



Grasp Your Spindle and Transform

iPortfolio Inc. Company Profile

January 2024



Global EdTech Company,
iPortfolio Inc.



Mission

Transform the way people learn and teach English

Established

in 2011

Employees

59 (as of January 2024, full-time)

Core-Tech

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

Location

11F, 24, Namdaemun-ro 9-gil, Jung-gu, Seoul

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
VP & Co-Founder

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

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



Jiho Park
Director, Head of Reading & Business Division

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

19 years in edtech/teaching (Yoon's English School, Osung High School and Daeryun High School)



Inseon Jang
Director, Head of Growth Strategy Department

M.A., Sogang University

22 years in education/edtech (DShare, ClassTing, MiraeN, Daekyo)



Jangrok Lee
Director, Global R&D Team Leader

B.S., Korea Aerospace University

15 years in edtech/SW (including Obigo)



Boram Lee
Director, Global Business Team Leader

B.A., Seoul Women's University

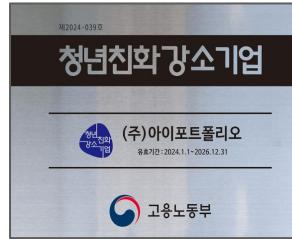
15 years in PM/UX design (HI Studio and Interbots)

Domestic Awards and Certificates

2022 EdTech Awards (Grand Prize) by the Ministry of Education



2016 K-Global 300
Ministry of Science and ICT



2024 청년친화강소기업



2022 Edu Plus Digital Device Award



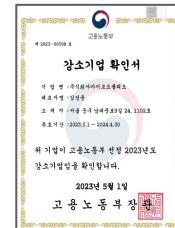
2018 Export Tower
Korea International Trade Association



2021 Korea Educational Brand Awards



Venture Company
Certification



Strong SME by the
Ministry of Labor



Excellent Workplace
for Reading Culture



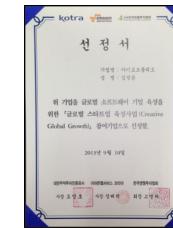
Technology
Innovation SME



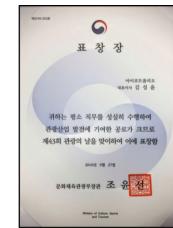
Corporate Affiliated
Research Institute



E-Publishing Grand
Prize Special Award



Global Startup
Incubation Business



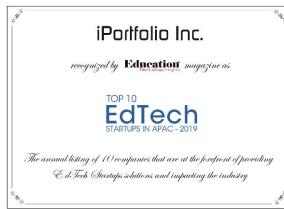
Commendation by the
Minister of Culture,
Sports and Tourism

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

iPortfolio's

Core EdTech Technologies



Digital Learning Platform Spindle Books™

①

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



▪ Optimized for English Learning:

A cloud-based e-Textbook / e-Reading platform tailored for English language teaching & learning.

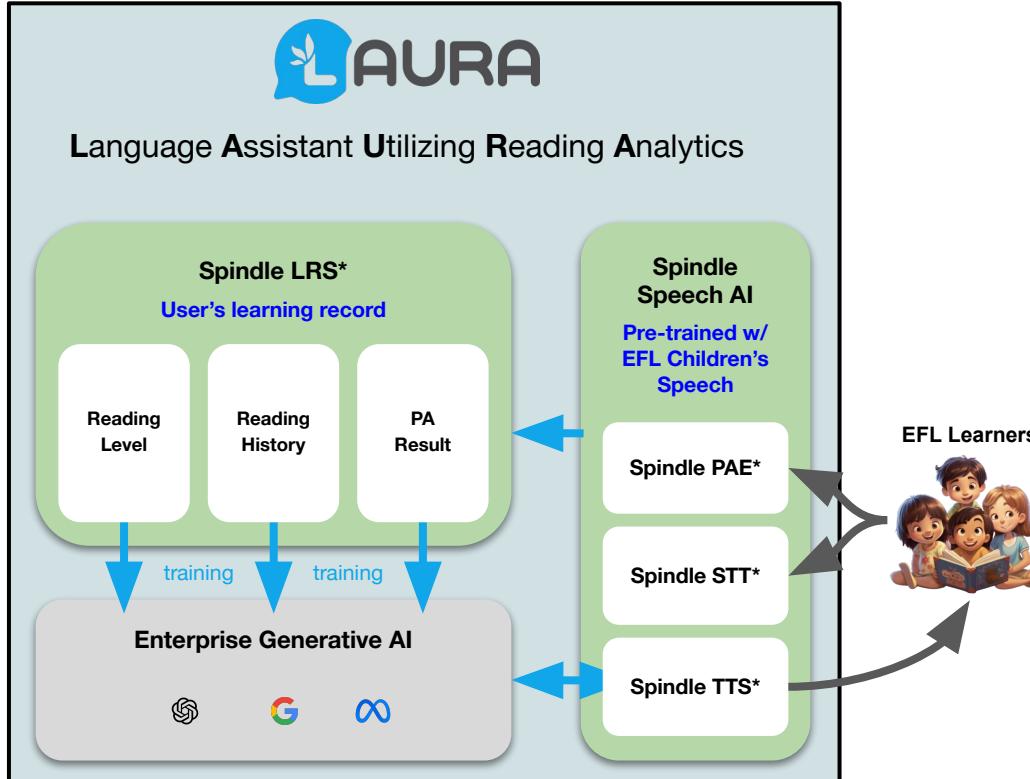
▪ Cross-Device Compatibility:

Supports a wide range of devices from desktops to smartphones, ensuring accessibility and convenience.

▪ Various User Functions:

Equipped with digital teaching & learning tools for learners, educators, and administrators.

The top half of the slide shows a large white tablet displaying a digital textbook page about rainforests. The page includes a title "Tropical Rainforests", a photograph of a jaguar, a detailed description of rainforest growth conditions, and a "People damage rainforests by cutting down trees so that farmers can use the land. Every second, an area of rainforest the size of a soccer field is cut down." A callout box. To the right of the tablet is another page titled "Temperate Rainforests" showing a bear and a squirrel. Below the tablet is a "Food Chain" diagram for a Temperate Rainforest. The bottom half of the slide is a grid diagram illustrating the Spindle Books ecosystem. It shows five viewer icons (iOS, Android, Web, Windows, Mac) with their respective logos above them. Below these are three tool icons: "spindle Authoring Tool" (AWS logo), "spindle Backend Servers" (AWS logo), and "spindle Cloud Sync" (AWS logo). Each of these tool icons has a corresponding stack of server or database icons below it, such as "DRM Server", "CMS Server", "Content Storage", "Cloud Front", "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

Business Model

Global Solutions & Services Fueled by Two Core EdTech

READING &



Service Differentiation

Unique 5-Step Multi-Dimension Reading Methodology



Partnerships with Renowned Publishers

More than 3,000 titles from Oxford University Press, Collins, Penguin Random House, etc.

B2B Customers



500+ Institutions



LMS

500,000 Domestic Users

Edu Service
↔
Subscription

spindle books

AURA

Tech Solution (PaaS)

Technology Royalties



Oxford Reading Club



OXFORD LEARNER'S BOOKSHELF

Oxford University Press

Oxford University Press



BiG READING CLUB



POP RENDER
泡泡少儿教育
POP KIDS EDUCATION

Oxford University Press

New Oriental Tech & Edu



4.5 Million Global Users
Across 120 Countries

Domestic Business

READING &, Digital English Learning Service for B2C/B2B

READING &



Service Differentiation

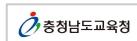
Unique 5-Step Multi-Dimension Reading Methodology



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Edu
Service

Subscription

spindle
books

LAURA

Tech
Solution
(PaaS)

Technology
Royalties

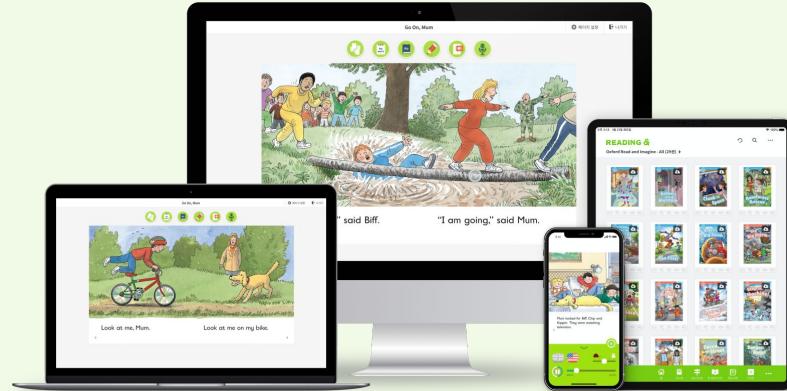


4.5 Million Global Users
Across 120 Countries



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



Penguin
Random
House

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



Ladybird
FUTURE PACK



Premium Best Sellers

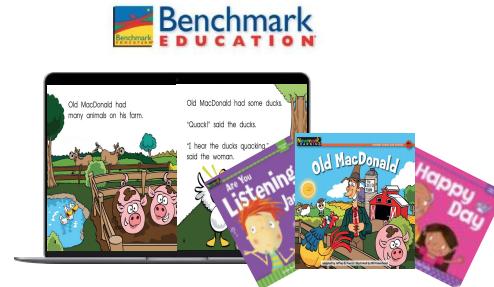
only on READING &



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.

windy

Fun quiz with no fails

Th



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.

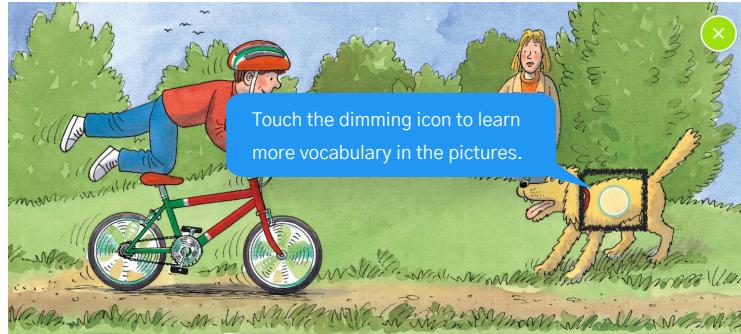
- Adjust audio speed
- Choose the accent (British / American)





Read the Book

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

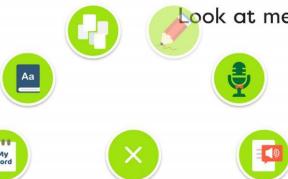


Touch the dimming icon to learn more vocabulary in the pictures.

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, the 'Stage 4. Speak Up!' screen is shown with a 'Look at Me' illustration. A blue callout bubble indicates that the 'On/Off Available' button is active. Another blue callout bubble points to the 'Pronunciation accuracy indicated by colored signal' feature, which is visible on the right side of the screen. The right side displays a detailed analysis report for the sentence 'Look at me on my bike.' The report includes a breakdown of pronunciation accuracy for individual words: Look (65%), at (0%), me (52%), on (49%), my (89%), and bike (77%). The overall average score is 66.43%.

On/Off Available

Pronunciation accuracy indicated by colored signal

Stage 4. Speak Up!

Look at Me

그럼 이제 즐기면서 녹음을 해볼까요?

START

Look at me on my bike.

Average Score: 66.43%

Word	Spoken	Score (%)
Look	LOOK	65%
at	AT	0%
me	ME	52%
on	ON	49%
my	MY	89%
bike	BIKE	77%

다시 녹음하기

결과보기



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

Revenue-Sharing: EdTech Solutions for Education Markets

READING &



Service Differentiation

Unique 5-Step Multi-Dimension Reading Methodology



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LMS

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Oxford Reading Club



OXFORD LEARNER'S BOOKSHELF

Oxford University Press

Oxford University Press



BiG READING CLUB

Oxford University Press



POP RENDER
泡泡少儿教育
POP KIDS EDUCATION

New Oriental Tech & Edu



4.5 Million Global Users
Across 120 Countries

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)

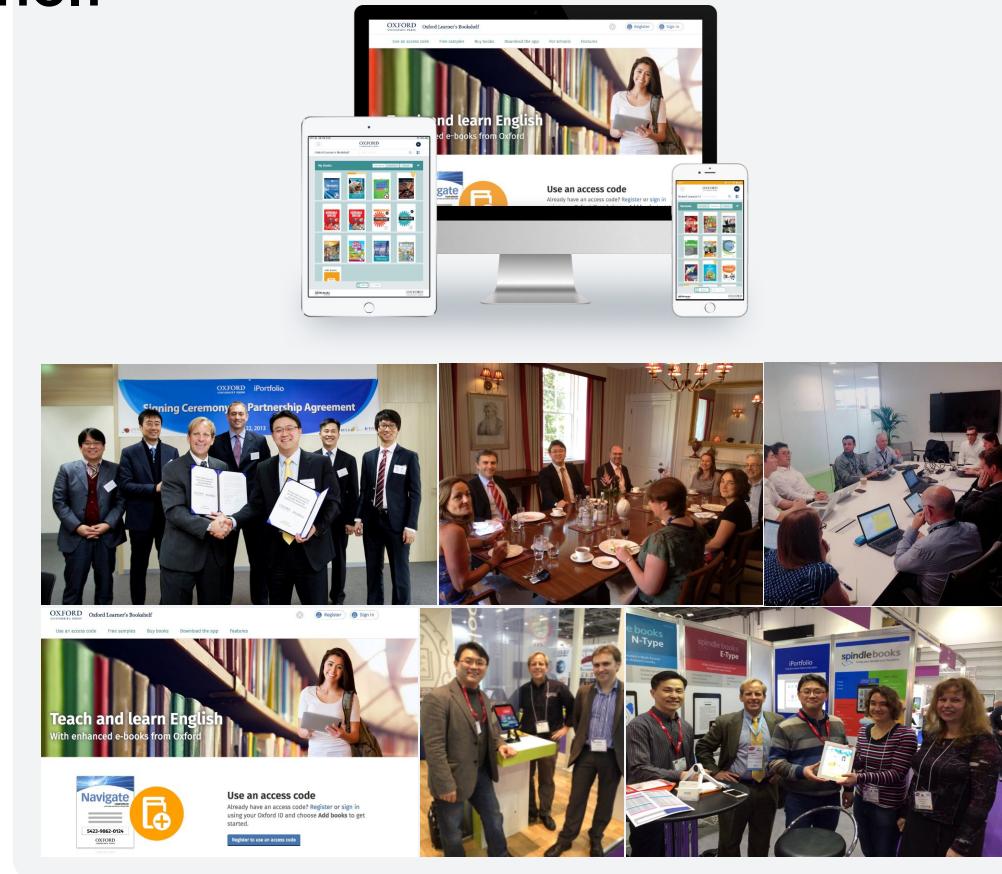


The World's Largest English Digital Textbook Platform Oxford Learner's Bookshelf

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.



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

Seminar for Parents

- Held over 130 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
아이포트풀리오 대표



원영빈 대표
키즈엔리딩 대표



박미라 저자
자녀교육서 저자



조이스박 교수
인천대 영어교양 교수



고봉익 대표
TMD 교육그룹 대표



샤니니 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



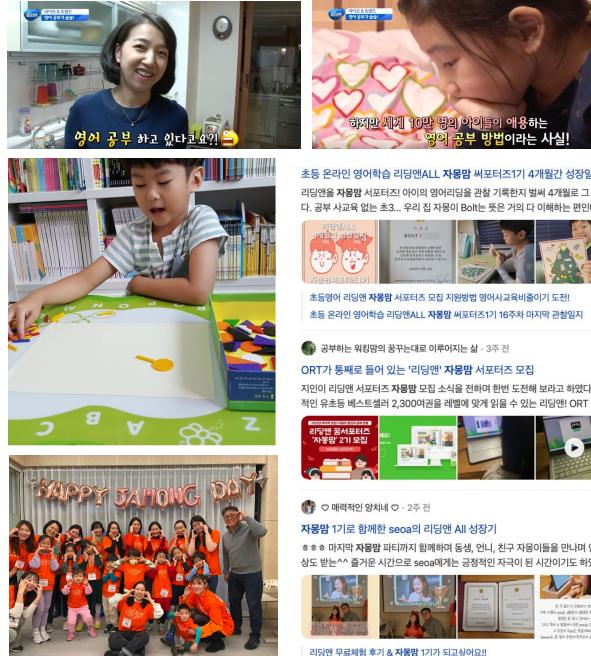
아리랑TV/EBS라디오
피터빈트



Marketing Activities

READING & Supporters (Jamong Mom)

- For four months, groups of parents closely watch their children improve their English skills using our product.
- Over 700+ review posts accumulated in four months
- Conduct YouTube filming, interviews, testimonials, service feedback, etc.



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

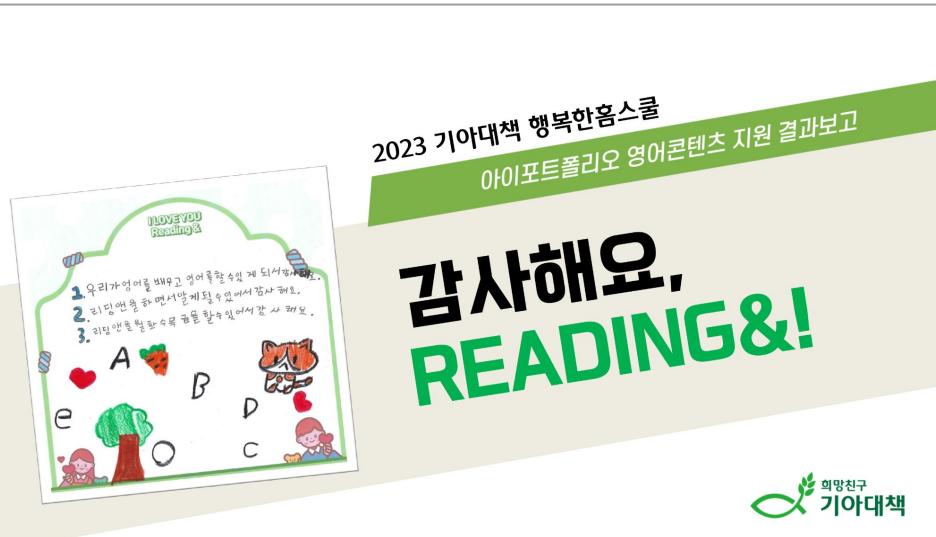
Kids Education Fair

- 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



Contributions and Sponsorships

Korea Food for the Hungry International



iPortfolio 기아대책기구 기부금 전달식



As of 2023, we have supported and provided READING & to 469 children across 17 Happy Homeschool centers.

For Schools and Educational Institutions

Learning Management System (LMS)

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 the LMS interface with several sections:

- 9월 독서 리포트 [김별리]**:
 - 이달의 학습 현황**: Includes bar charts for '학습일 수' (24 일), '원서 권수' (20 권), '획득 시각' (142 분), '노출 대상수' (2,418 개), and '기내 평점' (24 등).
 - 숙제 임요 현황**: Shows a progress bar from 0% to 100%.
 - 이달의 레벨별 독서 현황**: Compares Level 1 (30권), Level 2 (40권), and Level 3 (0권).
- 이달의 독서 취향**:
 - 책이 된 시리즈**: Don't Get Caught!, Big Cat, Oxford Read and Imagine, Others.
 - 책이 된 주제**: Family/Parenting, Emotion, Animals, Others.
- 월별 독서 그래프**: A line graph showing reading time per month from January to December, peaking at approximately 454 minutes in December.
- 학생관리 [READING]**:
 - 학생현황**: Lists students by name, age, gender, and achievement level (Gold, Silver, Bronze). For example, Heejin Kim is 26, female, and has a bronze achievement.
 - 학습 목표설정**: Shows goals for students like Joanne Kim (Level 15) and Kevin (Level 15).
 - 교과기준 조회**: TAPAK2214384
- 학생관리 [적성검사]**:
 - 학습 현황**: Lists achievement levels (Gold, Silver, Bronze) for subjects like English, Math, Science, and Korean.
 - 교과기준 조회**: TAPAK2214384

Reference

Reference Institutions (Global / Domestic)



교육부 KERIS 주관
T.O.U.C.H 교사단



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



iPortfolio

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