



# Grasp Your Spindle and Transform

Introduction to iPortfolio Inc.



iPortfolio

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# Founders



**Robert S. Kim**

CEO (Sales & Marketing)  
Over 18 years experiences in IT  
and English education

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



**Jonghwan Lee**

Co-Founder (CTO/COO)  
Over 17 years of experiences in  
SW development and Biz consulting

Booz Allen & Hamilton  
Samsung TechOne  
LG 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



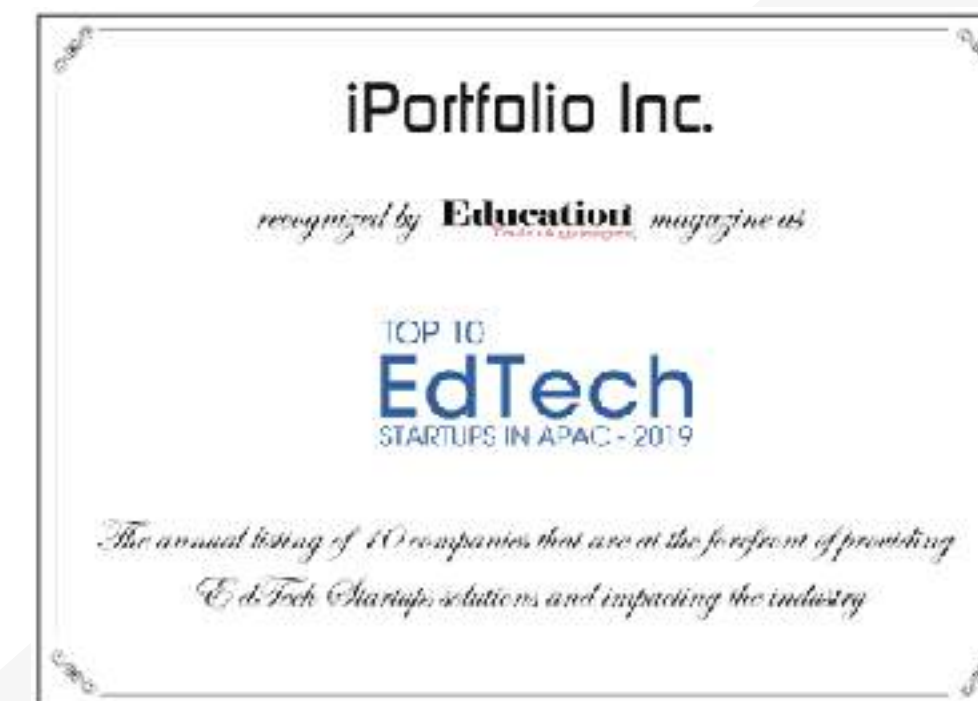
2017 Seoul Hidden Champion  
Seoul Metropolitan Government



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 AWARD Finalist  
British Education Training Technology



# Global Ed-Tech Company, iPortfolio Inc.

Founded in 2011

Based in Seoul, Korea

Developed **Spindle Books™**, an advanced  
e-Textbook platform.

the **engine** that powers **excellence**





# What is Spindle Books™

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

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



spindle iOS Viewer



spindle Android Viewer



spindle Web Viewer



spindle Windows Viewer




spindle Mac Viewer



spindle Authoring Tool 



spindle Backend Servers 



DRM Server



CMS Server



CMS DB



Content Storage



Cloud Front

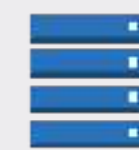
spindle Cloud Sync 



User Database



Sync Server



User Data Storage



# Spindle Books™ in the globe

2015

**Oxford Learner's Bookshelf (OLB)**, selected by Oxford University Press ELT, as the official digital textbook platform

2016

**READING &** launched

2017

**Pop Reader** launched by New Oriental, China  
**Big Reading Club** launched by OUP China

2018

**Oxford Reading Club** launched by OUP Turkey

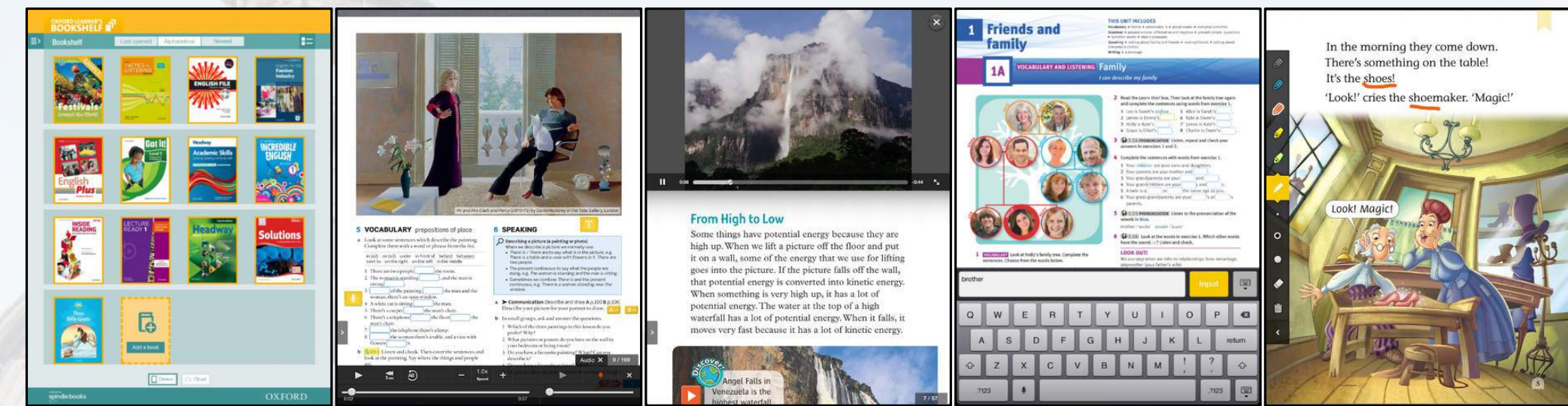
2019

**Oxford Reading Club** launched by OUP Japan  
In the discussion with Thailand, Taiwan, Vietnam

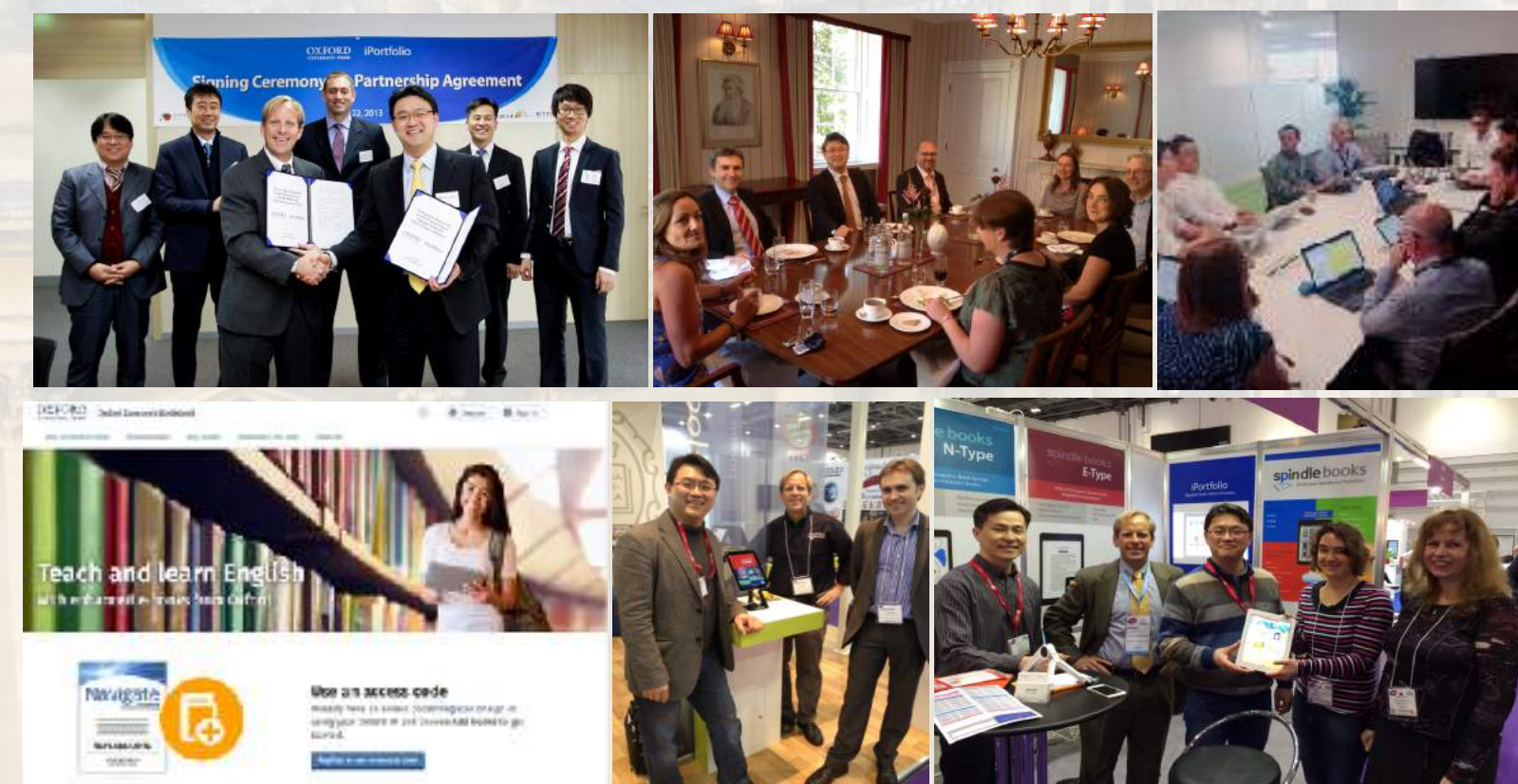




# Oxford Learners' Bookshelf



- As the official eBook platform for the ELT business unit 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

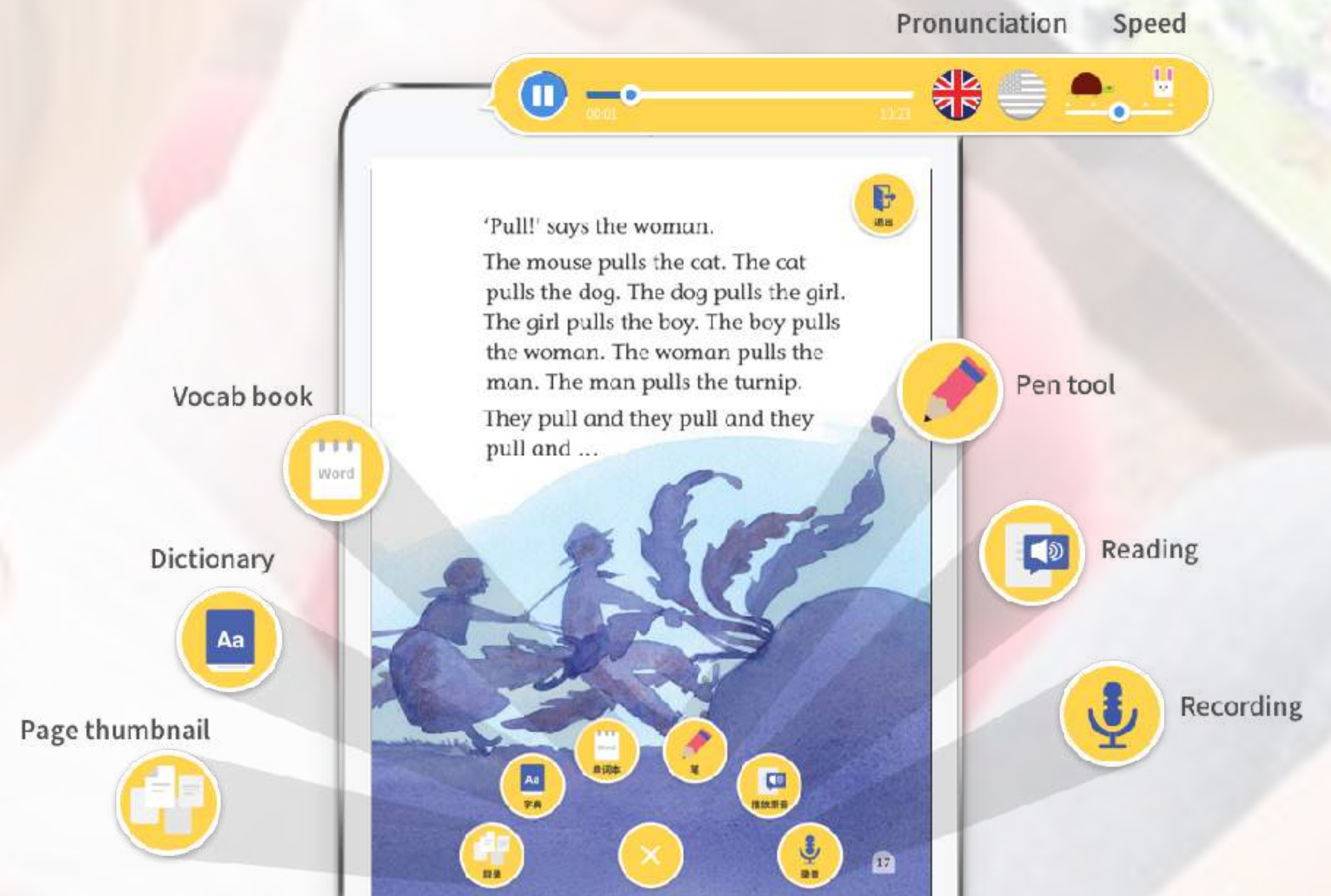


- New Oriental (listed in NYSE) has selected Spindle Books™ for its eReading service, called POP Reader, for 350,000 enrolled students from K to 12.
- China's leading private educational service provider (est. 1993)
- IPO on Sep 7, 2007 on NYSE (EDU)
- 748 learning centers, 66 schools across 55 cities of China
- Over 20,000 teachers
- 13.5 million enrolled students
- 1.5 billion (RMB) revenues in 2016
- Brand preference #1 in K-12 after school market (Deutsch 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.
- Target sales are fulfilled just in two quarters.
- Nominated as a success case of Education in OUP Annual Report (2017/2018)





# Oxford Reading Club

 Oxford Reading Club



- Oxford University Press Japan and Turkey adopted their first digital reading program, Oxford Reading Club, for institutional sales.
- Institution / School specialized e-library, supporting full package of learning record via Learning Management System (LMS)
- The first case of introducing the full set of Oxford Reading Tree digitally in both countries.
- Learning Management System (LMS)





Premium e-Reading Program

# READING &



# READING &



British

American





# Contents

Best-selling OUP & Collins  
contents, over 1500 titles

[illegible]



# Best seller

## Oxford Reading Tree

The world's best-selling readers used in 80% of British Primary Schools.  
The world's first digital package of the 300 complete set of ORT, Biff Chip and Kipper Stories.

## Collins Big Cat

Beloved by over 10,000 British public libraries!  
Fiction and non-fiction combination series specialized for extensive reading.

OXFORD  
UNIVERSITY PRESS



Collins





# Coming Soon!

Premium readers series from world-famous publishers are lined up!

Enhanced phonics reading line,  
best-selling branded readers  
and extended genres of readers  
can be expected in 2020.



+

more



# Products

Including **Oxford Reading Tree**, and **Big Cat series**, we provide **total of 1,500 titles** from phonics readers to classical literatures.

Based on a **subscription model**, users can flexibly select package collections and subscription terms.



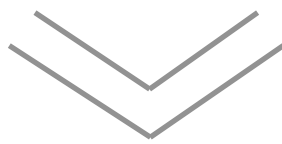


# Multi-Dimension Reading

READING & applies the principle of natural language acquisition in order to help our children to become **bilingual** speakers.

Through our **5 Stage Multi-Dimension Reading**, children learn English efficiently while enjoy reading.

Details

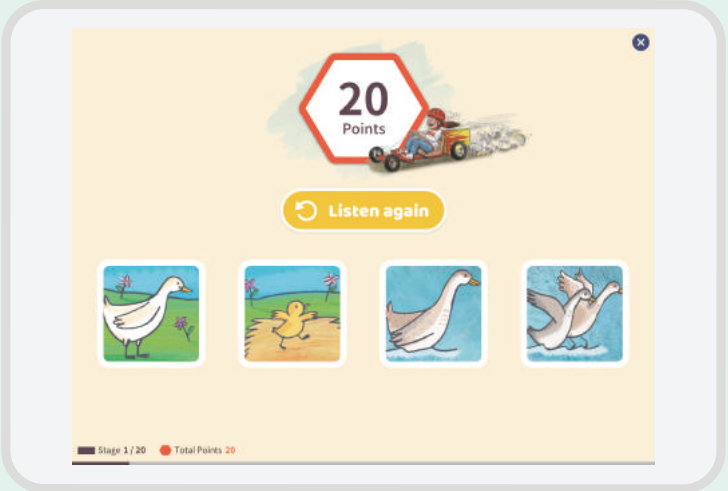


5 times more effective

“ Multi-dimension Reading ”



1st: Warm Up



Brain relaxer word game



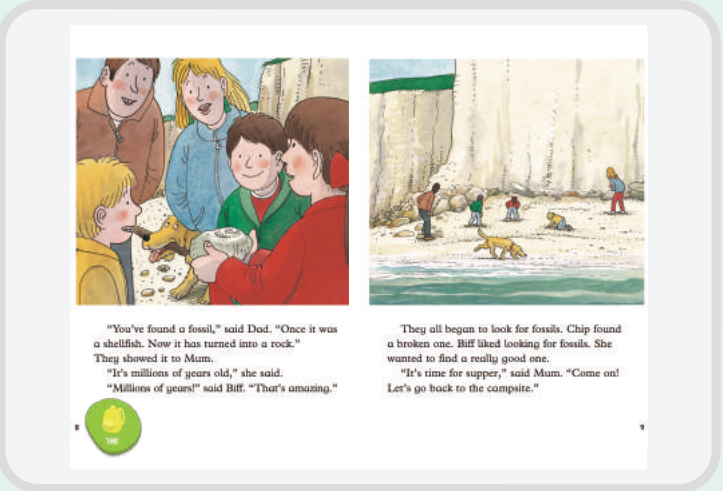
2nd: Listen Up



Vivid audio story telling  
(texts are hidden)



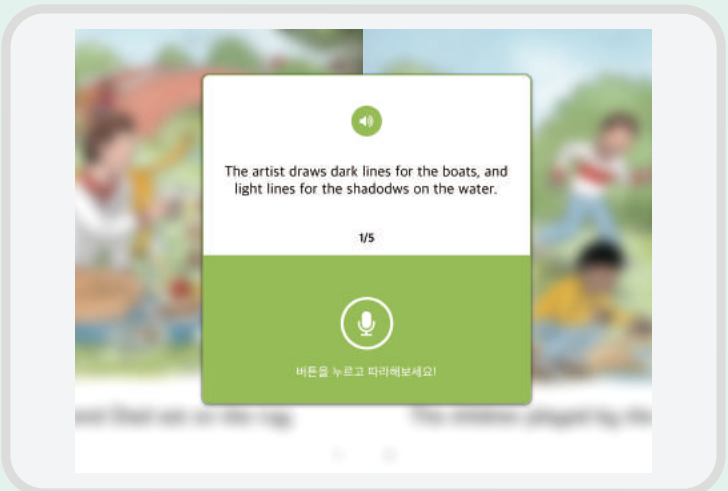
3rd: Read



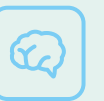
British/American accent,  
speed control, dictionary  
and even recording



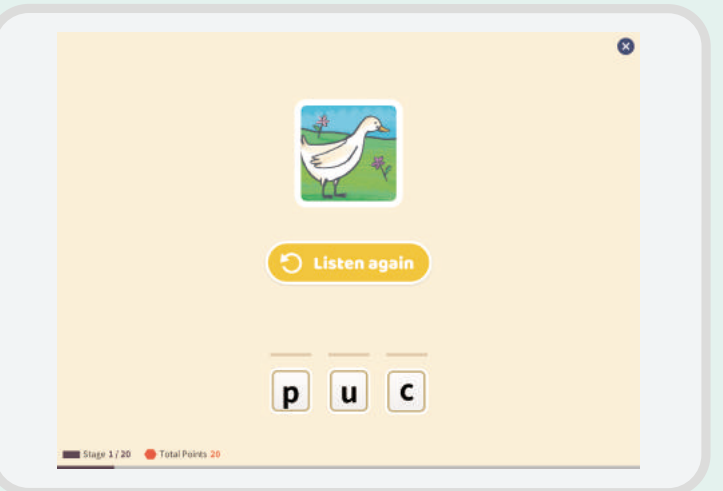
4th: Speak Up



Listening to native speaker  
and repeat aloud



5th: Wrap Up



Dynamic and diverse  
after-reading activities





- Oxford Dictionary
- British/American accent
- Line by line audio play



## Stage 1. Warm Up

×

hot



The weather is **hot**. Th

<>

×

 windy





<>

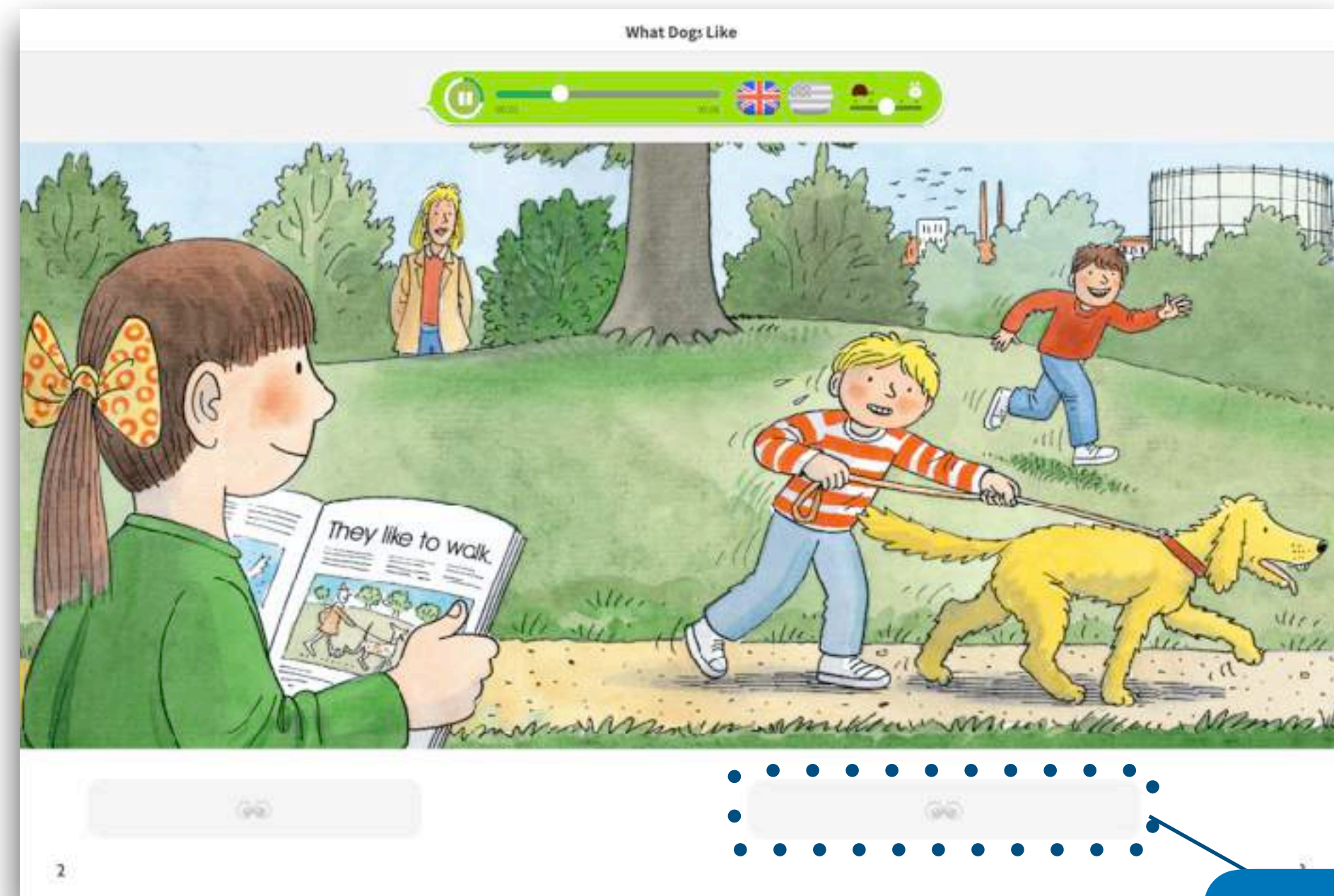
### Preview Vocabularies Before Reading

- Familiarizing with the vocabularies before reading texts.
- Example images & sentences assist learners to guess the meaning of the word.

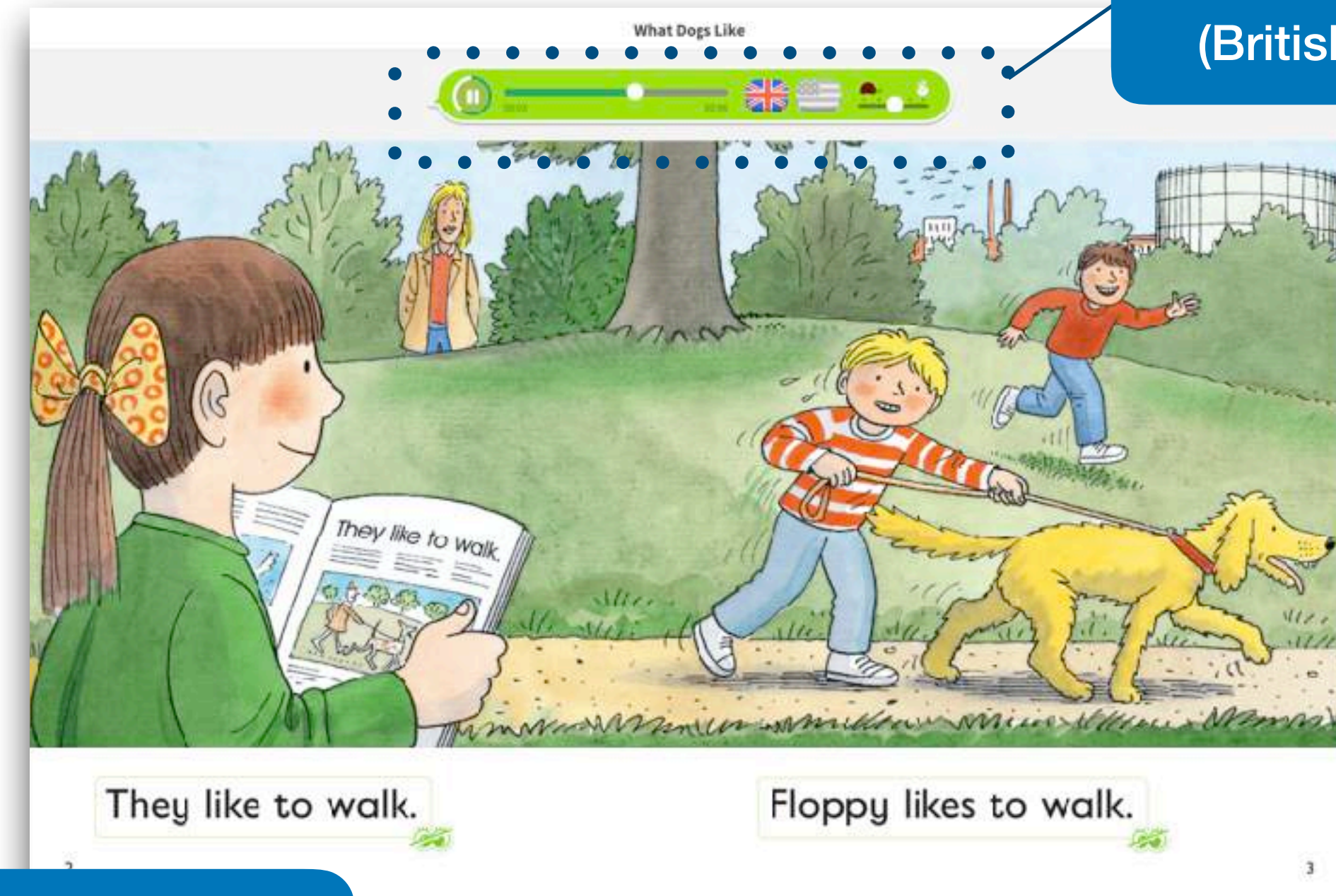




## Stage 2. Listen Up



Switching on/off text reveal function



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

### Guess the Story While Listening

- Texts are hidden, leaving only the illustration visible.
- It helps to develop self-awareness skills while focusing on listening and guessing the storyline





## Stage 3. Read

Reds and Blues

페이지 보기 설정 | 나가기

Touch text to play audio

Learners can take full advantage of reading by using multiple functions

Touch the dimming icon to learn more vocabulary in the pictures

Come on the reds!

Come on the blues!

### Read the Book

- Learners can look up the words in the dictionary, record their voice, and use pen tools.
- Per sentence audio play is supported easily by just tapping the sentence.

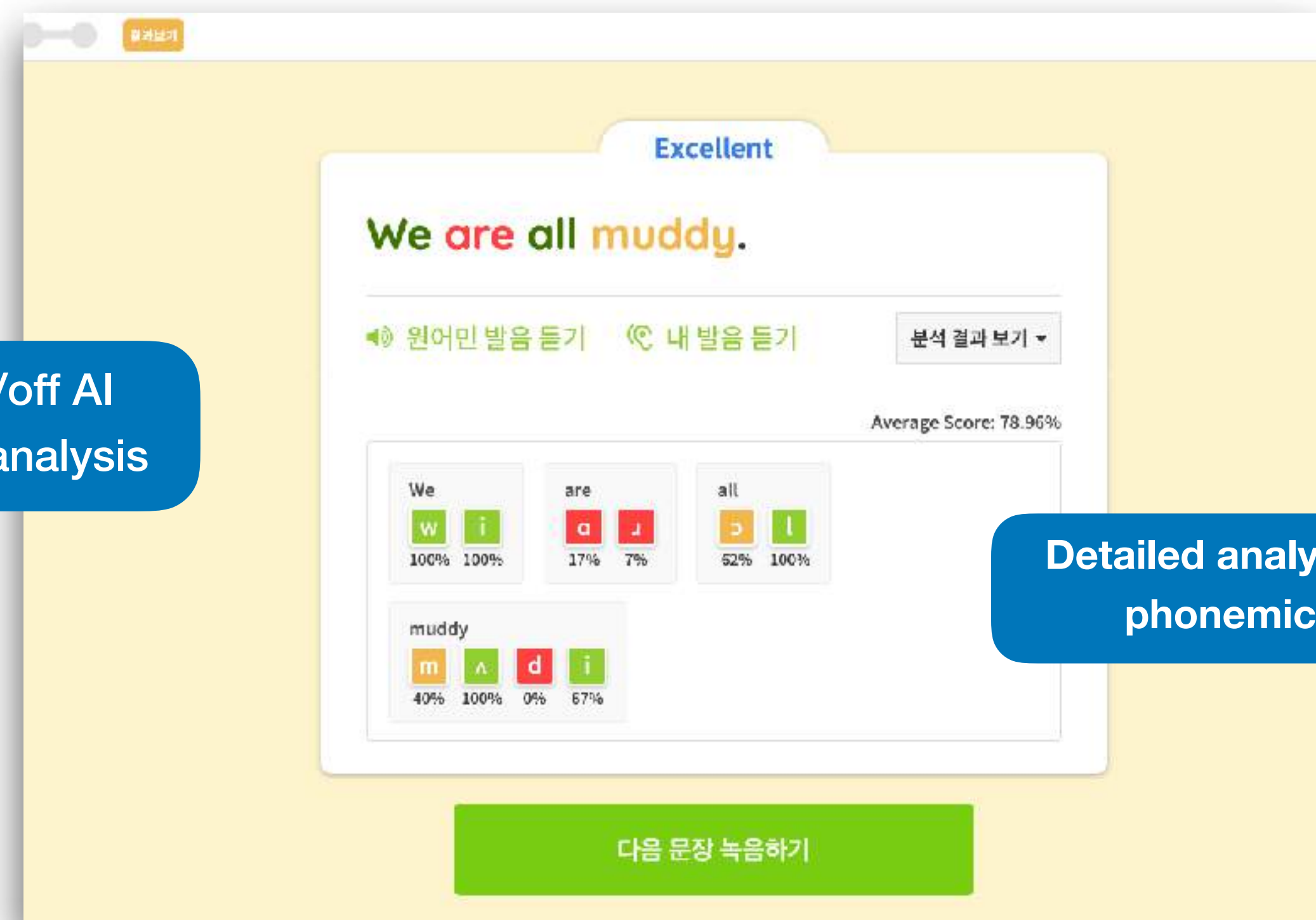




## Stage 4. Speak Up



Switching on/off AI pronunciation analysis



Detailed analysis at the phonemic level


### AI Pronunciation Analysis


- AI voice recognition technology is applied.
- It provides a detailed report with analysis at the phonemic level.







## Stage 5. Wrap Up









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.





### Comprehension check without marking

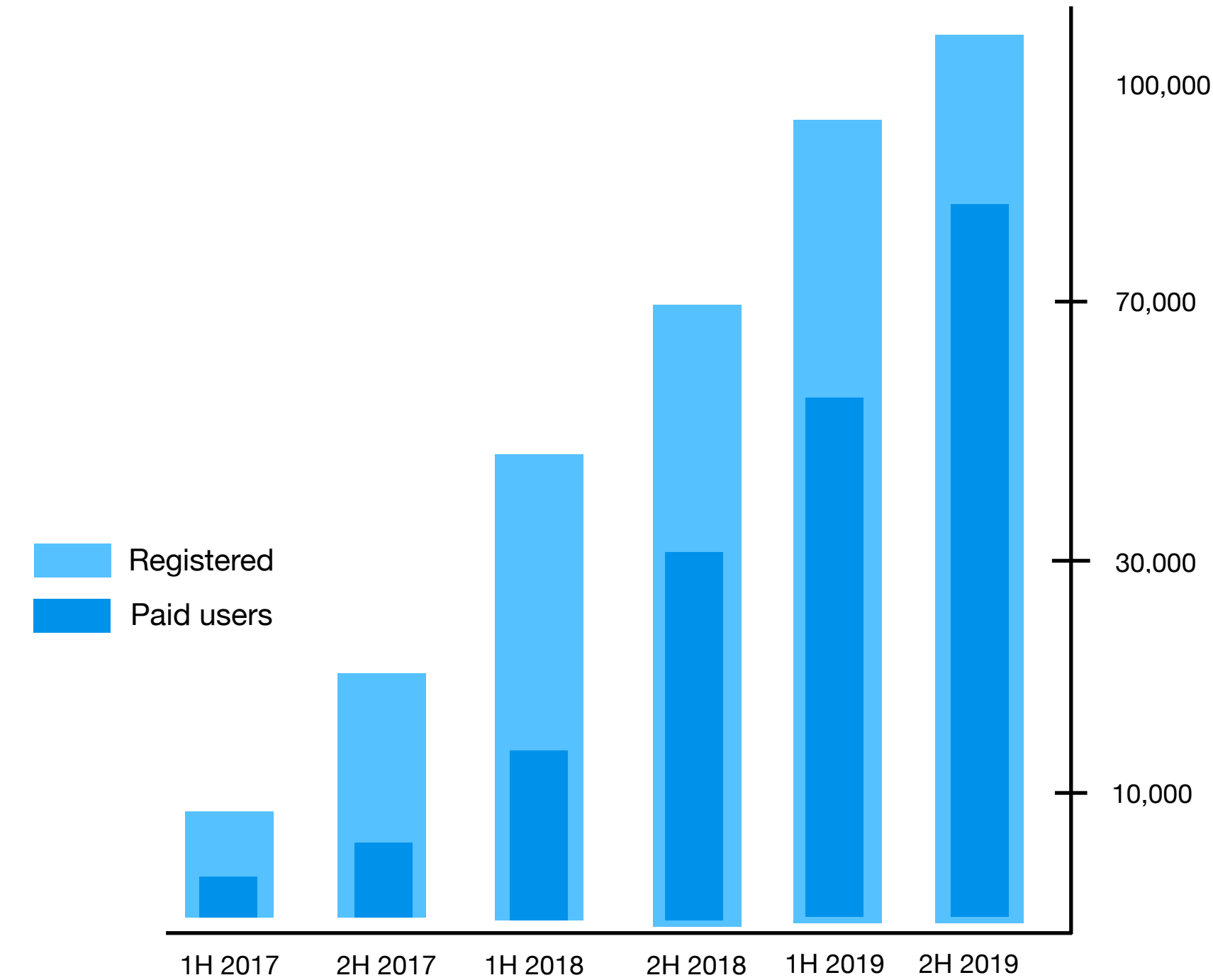
- Wrap-up quizzes help learners to review the story and check their comprehension.
- Different types of quiz - Spelling check, Sequencing, Multiple choice, True/False, Fill-in the blank and etc.





# READING & Market Recognition

Through exposures in various media such as TV news, Home-shopping broadcasting, online SNS reviews, READING & has been acknowledged as one of the most successful “Premium e-library” in the market.





# Marketing Activities

## OFFLINE SEMINARS



- Over 90 times since 2016
- Accumulated over 10,000 parents across all different provinces in Korea

## LIVE BROADCASTING



- Monthly nationwide live broadcasting through major home-shopping channels

## OFFLINE EXHIBITIONS



- Attended the largest education exhibition in Korea 6 times consecutive

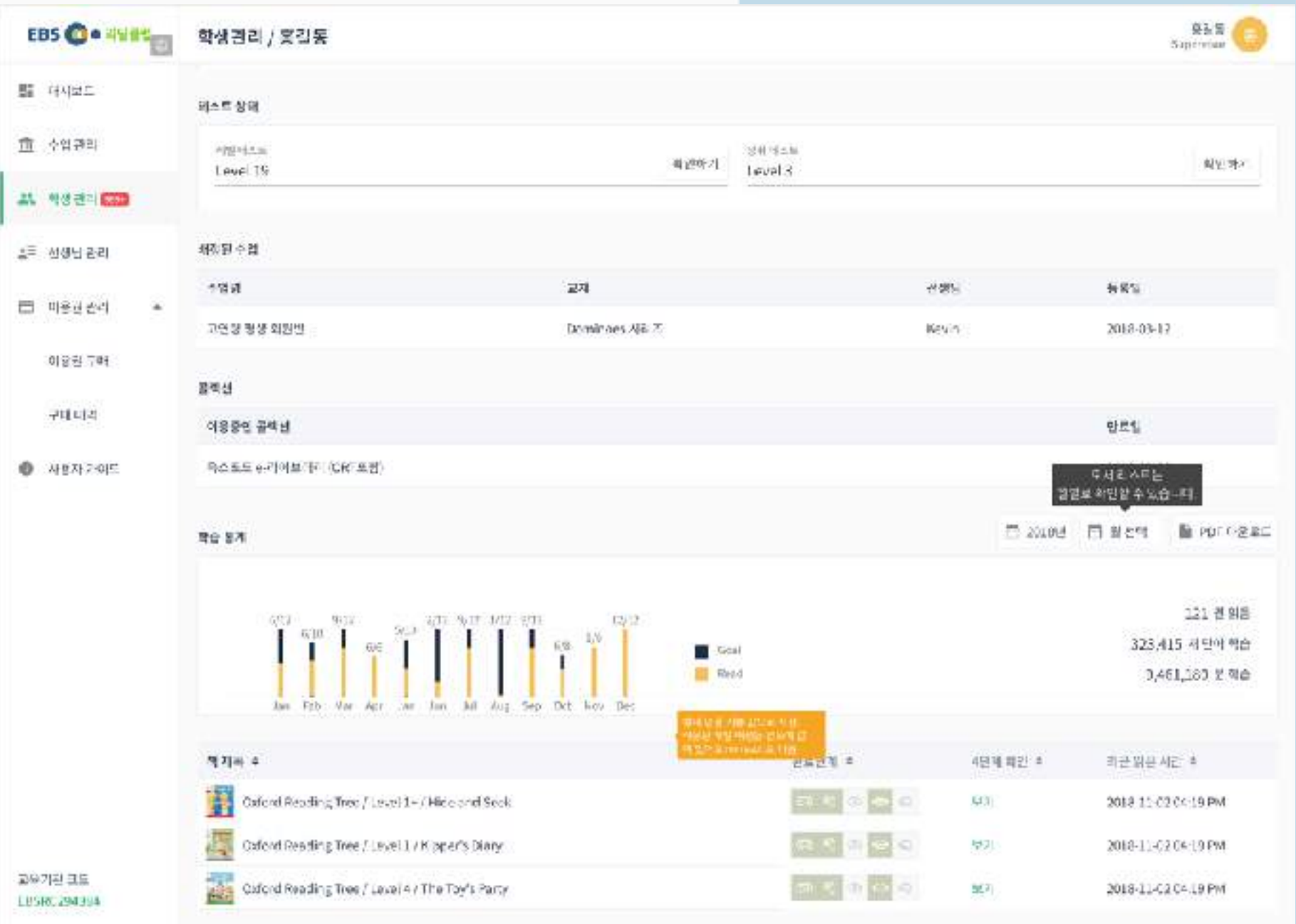
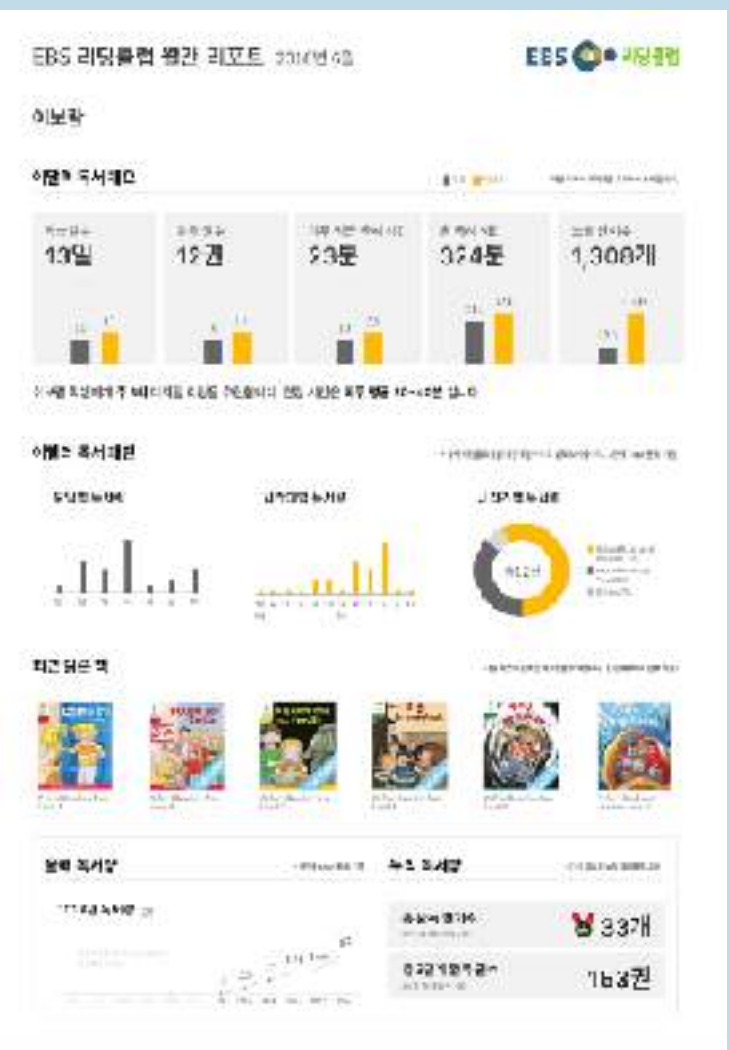
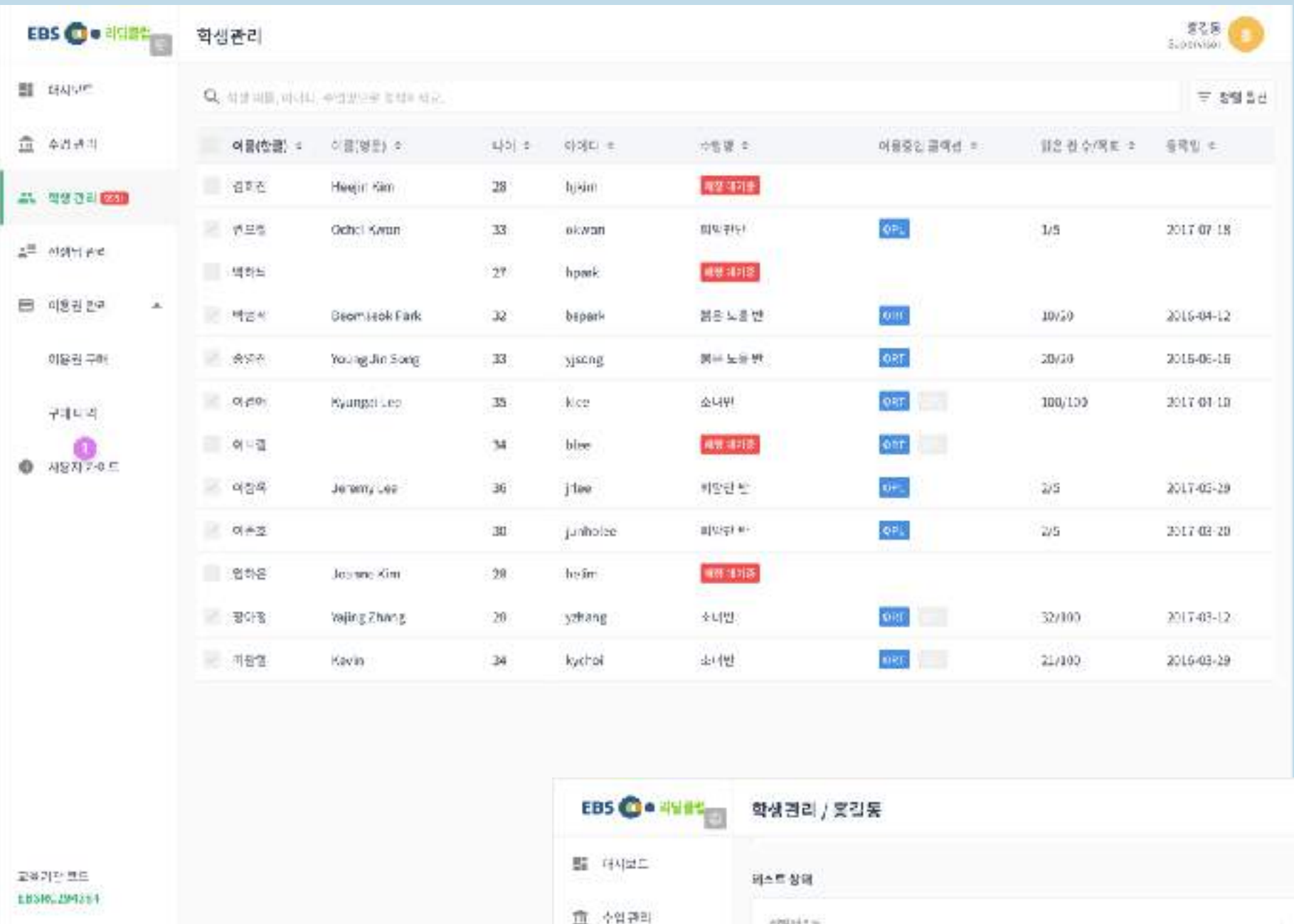


# Learning Management System

LMS enables institutions to track and manage students' reading records with its intuitive interface.

## [Key features]

- Convenient online purchase
- Classes & students management
- Individual reading records
- Monthly progress report





# Reference Institutions in Korea

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

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



청담어학원

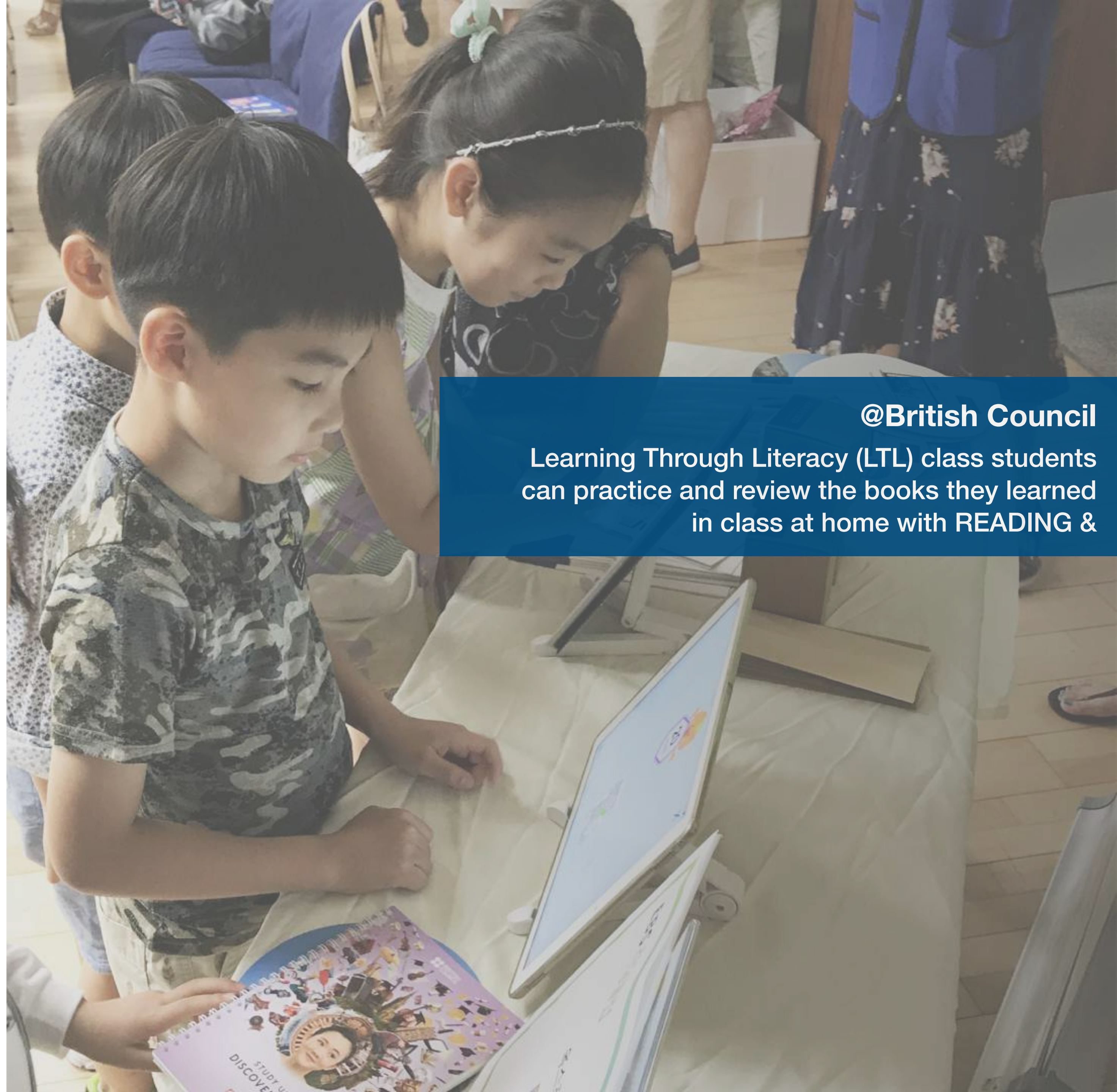
CHUNG DAHM



April어학원

@British Council

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





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**iPortfolio Inc.** March 2020

**E-mail:** [marketing@iportfolio.co.kr](mailto:marketing@iportfolio.co.kr)

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

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