

Grasp Your Spindle™ and Start Smart Reading

Introduction to iPortfolio Inc.

Sep. 2019



Founded in 2011

Based in Seoul, Korea

Digital e-Reading Service and Solutions

iPortfolio



Soulful Ed-tech from Seoul

Founders



Robert S. Kim



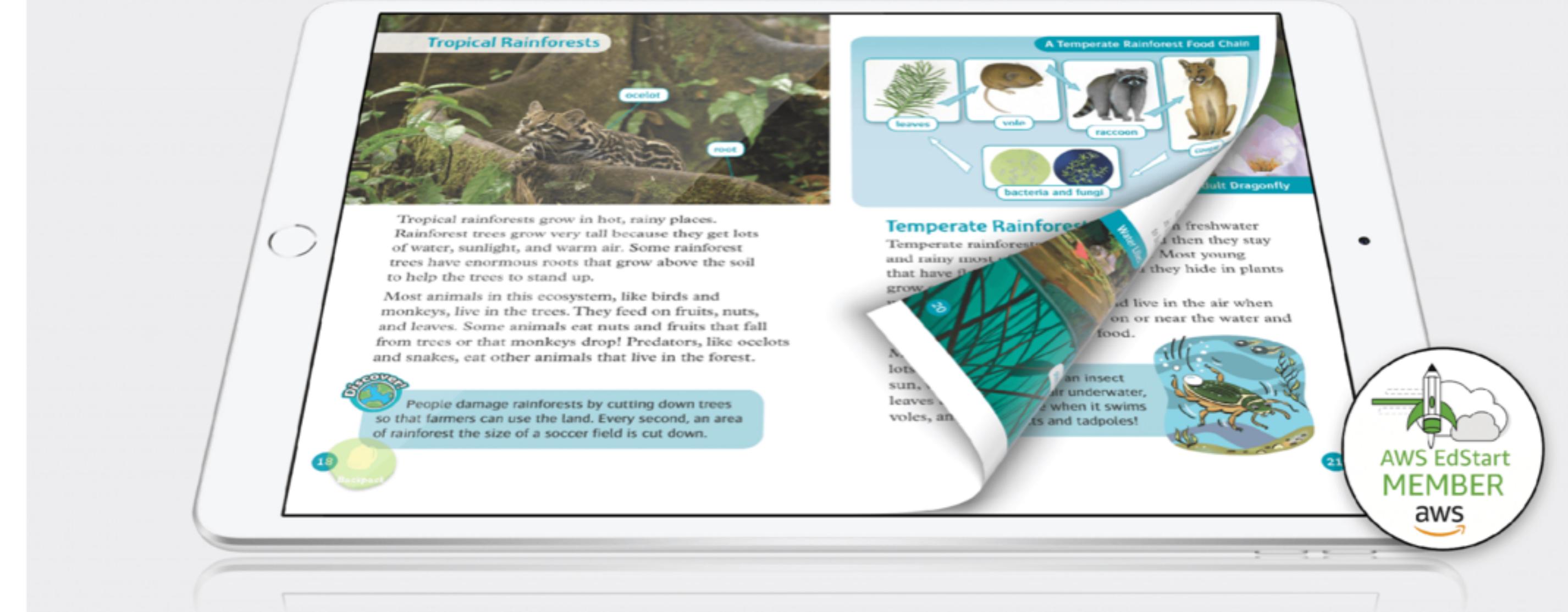
Jonghwan Lee

- CEO
- Seoul National Univ. (B.S.)
- 4CSoft Inc. (Executive VP)
- Locus China (Regional Manager)
- Avaya Inc. (Asia-Pacific Product Manager)
- CTO & COO
- Seoul National Univ. (B.S. & M.S.)
- Booz Allen Hamilton (Consultant)
- Samsung Electronics (SW Engineer)
- Dacom (System Engineer)

What is spindlebooks™

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

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





READING &

with
Oxford University Press and Collins
[www.readingn.com](#)

spindle in action

Spindle Books™ has been adopted globally as a powerful engine for digital e-Reading platform of **major players in the education sector**.



**OXFORD LEARNER'S
BOOKSHELF**

with
Oxford University Press

Oxford Learner's Bookshelf (OLB)

As the official e-Textbook platform for OUP, OLB has been deployed to over 60 countries serving over 1.3M students worldwide.

“among the 6 publisher e-Book platforms that HCT is using, OLB is the most advanced one”

- Sean Dowling, Education Technologist / HCT(Higher Colleges of Technology, UAE) -

2013	2014	2015	2016	2017	2018	2019
R1	R2	R3	R4	R5	R6	R7
iOS & Android	Web	Cloud Sync	Reading Diary	Classroom Presentation Tool	Gradebook	Teacher Resources



OXFORD
UNIVERSITY PRESS | 中国

 **BiG READING CLUB**
with
Oxford University Press China

Big Reading Club

- Officially launched in Jan. 2018
- Mainly targeting for classroom use in China
- Cooperated with CNPIEC for B2B sales

 **BiG READING CLUB**

关于我们 图书订阅 登录 注册



Welcome to Big Reading Club!
Unconventional way of English Reading starts here in Big Reading Club!



About Big Reading Club


Big Reading Club 简介
快速帮助提升英语水平的Big Reading Club, 要不要一起来详细了解呢?


内容简介
Big Reading Club收录了牛津大学出版社出版的330多册分级读物。


数字阅读的优点
学习英语时, 各种多媒体的灵活使用, 具有多种优点。



POP Reader

- XDF is China's leading private educational service provider (est. 1993)
- IPO in September 2007 on NYSE (EDU)
- Over 750 learning centers, 66 schools across 55 cities of China



您的智能阅读助手 POP Reader



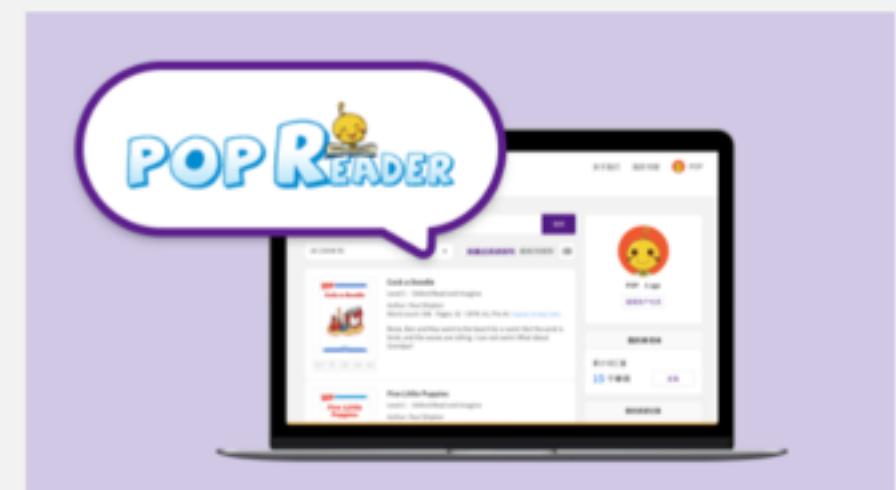
POP 的简介

为您介绍专为3至12岁小朋友设计打造的一站式教育服务



POP品牌介绍

让我们详细了解一下泡泡少儿教育所追求的品牌价值吧



一眼看懂 POP Reader

现在您可以通过POP Reader进行一个全新的阅读体验



Oxford Reading Club

with
Oxford University Press Japan

Oxford Reading Club

Oxford Reading Club Japan is a replica of
READING & provided as a PaaS (Platform as a
Service) to OUP Japan targeting B2B institutions.

日本語 English

ログイン 会員登録

Oxford Reading Club

スマ読みを始めよう。
オックスフォードのリーダーをデジタルで。

無料体験

Oxford Reading Clubとは どんな本が読めるの？ どんな機能があるの？ お問い合わせ 無料体験

Premium e-Reading Program



READING &

with
Oxford University Press and Collins

www.readingn.com



READING & Methodology

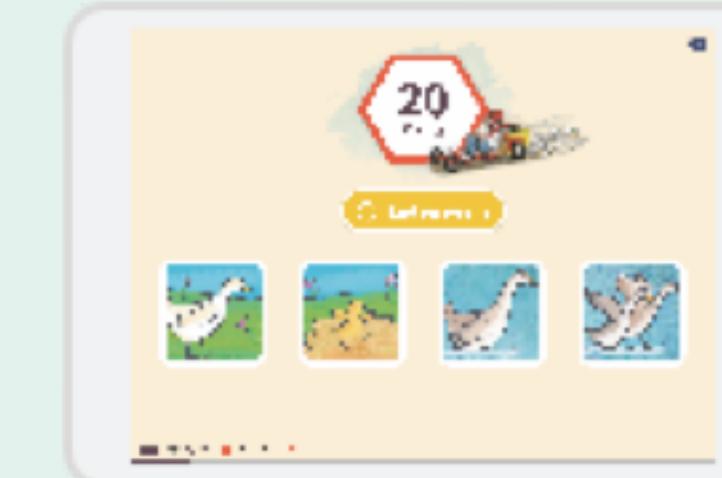
READING & applies the principle of natural language acquisition in order to help our children to become **bilingual** speakers. Through our **5-step multi-dimensional reading**, children learn English efficiently as they enjoy reading.

5 times more effective than conventional reading

“ Multi-dimension Reading ”

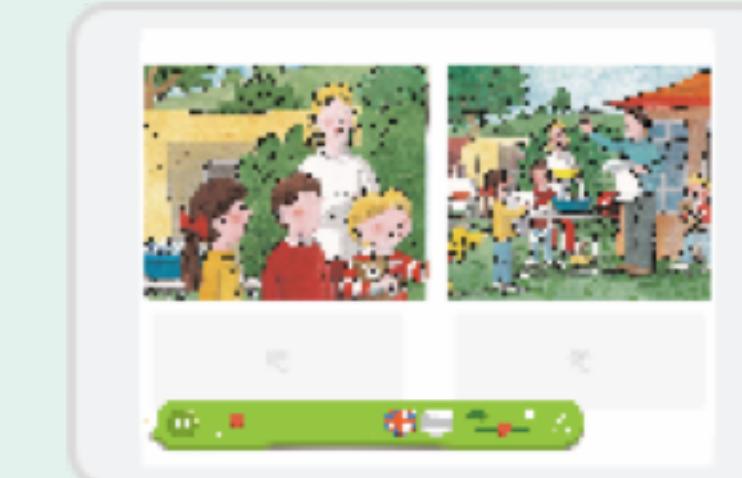
Listening, Reading, Speaking, Writing, ALL COVERS

1st: Warm Up



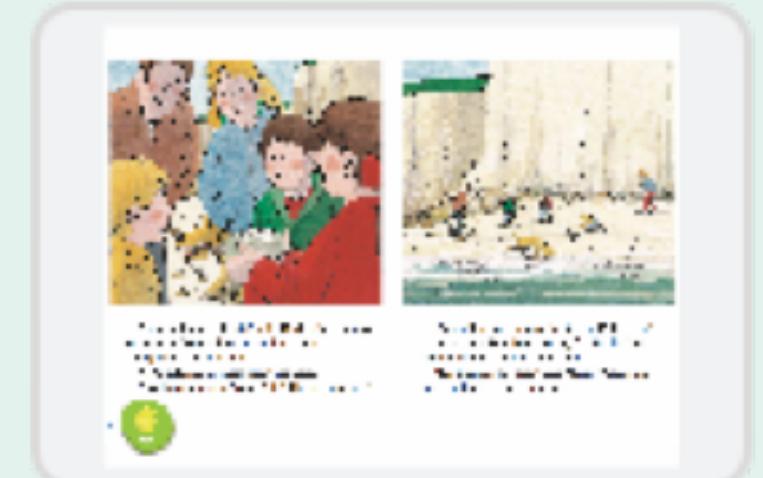
Brain relaxer word game

2nd: Listen Up



Vivid audio story telling
(texts hidden)

3rd: Read



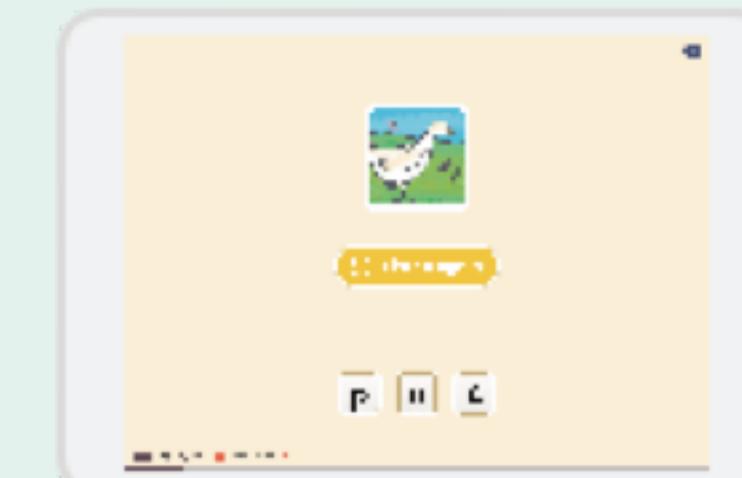
US/UK accent, read to me,
speed control, dictionary
and even recording

4th: Speak Up

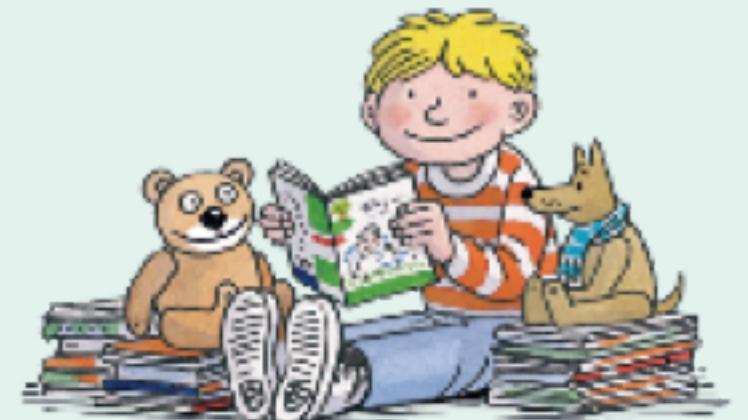


AI based pronunciation
improvement program

5th: Wrap Up



Dynamic and diverse
after-reading activities



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

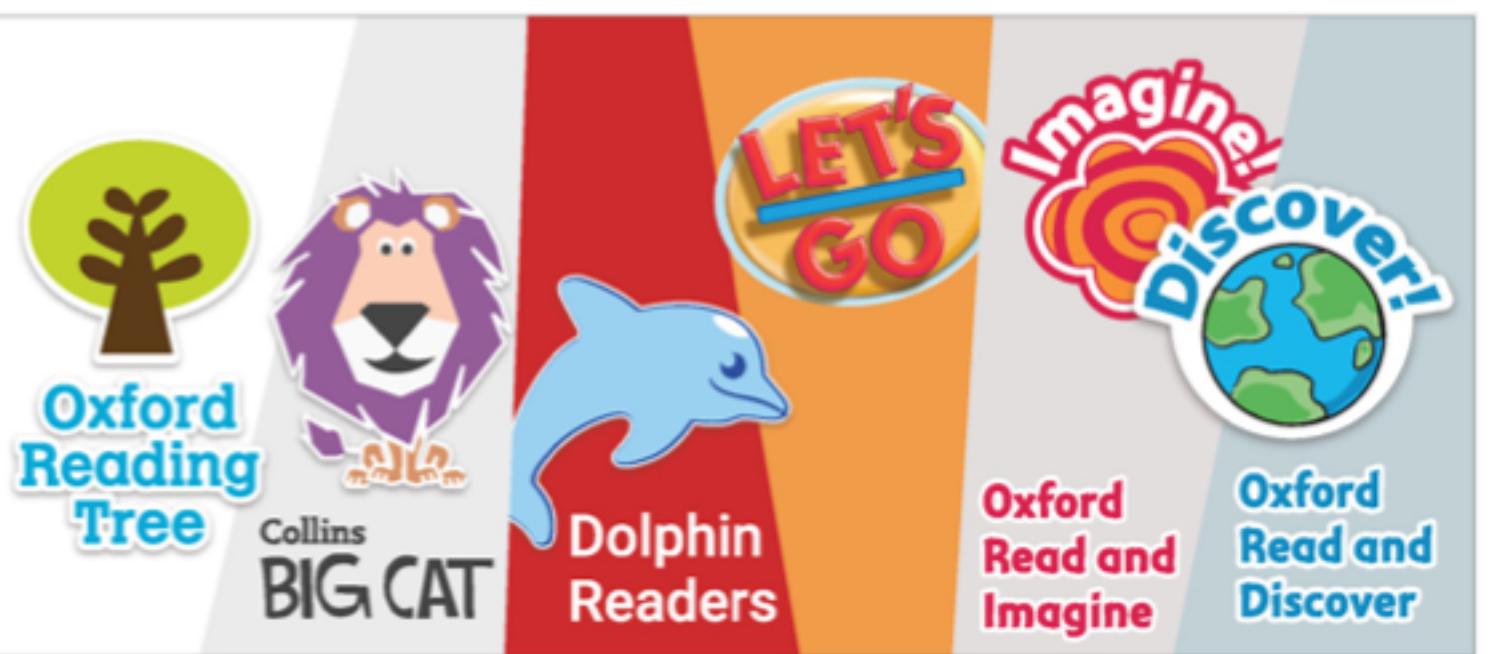
READING & Sales Model - B2C

Including Oxford Reading Tree and Collins Big Cat series, READING & houses more than **2,000** best selling premium readers from phonics to classic literatures.



Collins

+ and more to come



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



READING &

Sales Model - B2B

White-Labeled Digital e-Library with LMS

The e-Library is provided to institutions in a yearly contract basis in a white labeled SaaS(Software as a Service) model.

LMS is also provided for class and student management.



e-Library

e-Library

e-Library

READING & Sales Model - B2B

Easy to use LMS for institutions

Teachers can organize classes for learners and track each learner's reading activities.

- Classroom management
- Student management
- Monthly report
- Placement test

This screenshot shows the 'Classes / Starter' section of the LMS. It displays a table of students with columns for Name, Local language, ID, Collections, Goal, and Registered date. A sidebar on the left includes links for Dashboard, Classes, Students, Tickets, and User Guide. The top right features a 'LMS-Guide Supervisor' button.

Classroom management

This screenshot shows the 'Students / Aasiya Jayavant' page. It includes sections for Enrolled Class (Beginner A), Collections (Using Collection, ORI + ORD Package), and Analytics (Book list is available in monthly view). A sidebar on the left has links for Dashboard, Classes, Students, Tickets, and User Guide. The top right shows a 'LMS-Guide Supervisor' status.

Student management

This screenshot shows the 'Monthly Report 2019-05' for Sampson Totton. It includes sections for Overview (Study Days, Books Read, Daily Average Study Time, Total Study Time, Words Read), Reading Patterns (Books Read by Days, Books Read by Time of Day, Books Read by Series), Recently Read (book thumbnails), Books Read in 2019 (line chart), and a Comment section. The bottom right features the Oxford University Press logo.

Monthly report

This screenshot shows the 'Placement test' section. It includes a 'Where should I start?' section with two children's illustrations (one for less than 3 years and one for more than 3 years), a 'Reading' section with a play button and matching exercise, and a 'Placement test' section with a progress bar at 85% completed. A red 'Next →' button is at the bottom right.

Placement test

READING & Market Recognition

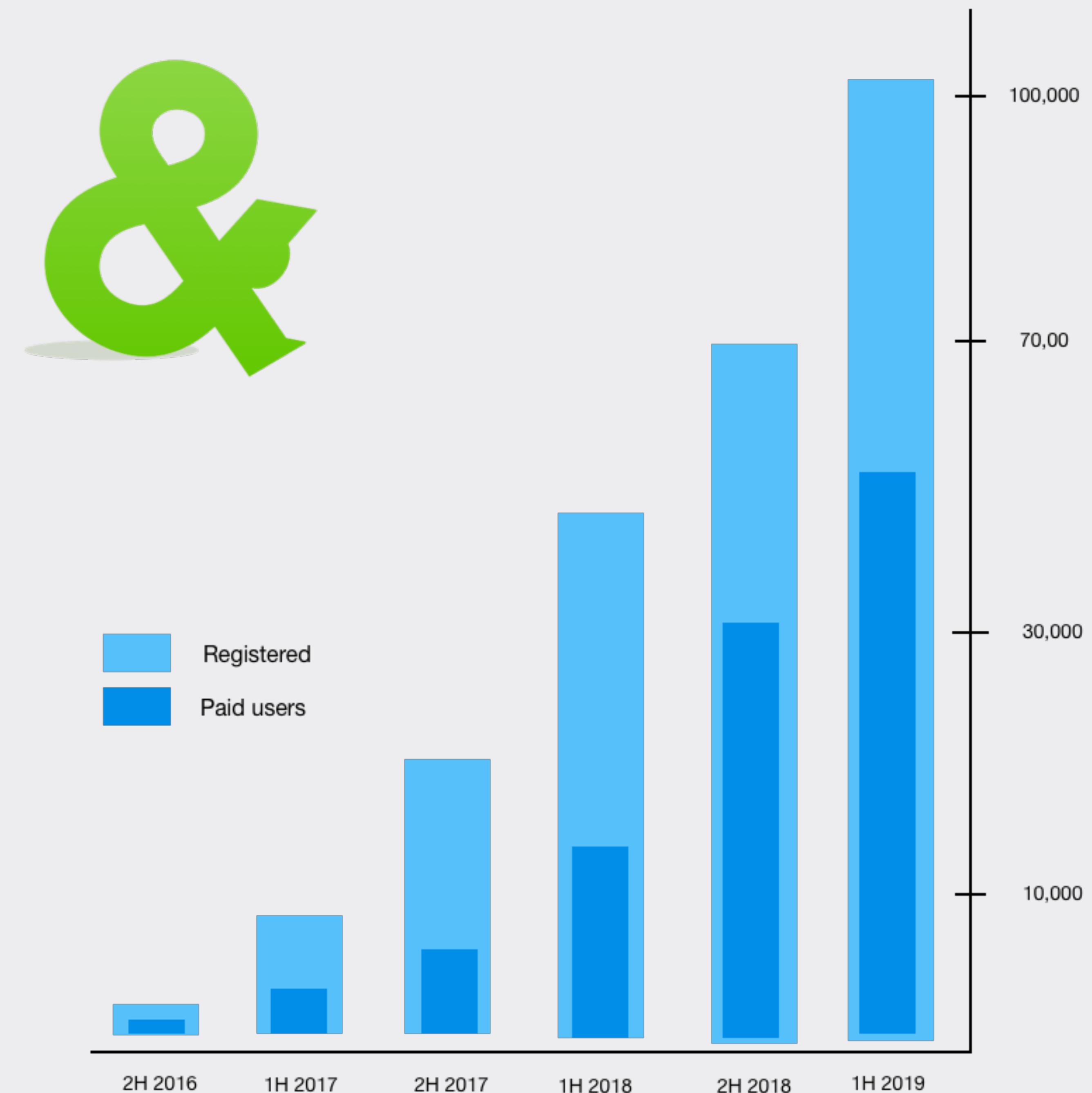
Through exposures in various media such as TV news, Home-shopping broadcasting, online SNS reviews, READING & has been acknowledged as one of the most successful “Premium e-library” in the market.



READING & Growth Record

Steady and Sharp.

With the introduction of 300 core titles of **Oxford Reading Tree** in November 2017, number of subscribers and revenue skyrocketed.



iPortfolio

EVERYTHING

- Contents
- Cloud Infra
- White-Labeled Platform
- Localization
- Support & Maintenance

Partners Wanted

iPortfolio will provide **EVERYTHING** from platform to contents.

You just do the Sales and Marketing.

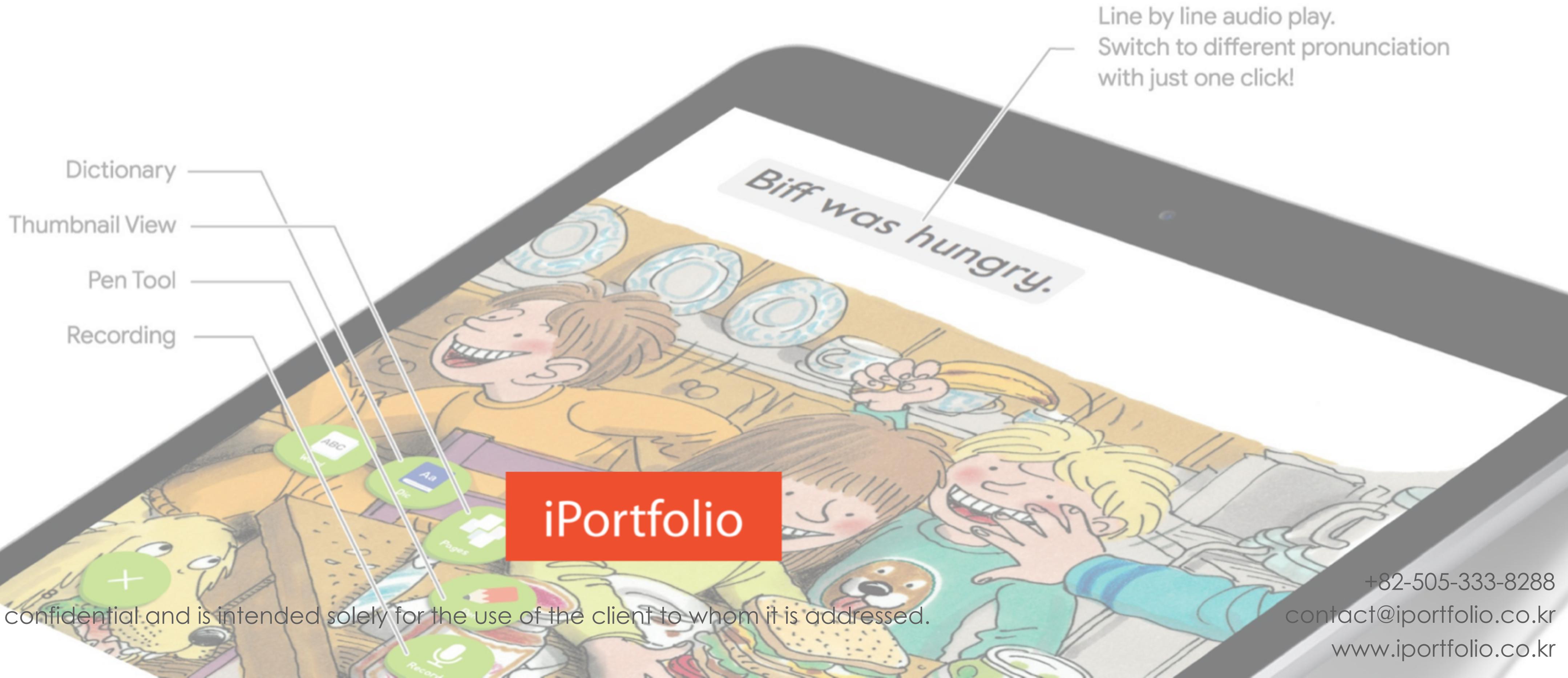
ACME Corp.

ACME Reading Club

ACME's Local Market

Transform the way
people learn and teach English.

Thank you.



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