



Proudly Introduce



TeachEasy



LearnEasy

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Introduction

Welcome, and thank you for attending sofia's introduction to the brand new interactive learning applications "TeachEasy" and "LearnEasy". We hope to provide an insight into the exceptional performance and learning advantages these programs offer, whilst instilling confidence in our company's sound ethics and quality assurance.

The Presentation

- An Introduction to sofia – Our Aims and Goals
- The Advancement of Technology in Education
- The Current Market Saturation
- An Introduction and Demonstration of Our Brand New, Innovative Products, TeachEasy and LearnEasy
- Our Product Pricing and Potential Market Distribution
- Our Sales Strategy
- Financial Projections
- Our Considerations for Future Development

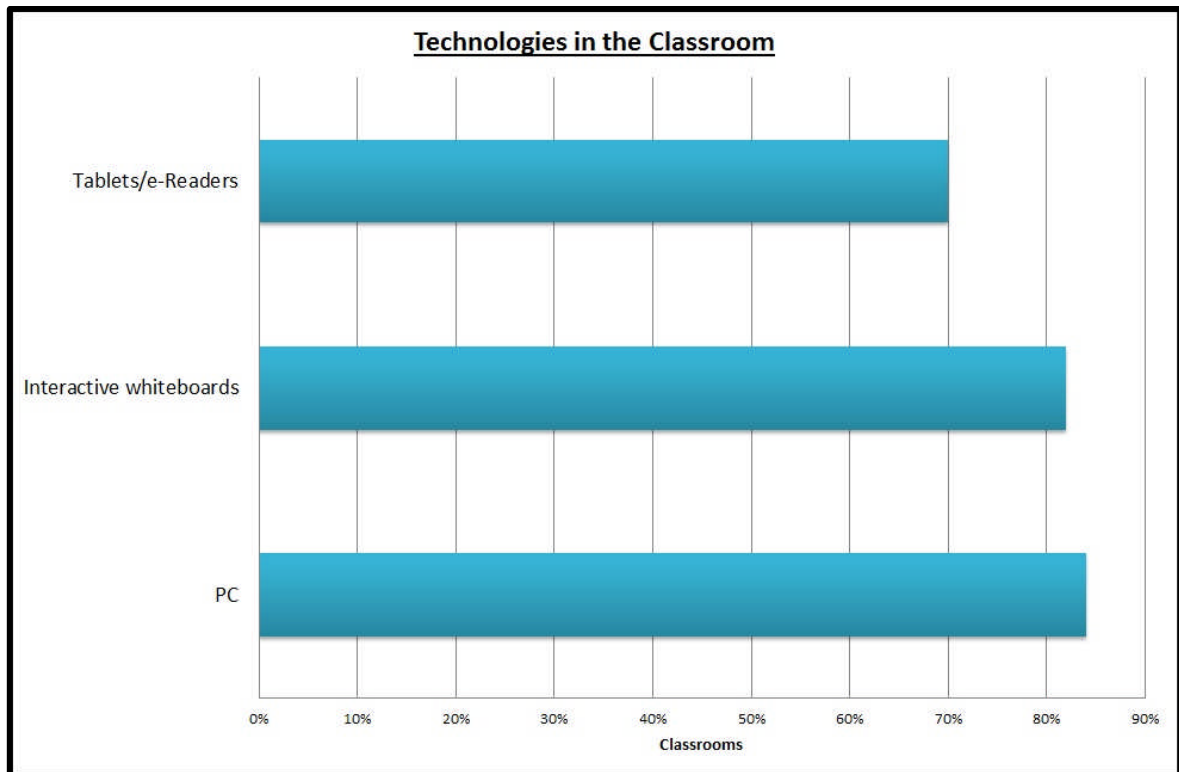
You will then be given the opportunity to ask any questions you may have about our product, and the chance to speak to any member of our diverse team regarding specific areas you may wish to know more about.

This Hand-out

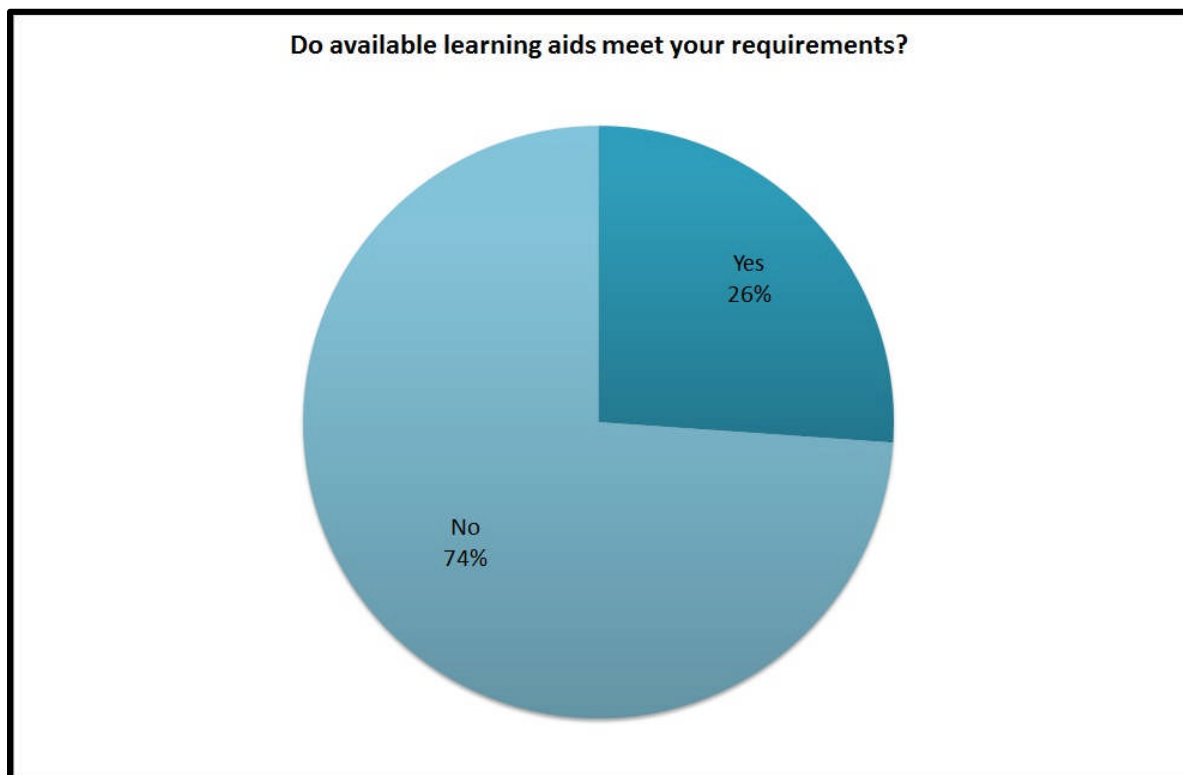
The remainder of this hand-out contains a more detailed breakdown, and close up views of the subjects discussed in this presentation. It is an opportunity for those more interested in certain aspects of sofia's products and projections to consider our methods more closely.

Technology in Education

Percentile illustration of classrooms with access to technology



Market reaction to currently available learning aids



Current Market Saturation

Main Competitors

- **Doddle.**

- £6,900 per school per year for full syllabus content
- All content Provided
- Interactive participation
- Currently used in 31% of schools



- **MyMaths.co.uk**

- £265 / £565 per school per year dependant on syllabus level
- Maths content provided
- Interactive participation
- Currently used in 60% of secondary schools

- **Wiz iQ**

- £652.92 per academic per year for 25 students
- Variable price dependant on number of users
- No Content Provided
- Interactive elements can be supplied by academic online

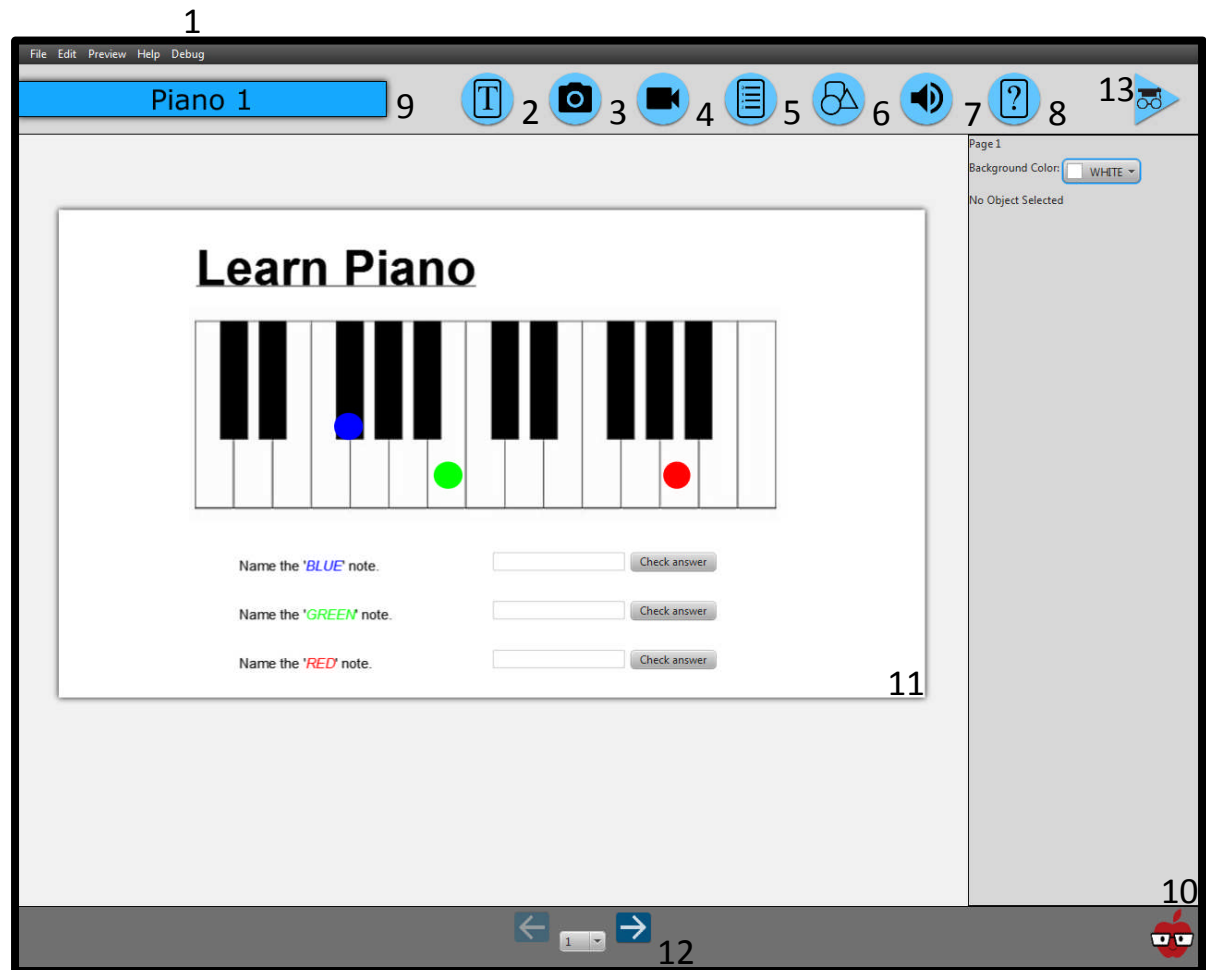


- **Microsoft PowerPoint**

- £109 one off price for 5 licences
- No content provided – user end customization
- No interactive elements
- Used by 6 million teachers worldwide every day

Demonstration - TeachEasy

TeachEasy

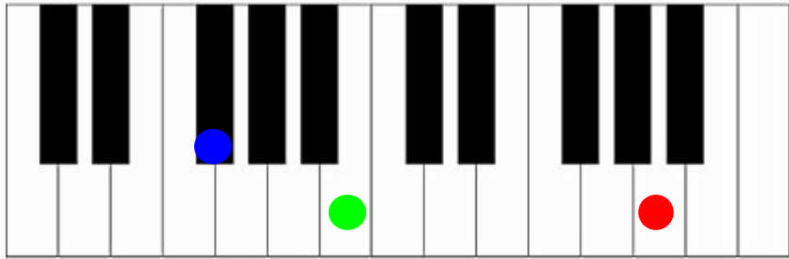


- 1) Menu system
- 2) Insert text object
- 3) Insert image
- 4) Insert video
- 5) Insert multiple choice question
- 6) Insert graphic
- 7) Insert audio clip
- 8) Insert answer box
- 9) Manage lesson settings
- 10) Object preference / settings pane
- 11) Page preview
- 12) Select page
- 13) Preview lesson

Demonstration – LearnEasy

LearnEasy

Learn Piano




Name the **'BLUE'** note.

Name the **'GREEN'** note.

Name the **'RED'** note.

1

← 3  2 →

- 1) Lesson
- 2) Next page
- 3) Previous Page

Product Pricing and Potential Market Distribution

TeachEasy

£29.99 per single TeachEasy licence

10% Discount for bulk orders (20+)

Averages to £569.81 per school (Assumes 19 teachers per school) [1]

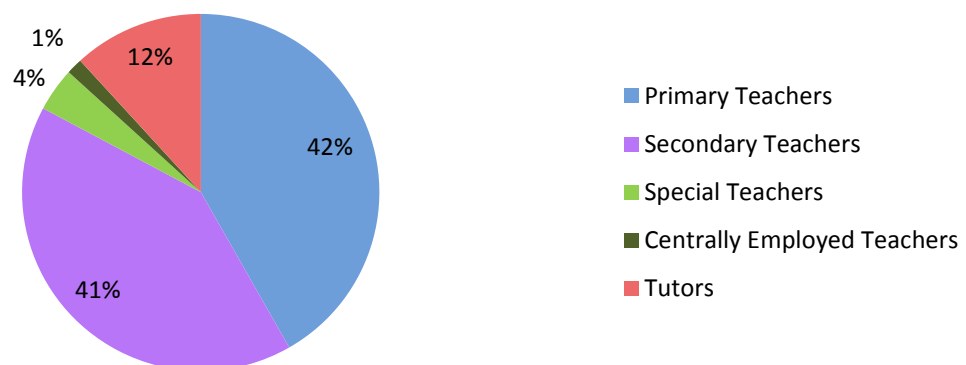
LearnEasy

Free – Unlimited student users

Quantitative Potential Market Distribution

Potential Market	Number
Primary Teachers	213,500
Secondary Teachers	209,900
Special Teachers	20,300
Centrally Employed Teachers	7,400
Tutors	60,371
Total Teachers	451,100
Total	511,471

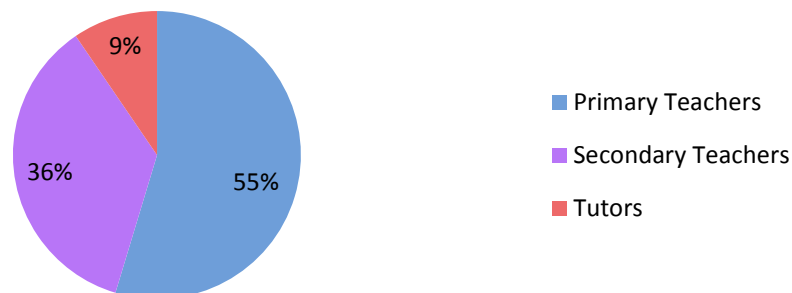
Quantitative Potential Market Distribution



Quantitative Likely Market Distribution Based on Survey Results

Likely Market	% Market Interested	Number Interested
Primary Teachers	100.00%	213,500
Secondary Teachers	66.67%	139,940
Special Teachers	N/A	0
Centrally Employed Teachers	N/A	0
Tutors	61.54%	37,152
Total Teachers	78.35%	353,440
Total	76.37%	390,593

Quantitative Likely Market Distribution Based on Survey Results



Advertisement

TES - £18, 091.80

Quarter page magazine advertisement every 2 months (6 adverts per year)

Advertisement aimed at teachers and schools

378,000 UK readers [2]

Assume **16.67%** (1 in 6) will see each advert

(advert will make a single impression on each reader per year)

Assume **81.41%** like and approve of product (from survey)

Assume **1%** will trial and purchase the product

Assume a **5% increase** in sales through word of mouth

Expected sales per year from advertisement:

$$6 \times 378,000 \times 16.67\% \times 81.41\% \times 1\% \times 105\% = 3231$$

AdWords – Up to £3, 650

Advertised Google search result with automatically adjusted PPC (Pay per Click) bid amount

Advertisement aimed at tutors

Assume 16 clicks per day / 6000 impressions [3]

Equates to **5840** clicks per year

Assume **1%** of customers clicking on the advert will trial and purchase product

Assume **50% increase** in sales through word of mouth

Expected sales per year from advertisement

$$5840 \times 1\% \times 150\% = 88$$

Financial Projections

Assumptions

No fixed future development costs

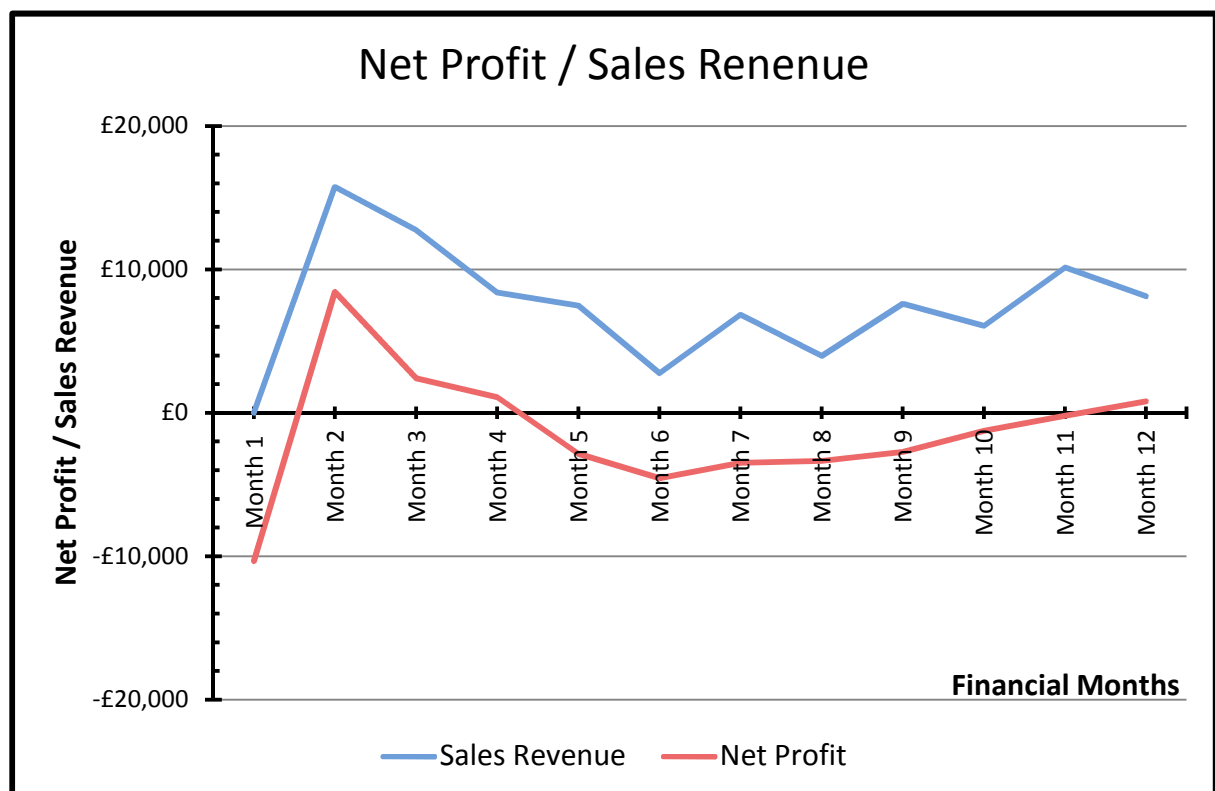
50% renewal rate

Sales figures as predicted by marketing (Teachers: 3231, Tutors: 88 per Year)

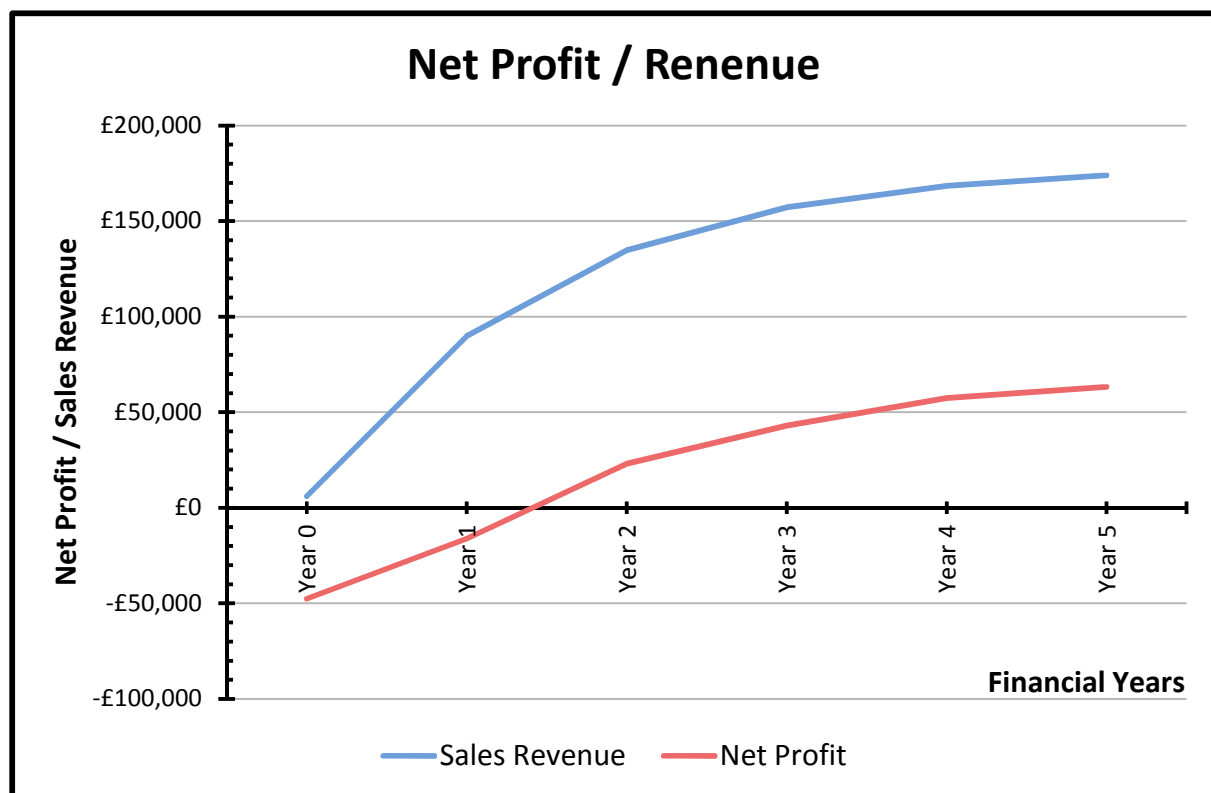
Continue with current labour hours

Static long term “new customer” base growth

Year 1: Net Profit and Sales Revenue by Month



Year 1-5: Net Profit and Sales Revenue by Year



Net Profit Projections

Year 1: - £16,077.33

Year 3: £43,062.22

Year 5: £63,274.85

Loan Repayment Projections

End of Year 2 – (Jul 2016 – Jul 2017): £15,000

End of Year 3 – (Jul 2017 – Jul 2018): £40,000

End of Year 4 – (Jul 2018 – Jul 2019): £10,000

Total: £65,000

Projected Yearly Sales and Market Penetration Percentages

Note: “Market” is defined as our total market whereas “Likely market” is defined as our predicted market skewed from the total market as a result of our product interest survey.

Number of sales	Year 1			Year 2			Year 3			Year 4			Year 5		
	Return	New	Total	Return	New	Total	Return	New	Total	Return	New	Total	Return	New	Total
Teachers	0	3,231	3,231	1,616	3,231	4,847	2,423	3,231	5,654	2,827	3,231	6,058	3,029	3,231	6260
Tutors	0	88	88	44	88	132	66	88	154	77	88	165	83	88	171
Total Sales	0	3,319	3,319	1,660	3,319	4,979	2,489	3,319	5,808	2,904	3,319	6,223	3,112	3,319	6,431
Total Sales income (£)	£0	£89,844	£89,844	£44,922	£89,844	£134,766	£67,383	£89,844	£157,227	£78,613	£89,844	£168,457	£84,229	£89,844	£174,072

Market Penetration	Year 1			Year 2			Year 3			Year 4			Year 5		
	Return	New	Total	Return	New	Total	Return	New	Total	Return	New	Total	Return	New	Total
Teachers	0.00%	0.72%	0.72%	0.36%	0.72%	1.07%	0.54%	0.72%	1.25%	0.63%	0.72%	1.34%	0.67%	0.72%	1.39%
Tutors	0.00%	0.15%	0.15%	0.07%	0.15%	0.22%	0.11%	0.15%	0.26%	0.13%	0.15%	0.27%	0.14%	0.15%	0.28%
Total	0.00%	0.65%	0.65%	0.32%	0.65%	0.97%	0.49%	0.65%	1.14%	0.57%	0.65%	1.22%	0.61%	0.65%	1.26%

Likely Market Penetration	Year 1			Year 2			Year 3			Year 4			Year 5		
	Return	New	Total	Return	New	Total	Return	New	Total	Return	New	Total	Return	New	Total
Teachers	0.00%	0.88%	0.88%	0.44%	0.88%	1.32%	0.66%	0.88%	1.54%	0.77%	0.88%	1.65%	0.86%	0.91%	1.77%
Tutors	0.00%	0.24%	0.24%	0.12%	0.24%	0.36%	0.18%	0.24%	0.41%	0.21%	0.24%	0.44%	0.22%	0.24%	0.46%
Total	0.00%	0.82%	0.82%	0.41%	0.82%	1.23%	0.62%	0.82%	1.44%	0.72%	0.82%	1.54%	0.80%	0.85%	1.65%

References

[1] GOV.UK. "Number of schools, teachers and students in England,". [Online]. Available: <https://www.gov.uk/government/publications/number-of-schools-teachers-and-students-in-england/number-of-schools-teachers-and-students-in-england> [Accessed: May. 24, 2015].

Number of UK Teachers (Excluding Nurseries): 451,100

Number of UK Schools (Excluding Nurseries): 23,948

Average number of teachers per school:

$$\frac{451,100}{23,948} \approx 19$$

[2] TES. "TES in print, online and in person." [Online]. Available: <https://www.tes.co.uk/article.aspx?storyCode=6000212> [Accessed: May. 30, 2015]

[3] Google. "Google AdWords". [Online]. Available: <https://www.google.co.uk/adwords/> [Accessed: May. 30, 2015]