



Grasp Your Spindle and Transform

iPortfolio Inc. Company Profile

May 2025



Global EdTech Company, **iPortfolio Inc.**

Mission

Established

in 2011

Employees

64 (as of May 2025, full-time)

Core-Tech

- Spindle Books™ : e-Textbook / e-Reading Platform
- LAURA™ : AI Tutor Customized Based on Learning / Reading History

Location

8F Building B, Magok IPARK THE URBAN, 07792, Seoul

Transform the way people learn and teach English

At iPortfolio Inc., we are committed to reforming education with technology infused with philosophy. Our mission is to revolutionize the way English is learned and taught, offering optimal English learning solutions to over a billion English learners worldwide.

Core Values

- 1. Just Cause** Righteous Motivation
- 2. Compassion** Empathy
- 3. Result** Tangible Outcomes

We are a team united by a just and righteous cause, empathizing with the needs of our customers and colleagues, and focused on creating tangible outcomes.

Soulful Ed-tech from Seoul

Leadership Team



Robert Kim
CEO,
Co-Founder

B.S., Seoul National University

25 years in IT & English education (Avaya, Locus and E-Land)

Author of books such as *<Guessing Game>* and *<This Is How You Should Teach Your Child English>*



Jonghwan Lee
Executive VP,
Co-Founder

B.S./M.S., Seoul National University

24 years in IT & management consulting (Booz Allen Hamilton, Samsung Techwin and Dacom)



Jiho Park
Director, Head of
READING & Business

B.A., Kyungpook National University;
M.A., IGSE

19 years in English education (Yoon's English School, Osung High School and Daeryun High School)



Boram Lee
Director, Head of
Global Business

B.A., Seoul Women's University

15 years in PM & UX design (HI Studio and Interbots)



Jangrok Lee
Director, Head of
Global R&D

B.S., Korea Aerospace University

15 years in Edtech R&D (Obigo)



Inseon Jang
Director, Head of
Growth Strategy

M.A., Sogang University

22 years in Edtech strategy & marketing (D.Share, ClassTing, MiraeN and Daekyo)

Domestic Awards and Certificates



산업통상자원부

Ministry of Trade, Industry and Energy



교육부

Ministry of Education

2024 EdTech Awards
Grand Prize by the Ministry of Trade,
Industry and Energy of Korea

2022 EdTech Awards
Grand Prize
by the Ministry of Education of Korea



2016 K-Global 300
Ministry of Science and ICT



2024
청년친화 강소기업



2022 Edu Plus Digital Device Award
디지털 교육기기상
아이포트폴리오
리딩맨



2018 Export Tower
Korea International Trade
Association



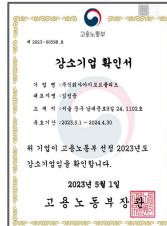
KOREA EDUCATIONAL BRAND AWARDS
대한민국 교육브랜드 대상
2021



2024 Leading AI EdTech Case
UNESCO Digital Learning Week



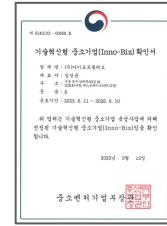
Venture Company
Certification



Strong SME by the
Ministry of Labor



Excellent Workplace
for Reading Culture



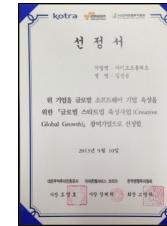
Technology
Innovation SME



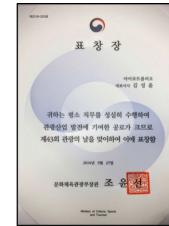
Corporate Affiliated
Research Institute



E-Publishing Grand
Prize Special Award



Global Startup
Incubation Business



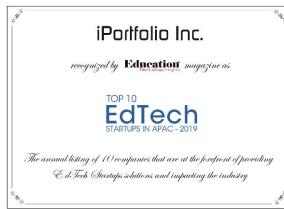
Commendation by the
Minister of Culture,
Sports and Tourism

Global

Awards and Certificates



**2018 AWS
EdStart Member**
Amazon Web Service



**2019 APAC's
TOP 10 EdTech**
Education Technology
Insights Magazine



**2020 AES GLOBAL AWARD
Platinum Prize**
Asia EdTech
Summit Committee



**2020 BETT AWARDS
Finalist**
British Education
Training Technology

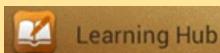


**2021 BETT AWARDS
Finalist**
British Education
Training Technology

Core Technologies & Supporting Services

iPortfolio's core educational technologies are not only being recognized for their innovative aspects but also for a profound understanding of the actual educational environment. It is the result of a philosophical approach aimed at developing technologies that not only provide pragmatic assistance to students, teachers, and parents alike but also contribute to offering equal educational opportunities.

Digital Services



READING &

SPEAKING &

Core Technologies



Digital Contents Platform



Conversational AI Tutor

①

Digital Learning Platform Spindle Books™

An exclusively tailored end-to-end eBook platform,
dedicated to advancing language education



- Optimized for English Learning & Teaching:**
A cloud-based e-Textbook / e-Reading platform tailored for English language teaching & learning.
- Cross-Device Compatibility:**
Supports a wide range of devices from desktops to smartphones, ensuring accessibility and convenience.
- End to End total solution for ELT:**
From authoring to distribution, data analytics to AI, a one stop EdTech solution for ELT.

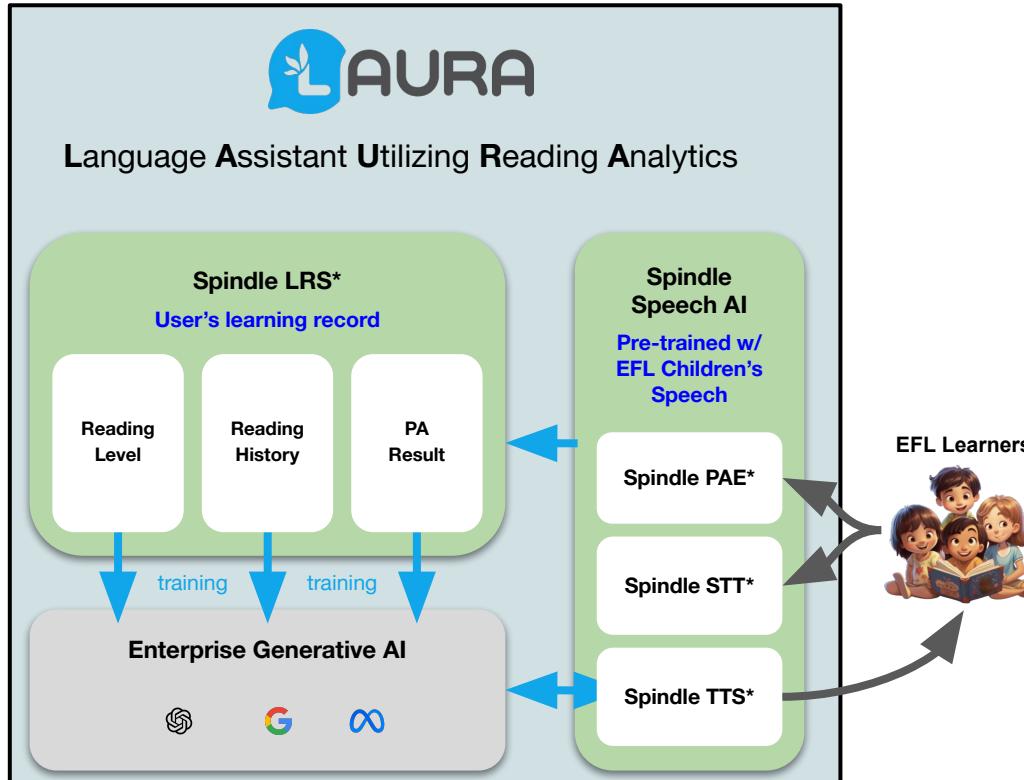
The diagram illustrates the Spindle Books™ ecosystem, showing the platform's components and features across various devices and services.

Spindle Books™ Interface:

- iPad View:** Shows a page titled "Tropical Rainforests" with a jaguar, text about rainforest growth, and a food chain diagram for a Temperate Rainforest.
- Smartphone View:** Shows a page titled "Temperate Rainforests" with a salmon, text about cool and rainy climates, and a food chain diagram for a Tropical Rainforest.
- Web Browser View:** Shows a page titled "Tropical Rainforests" with a jaguar, text about rainforest growth, and a food chain diagram for a Temperate Rainforest.

Spindle Ecosystem Components:

- spindle iOS Viewer:** Represented by an iPhone icon.
- spindle Android Viewer:** Represented by an Android icon.
- spindle Web Viewer:** Represented by a browser icon.
- spindle Windows Viewer:** Represented by a Windows icon.
- spindle Mac Viewer:** Represented by a Mac icon.
- spindle Authoring Tool:** Represented by a tablet icon.
- spindle Backend Servers:** Represented by icons for DRM Server, CMS Server, CMS DB, Content Storage, and Cloud Front.
- spindle Cloud Sync:** Represented by icons for User Database, Sync Server, and User Data Storage.



- Three core technologies are seamlessly integrated
 - iPortfolio's Spindle speech engine (PAE+STT+TTS)*
 - Learning analytics data from READING &
 - Generative AI
- Specialized in understanding the pronunciation, stress and intonation of EFL children (ages 4-15)
- Provide tailored conversation to the learner's age and English level, based on the learning analytics data of READING &
- iPortfolio and Oxford University Press have jointly developed AI digital coursebooks based on LAURA™

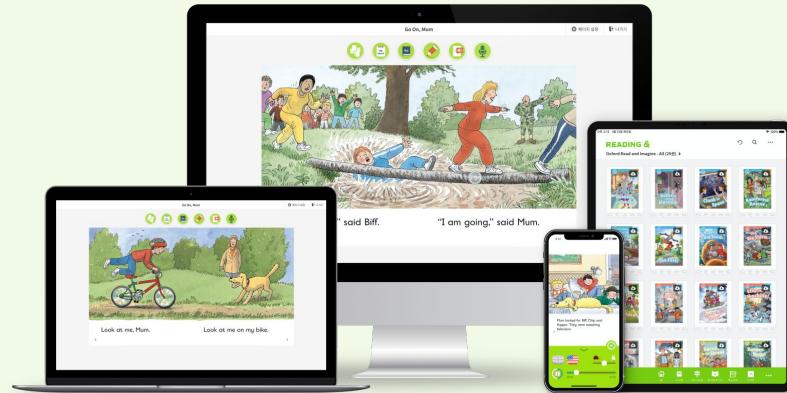
(*)

PAE: Pronunciation Assessment Engine
 STT: Speech to Text
 TTS: Text to Speech
 LRS: Learning Record Store



Premium e-Reading Program

- An innovative ELT e-Reading service platform released in 2016
- Cutting edge technology combining analytics, games, AI speech recognition, and neuropsychological pedagogy
- Refrains from grading to create a safe and supportive environment
- Premium contents from top-notch publishers – OUP, Collins, and PRH
- Learning Management System (LMS) for monitoring the learning progress of each student





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





Premium Best Sellers

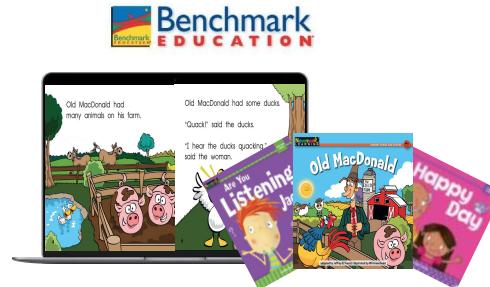
only on READING &



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 for over 40 years.



READING &

Contents for kindergarten to elementary

Over 3,000 titles

Get yearly access at an affordable price

Digital subscription

Use a single account

Simultaneous use on four devices

Download books from the READING & App

Available offline

		Native Readers										ELT Readers									
주연 연령	READING & Level	Oxford Reading Tree	Collins Big Cat	Bob Books	Nursery Rhymes	MySELF	Ladybird	Phonics World Readers	Tick Tock! Readers	Dolphin Readers	Let's Go Readers	Classic Tales	Happy Readers	Read with Phinnie	Oxford Read & Imagine	Oxford Read & Discover	Dominoes	Bookworms			
		1 Level 1+	Level 1	Level 1-4			Beginner Starter	Level 1	Level 1	Starter	Begin			Early Starter							
4-6세	2	Level 2	Level 2	Level 5 Level 6	Level 1		Level 1	Level 2	Level 2	Level 1	Level 1			Starter							
	3	Level 3	Level 3	Level 7 Level 8	Level 2		Level 2	Level 3 Level 4	Level 3	Level 3	Level 1			Beginner							
	4	Level 4	Level 4	Level 9	Level 3		Single Level	Level 3	Level 5					Level 1		Primary 1					
7-9세	5	Level 5	Level 5					Level 4					Level 2		Level 1		Level 1				
	6	Level 6	Level 6											Level 3		Level 3		Primary 3		Level 2	
10-12세	7	Level 7	Level 7											Level 4		Level 4		Level 4		Primary 4	
	8	Level 8	Level 8											Level 5		Level 5		Primary 5		Level 3	
	9	Level 9	Level 9											Level 6		Level 6		Primary 6		Level 4	
	10	Level 10													Level 5		Level 5		Level 5		
13-15세	11	Level 11																	Level 6		
	12	Level 12																	Level 3		
	13	Level 13																			
	14	Level 14																			
	15	Level 15													Level 5		Level 6		Level 2		
16-19세	16					Level 16															
	17					Level 17															
	18					Level 18															
	19																				
	20																				



Multi-Dimension Reading (MDR)

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

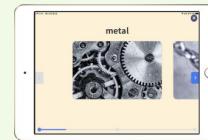
The proprietary 5-step Multi-Dimension Reading (MDR), adopted and accredited by OUP, enables the learners to enjoy reading and learn English effectively.

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 a recording function



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



Preview Vocabulary Before Reading

Familiarizing with the vocabularies before reading.

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

Understand words by matching sounds and images

hot

The weather is hot.

Fun quiz with no fails

windy

A horizontal scroll bar at the bottom indicates more content is available.



Guess the Story While Listening

The 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

It was a windy day.

I went to the shops.

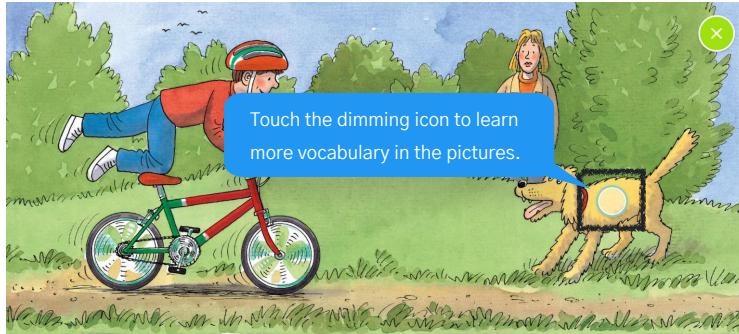
- Adjust audio speed
- Choose the accent (British / American)





Read the Book

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



Look at me, Mum.

Look at me on my bike.

Multiple functions are provided
for efficient reading experience.



3



AI Pronunciation Analysis

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

The screenshot illustrates the AI Pronunciation Analysis feature within the MDR platform. On the left, a yellow sidebar displays the 'Stage 4. Speak Up!' section, which includes a toggle switch for 'On/Off Available' and a green 'START' button. A blue callout box points to this area with the text 'On/Off Available'. In the center, a white box shows a cartoon illustration of a child on a bicycle with the text 'Look at me on my bike.' A blue callout box points to this with the text 'Pronunciation accuracy indicated by colored signal'. To the right, a detailed analysis window shows the phoneme/syllable level breakdown for the sentence. The analysis table includes the words 'Look', 'at', 'me', 'on', 'my', and 'bike' with their corresponding phonemes 'LOOK', 'AT', 'ME', 'ON', 'MY', and 'BIKE'. Below the table, a green button labeled '결과보기' (View Results) is visible. The overall interface is designed to provide immediate feedback and analysis of the learner's pronunciation performance.

Word	Phoneme	Accuracy (%)
Look	LOOK	65%
at	AT	0%
me	ME	53%
on	ON	49%
my	MY	89%
bike	BIKE	77%



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.

Activity 2 Drag the picture in the correct order!

b e u l

We are all muddy. Come on the blues! We are all in red.

Check Answer

A Global Replica of READING & Oxford Reading Club

A white-labeled platform of READING & for Oxford University Press

- Successfully expanded to 65 countries, including major regions like the UK, USA, Australia, Canada, France, Germany, Italy, and Mexico, as of 2021.
- Adopted by Luxembourg's Ministry of Education and introduced to its 12,000 secondary school students in 2022.
- Adopted by the German Federal Ministry of Education and Research and introduced to 80,000 secondary school students in 2023.
- The first digital reading program including the full set of Oxford Reading Tree Biff, Chip, and Kipper Stories.
- Provides a full learning management package, equipped with a Learning Management System (LMS)



The collage illustrates the Oxford Reading Club platform's features and adoption. It shows the BETT Awards 2021 Finalist badge, the platform's interface on a laptop and smartphone, a hand holding a tablet displaying a grid of book covers, and a row of colorful children's book covers from the Oxford Reading Tree series.

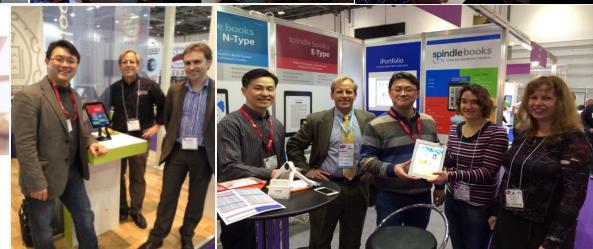
The World's Largest English Digital Textbook Platform Oxford Learner's Bookshelf

The official eBook Platform
for the ELT Division of Oxford University Press

- Released in July 2013
- Adopted as the **official digital textbook platform** of Oxford University Press since 2015.
- Features over 3,000 English textbook titles, including renowned series such as *Headway* and *Let's Go*.
- Successful global digital business with Oxford University Press for over a decade.
- Utilized by schools and students in over 120 countries worldwide, testifying to its global impact and relevance in English education.



OXFORD LEARNER'S
BOOKSHELF



English Learners using Our EdTech Technology

4.5 Million Users in 120 Countries

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 & Türkiye

2020

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

2021

- Oxford Reading Club successfully expanded to 65 countries
(UK, USA, Australia, Canada, France, Germany, Italy, and etc)

2022

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



A large group of people, primarily young children and teenagers, are posed together in a group photo. They are all wearing matching orange hoodies with a white cartoon character logo on the chest. Many individuals are making playful hand gestures near their faces. A man in a grey sweater and glasses stands on the right side of the group.

iPortfolio: Pioneering Innovative English Language Education

Marketing Activities

Parent Seminars

- Held over 150 times since 2016 to bridge the English Divide
- Visited over 30 cities in 8 different provinces in Korea
- Cumulative audience: 47,000
- 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
전 쑥쑥닷컴 대표



서현주 대표
전 쑥쑥닷컴 대표



연세대학교 영문학과
고광운 교수



세계 최고 언어학자
스蒂븐 크라шен 교수



메타인지 학습법
리사손 교수



메리츠 자산운용
존리 대표



EBS 라디오
케이린신



아리랑TV/EBS라디오
피터빈트



Marketing Activities

Parent Seminars

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)
- ...
- 12th 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



Contributions and Sponsorships

Corporate Social Responsibility Activities



iPortfolio 기아대책기구 기부금 전달식



We have supported and provided READING & to 469 children across 17 Happy Homeschool centers.

For Schools and Institutions

LMS(Learning Management System)

Equipped with all necessary features for institutional use.

Key features

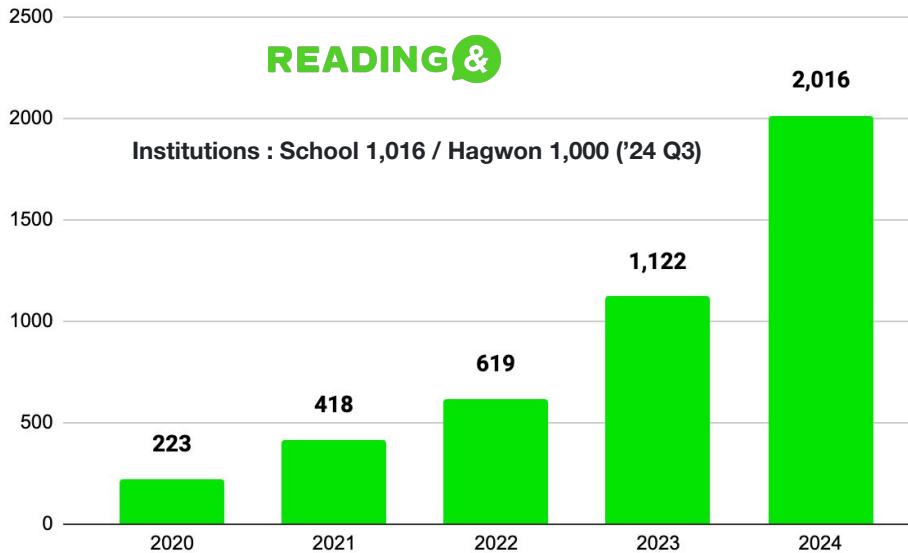
- Convenient online purchase
- Class & students management
- Individual reading records
- Monthly progress report
- Homework assignment

The screenshot displays three main sections of the LMS interface:

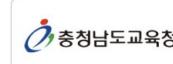
- Top Right Section (Student Overview):** A table titled "학생관리" (Student Management) showing student details like name, age, and reading level. It includes filters for "학년" (Grade) and "성별" (Gender). A search bar at the top allows filtering by name, gender, and grade.
- Middle Left Section (Monthly Report):** A dashboard titled "9월 독서 리포트" (September Reading Report) for "김미리". It includes:
 - 이달의 학습 현황:** Statistics for reading days (24), books (20), pages (142), and words (2,418).
 - 숙제 현황:** Shows the number of assignments submitted (25) and pending (24).
 - 이달의 레벨별 독서 현황:** Progress bar for levels 1, 2, and 3.
 - 이달의 독서 취향:** Pie chart of reading interests: ORT-BCK (60%), Big Cat (20%), Oxford Read and Imagine (11%), and Others (9%).
 - 월별 독서 그래프:** Line graph of monthly reading time (약 454시간).
 - 읽은 책수:** Line graph of books read per month (총 102권).
- Middle Right Section (Reading Log):** A detailed log titled "READING & 흥미록" (Reading Log) for "김미리". It lists books read, including titles like "ORT-BCK", "Big Cat", "Oxford Read and Imagine", and "Others". It shows the number of pages read (e.g., 142, 2418, 57) and the date of reading (e.g., 2019-09-11, 2019-09-12).

Institutional Adoption of READING &

- 4 offices of Education and 9 large private institutions have adopted READING &
- Institutional Diversity
 - State Schools
 - Private Schools
 - Public Libraries



SIMSON LANGUAGE INSTITUTE



iPortfolio

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