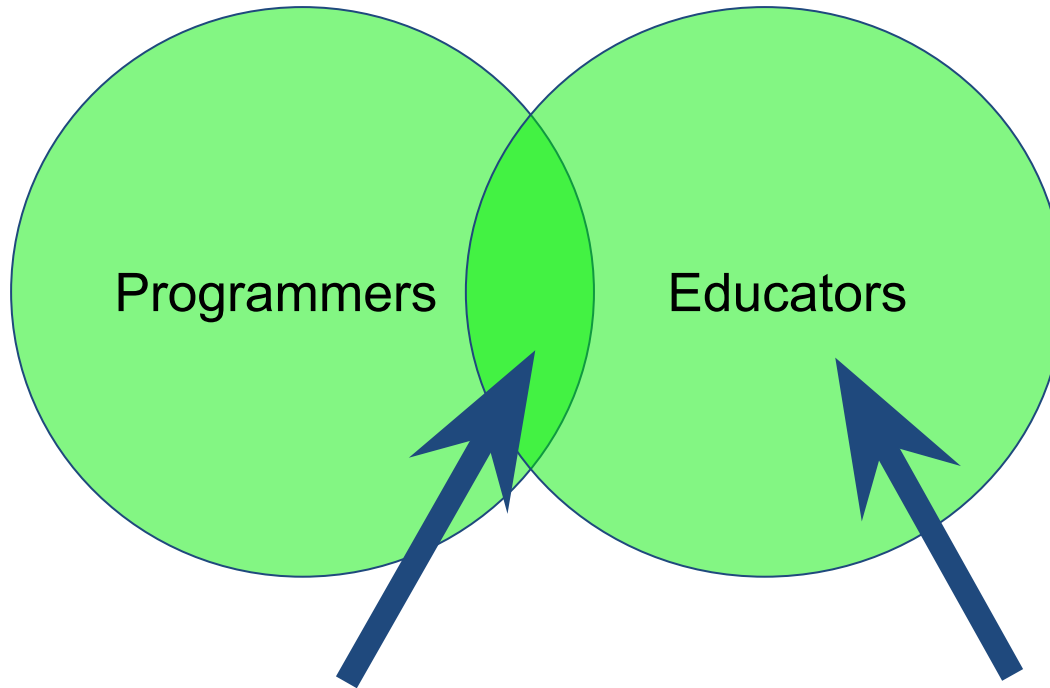


Gyoshil

Don't change teachers for the tools.
Change the tools for teachers.



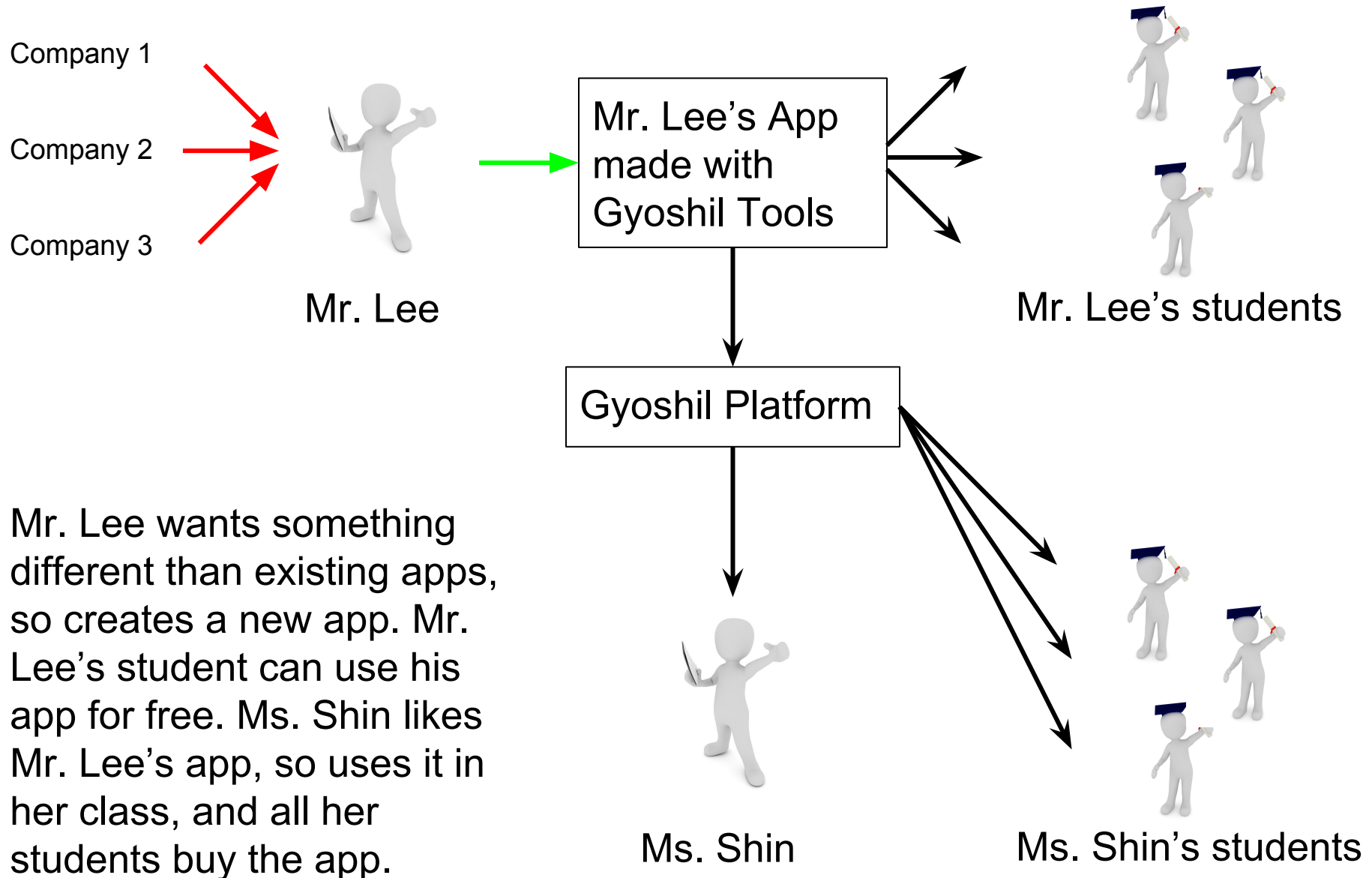
The people
making EdTech
apps

The people who
could be making
EdTech apps

Students are missing out

- Educators know how to deliver content best.
- Many more educators than programmers.
- But new technologies are out of reach for non-programmers.
- With Gyoshil, educators can create their own apps/games and share them around the world.

Content flow



Progress

Gyoshil Tools

- Prototype stage
- One framework for a digital game near completion
- Academic publications on game-based learning effectiveness

Gyoshil Platform

- Idea stage
- An online platform to create and share educator-created apps/games

Market Opportunity

Market Size:

7 Million K-12 students in South Korea

50 Million K-12 students in the U.S.A.

Market Reality:

Crowded with rigid premade applications

Educators have little control over content & format

Target Customers:

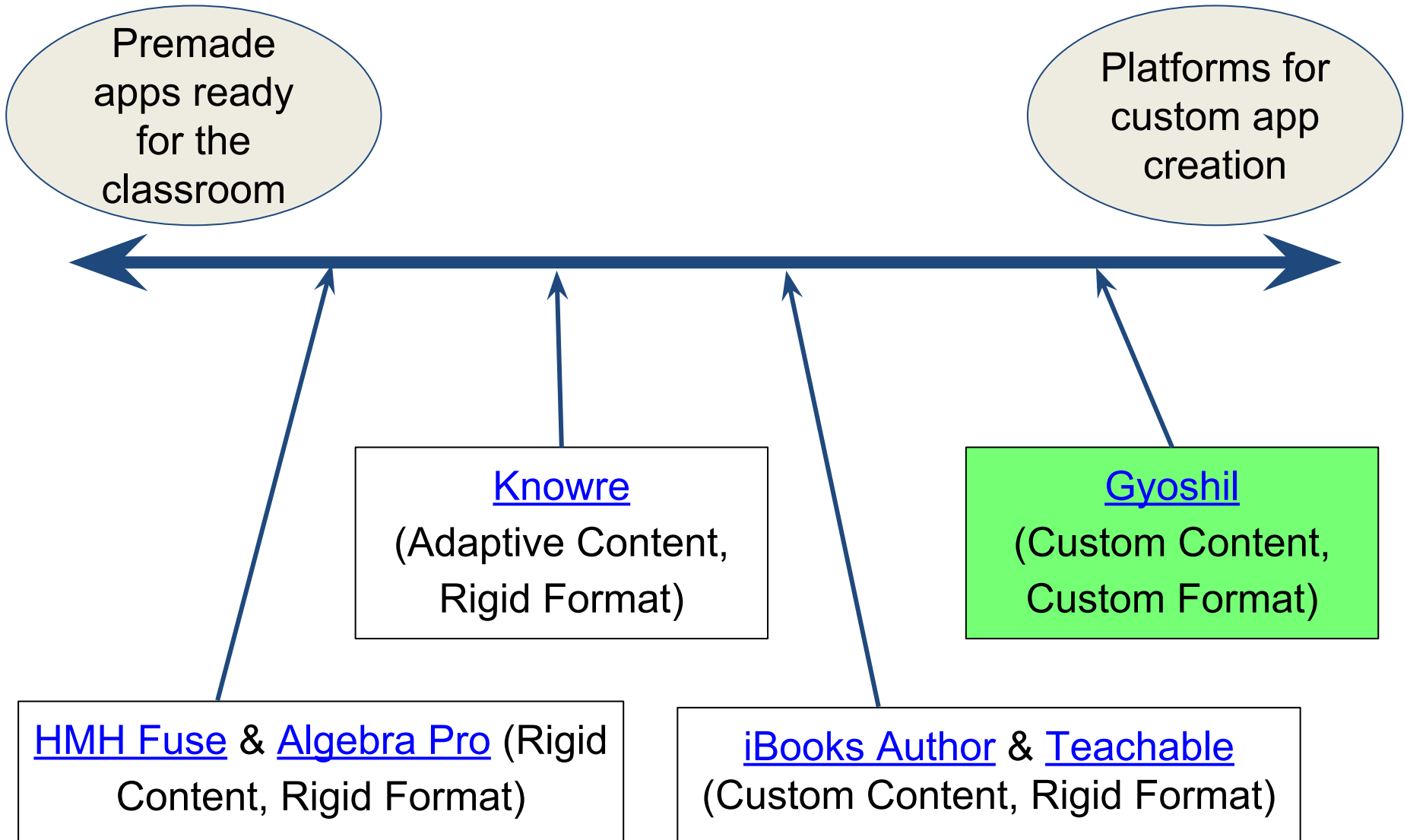
Initially targeting educators & students in American high schools & Korean hagwons (학원)

Growth Strategy

Education is a tight-knit community, making outreach to educators easy:

- Teachers influence other teachers
- Teachers can dictate student purchases
- Students influence their other teachers

Spectrum of Competition



Team



Maria Hwang

Columbia
Educational Tech
Ed.D candidate
and educator

Her dissertation involves an educational game that addresses immediate behavioral decisions and changes post-treatment.

This game will be available for educators to recycle for other educational content and is Gyoshil's first framework near completion.



Mark Santolucito

Yale
CS Ph.D candidate
Program Synthesis

His research in Program Synthesis allows non-coders to automatically generate codes from simple examples.

Program Synthesis makes Gyoshil Tools a technical possibility. This will allow educators to easily build their own apps/games.