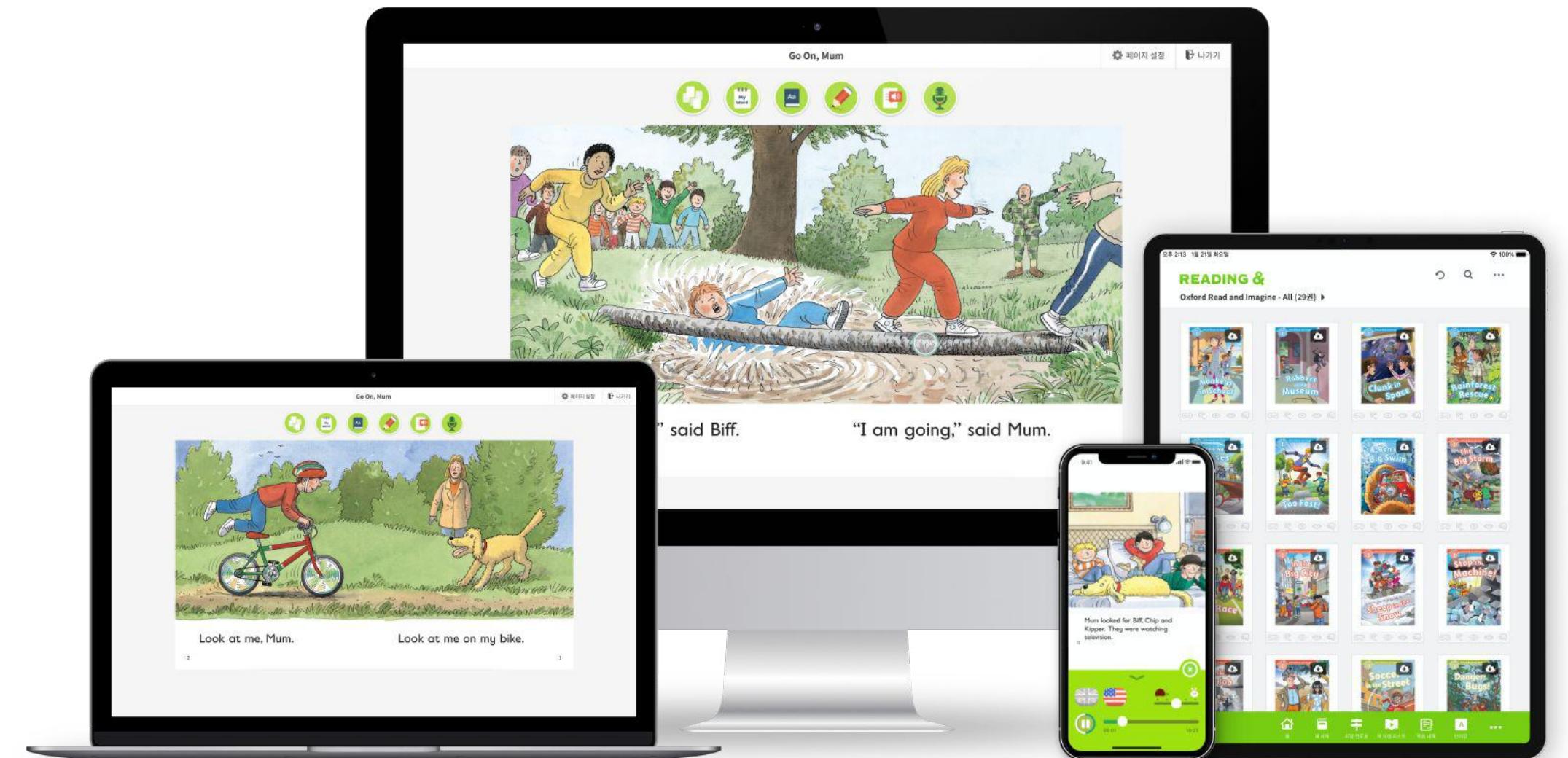




# Grasp Your Spindle and Transform

## 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. Jan 2021

spindle  
books



# ■ Founders

**Robert S. Kim**

CEO

Over 21 years of experiences  
in IT and English education

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



**Jonghwan Lee**

CTO/COO

Over 20 years of experiences  
in SW development and Biz consulting

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



# Award & Certificate



2016 K-Global 300  
Ministry of Science and ICT



2017 Korea Venture Award  
Korean Venture Business Association



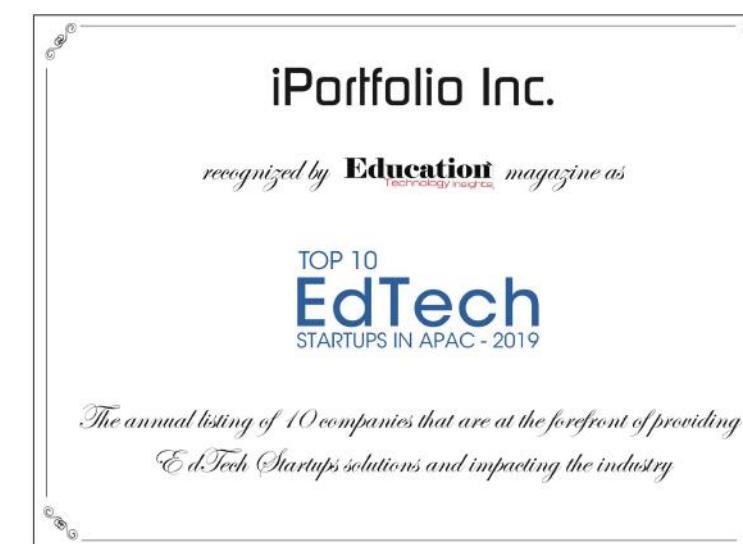
2017 Seoul Hidden Champion  
Seoul Metropolitan Government



2018 Export Tower  
Korea International Trade Association



2018 AWS EdStart Member  
Amazon Web Service



2019 APAC's TOP 10 EdTech  
Education Technology Insights Magazine



2020 BETT AWARDS Finalist  
British Education Training Technology



2020 AES GLOBAL AWARD  
Asia EdTech Summit Committee



2021 BETT AWARDS Finalist  
British Education Training Technology

# Global Ed-Tech Company, **iPortfolio Inc.**

**Mission** Transform Books, Reform Education

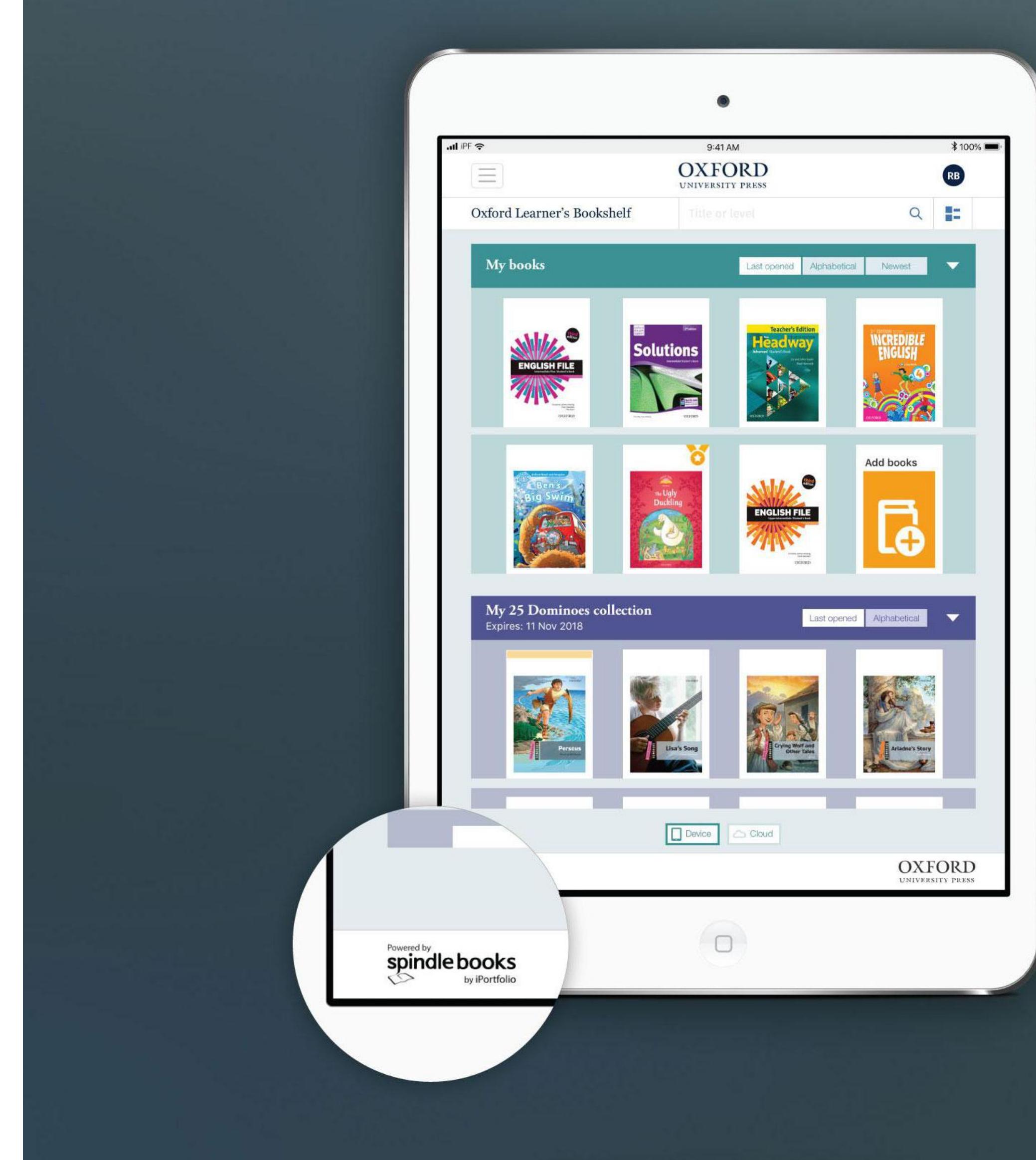
**Founded** in 2011

**Employee** 48 (January 2020)

**Core Tech** Spindle Books™, an advanced e-Textbook platform

**Based** in Seoul, Korea

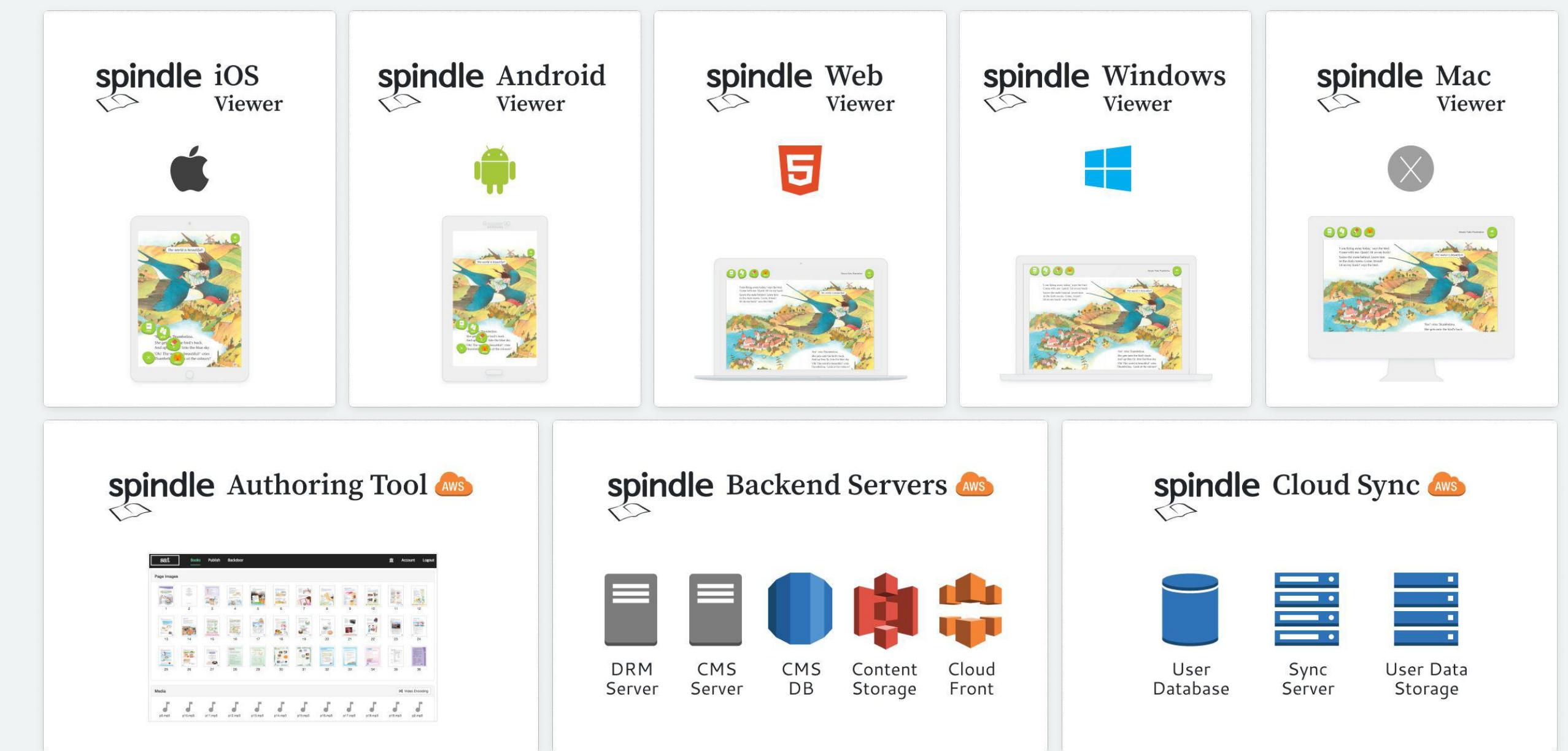
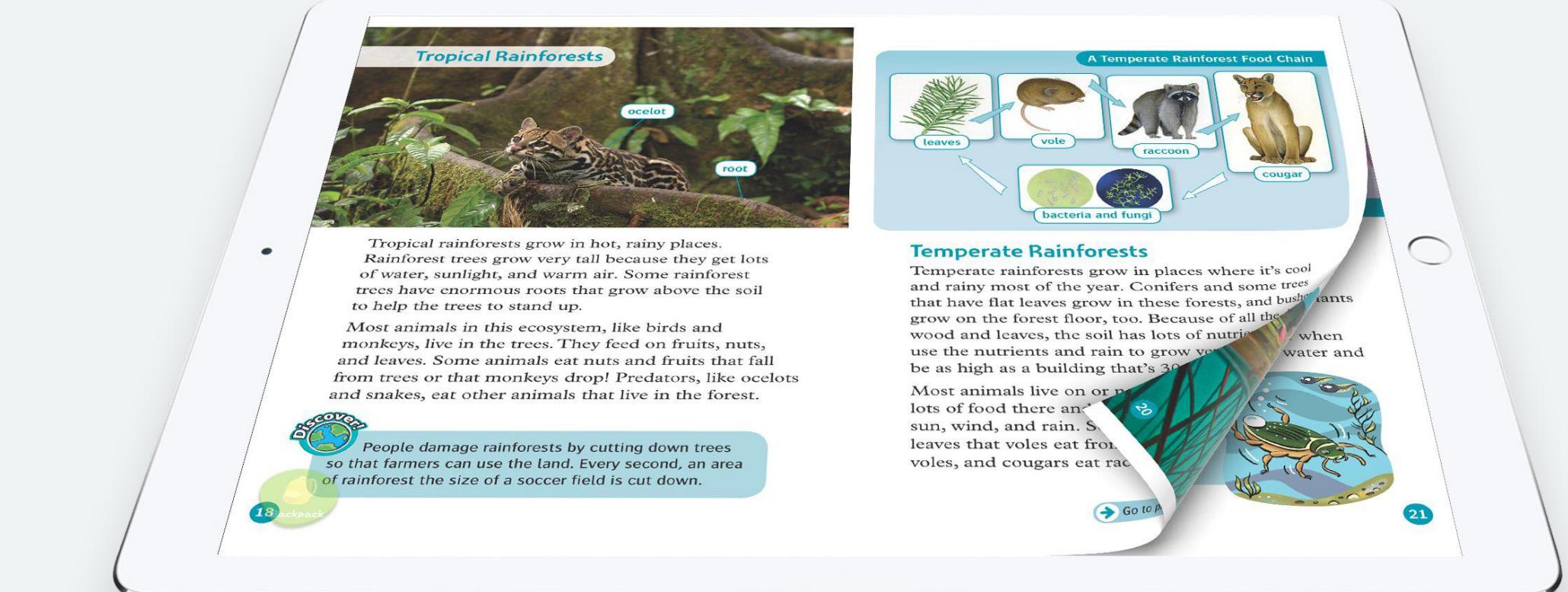
the engine that powers **excellence**



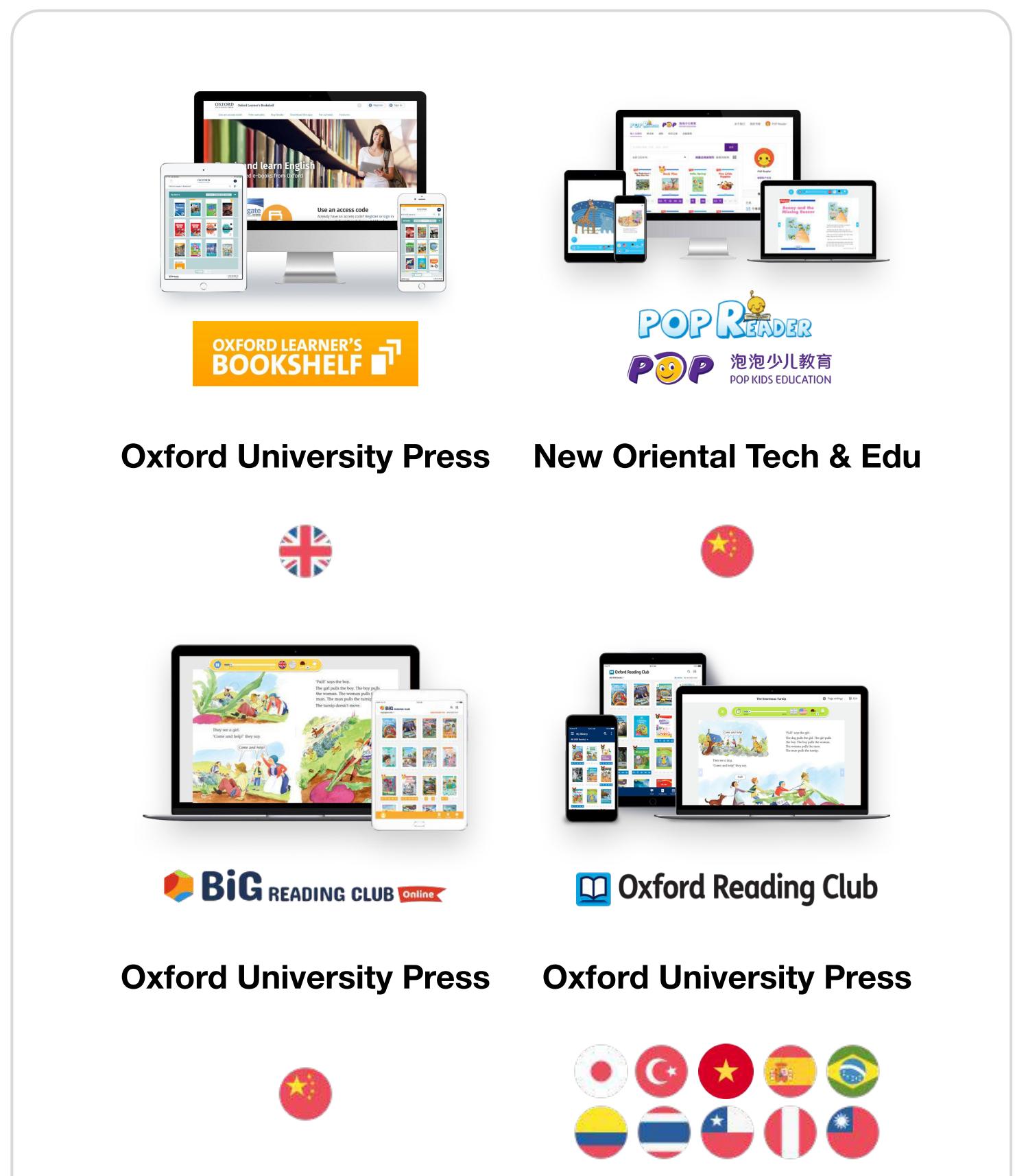
# What is Spindle Books™

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.



# Business Model

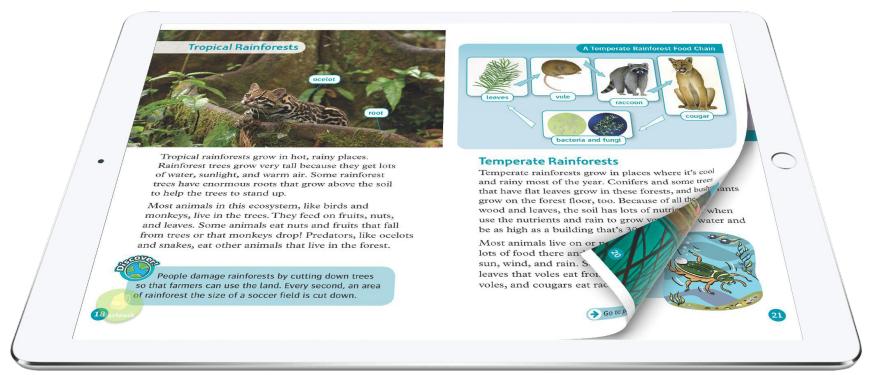


65 countries over 2M students

(2020.10)

## Tech Solution (PaaS)

Tech Royalty



## Content Service

Subscription

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

## READING &

150,000+



## Differentiated service

5-Stage Multi-Dimension Reading (MDR)



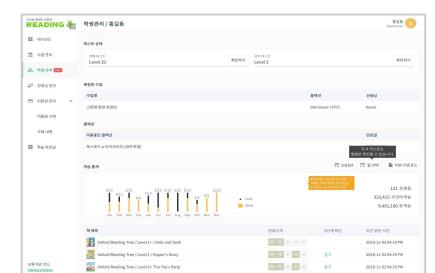
## Contents

Oxford University Press, Collins, Penguin Random House, Bob Books, and etc. (over 2,000 titles)

## B2B Institution customer (2019~)



Over 200 institutions



LMS for free

# ■ Spindle Books™ in 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 Turkey
- **Oxford Reading Club** released by OUP Japan

2020

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

2021

- **Oxford Reading Club** is expected to release in 3+ countries  
(Chile, Peru, Taiwan, ...)



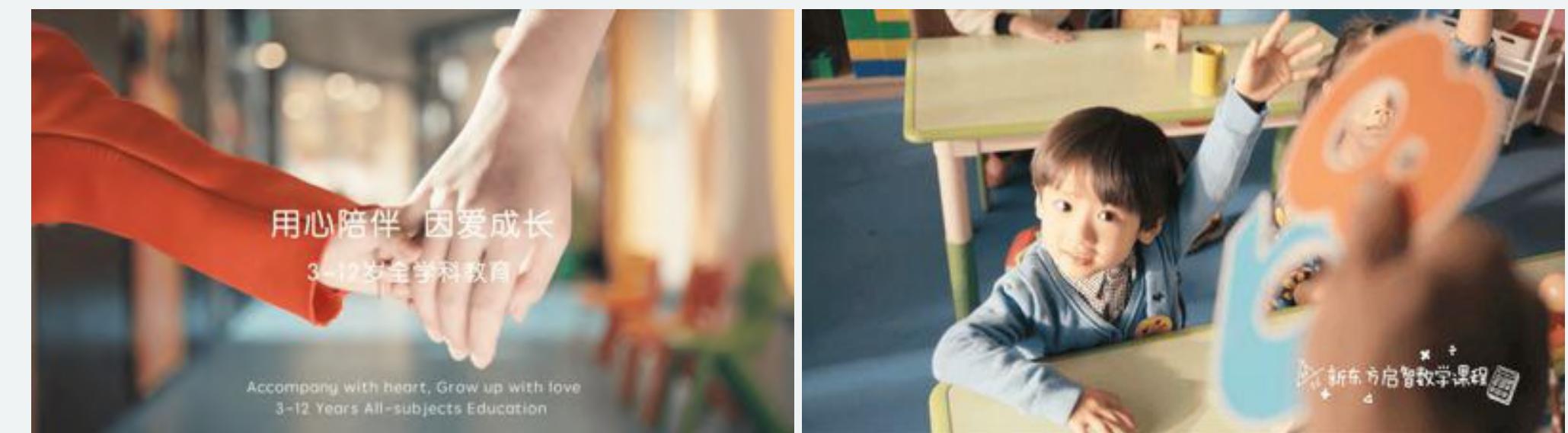
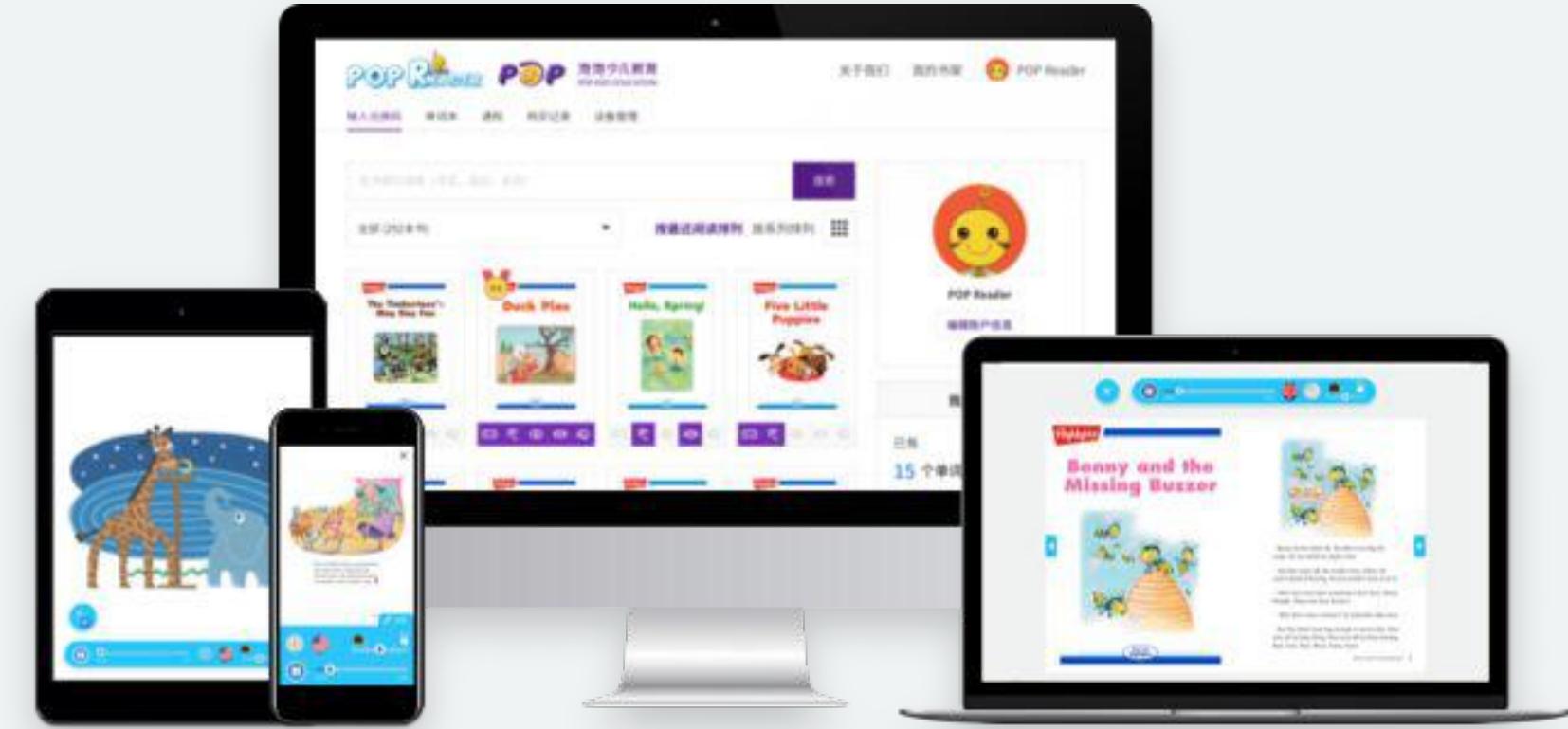
# Oxford Learners' Bookshelf

- As the official eBook platform for the ELT division of Oxford University Press, OLB has been deployed to over 60 countries serving over 1.3M students worldwide.
- Bookshelf, Viewer, B2C store, B2B delivery, Learning Rocker System, LMS are available.
- Including *Headway*, *Let's Go*, *Read & Discover*, over 2,500 titles are housed.
- iOS, Android, Web, cross platform, user data sync available.



# POP Reader

- New Oriental (listed in NYSE) has selected Spindle Books™ for its eReading service, called POP Reader, for 350,000 enrolled students from Pre-K to 12.
- China's leading private educational service provider (est. 1993)
- IPO on Sep 7, 2007 on NYSE (EDU)
- 748 learning centers, 66 schools across 55 cities of China
- Over 20,000 teachers and 13.5 million enrolled students
- 1.5 billion (RMB) revenues in 2016
- Brand preference #1 in K-12 after school market (Deutsche Bank, 2013)





# 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, as cooperating with CNPIEC.
- Yearly target sales were fulfilled just in 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* 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.

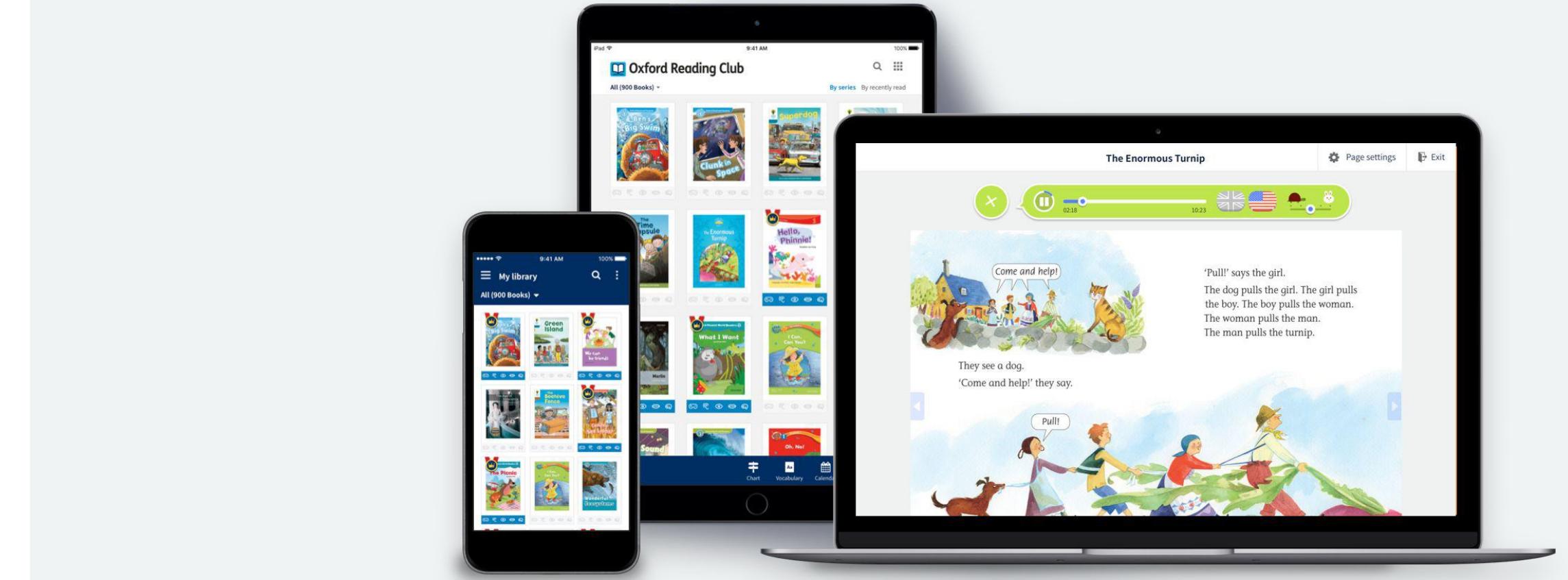
**Big Reading Club**  
iPortfolio Inc.  
获赞  
★★★★★ 4+

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



# Oxford Reading Club

- Oxford University Press Japan and Turkey adopted their first digital reading program, Oxford Reading Club, for institutional sales.
- Learning Management System (LMS) is included.
- The first digital reading program including the full set of *Oxford Reading Tree Biff, Chip, and Kipper Stories* in both countries.



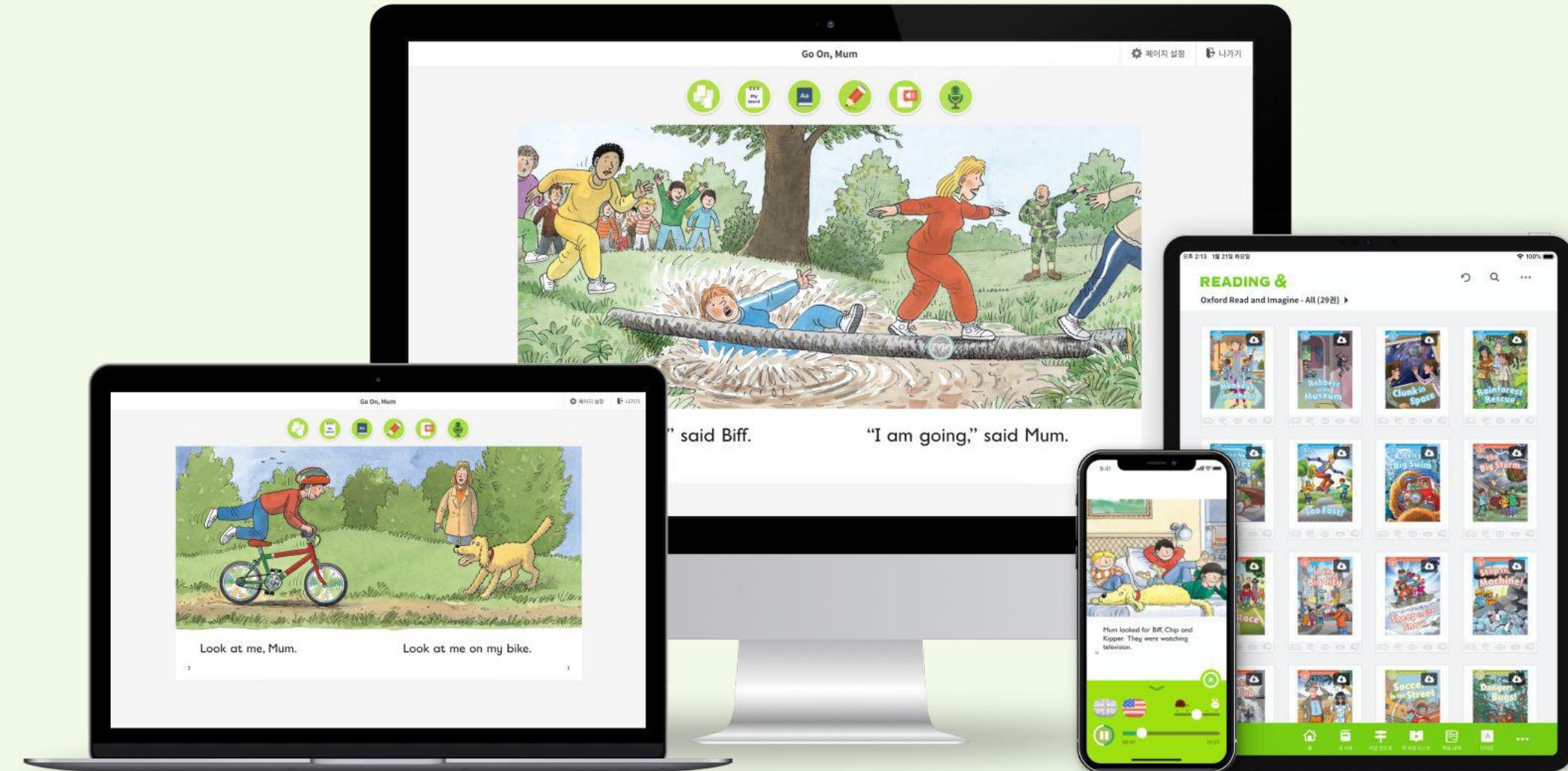


## Premium e-Reading Program

# 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 2,000 titles

아이표 영어엔, 리딩엔

**READING &**

## ■ Best Seller



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 &

# Products

Users can select the series and subscription terms

### Digital subscription

Use one account

### From four devices simultaneously

Users can download books from the READING & App

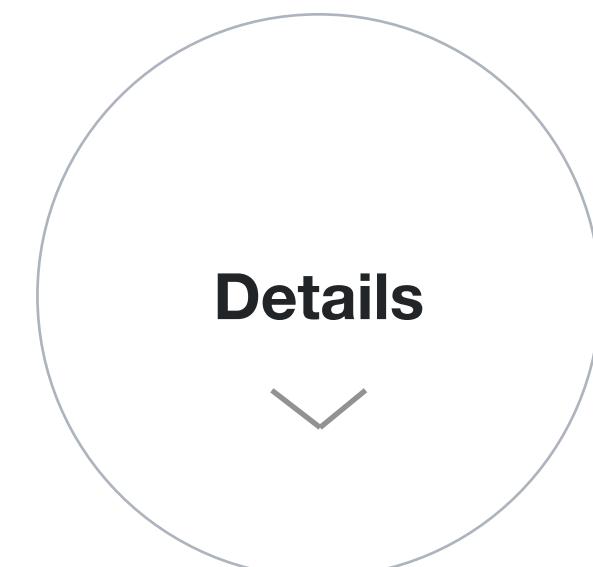
### Available offline



# ■ Multi-dimension Reading

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

5-Stage Multi-dimension Reading enables the learners to enjoy reading and learn English effectively.

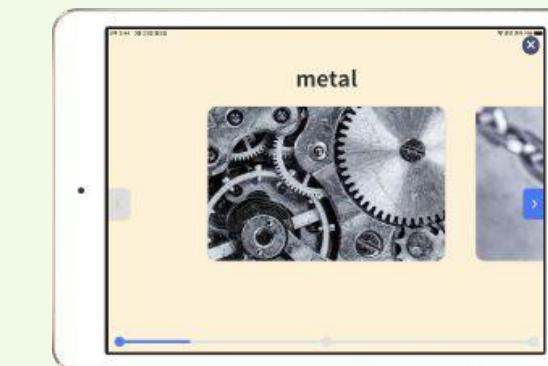


**5 times more effective**

**“Multi-dimension Reading”**



**1st: Warm Up**



Brain relaxer word game



**2nd: Listen Up**



Vivid audio storytelling  
(Texts are hidden.)



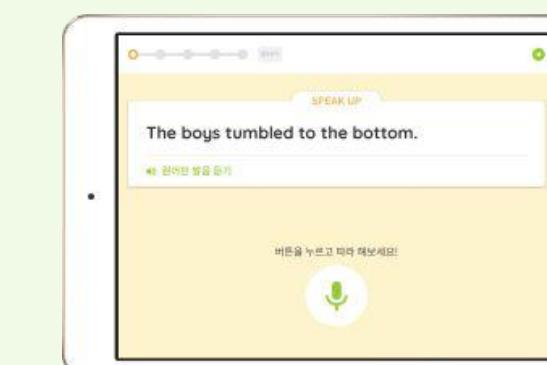
**3rd: Read**



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



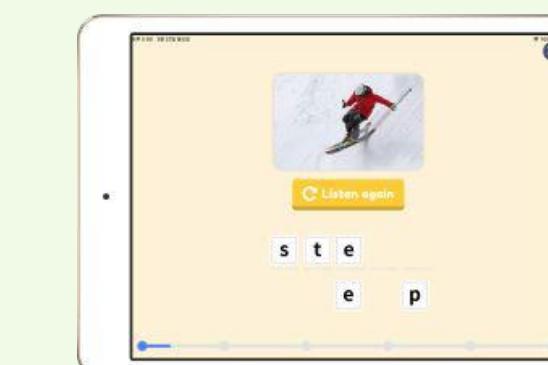
**4th: Speak Up**



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 texts.

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

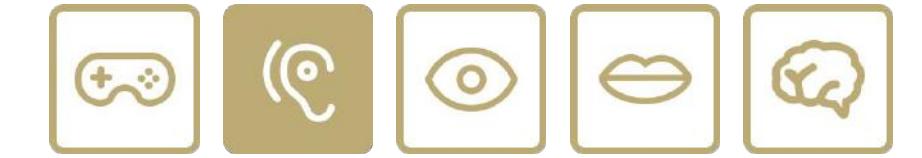
**hot**

The weather is **hot**.

**windy**

2nd: Listen Up

# Guess the Story While Listening



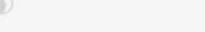
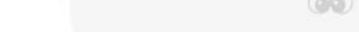
Texts are hidden, leaving only the illustration visible.

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.



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



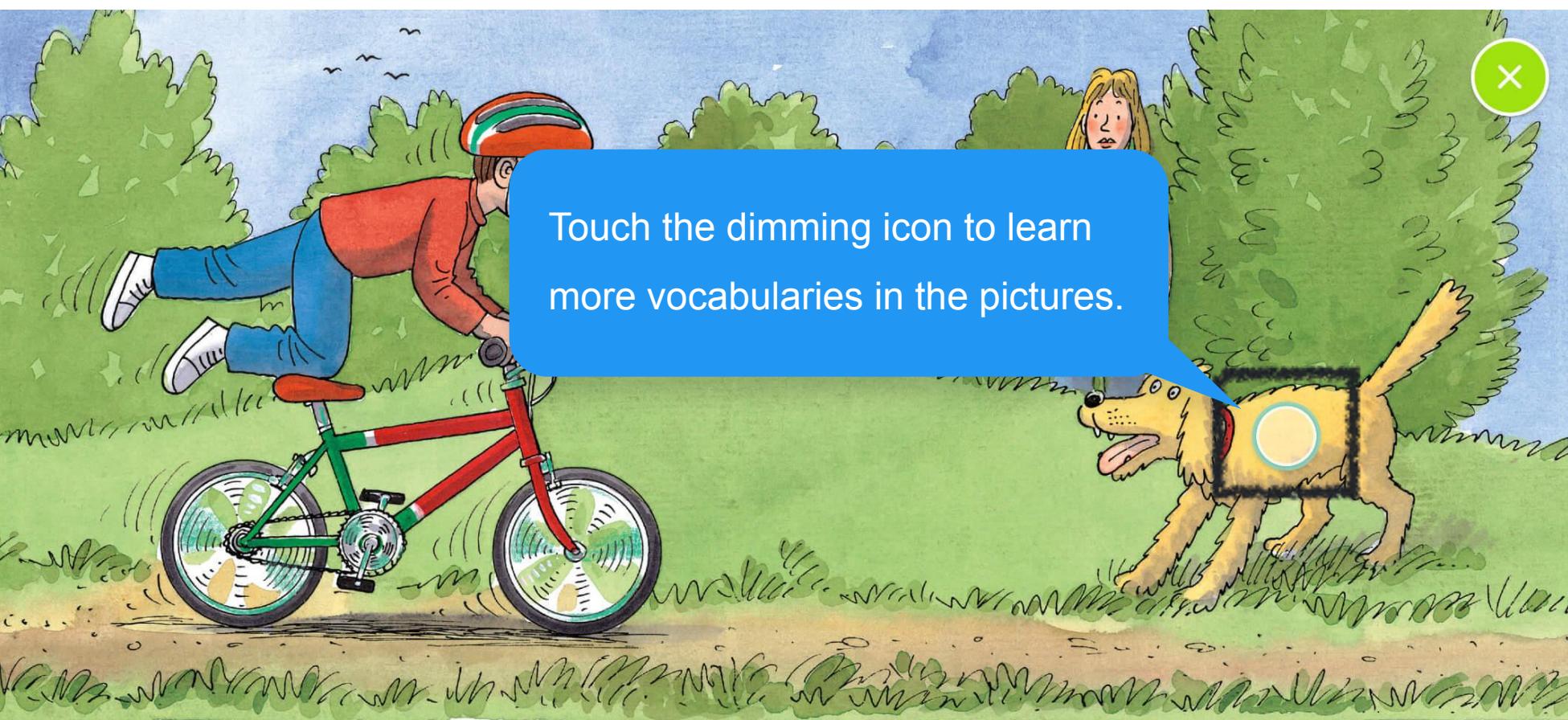
3

3rd: Read

# Read the Book



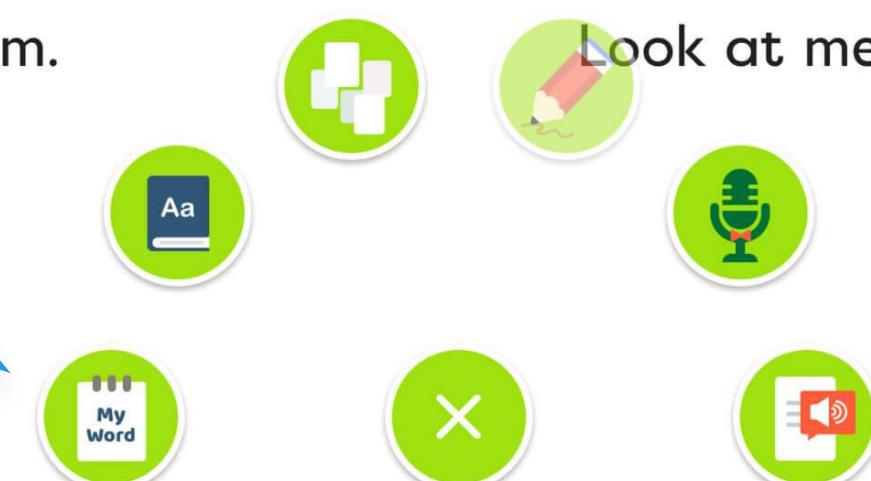
Take a full advantage of digital reading by looking up the words in the dictionary, recording the sentences, and using pen tools.



Look at me, Mum.

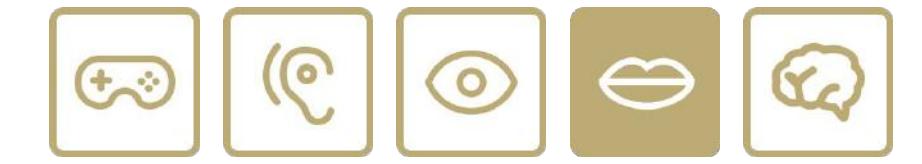
Multiple functions are provided  
for efficient reading experience.

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 image shows two screenshots of a digital application for AI pronunciation analysis.

**Left Screenshot (Stage 4. Speak Up):**

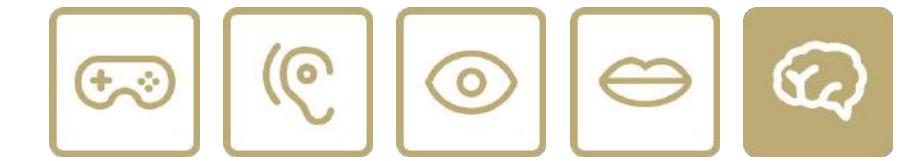
- A red "BETA" ribbon is visible at the top right.
- A blue callout box says "Switching on/off AI pronunciation analysis".
- A blue callout box says "Choose level of difficulty".
- The main area shows a green slider with Korean text "당신의 발음은 어떤가요?" (What's your pronunciation like?).
- At the bottom is a green "START" button.

**Right Screenshot (Detailed Analysis):**

- The title "We are all muddy." is displayed with an "Excellent" rating.
- An "Average Score: 78.96%" is shown.
- A blue callout box says "Detailed analysis at the phonemic level".
- The analysis breakdown is as follows:
  - "We": W 100% (green)
  - "are": a 17%, r 7% (red)
  - "all": a 62%, l 100% (orange)
  - "muddy": m 40%, u 100%, d 0%, y 67% (orange, green, red, green)
- A green button at the bottom says "다음 문장 녹음하기" (Record next sentence).

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.

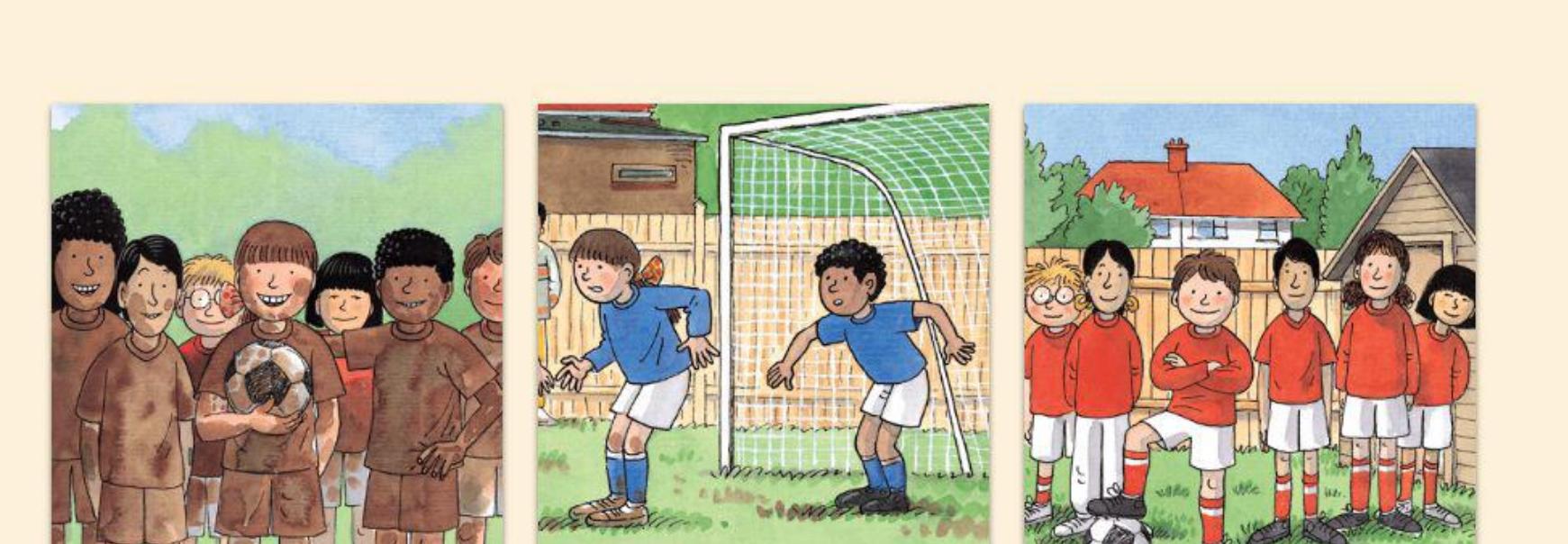




  
b   e   u   l



Activity 2   Drag the picture in the correct order!



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



# 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

**Student Management**

이름(한글)	이름(영문)	나이	아이디	수업명	이용증인 클렉션	읽은 권 수/목표	등록일
김희진	Heejin Kim	28	hjkim	해정 대기중			2019-01-22
권오철	Ochel Kwon	33	okwon	희망찬반	ORT	1/5	2019-01-21
박하늬		27	hpark	해정 대기중			2019-01-20
박범석	Beonseok Park	32	bspark	붉은 노을 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	해정 대기중	ORT OPL		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			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

**Student Management / Hong Gil Dong**

**Test Status**

레벨 테스트	Level 19	확인하기
상위 테스트	Level 3	

**Homework Submission**

수업명	클렉션	선생님
고연령 평생 회원반	Dominoes 시리즈	Kevin

**Reading Log**

구매 내역	만료일
이용권 구매	
클렉션	
이용증인 클렉션	
옥스포드 e-라이브러리 (ORT 포함)	

**Reading Progress**

도서 리스트는 월별로 확인할 수 있습니다.

2018년 월 선택 PDF 다운로드

책 제목: Oxford Reading Tree / Level 1+ / Hide and Seek, Oxford Reading Tree / Level 1 / Kipper's Diary, Oxford Reading Tree / Level 4 / The Toy's Party

원료단계: 2018-11-02 04:19 PM, 2018-11-02 04:19 PM, 2018-11-02 04:19 PM

4단계 확인: 121 권 읽음, 323,415 개 단어 학습, 9,461,180 분 학습

최근 읽은 시간: 2018-11-02 04:19 PM

교육기관 코드: TAPAS294384

**READING & 월간 리포트 2018년 6월**

**이보람**

**이달의 독서 개요**

학습일수	13일	읽은 권수	12권	하루 평균 독서 시간	23분	총 독서 시간	324분	노출 단어수	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**

독서 패턴을 모집행시간별로 보여줍니다. (영어 Read 완독 기준)

요일별 독서량, 시간대별 독서량, 시리즈별 독서량

**최근 읽은 책**

가장 최근에 판독한 책 6권을 보여줍니다. (영어 Read 완독 기준)

Oxford Reading Tree Level 4, Oxford Reading Tree Level 3, Oxford Reading Tree Level 5, Oxford Reading Tree Level 9, Oxford Read and Imagine Level 1

**올해 독서량**

\* 2018년 독서 기준

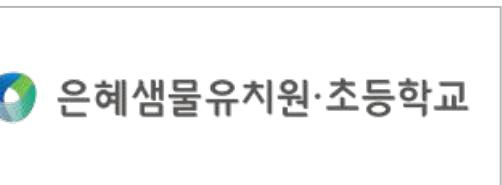
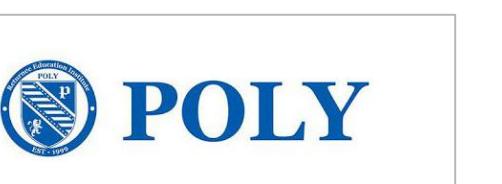
2018년 독서량: 10, 33, 76, 121, 144, 163

**선생님 코멘트**

# ■ Reference Institutions

READING & is adopted by various institutions, libraries, and schools.

British Council is using READING & as its digital reading service.



**@British Council**

Learning Through Literacy (LTL) class students can practice and review the books they learned in class at home with READING &

■  
**Thank you**

**E-mail** : contact@iportfolio.co.kr

**Phone** : +82-505-333-8288

**Website** : [www.readingn.com](http://www.readingn.com) / [www.iportfolio.co.kr](http://www.iportfolio.co.kr)

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