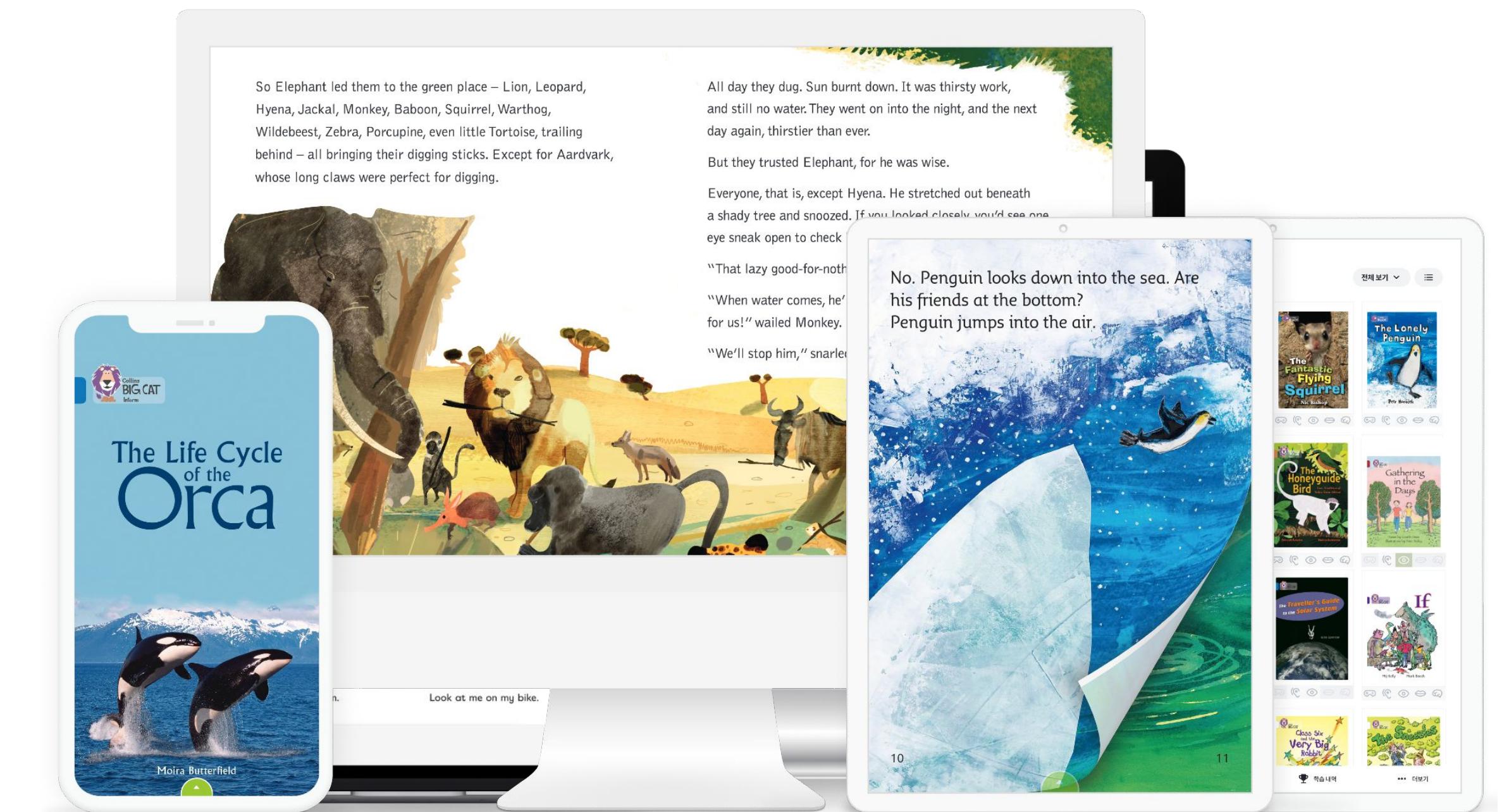




Grasp Your Spindle and Transform

Introduction to iPortfolio Inc.



This document is confidential and is intended solely for the use of the client to whom it is addressed.
iPortfolio Inc. Jun. 2023

spindle
books



Global EdTech Company, iPortfolio Inc.

the engine that powers excellence

Founded

in 2011

FTEs

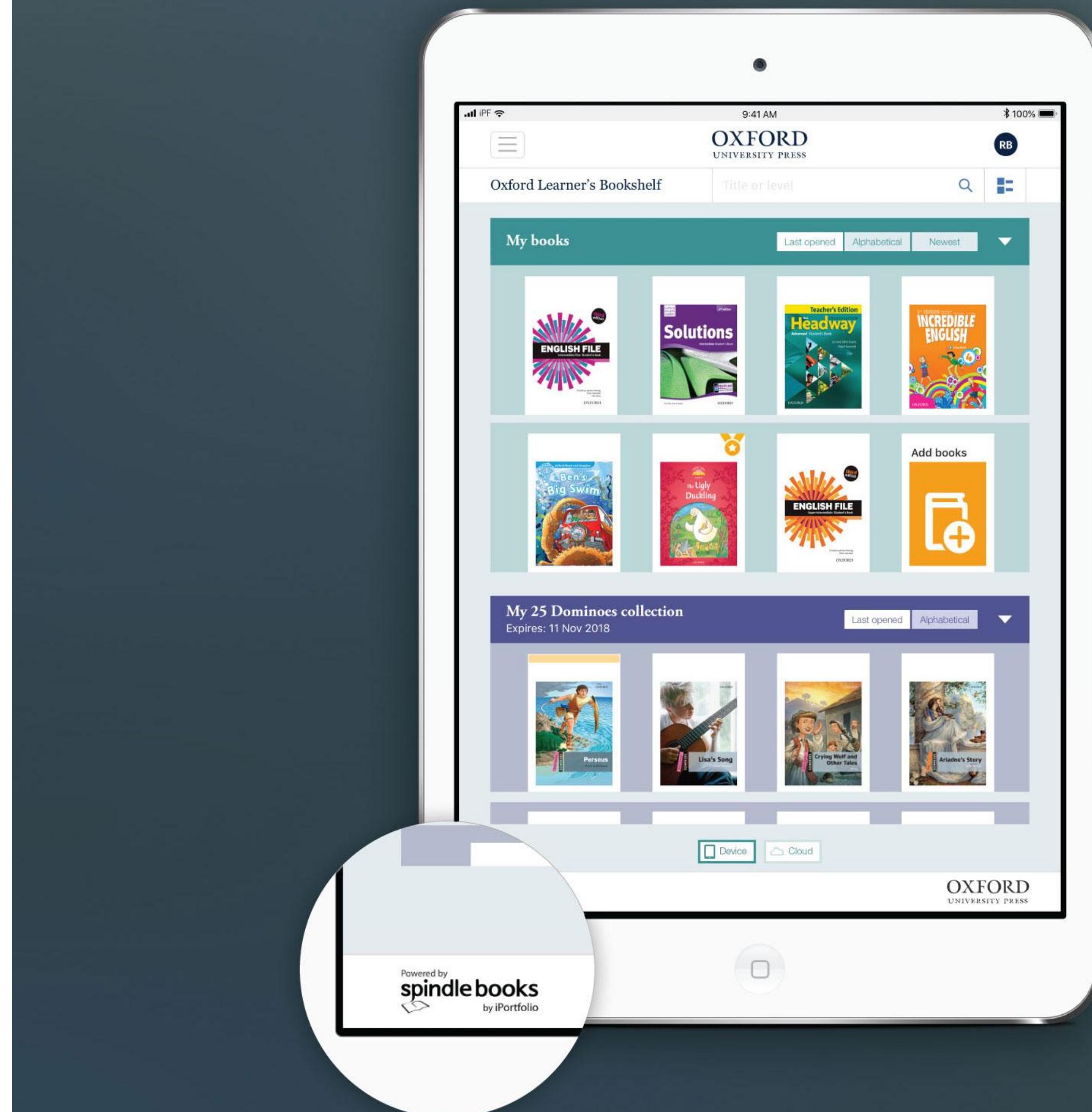
60 (Jun. 2023)

Technologies

- Spindle Books™ : e-Textbook / e-Reading platform
- Cample™ : Video class solution for language learning
- Laura™ : Individualized AI tutor solution for readers

Based

in Seoul, Korea



■ Founders

Robert S. Kim

CEO

Over 23 years of experiences
in IT and English education

Avaya Inc.
Locus China
E-Land Group
Seoul National University (BS)



Jonghwan Lee

CTO/COO

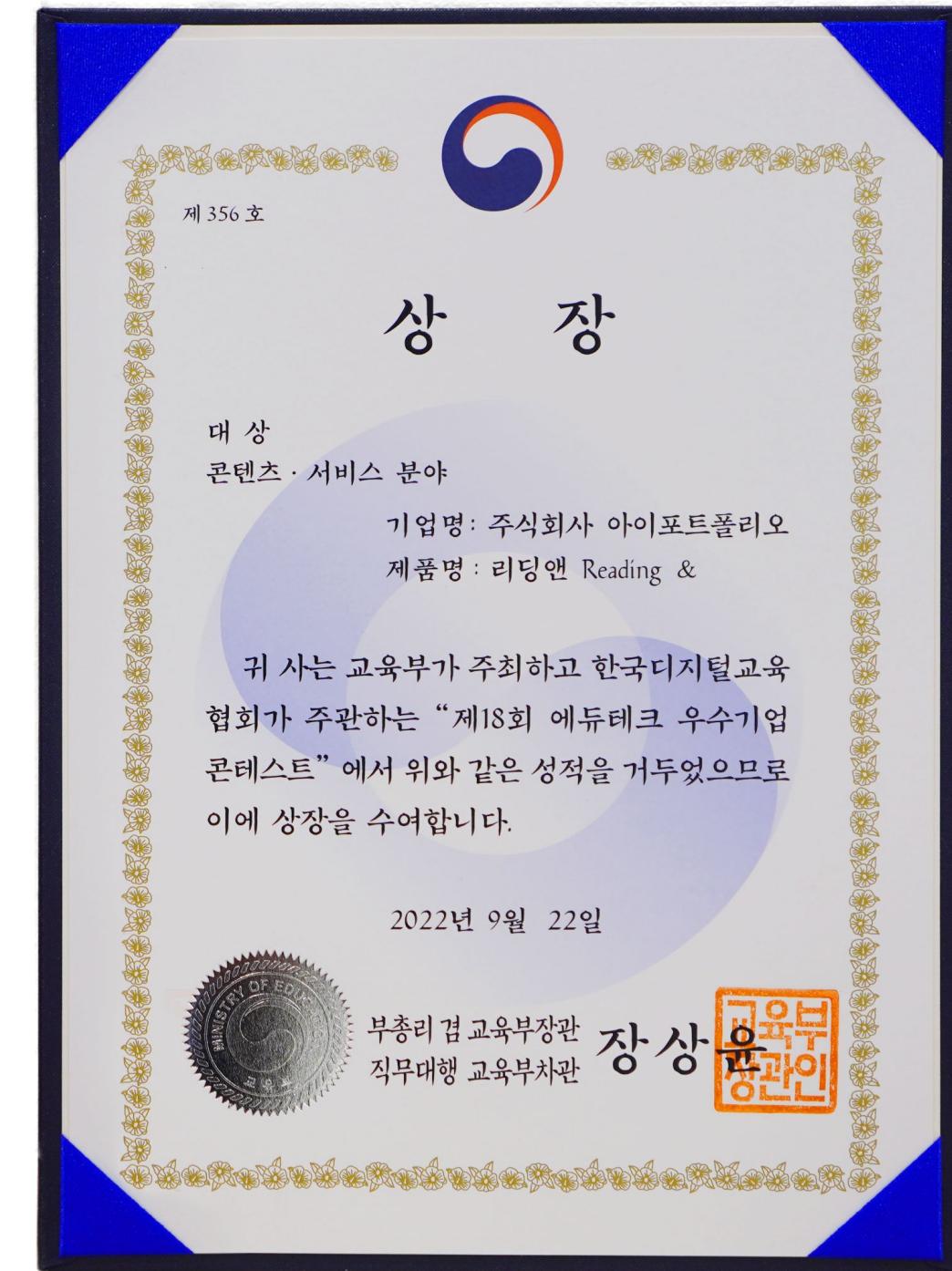
Over 22 years of experiences
in SW development and Biz consulting

Booz Allen & Hamilton
Samsung Techwin
Dacom
Seoul National University (BS/MS)



Award & Certificates

2022 Grand Prix EdTech Awards by the Ministry of Education



Award & Certificates



2016 K-Global 300
Ministry of Science and ICT



2017 Korea Venture Award
Korean Venture Business Association



iPortfolio

2017 Seoul Hidden Champion
Seoul Metropolitan Government



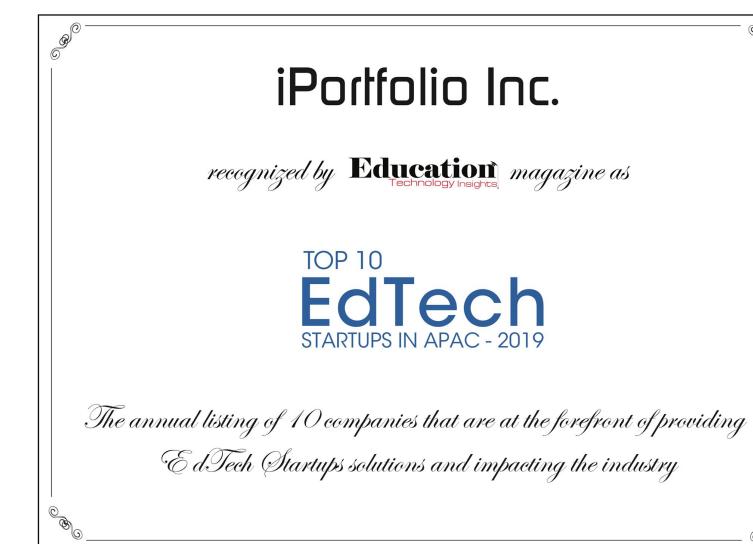
2018 Export Tower
Korea International Trade Association



2021 Korea Educational
Brand Awards
BrandStock



2018 AWS EdStart Member
Amazon Web Service



2019 APAC's TOP 10 EdTech
Education Technology Insights Magazine



2020 AES GLOBAL AWARD
Asia EdTech Summit Committee

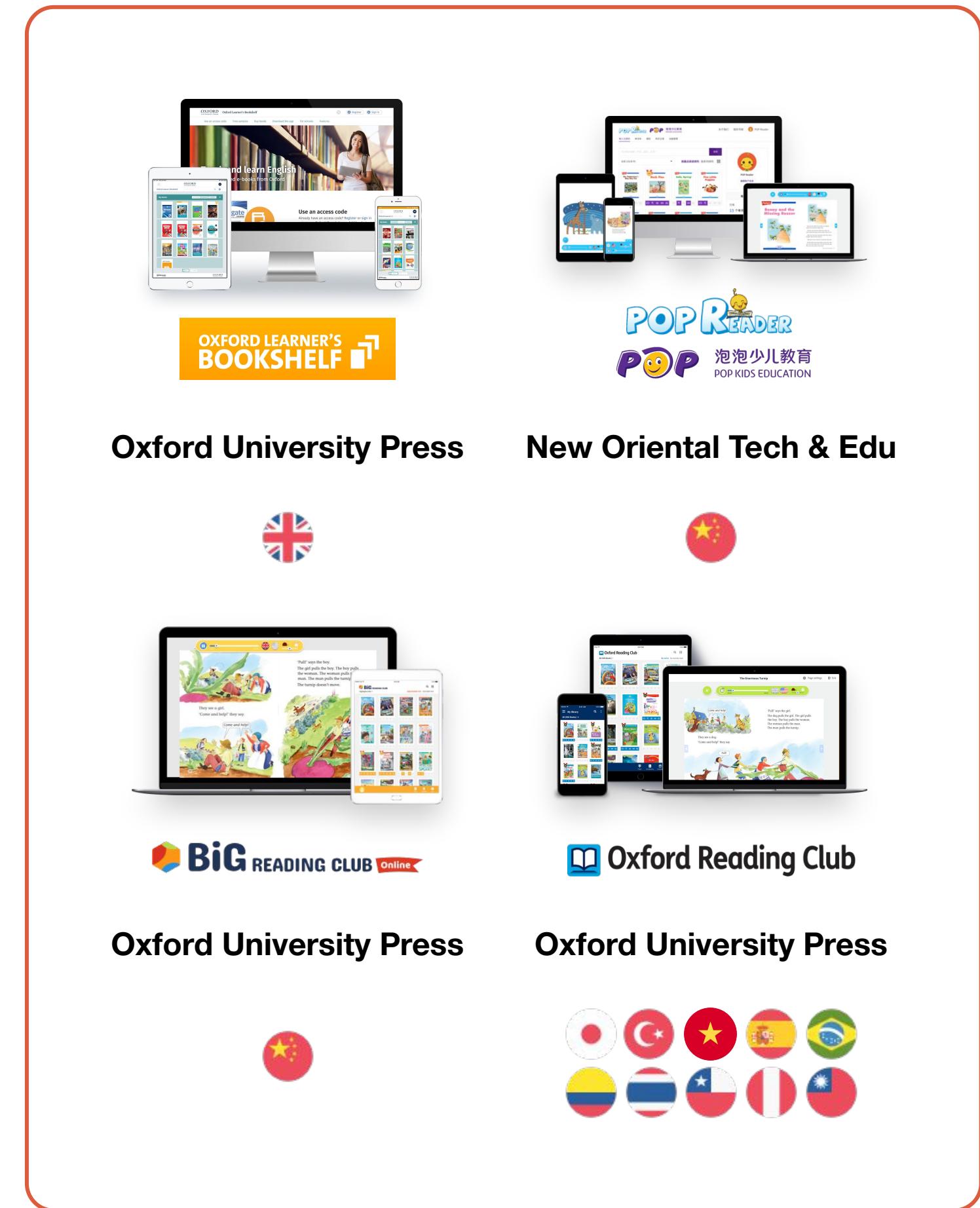


2020 BETT AWARDS Finalist
British Education Training Technology



2021 BETT AWARDS Finalist
British Education Training Technology

Business models using three core EdTech technologies



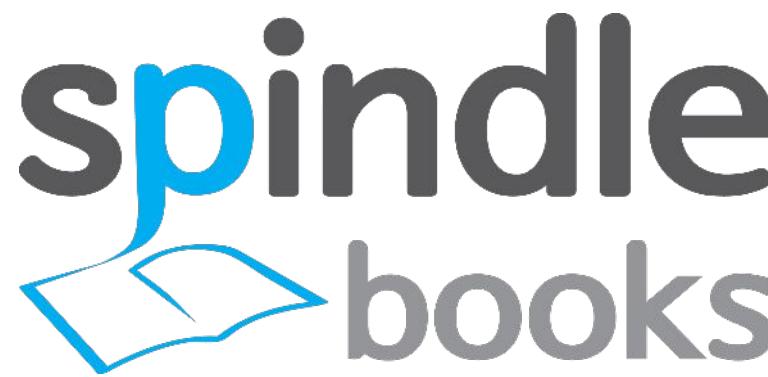
4.5M students in 120 countries

500K students in Korea

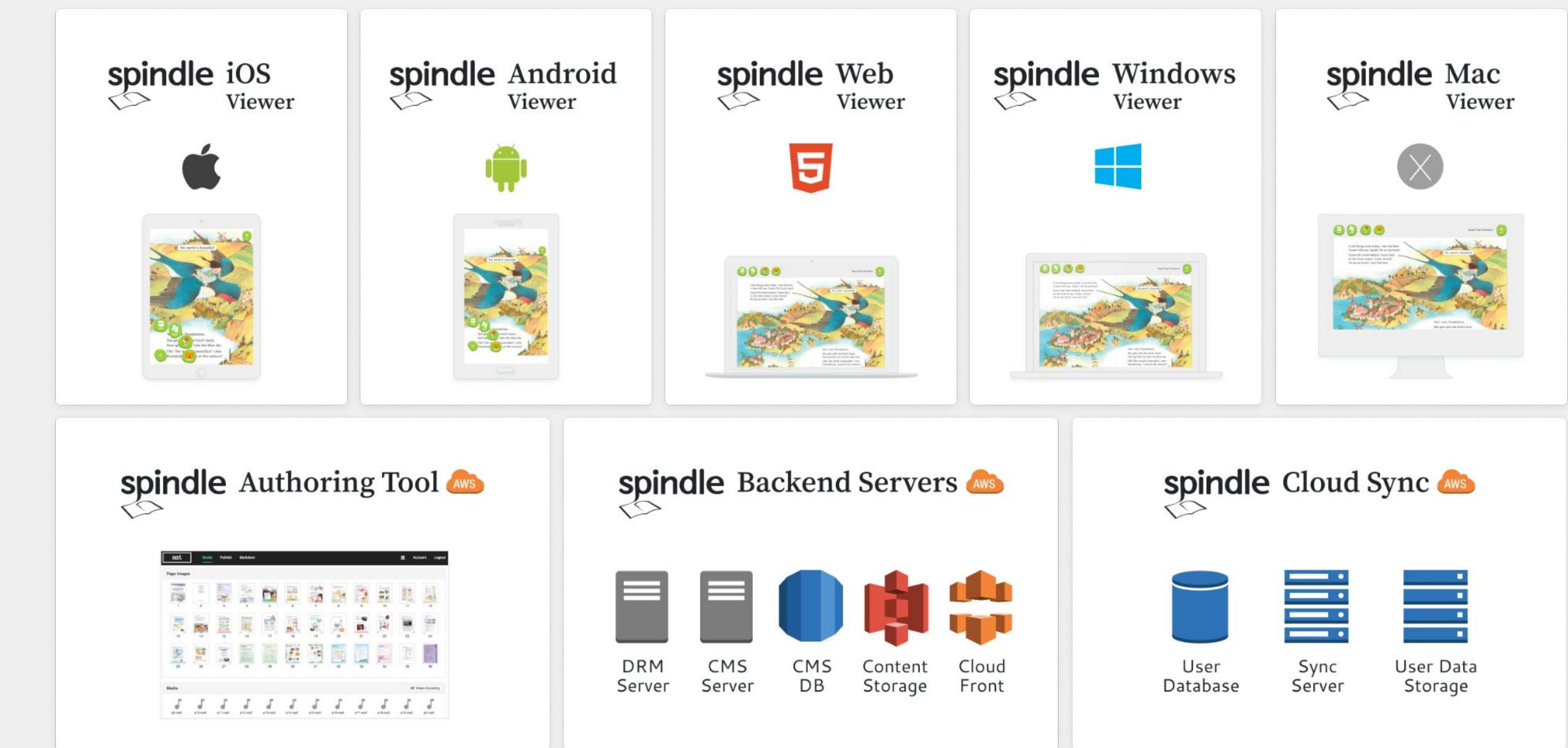
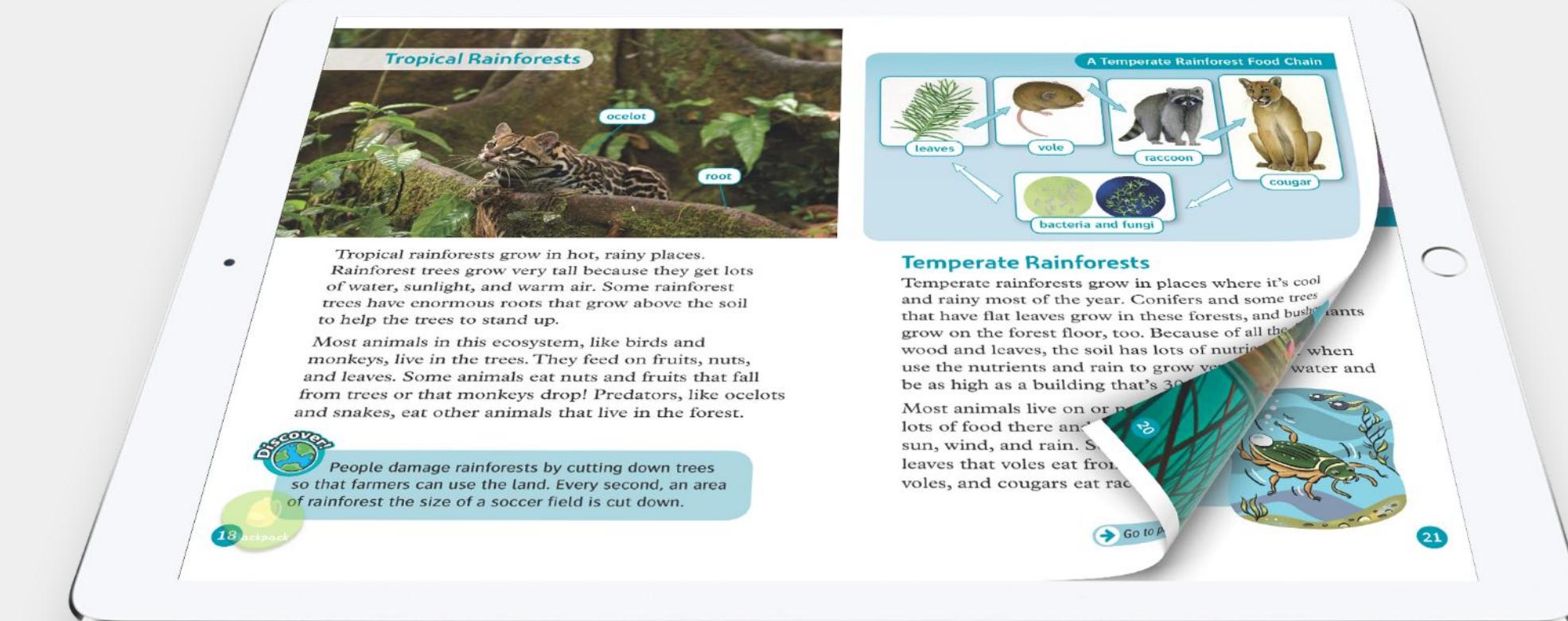
①

Digital Learning Platform Spindle Books™

World's only End-to-End eBook platform
designed for language education



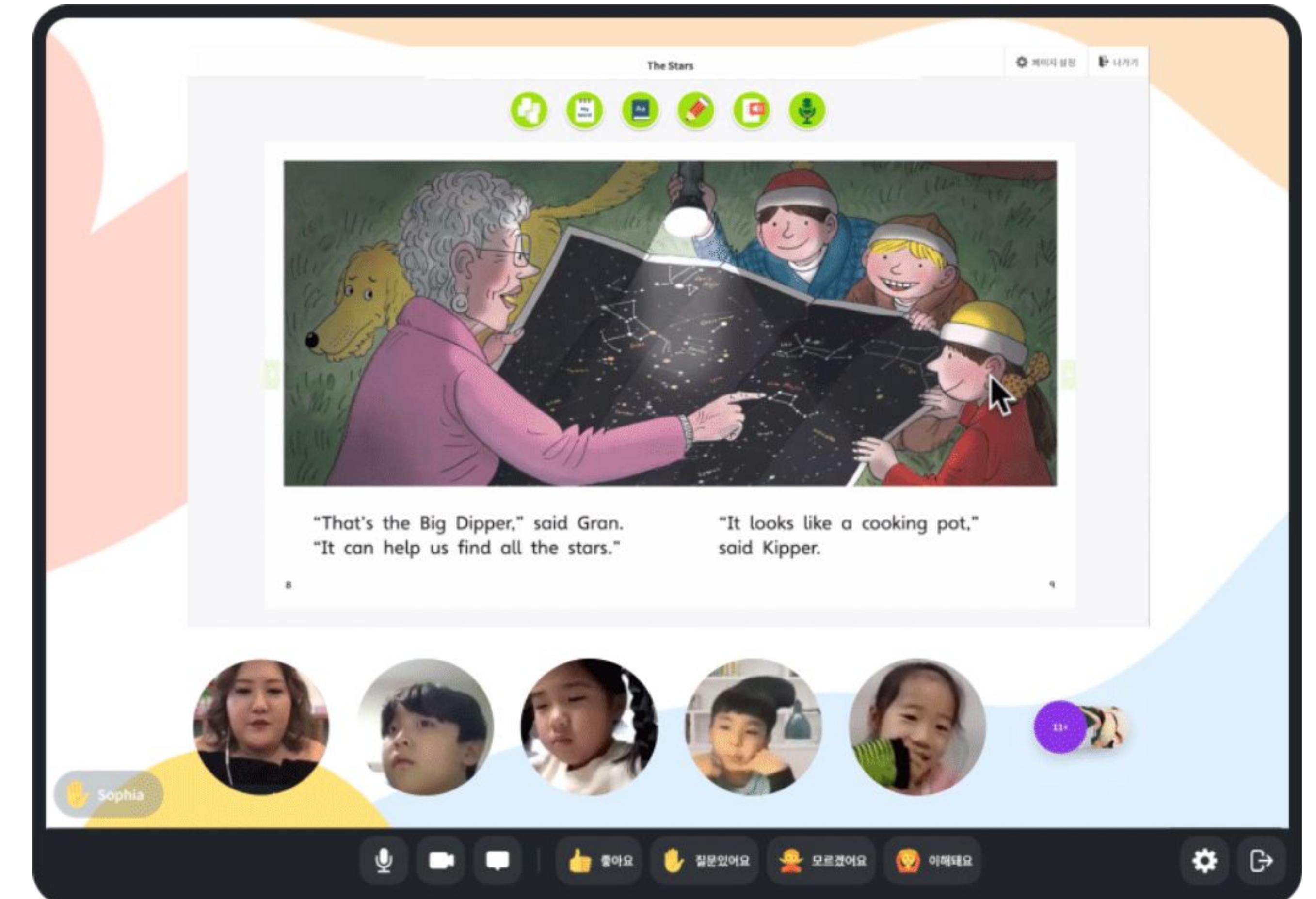
- Sophisticated cloud-based e-Textbook / e-Reading platform specially designed for English language teaching and learning
- On/Offline N-screen viewers with cloud-synced user activities
- Various digital teaching & learning features for learners, parents and institutional administrators



Video class solution for language learning ② Cample™

Cample

- Web-based video class solution specially designed for language learning
- Language teaching-specific features not found in general-purpose video solutions, such as Zoom or Meet
- Combining AI pronunciation Analysis, STT engine and AI Tutor
- One of the key components of iPortfolio's metaverse roadmap



Conversational AI tutor

③ LAURA™

LAURA (Language Assistant Utilizing READING & Analytics)



- Conversational AI tutor based on English reading activities
- Three core technologies applied
 - iPortfolio's speech engine (PAE+STT+TTS) (*)
 - Learning analytics data from READING &
 - Generative AI
- Trained to understand the pronunciation, stress, intonation, etc. of EFL children (ages 4–15)
- Ask learners questions about the book they've read, or have a conversation with them based on the book's content (voice and text)
- Conversation tailored to the young learner's age and English level, based on the learning analytics data of READING &
- **Coming in beta Aug. 2023**

(*)

PAE: Pronunciation Assessment Engine

STT: Speech to Text

TTS: Text to Speech

5M English learners in 120 countries, with our EdTech technology

2015

- **Oxford Learner's Bookshelf (OLB)**, selected as the official digital textbook platform by Oxford University Press ELT division.

2016

- **READING &** released

2017

- **Pop Reader** released by New Oriental, China
- **Big Reading Club** released by OUP China

2019

- **Oxford Reading Club** released by OUP Japan & Turkey

2020

- **Oxford Reading Club** released in 5 countries
(Vietnam, Spain, Brazil, Colombia, Thailand)

2021

- **Oxford Reading Club** is expected to release in 40 countries
(UK, USA, Australia, Canada, France, Germany, etc.)

2022

- **Oxford Reading Club** adopted by Ministry of Education, Luxembourg
- **Oxford Reading Club** adopted by Federal Ministry of Education and Research, Germany



Oxford Learner's Bookshelf

3.5M students in 120 countries

- As the official eBook platform for the ELT division of Oxford University Press, OLB has been deployed to over 120 countries serving over 3.5M students worldwide.
- Serves B2C and B2B with LMS and user learning history.
- Houses over 3,000 titles including the million sellers such as *Headway*, *Let's Go*, and *Read & Discover*.
- iOS, Android, Web, cross platform, user data sync available.





Big Reading Club

- Big Reading Club is OUP's first digital home-learning product designed and launched exclusively for the mainland China market.
- BRC houses 327 titles of 6 different ELT Graded Readers series.
- BRC is for B2B channel, in cooperation with CNPIEC.
- Met yearly sales target in just two quarters (in 2017).
- Nominated as a success case of Education in OUP Annual Report (2017/2018).



OXFORD UNIVERSITY PRESS ANNUAL REPORT OF THE DELEGATES OF THE UNIVERSITY PRESS 2017/18 SHARE in this section EDUCATION EDUCATION HIGHLIGHTS EDUCATION CASE STUDIES

Supporting home reading in China

In recent years, there has been a surge in demand for digital reading products among parents and teachers in China, to support children as they develop their reading skills. OUP China recognized the opportunity to fill a gap in digital home learning resources, so in January 2018, it launched the *Big Reading Club*.

The *Big Reading Club* has received positive feedback from parents. Parent and user Lu Yiyi commented: 'It is awesome! My baby has learnt quite a few words; she even understands the word 'hatch! Another parent and user Yangyang added: 'My son is so fond of *Read and Imagine* that he reads by himself every night.'

The *Big Reading Club* is an e-reading system for pre-primary to middle school students, and is OUP's first digital home-learning product designed and launched exclusively for the mainland China market. It incorporates six graded reader series and adopts a unique reading procedure called multi-dimension reading—a five-step reading module designed to support engaging and instructive home learning. The programme is broadly divided into five categories—Warm Up, Listen Up, Read, Speak Up, and Wrap Up—and learners' progress can be tracked.

Since its launch in early 2018, hundreds of people have accessed the *Big Reading Club* online. Between them, they have read thousands of books and learnt more than two million words. It's early days, but the *Big Reading Club* is beginning to make an impact.

Big Reading Club
iPortfolio Inc.
获赞
★★★★★ 4+
没有定期评论

Big Reading Club is OUP's first digital home-learning product designed and launched exclusively for the mainland China market.

Oxford Reading Club

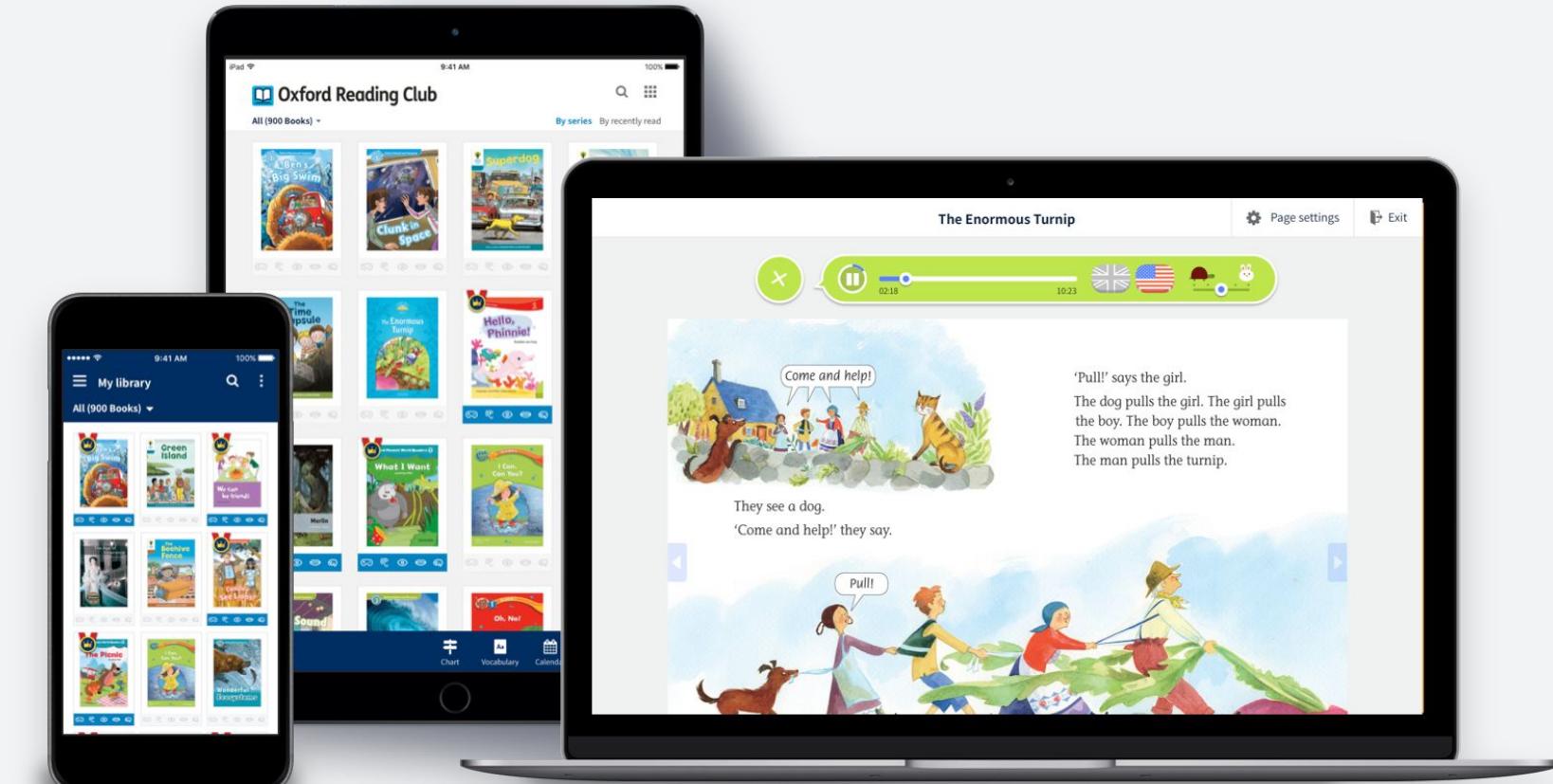


Reaching 100 countries by 2023

- Clone of READING & provided as a PaaS(Platform as a Service) as The first digital reading program including the full set of Oxford Reading Tree Biff, Chip, and Kipper Stories.
- Starting from Japan and Turkey, released in 5 countries in 2020(Vietnam, Spain, Brazil, Colombia, Thailand) and 47 countries in 2021(UK, US, Australia, Canada, France, Germany, etc.)
- Luxembourg's Ministry of Education decided to introduce Oxford Reading Club to its 12,000 secondary school students in 2022.
- Germany's Ministry of Education decided to introduce Oxford Reading Club to its 80,000 secondary school students in 2023.



Oxford Reading Club





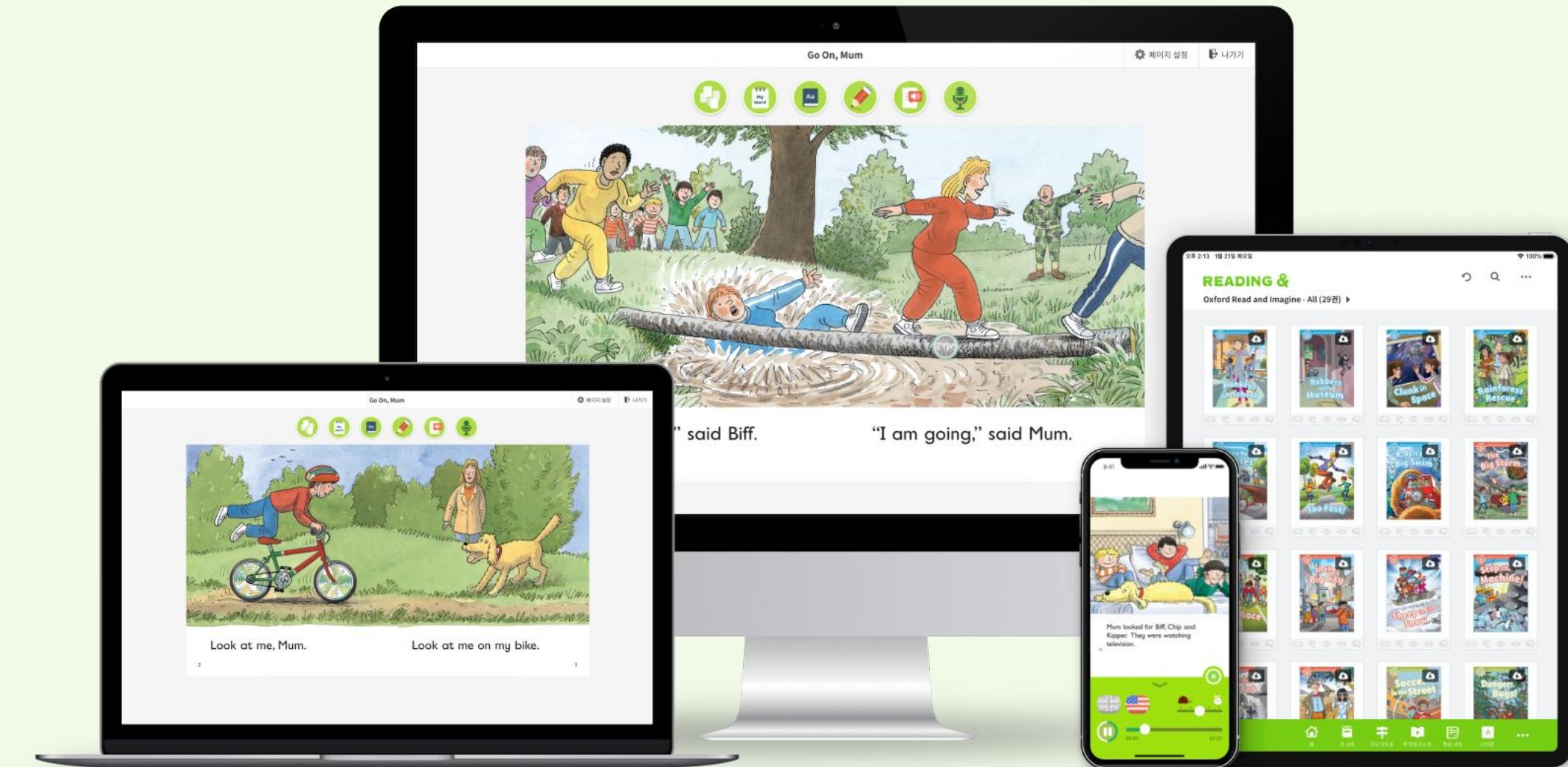
Premium e-Reading Program

READING &

- An innovative ELT e-Reading service platform released in 2016
- Cutting edge technology combining analytics, games, AI speech recognition, and neuropsychological pedagogy
- READING & refrains from grading the students and consistently encourages them through all stages of the Multi-Dimension Reading
- Contents from top-notch publishers - OUP, Collins, and PRH
- Learning Management System (LMS) for monitoring the learning progress of each student



READING &



READING &

Premium Best Sellers

only on READING &



The world's best-selling readers used in
80% of Primary Schools in the UK.



Oxford Reading Tree
FUTURE PACK



Collins

Beloved by over 10,000 British public libraries!



BIG CAT
FUTURE PACK



Premium ELT Readers from the world's
largest publisher, Penguin Random House.



Ladybird
FUTURE PACK



READING &

■ **Premium Best Sellers**

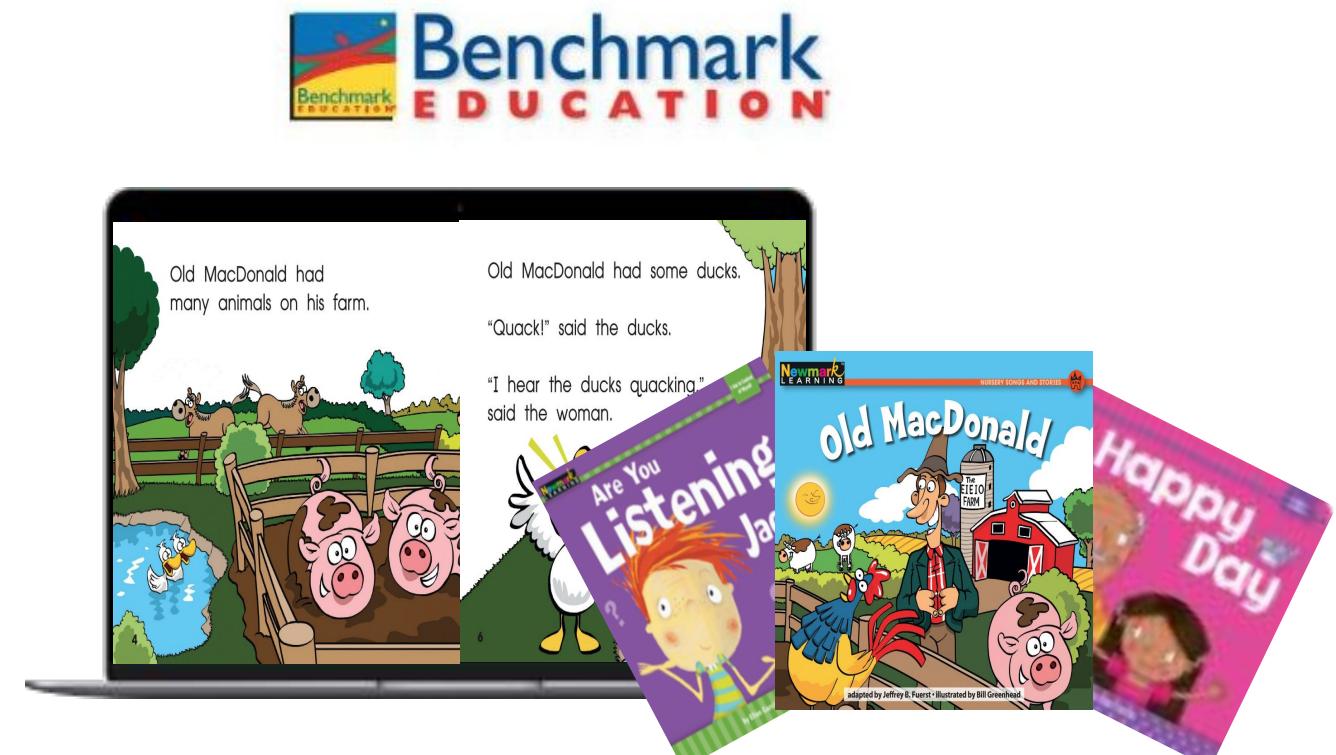
only on READING &



Real-world content about people and places from around the world developed by Cengage & NGL.



Leading provider of literacy and language programs, intervention resources, and professional teaching resources for K-12 ELA.



No. 1 in phonics readers in the US over 40 years.

**BOB BOOKS
FUTURE PACK**



READING &

Contents

Best-selling series from Oxford University Press,
Collins, Penguin Random House, and etc.

Over 3,000 titles

READING &

Products

Users can select the series and subscription terms

Digital subscription

Use one account

Across four devices simultaneously

Users can download books from the READING & App

Available offline



Oxford Reading Tree
FUTURE PACK



BIG CAT
FUTURE PACK



Ladybird
FUTURE PACK



BOB BOOKS
FUTURE PACK

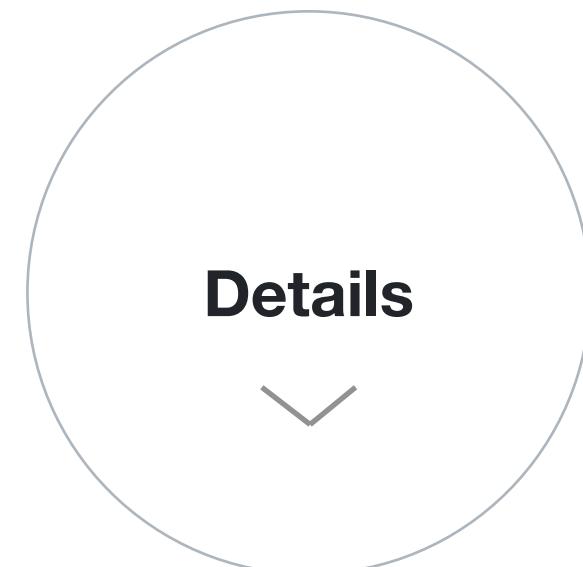


READING &

■ **Multi-dimension Reading (MDR)**

READING & applies the principle of natural language acquisition to encourage our learners to become bilingual speakers.

The proprietary 5-step Multi-Dimension Reading (MDR), adopted and accredited by OUP, enables the learners to enjoy reading and learn English effectively.

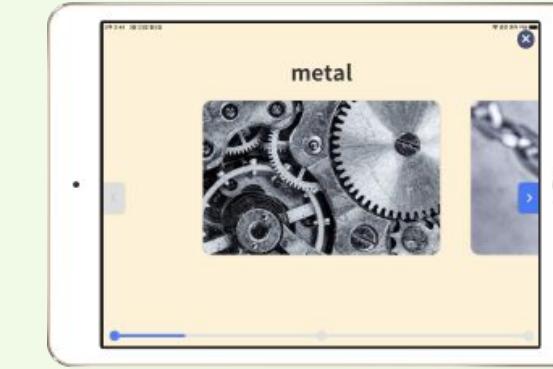


5 times more effective

“Multi-dimension Reading”



1st: Warm Up



Brain relaxer word game



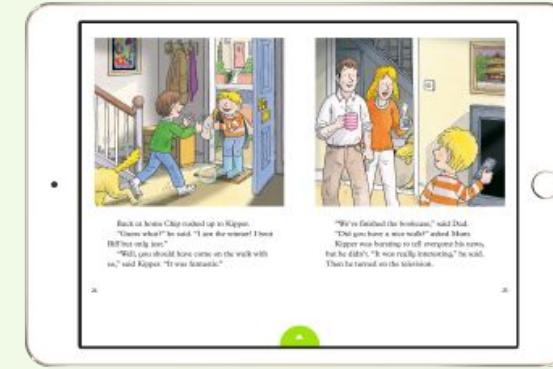
2nd: Listen Up



Vivid audio storytelling
(Texts are hidden.)



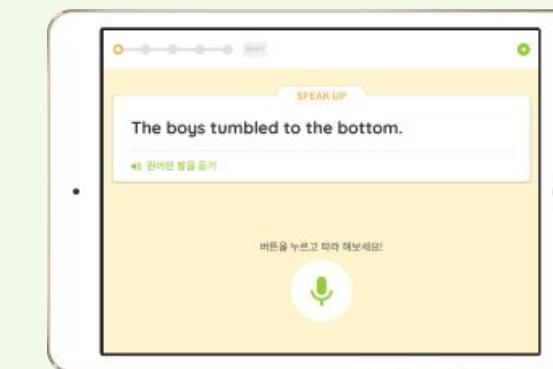
3rd: Read



British/American accent,
speed control, dictionary,
and even recording



4th: Speak Up



Listening to the original
audio and repeat aloud



5th: Wrap Up



Spelling check &
Comprehension quizzes



- Oxford Dictionary
- British/American accent
- Line by line audio play

1st: Warm Up

Preview Vocabularies Before Reading



Familiarizing with the vocabularies before reading.

Example images and sentences help learners to guess the meaning of the word.

hot

The weather is **hot**.

windy

2nd: Listen Up

Guess the Story While Listening



Texts are hidden, leaving only the illustration visible.

Language awareness skill can be developed while focusing on listening and guessing the storyline.

Switching on/off text reveal function



2



3

- Adjust audio speed
- Choose the accent
(British / American)

I went to the shops.

3

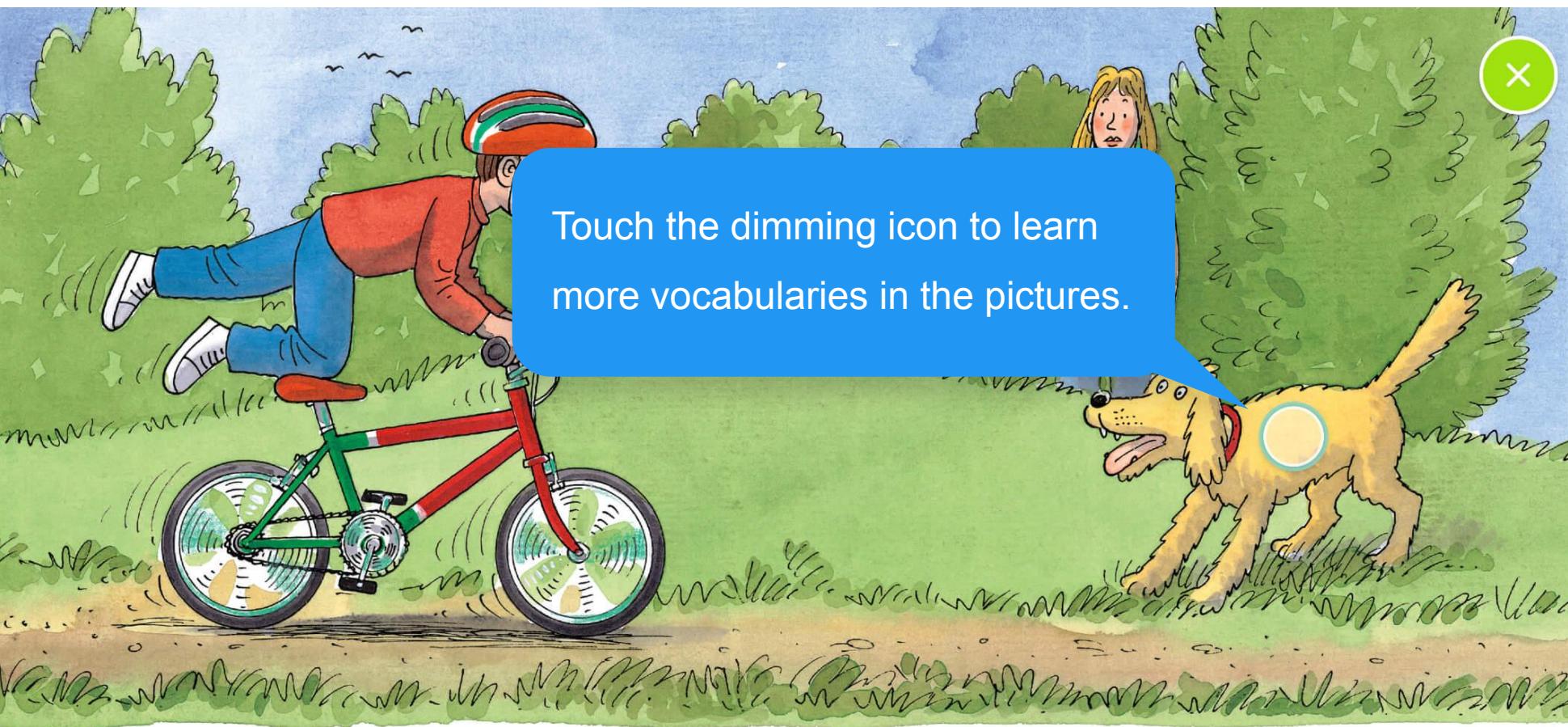


3rd: Read

Read the Book



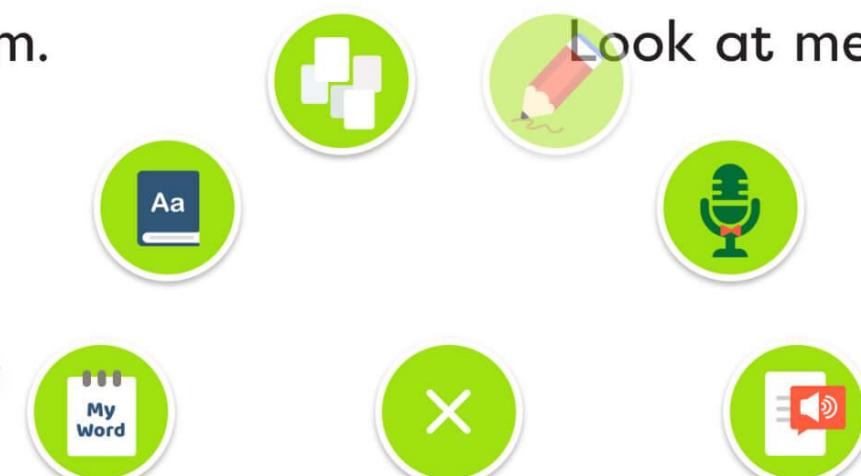
Takes the full advantage of digital reading by looking up the words in the dictionary, recording the sentences, and using pen tools.



Look at me. Mum.

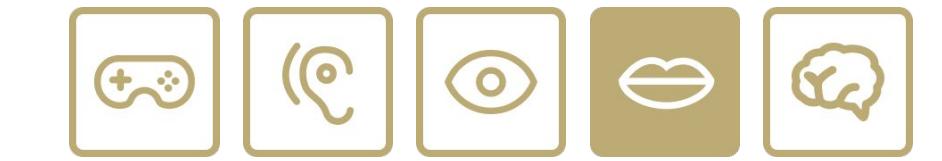
Multiple functions are provided
for efficient reading experience.

Look at me on my bike.



4th: Speak Up

AI Pronunciation Analysis



AI voice recognition technology provides a detailed analysis of the learners' pronunciation at the phonemic level.

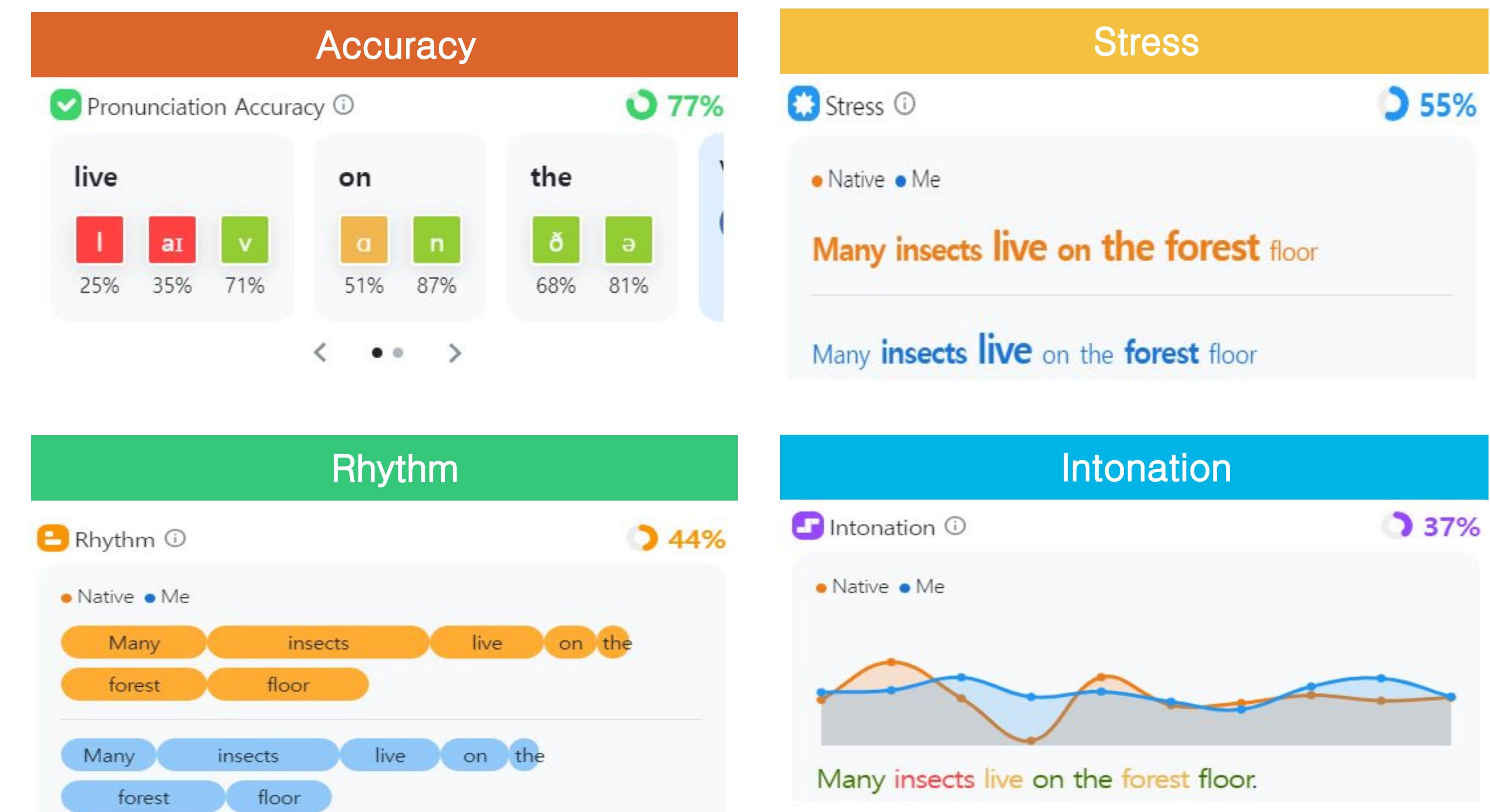
Good

Many insects live on the forest floor.

Play My Recording Analysis

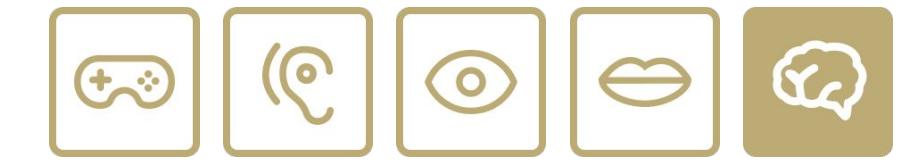
Record again

Next



5th: Wrap Up

Comprehension check without scoring



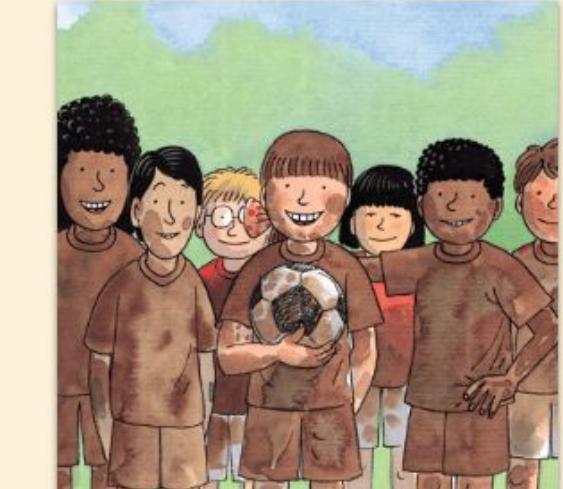
Wrap-up quizzes help learners to review the story and check their comprehension.

Various quiz types are available - Spelling check, Sequencing, Multiple choice, True/False, Fill in the blank and etc.

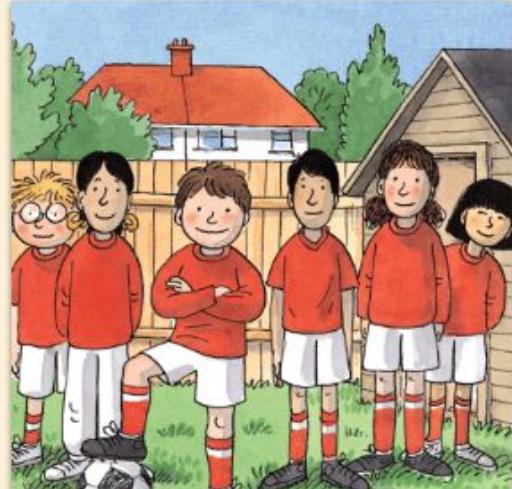

Listen again

b e u l

Activity 2 Drag the picture in the correct order!


We are all muddy.


Come on the blues!

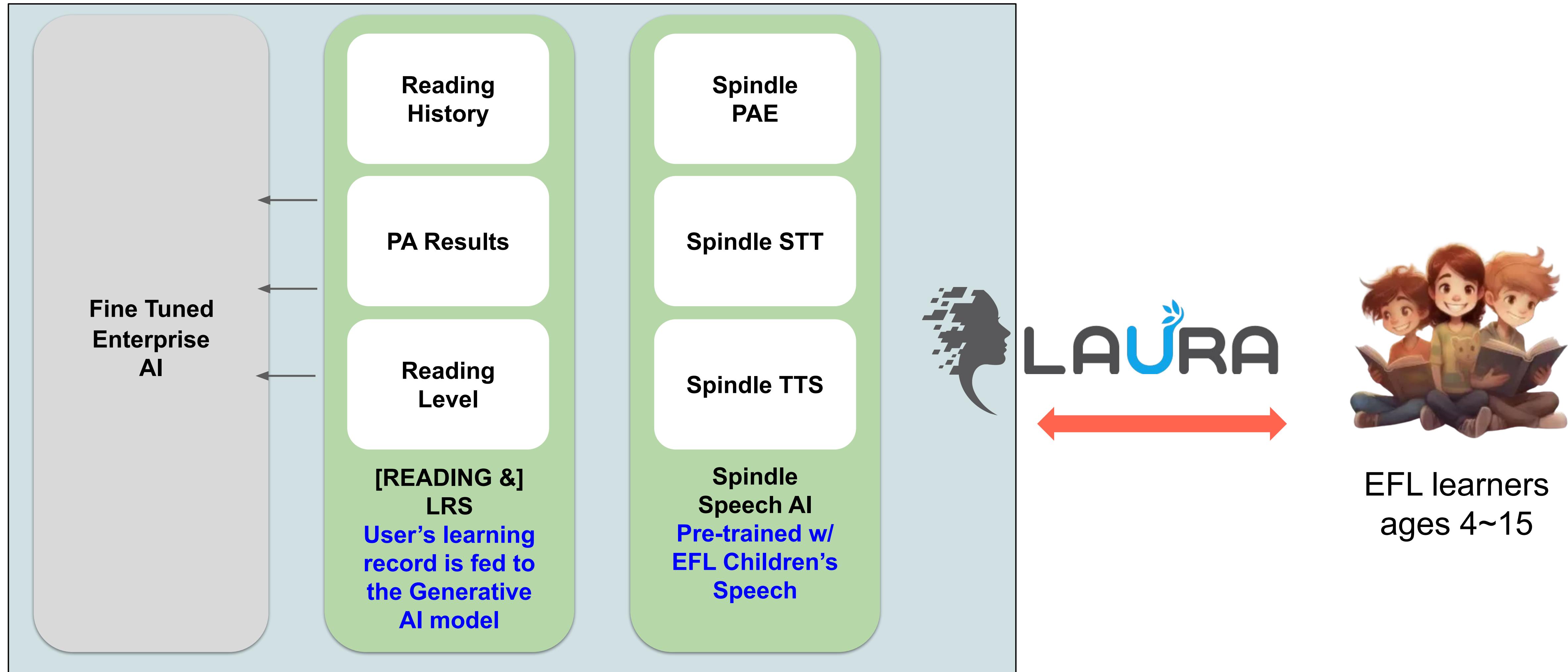

We are all in red.

Check Answer

Conversational AI tutor

LAURA™

- AI model trained with 600,000 hours of speech data of EFL children
- Generative AI trained with learner's reading history, responding in an individualized way according to learner's age, level, pronunciation, etc.



Marketing Activities

Seminar for Parents

- Held over 120 times since 2016.
- Visited over 30 cities in 8 different provinces in Korea.
- Cumulative audience: 20,000
- Subject: How languages are learned.



김성윤 대표
글로벌교육회사
아이포트폴리오 대표



원영빈 대표
키즈엔리딩 대표



박미라 저자
자녀교육서 저자
조이스박 교수
인천대 영어교양 교수



고봉익 대표
TMD 교육그룹 대표



샤이니 선생님
EBS 스타 영어 강사



안드레아스 선생님
EBS 외국어 라디오



서현주 대표
전 쑥쑥닷컴 대표



Marketing Activities

Mom Challengers

Groups of parents read 100 titles of ORT Futurepack in 8 weeks!

In order to properly guide their children, READING & encourages parents to read first so that they understand the process of natural language acquisition.

- 1st term: 556 applied / 90 selected (Seoul/Gyeonggi/Incheon)
- 2nd term: 396 applied / 70 selected (Seoul/Gyeonggi/Gyeongju/Busan)
- 3rd term: 451 applied / 66 selected (Seoul/Gyeonggi/Incheon)
- 4th term: 387 applied / 62 selected (Nationwide)
- ...
- 10th term completed**



Marketing Activities

Kids Education Fair

- Exhibiting twice a year since 2017
- On-spot consulting: over 900 per fair
- On-spot sales: 200,000~300,000 USD per fair
- Membership registration during the fair: over 1,500



Learning Management System

LMS enables institutions to track and manage students' reading records with its intuitive interface.

Key features

- Convenient online purchase
- Class & students management
- Individual reading records
- Monthly progress report
- Homework assignment

이름(한글)	이름(영문)	나이	아이디	수업명	이용증인 클렉션	읽은 권 수/목표	등록일
김희진	Heejin Kim	28	hjkim	배정 대기중		0/5	2019-01-22
권오철	Ochel Kwon	33	okwon	희망찬반	ORT	1/5	2019-01-21
박하늬		27	hpark	배정 대기중		0/5	2019-01-20
박범석	Beonseok Park	32	bspark	붉은 나을 반	ORT	10/20	2019-01-11
송영진	Young Jin Song	33	yisong	붉은 노을 반	ORT	20/20	2019-01-11
이경애	Kyungah Lee	35	klee	소녀반	ORT OPL	100/100	2019-01-11
이보람		34	blee	배정 대기중	ORT OPL	0/5	2018-12-21
이장록	Jeremy Lee	36	jrllee	희망찬 반	ORT	2/5	2018-12-10
이준호		30	junholee	희망찬 반	ORT	2/5	2018-10-05
임화운	Joanne Kim	28	helim	배정 대기중		0/5	2018-03-29
장아정	Yajing Zhang	28	yzhang	소녀반	ORT OPL	32/100	2017-03-29
최광열	Kevin	34	kychoi	소녀반	ORT OPL	21/100	2016-03-29

교육기관 코드: TAPAS294384

레벨 테스트	수업명	클렉션	선생님
Level 19	Dominoes 시리즈	Kevin	

이용권 구매	구매 내역	만료일
고민령 평생 회원권	Dominoes 시리즈	2018-03-29

학습 통계	도서 리스트는 월별로 확인할 수 있습니다.
	121 권 읽음 323,415 개 단어 학습 9,461,180 분 학습

책 제목	완료단계	4단계 확인	최근 읽은 시간
Oxford Reading Tree / Level 1+ / Hide and Seek		2018-11-02 04:19 PM	
Oxford Reading Tree / Level 1 / Kipper's Diary		2018-11-02 04:19 PM	
Oxford Reading Tree / Level 4 / The Toy's Party		2018-11-02 04:19 PM	

교육기관 코드: TAPAS294384

학습일수	읽은 권수	하루 평균 독서 시간	총 독서 시간	노출 단어수
13일	12권	23분	324분	1,308개

이보람 학생에게 주 3회 디지털 리딩을 추천합니다. 권장 시간은 하루 평균 20~40분입니다.

이달의 독서 패턴

요일별 독서량 시간대별 독서량 시리즈별 독서량

최근 읽은 책

올해 독서량 선생님 코멘트

2018년 독서량

Reference Institutions



세종특별자치시교육청
SEJONG CITY OFFICE OF EDUCATION



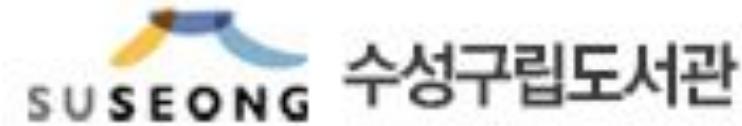
전라북도교육청
JEOLLABUKDO OFFICE OF EDUCATION



충청남도교육청
CHUNGDAHM



인천광역시교육청
INCHEON METROPOLITAN CITY OFFICE OF EDUCATION



SUSEONG 수성구립도서관



POLY



THE GOVERNMENT
OF THE GRAND DUCHY OF LUXEMBOURG
Ministry of Higher Education and Research



Federal Ministry
of Education
and Research



Serving over 400 school boards, schools, libraries, kindergartens, academies, and large private tutoring organizations

■
Thank you

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Phone : +82-505-333-8288

Website : www.readingn.com / www.iportfolio.co.kr

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