



Our mission is to provide free worldwide access to personalized, media-rich educational content and collaborative learning tools for students and educators

# Goals

## Engine

### Develop

A collaborative learning engine using the most advanced on-line and mobile technology.

## Collaboration

### Bring Together

- Educators/Teachers
- Students
- Parents
- Scientists
- Professionals
- Institutions
- Wikipedia

## Personalized Learning

### Deliver

An engine with tools that allow contributors and participants to create an open, self sustaining on-line and mobile community dedicated to providing access to educational resources and educators world-wide

Tools

Community of Contributors

Value Added User Experience

# Goals: Develop Core Assets

## **Build the largest database of K-12 educational resources**

- » 12 million+ Courses
- » 260+ Languages

## **Become the go-to source of K-12 education for the world**

- » 10 billion page views/month
- » #1 most visited education website in the world

## **Trusted Source of information**

- » Create a trusted brand through accreditation
- » Certified and impartial content

**Leading**

- Build the technological and operating platform that enables WEI to function as a sustainable on-line and mobile engine that induces 'bottom-up innovation'

**Massive**

- Deploy and grow a diverse and global community of educators and editors as primary contributors.
- Contributors will grow to include students, professionals, scientists and institutions.
- The contributors are the lifeblood of the project.

**Trusted**

- The operational and editorial protocols will ensure that over time the information available is accurate, unbiased and universal.
- Tools will be made available for parental controls
- Certification will be provided as an option as institutions adopt the platform.

# Opportunity

## Contributors

- » Develop base of contributors: 200,000+
- » Connect to existing Wikipedia network

## Visitors

- » Leverage Wikipedia traffic: 10 billion page views/month
- » Develop support for 260+ languages

## Products & Services

- Collaborative Education Engine
- Teacher peer-to-peer platform
- Student UI
- Accreditation Portal

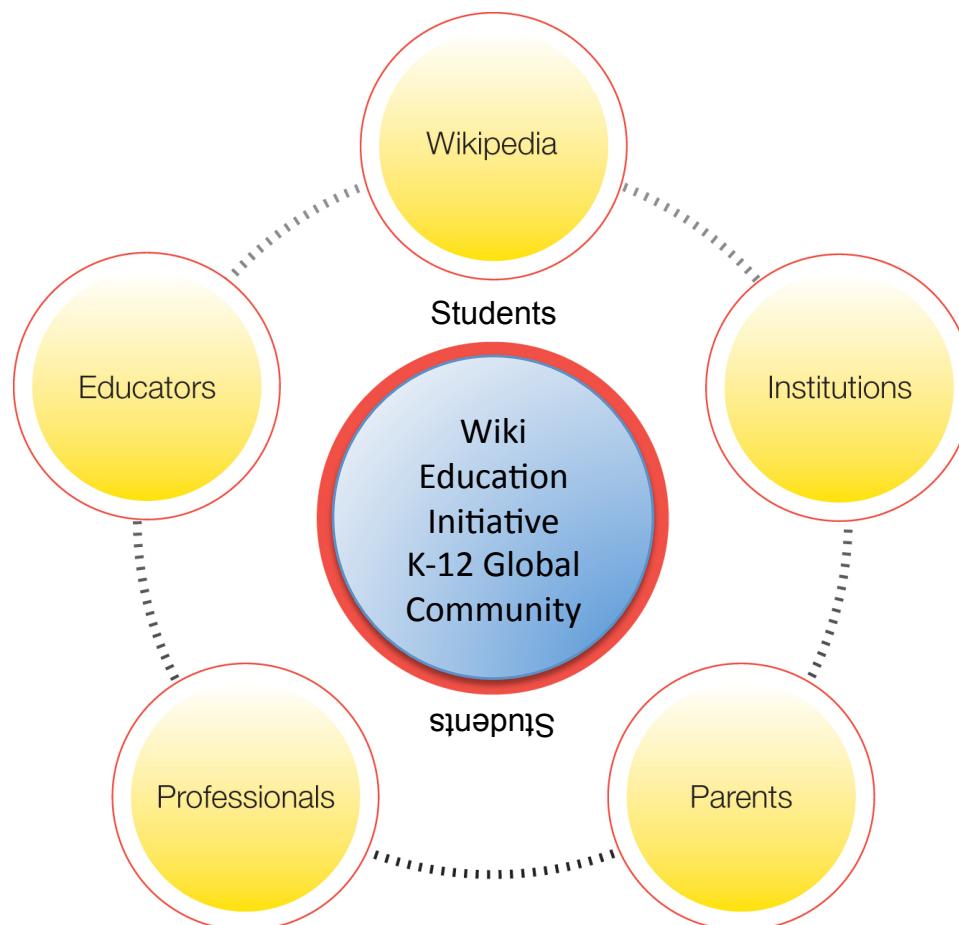
## Tools

- Develop unique tools for contributing, editing, rating, sharing and searching educational content

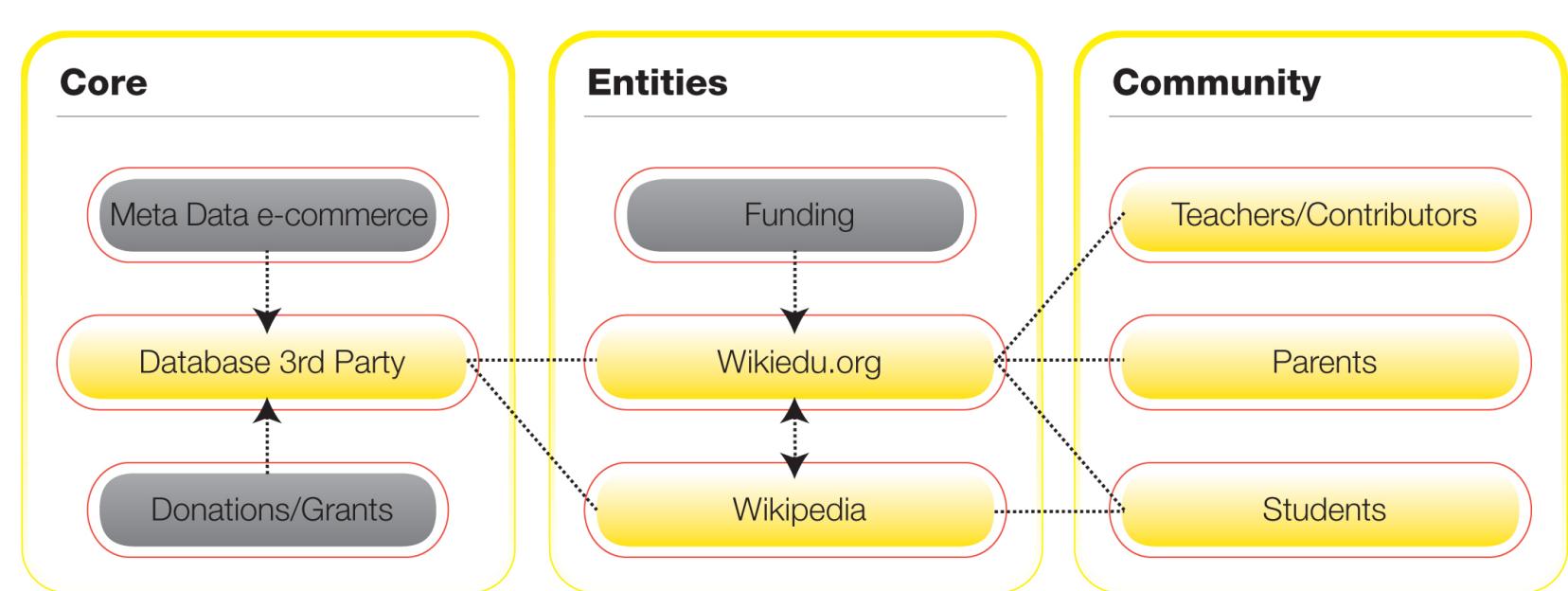
## Infrastructure

- Robust database
- Cloud management
- Proprietary engine and tools
- Video platform
- 3D Portal

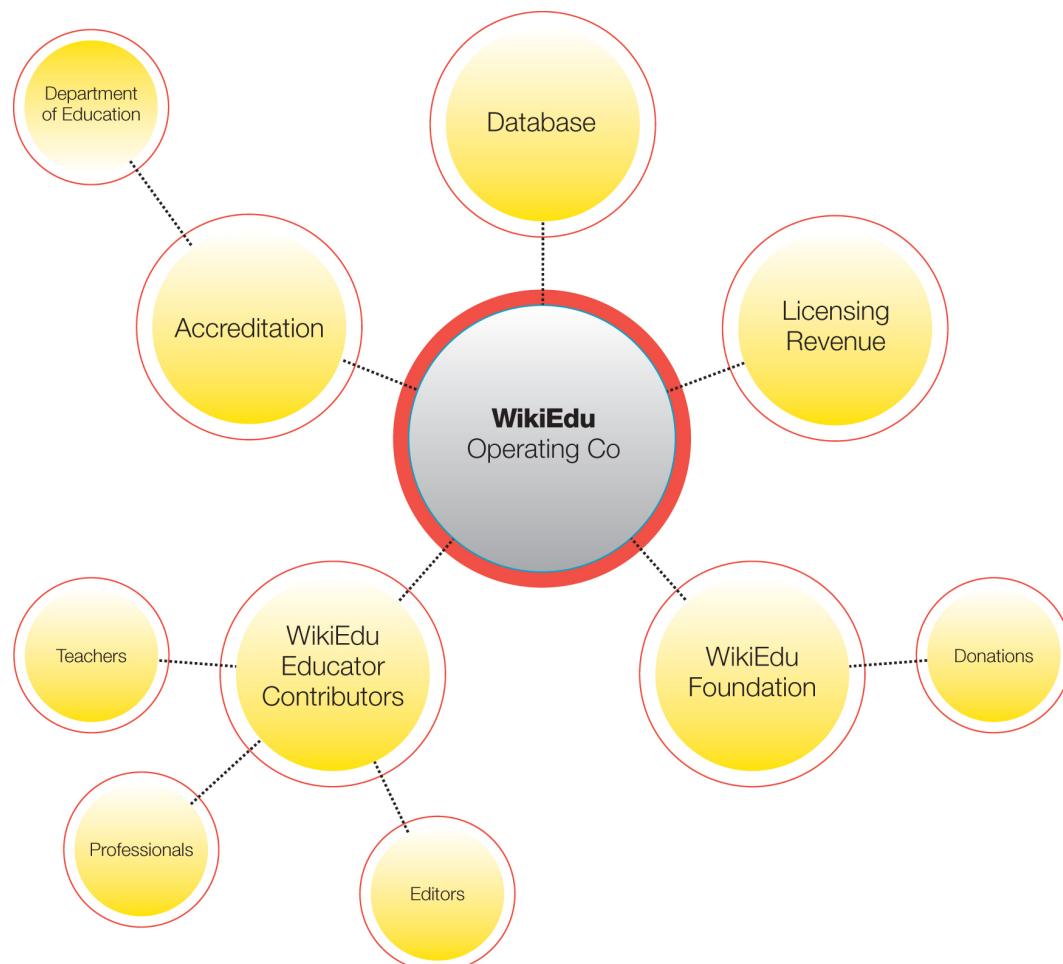
# Key Players



# Structure



# Structure Flow



# Implementation Plan: Secure capital in 3 stages

## Phase 1

Conceptualization:  
0-5 months: \$50k

- » Register trademark and URL
- » Capitalize entity with enough capital to fund business plan development
- » Complete business plan
- » Architecture (technical structure)
- » Budget

## Phase 2

6 months: Core Implementation  
Secure \$(TBD on Phase I)

- » Develop/License platform
- » Develop new contributor tools
- » Develop peer-to-peer networks
- » Data base structure and Meta-Data capture and tracking
- » Connect with key constituents and partners

## Phase 3

Implementation: 24 months  
\$(TBD in Phase 2)

- » Create massive dissemination of the new product/service offering and start user conversion
- » Expand to cover 260 languages
- » **Achieve cash-flow:**
  - » Productize Meta-data (services, licensing and applications) to generate revenue
  - » Arms-length e-Commerce revenue model deployment

# Execution Plan

