



Education System

Familial
Integration

Isolation



Access to Information

**Linguistic
Barriers**

Education System

Religion

Familial
Integration

Lack of Friends

Financial
Constraints

Isolation

Culture

Housing
Insecurity



Access to Information

Unfamiliar
Environment

Linguistic Barriers

Unemployment

Hopeless



300,000

new Immigrants
annually

54,600

move to
Metropolitan
areas

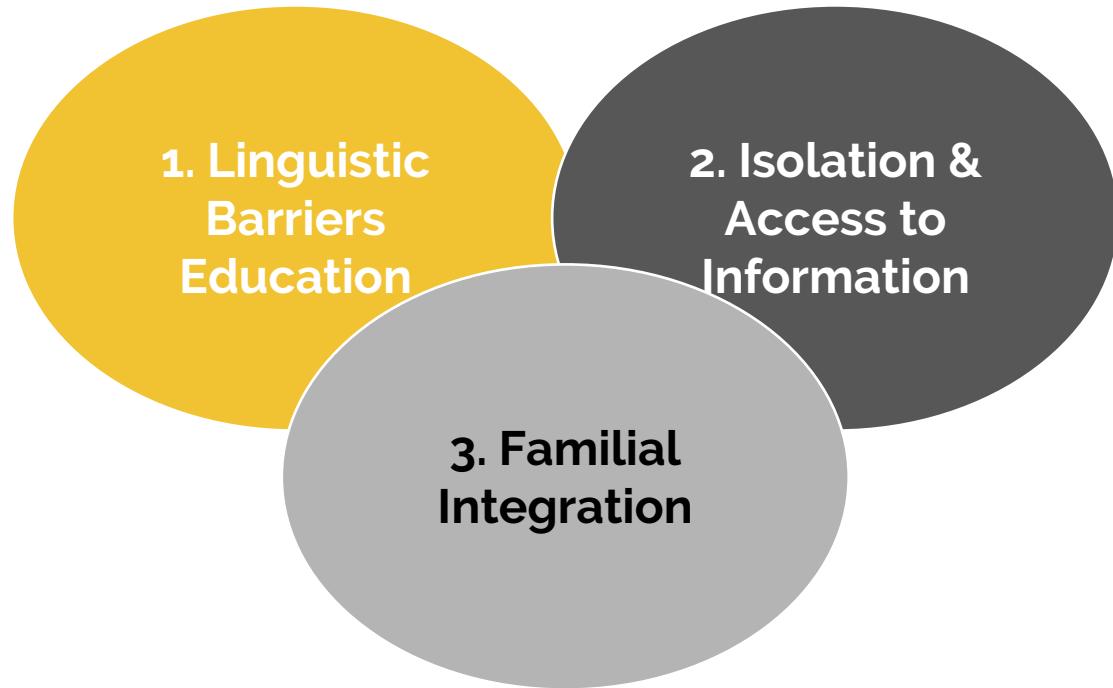
78,000

new Immigrant
youth annually

37,183
feel excluded



Cultural Integration in Immigrant Youth



Most
statistically
significant
determinants

Impact of ESL Programs

Government mandated responsibilities of teachers for reading comprehension cannot be met.

Teacher Expectations	Delivery of ESL Programs
Develop strategies to achieve curriculum expectations	●
Develop methods for assessment and evaluation	●
Ensure students read and demonstrate understanding of a variety of texts	●
Facilitate the location and extraction of relevant information from text	●

● Positive

● Neutral

● Negative

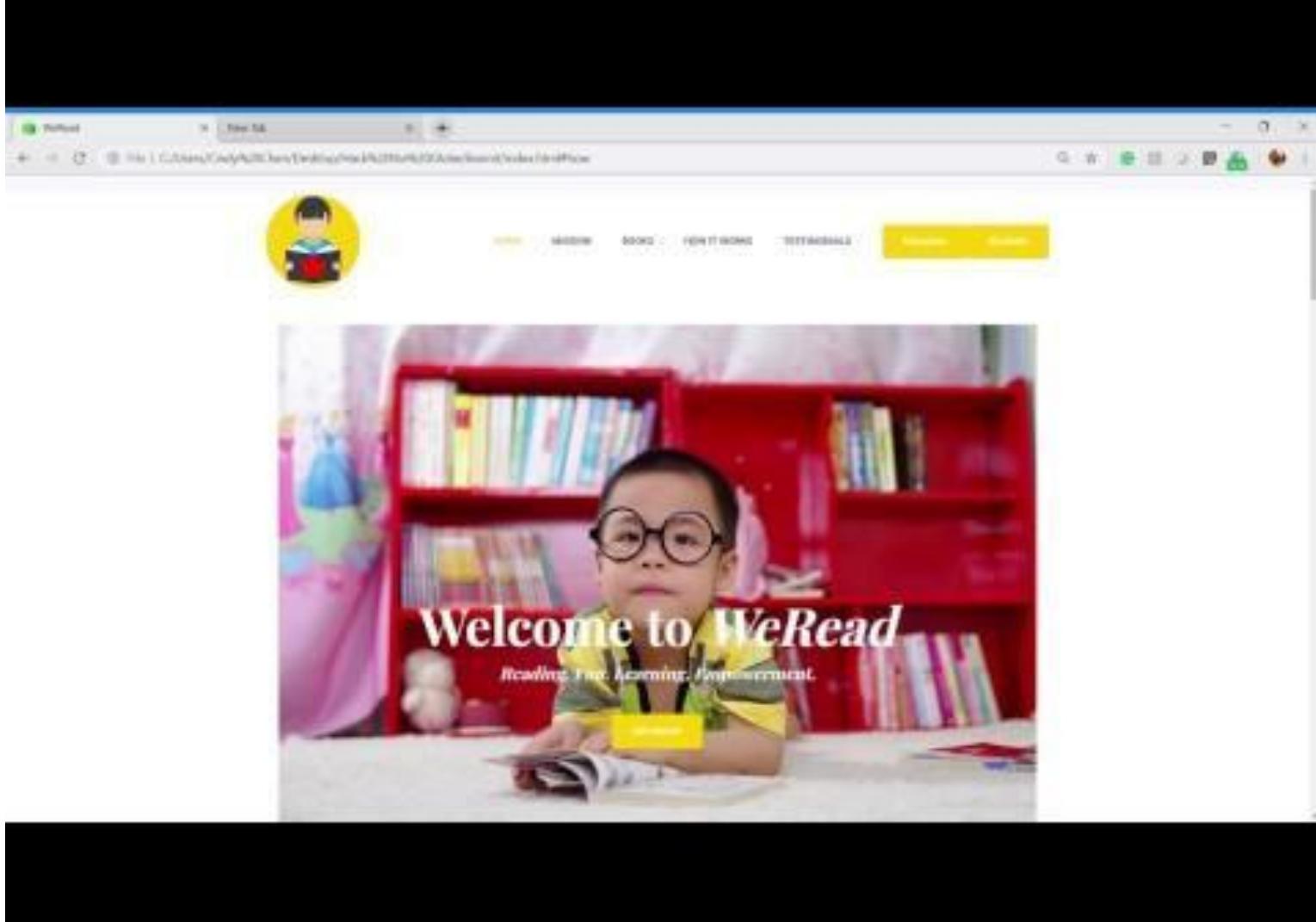
"Information and communications technologies (ICT) provide a range of tools that can significantly extend and enrich teachers' instructional strategies and support students' language learning. Whenever appropriate, therefore, students should be encouraged to use ICT to support and communicate their learning."

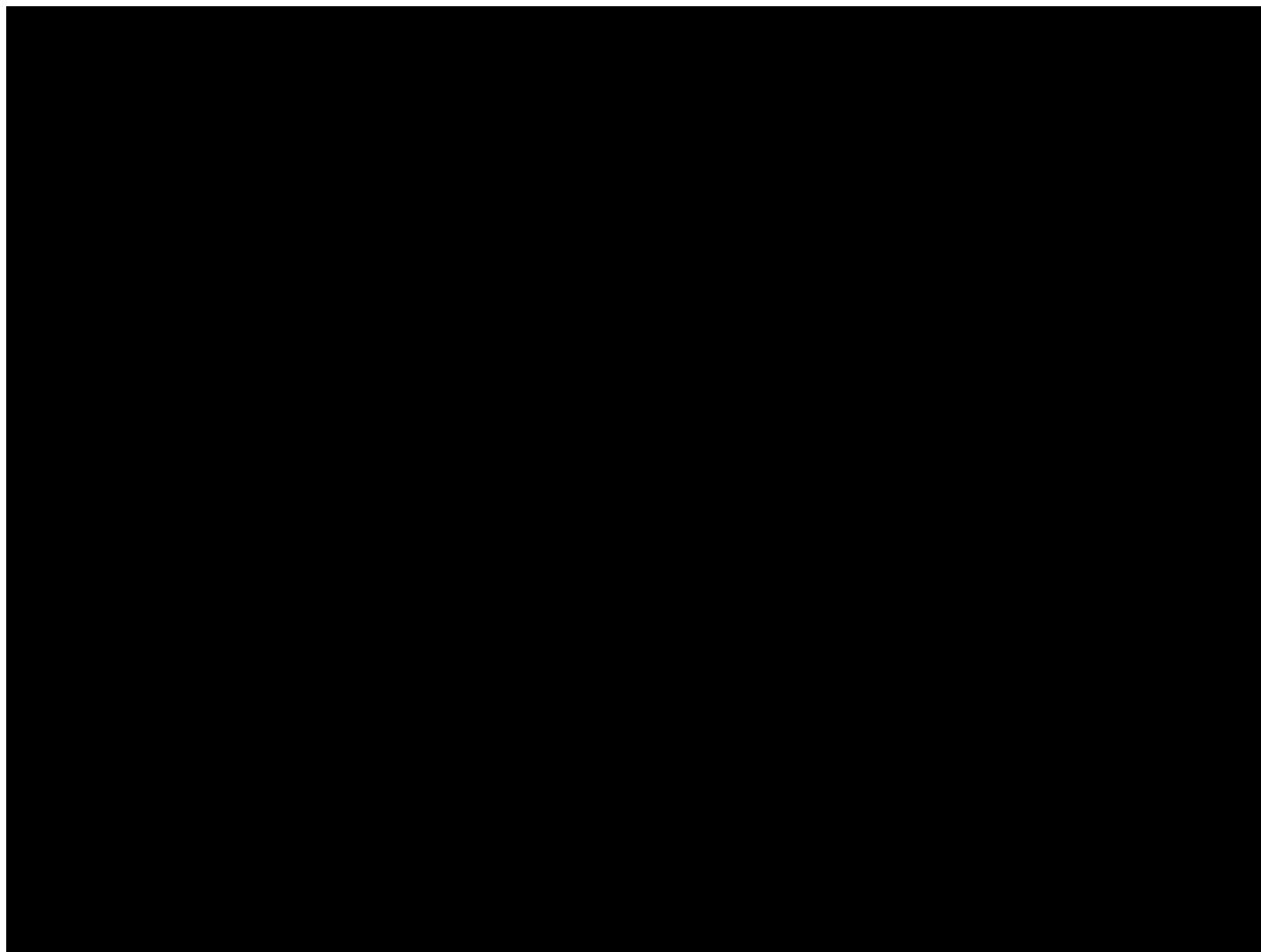
Ontario Ministry of Education
ESL and ELD

The current education system is lacking the human capital, support systems, financial capability, and customization to address young newcomers' issues.

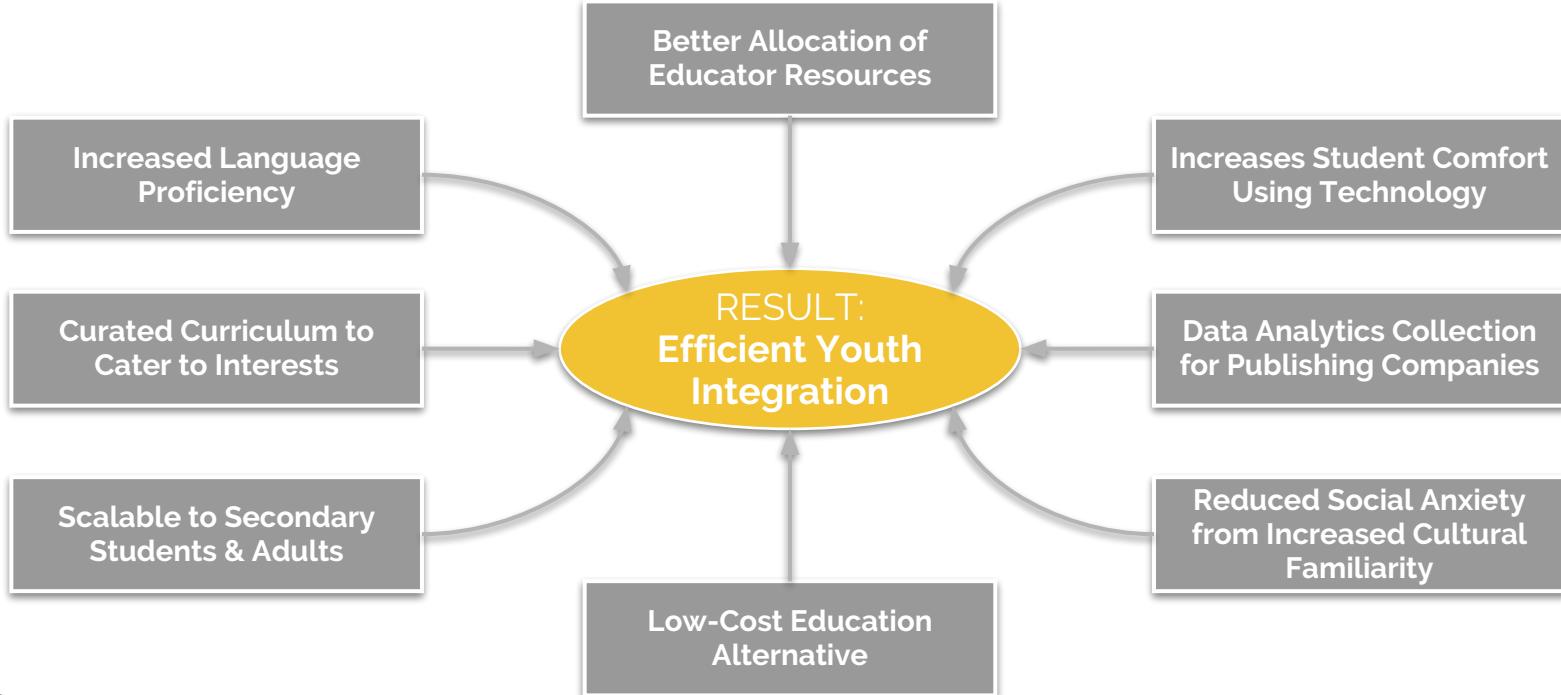
How can we increase the language proficiency of immigrant youth in a way that factors in their unique interests and comprehension skills, subsequently decreasing their barriers to integration and alleviating constraints from the Ontario education system?







IMPACT



IMPACT

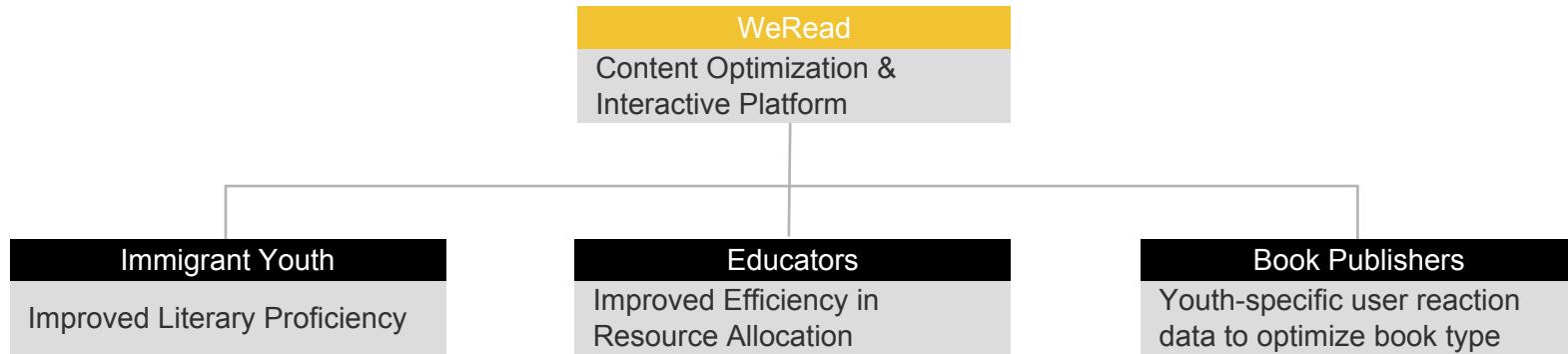


Consistent touch points
with Educators to
assess student
improvement and
improved language
proficiency



Post-book
“How challenging did
you find this book?”
question to gauge
improved student
understanding

FUTURE DIRECTIONS



 **HarperCollinsCanada**

THANK YOU FOR LISTENING.

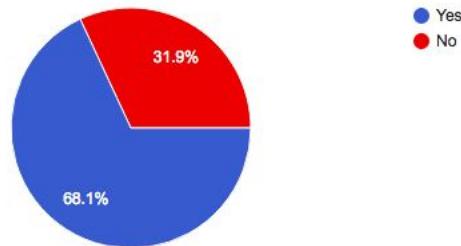
WEREAD.

Appendix A - Annual Addressable Market Size

Annual Addressable Market Size	%	Total
Total # of immigrants arriving in Canada/year		300,000
Total # of youth immigrants arriving in Canada/year	26%	78,000
Total # of immigrants living in metropolitan areas/year	70%	54,600
Total # of youth immigrants who felt culturally/socially/educationally excluded	68%	37,183

Have you ever felt excluded from conversations with peers because you weren't familiar with relevant cultural/social/educational information?

72 responses



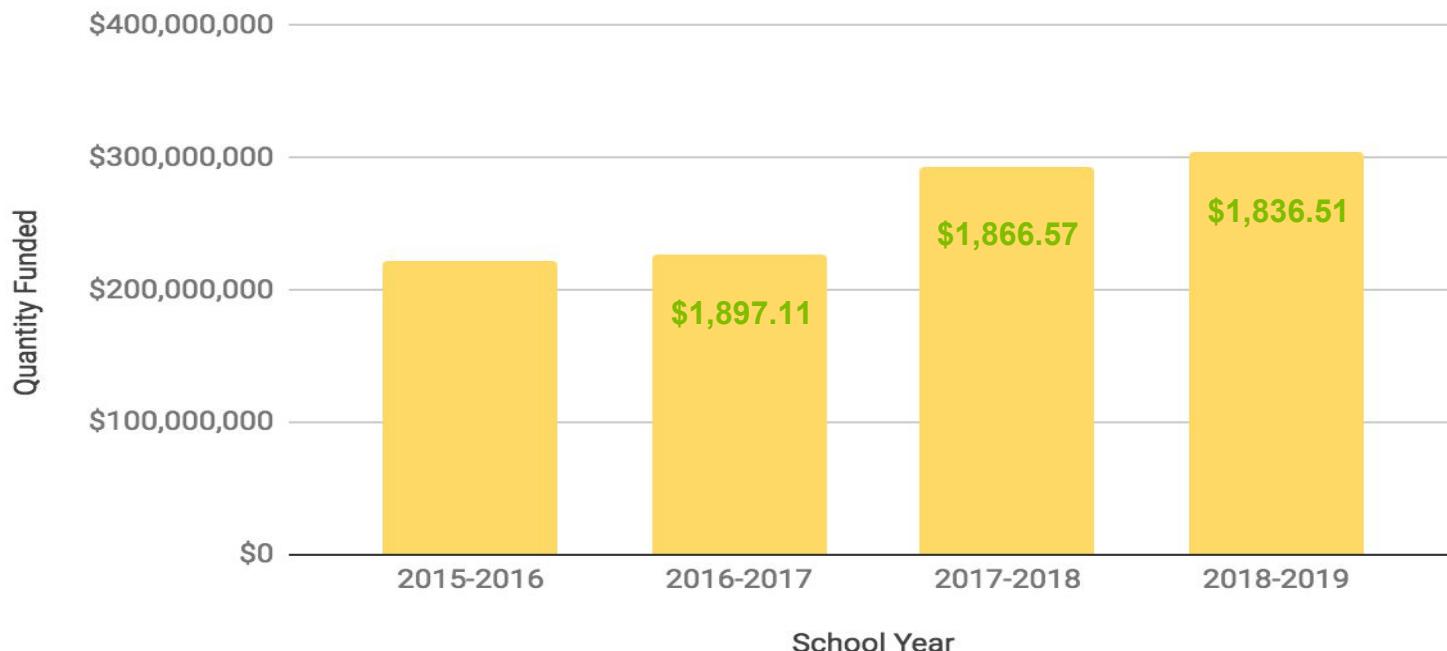
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Appendix B - Ontario ESL Annual Funding

Although aggregate funding for ESL increased, funding on a per student basis has decreased.



Appendix C - Non-Negative Matrix Factorization

1. Accessed open database from kaggle.com derived from Goodreads user reviews of popular books
 2. Accessed open database from Scholastic indicating reading difficulty of 900+ popular kids books (level 1-8)
 3. Noticed missing data entries of user reviews from Goodreads
 4. Combined these data sets to fill the gap, approximate missing user ratings
 5. Used non-negative matrix factorization method to predict missing values in sparse matrix
-

RESULT: This allows WeRead to curate customized reading list per user based on past reviews

Appendix D - Implementation Plan

Timeline	March	April	May	June	July	August	Sept.	Oct.	Nov.
Phase 1									
Hire Developer									
Integrate Back-End									
Pitch to TDSB									
Phase 2									
Collect Data/Feedback									
Pilot ESL Summer School									
Phase 3									
Pitch to Publishers									
Scale High-ESL Schools									
Phase 4									
Constant Iteration									



Milestone



Milestone



Milestone

Appendix E - Cash Flow Statement

Cash Flow Statement	2019
<i>Cash Outflows</i>	
Developer Fee	\$25,000
Domain Rights	\$75
Pitch Packages	\$500
Amazon Web Services	\$600
FoxMetrics Data Analytics	\$1,188
Marketing Expense	\$2,700
Research & Development Expense	\$1,000
Total Cash Outflows	\$31,063
<i>Cash Inflows</i>	
TDSB Education Program Grant	\$21,250
Publishing Company Revenue	\$979.77
Propel Entrepreneurship Grant	\$3,000
Bank Loan	\$10,000
Total Cash Inflows	\$35,230
Net Cash Flow	\$4,167

WeRead User Base	2019
Total Addressable Market Size	37183
EOY Penetration Rate	5%
Total Users on Platform Y1	1859
First Book Churn Rate	1580
Second Book Churn Rate	1185
Total Users After Fifth Book	711
Total Books Read Y1	4899
Value from Each User's Book Review	\$0.20
Revenue from Publishers	\$979.77

Marketing Breakdown	2019
Pamphlets	\$200
Targeted Online Advertising	\$500
Brand-Building Merchandise	\$2,000
Total Marketing Budget	\$2,700

Citations

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