

Grasp Your Spindle and Transform

Introduction to iPortfolio Inc.

Feb. 2019



iPortfolio

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

spindle
books

GET IT ON
Google play

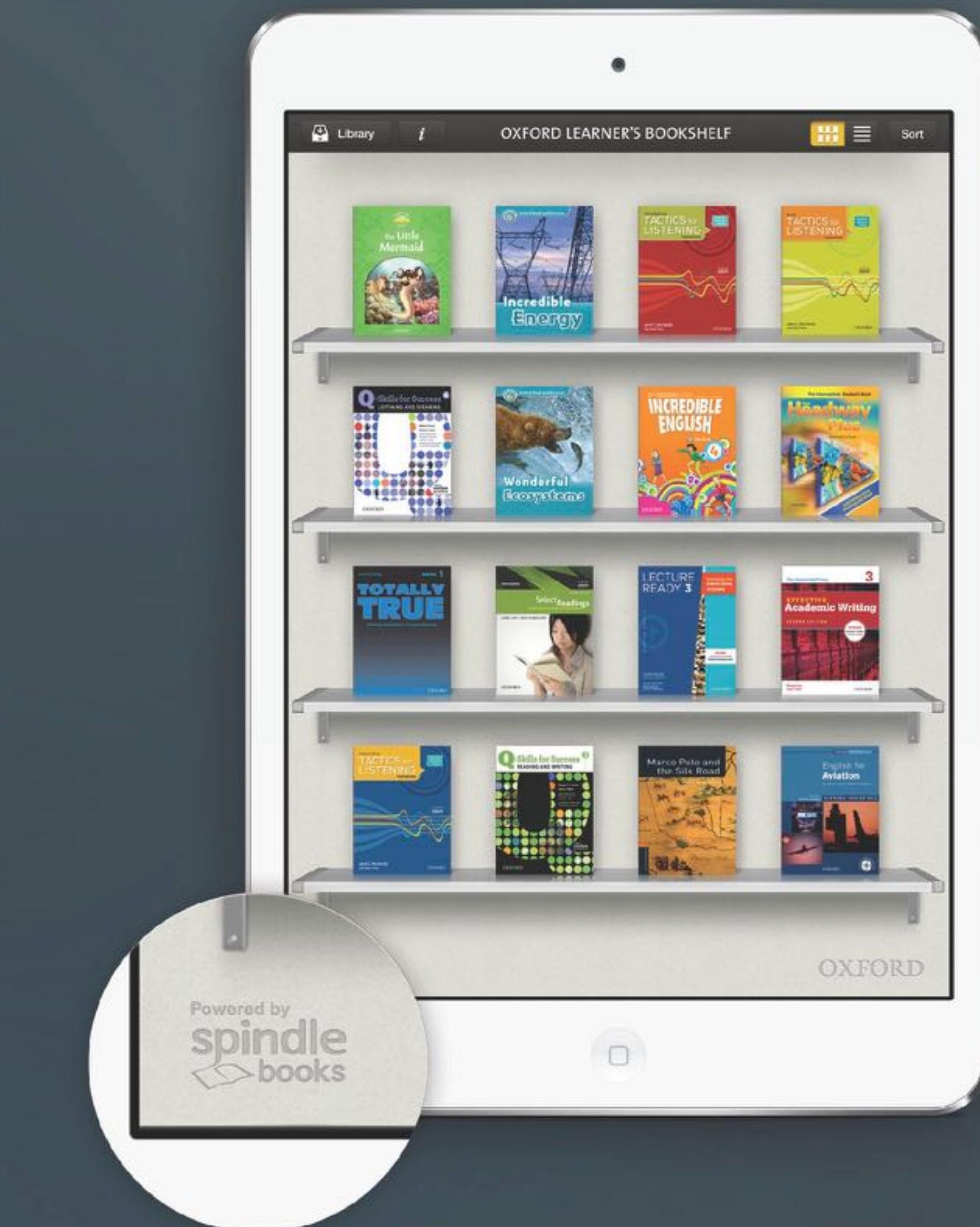
Available on the
App Store

Web

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

Global Ed-Tech Company, iPortfolio Inc.

- Founded in 2011
- Based in Seoul, Korea
- Developed **Spindle Books™**, an advanced eTextbook platform.



Introduction

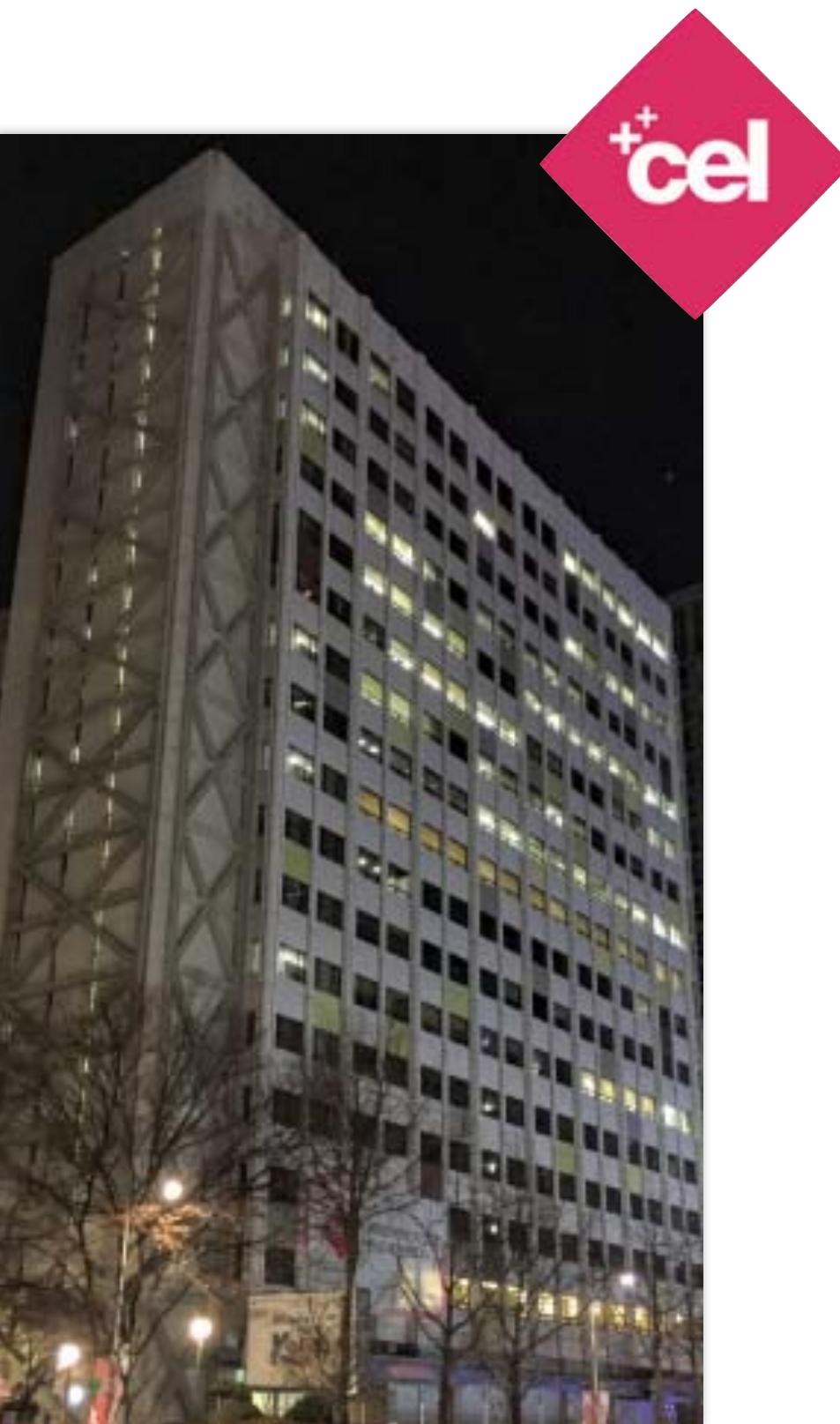
Mission to transform the way people learn & teach English

English communication skill is considered as one of the core competencies required in many parts of the world specially for Korea, China, and Japan where a huge portion of education spendings is invested in English learning. However, inefficiency in English learning and teaching have been a problem without much improvement over the past 50 years. iPortfolio was established in 2011 with the mission to solve this problem.

Ed-Tech startup disrupting the ELT market

As an Ed-Tech startup, iPortfolio aims to transform the way people learn and teach English. iPortfolio envisions to disrupt the global ELT (English Language Teaching) market affecting over 1 billion people around the world learning English as a foreign language.

Organisations Supporting iPortfolio



Through the competition of 17:1, iPortfolio was selected as one of the **cel (creative economy leader)** companies by the Korean government. As a result, iPortfolio has received backing from two government ministries, **MSCT and MSIP**. iPortfolio was founded in 2011 out of 12 years of research and development in the area of Education Technology and has received investment from its equity partner **DSC Investment**. As a support from MISP, iPortfolio is also receiving technical support from one of the top global research institute **ETRI (Electronics and Telecommunication Research Institute)**.



Founders



Robert S. Kim



Jonghwan Lee

- CEO & Co-Founder
- Over 18 years of experience in IT and ELT industry
- Locus China
- Avaya Inc.
- E-Land Group
- Seoul National University / B.S.

- Executive VP & Co-Founder
- Over 16 years of experiences in IT and management consulting
- Samsung Electronics
- Booz & Company
- Dacom
- Seoul National University / B.S., M.S.

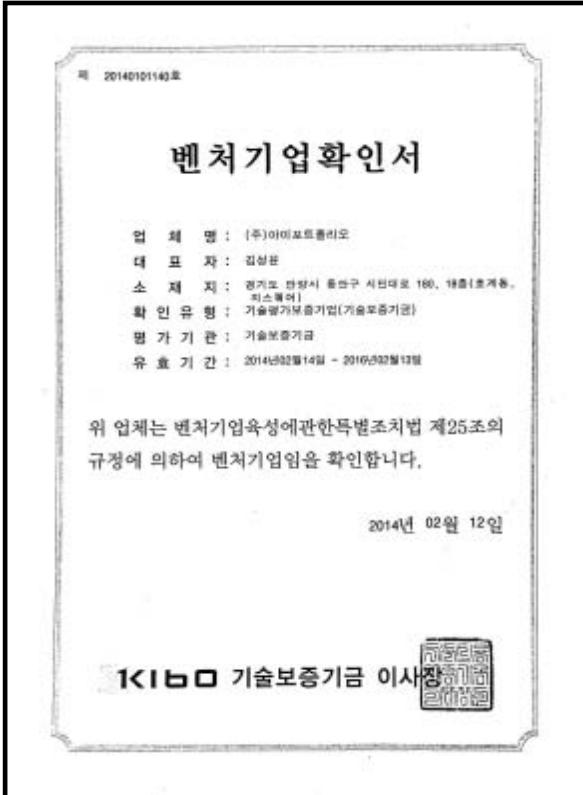
The Team



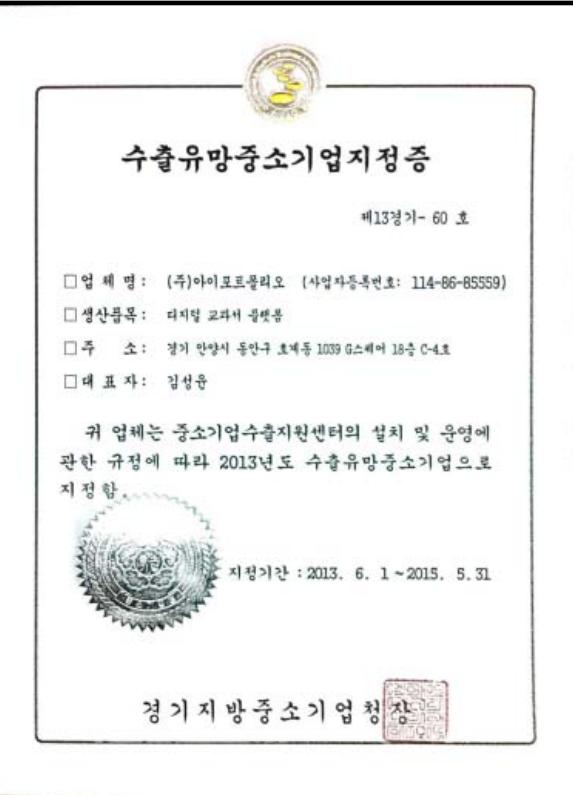
**28 High Performers who are capable
for global projects!
Average age 31!**

Management	2
Operation Group	1
Education Service Group	6
Software Group	10
Publishing Group	2
Design Group	2
PM Group	5
Total	28

Certificate/Citation



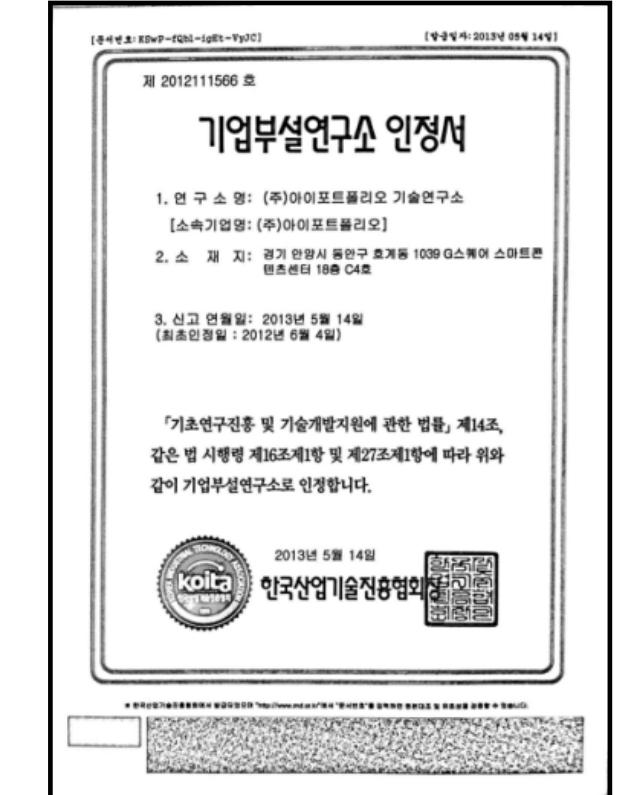
Venture Enterprise Certificate



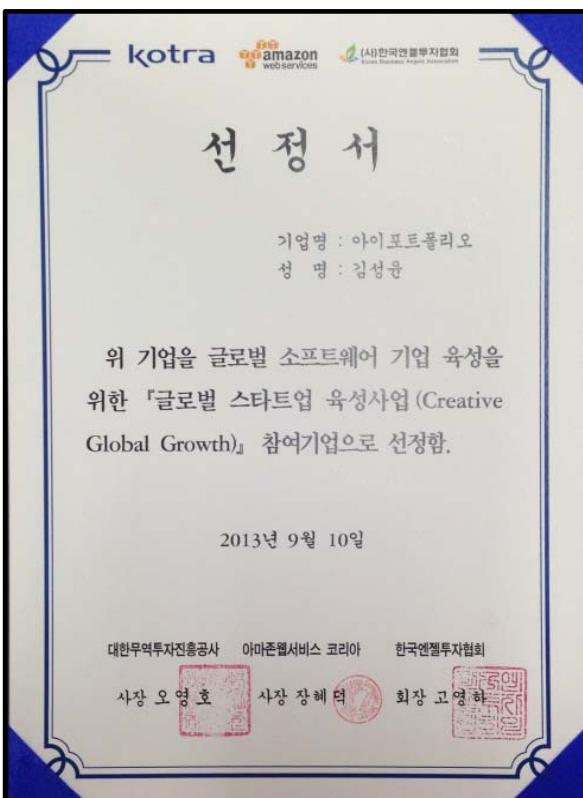
Promising Export SME



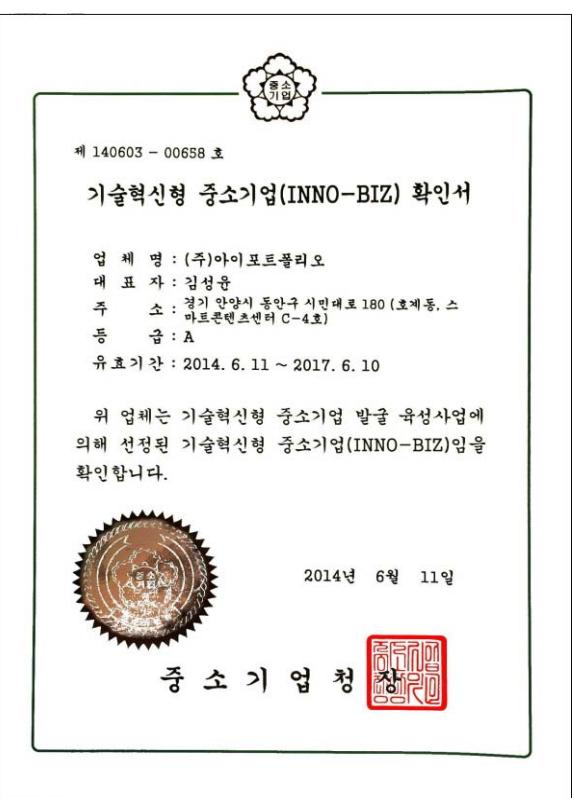
ISO9001



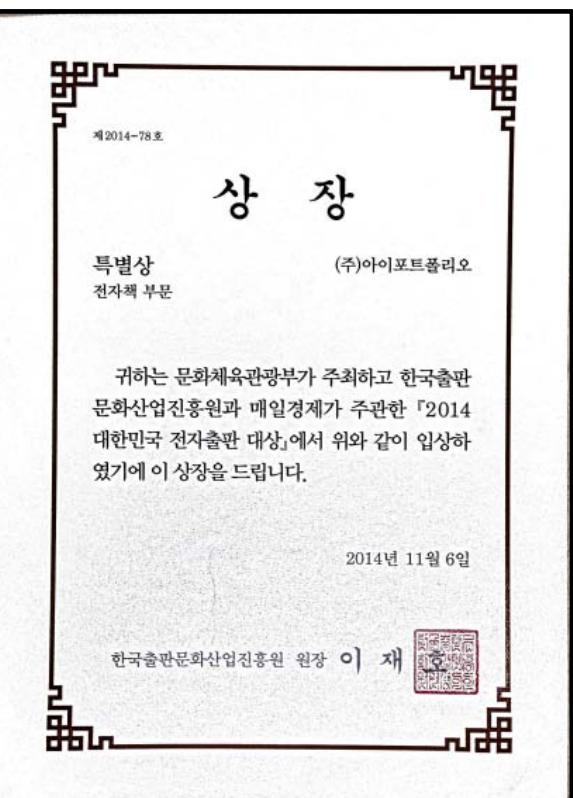
Corporate supported
Research Institution



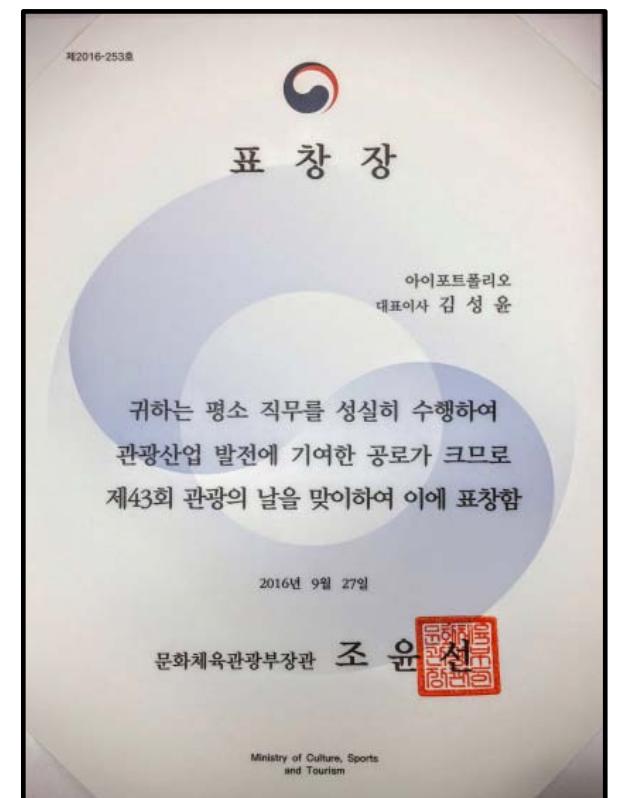
Global Startup
Incubating Nominee



Technical Innovation
SMEs



Korea Digital Publishing
Award, Specialist



Award from The Ministry of
Culture and Sports

Certificate/Citation

K-Global 300 Enterprises by Ministry of Science, ICT and Future Planning



Certificate/Citation

2017 Korea Venture Award & Small Hidden Champion



2018 \$1M Export Tower



IP

Patents registered

- “Methods and system for studying foreign languages” (KR 10-1122188)
- “Methods for offering and searching multimedia information in ... e-Book” (KR 10-1495839)
- “Methods for offering test and scoring functions in electronic document” (KR 10-1562322)

Patents pending

- “Methods for offering page identifier in electronic document” (KR 10-2012-0012896)
- “Methods and system for interactive lecturing” (KR 10-2014-0099786)
- “Methods for social learning of foreign languages” (KR 10-2017-0106739)
- “System providing similar answers” (KR 10-2018-0085924)
- “System processing data of language learning” (KR 10-2018-0086692)
- “System generating test and quiz for language learning” (KR 10-2018-0086693)
- “System providing learning roadmap” (KR 10-2018-0095854)
- “System and methods for processing language learning activity” (KR 10-2018-0112288)

Trademarks registered

- “iJamong” (KR 41-0232854)
- “Spindle” (KR Class 9 / 40-0972421)
- “Spindle” (KR Class 41 / 41-0300498)
- “Spindle” (JP Class 9, 41 / 5664919)
- “Spindle” (EU Class 9, 41 / 012322641)
- “Spindle” (CN Class 9 / 13616669)
- “Spindle” (CN Class 41 / 13616668)
- “Spindle” (US Class 9, 41 / 5066657)
- “travalloon” (KR Class 9 / 40-1136165)
- “travalloon” (KR Class 39 / 41-0341474)
- “travalloon” (JP Class 9, 39 / 5789248)
- “travalloon” (US Class 9, 39 / 4971568)
- “travalloon” (EU Class 9, 39 / 013754891)

Trademarks pending

- “travalloon” (CN Class 9 / 16485349)
- “travalloon” (CN Class 39 / 16485348)
- “Multi-dimension Reading” (KR Class 41 / 41-2016-0012388)
- “다차원리딩” (KR Class 41 / 41-2016-0012390)
- “엠알” (KR Class 41 / 41-2016-0012392)
- “멀리읽기” (KR Class 41 / 41-2016-0016585)
- “멀리맘” (KR Class 41 / 41-2016-0030292)
- “오알티퓨처팩” (KR Class 9 / 40-2018-0119163)
- “리딩앤” (KR Class 9 / 40-2019-0003418)
- “리딩앤” (KR Class 41 / 40-2019-0003419)



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 in Action

Starting with Oxford Learner's Bookshelf, Spindle Books™ has been adopted as a powerful engine for digital e-Reading platform of **major players of education sector** in Asia.



Oxford Learner's Bookshelf

partnered with
Oxford University Press



Big Reading Club

partnered with
Oxford University Press China



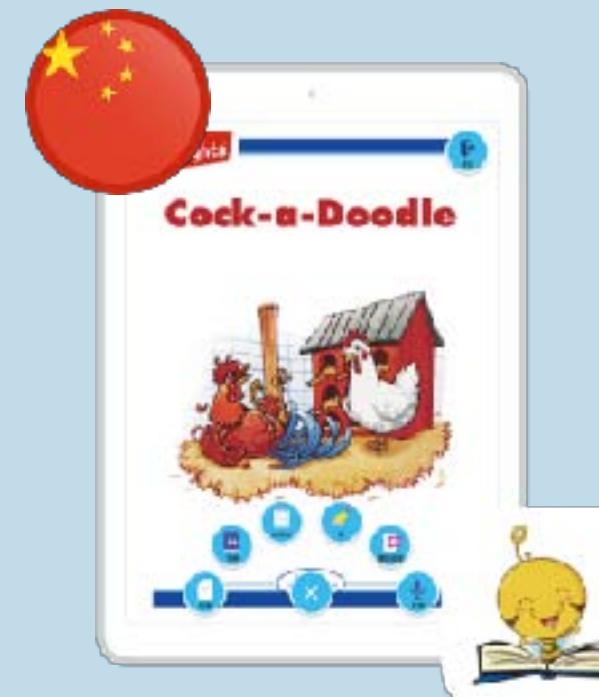
EBS Reading Club

partnered with
Oxford University Press
EBS Media



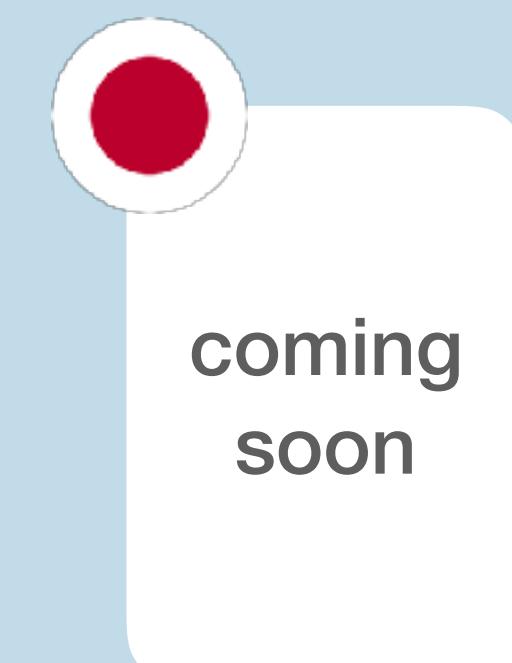
Idolebook

partnered with
Eplis



POP Reader

partnered with
New Oriental Education &
Technology Group



Japan in discussion
(targeting Mar 2019)

Project 1. Oxford Learner's Bookshelf (OLB)



(Launched in July 2013)

- As the official eBook platform for the ELT business unit of Oxford University Press, OLB has been deployed to over 50 countries serving over 300,000 students worldwide.
- Bookshelf, Viewer, B2C store, B2B delivery, Learning Rocker System, LMS are available.
- Including Headway, Let's Go, Read & Discover, over 1,800 titles are housed.
- iOS, Android, Web, cross platform, user data sync available.

Over 300,000 students learn English via OLB in 50 countries worldwide. ('16.Dec)
Revenues : 30B KRW ('13~16, iPortfolio Revenue)

The screenshot shows the main interface of the Oxford Learner's Bookshelf. At the top, there are navigation tabs: 'Bookshelf', 'Last opened', 'Alphabetical', and 'Newest'. Below these are several book covers including 'Festivals', 'TACTICS TO LISTENING', 'ENGLISH FILE', 'Headway Academic Skills', 'INcredible English', 'English Plus', 'Got it!', 'Headway', 'Solutions', 'INSIDE READING', 'LECTURE READY 1', 'Headway', and 'Solutions'. At the bottom of the screen, there is a toolbar with icons for 'Search', 'Add a book', and 'OXFORD' logo.

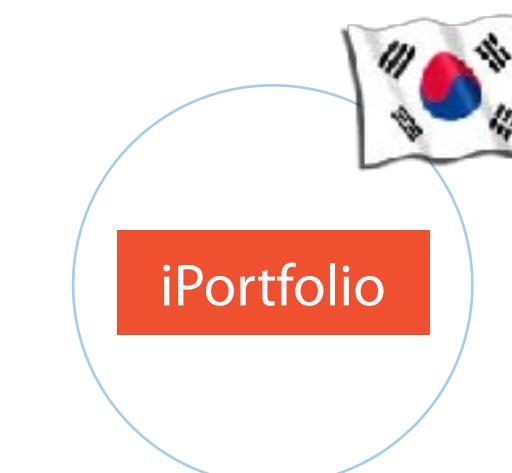
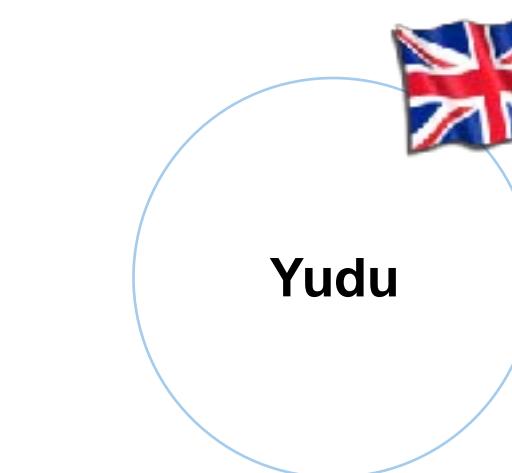
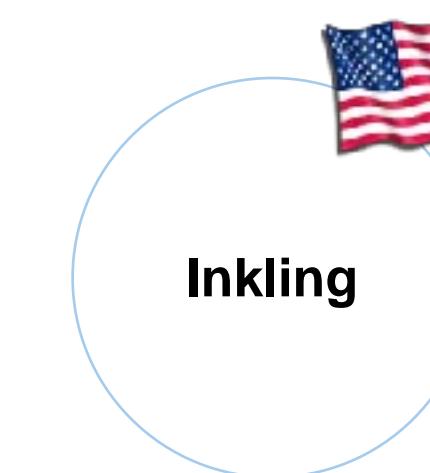
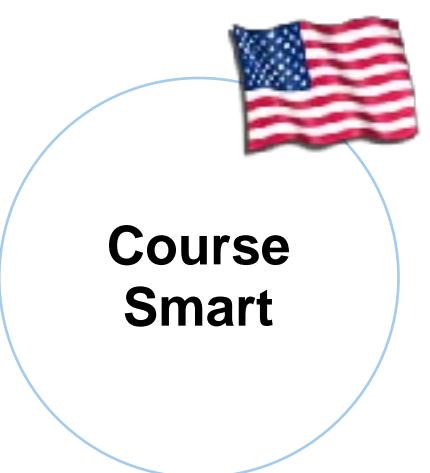
This screenshot shows a vocabulary exercise titled '5 VOCABULARY prepositions of place'. It features a painting of a man sitting in a chair and a woman standing next to him. Below the painting, there are two sections of exercises: 'a' and 'b'. Section 'a' asks users to look at sentences describing the painting and complete them with words like 'in', 'on', 'under', etc. Section 'b' asks users to draw a picture based on the sentences. A small video player at the bottom right shows a person speaking.

This screenshot shows a speaking exercise titled 'From High to Low'. It features a large image of Angel Falls in Venezuela. The exercise asks users to describe the waterfall and its surroundings. Below the image, there is a text box with the title 'From High to Low' and a paragraph explaining potential energy. There is also a video player at the bottom.

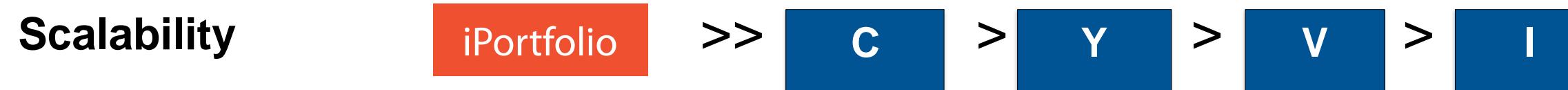
This screenshot shows a worksheet titled '1 Friends and family'. It includes a 'VOCABULARY AND LISTENING Family' section with a family tree diagram where users can draw their own family members. Below this is a 'CLASS PREPARATION' section with a list of questions about family members. At the bottom, there is a keyboard input field and a toolbar with various icons.

This screenshot shows a colorful illustration of a shoemaker's workshop. A man is sitting at a desk, looking surprised, while a woman stands behind him. The background shows shelves with shoes and a window. A speech bubble from the man says 'Look! Magic!'. To the right, there is a text box with a poem: 'In the morning they come down. There's something on the table! It's the shoes! Look!' cries the shoemaker. 'Magic!'.

Project 1. Oxford Learner's Bookshelf (OLB)



Project 1. Oxford Learner's Bookshelf (OLB)



“ only iPortfolio has proven its pedagogical understanding lying underneath cutting edge technology ”

Project 1. Oxford Learner's Bookshelf (OLB)

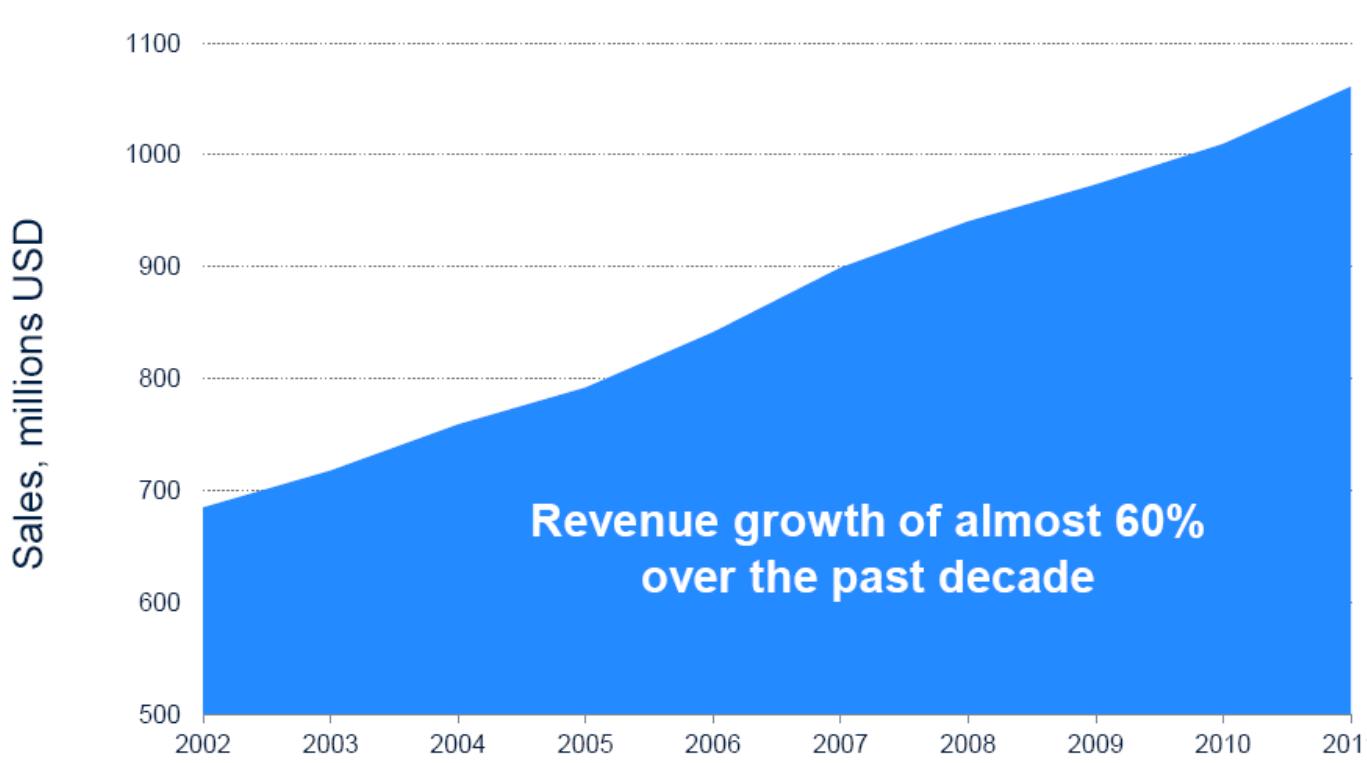
Oxford University Press, the world largest university press having 539 years of history, selected Spindle Books™ as the official digital textbook platform.



- Established in 1478
- Official employees over 10,000
- Over 6,000 new titles every year
- Publishing in 40 different languages
- Over \$1.2B per year, the biggest revenue as an ELT publisher in the world.

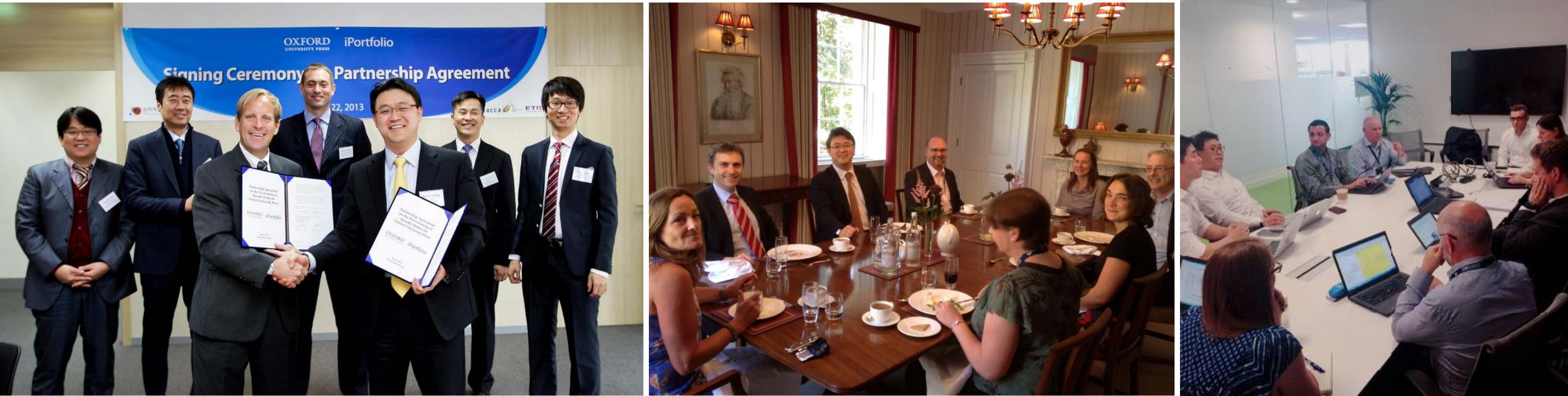
Digital Textbook Strategy of OUP

- Several hundreds of Journals digitised
- Classroom Presentation Tools
- LMS
- Dictionary apps
- Several hundreds of eBook apps
- Global online service



Project 1. Oxford Learner's Bookshelf (OLB)

Firm cooperative relationship during the last 8 years!



OXFORD UNIVERSITY PRESS Oxford Learner's Bookshelf

Use an access code Free samples Buy books Download the app Features

Register Sign in

Teach and learn English
With enhanced e-books from Oxford

Navigate

Use an access code

Already have an access code? Register or sign in using your Oxford ID and choose Add books to get started.

Register to use an access code



Project 1. Oxford Learner's Bookshelf (OLB)

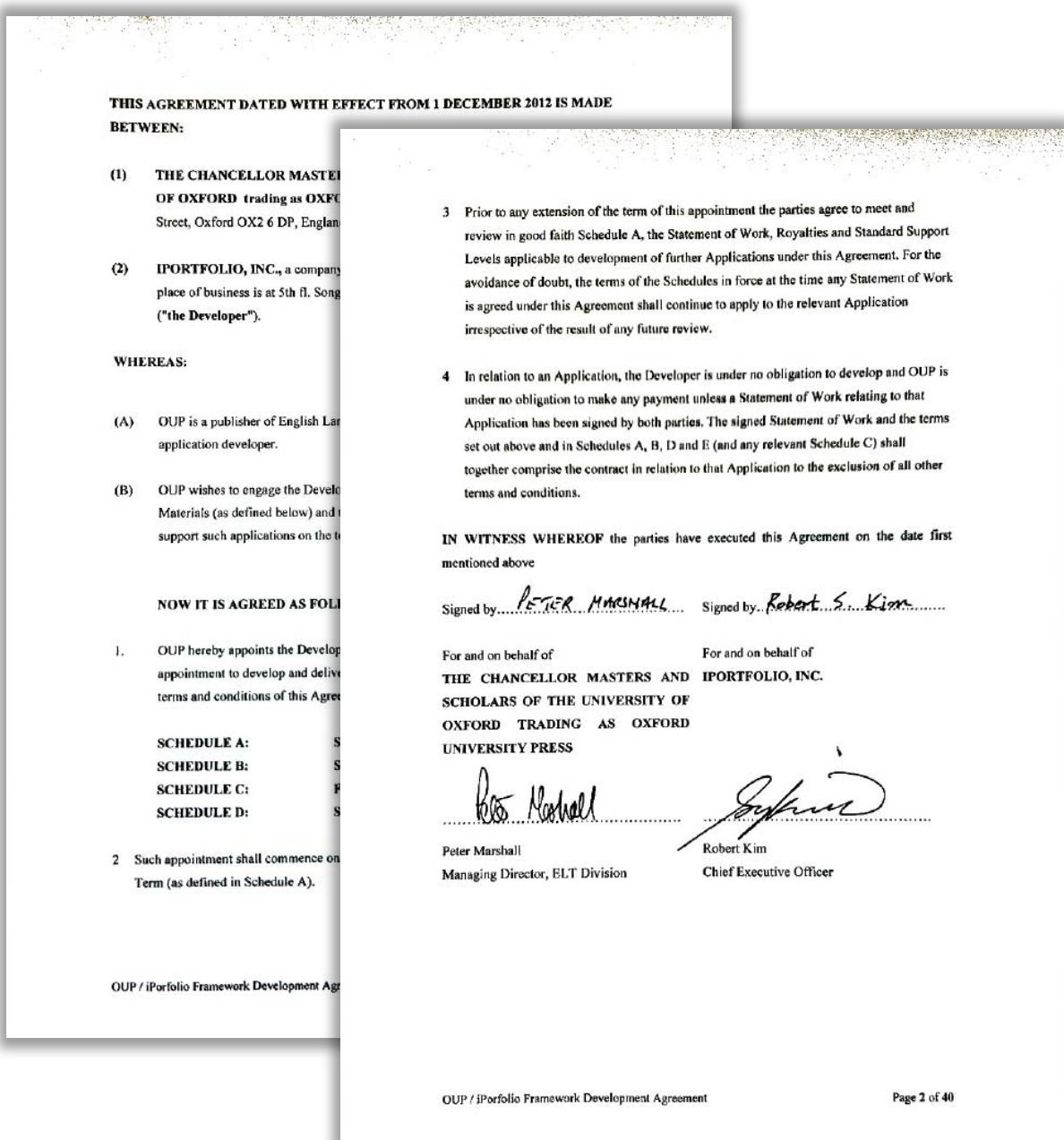
OLB introduction video (Dec, 16)



https://youtu.be/n_OgjHWsZ64

Project 1. Oxford Learner's Bookshelf (OLB)

Royalty business, since 2015



- The number of ELT book sales of Oxford University Press: 30M/year
- Starting from '14, Spindle Books was introduced to 50 countries step by step
- Targeting to convert 10% of the ELT sales to digital
- OUP pays **royalty** to iPortfolio, certain portion from the digital ELT sales

<Oxford-iPortfolio Contract 2013.1.22>

Project 2. EBS Reading Club

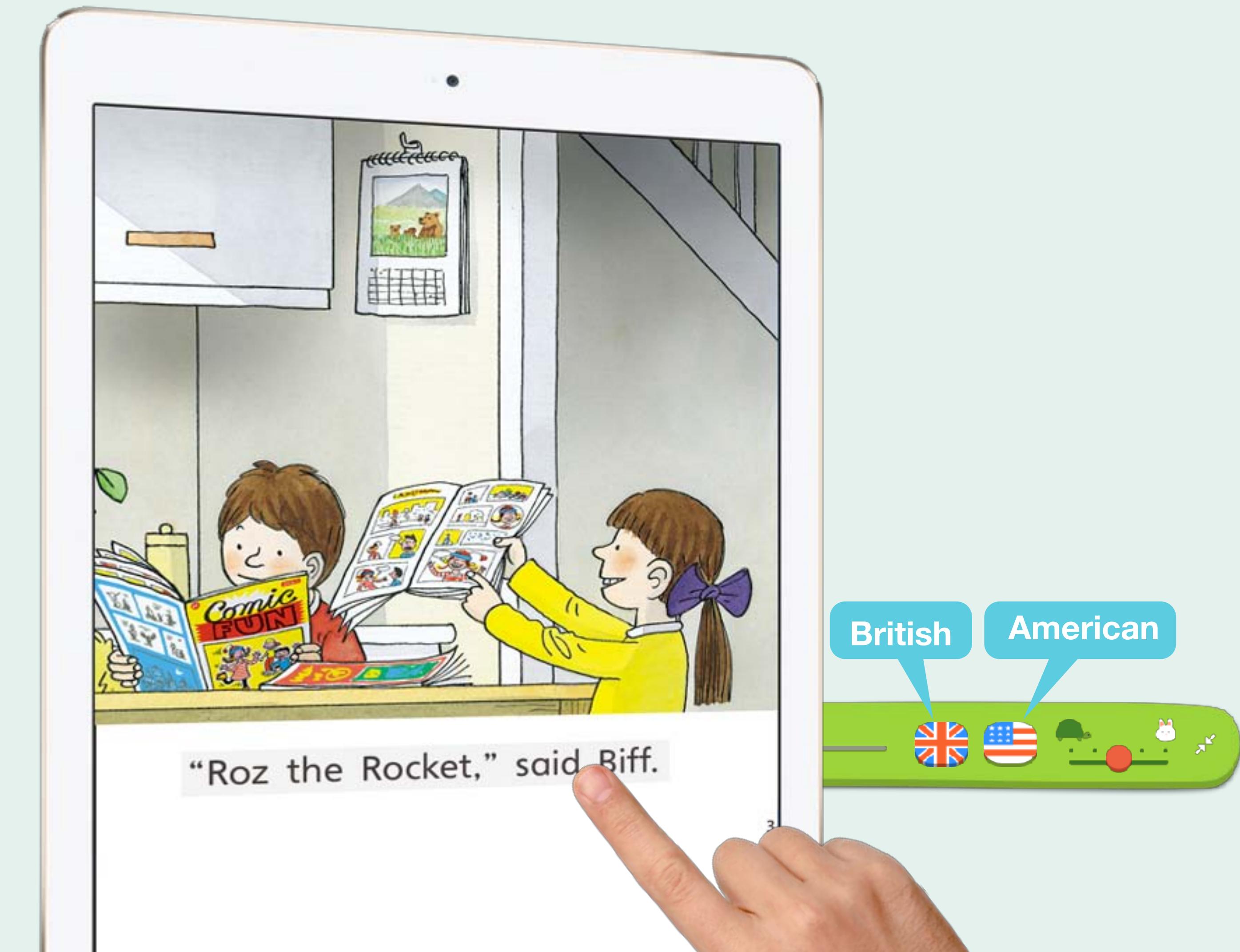
Premium e-Reading Programme

Launched in July 2016 through partnerships
with **Oxford University Press** and **EBS**
Media (Education Broadcasting System).

In association with
OXFORD
UNIVERSITY PRESS

powered & operated by
iPortfolio

provided by
EBS • **MEDIA**



Project 2. EBS Reading Club

Best-selling OUP contents. 900 titles from the 12 series, including Oxford Reading Tree

EBS Reading Club Sales Model

Including **Oxford Reading Tree**, we provide 12 different series of Oxford Graded Readers, **total of 900 titles** from phonics readers to classic literatures.

Based on a **subscription model**, users can flexibly select among different packs and subscription terms.

In association with
OXFORD
UNIVERSITY PRESS



EBS Reading Club Methodology

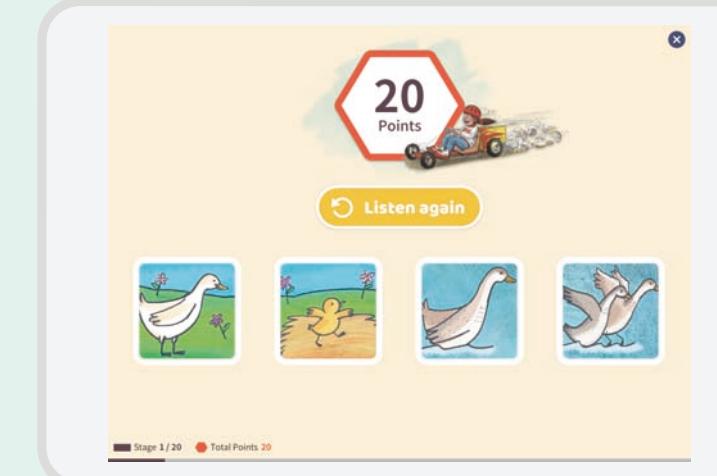
EBS Reading Club applies the principle of natural language acquisition in order to help our children to become **bilingual** speakers. Through our **5-step multi-dimension reading**, children learn English efficiently as they enjoy reading.

5 times more effective

“ Multi-dimension Reading ”

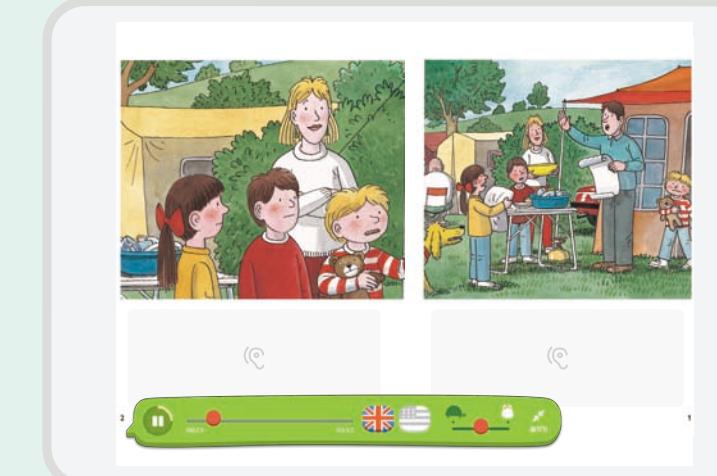
Listening, Reading, Speaking, Writing, ALL COVERS

1st: Warm Up



Brain relaxer word game

2nd: Listen Up



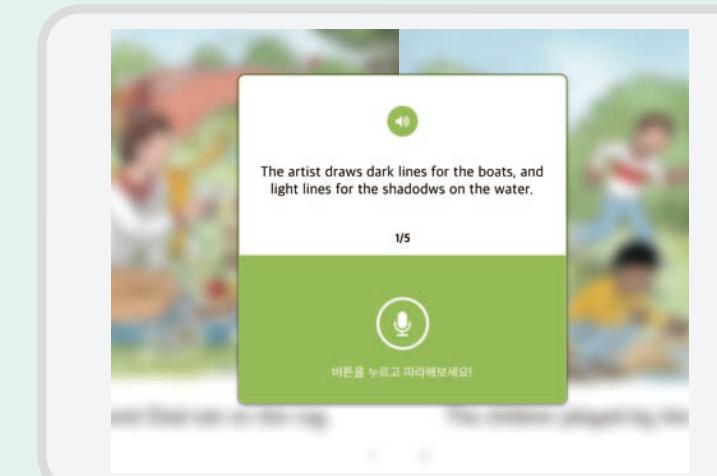
Vivid audio story telling
(texts hidden)

3rd: Read



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

4th: Speak Up

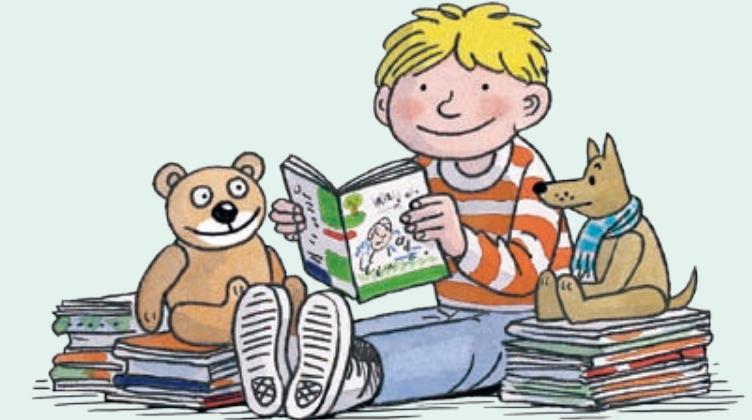


Listening to native speaker
and speak aloud as repeating

5th: Wrap Up



Dynamic and diverse
after-reading activities

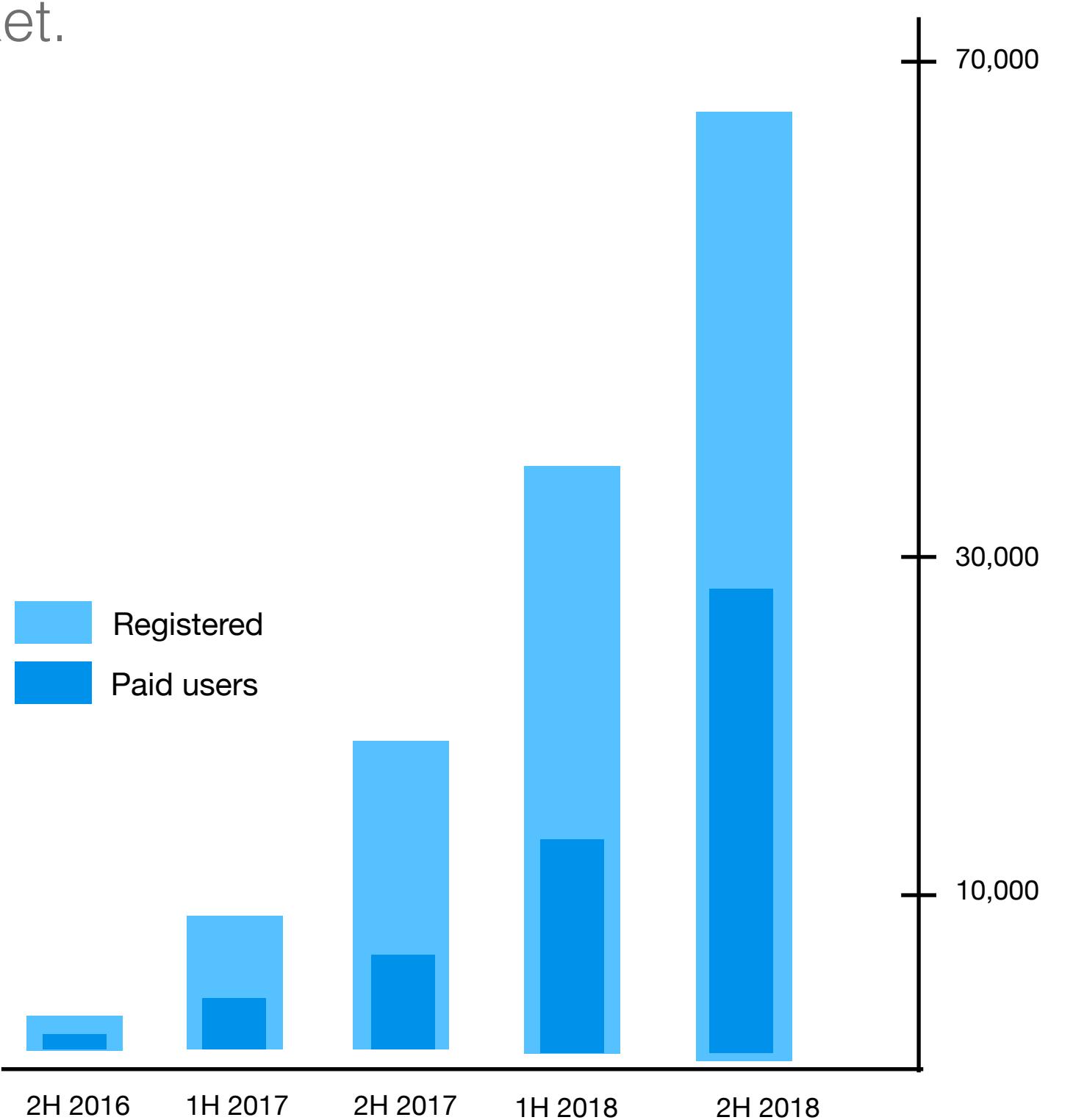


- Oxford Eng-Kor Dictionary
- British/American accent
- Line by line audio play

EBS Reading Club

Market Recognition

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



Marketing Activities

1. Parent Seminar



- Accumulated **over 60 times** since 2016.
- Visited over 30 cities in 9 different provinces in Korea.
- Average number of audiences 180~200. (min. 35(Jeju) - max 450(Daegu))
- Subject: The importance of reading.



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
전 쑥쑥단점 대표



서현주 대표
전 쑥쑥단점 대표

Marketing Activities

2. Mom Supporters



Interview



ORT 주제별 현대출소프트 디렉팅! 가든영화 영어 헤스글리 2017.12.17.
포토가입부터 ORT 퍼체와 사용 광고까지 및 년의 글작업으로 간단하게 이용가는 현대출소프트 ORT 주제
▶ - 12월 21일 (목) 2017년 400명 만큼 사용한 날짜가 1 년반.
하온's 스타일로그 blog.naver.com/flyhighbacy/22115483616/

ORT 누적판 현대출소프트 모마디어 구매를 보여주시나요? 2017.12.16.
PC에서 현대출소프트 ORT 퍼체과 디지털 영어교재를 활용하는 방법이 이요. EBS리딩클래스를 접속해서 회화
기술을 하면 내가 구어될 그자체 영어교재 컨텐츠가!
왕복한 꾸꾸망녀 blog.naver.com/m6242/221064725465

현대출소프트 ORT 퍼체와 EBS리딩클래스 기비온다! 2017.12.16.
현대출소프트 ORT (Oxford Reading Tree) 구서에 관심이 있어 소개해보시한다. ORT (Oxford Reading Tree) 퍼체 대신 EBS에서 만든 육스포드 고개인 ORT를 디지털화...
리얼리즘의 휴복판... blog.naver.com/dreamymtn/221164183613

ORT 오일티 구서와 현대출소프트(12/21)에 만화세요. 2017.12.15.
12월 2 일(목) 14시 40분 현대출소프트 ORT 퍼체과 강당이 있을 예정이에요. ORT 좋은 것은 넘나 질 듣고
있고, 이미 자회관은 죽어차운으로 봄을 뿐였는데 거기 구미로...

Reviews



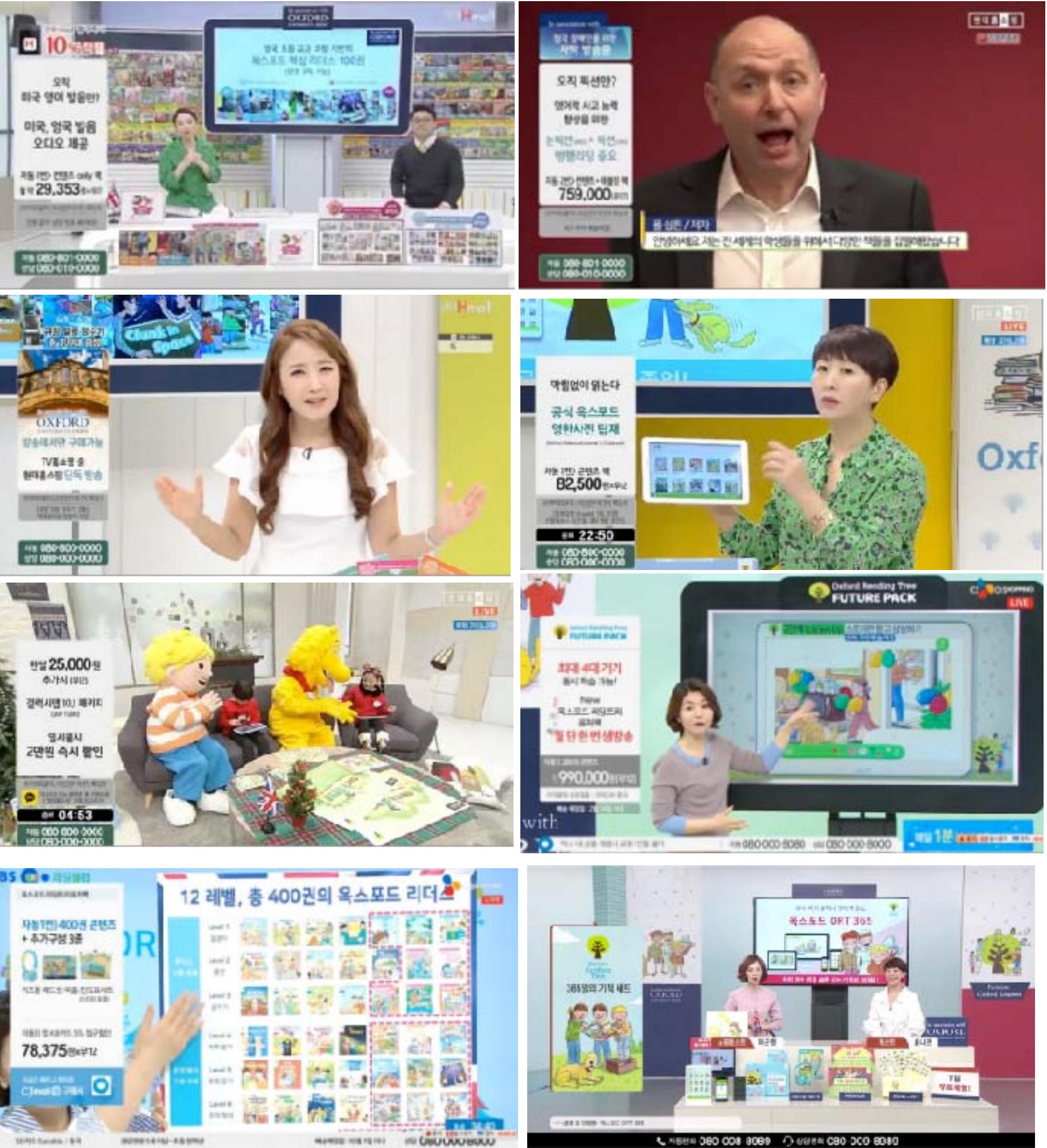
Seminar

Beta QA

- Experience our product and services for 3 months and write reviews and give us feedbacks.
- 8th term in operation (cumulated 300 supports so far)
- Cumulative reviews are over 1000.
- Providing testimonials, media interview, service feedback, new feature development suggestion, QA, and etc.

Marketing Activities

3. Home-shopping



- Penetrated Home-shopping channel in 2017 with ORI & ORD series
- 8 times sold out of out cumulative 10 times live broadcasts.
- CJ Homeshopping, Hyundai Homeshopping, T-Mon live show, Shinsegae TV shopping and etc.

Marketing Activities

4. Education Fair



- 3 times attended - Nov 2017, July 2018, Nov 2018.
- Pre-registered: 850 per fair
- On-spot consulting: 800 per fair
- On-spot sales: 200,000~300,000 USD per fair
- Membership registration during the fair: over 1,000

Marketing Activities

5. Events



- Tablet-bundled limited package (100 packs sold out)
- Pre-ordering event
- Seasonal event
- Timely event such as 'Vote for your favourite character' (during the national voting period), Wishing for peace event (Inter-Korean summit)

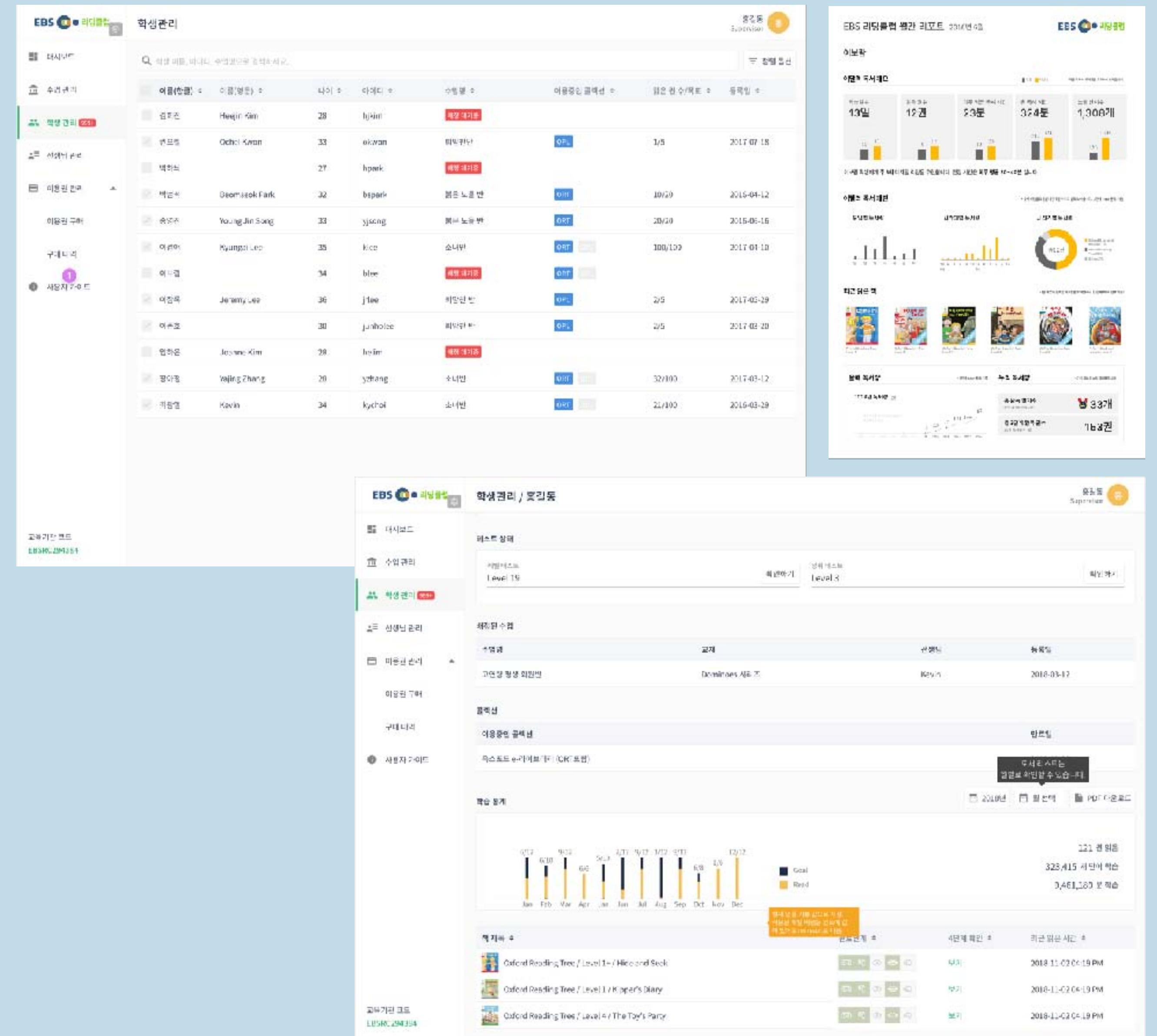


Learning Management System

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

EBS Reading Club is adopted by various institutions, libraries, and schools.

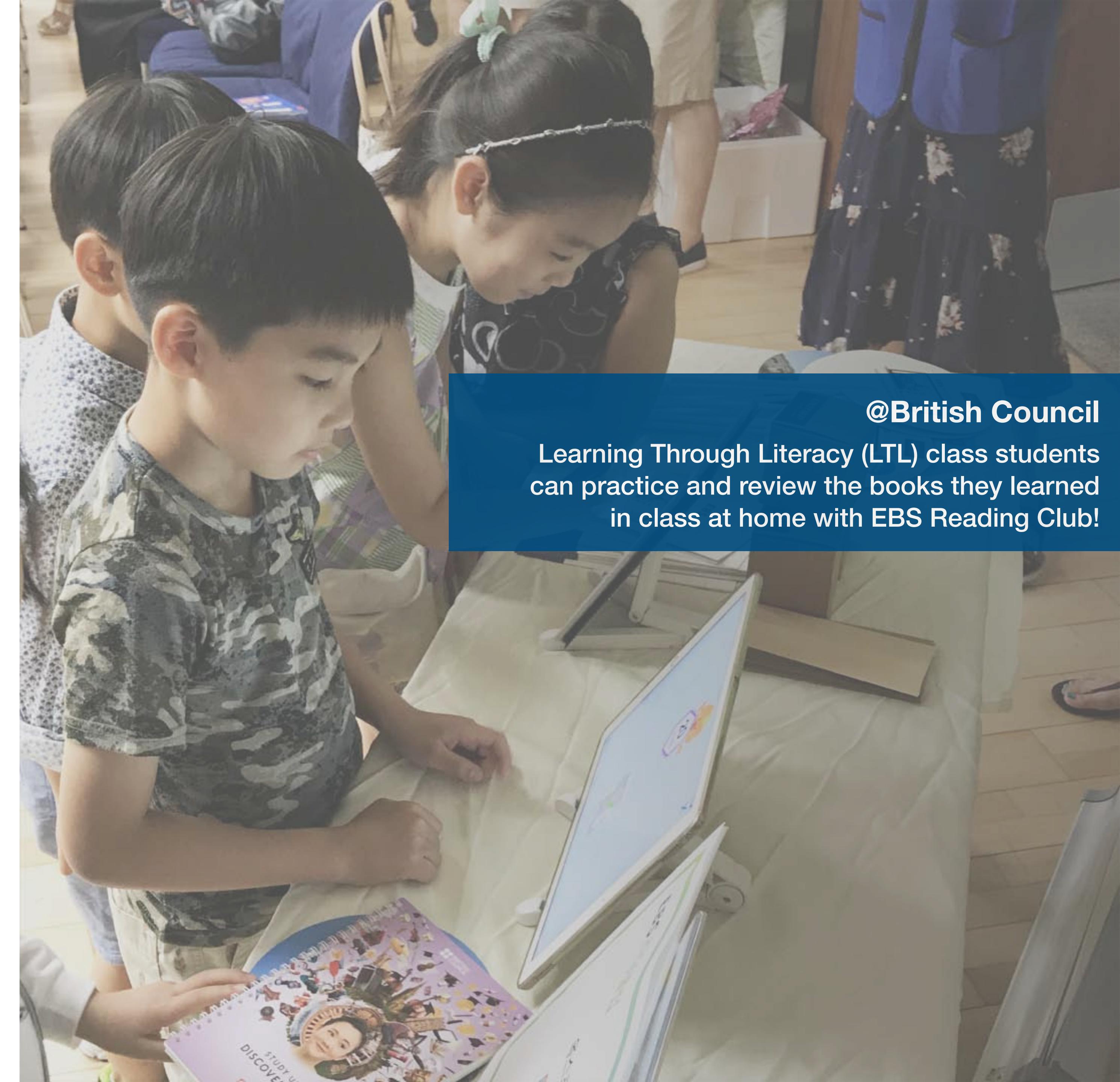
British Council is using EBS Reading Club as its digital reading service.



CHUNG DAHM

청담어학원

April어학원



@British Council

Learning Through Literacy (LTL) class students can practice and review the books they learned in class at home with EBS Reading Club!

Multi-dimensional Reading

What is Multi-Dimension Reading?

Digital-optimised reading method helps student naturally acquire linguistic skills



Warm Up



Listen Up



Read



Speak Up



Wrap Up



Multi-dimensional Reading



Warm Up



Listen Up



Read



Speak Up



Wrap Up

1. Brain relaxer word game (sound - card matching)

- ✓ Before start reading, readers can be exposed to **headwords** of the book while playing the game.
- ✓ The purpose of this game is to make the child in **low anxiety mode** for effective language acquisition.



Multi-dimensional Reading



Warm Up



Listen Up



Read



Speak Up



Wrap Up

2. Guessing the story while listening to the audio

- ✓ Vivid audio storytelling helps young learners to understand story outline better and **enhance reading comprehension**
- ✓ Repeated practice of visualising stories stimulates **creativity and eloquence**



Multi-dimensional Reading



Warm Up



Listen Up



Read



Speak Up

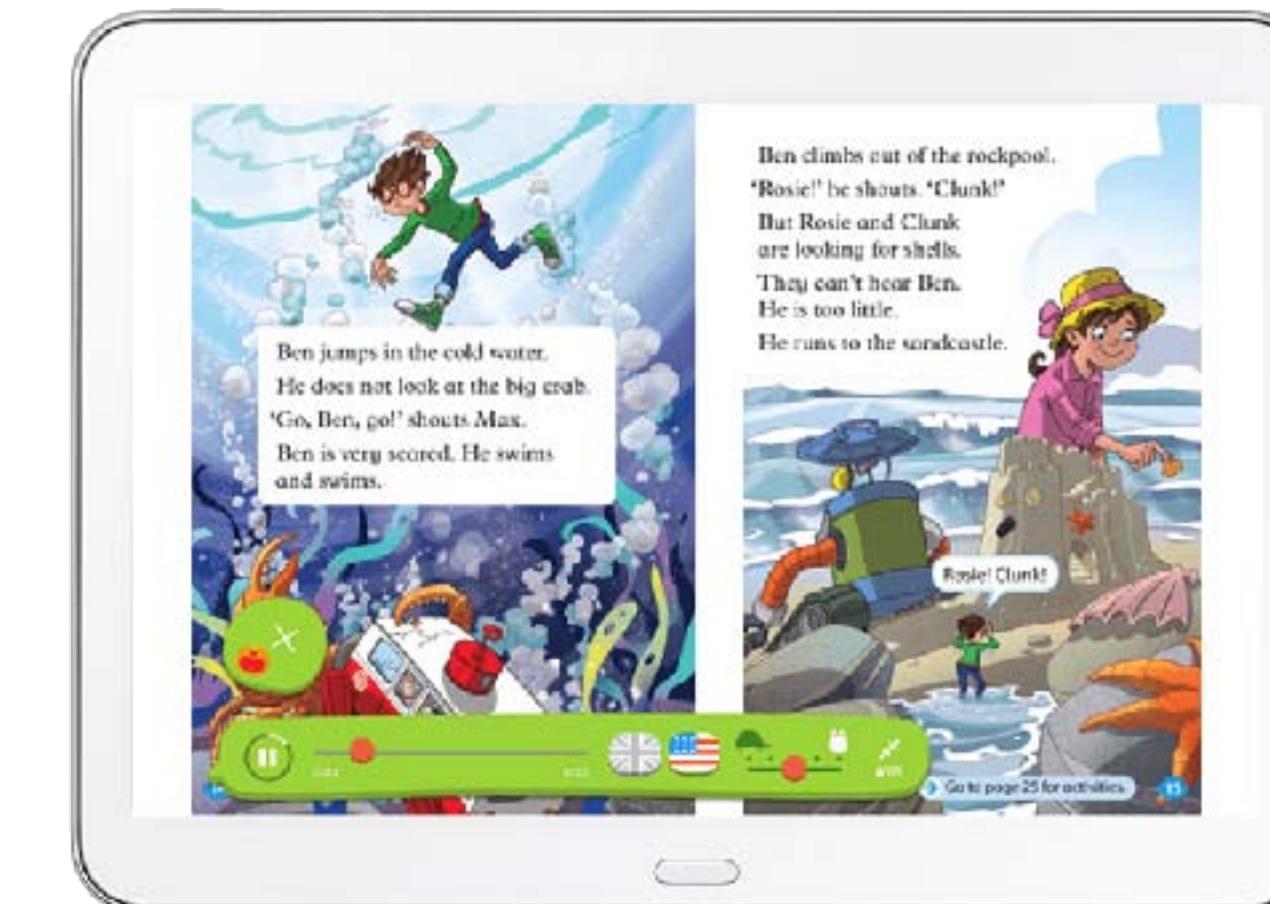


Wrap Up

3. Independent and immersed reading time!

- ✓ Young learners can take full advantage of reading in digital - such as looking up the **dictionary**, listening to the specific **sentences repeatedly**, setting different **audio speed** and etc.

This self-driven learning practice enhances **metacognition** which is essential for **self-initiated study**.



Multi-dimensional Reading



Warm Up



Listen Up



Read



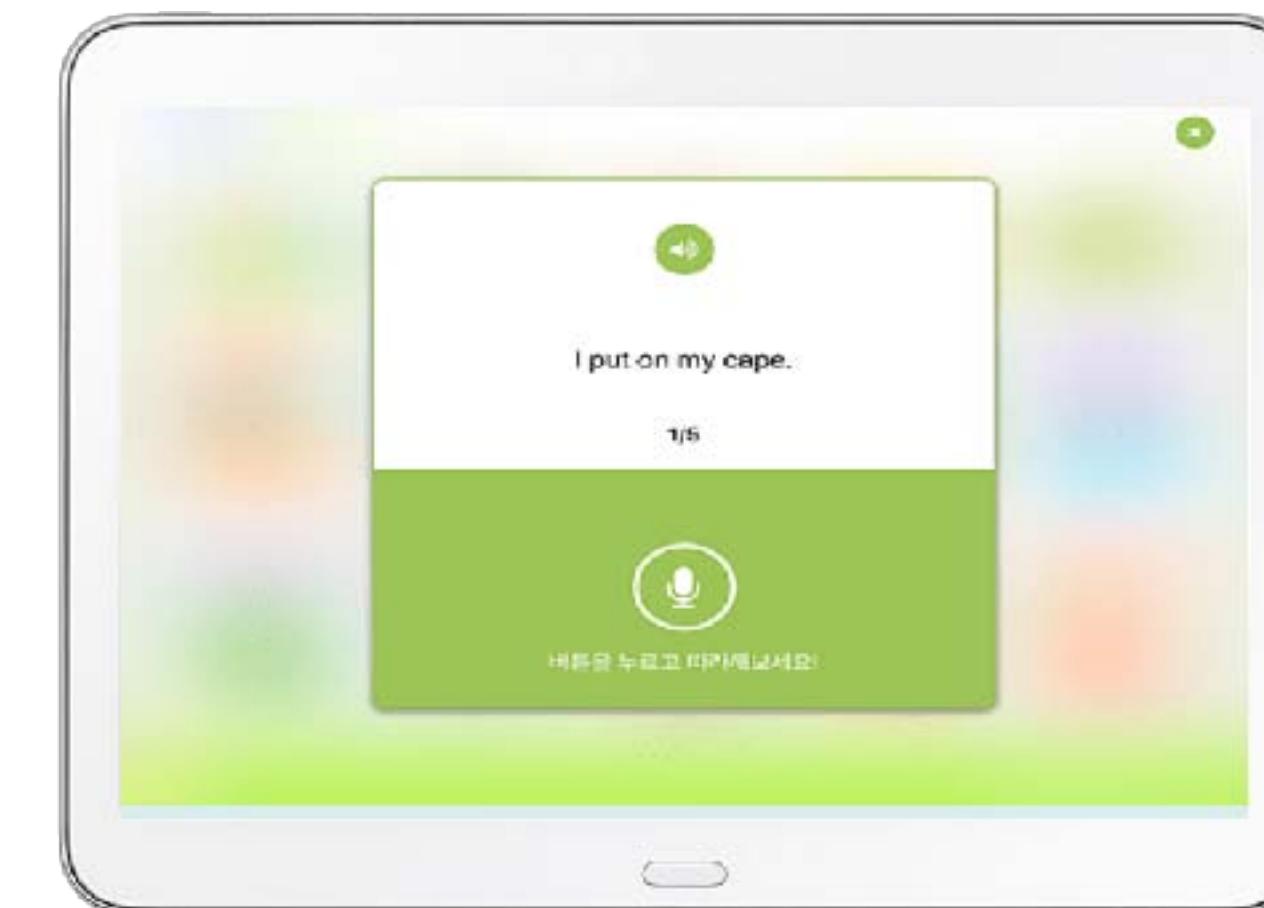
Speak Up



Wrap Up

4. Speak aloud and record the voice

- ✓ Listening to the native speaker's pronunciation stimulates **Broca's area** of the brain which is linked to language processing
- ✓ The recorded files are uploaded to the cloud so that parents and teachers can **monitor and track** improvements



Multi-dimensional Reading



Warm Up



Listen Up



Read



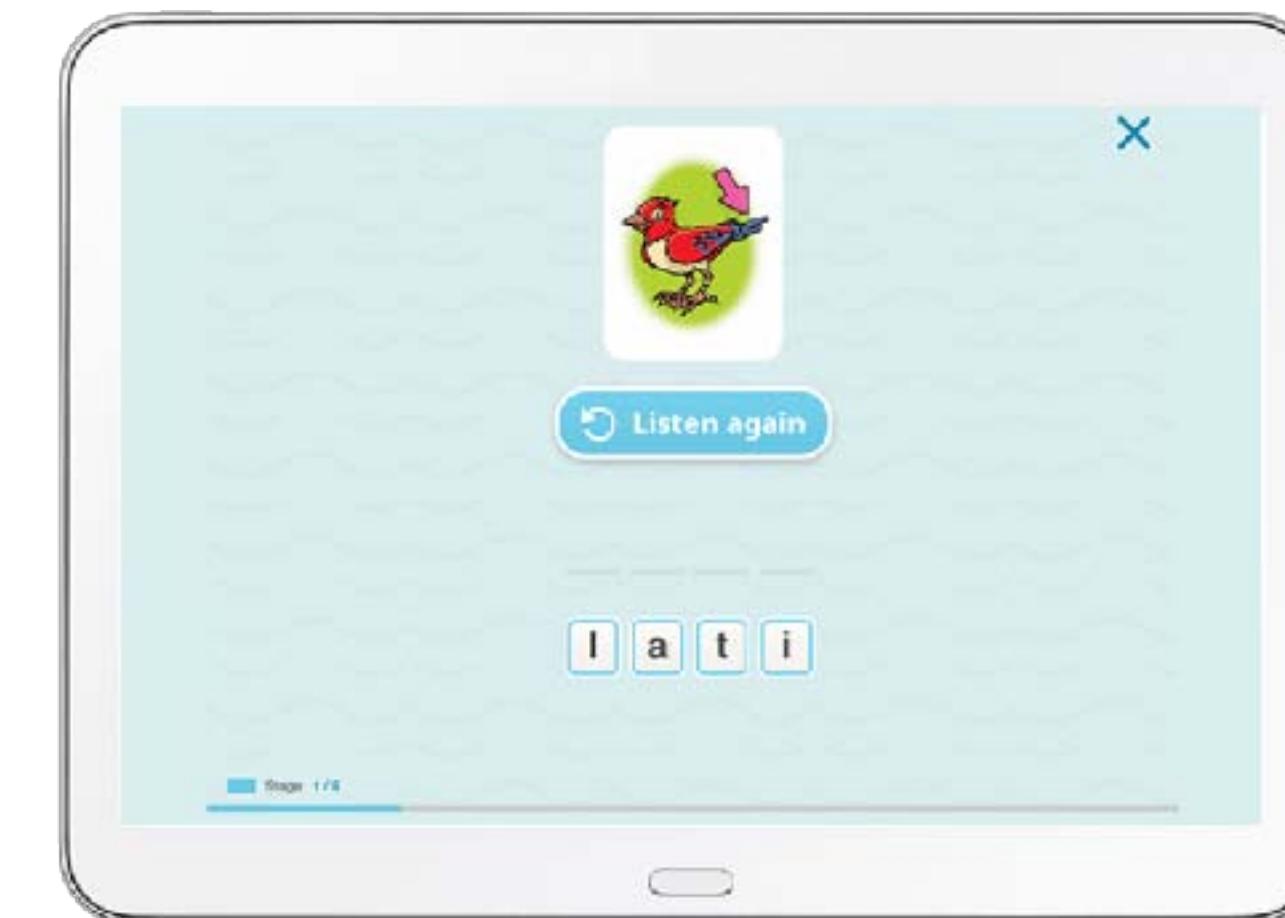
Speak Up



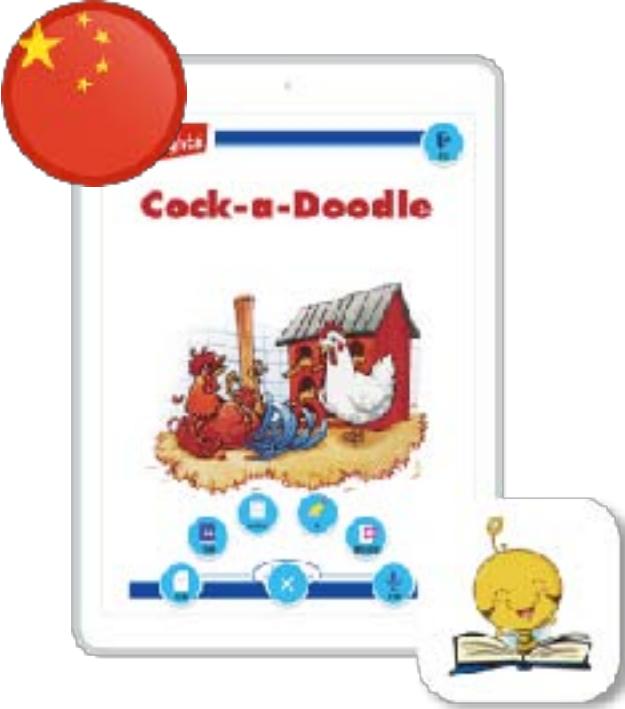
Wrap Up

5. Final wrap-up via playing games

- ✓ Wrap-up game helps to stimulate **Wernike's area** of the brain, which interprets and analyses the meaning of language.
- ✓ Spell game and word ordering types of game assist students to **review** what they have learned.



Project 3. POP Reader



(Launched in Apr, 2017)

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)

The screenshot shows the homepage of New Oriental Education & Technology Group. At the top, there are links for Home, Who We Are, What We Do, For Investors, and Contact Us. Below this is a banner for 'POP Kids Education' featuring three young children laughing. A sub-banner below it says 'At New Oriental, our mission is to inspire Chinese students of all ages to improve their lives and expand their horizons through a lifelong commitment to learning. By empowering students to achieve their potential, build self-confidence, and develop a global vision encompassing both traditional Chinese values and modern thinking, New Oriental is committed to training a new generation of business and community leaders.' At the bottom, there are links for Privacy Policy and Copyright information.

The screenshot shows the landing page for the POP Reader app. It features a yellow background with cartoon characters and the text 'GRAND OPEN' and 'POP Reader OPEN Enjoy smart reading!'. Below this, there are sections for '您的孩子智能阅读助手 POP Reader', 'POP的简介', 'POP品牌介绍', and '一起看懂 POP Reader'. There are also small video thumbnails and a screenshot of the app interface.



Project 4. Big Reading Club



(Launched in July 2017)

- 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)

The article features a photo of two men, Kim Sung-yun (left) and Rui Ding (right), holding a signed document. The background is the Oxford University Press logo. The text below the photo discusses the collaboration between iPortfolio and Oxford University Press to enter the Chinese online education market.

This section highlights the Big Reading Club. It includes a quote from parents: "It is awesome! My baby has learnt quite a few words, she even understands the word 'match'!" Another parent added: "My son is so fond of Read and Imagine that he reads by himself every night." The text also notes that since its launch in early 2018, hundreds of people have accessed the Big Reading Club online, reading thousands of books and learning more than two million words. The programme is divided into five categories: Warm Up, Listen Up, Read, Speak Up, and Wrap Up, and learners' progress can be tracked.

The app is available on the App Store and Google Play. It is rated 4+ and has a 4.5-star rating. The developer is iPortfolio Inc. The app icon features a large white letter 'B' on a colorful hexagonal background. The text below the app summary states: "Big Reading Club is OUP's first digital home-learning product designed and launched exclusively for the mainland China market."

The homepage features a banner with the text "Try Free Sample Books! After a quick registration, enjoy FREE 6 digital sample books!". It includes sections for "About Big Reading Club" showing a photo of a family reading, and "俱乐部已有哪些读本资源呢?" (What resources does the club already have?). There are also sections for "Digital Sample Books" and "About Us".

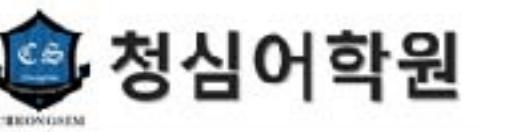
Reference

EBS Reading Club has been adopted as e-library system by one of the largest English institutions, British Council and several international schools.

2017.Mar



2017.May



2018.Oct



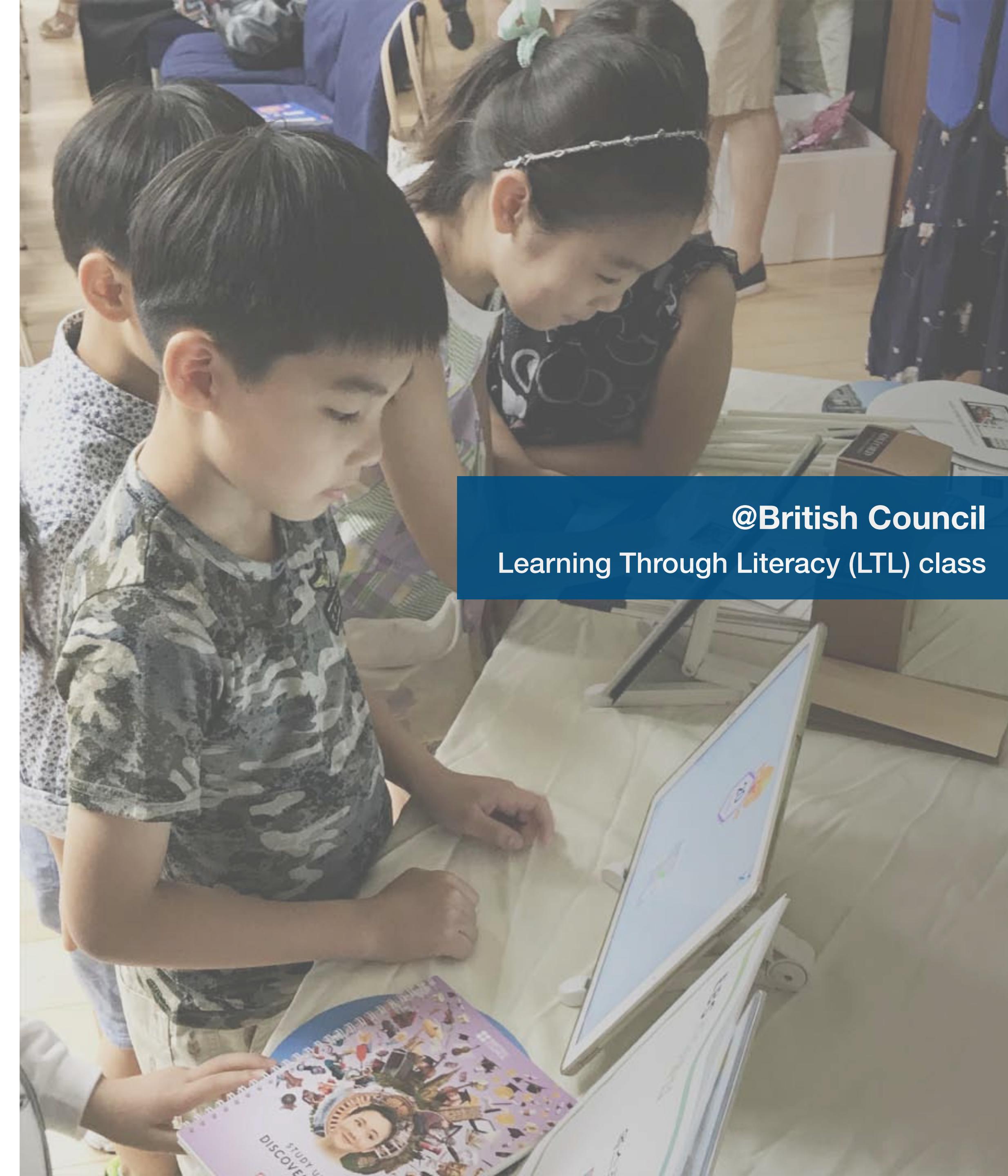
2018.Dec



2019.Feb



수원중앙기독초등학교



@British Council

Learning Through Literacy (LTL) class



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