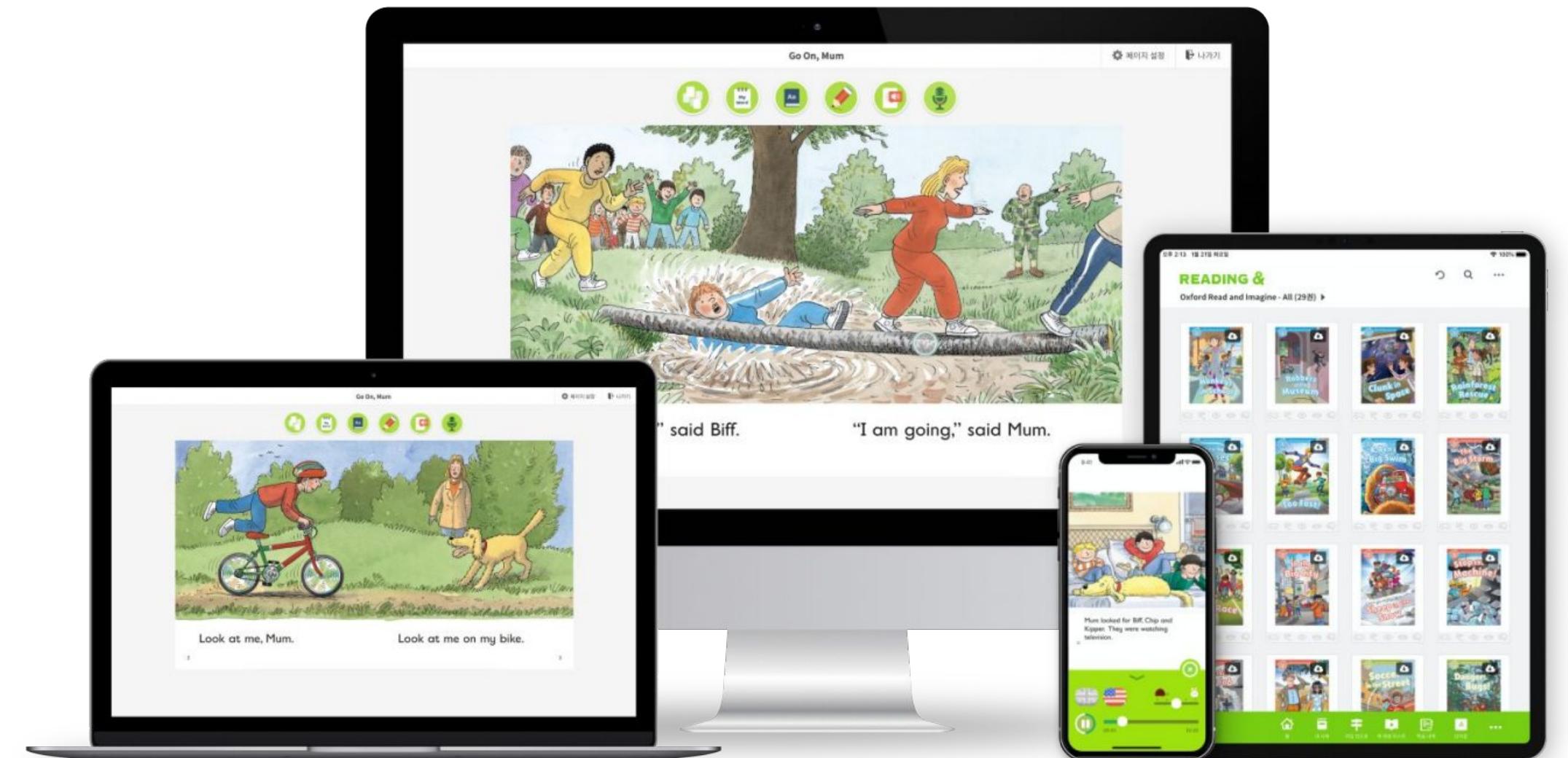




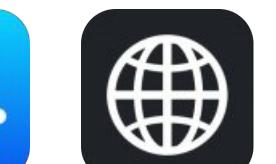
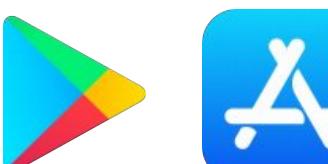
Grasp Your Spindle and Transform

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. Oct. 2022

spindle
books



■ Founders

Robert S. Kim

CEO

Over 22 years of experiences
in IT and English education

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



Jonghwan Lee

CTO/COO

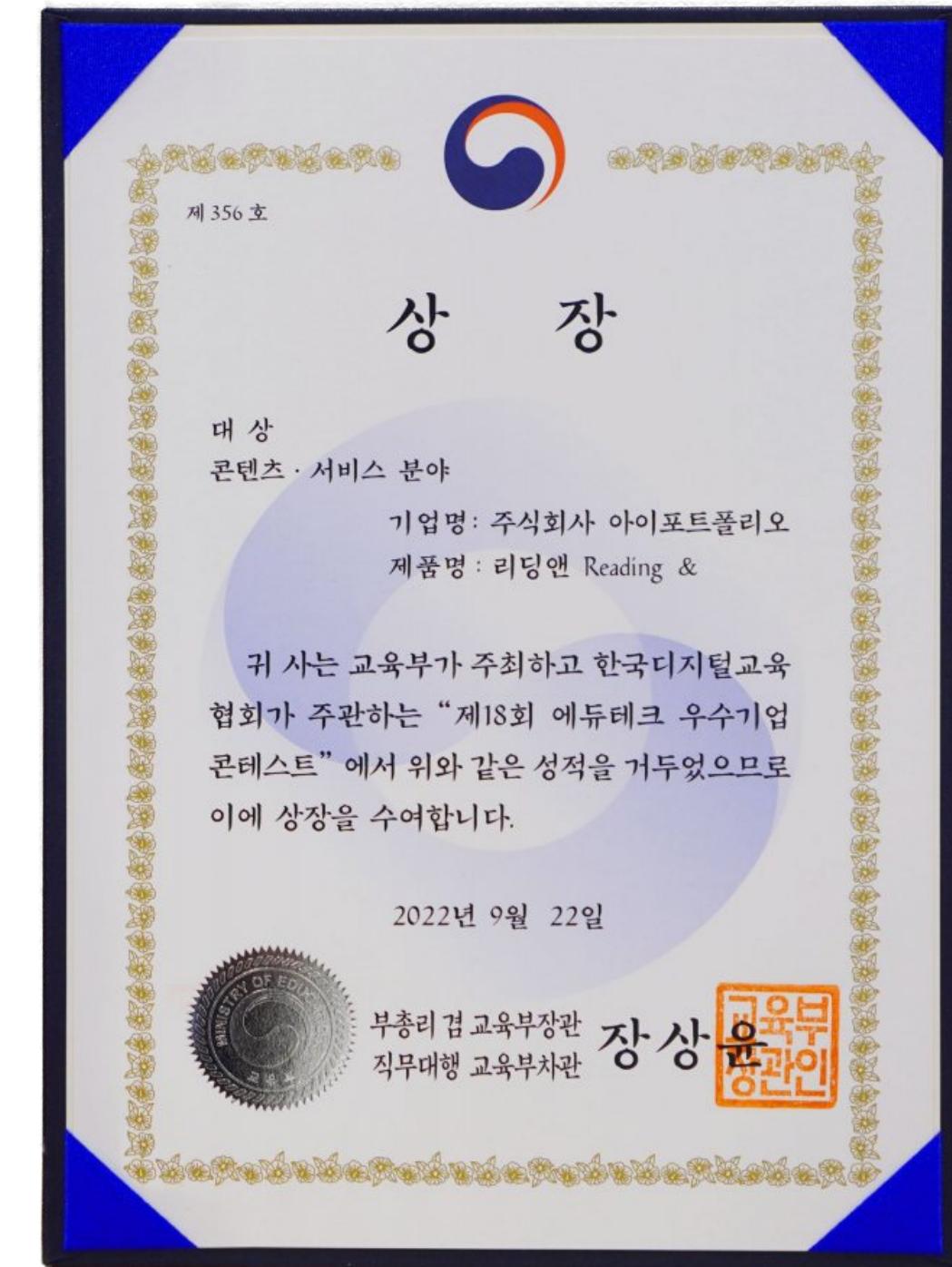
Over 21 years of experiences
in SW development and Biz consulting

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



2017 Seoul Hidden Champion
Seoul Metropolitan Government



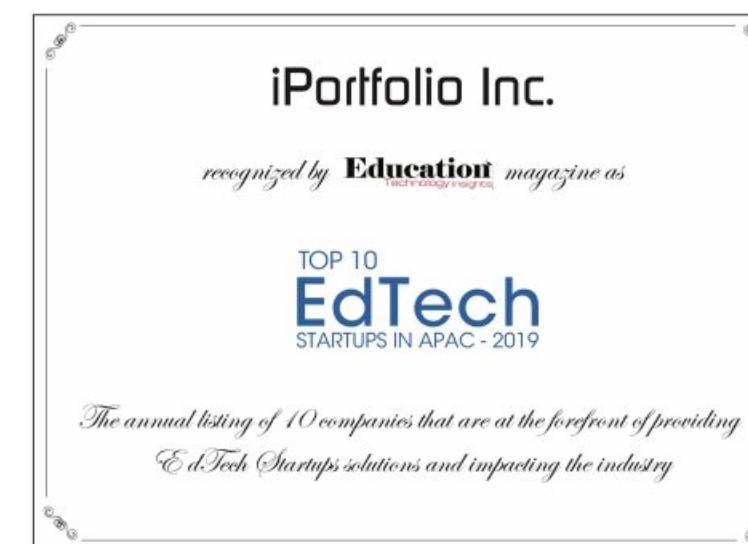
2018 Export Tower
Korea International
Trade Association



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

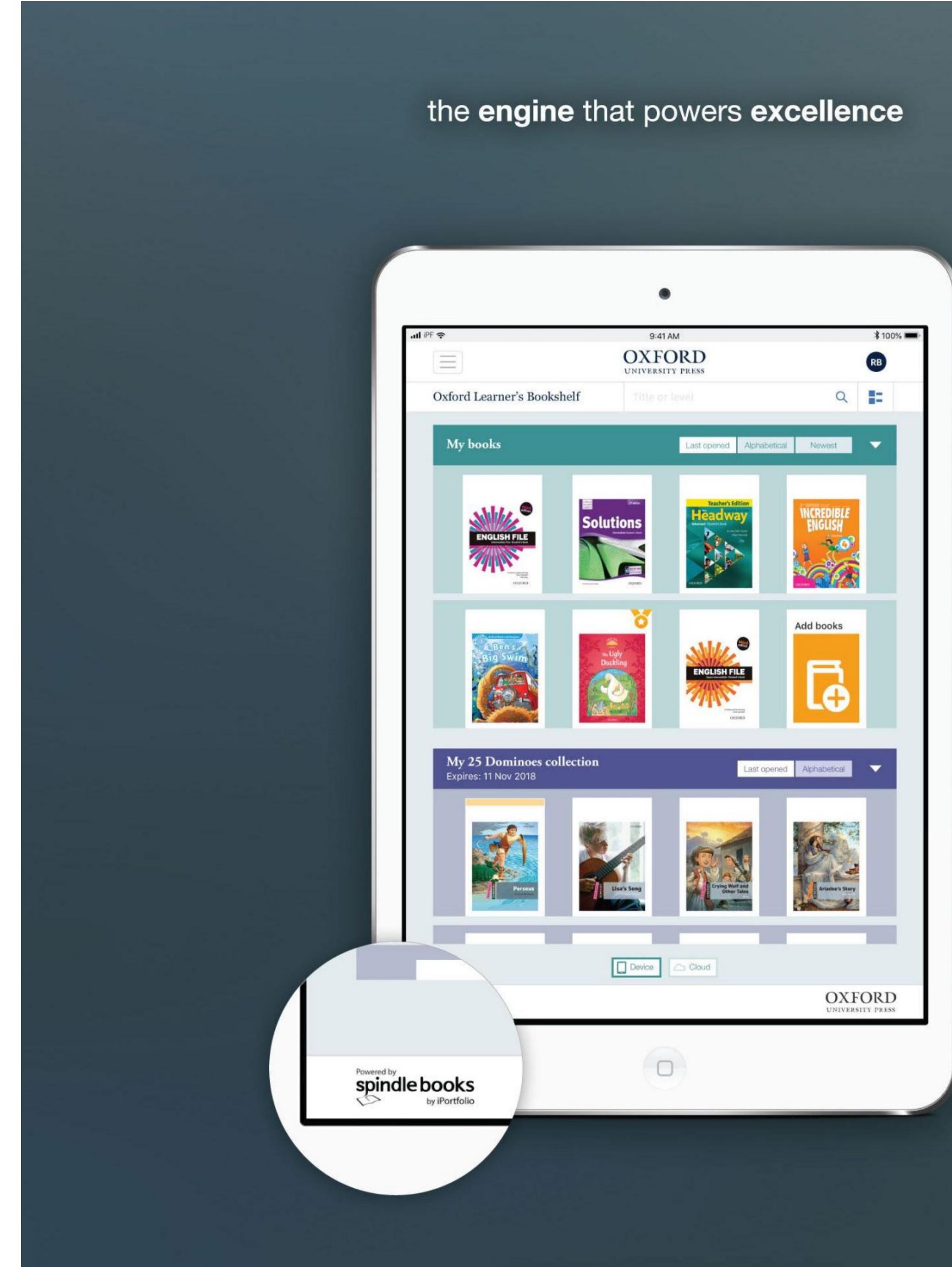


2021 BETT AWARDS Finalist
British Education Training Technology

the engine that powers **excellence**

Global Ed-Tech, iPortfolio Inc.

Mission	Transform Books, Reform Education
Founded	in 2011
Employee	53 (Oct. 2022)
Core Tech	Spindle Books™, an advanced e-Textbook platform
Based	in Seoul, Korea

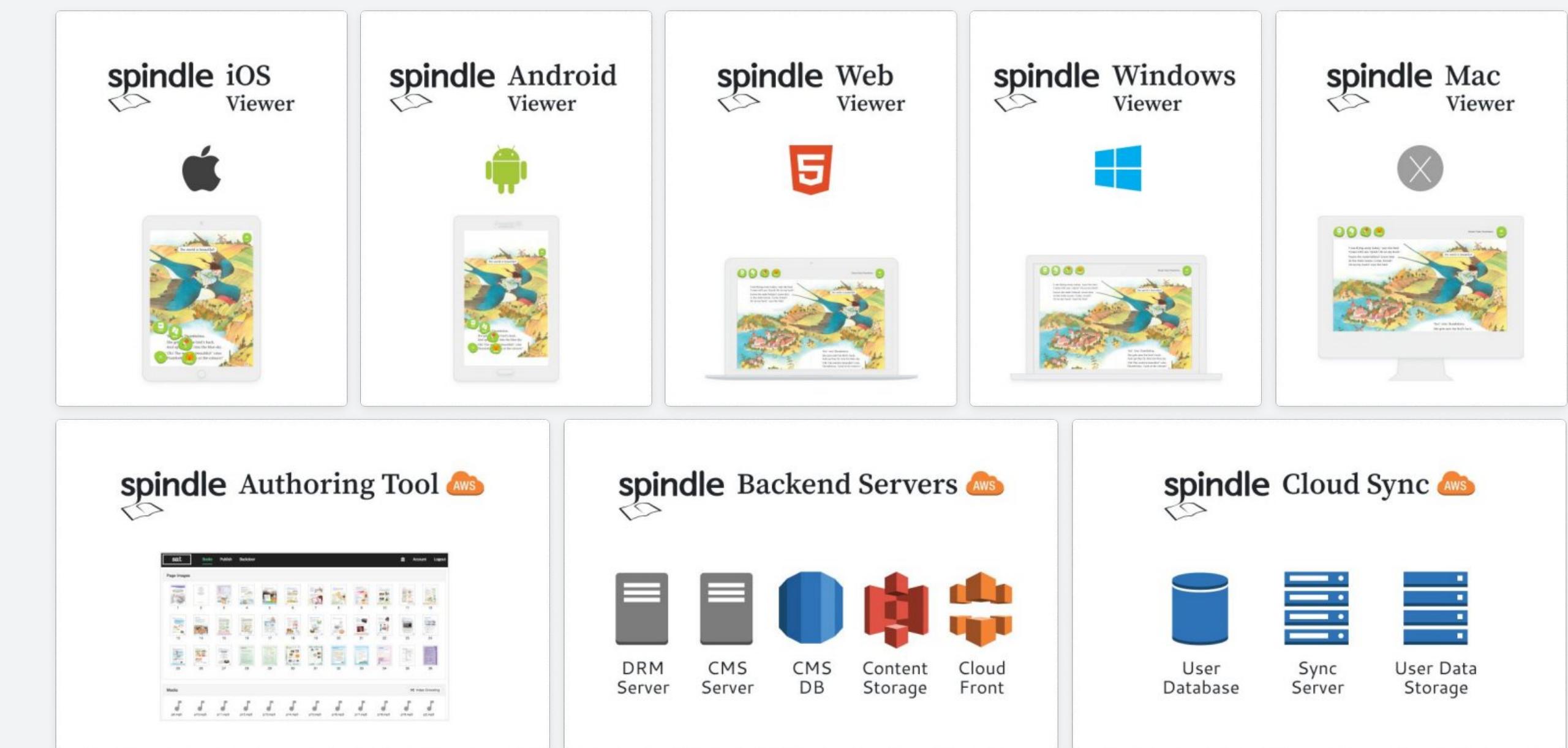
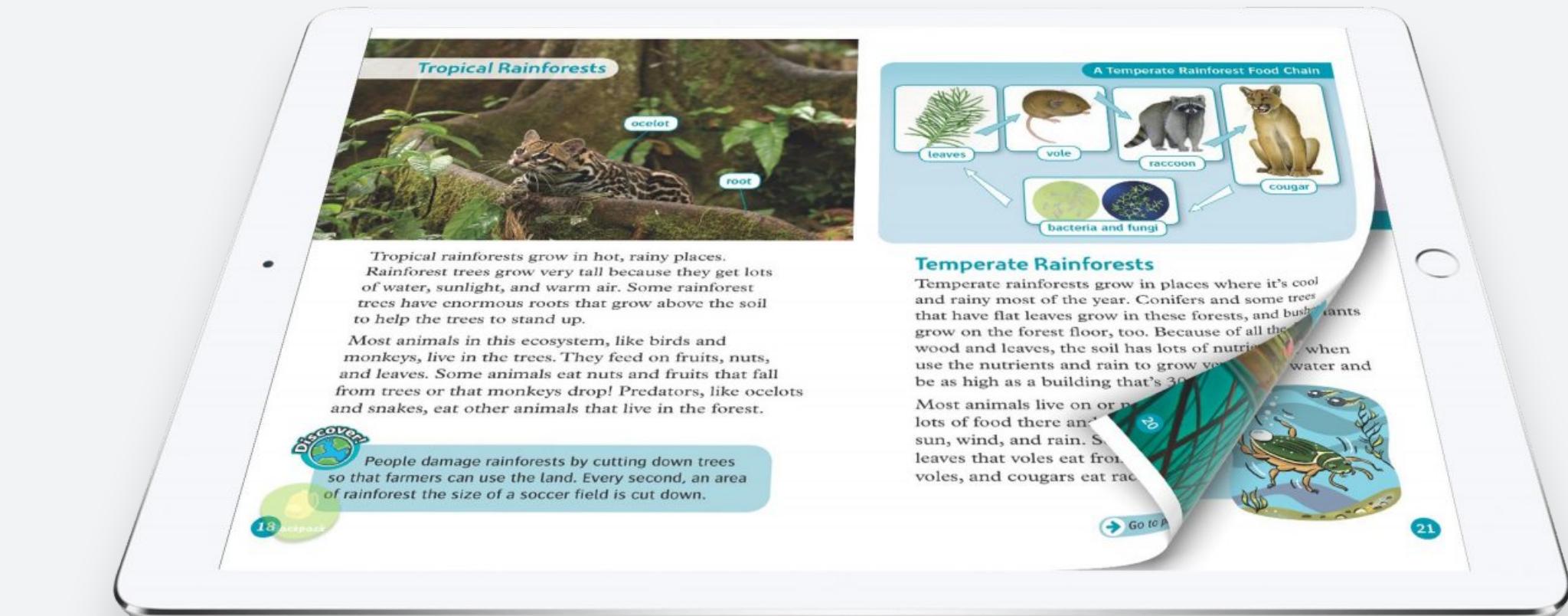


Spindle Books™

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

Spindle Books™ is a sophisticated cloud-based eBook platform specially designed for English language teaching and learning.

Spindle Books™ has been chosen by innovative publishers and companies such as **Oxford University Press** and **New Oriental Education & Technology Group**, the largest education company in China.



Spindle Books™ around the globe

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

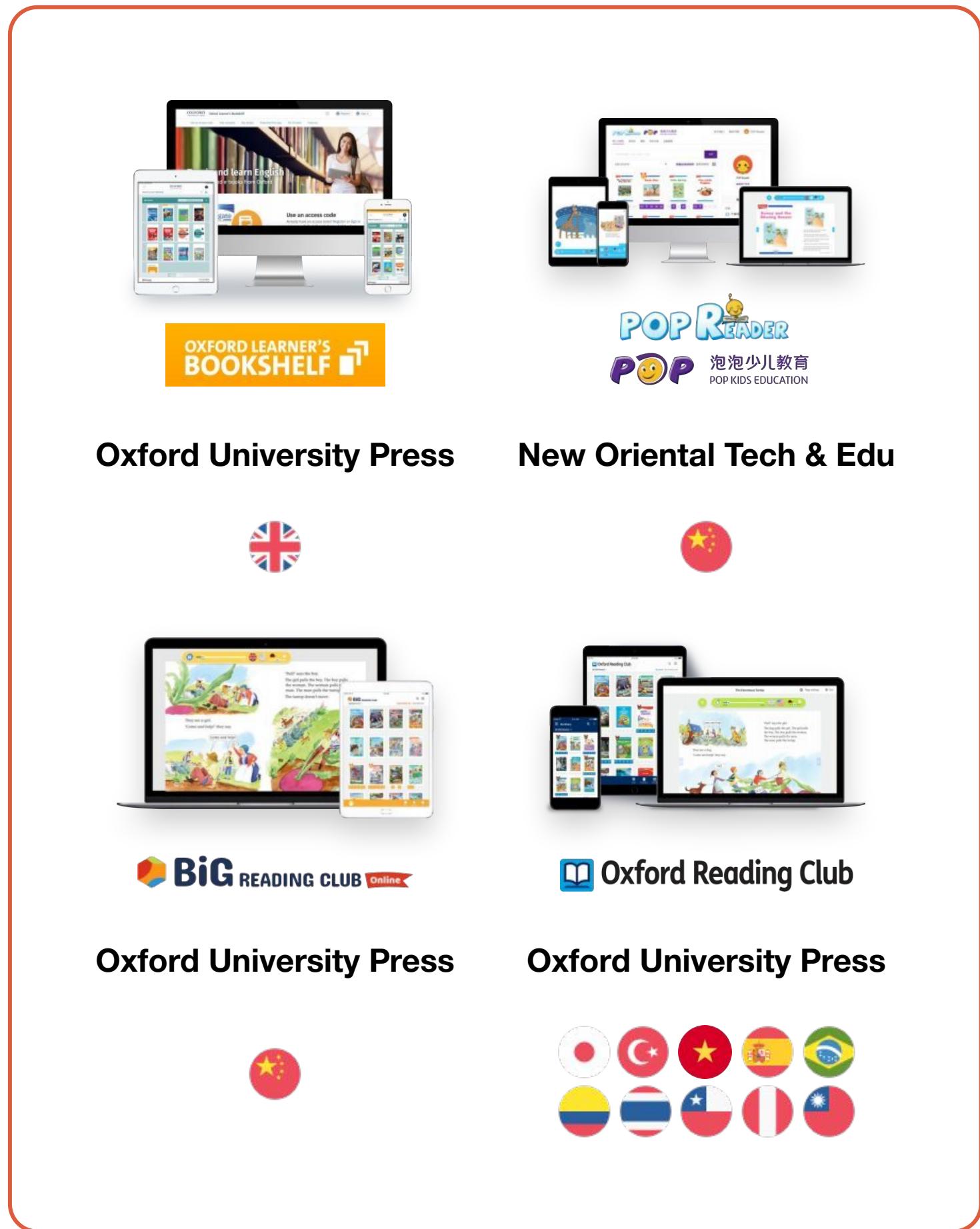
- **Oxford Reading Club** is expected to release in 40 countries
(UK, USA, Australia, Canada, France, Germany, etc.)

2022

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

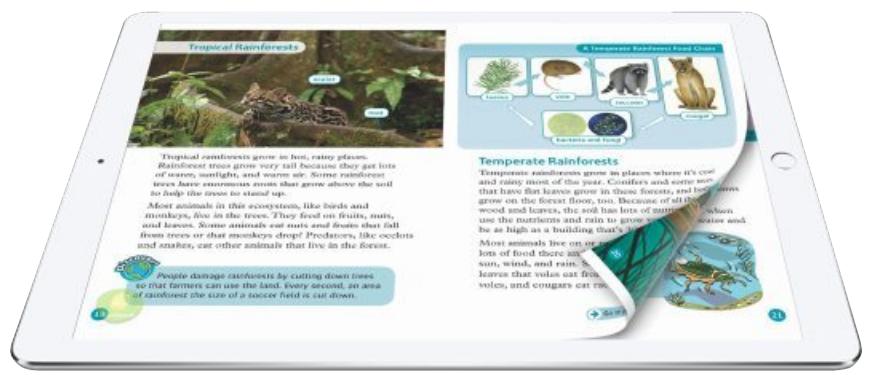


Business Model



Tech Solution (PaaS)

Tech Royalty



- An advanced e-Textbook platform
- Viewer (iOS, Android, HTML5, Windows, Mac, Linux)
- Spindle Authoring Tool
- Backend servers / Cloud sync

Content Service

Subscription

READING &



Differentiated service

5-Stage Multi-Dimension Reading (MDR)



Contents

Oxford University Press, Collins, Penguin Random House, Bob Books, and etc. (over 3,000 titles)

B2B Institution customer (2019~)



Over 300 institutions



LMS for free

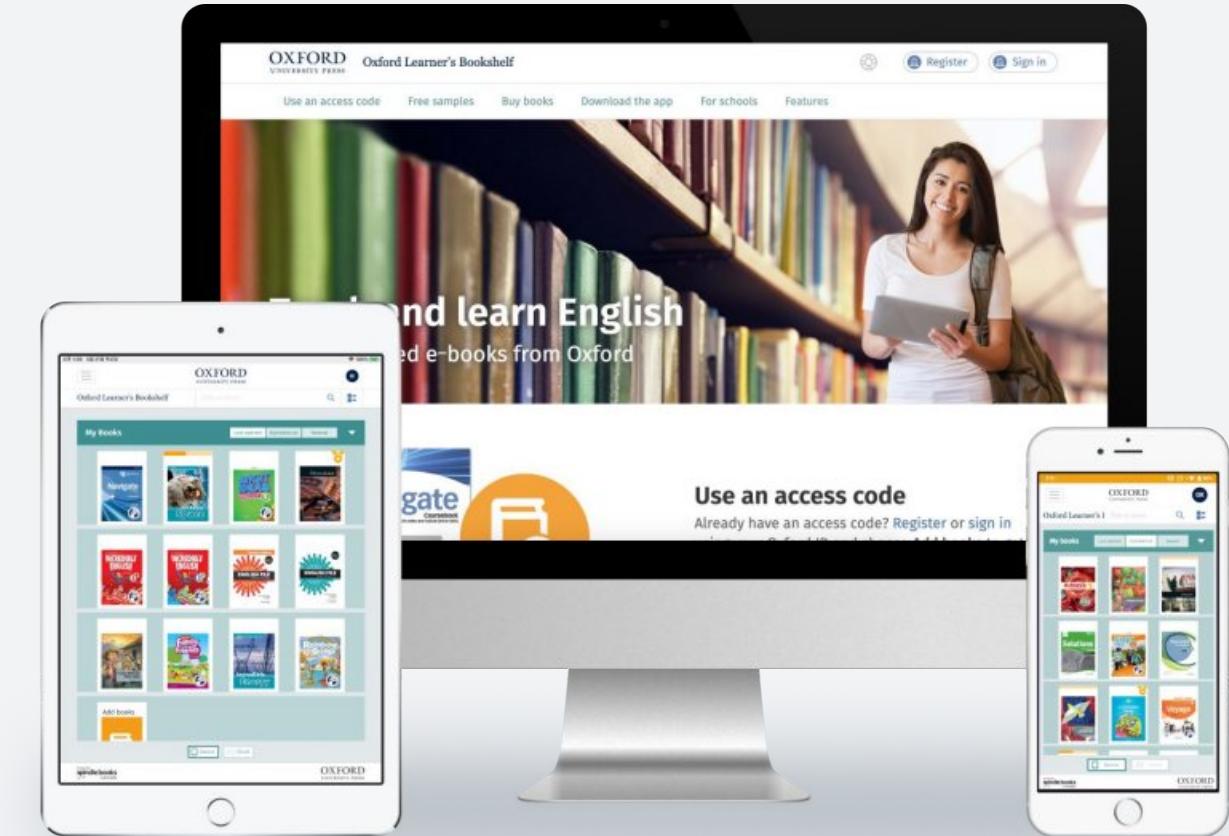
Over 3M students in 120 countries

250K students in Korea

Oxford Learner's Bookshelf

2.5M 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 2.5M 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

PREVIOUS NEXT

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* 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.

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.'

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.

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

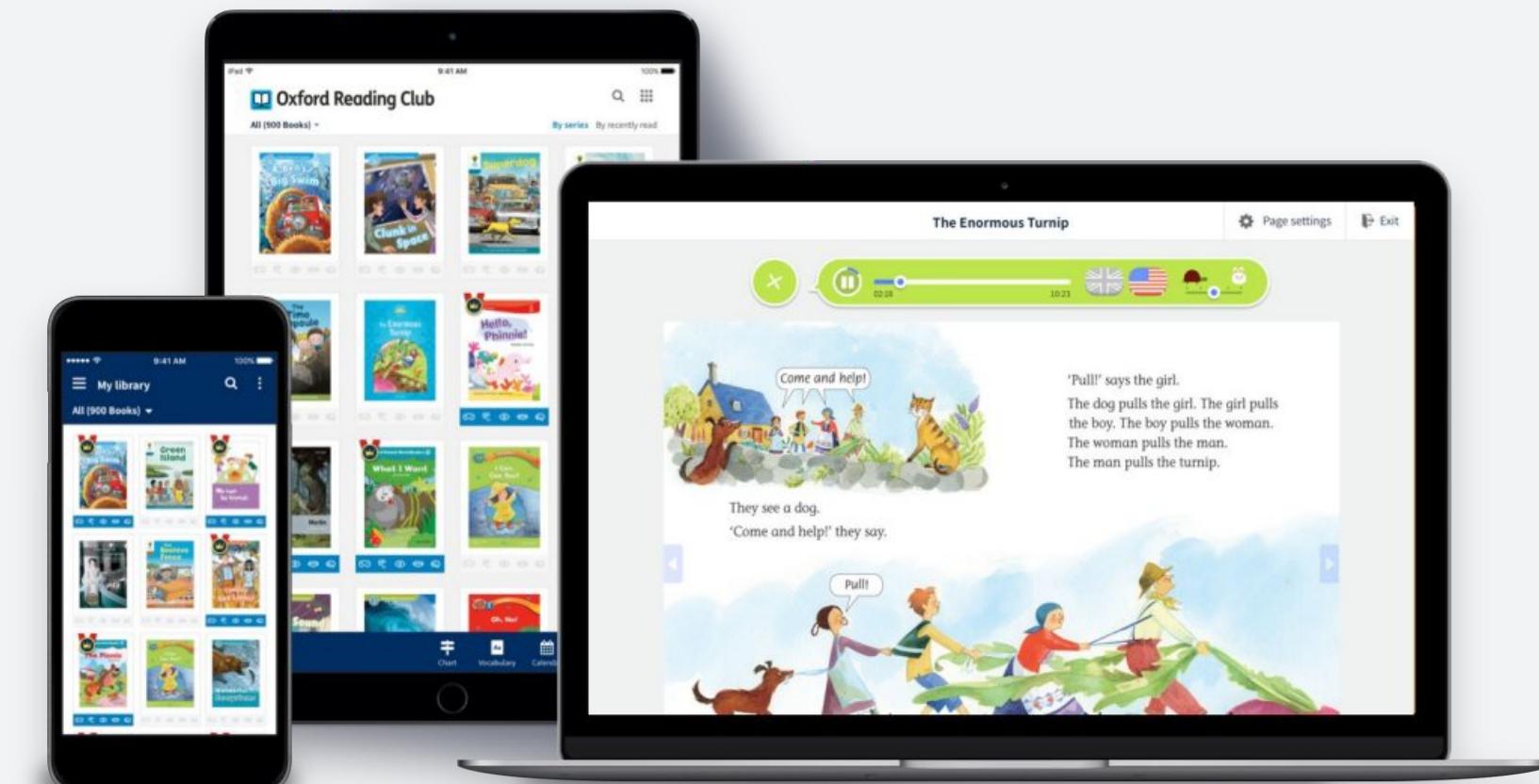
Oxford Reading Club

Reaching 100 countries by 2022

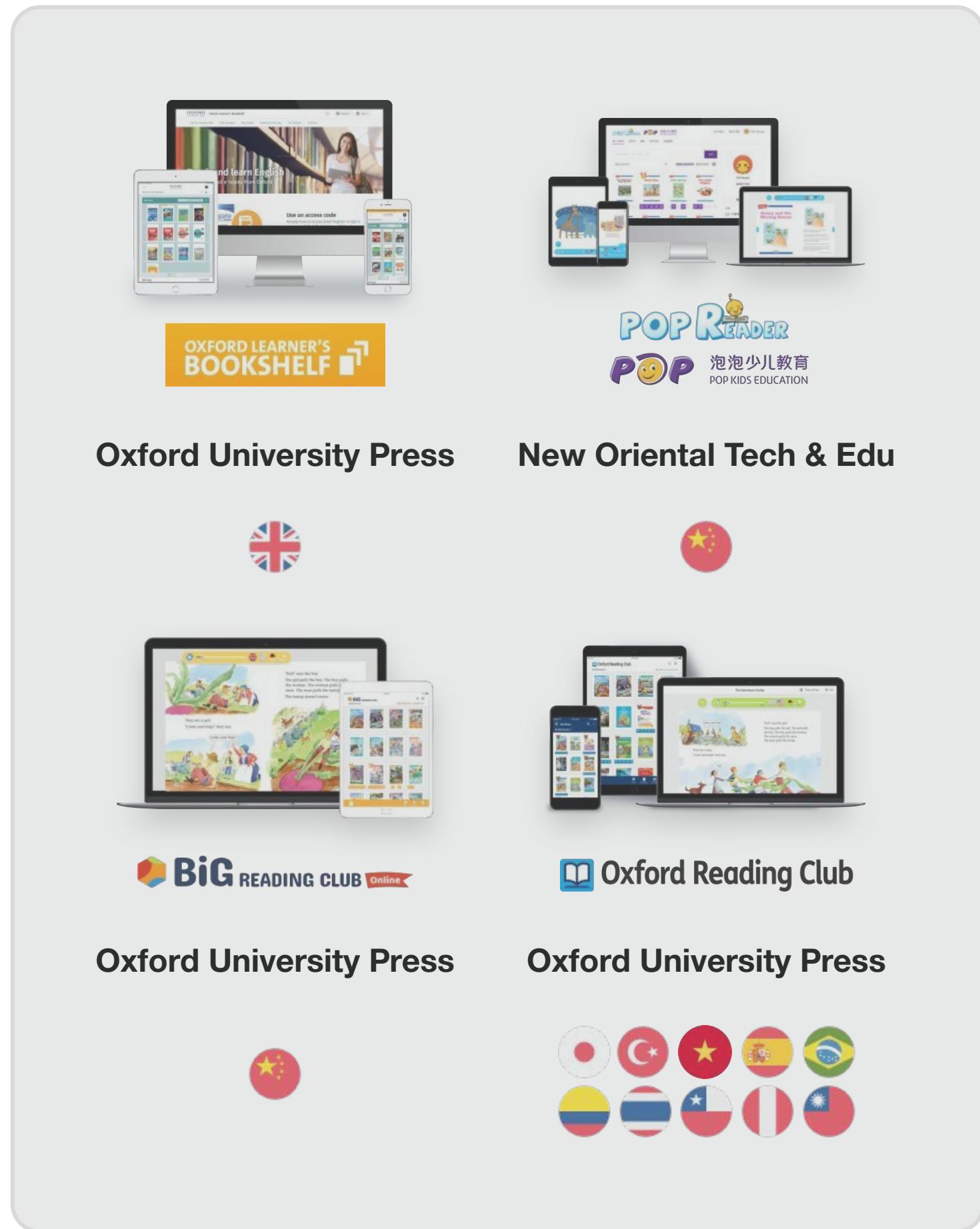
- Oxford University Press Japan and Turkey adopted their first digital reading program, Oxford Reading Club, for institutional sales.
- Oxford Reading Club released in 5 countries in 2020.
(Vietnam, Spain, Brazil, Colombia, Thailand)
- Oxford Reading Club is released in 47 countries in 2021.
(UK, US, 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.
- The first digital reading program including the full set of *Oxford Reading Tree Biff, Chip, and Kipper Stories* in both countries.
- ORC is a clone of READING & provided as a PaaS(Platform as a Service).



 Oxford Reading Club



Business Model



Over 3M students in 120 countries

Tech Solution (PaaS)

Tech Royalty

- An advanced e-Textbook platform
- Viewer (iOS, Android, HTML5, Windows, Mac, Linux)
- Spindle Authoring Tool
- Backend servers/Cloud sync

Content Service

Subscription

READING &



Differentiated service

5-Stage Multi-Dimension Reading (MDR)



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Oxford University Press, Collins, Penguin Random House, Bob Books, and etc. (over 3,000 titles)

B2B Institution customer (2019~)



Over 300 institutions



LMS for free

250K students in Korea



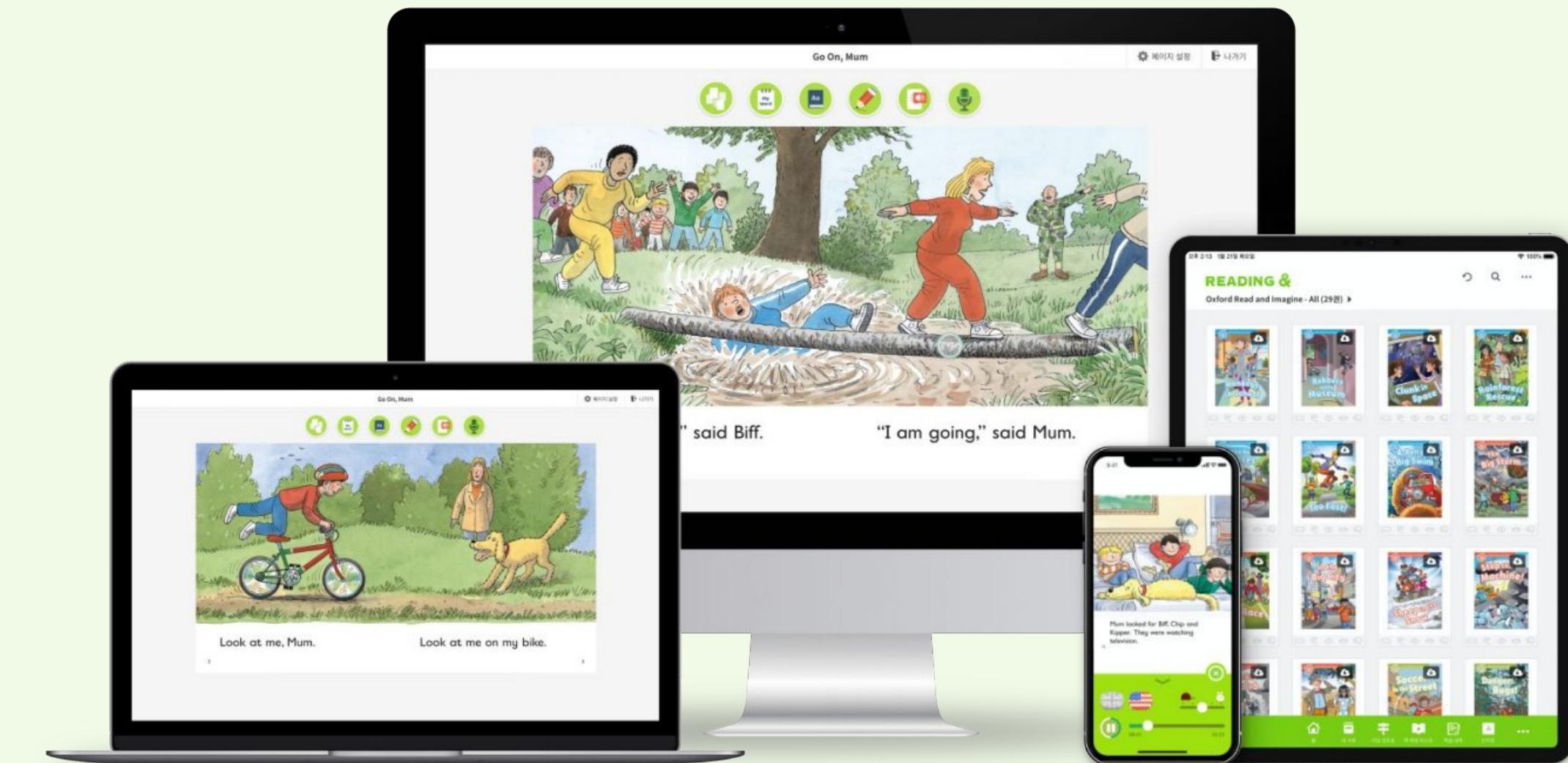
Premium e-Reading Program

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 &

Contents

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

Over 3,000 titles

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



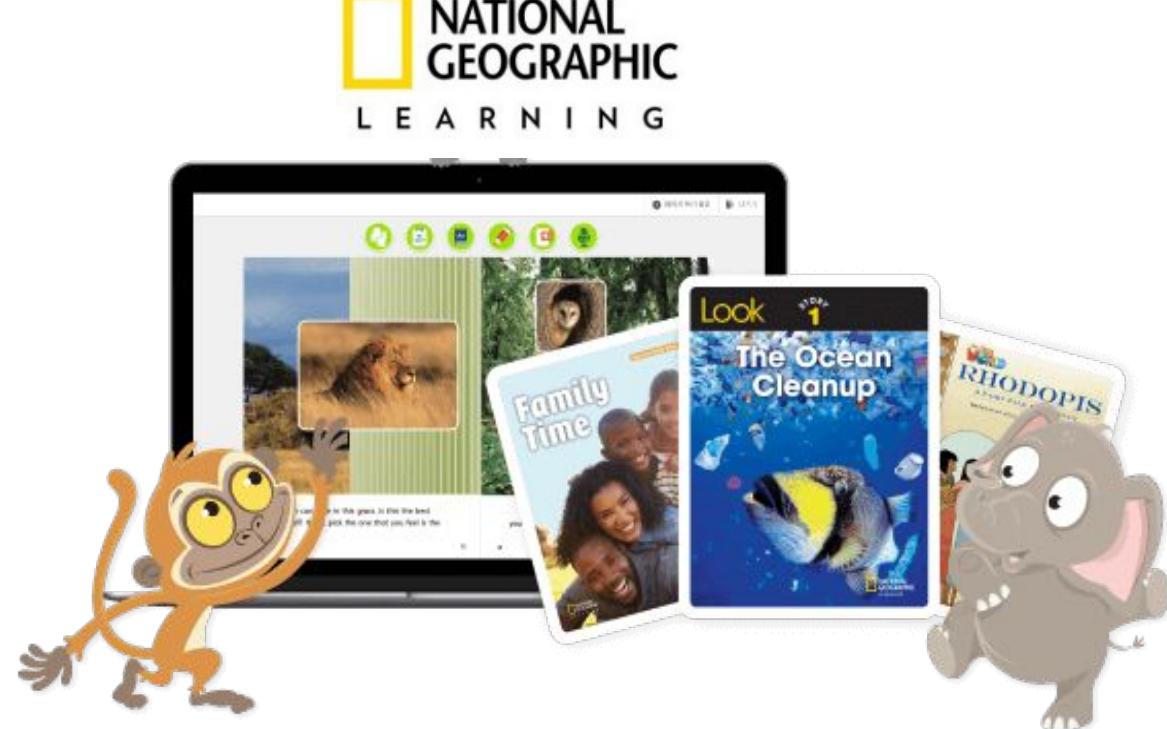
READING &

Premium Best Sellers

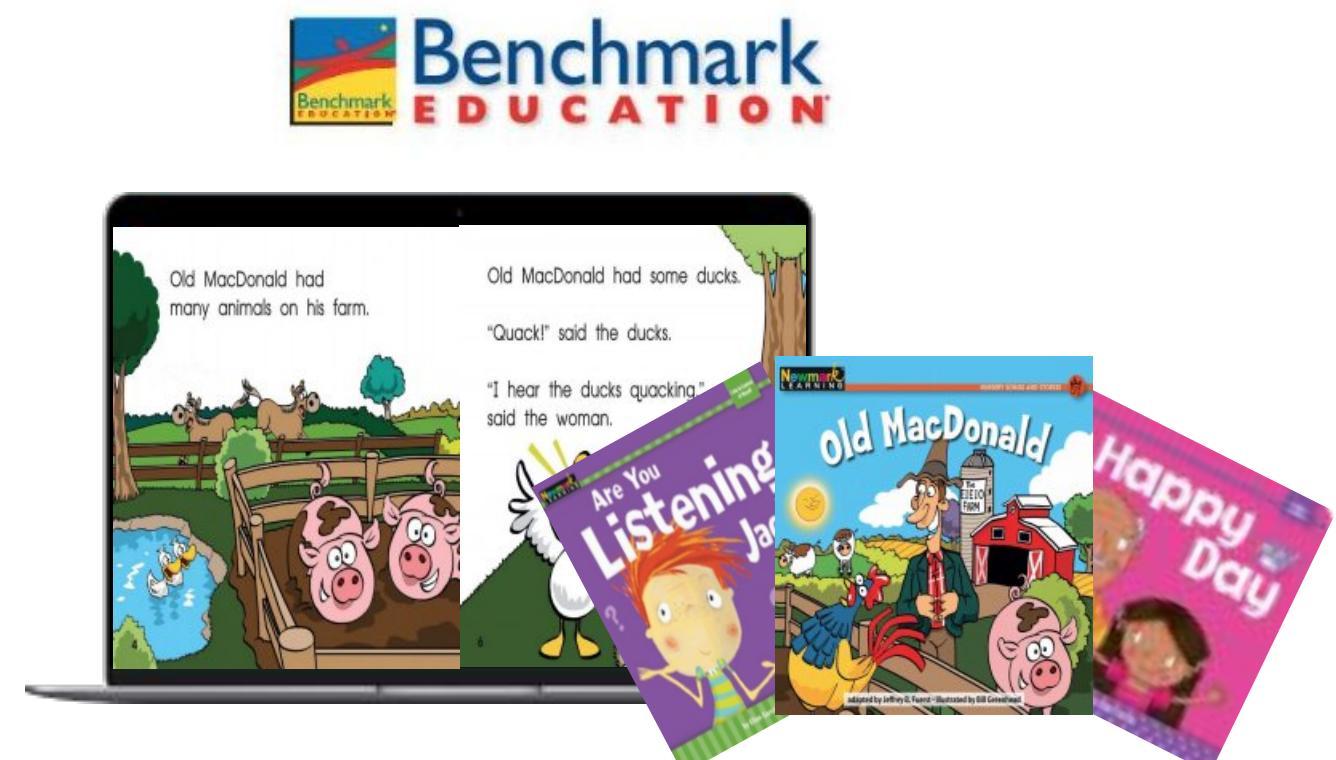
only on READING &



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.



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

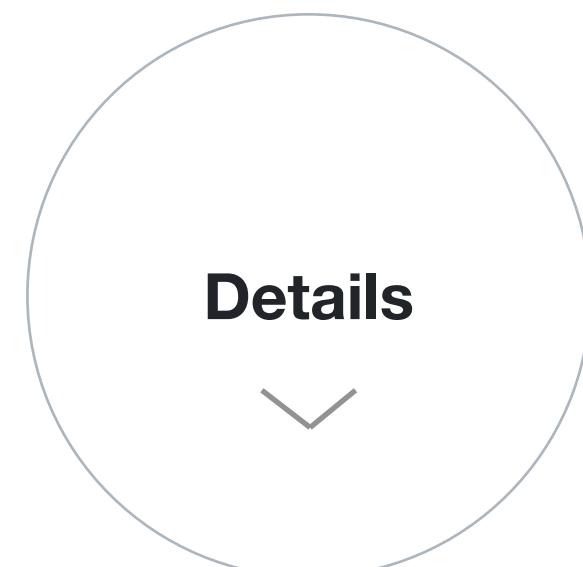


READING &

■ **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.

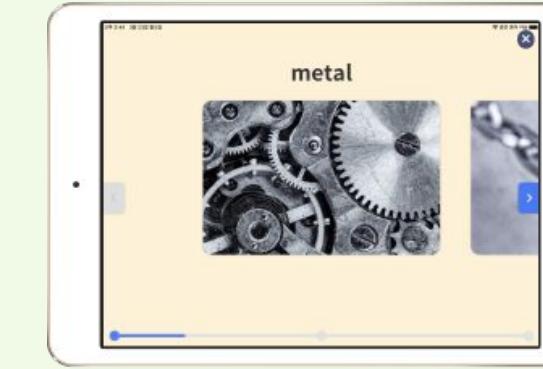


5 times more effective

“Multi-dimension Reading”



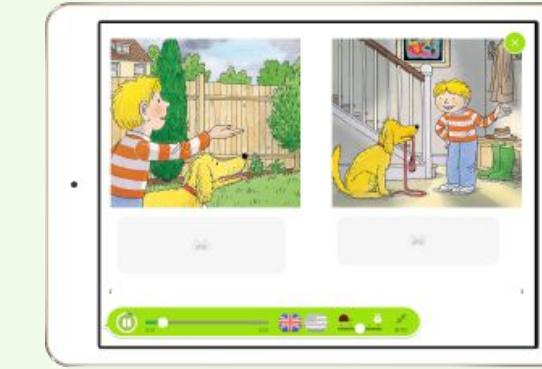
1st: Warm Up



Brain relaxer word game



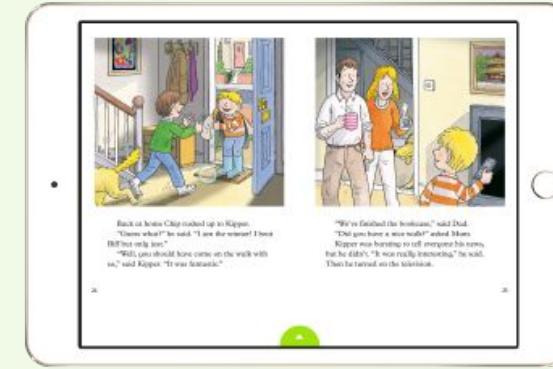
2nd: Listen Up



Vivid audio storytelling
(Texts are hidden.)



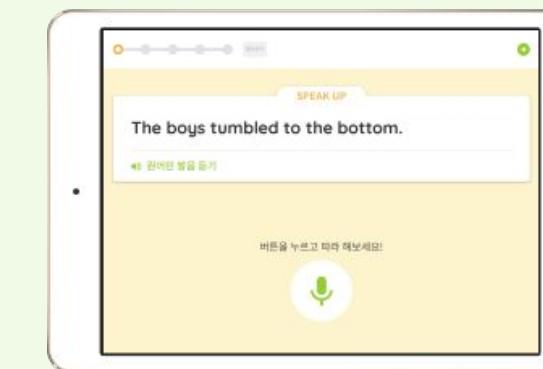
3rd: Read



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



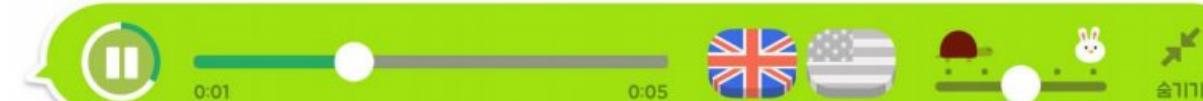
Texts are hidden, leaving only the illustration visible.

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

Switching on/off text reveal function



2



3



I went to the shops.

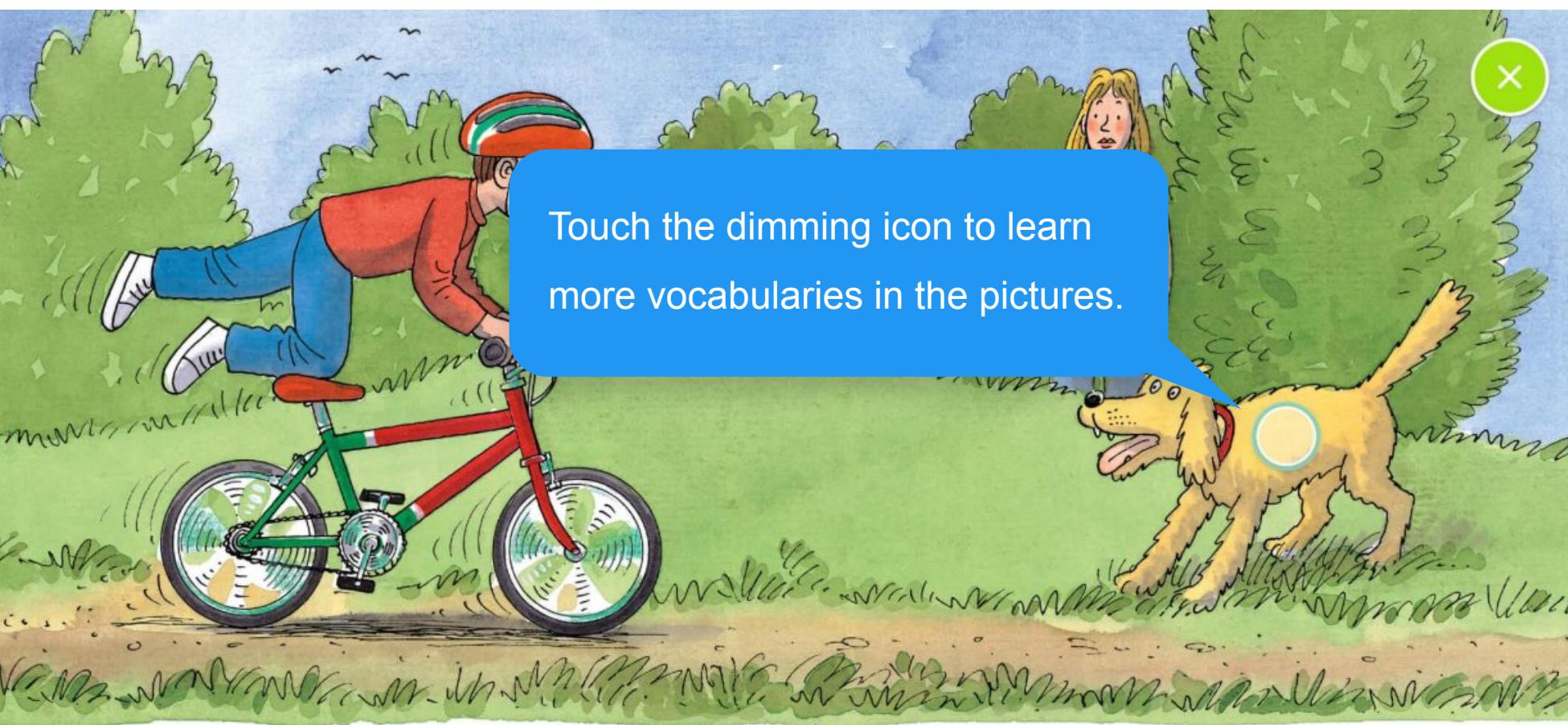
3

3rd: Read

Read the Book



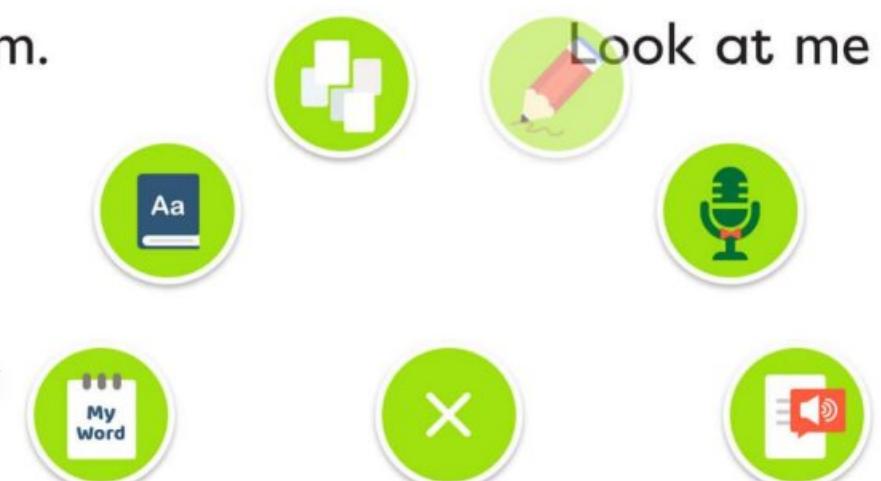
Takes the full advantage of digital reading by looking up the words in the dictionary, recording the sentences, and using pen tools.



Look at me. Mum.

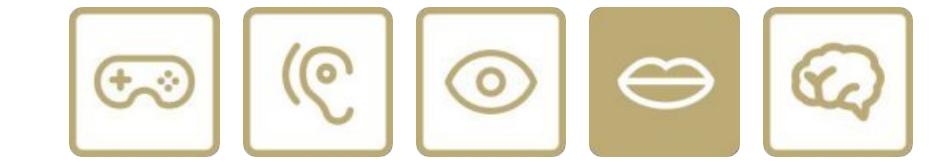
Multiple functions are provided
for efficient reading experience.

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.

The screenshot illustrates the AI Pronunciation Analysis process across two main stages:

Stage 4. Speak Up!

Switching on/off AI pronunciation analysis

한국어 버전: 발음 분석 기능을 사용하시겠습니까? (_TOGGLE)

English version: Would you like to use the pronunciation analysis function? (_TOGGLE)

그럼 이제 즐기면서 녹음을 해볼까요?

START

Detailed analysis at the phoneme/syllable level

Average Score: 66.43%

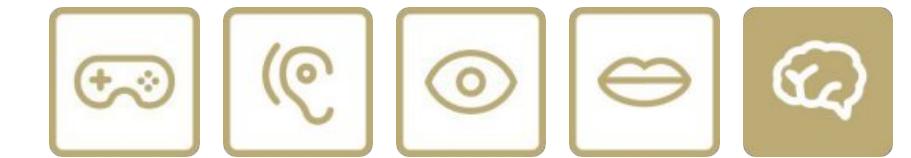
단어	음절	음소	정확도 (%)
Look	LOOK	Look	65%
at	AT	at	0%
me	ME	me	52%
on	ON	on	49%
my	MY	my	89%
bike	BIKE	bike	77%

다시 녹음하기

결과보기

5th: Wrap Up

Comprehension check without scoring



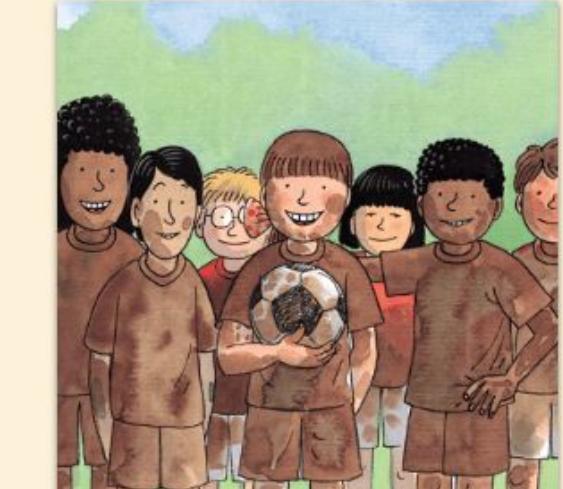
Wrap-up quizzes help learners to review the story and check their comprehension.

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

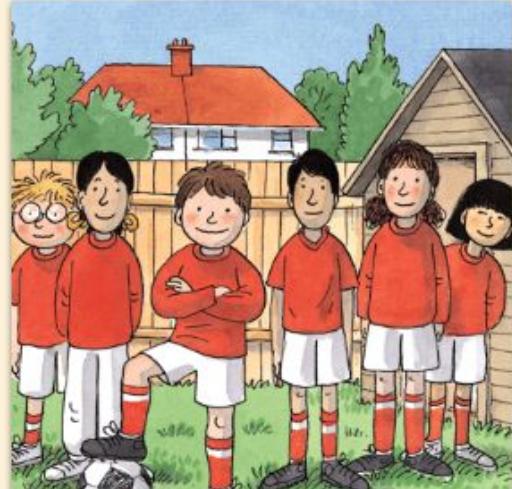

Listen again

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

Marketing Activities

Seminar for Parents

- Held over 100 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 Supporters

- “Mom Supporters” are selected to become evangelists for READING &:
 - 20th term in operation (cumulated 400 supports so far)
 - Over 5,000 reviews are posted by Mom Supporters.
 - Provide testimonials, media interview, service feedback, new feature development suggestion, QA, and etc.

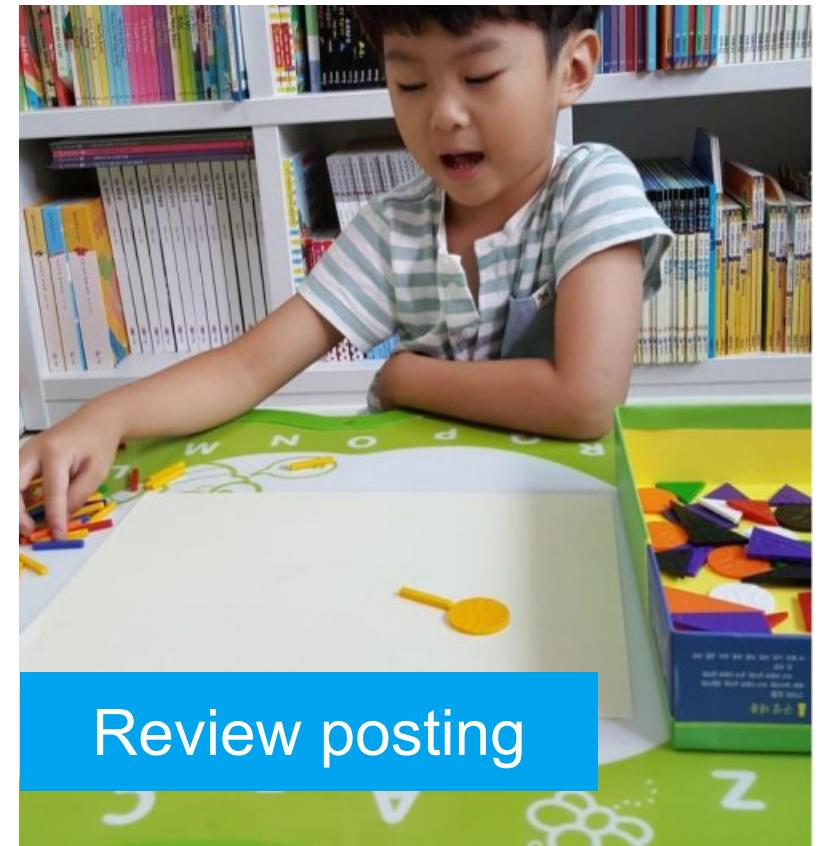


Interview

영어 공부하고 있



하지만 세계 10만 명의 아이들이 애용하는
영어 공부 방법이라는 사실!

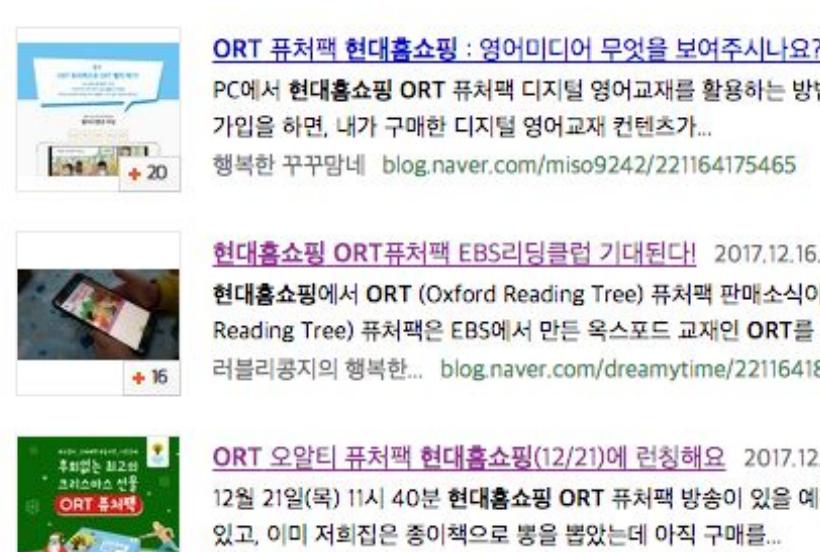


Review posting



ORT 퓨처팩 현대홈쇼핑 단독런칭! 겨울방학 영어 홈스쿨링 2017.12.17.

회원가입부터 ORT퓨처팩 사용 방법까지 몇 번의 클릭만으로 간단하게 이용 가능 ~ 현대홈쇼핑 ORT 퓨처 팩 - 12월 21일 (목) 오전 11시 40분 방송 어려운 단어가 나오면... 하는's 스타일로그 blog.naver.com/flyhighbabu/221164836167

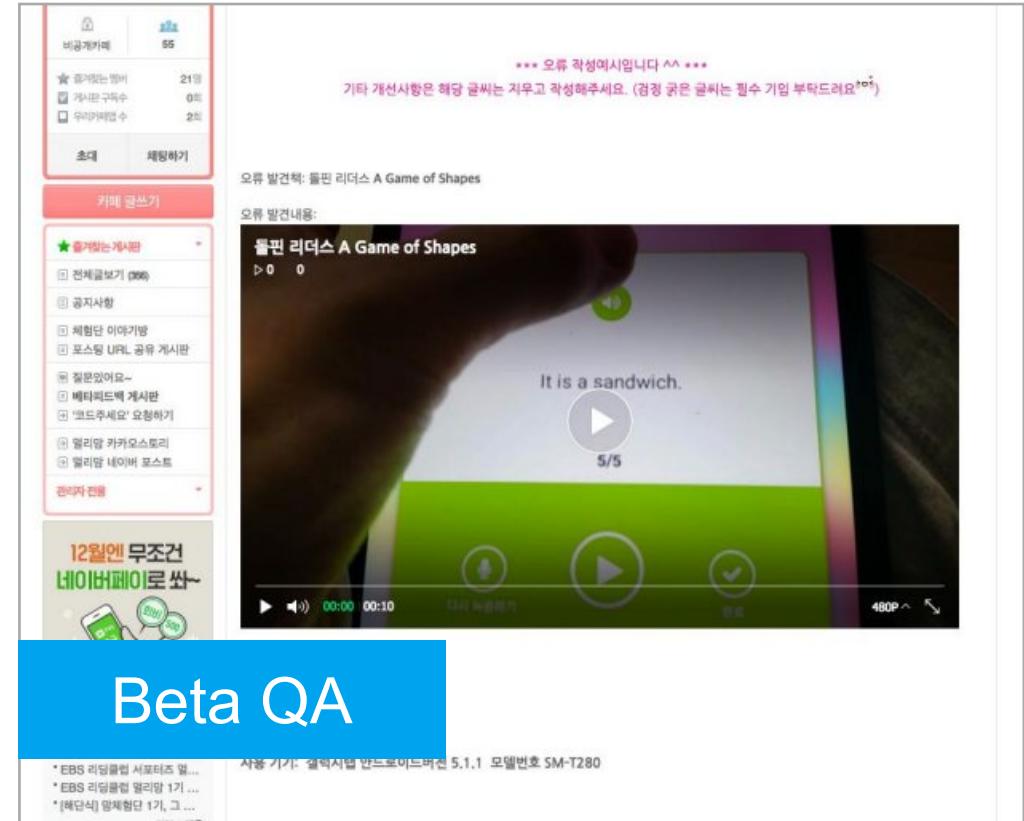


ORT 퓨처팩 현대홈쇼핑 : 영어미디어 무엇을 보여주시나요? 2017.12.16.

PC에서 현대홈쇼핑 ORT 퓨처팩 디지털 영어교재를 활용하는 방법이예요. EBS리딩클립을 검색해서 회원 가입을 하면, 내가 구매한 디지털 영어교재 컨텐츠가...
행복한 꾸꾸만네 blog.naver.com/miso9242/221164175465



Seminar



Beta QA

Marketing Activities

Mom Challenger Movement

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)
- ...
- 9th 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

이름(한글)	이름(영문)	나이	아이디	수업명	이용증인 플렉션	읽은 권 수/목표	등록일
김희진	Heejin Kim	28	hjkim	해정 대기중		0/5	2019-01-22
권오철	Ochel Kwon	33	okwon	희망찬반	ORT	1/5	2019-01-21
박하늬		27	hpark	해정 대기중		0/5	2019-01-20
박범석	Beomseok Park	32	bspark	붉은 노을 반	ORT	10/20	2019-01-11
송영진	Young Jin Song	33	yjsong	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	해정 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	해정 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

테스트 상태	확인하기
레벨 테스트 Level 19	
상위 테스트 Level 3	

배정된 수업	클래스	선생님
수업명 고연령 평생 회원반	Dominoes 시리즈	Kevin

이용권 구매	구매 내역	만료일
클래스판	이용증인 클래스판	
구매 내역	혹스포드 e-라이브러리 (ORT포함)	

학습 통계	2018년	월 선택	PDF 다운로드
도서 리스트는 월별로 확인할 수 있습니다.	121 권 읽음	323,415 개 단어 학습	9,461,180 분 학습
6/12 6/10 9/12 6/6 5/10 2/12 9/12 1/12 9/12 6/8 9/9 12/12 Jan Feb Mar Apr Jan Jun Jul Aug Sep Oct Nov Dec	Goal Read		

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
10 13	10 12	10 23	214 324	120 1,308

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

Over 400 institutions have adopted READING & including SKT and CDL, one of the largest private English academies in Korea.

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Thank you

E-mail : contact@iportfolio.co.kr

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