OPPORTUNITIES AND REVENUE MODEL

SimpliTaught
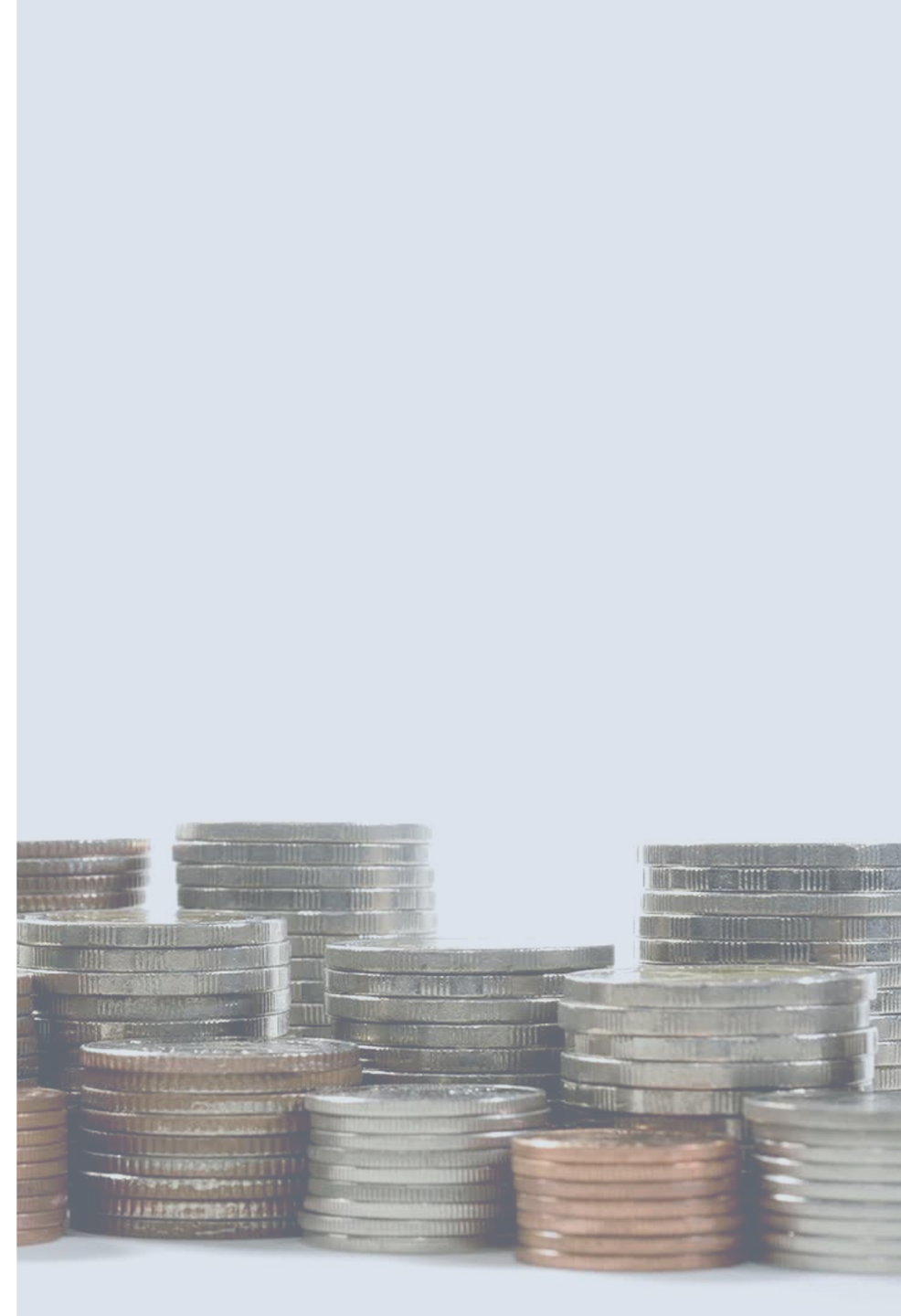
Feb., 2025
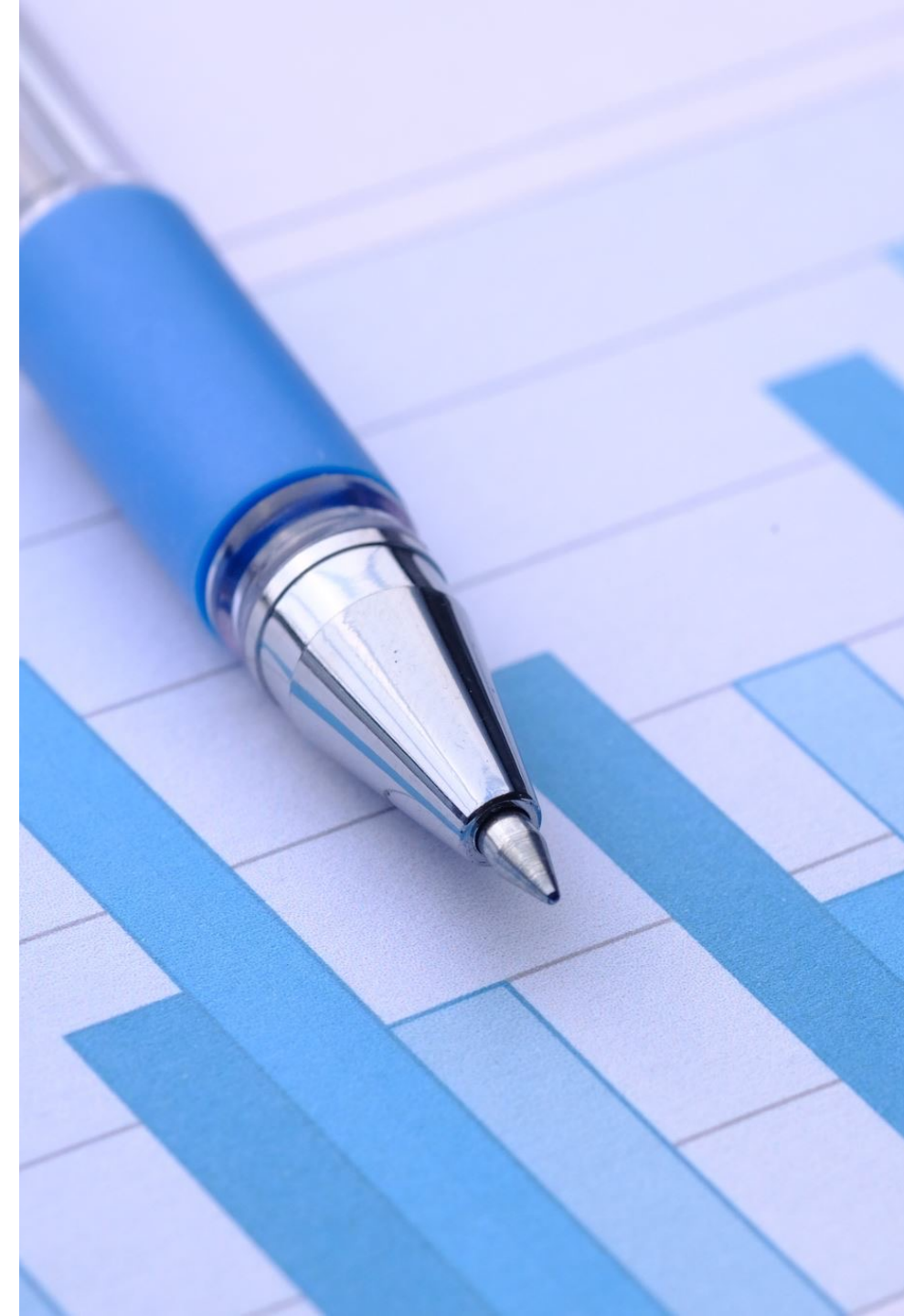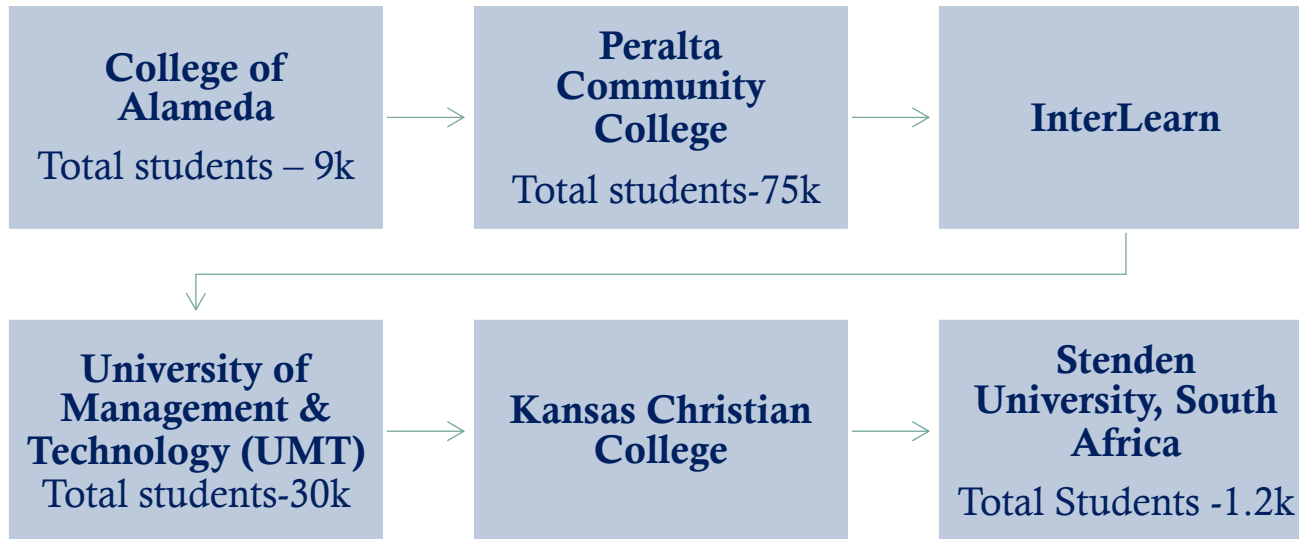
REVENUE MODEL

SimpliTaught's revenue streams include:

- **Platform Subscription Fees:**
  - Basic - $7.49 / Month / User
  - Premium - $12.49 Month / User

- **Commissions from Sale of Digital Assets**

- **Rev Share from:**
  - Tutoring
  - Course Development and Delivery for Schools and Educators

- **Transaction Fees from in-app purchases** (e.g., access to premium content, libraries)

- **Token utility-based revenues** (staking, governance participation)

CURRENT PARTNERSHIPS

College of Alameda Total students – 9k	**Peralta Community College** Total students-75k	**InterLearn**
University of Management & Technology (UMT) Total students-30k	**Kansas Christian College**	**Stenden University, South Africa** Total Students -1.2k

KPI

TARGETS

- Year 1 - 45,000 premium users
  - **$4.3M ARR**
- Year 3 - 265,000 premium users
  - **$25.4M ARR**
- 31 Schools

CURRENT ACTIVITY

- Demos – 12 / Week
- Ave Users per School – 8,500
- Ave Revenue per User – $8

PRIORITIES

- Convert 90% deals to closed
- Convert Partnerships to Revenue

ACTIVE PIPELINE

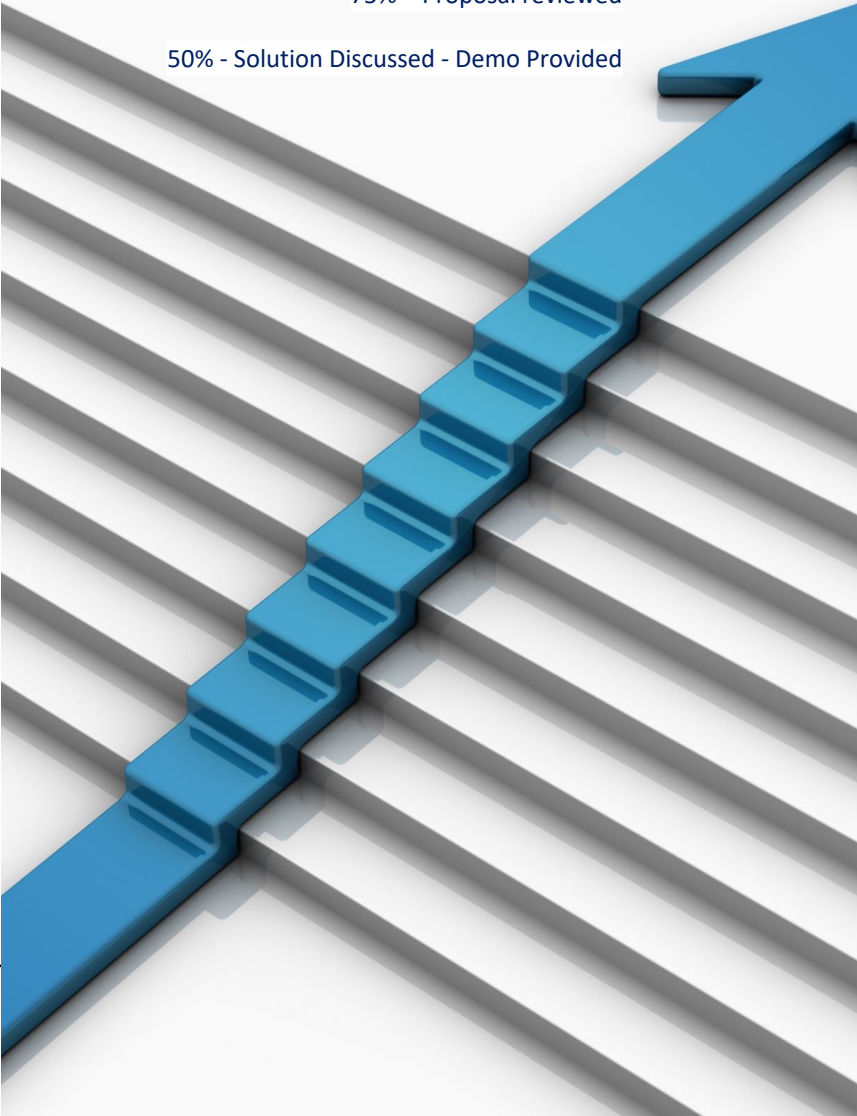| Opportunity	Students	Stage	Revenue ARR
Zanzibar Government	30,000	90%	$2,000,000
UMT (MOU Signed and Pilot being setup)	22,000	75%	$1,800,000
Stenden South Africa (Pilot being setup)	400	75%	$62,352
JOOUST(Pilot being set up)	14,000	75%	$1,056,000
Cal State Fullerton/Cal State System (Pilot Discussions being finalized)	504,000	50%	$22,000,000

KEY OPPORTUNITIES

Zanzibar – Multi-Year Deal - $2M ARR

SimpliTaught(ST) has been engaged with the Ministry of Education (MOE) and the Ministry of Finance to provide ST to all Higher Ed institutes in Zanzibar. At the request of the Deputy Minister of ICT (Right hand to the President), we will be starting with 10% of the secondary and post secondary student population, This represents 30k students and approximately $2M ARR. Since 95% of the education costs are subsidized by the government, he will put ST in the budget for July to get additional funding from World Bank for a wider roll out.

Initial roll out will be for the Fall semester of 2025.

KEY OPPORTUNITIES

CONT'D...

VitalSource – 15 million plus students

SimpliTaught(ST) and VitalSource(VS) signed a reciprocal agreement in Q2 of 2024 where ST will make VS digital resources available on our platform and VS will seek approval to present ST as an add on to all books and digital resources sold to their student community.

The process of approvals for them to adopt recommending of partner products as "add on" to their book sales is underway. They have had internal meetings and going through the approval process (legal approvals and approvals from their Publishers), We are aiming to have all approvals in place to be able to roll this out for the fall semester.

With our Token Initiative, and offering the platform for free to all of their students, SimpliTaught gets automatic access to 15 million plus students.

KEY OPPORTUNITIES

CONT'D…

JOOUST – Kenyan University – 14,000 Students

Jaramongi Oginga Odinga University of Science and Technology (JOOUST) is a university in Kenya with over 14,000 students.

The members of JOOUST's leadership team are part of an organization that is tasked to evaluate and bring new technologies to the educational landscape in Kenya; As such, they have already scheduled meetings with 12 additional universities in Kenya to introduce SimpliTaught.

Currently, we are firming up terms between SimpliTaught and JOOUST which will be incorporated in our MSA. JOOUST team has already confirmed budget approval for a $10k paid pilot. However, they are wanting to, potentially, role this out university wide by Spring semester.

KEY OPPORTUNITIES
CONT'D…

UMT (University of Management Technology) – 22,000 Students

UMT has a current enrollment of 22,000 students, 16 schools offering 55 disciplines, and collaborations with 60 international universities. UMT was ranked as the top private-sector university in Pakistan in 2023.

The opportunity to move forward with UMT will be significant and valuable for SimpliTaught and can provide a high volume sale with a step-by-step adaption university-wide.

Update:

We have signed an MOU with UMT. The COD of the Information Systems department will ensure the utilization of the SimpliTaught platform in 2 courses of the IS department in the upcoming semester which is starting from June. Based on the success of this initial pilot, adaption of the platform will be done at the departmental level covering more than 15 major courses.

KEY OPPORTUNITIES

CONT'D...

Stenden University) – 20,000 Students

Stenden South Africa is a small satellite campus of Stenden University of Applied Sciences, located in Leeuwarden, The Netherlands. The campus has approximately 400 students, while the total student population for Stenden University is around 20,000. Stenden South Africa offers a three-year full-time B.Com in Hospitality Management and a four-year BBA in Disaster Management. The campus is registered with the South African Qualifications Authority (SAQA) at NQF levels 7 and 8, respectively.

We have been engaged with the Executive Dean he is eager to integrate their LMS with SimpliTaught to enhance students' learning experiences. As we aim to establish our presence in South Africa, this presents an excellent opportunity for collaboration. Through a referral system, this collaboration could lead to long-term partnerships with this university and other institutions.

Update:
We are working on the terms of the Memorandum of Understanding (MOU) and firming up details defining the success criteria and the impact it will have on the greater Stenden relationship as well as planning the technical requirements for a pilot. To be started in May.

KEY OPPORTUNITIES
CONT'D...

Cal State System – 500k+ users

The Cal State system has over 457,000 Students and over 50,000 faculty. The CIO's feedback is that this is exactly what he is wanting to to introduce into the Cal State system and position it as an enhancement to their existing LMS.
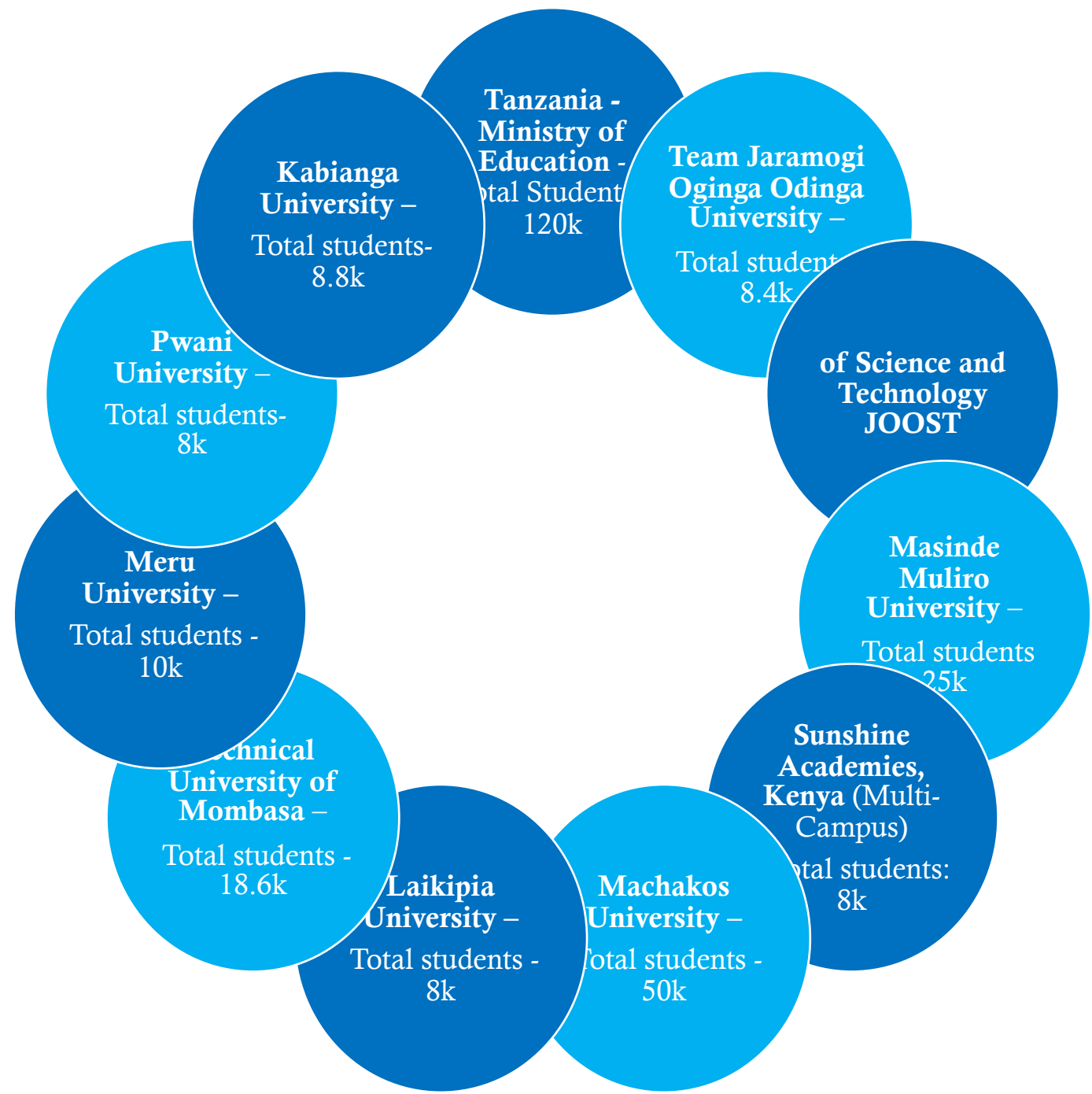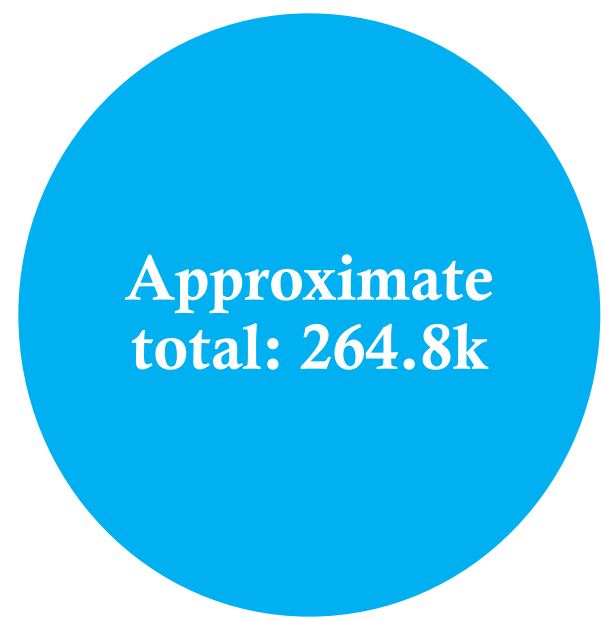
This is a very large opportunity and, therefore, will likely have a long sales cycle. We may be able to pick up a school or two sooner to start with as they phase it this to other schools. Their current LMS has taken them 7 years to role out to the entire system.

Update:

The CIO wants to start with a Pilot at Cal State Fullerton in 3 classes. Based on the success of that pilot, he will endorse a wider adopting of SimpliTaught. Currently working on identifying the success criteria of the pilot and an engagement model with his team.

ADDITIONAL FUNNEL (AFRICA FOCUS)

Approximate total: 264.8k

Tanzania - Ministry of Education - Total Students 120k

Kabianga University – Total students- 8.8k

Team Jaramogi Oginga Odinga University – Total students 8.4k

Pwani University – Total students- 8k

of Science and Technology JOOST

Masinde Muliro University – Total students 25k

Meru University – Total students - 10k

Technical University of Mombasa – Total students - 18.6k

Sunshine Academies, Kenya (Multi-Campus) Total students: 8k

Laikipia University – Total students - 8k

Machakos University – Total students - 50k

TOKEN PRICE FORECAST

Starting Token Price: $0.05

Projected Price in 3 Years: $1.00

- Price increase based on token utility, scarcity, and user engagement within the platform.

PLATFORM ECONOMICS

Users purchase premium content and engage in platform transactions.

- 20% of the collected transaction fees go to Buyback & Liquidity Provision (B&LP), and
- 80% supports platform operations.
- Half of B&LP used to buy TAWT
- Half used to buy USDC
- Combined into TAWT-USDC LP tokens to enhance liquidity

BURN/STAKING PERIOD

Minimum Staking Period: 6 months.

- Stakers must lock their tokens for a **minimum of 6 months**. Earn rewards based on staking APY (varies by market conditions).
- Early unstaking may result in **penalties or reduced rewards**.
- Helps maintain liquidity & long-term project sustainability

Token Burning for Price Stabilization.

- **Strategic token burns will be considered to reduce the supply as** needed.

- Helps prevent inflation and increase token scarcity and **value**.

- Conducted based solely on market analysis and **community interests**.

- Full transparency: Burn details will be **publicly shared**.