

E d u c a t i o n

Schools lost

\$3 Billion

in the sequestration deadline

Pennsylvania is ranked 47th in public schools spending

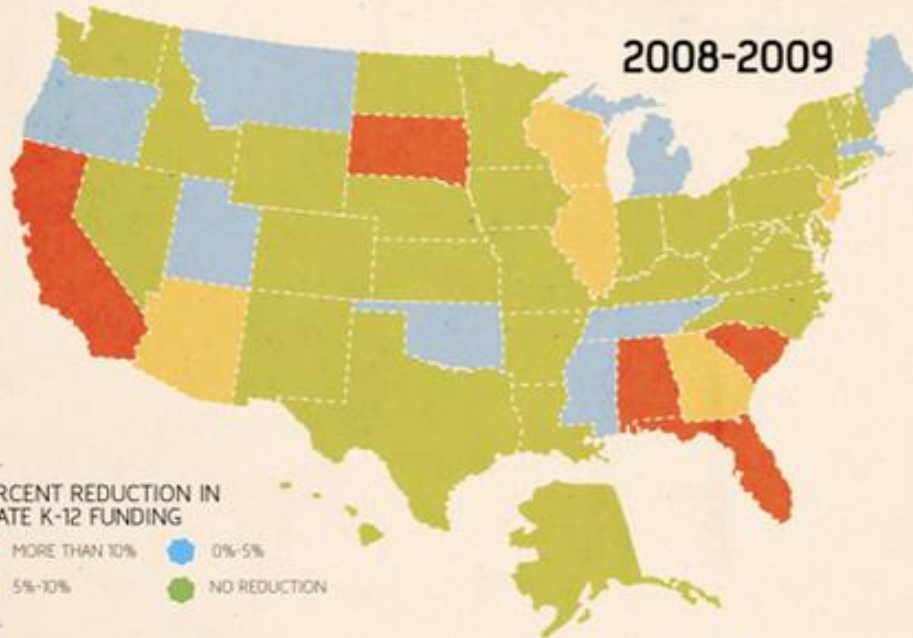
... it's almost broke!



STATES SPENT ABOUT

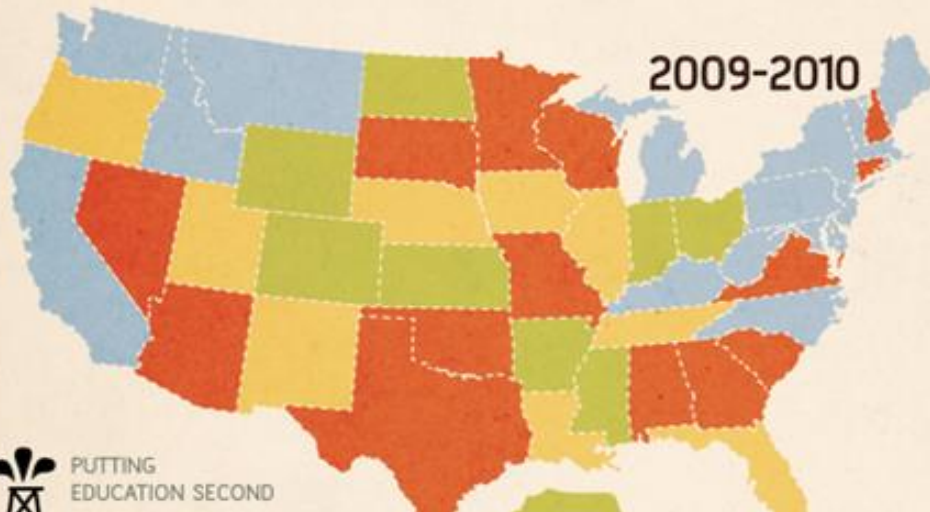
\$15 BILLION LESS

ON EDUCATION IN 2010 THAN IN 2009



BIGGEST STATE CUTS 2008-2009

1. South Dakota -22.2%
2. California -18.3%
3. South Carolina -12.6%
4. Alabama -12.5%
5. Florida -12.2%



BIGGEST STATE CUTS 2009-2010

1. Hawaii -39.9%
2. Minnesota -22.7%
3. Arizona -19.8%
4. Texas -16.2%
5. Nevada -13.7%

It's a
systemic
issue



Re-imagination of Education

THEN...

Classrooms / Lectures / Reading Materials



NOW...

(Codecademy / Coursera / Khan Academy...)

Interactive / Online / Accessible by
Anyone Anywhere Anytime

Learn to code

Codecademy is the easiest way to learn how to code. It's interactive, fun, and you can do it with your friends.

Get Started

Program Websites and More

Learning with Codecademy will put you on the path to building great websites, games, and apps.

Learn with Friends

Keep tabs on your friends' progress and make sure you're learning more, faster!

Track and Share Your Progress

Start learning – and don't stop. See how fast you're learning and stay motivated.



E-Recycling Fund Raisers for Kids





Collection Drives





More than half of American Consumers say they have two or more unused cellphones in their household.

The trade-in value of those items?

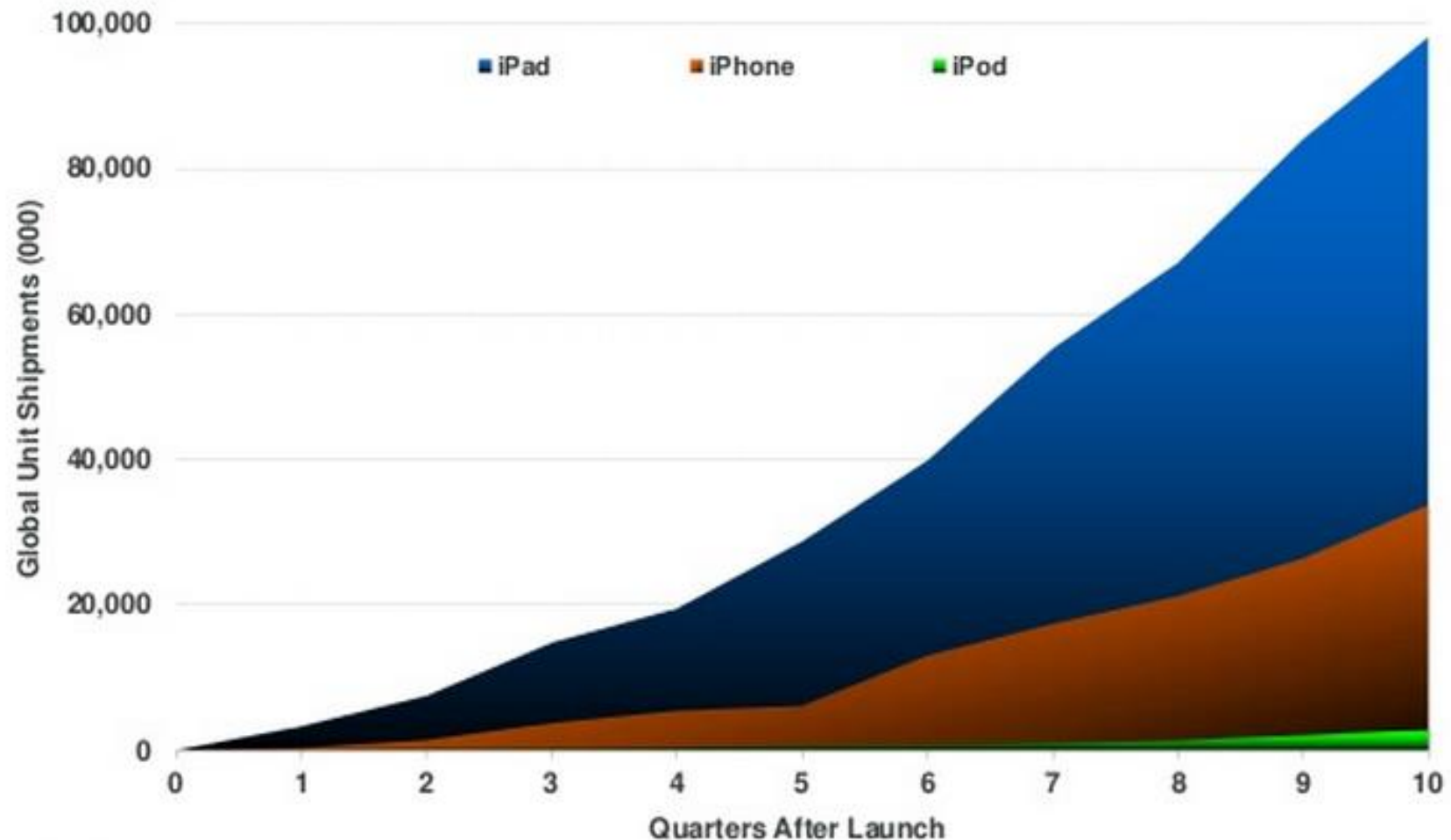
Roughly
\$34 Billion

Source: * SellCell.com

Pennsylvania law forbids the disposal of electronics in the trash.

iPods Changed Media Industry...iPhones Ramped Even Faster...iPad Growth (3x iPhone) Leaves "Siblings" in Dust

First 10 Quarters Cumulative Unit Shipments, iPod vs. iPhone vs. iPad



Refurbishing, Recycling & Reselling Electronics



A new report from ABI Research predicts that the market for recovering and recycling used electronics will reach

\$14.7 Billion
by 2015

and nearly triple in size.

Cash back to schools or PTAs



The Team



The Team



Milton Barr

James Marasti



Andrew Devlin

Kartik Johari

Vishal Vinayak

HUSTLE DEN



Channel Options



Customers

- Potentials: Schools, PTAs & Boosters.
- Why: To help nurture kids, and save the earth.
- How: By running drives in schools, aided by the children.
- What: Clearing out old e-items.

— Secondary markets: Organizations, Churches, Housing Associations.



Rewards for Kids



Pricing

A percentage of the total sales is to be shared with the source of the electronics (schools, colleges etc.)



A Complete Re-Imagination..



ORRO Value					
Students in United States	5,500,000				
ORRO Value					
Year (End)	1	2	3	4	5
Market Penetration	1%	3%	5%	8%	12%
Student Participants	5,50,000	16,50,000	27,50,000	44,00,000	66,00,000
Resale Value Per Participant	\$72.00	\$72.00	\$72.00	\$72.00	\$72.00
Cumulative Value	\$39,600,000.00	\$118,800,000.00	\$198,000,000.00	\$316,800,000.00	\$475,200,000.00
School/Organization Funds	\$11,880,000.00	\$35,640,000.00	\$59,400,000.00	\$95,040,000.00	\$142,560,000.00
Orro Funds (Expenses & Return)	\$27,720,000.00	\$83,160,000.00	\$138,600,000.00	\$221,760,000.00	\$332,640,000.00

Questions ?