



Grasp Your Spindle and Transform

Introduction to iPortfolio Inc.

Feb. 2020



iPortfolio

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the use and information of the client to whom it is addressed.
iPortfolio Inc.

spindle
books

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Available on the
App Store

Web

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



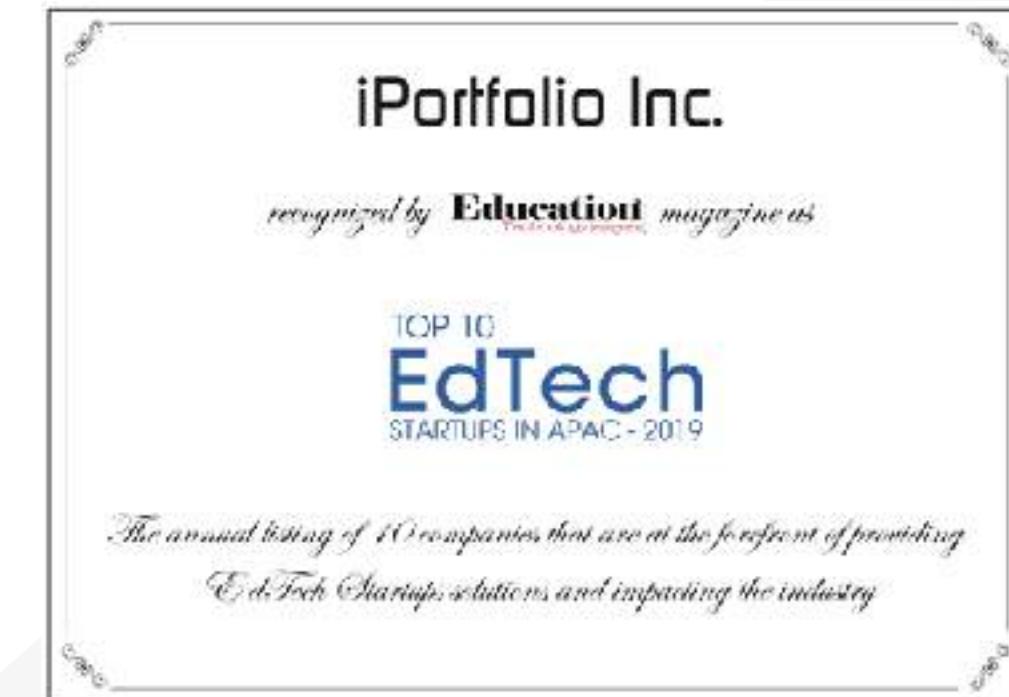
2017 Seoul Hidden Champion
Seoul Metropolitan Government



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

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

Global Ed-Tech Company, iPortfolio Inc.

Founded in 2011

Based in Seoul, Korea

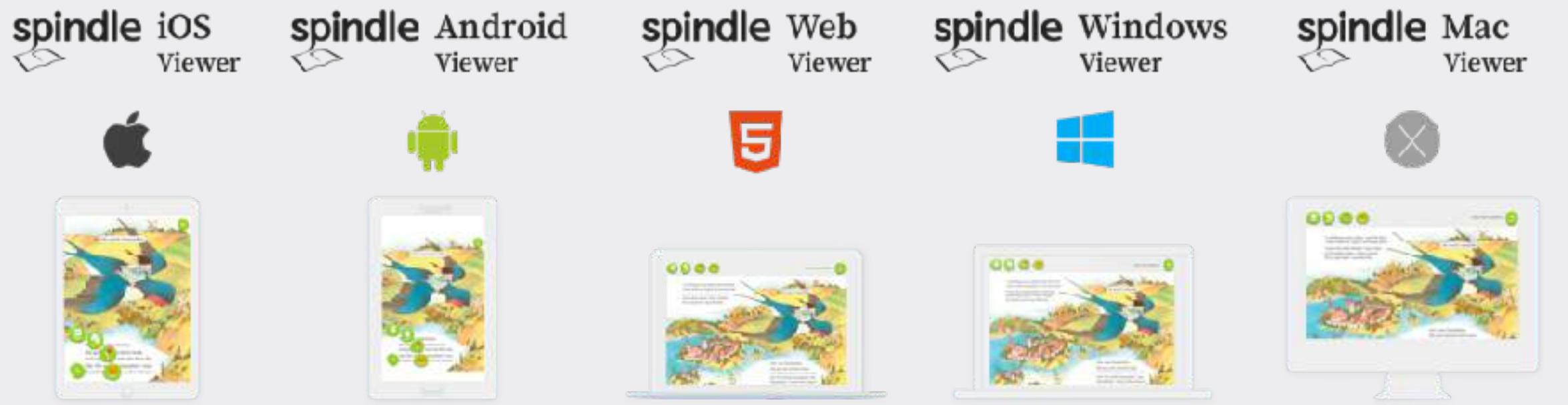
Developed **Spindle Books™**, an advanced
e-Textbook platform.



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 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

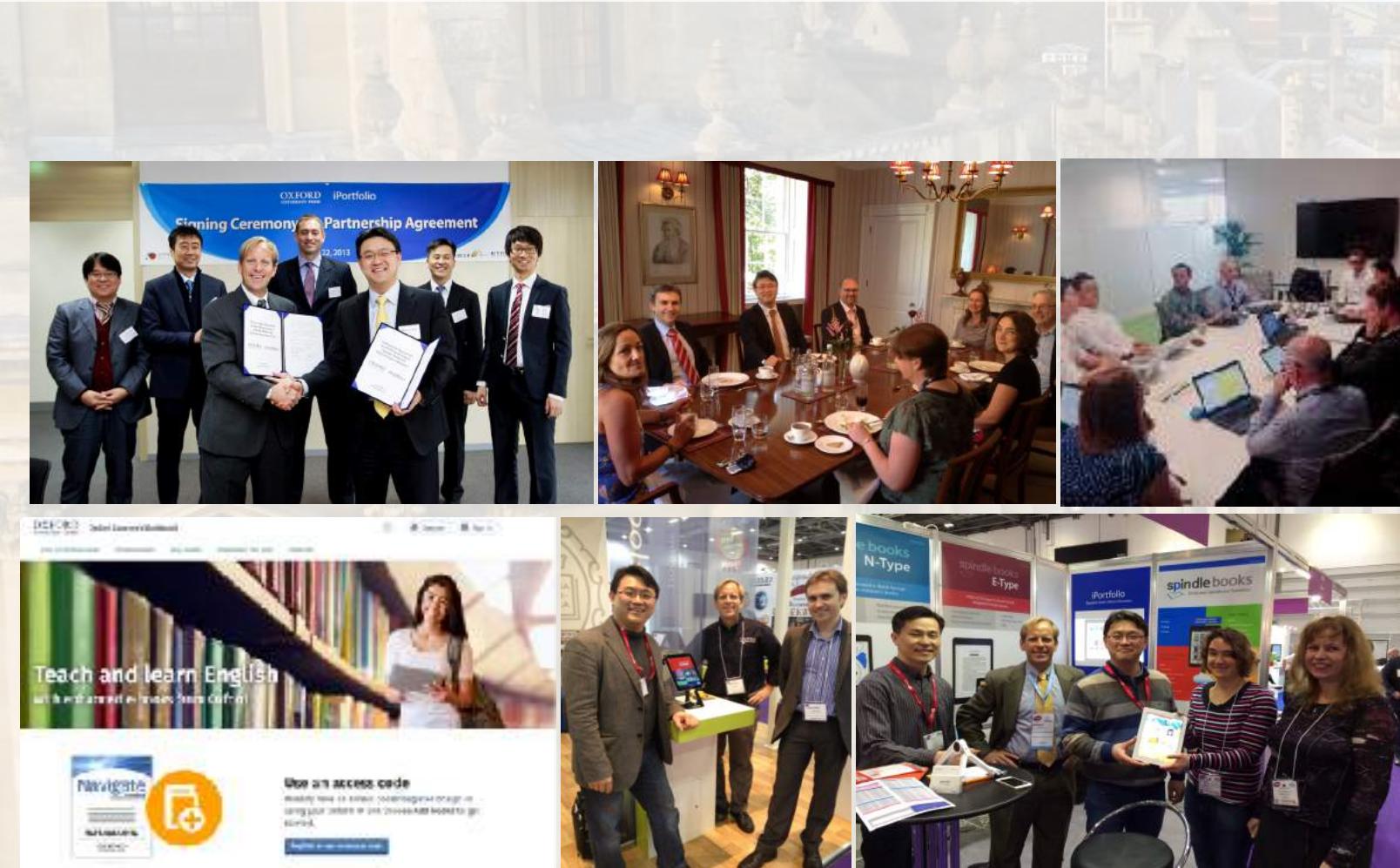


Android App on
Google play

Download on the
App Store

Web

- 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



新东方[®]
XDF.CN

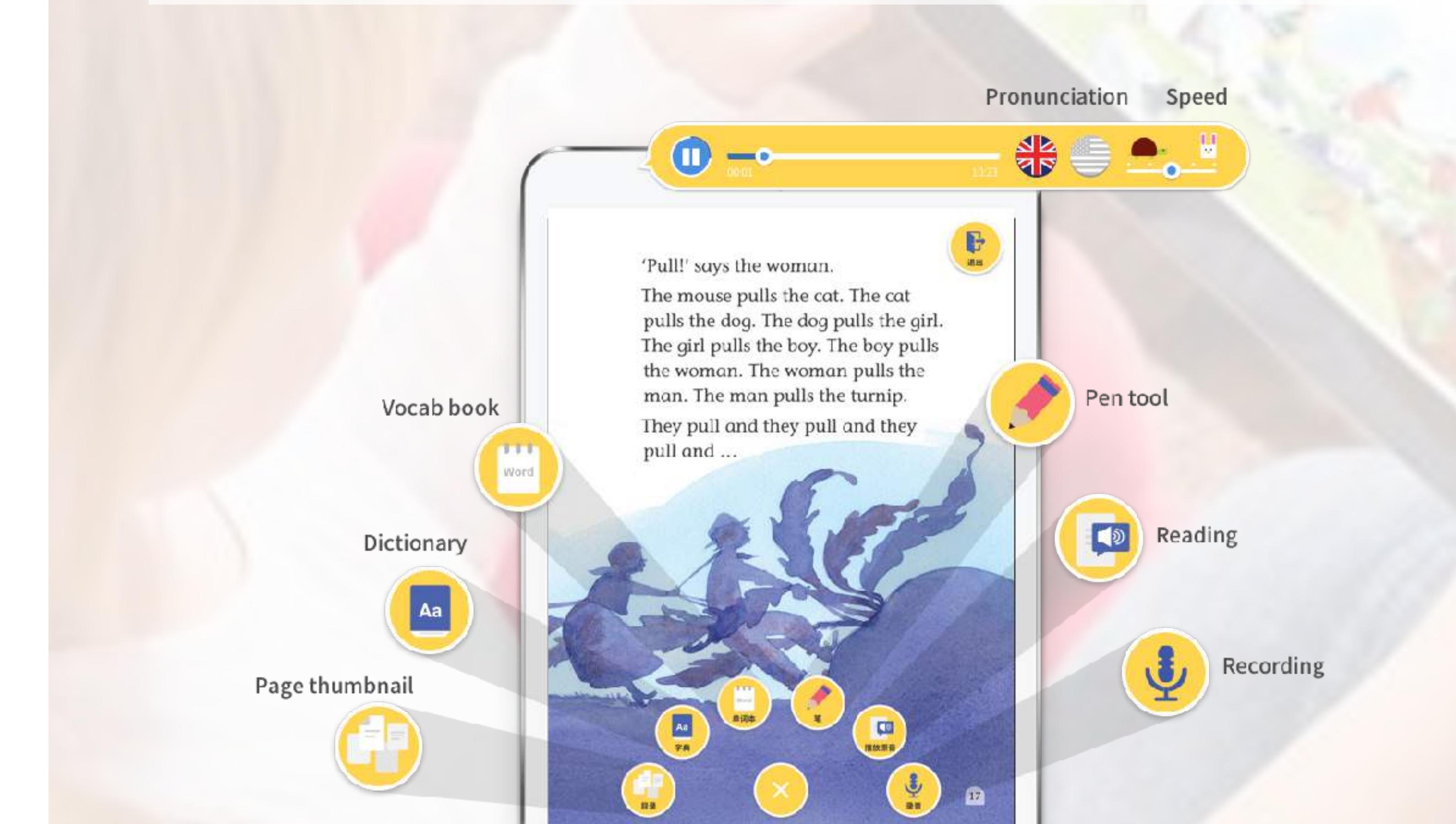
A screenshot of the POP Reader mobile application. At the top, there's a decorative banner with the text '用心陪伴 因爱成长' (Heartfelt accompaniment, love grows). Below the banner, the title 'POP品牌介绍' (POP Brand Introduction) is displayed. The main content area contains three sections: '中国少儿教育 培训领军品牌' (China's leading brand in children's education training), '泡泡理念 & 品牌宗旨' (Bubble concept & brand mission), and a digital tablet screen showing a reading activity with a score of '20 Points'. The overall theme is bright and child-friendly.

A screenshot of the New Oriental Education & Technology Group website. The header includes the company name '新东方 XDF.CN' and 'New Oriental Education & Technology Group' along with language links 'Chinese | English'. The main content features a large photo of three happy children laughing. Below the photo, the text 'POP 泡泡少儿教育' (POP Kids Education) is prominently displayed. The footer contains a 'Privacy Policy' link and a note about copyright.

- 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 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)

Oxford Reading Club



READING &

Premium e-Reading Program

READING &

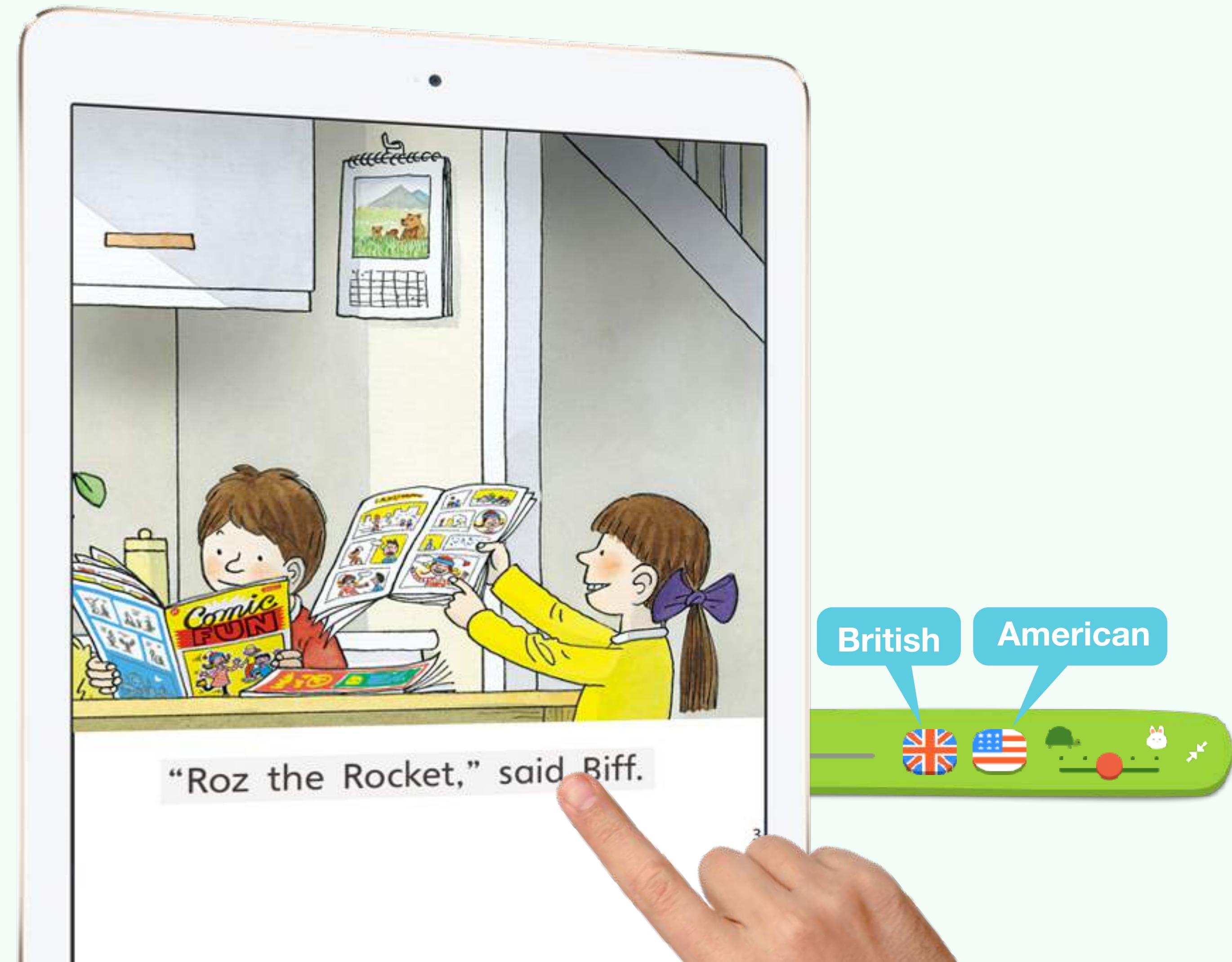


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&



Contents

Best-selling OUP & Collins contents, over 1500 titles

Best seller

OXFORD
UNIVERSITY PRESS

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.

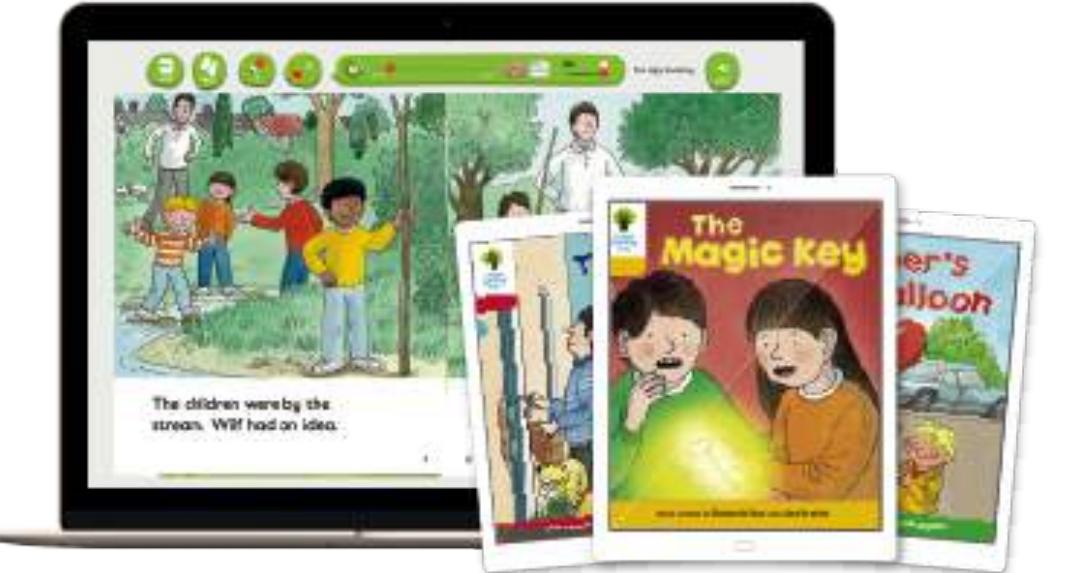
Collins Big Cat

Beloved by over 10,000 British public libraries!

Fiction and non-fiction combination series specialized for extensive reading.



Oxford Reading Tree **FUTURE PACK**



Collins



BIG CAT **FUTURE PACK**



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.

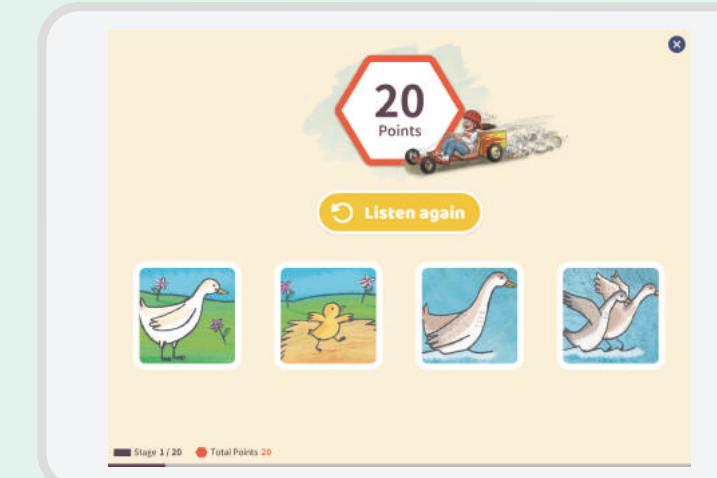
Details



5 times more effective

" Multi-dimension Reading "

1st: Warm Up



Brain relaxer word game

2nd: Listen Up



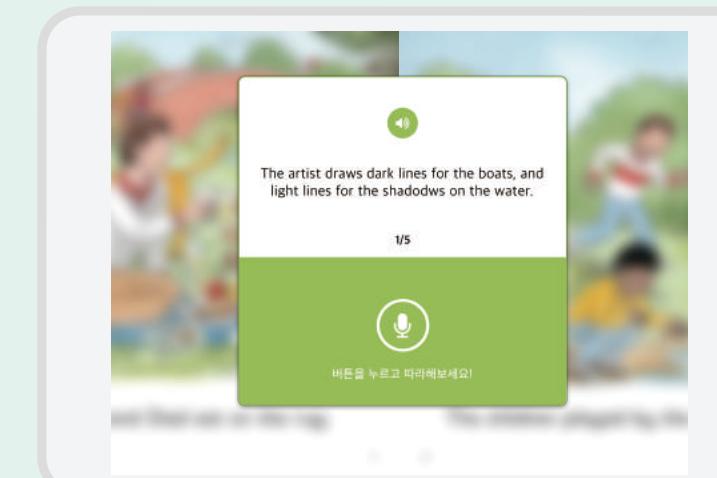
Vivid audio story telling
(texts are hidden)

3rd: Read



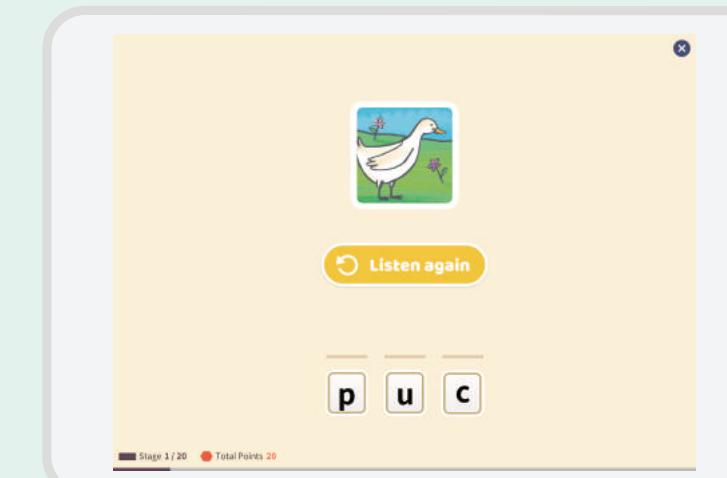
British/American accent,
speed control, dictionary
and even recording

4th: Speak Up

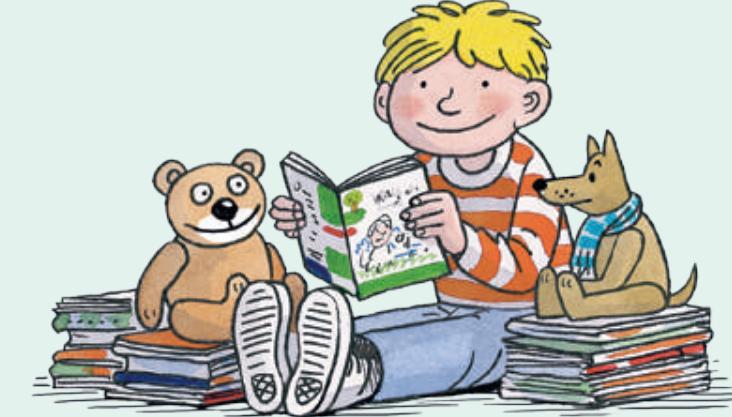


Listening to native speaker
and repeat aloud

5th: Wrap Up

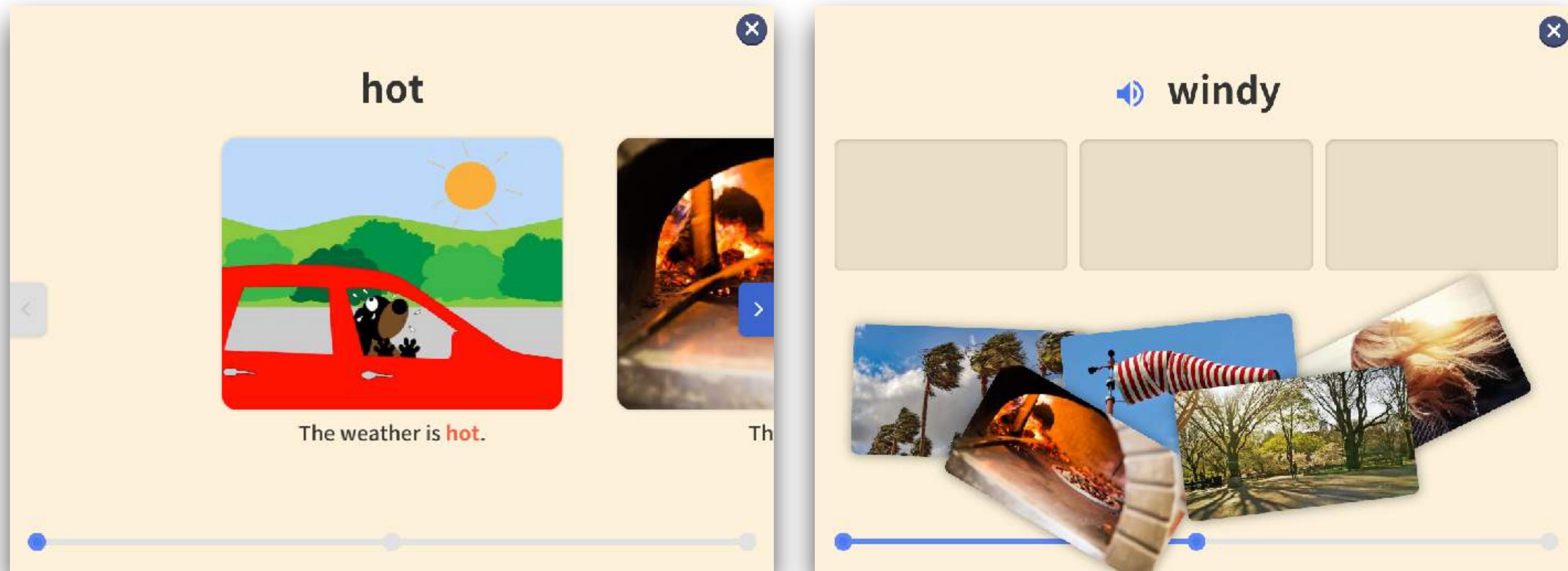


Dynamic and diverse
after-reading activities



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

Stage 1. Warm Up



I Preview Vocabulary 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

What Dogs Like

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

Switching on/off text reveal function

They like to walk.

Floppy likes to walk.

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

The screenshot shows a digital reading interface for a children's book titled "Reds and Blues". At the top, there are several green circular icons with Korean text: 1. 철자 (Handwriting), 2. 단어장 (Vocabulary), 3. 시험 (Test), 4. 편집 (Edit), 5. 빌더모드 (Builder Mode), and 6. 마이크 (Microphone). In the center, there is a colorful illustration of a soccer match. A player in a red jersey is shouting "Come on the reds!", and another player in a blue jersey is shouting "Come on the blues!". The background shows a grassy field, trees, and houses. At the top right, there are two small buttons: "페이지 보기 설정" (Page View Settings) and "나가기" (Exit). A blue callout box on the left says "Touch text to play audio", pointing to the sentence "Come on the reds!". Another blue callout box on the right says "Learners can take full advantage of reading by using multiple functions", pointing to the top row of icons. A third blue callout box at the bottom right says "Touch the dimming icon to learn more vocabulary in the pictures", pointing to the "Dictionary" icon.

Reds and Blues

페이지 보기 설정

나가기

Touch text to play audio

Come on the reds!

Come on the blues!

Learners can take full advantage of reading by using multiple functions

Touch the dimming icon to learn more vocabulary in the pictures

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

The image shows two screenshots of the 'Stage 4. Speak Up' application. The left screenshot displays a 'BETA' banner at the top. Below it, there's a section to 'Activate the analysis feature?' with a toggle switch. A blue callout bubble points to this switch with the text 'Switching on/off AI pronunciation analysis'. Below this, a progress bar indicates pronunciation level from 'Beginner' to 'Fluent', with a red dot currently positioned between them. A blue callout bubble points to this bar with the text 'Choose level of difficulty'. At the bottom is a large green 'START' button. The right screenshot shows a detailed pronunciation analysis for the sentence 'We are all muddy.' The analysis is rated 'Excellent' with an average score of 78.96%. It provides phonemic breakdowns for each word: 'We' (W: 100%, i: 100%), 'are' (a: 17%, r: 7%), 'all' (a: 52%, l: 100%), and 'muddy' (m: 40%, u: 100%, d: 0%, y: 67%). A blue callout bubble points to this analysis with the text '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

A screenshot of a digital activity titled "b e u l". At the top, there is a video player showing a blue wooden surface with four sticks standing upright. Below the video is a yellow button labeled "C Listen again". Below the video, the letters "b", "e", "u", and "l" are displayed in separate boxes, which are part of a word puzzle. A horizontal timeline at the bottom shows the sequence of the letters.

A screenshot of a digital activity titled "Activity 2 Drag the picture in the correct order!". It features three images: a group of children in brown mud, two boys playing soccer, and a group of children in red uniforms. Below each image is a caption: "We are all muddy.", "Come on the blues!", and "We are all in red.". At the bottom is a red button labeled "Check Answer".

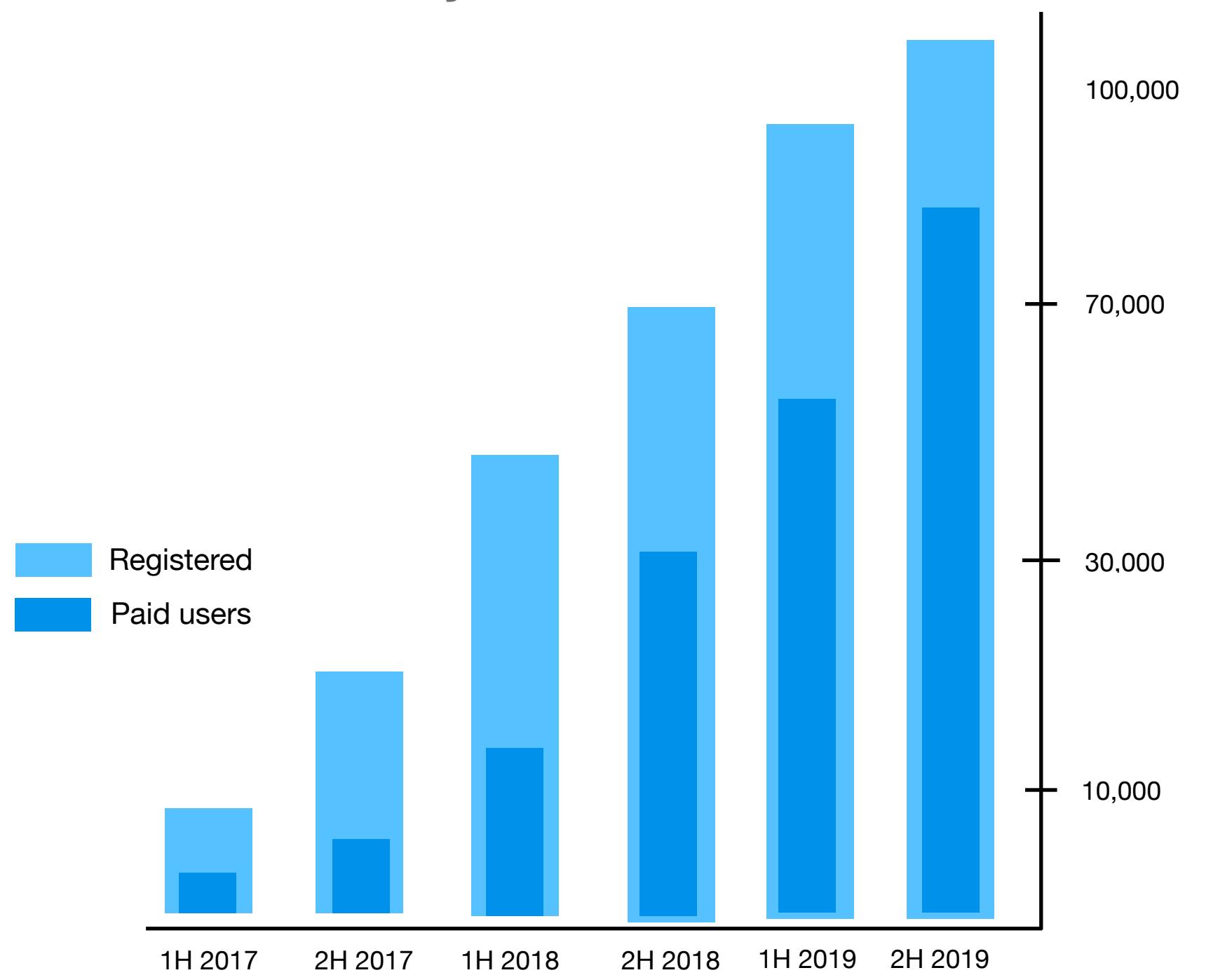
Comprehension check without marking

- 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

1. Offline Parents Seminar



- Accumulated **over 90 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



사이니 선생님
EBS 스타 영어 강사



안드레아스 선생님
EBS 외국어 라디오
전 쑥쑥닷컴 대표



서현주 대표
전 쑥쑥닷컴 대표

Marketing Activities

2. Mom Supporters



인터뷰



리뷰작성



간담회

베타테스트

- Experience our product and services for 3 months and write reviews and give us feedbacks.
- 12th term in operation (cumulated 400 supports so far)
- Cumulative reviews are over 5,000+
- Providing testimonials, media interview, service feedback, new feature development suggestion, QA, and etc.

Marketing Activities

3. Mom Challenger Movement



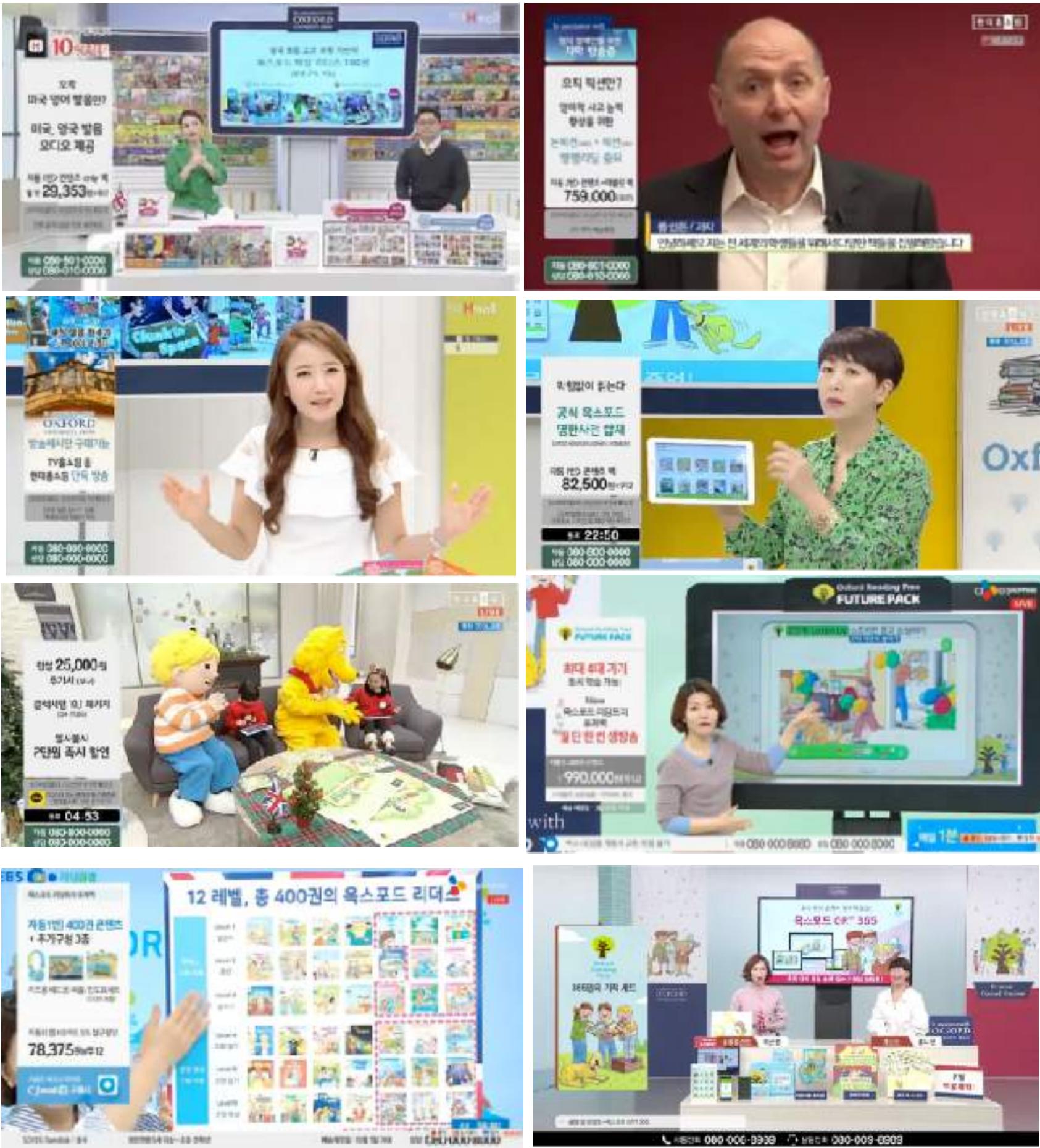
Groups of parents read together 100 titles of ORT Futurepack in 8 weeks!

In order to guide our children with the right way of English learning method, READING & encourages moms read first and then understand the way of natural language acquisition process.

- 1st term: 556 applied / 90 selected (Seoul/Kyungki/Incheon)
- 2nd term: 396 applied / 70 selected (Seoul/Kyungki/Kyungju/Busan)
- 3rd term: 451 applied / 66 selected (Seoul/Kyungki/Incheon)

Marketing Activities

4. Home-shopping



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

Marketing Activities

5. Education Fair



- 5 times attended - Nov 2017, July 2018, Nov 2018, July 2019, Nov 2019
- 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 1,300

Marketing Activities

6. Seasonal 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

The image displays three screenshots of the EBS Learning Management System (LMS) interface:

- Screenshot 1: 학생관리 (Student Management)**

This screen shows a list of students with their names, ages, and reading levels. It includes a search bar and a filter for '선택 대상' (Selected Students). A sidebar on the left lists '교육기관 코드' (Education Institution Code) and 'EBS 기관 코드' (EBS Institution Code).

이름(한글)	이름(영문)	나이	이메일	수학점수	여행증진 금액	읽은 권 수/목표	등록일
김희진	Heejin Kim	28	hjshin	95%	100,000	1/5 / 2017-07-18	
권민경	Ochil Kwon	33	okwon	98%	100,000	1/5 / 2017-07-18	
박하늘	Haneul Park	27	hpark	95%	100,000	1/5 / 2017-07-18	
백근석	Geonseok Park	32	bspark	98%	100,000	1/5 / 2017-07-18	
송민주	YoungJin Song	33	yjsong	98%	100,000	1/5 / 2017-07-18	
이경민	Kyungmin Lee	35	kice	98%	100,000	1/5 / 2017-07-18	
이승우	Jeremy Lee	36	jilee	98%	100,000	1/5 / 2017-07-18	
이수호	Junho Lee	30	junholee	98%	100,000	1/5 / 2017-07-18	
김학은	Joyanne Kim	28	hekim	95%	100,000	1/5 / 2017-07-18	
왕아영	Yajing Zhang	20	yajhang	98%	100,000	1/5 / 2017-07-18	
최윤경	Kevin Choi	34	kychoi	98%	100,000	1/5 / 2017-07-18	
- Screenshot 2: 학생관리 / 월간동**

This screen shows a monthly progress report for a student named '김희진'. It includes a chart of reading goals and actual progress from January to December, and a list of books read.

월별 목표달	월별 목표	월별 달성률
2018년 1월	100권	95%
2018년 2월	100권	98%
2018년 3월	100권	98%
2018년 4월	100권	98%
2018년 5월	100권	98%
2018년 6월	100권	98%
2018년 7월	100권	98%
2018년 8월	100권	98%
2018년 9월	100권	98%
2018년 10월	100권	98%
2018년 11월	100권	98%
2018년 12월	100권	98%
- Screenshot 3: EBS 리딩클럽 웹간 리포트**

This screen shows a monthly progress report for the 'Oxford Reading Tree / Level 1 - Hick and Seek' book. It includes a chart of reading goals and actual progress from January to December, and a list of books read.

월별 목표달	월별 목표	월별 달성률
2018년 1월	100권	95%
2018년 2월	100권	98%
2018년 3월	100권	98%
2018년 4월	100권	98%
2018년 5월	100권	98%
2018년 6월	100권	98%
2018년 7월	100권	98%
2018년 8월	100권	98%
2018년 9월	100권	98%
2018년 10월	100권	98%
2018년 11월	100권	98%
2018년 12월	100권	98%

Reference Institutions in Korea

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

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

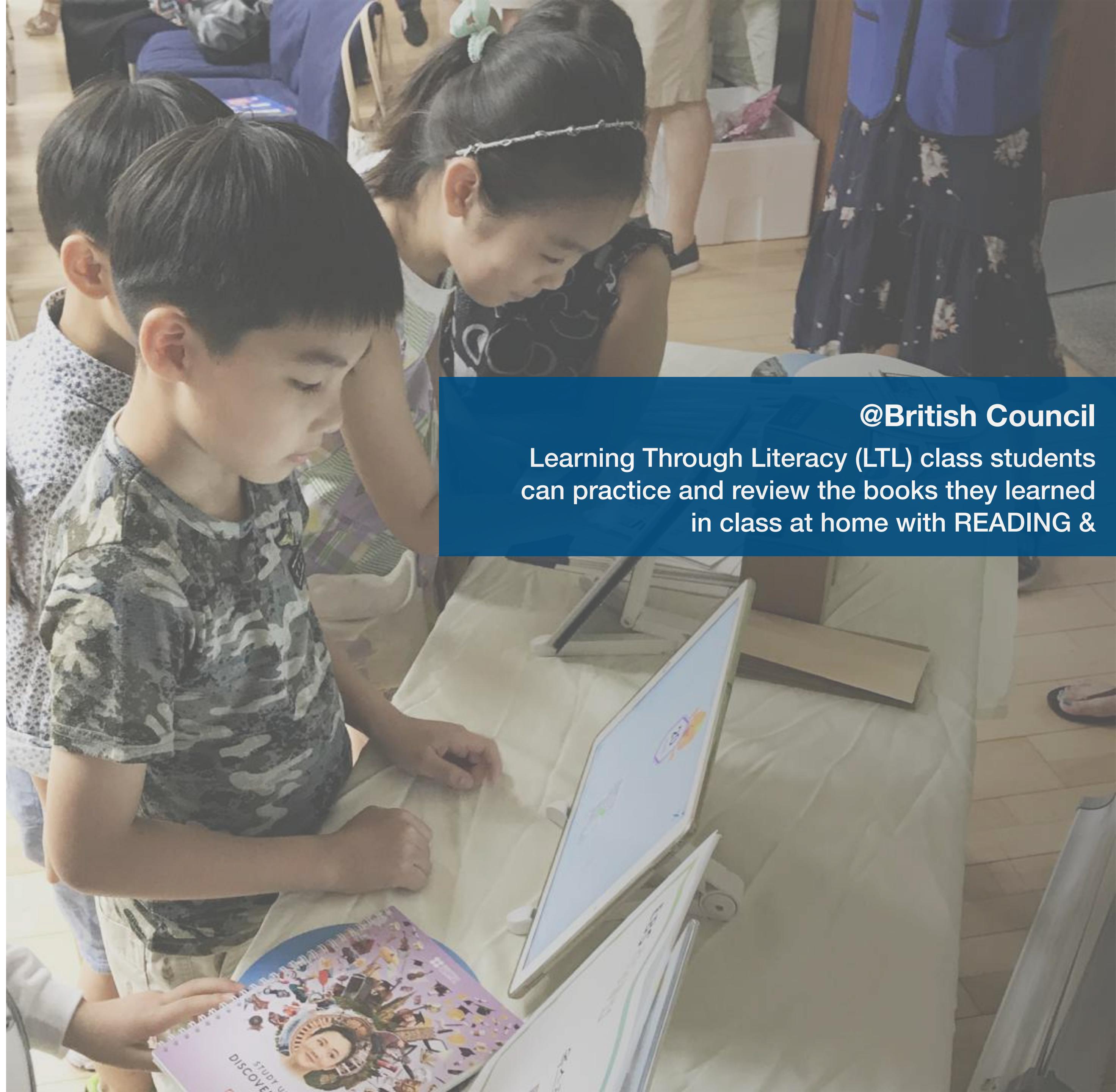


청담어학원

CHUNG DAHM

i 아이가르텐
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 &

iPortfolio

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