

December 4, 2015

Dear InnovateHER Judges:

Education is crucial to the future of individuals and society. It is also widely agreed that education for girls and women is one of the most effective way to improve the lives of individual families, as well as to bring economic development to poor communities worldwide.

Yet, according to UNESCO, there are still 58 million children out of school globally and around 100 million children who do not complete primary education. Students in the United States are either in the middle of the pack or behind industrialized nations in math and science. Sixty-six percent of all kids are not reading at grade level at the start of fourth grade. Slow education progress for children today will have lifelong effects: Almost a quarter of young women aged 15-24 today (116 million) in developing countries have never completed primary school and so lack skills for work. In the U.S., females made up less than 25 percent of participants in science, technology, engineering and math programs nationally.

Edutunes wants to help change this alarming trend by using highly effective educational songs and research-based strategies to accelerate learning in children three to eight. Edutunes, teaching using song, makes it simple, fun and affordable for parents, teachers and children worldwide.

Founded by a teacher, Edutunes currently sells more than 100 products. She has licensed materials to companies such as Macmillan/McGraw-Hill, Pearson Learning and NASA. She has written more than 300 educational tunes and 100 books, produced 30 videos and other related products. She has over a million organic views on YouTube.

Her next step is a three-phase process to create an application that will work on computers, tablets and mobile devices. The first phase is an application that teaches children to read in English, using songs as a primary teaching tool, complemented with games, reading practice opportunities and assessments. In phase two, the application will be adapted for second-language learners worldwide. Phase three will be dedicated to applications that focus on other subject areas such as math and science.

The market is ripe for Edutunes to enter. Market research indicates that almost all U.S. schools are budgeting to increase their infrastructure capacity for technology including hardware, software, technical support and professional development training for teachers.

The company will be focusing on four segments: US teachers, U.S. home native English speakers, U.S. home non-native English speakers and English learners outside the U.S. There are approximately 1.7 million elementary school teachers in America. Traditionally reached via products sold to educational districts, teachers are increasingly reaching out to their own sources to supplement the educational process through brick and mortar teacher supply stores and online sources. Sites offering teacher-

generated materials, such as "Teachers Pay Teachers," are showing emerging strength. The site currently has 3.6 million active members and has paid teachers approximately \$175 million since its founding in 2006. Edutunes is working with the #1 and #10 top-selling members to gain leverage on this site.

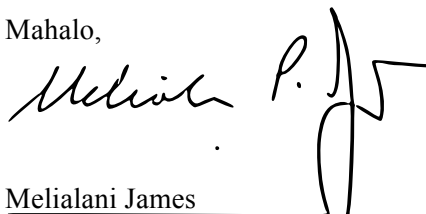
The U.S. Census Bureau reports that in 2014 there were about 28 million native English speaking children ages three to eight. Approximately 20 percent of the U.S. population or about six million children, ages three to eight, are non-native English speakers. The market size for English language learning tools in 2012 was \$63.3 billion. The e-learning market was \$16 billion in 2012 and is expected to grow to \$69 billion in 2017.

Edutunes already has relationships with some of the leading companies in the pre-K market including Pearson and Macmillan. Product sales are through 200 online stores, mostly through catalogs.

Edutunes competitive edge is her 18-year background as a teacher and the proved efficacy of teaching through song. She has conducted research with teachers and students and continues to get significant feedback from teachers across the country through her Bureau of Education and Research speeches. She is currently enrolled in doctoral program in learning design and technology at the University of Hawaii at Manoa, further enhancing her knowledge and credibility in the marketplace.

Sultan Ventures is encouraged by Edutunes' potential and commitment to impacting the lives of women and children. The recognition and funding from SBA InnovateHER would propel this much-needed business forward, expanding the educational opportunities for girls and promising a better future.

Mahalo,



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