

Grasp Your Spindle and Transform

Introduction to iPortfolio Inc.

Sep. 2018



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

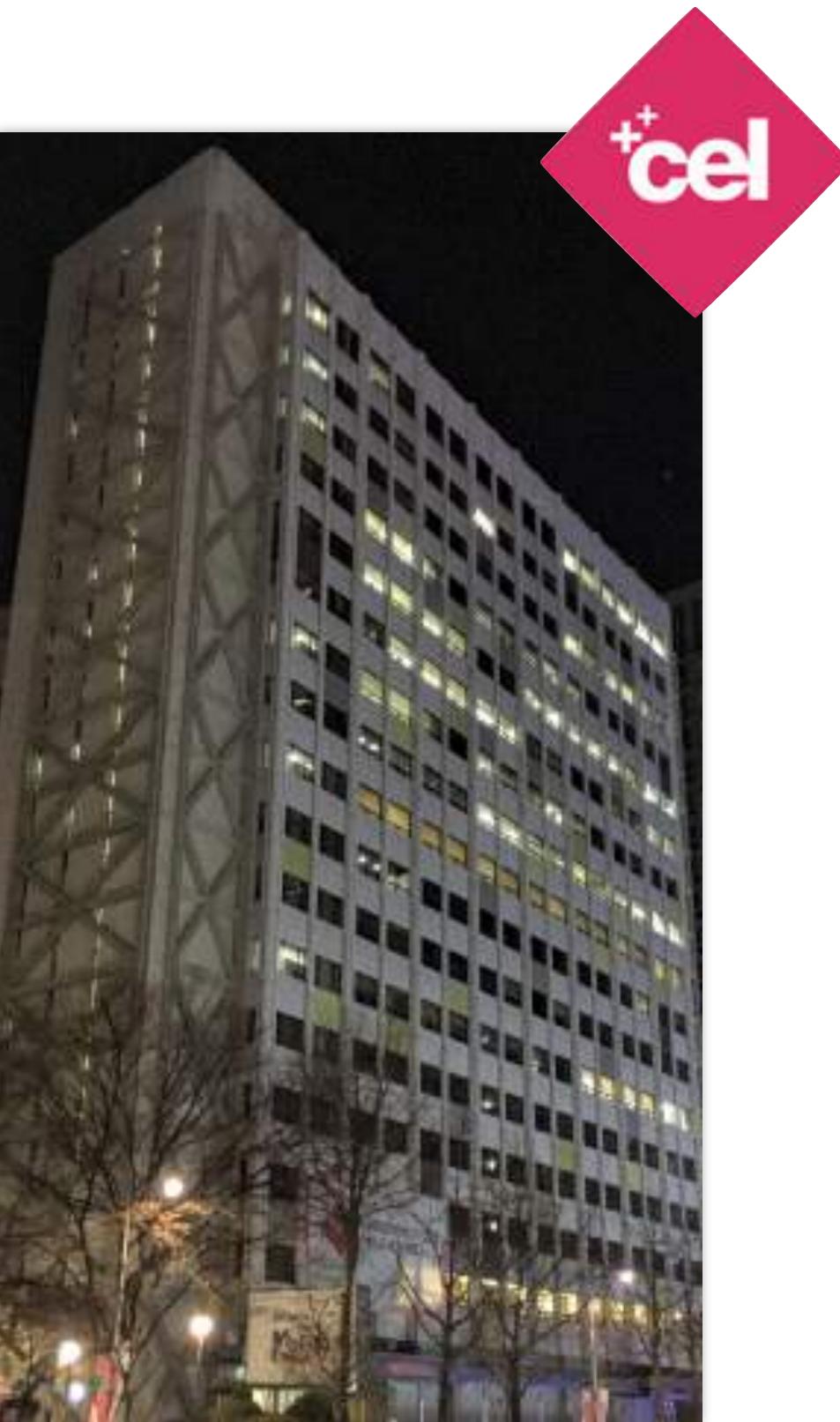
Mission to transform the way people learn & teach English

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.

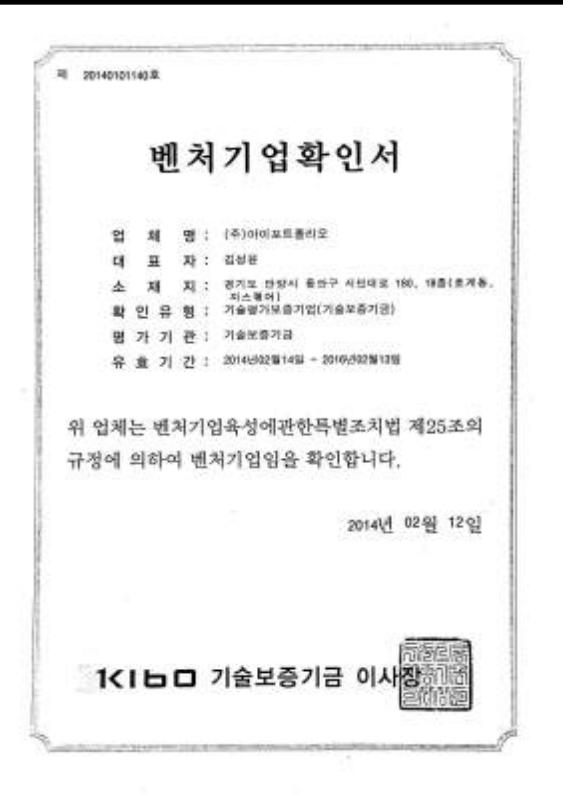
The Team



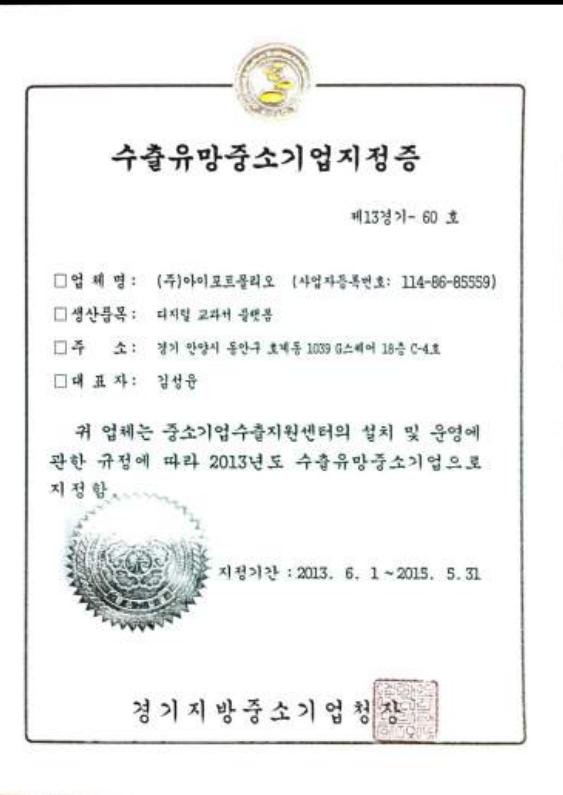
**28 High Performers who are capable
for global projects!
Average age 31!**

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



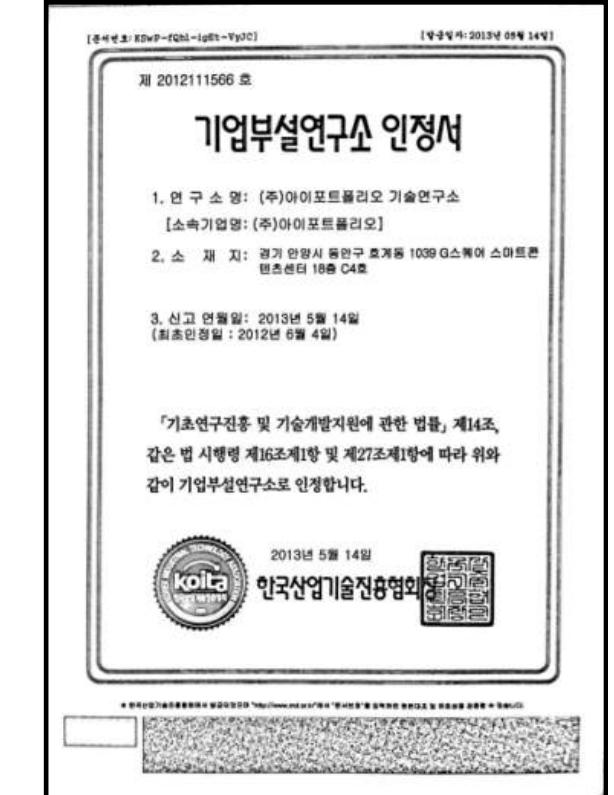
Venture Enterprise Certificate



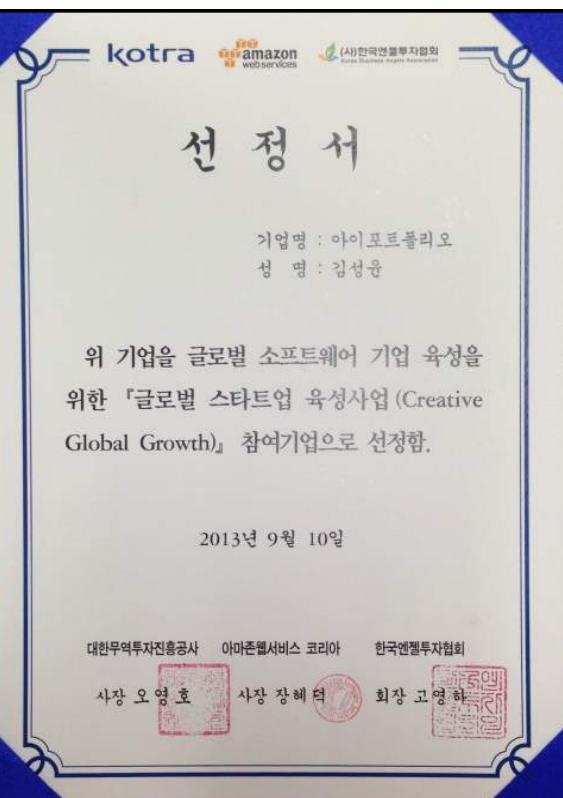
Promising Export SME



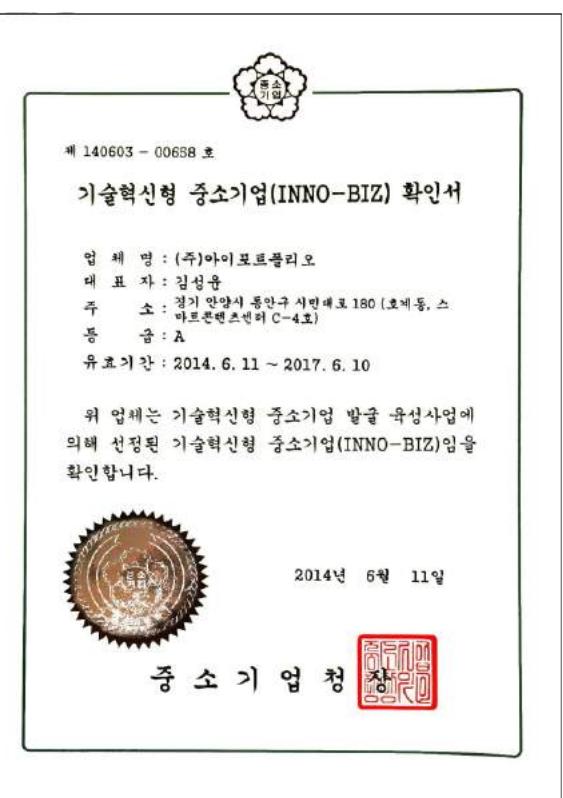
ISO9001



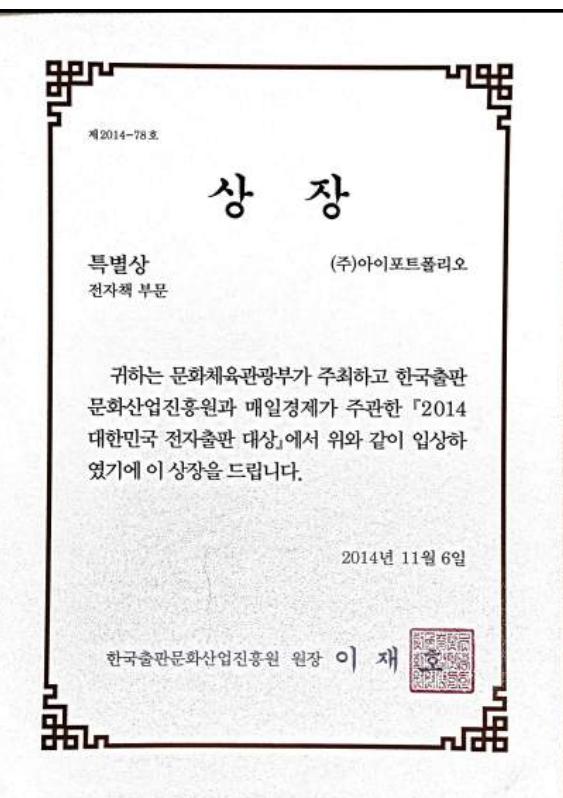
Corporate supported
Research Institution



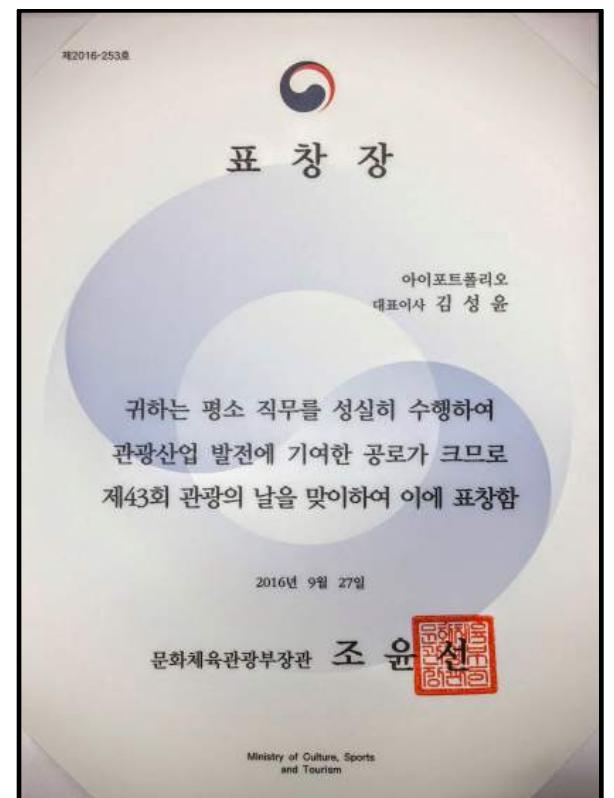
Global Startup
Incubating Nominee



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



등록된 특허

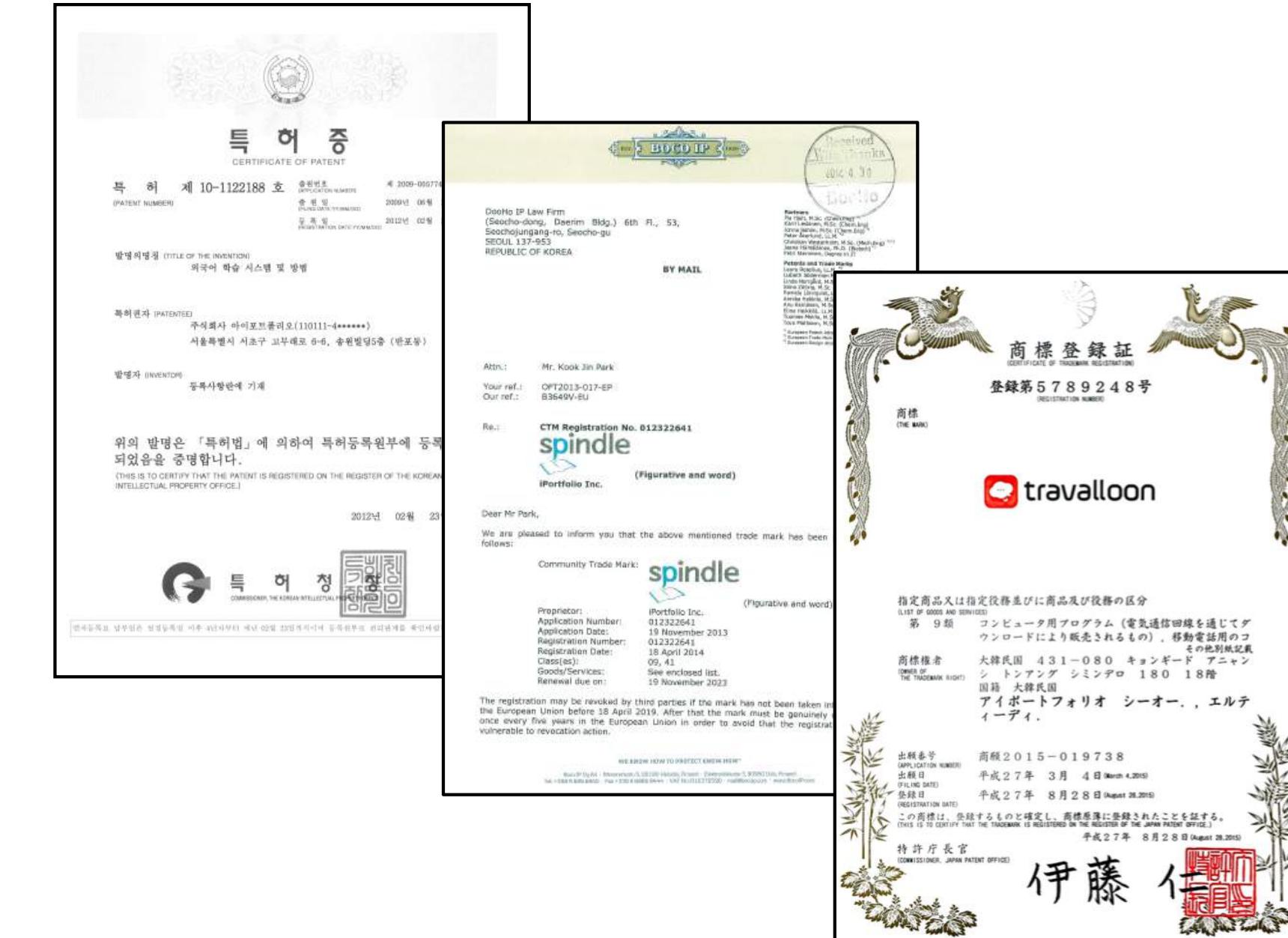
- “외국어 학습 시스템 및 방법” (특허 제 10-1122188호)
- “전자 문서에서 멀티미디어 정보 제공방법 및 검색방법” (특허 제 10-1495839호)
- “전자문서에서 문제풀이 기능을 제공하는 방법” (특허 제 10-1562322호)

출원중인 특허

- “전자문서에서 페이지 식별자 제공방법” (출원 10-2012-0012896)
- “대화형 수업방법 및 이를 컴퓨터프로그램으로 기록한 기록매체” (출원 10-2014-0099786)
- “글로벌 소셜 외국어 학습 제공 방법, 이를 수행하는 글로벌 소셜 외국어 학습 제공 서버 및 이를 저장하는 기록매체” (출원 10-2015-0085964)

등록된 상표

- “아이자몽” (등록 제 41-0232854호)
- “Spindle” (국내 제 9 류 / 등록 제 40-0972421호)
- “Spindle” (국내 제 41 류 / 등록 제 41-0300498호)
- “Spindle” (일본 제 9, 41 류 / No. 5664919)
- “Spindle” (유럽 제 9, 41 류 / No. 012322641)
- “Spindle” (중국 제 9 류 / No. 13616669)
- “Spindle” (중국 제 41 류 / No. 13616668)
- “Spindle” (미국 제 9, 41 류 / 등록 제 5066657 호)
- “travalloon” (국내 제 9류 / 등록 제 40-1136165호)
- “travalloon” (국내 제 39류 / 등록 제 41-0341474호)
- “travalloon” (일본 제 9, 39류 / No. 5789248)
- “travalloon” (미국 제 9, 39류 / No. 4971568)
- “travalloon” (유럽 제 9, 39류 / No. 013754891)



출원중인 상표

- “travalloon” (중국 제 9류 / No. 16485349)
- “travalloon” (중국 제 39류 / No. 16485348)
- “Multi-dimension Reading” (국내 제 41류 / 출원 41-2016-0012388)
- “다차원리딩” (국내 제 41류 / 출원 41-2016-0012390)
- “엠알” (국내 제 41류 / 출원 41-2016-0012392)
- “멀리읽기” (국내 제 41류 / 출원 41-2016-0016585)
- “멀리맘” (국내 제 41류 / 출원 41-2016-0030292)

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



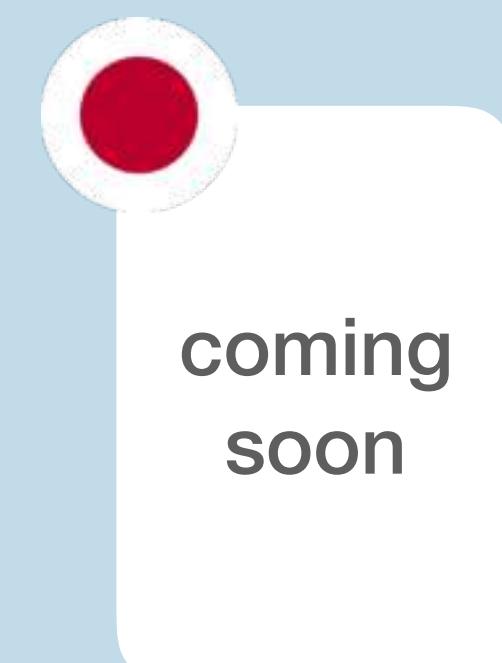
Idolebook

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)

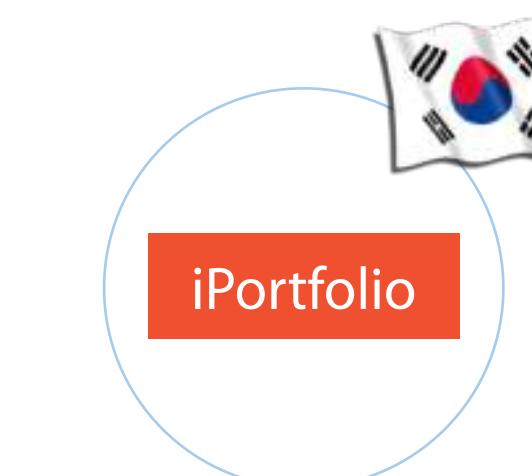
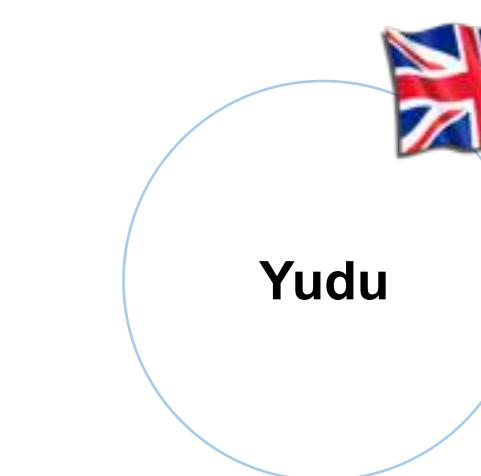
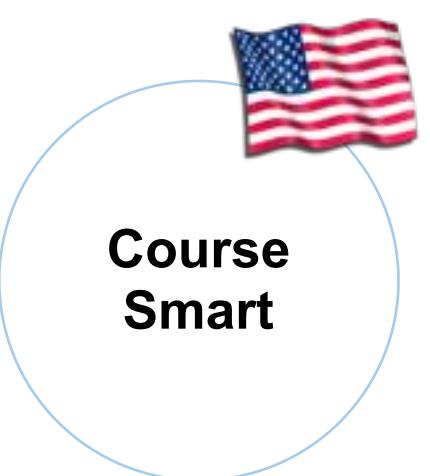


(Launched in July 2013)

- 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)

Project 1. Oxford Learner's Bookshelf (OLB)



Project 1. Oxford Learner's Bookshelf (OLB)

Reliability iPortfolio > I > Y > C > V

Features I > iPortfolio > Y > C > V

Pedagogical Design iPortfolio >> Y > I > V > C

Scalability iPortfolio >> C > Y > V > I

Customisable Structure iPortfolio >> V > C > I > Y

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

Project 1. Oxford Learner's Bookshelf (OLB)

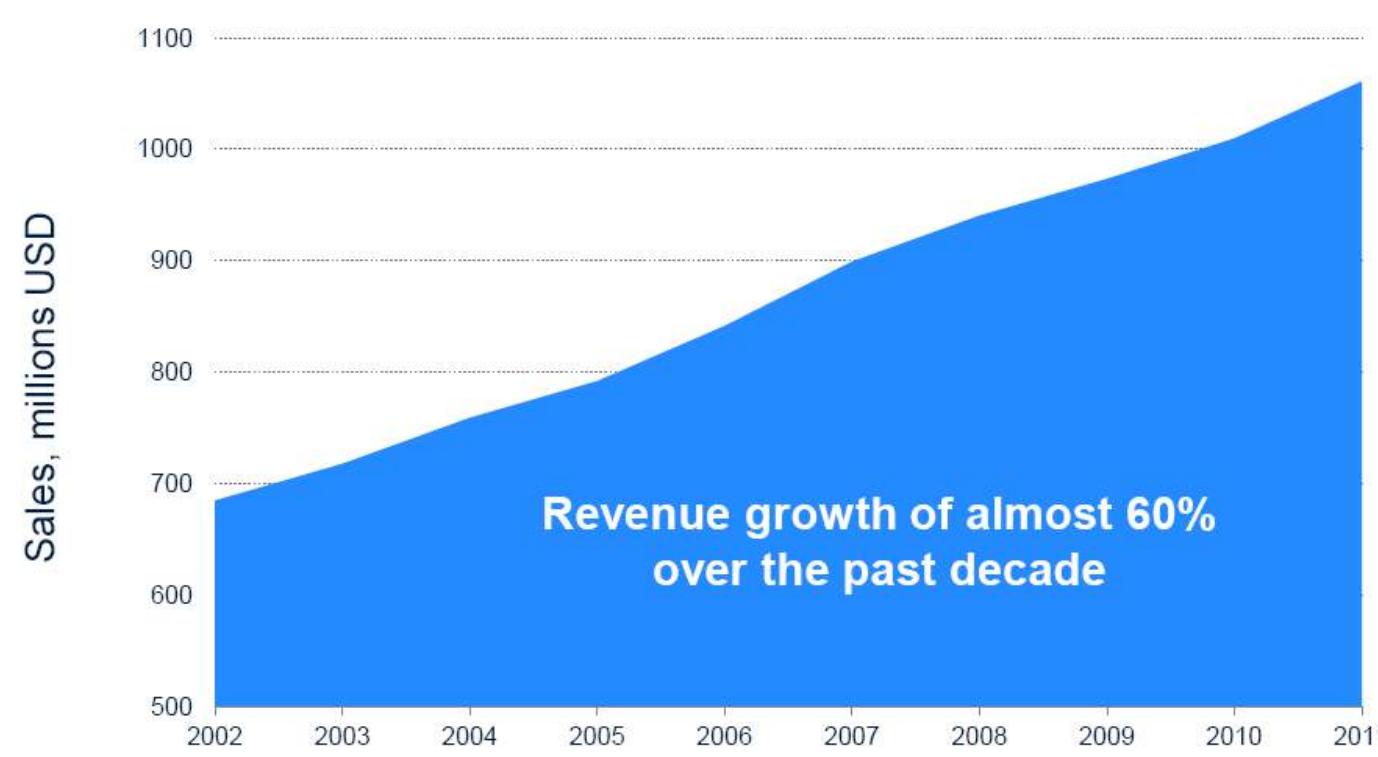
Oxford University Press, the world largest university press having 539 years of history, selected Spindle Books™ as the official digital textbook platform.



- 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.

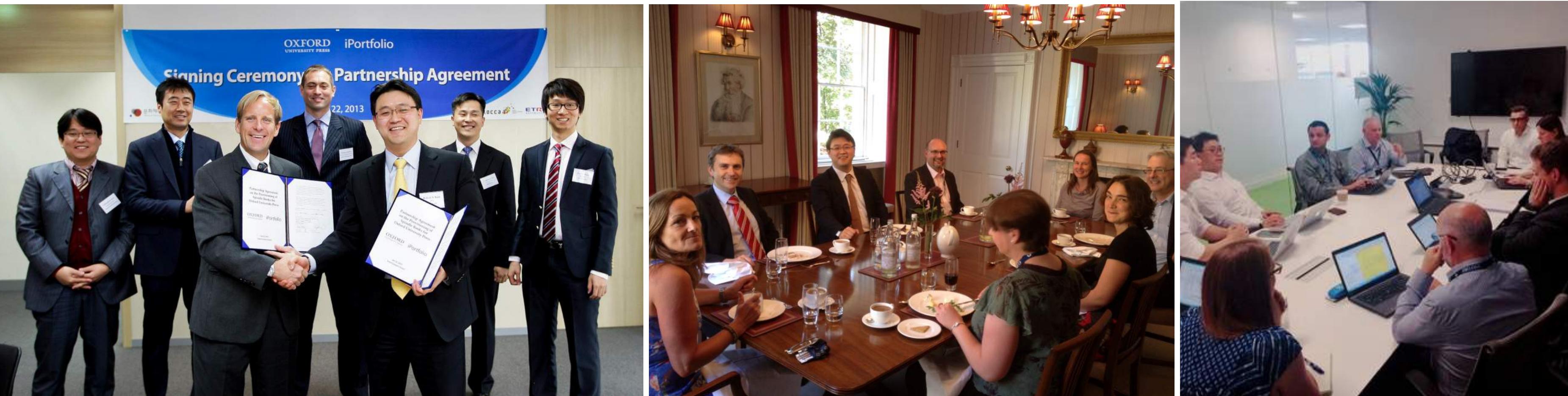
Digital Textbook Strategy of OUP

- 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!



Project 1. Oxford Learner's Bookshelf (OLB)

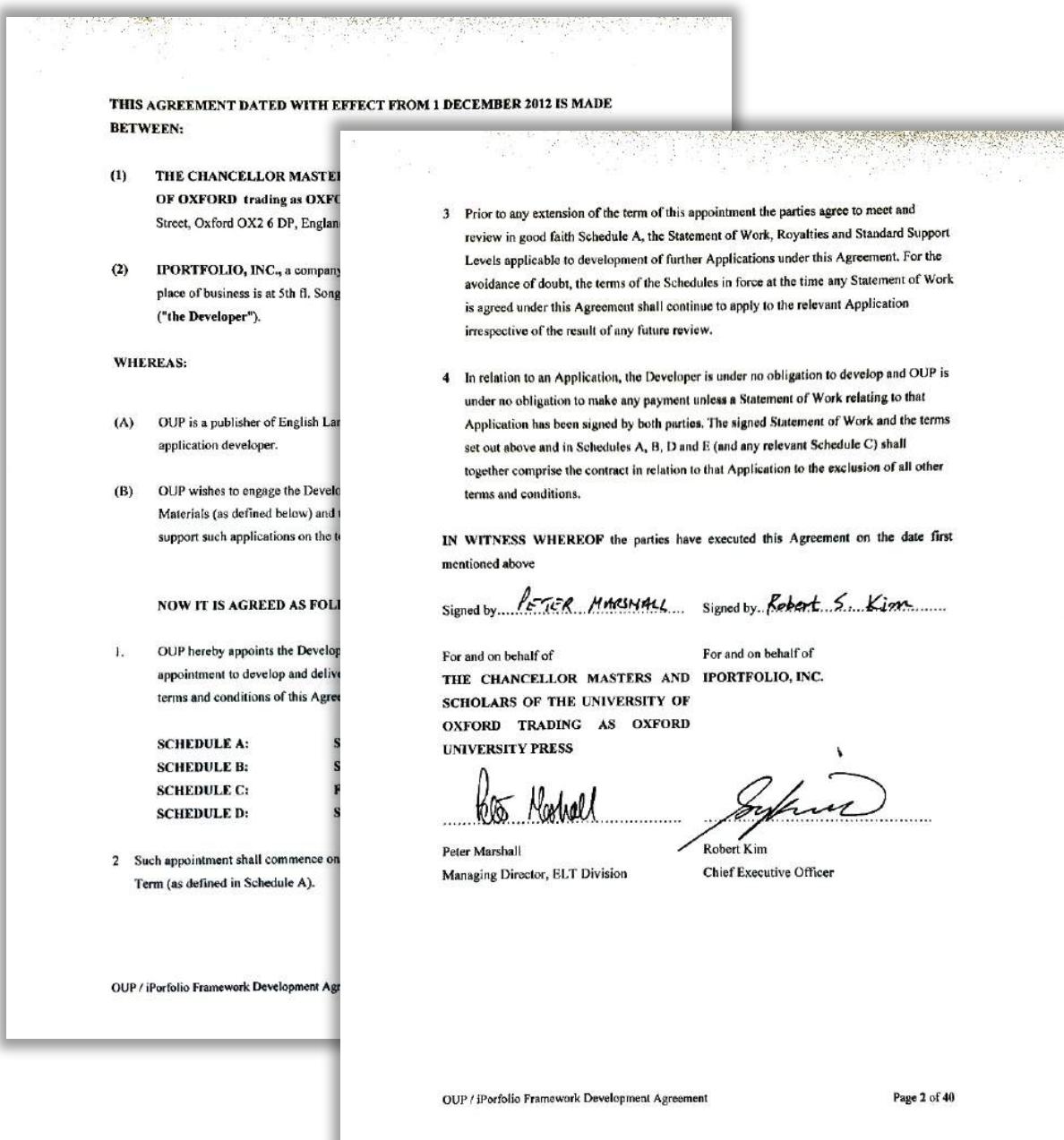
OLB introduction video (Dec, 16)



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**

EBS • **Reading Club**



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

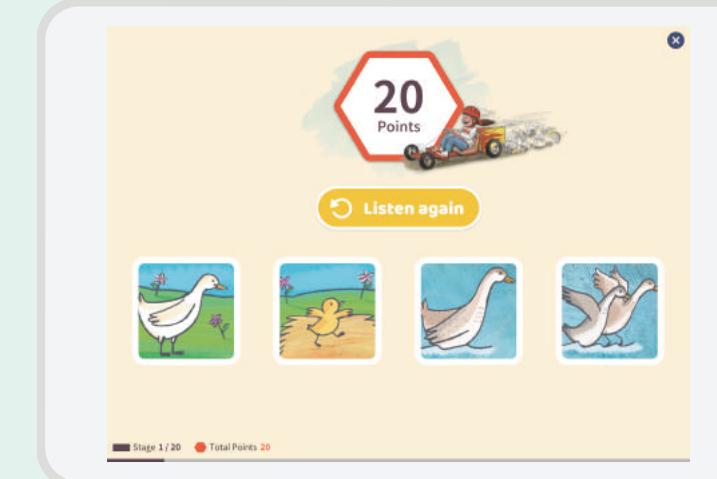
EBS Reading Club applies the principle of natural language acquisition in order to help our children to become **bilingual** speakers. Through our **5-step multi-dimension reading**, children learn English efficiently as they enjoy reading.

5 times more effective

“ Multi-dimension Reading ”

Listening, Reading, Speaking, Writing, ALL COVERS

1st: Warm Up



Brain relaxer word game

2nd: Listen Up



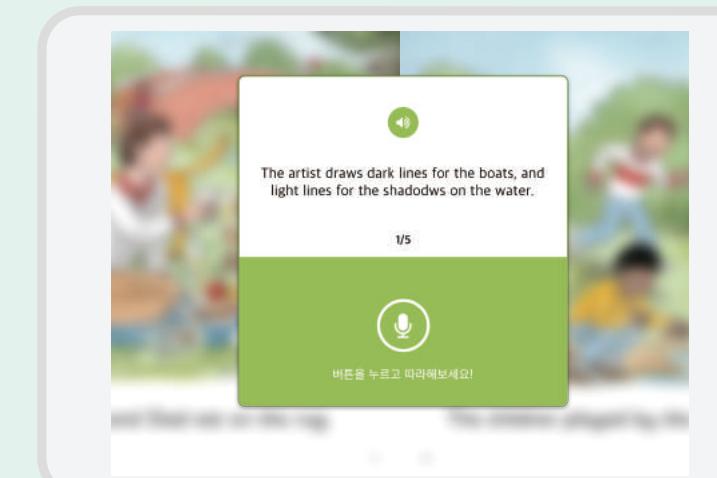
Vivid audio story telling
(texts hidden)

3rd: Read



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

4th: Speak Up

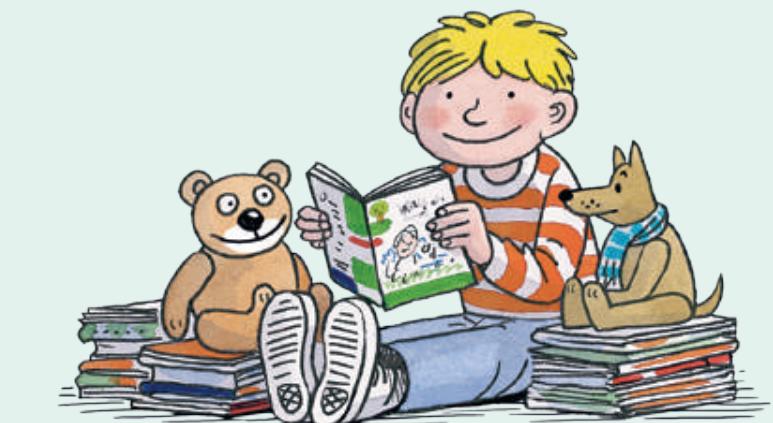


Listening to native speaker
and speak aloud as repeating

5th: Wrap Up



Dynamic and diverse
after-reading activities

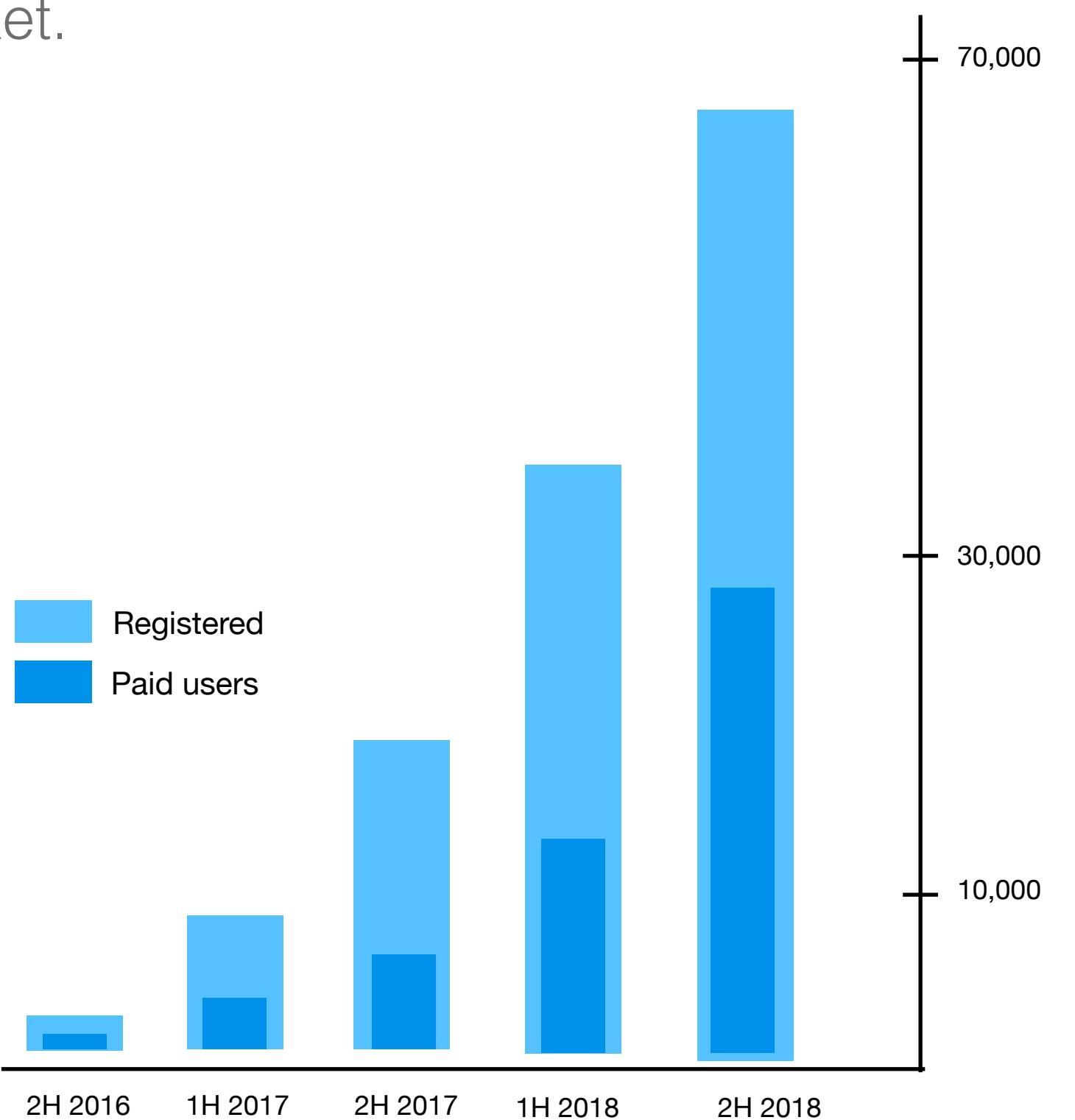


- Oxford Eng-Kor Dictionary
- British/American accent
- Line by line audio play

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 쑥쑥닷컴 대표



서현주 대표
전 쑥쑥닷컴 대표

Marketing Activities

2. Mom Supporters



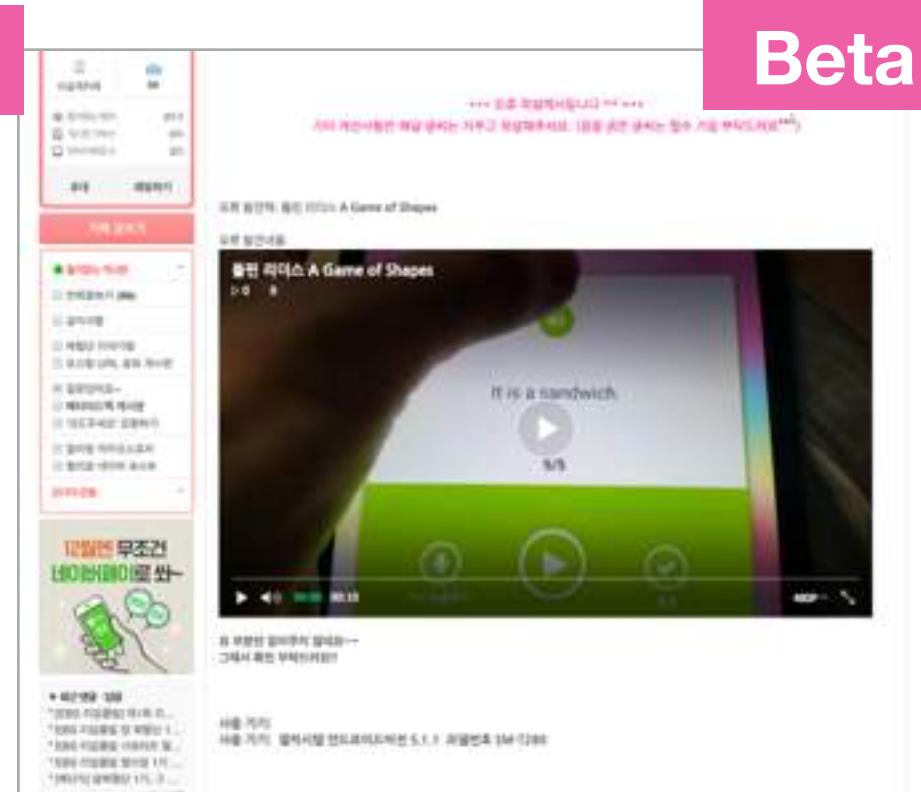
Interview



Reviews



Seminar

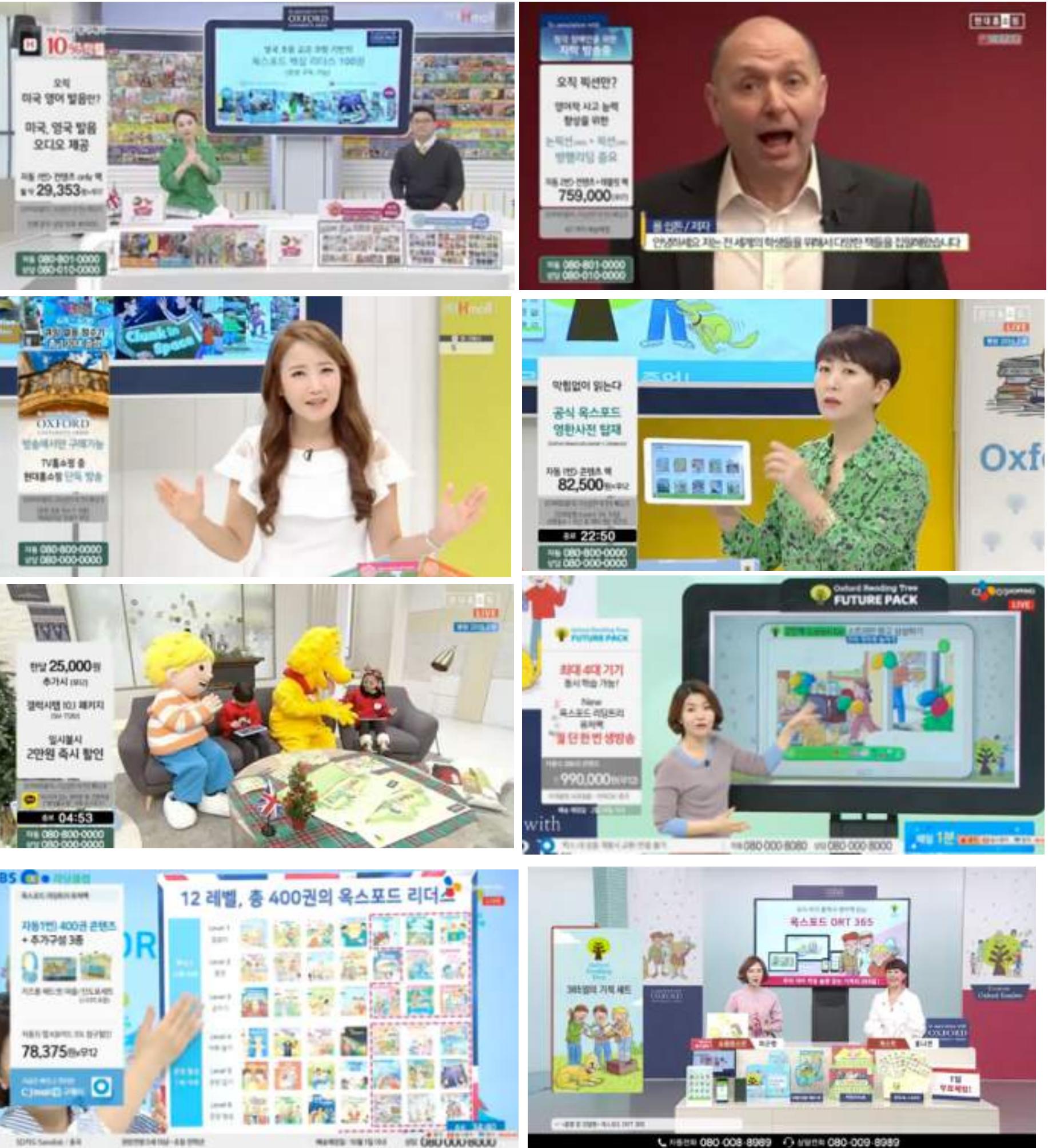


Beta QA

- 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

The screenshot displays two main sections of the LMS:

Top Section (Student Management):

- Header:** EBS 리딩클럽 학생 관리 홍길동 Supervisor
- Search Bar:** 학생 이름, 아이디, 수업명으로 검색하세요.
- Table:** A list of students with columns for Name (한글), Name (영문), Age, ID, Class, Reading Level, Progress, and Date.
- Bottom Left:** Includes tabs for 대시보드, 수업 관리, 학생 관리 (highlighted in red), 선생님 관리, 이용권 관리, 이용권 구매, 구매 내역, and 사용자 가이드. It also shows the institution code: 교육기관 코드 EBSRC294364.

Bottom Section (Reading Record and Progress):

- Header:** EBS 리딩클럽 학생 관리 홍길동 Supervisor
- Section Headers:** 대시보드, 태스트 상태, 수업 관리, 배정된 수업, 학습 통계.
- Details:** Shows the student's current reading level (Level 19), assigned books (고연령 활동 회원반, Dominoes 시리즈 by Kevin), and reading history (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).
- Progress Bar:** A monthly progress bar from Jan to Dec showing goals (black) and reads (yellow).
- Recent Books:** A list of recently viewed books with options to view or download PDFs.

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.

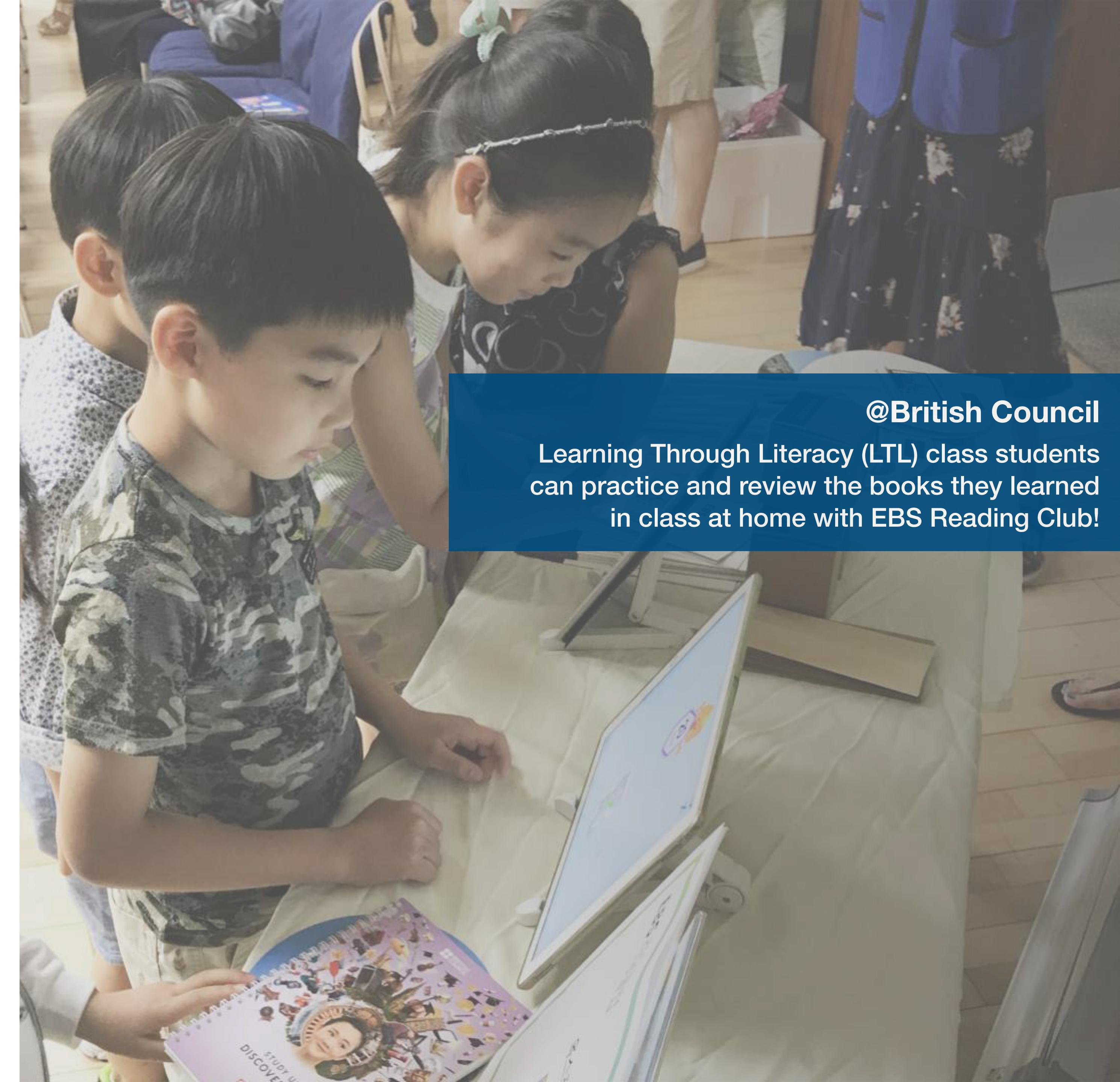


CHUNG DAHM

청담어학원

April어학원

i 아이가르텐
CHUNG DAHM



@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



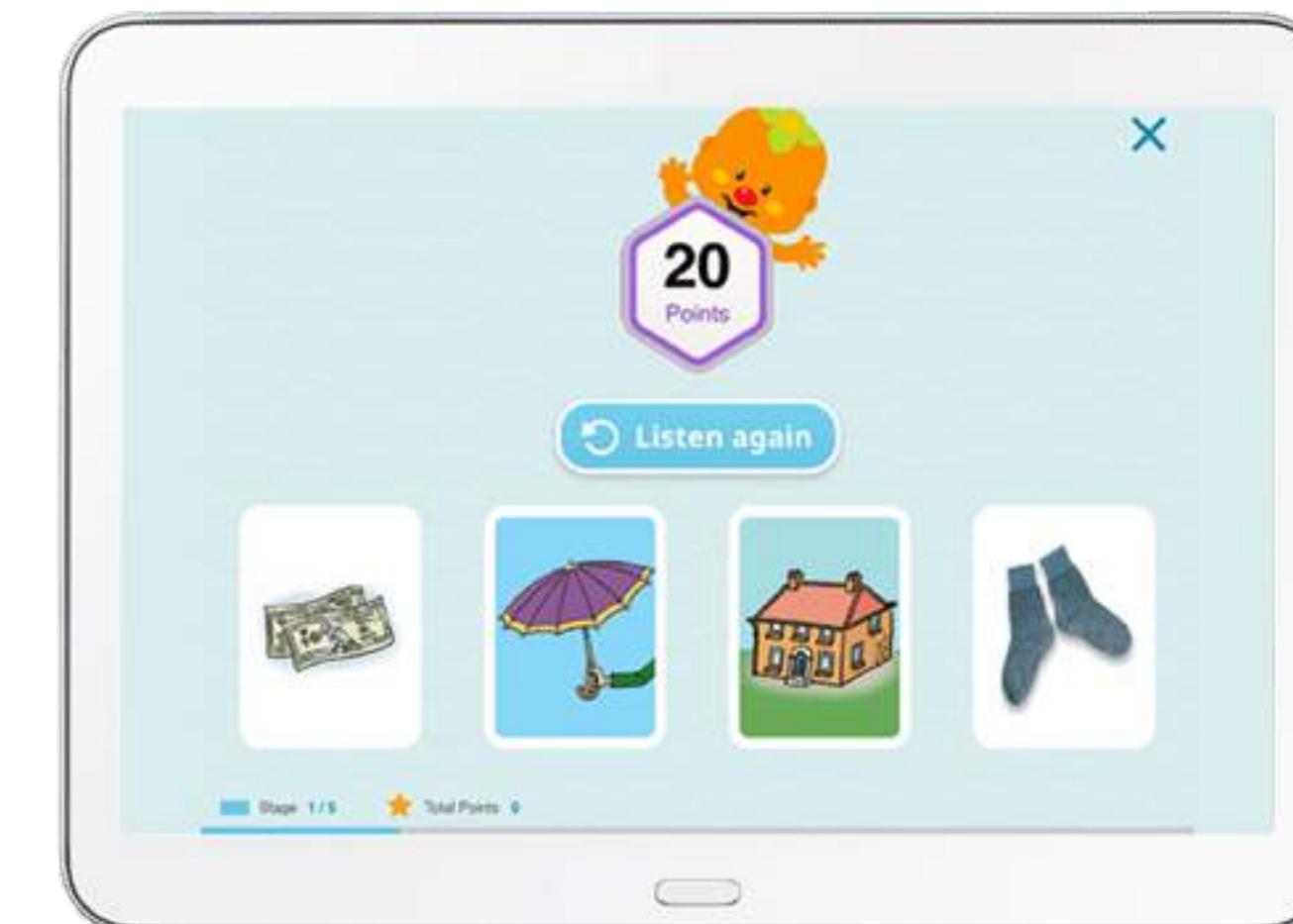
Speak Up



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

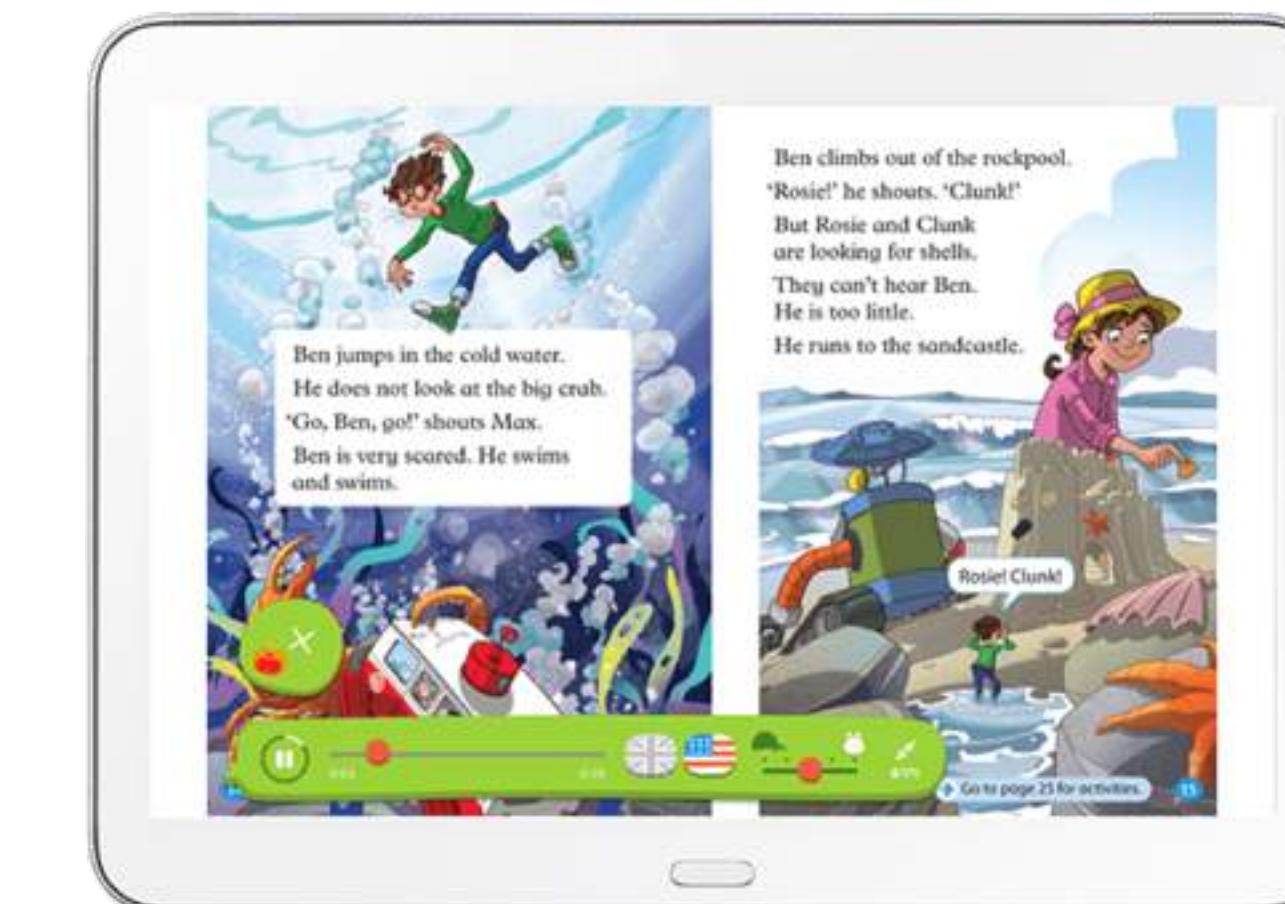


Wrap Up

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



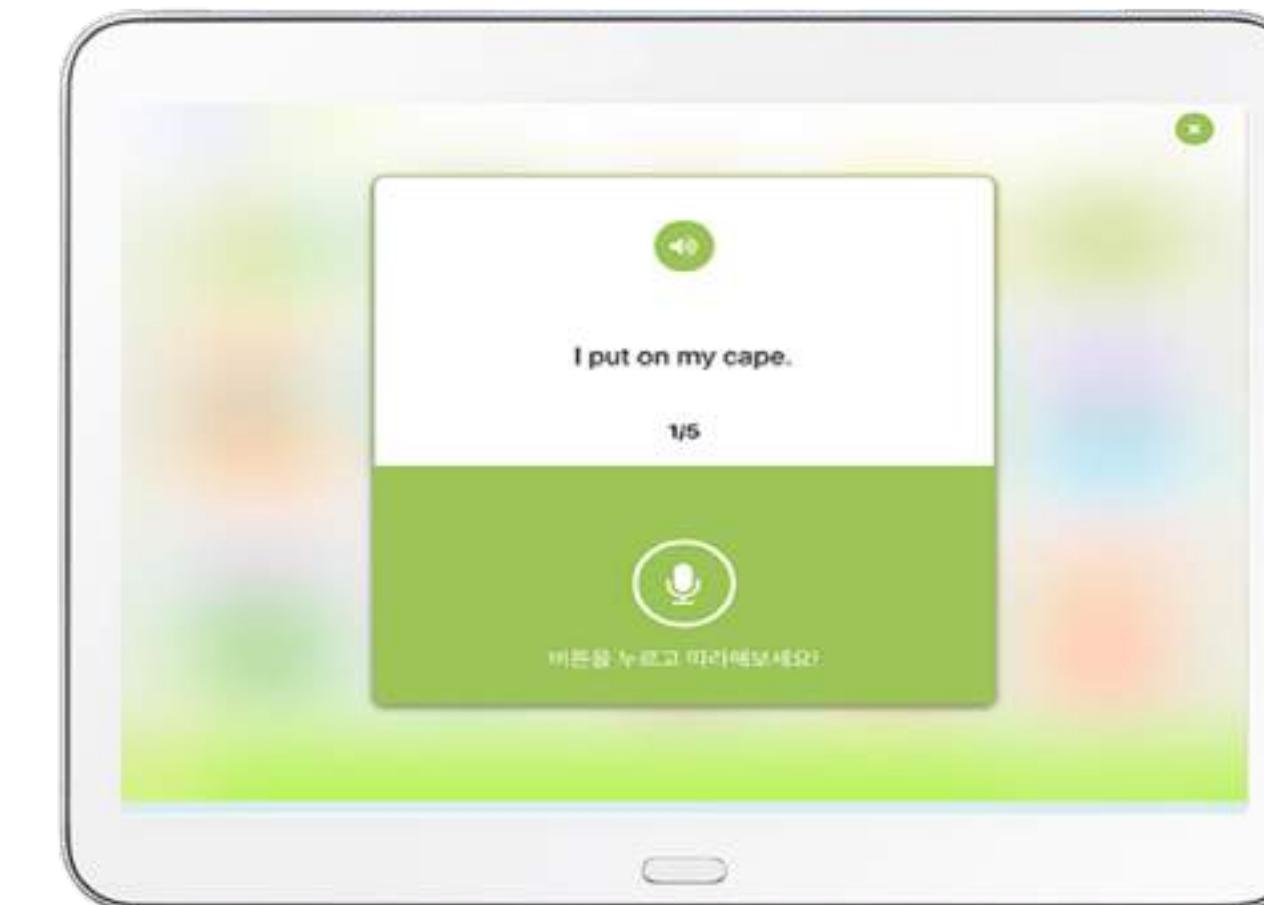
Speak Up



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



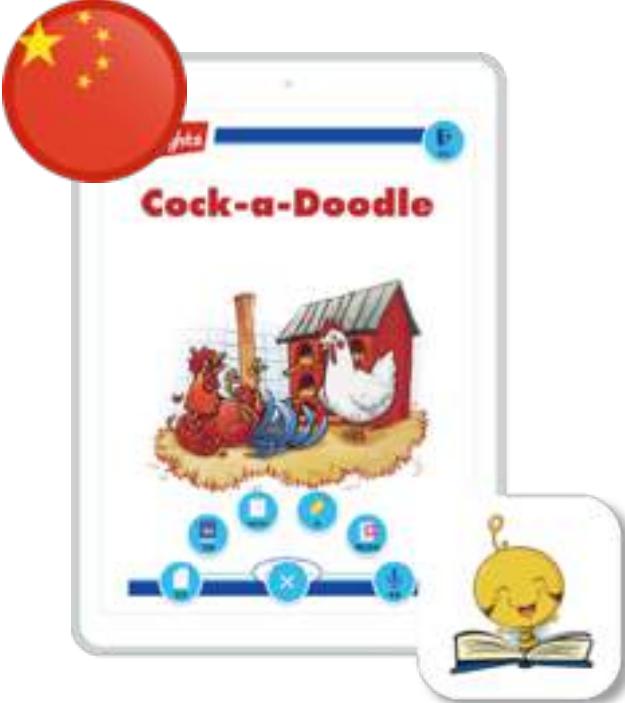
Wrap Up

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)



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)

OXFORD UNIVERSITY PRESS

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 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 'hat! 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 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.

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

OXFORD UNIVERSITY PRESS ANNUAL REPORT 2017/18

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 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 'hat! 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 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.

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Big Reading Club

iPortfolio Inc.

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

Try Free Sample Books!

About Big Reading Club

俱乐部已有哪些读本资源呢？

Big Reading Club 首页

Big Reading Club 小组是牛津大学出版社针对中国家庭推出的数字阅读产品，具有多种功能。

内容介绍

数字阅读的优点

俱乐部已有哪些读本资源呢？

牛津大学出版社326册的优质分级读物。通过数字技术来体验吧！

俱乐部已有哪些读本资源呢？

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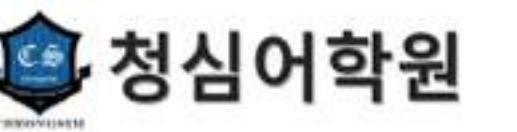
Reference

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

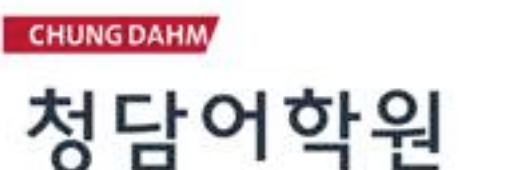
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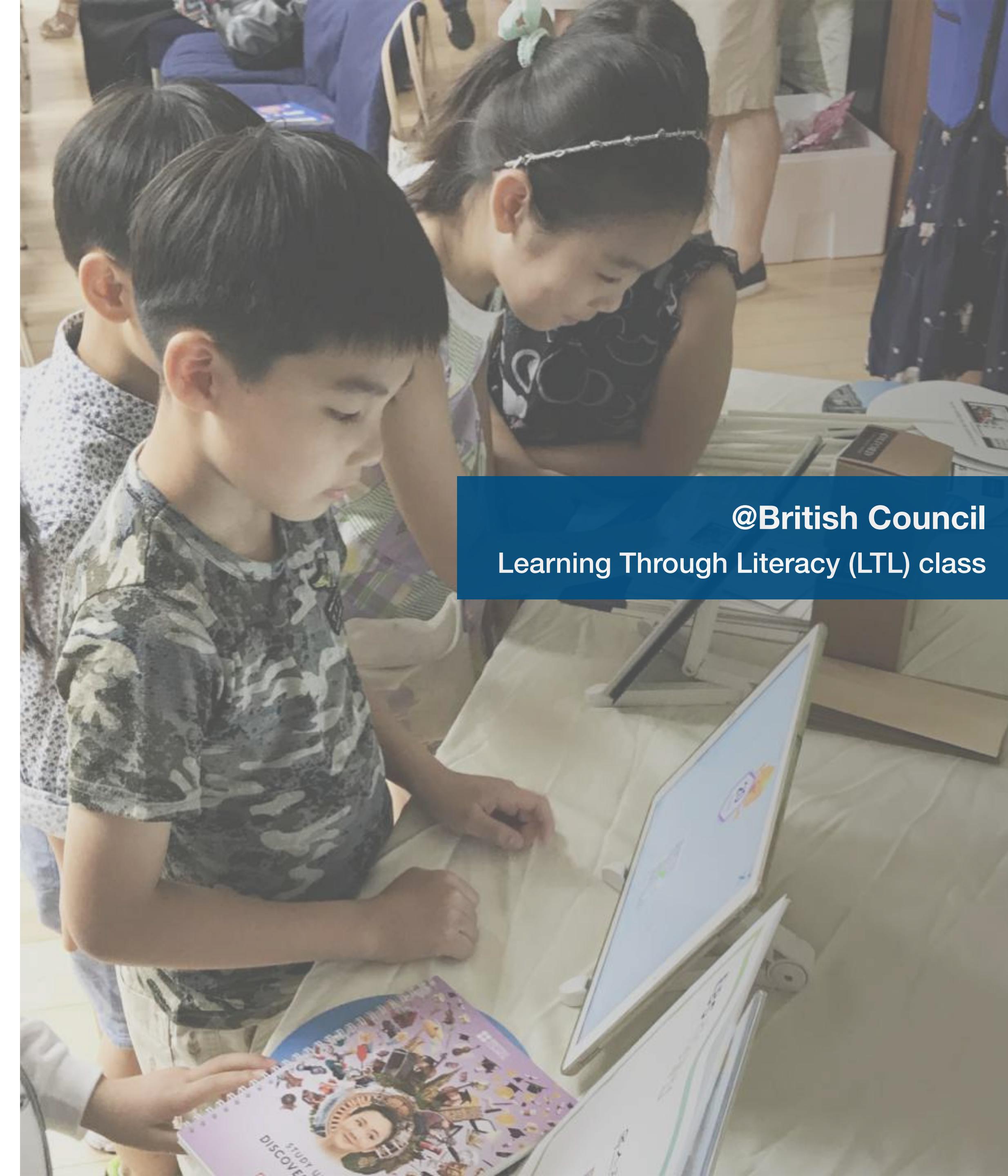
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2019.Feb



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Learning Through Literacy (LTL) class

iPortfolio

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iPortfolio Inc. Sep 2018

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