Parent Modules



The Parent Modules are provided in both English and Spanish with a Leader's Guide and additional resources for parents. Teachers can use these modules in parent teachers meetings, both individually and with groups. The school's mental health support staff can also use these modules to comply with parent trainings requirements.

Student Modules



The Student Modules are provided in both English and Spanish with a Teacher's Guide and additional resources for students. Teachers can use these modules to lead classroom meetings. They can also be used with individual students or groups of students.

PRODUCT CONTENT



Bullying/Cyberbullying

Our modules help users understand what bullying is, the difference between bullying and conflict, and the roles students play. We provide resources that help users identify, intervene, and follow up with bullying related situations.



Social Emotional Learning

Our modules, based on CASEL's five competency clusters, help users understand the importance of teaching and reinforcing social emotional skills. We provide resources that help students manage emotions, achieve goals, show empathy, develop positive relationships with others, and make responsible decisions.



Mental Health

Our modules teach users about common mental health challenges such as: anxiety, depression, substance use, and eating disorders. We provide resources that help users understand mental illness, how it affects student's daily life, and how to provide follow up support.

MANAGEMENT TEAM



Dra. Maribel Gonzalez

PhD in Clinical Psychology

MIT Entrepreneurship Development Program Graduate

15 years of experience in Safe and Healthy School Training

Co- Director of Parenting Resources

Maribel has dedicated her life to school climate transformation. Being a mother of three herself as well as a Clinical Psychologist, she believes every child should attend a school where safety and health, both emotional and physical, are a priority. Prior to founding SCS, she was Co-Director of Parenting Resources, LLC where she developed and led trainings for school personnel, parents and students on character development, bullying, cyberbullying, school climate, drug prevention, social emotional development and mental health.



Dra. Joy Lynn Suarez

PsyD in Clinical Psychology

Professor and Researcher at Carlos Albizu University

Published author on Bullying and School Climate

Co-Director of Parenting Resources, LLC

Joy Lynn has dedicated her life to empower people to achieve their full potential. As a clinical psychologist and professor she has always made a priority to educate psychology students as well as help her clients on topics of school climate, particularly dealing with bullying and abuse in school. Prior to founding SCS, she was Co-Founder and Co-Director of Parenting Resources, LLC where she developed and led trainings for school personnel on issues related to school climate, character development, bullying, cyberbullying, drug prevention, social emotional development and mental health.

MANAGEMENT TEAM

OUR TECHNICAL EXPERTS



Stan Davis is author of the 2004 book *Schools Where Everyone Belongs: Practical Strategies to Reduce Bullying* (2nd edition 2007) and the 2007 book *Empowering Bystanders in Bullying Prevention*.



Chuck Saufler received a M.Ed. from Northeastern University. As co-coordinator of the Maine Project Against Bullying he coordinated a statewide bullying survey and has provided initial bullying prevention training for over 300 schools and communities.



Dr. Sameer Hinduja is a Professor in the School of Criminology and Criminal Justice at Florida Atlantic University and Co-Director of the Cyberbullying Research Center.

OUR BUSINESS ADVISORS



Hiram Perez: As CEO of Rocket Group, Hiram Pérez is passionate about leveraging innovative technologies and approaches to deliver transformative educational experiences. In 2004, Hiram founded Rocket Learning to deliver high-quality after-school remedial services using project-based learning approaches. During its 10 year history, the company has served more than 250,000 students in 16 states.



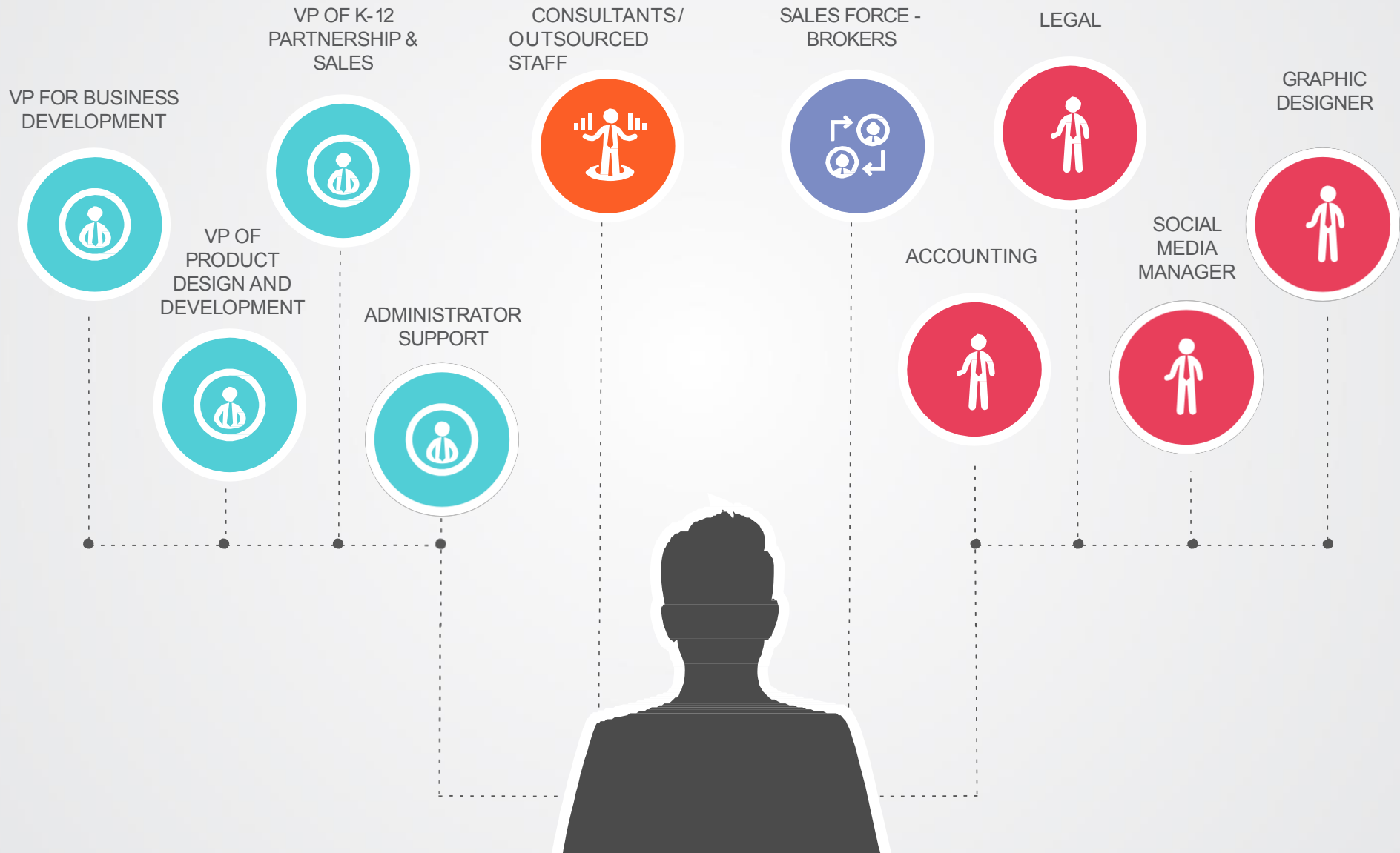
Fernando Rovira: Mr. Rovira-Rullán is a Capital Member of Ferraiuoli and Chair of its Corporate and Real Estate Department. He joined Ferraiuoli in 2004 after serving as Senior Vice President and Deputy General Counsel of a publicly traded financial institution and working as a corporate attorney at McConnell Valdés.



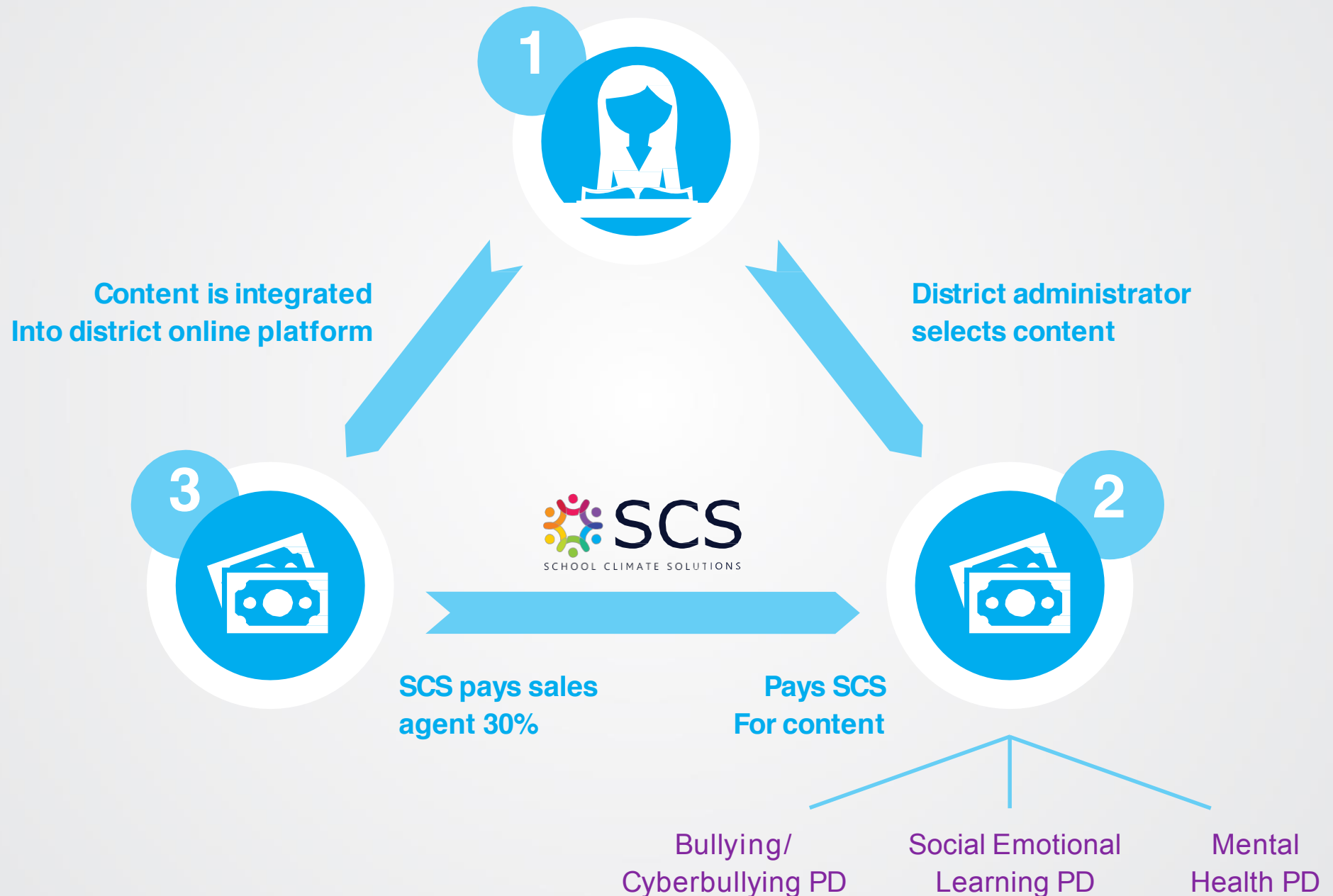
Carlos Cobian: Carlos R. Cobián is an accomplished serial entrepreneur recognized for developing successful businesses in Latin America. He is the founder of Cobian Media, a company that produces special events and digital marketing to companies who want to expand and grow.



ORGANIZATIONAL CHART

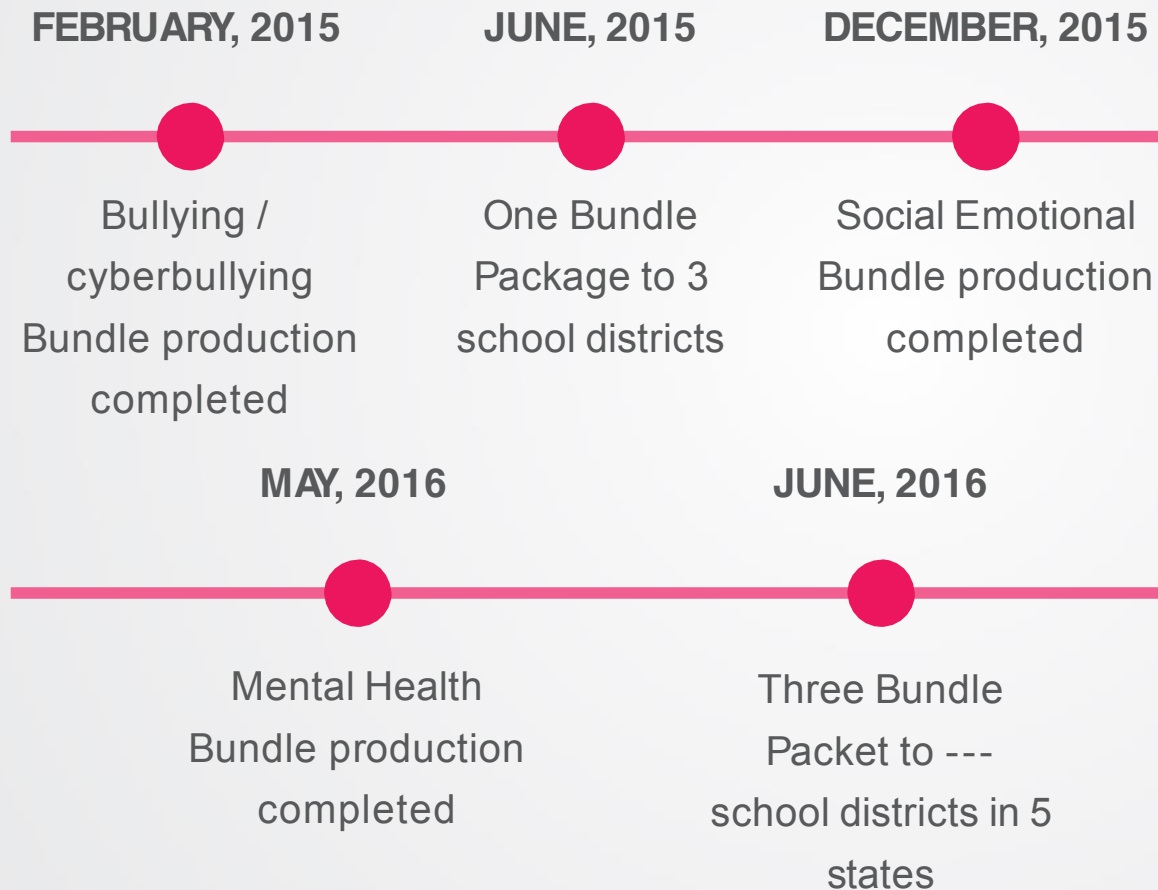


FLOW OF MONEY. SALES AGENT



ROLLOUT

Timeline graphic



School District Contracts

- 2015-2016**
 California
 Florida
- 2016-2017**
 California
 Texas
 Florida
 New York
- 2017-2018**
 California
 Texas
 Florida
 Puerto Rico
 New York
 Illinois
 Arizona
 New Jersey
 Colorado
 New Mexico
 Georgia

SUMMARY



The pain- Schools are pressured to keep their environments safe and students healthy. Their efforts are segmented and not sustainable.



The solution- SCS provides an all in one, reliable solution to teachers' resources regarding school climate.

Teachers have been powerpointed to death! The market is ready for state of the art, engaging online content.

THE DEAL



Raising 300k...

- Ramp up production and marketing efforts
- Bring in a full time awesome team

Two corporate units with advantageous tax savings

- SCS will create two independent business units: production and distribution.
- New investment will be made to the distribution company, based in Delaware, while the production company, located in Puerto Rico, will be its fully owned subsidiary company.
- The production company base on Puerto Rico will pay 4% corporate taxes. This company will sell content to the distribution company – that will pay about 30% on corporate taxes.



For more information please contact us at:

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(787) 529-3050

To see our demos :

www.schoolclimatesolutions.org

