



InnovateHER Pitch Contest
Innovation Hub, North Little Rock, AR
Date: November 2, 2015

Winner: ZUNI Learning Tree
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Supporters:
SBAEmerging Leaders
Delta Regional Authority Pitch Contest
Little Rock Venture Center PreAccelerator Program
Raymond Simon, Former US Deputy Secretary of
Education

Statement of Support

Why ZUNI Learning Tree should be in the top Finalist of the InnovateHER Pitch Contest

ZUNI Learning Tree has a measurable impact on the lives of women and families in a multitude of ways. It was founded by Tina McCord, an entrepreneur, former classroom educator as well as a district administrator. Together with her team of stellar educators and staff, ZUNI Learning Tree content was created with an initial focus of supporting classroom teachers noting that 2.8 million of the 3.5 million teachers in our nation's schools are women. It was built out of a passion to provide teachers a single location to access the tools and resources necessary to teach dynamic, engaging lessons using project based ideas, interactive tools, games, videos and more - instructional resources that inspire and ignite our youth to develop a life-long love of learning.

It is no secret that teachers spend countless hours outside of the work day searching for new, innovative instructional resources and tools. Spending all this time outside of the normal workday cuts into the quality of their home life - time they need to nurture their own children and live a balanced life. Yet, the rapidly changing environment of education as well as the accelerated rate of technology dictates that teachers spend those hours outside of the workday or they fall behind their colleagues; in turn, their students are not exposed to the latest and greatest educational resources available. All of this is causing more and more teachers to reach the burnout stage way too soon! BUT... does that have to become the norm within today's classrooms? With ZUNI Learning Tree teachers no longer have to spend hours "Googling" through thousands of resources - they can now save time by "ZUNling!"

Though ZUNI Learning Tree began as a tool for teachers, it quickly grew into an extremely effective platform for students and their parents. That means that now ZUNI's reach goes far beyond the 3.5 million teachers and spans the 50+ million students and the 100+ million parents who struggle from home to locate instructional and practice materials to help their children. This creates a huge and positive impact on families.

ZUNI Learning Tree also inspires our teachers and the students they coach. An example that specifically impacts girls and young women is implementation of the STEM Program (Science, Engineering, Technology and Math) beginning at an early age. "Increasing the number of women engaged in STEM fields is critical to the United States' ability to out-build, out-educate, and out-innovate our global competitors of the future. Jump starting elementary aged girls' interest in STEM subjects, boosting the percentage of scientists and engineers who are women (which rested at a mere 24% in 2009), and giving greater prominence to strong female role models is not just the right thing to do, it's the smart thing to do!" www.whitehouse.gov/ostp/women (June 2013) ZUNI Learning Tree supports teachers as they encourage young girls to step out of their comfort zones, and inspire them to be anything they choose, and guide them into the traditionally male dominated fields of STEM. In ZUNI, young girls can access lessons teaching them how to code, providing access to science project ideas, as well as explore stories of other young girls who are winning awards and embracing the STEM fields. ZUNI Learning tree supports our young girls from the ground up! And our boys too.

ZUNI Learning Tree has the potential for commercialization across our Nation and Internationally.

ZUNI Learning Tree is a web based platform accessible on all technology devices. The business model allows teachers and parents to purchase individual licenses online for an annual fee. Social media is used to inform and access these markets. The main focus of the business model is selling directly to individual schools, entire districts, and statewide curriculum implementations. We are accomplishing this by scaling with Independent sales consultants and strategic partnerships. ZUNI Learning Tree began as a grassroots movement in Central Arkansas and is beginning to seed surrounding states. By January 30, 2016 there will be twelve independent contractors working in several states; by January 2017 that will expand to forty-six independent

consultants in twenty-eight states and by 2018 ninety-four consultants will carry the ZUNI platform to all 50 states. Independent consultants sell directly to schools and districts. Revenues in 2016 are expected to exceed \$1,000,000 and by 2020 will increase over \$90,000,000. In addition, ZUNI Learning Tree can easily be "re-skinned" for adaptation into other fields such as nursing, government agencies, etc. It is currently being explored in China as a tool to support learning English and can be used in other countries to curate educational resources for the specific area. The prospects of using this innovative platform are limitless.

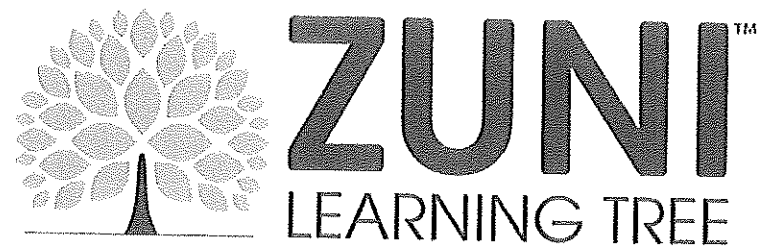
ZUNI Learning Tree fills a huge need in the educational market and for our women and families.

In some manner, education touches every man, woman, and child in the nation. In 2014 the U.S. Census Bureau reported that 80% of single parent households were headed by single mothers. Along with holding down a job and holding the home together, those single mothers also have the responsibility of helping their children with homework. ZUNI Learning Tree provides lessons and practice materials to lessen the load they bear.

From a school district's perspective, ZUNI Learning Tree becomes a money saver and makes instruction more effective and efficient. By being able to see the multitude of free and open source resources and tools that are available in one location, administrators are better prepared/informed when planning future expenditures. ZUNI provides a baseline for classroom equitability and accountability like never before. It is no longer just the 10% of techie teachers with access to the latest and greatest tools, now all teachers have equal access; in turn all students and parents have access as well. Many states have implemented strong evaluation programs but with no baseline of tools for teachers to be the exemplar teachers the evaluations guide them to be. ZUNI Learning Tree provides a tool to support experienced teachers, struggling teachers and new teachers throughout the year in all content areas, classroom management and organizational skills.

ZUNI Learning Management System (LMS) allows teachers to create individual learning paths with differentiated tools and resources to address each student's needs, interests and styles of learning for all subject matter. Students no longer need to carry heavy textbooks home; they have what they need inside the ZUNI Learning Tree platform. ZUNI Learning Tree can be used internationally as a tool for learning English. Currently, we are exploring requirements, functionality in anticipation of possibility expanding to the Asian market. Once data is gathered, projections on this venture will be developed. The games, audio/eBooks and other resources support bilingual students and their parents with learning English. Parents can learn English alongside their child in the privacy of their own home while at the same time supporting their children with grade level curriculum.

Currently there is an urgent need for parents to better understand Common Core State Standards (CCSS). ZUNI Learning Tree eases the angst of trying to understand the controversial standards. Video lessons, lesson plans, games and other resources help parents comprehend new methodologies that support CCSS. In addition, parents can access tools that may support their own learning needs. A parent came up to a ZUNI Learning Tree team member at a parent night being held at one of the schools. He told the ZUNI Learning Tree team member that he had cheated. When she asked what did he mean "cheated," he told her that he had gotten a new job and his boss told him that if he learned MS Office he would receive a raise. He was embarrassed to let anyone know that he didn't know where to go to learn MS Office. His son placed him on ZUNI Learning Tree, he went through the tutorials and received his raise. ZUNI Learning Tree is a game changer for our administrators, teachers, parents, students and families. It impacts families and entire communities.



dream • inspire • learn • grow • do

BUSINESS PLAN

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VISION: To encourage and support a joy and love for life-long learning for teachers, parents, students and entire communities.

MISSION STATEMENT: Our mission at ZUNI Learning Tree is to provide a platform where questions can be answered and new questions can be discovered. We will strive to be in the hands of every administrator, teacher, student and parent within a school, every school within a district and every district within a state. Doing this will equalize the playing field for all administrators, teachers, parents, students; hence entire communities with regards to accessing and engaging with great learning materials of all types.

We believe learning is a life-long endeavor and that education plays a major role in the positive development of any society. We are an equalizer for genders, races, bilingual, special education and socioeconomic groups to advance their skills and knowledge. We are a hub where students who are behind grade level in academic skills can access and find the tools they need to address their gaps; a hub where students who want to advance and explore beyond standard expectations can do so; a hub where girls will be inspired to enter into the science, math, engineering and technology (STEM) fields; a place where bilingual children and parents can access tools to teach and improve English language skills and knowledge. Because at ZUNI Learning Tree we know that lives, communities and dreams change with education; we are committed to making it easy to maintain a life-long love of learning for everyone. For our nation to succeed in a positive and dynamic way it is imperative that we reclaim the gift of education and bring back the joy and excitement of the innate human desire to dream, inspire, learn, grow and do.

EXECUTIVE SUMMARY

The US spends 1.6 trillion dollars on education. The K-12 market is 688 billion dollar industry (Mahesh-vc.com – *How startups are shaping the future of the \$2 Trillion Education Industry*). Projections for educational technology (edtech) are \$12.38 billion by 2019. According to www.census.gov in 2011, there were 5 million children in preschool; 4 million in kindergarten; 33 million enrolled in 1st through 8th grades; 17 million in 9th – 12th grades; 98,817 public schools; 67,140 elementary schools; 33,366 private schools; 5,300 charter schools; 3.5 million K-12 teachers (2.6 million women); 1,758,169 elementary teachers (1,360,000 are women); 1.7 million students were homeschooled. (US. Department of Education. Institute of Education Science. Print <<http://nces.ed.gov/fastfacts/display.asp?id=30>>)

The educational market is a highly disrupted market. With the advent of technology and open source content everything has changed. In addition, the Common Core State Standards (CCSS) with its focus on college and career readiness skills, the Next Generation Science Standards (NGSS), and the national focus on improving the number of girls in the science, technology, engineering and math (STEM) fields have added confusion and angst to this already disrupted market.

These disruptions have created an opportunity for ZUNI Learning Tree to access this market and provide solutions for administrators, teachers, parents and students as they grapple with the challenges mentioned and the many other challenges not mentioned above.

ZUNI Learning Tree is a game changer in the K-12 market. The beta platform began with presales over \$400,000 during 2012-2014. In January 2015 ZUNI's platform launched and has added 14 school districts with projections of \$1 million for 2016 and \$90 million by 2020. National scaling will take place through independent sales contractors and strategic partnerships with individuals and companies already in the K-12 space. Penetration into international markets as first, a tool to learn English and second, as a tool to curate educational content for other countries is currently under research.

ZUNI Learning Tree currently has a fundraising round open for \$650,000. The primary use of these funds will be to develop the platform offering for 6th -12th grades, and to build the customer support infrastructure required to support sales growth. Based on our sales forecast in 2016 ZUNI Learning Tree will quickly establish itself as the market leader in the emerging market of edtech web-portal based platforms. Through our R&D roadmap we will continue to develop custom content for the additional grades and develop specialized technology features that will continue to set ZUNI Learning Tree apart from its competitors.

PROBLEM(S)
ZUNI Learning Tree - LEAN CAVAS

PROBLEM	SOLUTION	UNIQUE VALUE PROPOSITION	COMPETITIVE ADVANTAGE	CUSTOMER SEGMENTS
<p>TEACHERS:</p> <ul style="list-style-type: none">• Spend at least 15-20 hours outside of the work week lesson planning.• Common Core State Standards (CCSS) implementation• New Technology software & hardware• Using different tools to meet students specific skill levels, learning styles and personal needs• Test• Scores/evaluations <p>PARENTS/CAREGIVERS:</p> <ul style="list-style-type: none">• Angst about how to support their child with CCSS & technology• Have limited or no time to Google for support tools• Have little to no knowledge/transparency about what and how standards, lessons and content are being taught in the classroom	<p>TEACHERS:</p> <ul style="list-style-type: none">• ZUNI Learning Tree curates resources from around the web and creates custom made resources and places them where a teacher needs them when they need them drastically cutting lesson planning time• Integrates CCSS throughout lessons• "How-to" videos show how to use new software and hardware• Teachers can create custom pathways via the Learning Management System (LMS) to target instruction to match what is being taught and to provides necessary remediation or advancement tools.• Teachers have reported that ZUNI Learning Tree plays a major role in raising student achievement and test scores <p>PARENTS/CAREGIVERS:</p> <ul style="list-style-type: none">• ONE location packed with CCSS support tools, videos, games and more.• With ZUNI Learning Tree parents do not have to spend time googling for support resources. Everything they need is found in ONE location - ZUNI Learning Tree.• With teacher-created custom pathways, it is easy to see what is being taught along with the tools to support classroom instruction at home.	<p>ZUNI Learning Tree's proprietary system to curate educational content and its delivery method including format, collaborative tools, and comprehensive approach puts us ahead of the market.</p> <p>ZUNI Learning Tree is a tool for administrators, teachers, students and parents. It is a solution to the many challenges facing education. The focus is to be the ONE place administrators, teachers, parents and students can turn to as a way of addressing the many challenges. ZUNI Learning Tree is much more than a lesson plan curation hub for teachers. It provides the tools teachers need to run their classroom, grow their craft knowledge. It is a resource to inspire girls and boys to explore the science, technology, engineering and mathematical (STEM) fields. ZUNI Learning Tree is a solution for states, districts, schools, teachers, students, parents, families and entire communities.</p>	<p>BASELINE APPROACH</p> <p>- ZUNI Learning Tree platform can be used by states, districts and schools as a means of providing a baseline of resources that continually evolve. State leaders can rest assured that they have provided an organized platform of resources that will empower entire communities.</p>	<p>ARKANSAS</p> <ul style="list-style-type: none">• ZUNI Learning Tree began as a grassroots movement in AR with a direct approach to teachers, schools, districts and parents <p>PILOT 2012-2014</p> <ul style="list-style-type: none">• North Little Rock School District (NLRSD) Custom ZUNI Learning Tree platform <p>EARLY ADOPTERS 2015</p> <ul style="list-style-type: none">• Berryville,• Cutter-Manning Star,• Clinton SD,• Vilonia,• Mt. Pine,• Jessville,• Lake Hamilton <p>NATIONAL MARKET</p> <ul style="list-style-type: none">• Public schools• Charter Schools• Private Schools• Preservice Teacher Programs <p>SEEDED To Date:</p> <ul style="list-style-type: none">• New Mexico• Colorado• Louisiana <p>INTERNATIONALLY</p> <ul style="list-style-type: none">• As a tool for learning English• Pages with ZUNI Learning Tree can be translated into 30 languages <p>INTERNATIONAL:</p> <p>Currently being evaluated in the Asian Market.</p>



<p>DISTRICTS:</p> <ul style="list-style-type: none"> • Budgets • CCSS Implementation • New Initiatives • Teacher Retention • 21st Century Digital Age Best Practices • Making the grade • Compliance Regulations • Test Scores • Equitability and accountability 	<p>DISTRICTS:</p> <ul style="list-style-type: none"> • With access to free sites administrators can make better informed choices about purchases. • Covers CCSS Implementation • Provides tools & resources for New Initiatives such as STEM & project- based learning lessons • 40% of new teachers leave education within the first 5 years. ZUNI Learning Tree contributes to new teacher retention • Makes it simple for teachers, students & parents to enter and thrive in the 21st Century Digital Age Best Practices • Can assist in improving test scores. Making the grade • Compliance Regulations • ZUNI Learning Tree provides a baseline of open source and custom created content for "ALL" teachers in a district. It provides a tool administrators can use to hold teachers accountable for teaching strong, dynamic and relevant lessons. 		<p>CHANNELS</p> <ul style="list-style-type: none"> • Building Strategic Partnerships with established channels • Direct on the ground sales • Social Media • Universities
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COST STRUCTURE	REVENUE STREAMS
<p>LICENSES:</p> <ul style="list-style-type: none"> • Individual teacher \$49.99/year • Individual Student \$29.99/year • District & School licenses \$1,000 minimum \$9.99/user average elementary school size 450 (\$4,500/school/year) 	<ul style="list-style-type: none"> • Individual online sales • District sales • University Preservice Teacher Education Programs • State implementations <p>OTHER: ZUNI Learning Tree has been approached by other industries to license our LMS and content platforms.</p>



WHAT IS ZUNI LEARNING TREE? ZUNI Learning Tree is a web-based PreK thru 5th grade fully-loaded content management system (CMS) and learning management system (LMS). The CMS houses curated instructional and educational resources from open source content available on the web such as lesson plans, video lessons, games, print material assessments, STEM, girls in science, coding resources and more. In addition, ZUNI Learning Tree teachers and staff create instructional and educational resources. Together these resources are laid out in an easy to use fashion, placing all of the different types of tools a teacher needs to deliver a lesson on a particular skill or topic on a single page.

Having these instructional and educational resources in one place provides many benefits. For individual teachers it significantly cuts their planning time down and provides the necessary resources to implement the Common Core State Standards (CCSS) with fidelity. It informs and teaches teachers about the latest and greatest tools while supporting their knowledge of working in 21st Century Digital age best practices classrooms.

In addition to the content management system, ZUNI Learning Tree includes a learning management system (LMS). The LMS allows teachers to differentiate the types of resources necessary to engage and teach students at different skill levels. These targeted instructional paths enhance and improve student achievement. In addition, the LMS can be a tool parents use at home to support classroom instruction. The custom courses within the LMS provide the necessary transparency to allow parents to see and to understand what type of instruction is taking place in the classroom. At the same time, it provides the tools they need to support that instruction at home; thus easing the angst parents have experienced with the CCSS. One parent shared, "Now I can learn about new technology tools along with my child." Bringing ZUNI Learning Tree into the home creates an opportunity for everyone in the home to dream, inspire, learn, grow and do.

When a school or district purchases ZUNI Learning Tree it becomes an equalizer. Now instead of just the top 10-15% of teachers knowing about and using the newest tools and resources, all teachers have access; in turn, all students and parents have access. It also allows for a higher level of accountability than ever before. Administrators can use ZUNI Learning Tree as a tool to hold teachers accountable for delivering top of the line instructional lessons. It is als a tool that administrators can use to deliver on-site professional development for their staff.

Do you remember that ONE special teacher who believed in you and inspired you to reach your dreams? Imagine a school filled with those special teachers. ZUNI Learning Tree is mobilizing teachers to be those "special teachers" by equipping them with the tools and the resources they need to inspire our nation's children to dream, inspire, learn, grow, and do.



HISTORY: The founder is a previous business woman, classroom and special education teacher, and a district level special education administrator. With over 15 years in the field of education and her life-long love of learning, along with her passion to support teachers, parents, and students she found the courage to take the risk and create ZUNI Learning Tree.

ZUNI Learning Tree was piloted in 2012 with a presale to North Little Rock School District (NLRSD) in North Little Rock, Arkansas for \$180,000 to develop a math and literacy platform that would centralize their teachers' instructional materials. It was a success and in the fall of 2013 the second contract was signed for \$160,000 to complete science and social studies. ZUNI Learning Tree extended way beyond the content areas and provided NLRSD teachers with a comprehensive solution to their varied classroom challenges.

In 2013, ZUNI Learning Tree for Kids took shape. As a previous educator and administrator the founder and team wanted to insure that students had access to all of the educational and instructional resources with or without a teacher. Not all teachers take the initiative to bring resources to a student's fingertips. The team at ZUNI Learning Tree believes it is imperative for students and families to be able to access relevant educational resources at home or at grandma and grandpas' regardless of their teacher. So began ZUNI Learning Tree for kids and parents. ZUNI Learning Tree for kids is used during intervention, computer lab time as well as at home.

Late in 2013 and early 2014, the learning management system (LMS) was added. The LMS allows teachers to easily create, monitor and adjust the resources necessary to develop individualized learning paths. Special education has always required individualized educational plans (IEPs) that identified a child's skill levels with goals and objectives as to how the identified areas of need were to be met. Recently, teachers have been required to create academic individual plans (AIPs) for students who are behind in grade level skills but not low enough to qualify for special education. With the movement to create individual learning paths for students, a tool to be able to do this easily is necessary. The LMS makes it simple for teachers to create individual learning paths with resources that remediate, teach, and support a student's academic and behavioral goals and objectives. In addition, the LMS allows teachers to create digital assessments and assignments.



CURRENT STATUS: In January 2015, ZUNI Learning Tree went from Beta to full launch. Since that time 14 school districts in Arkansas have purchased, providing access to licenses for 1,022 Teachers, 10,222 students, and all the students' parents. ZUNI Learning Tree is ready to scale nationally and will scale via independent sales agents and strategic partnerships. In November 2015, the first independent sales agent was added to the team. She comes on board with 26 years of experience as an independent sales agent and covers the Arkansas and Louisiana Territories. In addition, she brings with her a network of strong "A" list independent sales agents who cover several states.

Teachers are raving about ZUNI Learning Tree and students are enjoying the many games and fun activities. Districts are saving money and parents now have a single location to turn to to support their child at home.

The following story demonstrates the impact ZUNI Learning Tree has had on families. In one community, a father told us the story of how he had recently been hired at a new job. His boss told him that if he learned Microsoft Office he would be eligible for a raise. He was embarrassed to admit that he did not know where to go to learn Microsoft Office. His son logged him into ZUNI Learning Tree where he accessed the Microsoft Office tutorials and subsequently received his raise.

In 2015, ZUNI Learning Tree won two pitch contests: 1) The SBA InnovateHER state challenge and 2) the Delta Regional Authority regional competition. This competition provides ZUNI Learning Tree with an expense paid trip to the New Orleans pitch contest finals held in the spring of 2016. In addition, the founder is a recent graduate of the SBA Emerging Leaders Inaugural class of Little Rock Arkansas and a graduate from the Little Rock Venture Center Pre-Accelerator program. The company also qualified for the MBA Across America finalist and will benefit this summer from the expertise of the MBA Across America program.

Our goal is to scale across the nation within the next 36-48 months so that all teachers in our nation have access to great instructional and educational tools and all students and parents have the same access. To do this a Series A funding round was opened in November to raise \$650,000. These funds will allow us to continue adding and tweaking to the prek-5th grade platform. The majority of the proceeds will go towards adding the 6th-8th grade platform and the foundation for the 9th-12th grades. Districts currently using ZUNI Learning Tree have asked when the rest of the grades will be developed and ready for purchase. They look forward to this total solution for their entire K-12 educational communities.



CHALLENGES:

#1: *Keeping up with the fast pace of technological innovations.* In order to be the leader in the field, ZUNI Learning Tree needs to complete the 6th-12th grade portion of the platform, build strategic partnerships, hire key team members, and build our sales channels to cover the entire US market. New features will need to be added that are yet to even be imagined. That is the beauty, power and challenge of technology.

#2: *Educating state leaders.* State leaders are responsible for improving education in their communities. ZUNI Learning Tree is the first tool to provide states with a resource that provides a baseline for all of its community of learners to use to access the latest and greatest resources. To educate and inform districts as to why ZUNI Learning Tree would benefit it's learning communities it is essential to strategically seed individual districts within a state and provide efficacy studies documenting the many benefits ZUNI Learning Tree provides entire communities.

#3: *Rapid Company Growth.* In order to handle rapid growth created by increased sales it is imperative to have a strong team in place. The core team has worked together for the past 3 years. The team needs to grow by at least 12 people in the next year. Selecting the best teachers is essential to curating quality content. Selecting top software engineers will keep our platform ahead of the curve.

#4: *Company Culture.* ZUNI Learning Tree believes in developing a culture within the company that supports the joy of life-long learning. Building a company that honors all individual talents for the higher good of the company are waters that will be navigated with respect, care and love. Building a strong and positive culture immersed in honoring our innate human ability to dream, inspire, learn, grow and do will be the fuel behind every tool, every app, every resource that is created, curated and added to ZUNI Learning Tree.



BUSINESS MODEL:

Direct to schools, business to business (B2B) with Independent sales agents, strategic partnerships, and online individual teacher and parent licenses, business to consumer (B2C).

Cost of Current Materials:

- Textbooks/eTextbooks - ZUNI Learning Tree can take the place of printed textbooks. Research shows that districts currently pay an average of \$100 per student per subject for textbooks. It is estimated that in the future eTextbooks may cost 75% less than printed textbooks, for an average cost \$25 per student per subject. ZUNI Learning Tree contains all four content subjects plus the availability of other content areas and a plethora of teaching and professional development tools, and everything is in one location for a fraction of the cost of a textbook or eTextbook.
- Software Programs - Software programs providing instruction or remediation in one or two areas range from \$5.00 to \$35.00/ student.

ZUNI Learning Tree Pricing:**Prek-5th grades Direct To Schools & District Sales**

- \$5,200 average/year/school (520 average students per school)
- \$15,000 average/school district (3 schools per district)
- 67,000 elementary schools (\$335 million dollar market)
- 3500 charter schools (\$18 million dollar market)
- 1 million homeschool students (\$10 million dollar market)

Middle thru high school platform market (under development)

- 12 million students enrolled in 6th-8th (\$120 million dollar market)
- 17 million students enrolled 9th -12th (\$170 million dollar market)

Online Individual License Sales

- On-line Teacher License \$49.99/year 3.5 million teachers (2.8 million women) (\$195 million dollar prek-12th grade market)
- On-line Parent License \$29.99/year 70,000 prek-12th grade students (\$2 billion dollar market)

Professional Development

- On-line \$125/1 hour webinar
- Site based \$995-\$2000/day

Other Areas of Revenue

- Affiliated Marketing
- International sales as a tool to assist with learning English
- Educational curation for other countries



- As a platform that can later expand into other industries

GO TO MARKET STRATEGY: ZUNI Learning Tree's independent sales agents, strategic partners, and sales team will attend conferences, call on preexisting customers and use social media to access school and district decision makers. ZUNI Learning Tree's price point and the problems it solves make it easy for districts to locate funds from various funding sources such as Title 1, NSLA, ESL, technology, materials and supplies and professional development. These strong and encompassing strategies will secure ZUNI Learning Tree's place in the market.

ZUNI Learning Tree's pro-formas are based on the assumptions of adding 1 independent sales agent each month who can sell at least an average of 12 districts in 2016. These are conservative assumptions. The founder sold 14 school districts in less than 8 months with her focus being divided between sales, building the platform, preparing for the company's series A funding round, and other business management requirements. The pro-formas revenue is based on prek-5th grade sales only and does not include revenues from middle and high school teacher and student license or from professional development sales and other revenue streams.

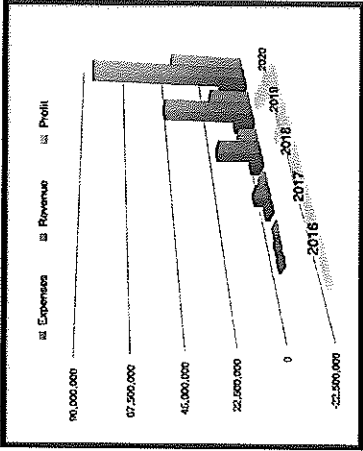
The 2016 projections assume the signing on of 12 independent agents with revenues of \$1million. By 2020, there will be 200+ agents covering every state with projected revenues of \$90 million and profits of 42 million.



5 YEAR PROJECTIONS

	2016				Marketshare	2017				Marketshare
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter		1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	
Expenses	\$236,214.89	\$496,433.75	\$780,695.25	\$1,141,364.11	0.7%	\$467,077.95	\$1,034,880.54	\$1,553,067.28	\$2,371,701.80	3.0%
Gross Revenues	\$31,427.01	\$221,138.81	\$370,014.39	\$1,009,552.31		\$1,053,401.27	\$2,632,350.09	\$3,500,055.43	\$6,811,922.17	
Net Net Revenues	\$23,570.25	\$165,854.11	\$277,510.80	\$757,164.23		\$790,050.95	\$1,875,637.12	\$2,459,339.28	\$4,676,796.85	
Profit & Loss	-\$212,644.63	-\$330,579.64	-\$512,027.44	-\$384,199.88		\$322,973.01	\$840,756.58	\$906,272.00	\$2,305,095.05	





	2018				Marketshare	2019				Marketshare
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter		1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	
Expenses	\$1,233,218.29	\$2,613,941.01	\$3,538,486.90	\$5,204,324.90	7.4%	\$2,380,308.46	\$4,927,972.39	\$6,499,723.28	\$9,535,343.74	12%
Gross Revenues	\$4,508,383.32	\$10,370,217.06	\$12,984,617.20	\$21,956,638.43		\$10,819,299.90	\$23,939,070.67	\$29,402,712.30	\$47,539,884.21	
Net Net Revenues	\$3,037,596.42	\$6,951,467.31	\$8,681,015.87	\$14,600,049.33		\$7,197,008.29	\$16,870,090.11	\$19,465,409.31	\$31,377,526.88	
Profit & Loss	\$1,804,378.13	\$4,337,526.30	\$5,142,528.97	\$9,395,724.42		\$4,816,699.83	\$10,942,117.71	\$12,965,686.02	\$21,842,183.15	



	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Marketshare
	\$3,794,479.65	\$7,678,372.57	\$9,935,743.76	\$14,307,593.21	25%
Expenses					
Gross Revenues	\$20,879,380.41	\$44,863,683.09	\$54,292,778.67	\$84,820,093.39	
Net Net Revenues	\$13,761,126.40	\$29,492,659.96	\$35,657,480.69	\$55,589,184.88	
Profit & Loss	\$9,966,646.75	\$21,814,287.39	\$25,721,736.93	\$41,281,591.67	



COMPETITIVE ADVANTAGE
ZUNI Learning Tree's Holistic Approach

FEATURES				
Curates Content Materials (math, literacy, science, SS)	✓	✓	✓	✓
Creates Proprietary Content	✓			
Curates extra things a teacher needs (brain breaks, classroom mgt., blogs, rss feeds, favorite sites)	✓			
Student & Parent Portal	✓			
Learning Management System (LMS)	✓	✓	✓	✓
Learning Management System with Prebuilt courses w/ onsite-PD, & Targeted paths for students	✓			
Administrator's Features	✓			
State Information	✓			
Direct on the ground sales to schools & districts	✓			
Systematically informs & teaches web 2.0 tools	✓			
One page with all of the different types of resources needed to teach particular standards or topics	✓			
Teacher License	\$49.99/year \$6.99/student/year \$29.99/year parents \$2400-4900/school/yr	\$120/year Students free No parent option \$2,400/school/year	\$60/year No student/parent No student or parent option	Free Cumbersome to use. No student parent option
Free Trial Login + Premium Purchase	✓	✓	✓	



COMPETITIVE ADVANTAGE SUMMARY: ZUNI Learning Tree's holistic approach is what gives it its competitive advantage. ZUNI Learning Tree not only curates resources for lesson planning but provides the majority of tools a teacher needs in her day, such as interactive tools, timers, classroom management tools, behavior management tools, "how-to" videos to instruct teachers on how to use hardware and software within the classroom, monthly holiday activities, web 2.0 tools, audio and eBooks that parents can enjoy listening to with their children at home and inspirational sections along with professional growth opportunities. Many of these tools are also available on the parent/student platform allowing parents to learn alongside their child.

In addition, ZUNI Learning Tree will customize the landing page for each state and provide users with resources that support state-wide initiatives as well as federal initiatives. This feature assists with informing and disseminating state-wide important information to teachers, parents and students.

ZUNI Learning Tree makes it easy to educate our teachers on how to inspire and motivate our young girls in science, technology, engineering and mathematics (STEM). It encourages project based learning while at the same time providing resources for skill specific instruction. ZUNI Learning Tree has sections on computer science coding and how to get started with an hour of code at schools, links to coding tools and software programs.

ZUNI Learning Tree's road map includes features in the Learning Management System (LMS) that will allow teachers to use premade courses and tweak them to meet their unique needs. The LMS will be complete with digital assessments teachers can use for pre and post testing and progress monitoring.

ZUNI Learning Tree's holistic approach believes in supporting our teachers to do what they do best -- "teach," by providing the tools they need to engage students and inspire learning in one easy to use location. ZUNI Learning Tree's holistic approach allows parents to support their children at home in all academic areas and to enjoy life-long learning. Parents and children who are bilingual and working towards improving their English language skills can easily do so through ZUNI Learning Tree. Parents who have kids struggling with academic skills have through ZUNI, one easy-to-use location to address all of the skill based challenges their child faces by using engaging tools to enjoy the learning process.



3 YEAR - GROWTH GOALS

Growth Goal 2016	Action Steps	Milestones	Responsibility	Measurement of Success	Financial Implications
REVENUE:	SERIES A RAISE \$650K <ul style="list-style-type: none"> Complete pro forma, tax credit application and, begin pitching for investment capital 	Commitments: 11/30/15 - \$100k 12/30/15 - \$100k 01/30/16 - \$100k 03/30/16 - \$350k (NOLA pitch)	Tina & Mark	Money Raised	\$650,000
	ONLINE SALES <ul style="list-style-type: none"> Increase online sales to individual teachers and parents via social media campaigns and live webinars Begin marketing to Preservice teachers at universities 200k teachers nationwide 	Feb - Hire CTO & Designer Feb - Landing pages, online purchasing, Trial login social media campaign	Tina & Mark CTO, Designer, & Jennifer Kimbrell webinars	363 individual teacher licenses 1,000 parent licenses purchased	\$16,000 teacher licenses \$29,900 parent licenses
	DIRECT SALES <ul style="list-style-type: none"> Expand into 8 states with 12 independent sales contractors Build Strategic Partnerships with (IEP Pro, Bloomboard, National Parental Support, etc.) 	1 st qtr \$ 31k 2 nd qtr \$189k 3 rd qtr \$148k 4 th qtr \$639k	Tina & Mark & Independent Sales Consultants	Contracts & Revenue Strategic Partnership agreements formed.	\$1 million in sales
	GRANT OPPORTUNITIES <ul style="list-style-type: none"> Hire/Contract with experienced educational and SBIR grant writer Apply for nonprofit branch of ZUNI Learning Tree 	<ul style="list-style-type: none"> SBIR Grants application completed by 1/2016 Educational Grant Opportunities AEDC R&D Grant Matching Funds 	Grant Writing Director Tina Tina	Applications completed	\$150,000. DOE \$250,000. NSF \$222 Educational Grants \$100,000. \$162,000.



ENGINEERING	PLATFORM MGT. <ul style="list-style-type: none"> Hire CTO & Designer R & D - New Features 	<ul style="list-style-type: none"> Course Catalogue Google Class integration Access Control module Stronger integration between CMS & LMS 6-8th layout Translation feature App creation 	Tina, CTO, engineers, designers & teachers	Completion of features	Expense: <\$120,000>
	CONTENT UPGRADES <ul style="list-style-type: none"> Complete Prek, NGSS & New Social Studies Standards Create ZUNI Learning Tree proprietary content Complete 6th-8th Grade Framework for 9th – 12th grades 	<ul style="list-style-type: none"> 3/16 complete ongoing 6/2016 – complete 6th-8th 9/2016 - Framework for 9th-12th content 			Expense: <\$70,000> <\$180,000> <\$220,000> Additional Rev opportunity \$330,000. <\$120,000>
	LEARNING MANAGEMENT SYSTEM (LMS) <ul style="list-style-type: none"> New Features Reports Enhanced analytics Prebuild assessments Prebuild PD courses Prebuild Coding courses 	<ul style="list-style-type: none"> 3/2016 LMS new features 4/2016 Reports 5/2016 Analytics 6/2016 assessments, PD courses & coding course 	Tina, CTO, engineers, teachers & content team	Assessments for 9 th -12 th	Expense: <\$100,000> Provides competitive advantage
	HIRING EMPLOYEES & CONTRACTORS CTO Designer 2 Engineers Content Curators Page coders Director of Sales & Marketing Social Media Mgr.	01/2016 - CTO, Designer Contract w/6 teachers Admin Assistant 02/2016 - 2 apprentice engineers 03/2016 - 5 project managers,	Tina & Mark Tina CTO Tina & team	Hired & working well	\$800,000 human resources (includes the above cost for Engineering categories)



	Teachers contract & full time Professional Development staff	05/2016 additional engineer 12 contract teachers & 3 full time teachers 12/2016 Director of Sales & Marketing Install our own server and hire server engineer	CTO Tina & team Mark & Tina CTO		
EFFICACY STUDY	Hire a team to perform an efficacy study on the benefits of ZUNI Learning Tree with prek -5 th grades for states, districts, schools, teachers, students and communities	Select the independent research team Select the schools/district to include in the study	Tina & Team	Completed phase 1 of study and report	<\$30,000>
Growth Goal 2017	Action Steps	Milestones	Responsibility	Measurement of Success	Financial Implications
REVENUE	Possible Series B - 2 million	TBD	Mark & Tina		
	ONLINE SALES Market University Teacher preservice programs Social media	3 % of the 200k preservice teachers Parent subscriptions & Homeschool Market	Sales & Marketing Director In-house sales for homeschool 1% of 1.7 million		\$300,000 \$509,000
	DIRECT SALES • Expand into 28 states with 46 independent sales contractors • Extend Strategic Partnerships with	1 st qtr 1mil 2 nd qtr 1.6 mil 3 rd qtr 900k 4 th qtr 3.3mil	Sales Director & Independent sales reps and strategic partnerships	Contracts & Revenue	6.8 million in sales
	GRANTS • SBIR DOE • Educational Grants • AEDC R&D Grants	Applications completed by 1/2017	Grant Writer & team	Awarded grant by spring of 2017	\$900,000 ???
					\$100,000



	AR STATEWIDE IMPLEMENTATION FOUNDATIONS: Working with foundations (ForwArD, AR, Murphey Oil, Walton & Rockefeller)	Implement for fall of 2017 SY	AR Sales Rep & Tina & team	License purchase for all prek-8 th grade teachers (22k k-8 teachers) Student licenses (300k students k-8) @\$6.99	\$1,100,000. \$2,200,000.
ENGINEERING	PLATFORM MGT. • R & D - New Features	New Features • Avatar, planting it (pin it) piece • rss feeds, collaboration piece • R&D on ZUNI Learning Tree Store	Tina, CTO & Designer & Teachers	Completed new features	<\$250,000>
	CONTENT UPGRADES • Content: build out for grades 9 th -12 th grades • New Features – reports • enhanced analytics • Create ZUNI Learning Tree proprietary content	• 6/17 complete ongoing ongoing ongoing	Tina, CTO & Designer & Teachers Sales Team	Completed by June 2017 (66 districts sold in 2016 – upsale avg. 761 students / school \$9.99/student)	<\$350,000> \$500,000 (66 districts sold in 2016 – upsale avg. 761 students / school \$9.99/student) <\$200,000>
	LEARNING MANAGEMENT SYSTEM (LMS) Continue... • New Features • Reports • Enhanced analytics • Prebuild assessments • Prebuild PD courses • Prebuild Coding courses	9 th – 12 th Grades 3/2017 LMS new features • 4/2017 Reports • 5/2017 Analytics • 6/2017 assessments, PD courses & coding course	Tina, CTO & Designer & Teachers Sales Team	Analytics and teacher surveys	Expense: <\$150,000> Provides competitive advantage



HIRING	2 Engineers Content Curators Researcher High School Teachers contract & full time 2 Professional Development staff Regional Sales Directors	01/2017 - 2 apprentice engineers 03/2017 – researcher 03/2017 – High school teachers	CTO Project Mgr. High School project manager Sales Director	Hired & working well	\$100,000 \$45,000 \$150,000 \$100,000 \$80,000 (included under engineering content development)
EFFICACY STUDY	Hire a team to perform an efficacy study on the benefits of ZUNI Learning Tree with 6 th -8 th grades for states, districts, schools, teachers, students and communities	Select the independent research team Select the schools/district to include in the study	Tina & Team	Completed phase 1 of study and report	<\$30,000>
Growth Goal 2018	Action Steps	Milestones	Responsibility	Measurement of Success	Financial Implications
REVENUE	ONLINE SALES Market University Teacher preservice programs Social media	19 % of the 200k preservice teachers	Sales & Marketing Social media manager & team	Preservice teachers across the nation using ZUNI Learning Tree as materials requirement for their methods courses	\$1.6mil on line sales
	DIRECT SALES • Expand into 50 states with 94 independent sales contractors • Extend Strategic Partnerships GRANTS • SBIR DOE • Educational Grants	1 st qtr 4.5mil 2 nd qtr 5.8 mil 3 rd qtr 2.9mil 4 th qtr 9mil Applications completed by 1/2017	Mark, Tina, Independent sales reps and strategic partnerships Grant Writer & team	Contracts & Revenue	21.9 million in sales
				Awarded grant by spring of 2017	\$900,000 ???



ENGINEERING	PLATFORM MGT. <ul style="list-style-type: none">• R & D - New Features	New Features <ul style="list-style-type: none">• Explore postsecondary market• Explore international markets• ZUNI Learning Tree Store	Tina, CTO, engineers, designers & Teachers	Completed new features	<\$250,000>
	CONTENT UPGRADES <ul style="list-style-type: none">• Content: build out for grades 9-12• New Features – reports• enhanced analytics	• 6/17 complete	Tina, CTO & Designer & Teachers	Completed by June 2017 (66 districts sold in 2016 – upsale avg. 761 students / school \$9.99/student)	<\$350,000> \$500,000 (66 districts sold in 2016 – upsale avg. 761 students / school \$9.99/student)
	LEARNING MANAGEMENT SYSTEM (LMS) Continue... <ul style="list-style-type: none">• New Features• Reports• Enhanced analytics• Prebuild assessments• Prebuild PD courses• Prebuild Coding courses	9 th – 12 th Grades 3/2017 LMS new features <ul style="list-style-type: none">• 4/2017 Reports• 5/2017 Analytics• 6/2017 assessments, PD courses & coding course	Tina, CTO & Designer & Teachers	Analytics & user surveys	Expense: <\$150,000> Provides competitive advantage
HIRING	Regional Sales Director(s) Sales Support Staff Office staff	01/2017 – Regional Sales Director 02/2017 2 staff members	Sales Director Office Mgr.	Hired & working well	\$80,000 \$60,000 \$60,000
EFFICACY STUDY	Hire a team to perform an efficacy study on the benefits of ZUNI Learning Tree with 9 th -2 th grades for states, districts, schools, teachers, students and communities	Select the independent research team Select the schools/district to include in the study	Tina & Team	Completed phase 1 of study and report	<\$30,000>



CUSTOMER SERVICE:

ZUNI Learning Tree's logo of a tree and its tagline -- "*Come Grow with Us!*" came to be because at ZUNI Learning Tree we realize that knowledge is the seed of great things to come. We started from the seed of a yearning to support those who are supporting and inspiring our young. Through the great relationships we have built through our customer service ZUNI Learning Tree has grown into a platform that now supports and is home to many who seek it's shelter, who choose to rest under it, who grow with it, who change alongside of it and who choose to come and simply enjoy learning and playing.

For us at ZUNI Learning Tree it is more than mere customer service; it is about building relationships. With the driving passion of building a joy and love for life-long learning behind ZUNI Learning Tree, we realize this can only be accomplished through strong and reciprocal relationships with those who are using and contributing to the ZUNI Learning Tree platform.

We are committed to supporting everyone using ZUNI Learning Tree and provide easy access to tech support through phone, email and webinars. We provide training and continuing education webinars and videos. The platform itself is a collaborative place where everyone can share and build with each other. We believe in keeping things simple, fun, relative and enjoyable for the ZUNI Learning Tree team and our users.

After all, really good things happen when everyone works together...

