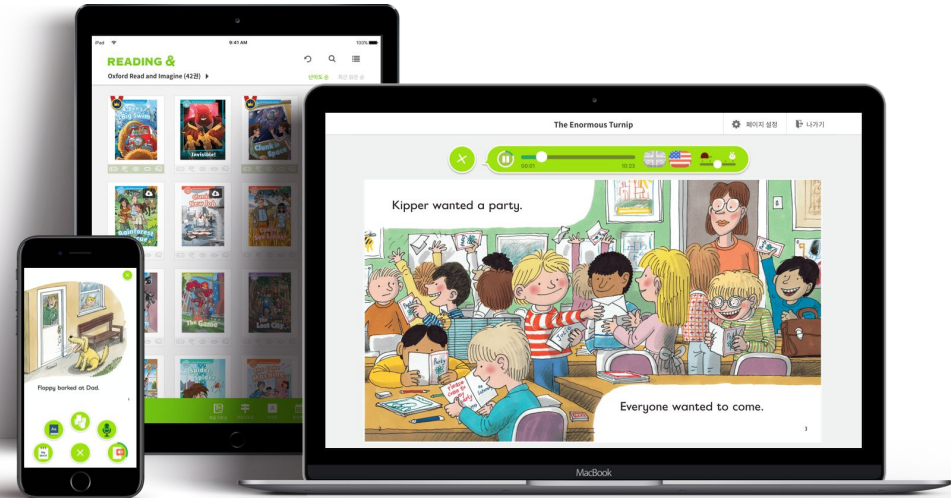




# Grasp Your Spindle and Transform

iPortfolio Inc. Company Profile

January 2024



# Global EdTech Company, iPortfolio Inc.

## Established

in 2011

## Employees

59 (as of January 2024, full-time)

## Core-Tech

- Spindle Books™ : e-Textbook / e-Reading Platform
- LAURA™ : AI Tutor Customized Based on Learning/Reading History

## Location

11F, 24, Namdaemun-ro 9-gil, Jung-gu, Seoul

## Mission

# Transform the way people learn and teach English

At iPortfolio Inc., we are committed to reforming education with technology infused with philosophy. Our mission is to revolutionize the way English is learned and taught, offering optimal English learning solutions to over a billion English learners worldwide.

## Core Values

- 1. Just Cause** Righteous Motivation
- 2. Compassion** Empathy
- 3. Result** Tangible Outcomes

We are a team united by a just and righteous cause, empathizing with the needs of our customers and colleagues, and focused on creating tangible outcomes.

*Soulful Ed-tech from Seoul*

# Leadership Team



**Robert Kim**  
CEO & Co-Founder

B.S., Seoul National University

25 years in IT/English education (Avaya, Locus and E-Land)

Author of books such as *Guessing Game* and *This Is How You Should Teach Your Child English*



**Jonghwan Lee**  
VP & Co-Founder

B.S./M.S., Seoul National University

24 years in IT/consulting (Booz Allen Hamilton, Samsung Techwin and Dacom)



**Jiho Park**  
Director, Head of Reading & Business Division

B.A., Kyungpook National University; M.A., IGSE

19 years in edtech/teaching (Yoon's English School, Osung High School and Daeryun High School)



**Inseon Jang**  
Director, Head of Growth Strategy Department

M.A., Sogang University

22 years in education/edtech (DShare, ClassTing, MiraeN, Daekyo)



**Jangrok Lee**  
Director, Global R&D Team Leader

B.S., Korea Aerospace University  
15 years in edtech/SW (including Obigo)



**Boram Lee**  
Director, Global Business Team Leader

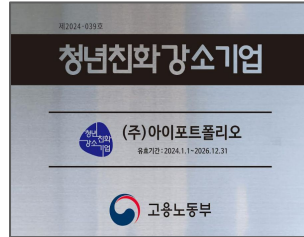
B.A., Seoul Women's University  
15 years in PM/UX design (HI Studio and Interbots)

# Domestic Awards and Certificates

## 2022 EdTech Awards (Grand Prize) by the Ministry of Education



2016 K-Global 300  
Ministry of Science and ICT



2024 청년친화광소기업



2022 Edu Plus Digital Device Award



2018 Export Tower

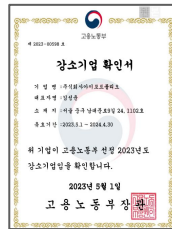


2021 Korea Educational Brand Awards

Korea International Trade Association



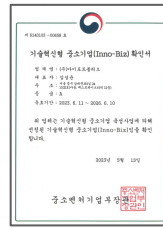
Venture Company Certification



Strong SME by the Ministry of Labor



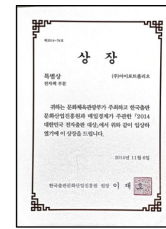
Excellent Workplace for Reading Culture



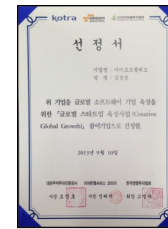
Technology Innovation SME



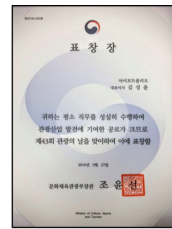
Corporate Affiliated Research Institute



E-Publishing Grand Prize Special Award



Global Startup Incubation Business



Commendation by the Minister of Culture, Sports and Tourism



# Global Awards and Certificates



**2018 AWS  
EdStart Member**  
Amazon Web Service



**2019 APAC's  
TOP 10 EdTech**  
Education Technology  
Insights Magazine



**2020 AES GLOBAL AWARD  
Platinum Prize**  
Asia EdTech  
Summit Committee



**2020 BETT AWARDS  
Finalist**  
British Education  
Training Technology



**2021 BETT AWARDS  
Finalist**  
British Education  
Training Technology



iPortfolio's  
Core EdTech Technologies



1

# Digital Learning Platform Spindle Books™

World's only End-to-End eBook  
platform designed for language  
education



- **Optimized for English Learning:**

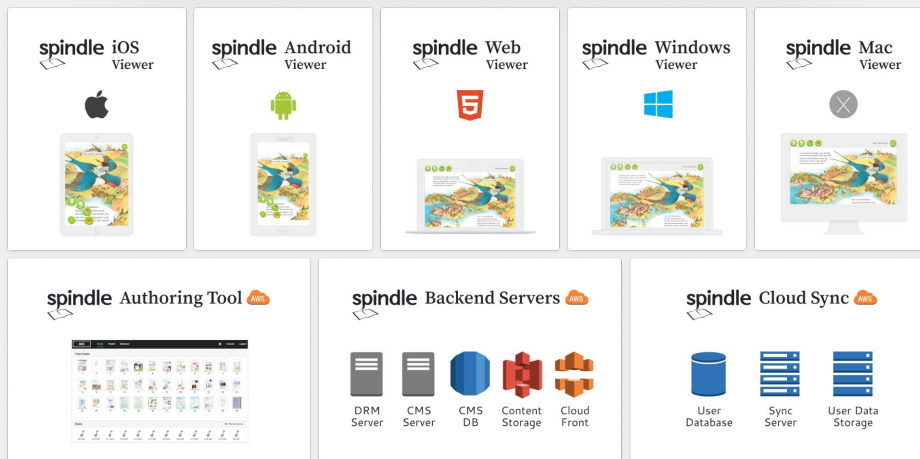
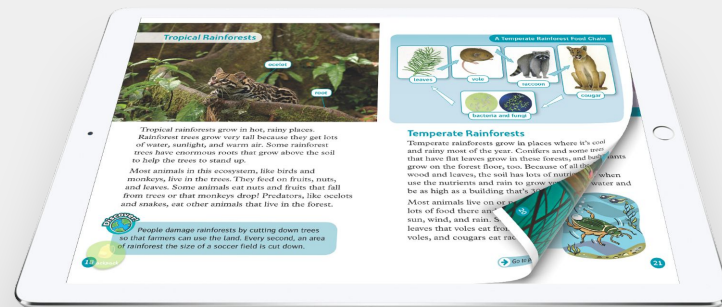
A cloud-based e-Textbook / e-Reading platform tailored for English language teaching & learning.

- **Cross-Device Compatibility:**

Supports a wide range of devices from desktops to smartphones, ensuring accessibility and convenience.

- **Various User Functions:**

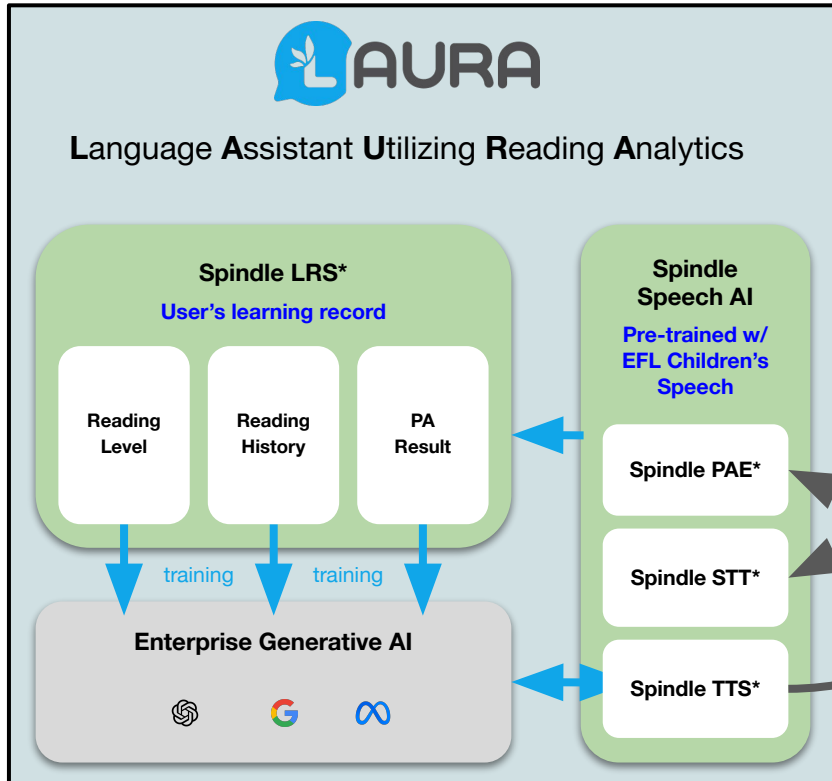
Equipped with digital teaching & learning tools for learners, educators, and administrators.



②

Conversational AI Tutor

LAURA™




- Three core technologies are seamlessly integrated
  - iPortfolio's Spindle speech engine (PAE+STT+TTS)\*
  - Learning analytics data from READING & Generative AI
- Specialized in understanding the pronunciation, stress and intonation of EFL children (ages 4–15)
- Provide tailored conversation to the learner's age and English level, based on the learning analytics data of READING &
- iPortfolio and Oxford University Press have jointly developed AI digital coursebooks based on LAURA™

(\*)  
PAE: Pronunciation Assessment Engine  
STT: Speech to Text  
TTS: Text to Speech  
LRS: Learning Record Store




# Global Solutions & Services Fueled by Two Core EdTech

**READING &**




**Service Differentiation**  
Unique 5-Step Multi-Dimension Reading Methodology

- 1단계 Warm Up
- 2단계 Listen Up
- 3단계 Read
- 4단계 Speak Up
- 5단계 Wrap Up




**Partnerships with Renowned Publishers**  
More than 3,000 titles from Oxford University Press, Collins, Penguin Random House, etc


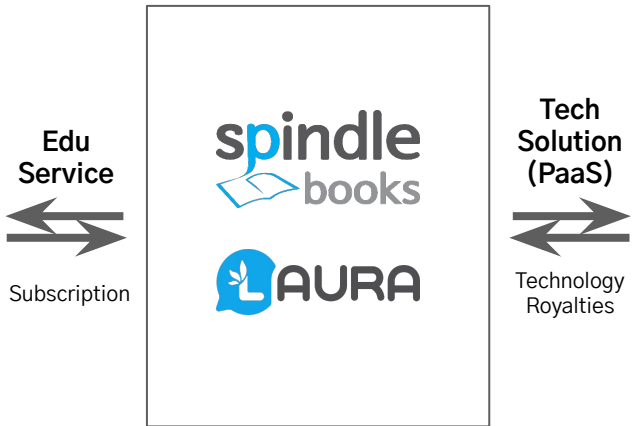
**B2B Customers**



500+ Institutions




LMS





**Oxford Reading Club**

**Oxford University Press**




**Oxford Learner's Bookshelf**

**Oxford University Press**




**Big Reading Club**

**Oxford University Press**



**POP READER**  
POP 港少儿教育  
POP EDUCATION

**New Oriental Tech & Edu**




**500,000 Domestic Users**

**4.5 Million Global Users**  
Across 120 Countries


# READING &, Digital English Learning Service for B2C/B2B

**READING &**




**Service Differentiation**  
Unique 5-Step Multi-Dimension Reading Methodology


1단계 Warm Up   2단계 Listen Up   3단계 Read   4단계 Speak Up   5단계 Wrap Up

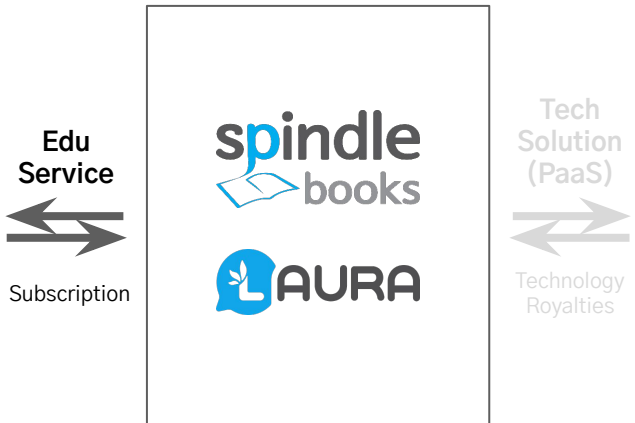


**Partnerships with Renowned Publishers**  
More than 3,000 titles from Oxford University Press, Collins, Penguin Random House, etc

**B2B Customers**

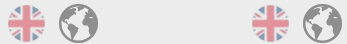



500+ Institutions    LMS



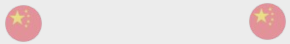

Oxford Reading Club   OXFORD LEARNER'S BOOKSHELF

Oxford University Press   Oxford University Press

BiG READING CLUB   POP READING 香港少儿英语教育 POP EDUCATION

Oxford University Press   New Oriental Tech & Edu



500,000 Domestic Users

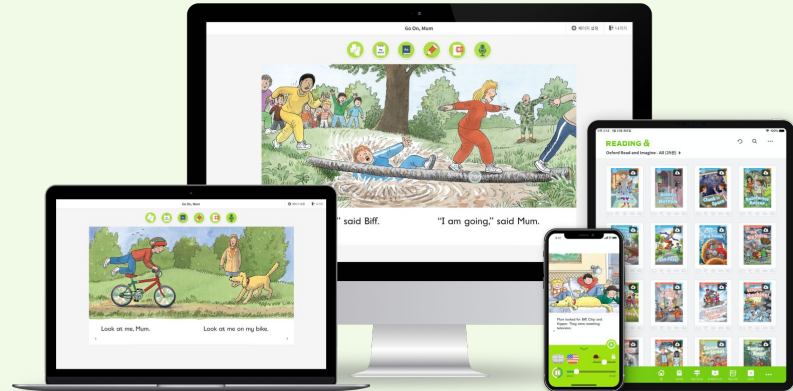
4.5 Million Global Users  
Across 120 Countries

## Premium e-Reading Program

- An innovative ELT e-Reading service platform released in 2016
- Cutting edge technology combining analytics, games, AI speech recognition, and neuropsychological pedagogy
- Refrains from grading to create a safe and supportive environment
- Premium contents from top-notch publishers – OUP, Collins, and PRH
- Learning Management System (LMS) for monitoring the learning progress of each student



# READING &



## Premium Best Sellers

only on READING &



The world's best-selling readers used in 80% of Primary Schools in the UK.



Beloved by over 10,000 British public libraries!



Premium ELT Readers from the world's largest publisher, Penguin Random House.





## Premium Best Sellers

only on READING &



Real-world content about people and places from around the world developed by Cengage & NGL.



Leading provider of literacy and language programs, intervention resources, and professional teaching resources for K-12 ELA.



No. 1 in phonics readers in the US for over 40 years.



**BOB BOOKS  
FUTURE PACK**



# READING &

Contents for kindergarten to elementary

**Over 3,000 titles**

Get yearly access at an affordable price

**Digital subscription**

Use a single account

**Simultaneous use on four devices**

Download books from the READING & App

**Available offline**

학년 연월	READING & Level	Native Readers														ELT Readers									
		Oxford Reading Tree	Collins Big Cat	Bob Books	Nursery Rhymes	MySELF	Ladybird	Phonics World Readers	Tick Tock Readers	Dolphin Readers	Let's Go Readers	Classic Tales	Happy Readers	Read with Phonics	Oxford Read & Imagine	Oxford Read & Discover	Dominos	Bookworms							
4-6세	1	Level 1+	Level 1	Level 1-4			Beginner Starter	Level 1	Level 1	Starter	Begin							Early Starter							
	2	Level 2	Level 2	Level 5 Level 6	Level 1		Level 1	Level 2	Level 2									Starter							
	3	Level 3	Level 3	Level 7 Level 8	Level 2		Level 2	Level 3 Level 4	Level 3	Level 1	Level 1							Beginner							
7-9세	4	Level 4	Level 4	Level 9	Level 3	Single Level	Level 3	Level 5						Level 1	Primary 1										
	5	Level 5	Level 5				Level 4			Level 2	Level 2	Level 1		Level 2	Primary 2	Level 1	Level 1								
	6	Level 6	Level 6							Level 3	Level 3	Level 2		Level 3	Primary 3	Level 2	Level 2	Quick Starter	Starter						
10-12세	7	Level 7	Level 7				Level 5			Level 4	Level 4	Level 2		Level 4	Primary 4	Level 2	Level 2								
	8	Level 8	Level 8								Level 5	Level 3 Level 4		Level 5	Primary 5	Level 3 Level 4	Level 3 Level 4	Level 1	Level 1						
	9	Level 9	Level 9				Level 6				Level 6	Level 5		Level 6	Primary 6	Level 5	Level 5	Level 2	Level 2						
13-15세	10		Level 10									Level 5						Level 5	Level 5	Level 2	Level 2				
	11		Level 11															Level 6	Level 6	Level 3	Level 3				
	12		Level 12																						
16-19세	13		Level 13																		Level 4				
	14		Level 14																						
	15		Level 15																						
20세	16		Level 16																		Level 5				
	17		Level 17																						
	18		Level 18																						
	19																				Level 6				
	20																								



## Multi-Dimension Reading (MDR)

READING & applies the principle of natural language acquisition to encourage our learners to become bilingual speakers.

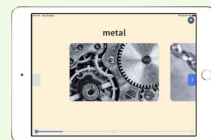
The proprietary 5-step Multi-Dimension Reading (MDR), adopted and accredited by OUP, enables the learners to enjoy reading and learn English effectively.

5 times more effective

“Multi-Dimension Reading”



1st: Warm Up



Brain relaxer word game



2nd: Listen Up



Vivid audio storytelling  
(Texts are hidden.)



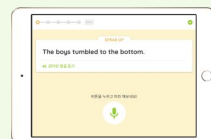
3rd: Read



British/American accent,  
speed control, dictionary,  
and a recording function



4th: Speak Up



Listening to the original  
audio and repeat aloud



5th: Wrap Up



Spelling check &  
Comprehension quizzes



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




# Preview Vocabulary Before Reading


Familiarizing with the vocabularies before reading.  
Example images and sentences help learners to guess the meaning of the word.

Understand words  
by matching sounds and  
images


### hot



The weather is **hot**.



### windy







# Guess the Story While Listening

The texts are hidden, leaving only the illustration visible.

Language awareness skill can be developed while focusing on listening and guessing the storyline.

Switching on/off text reveal function

Tuesday

It was a windy day

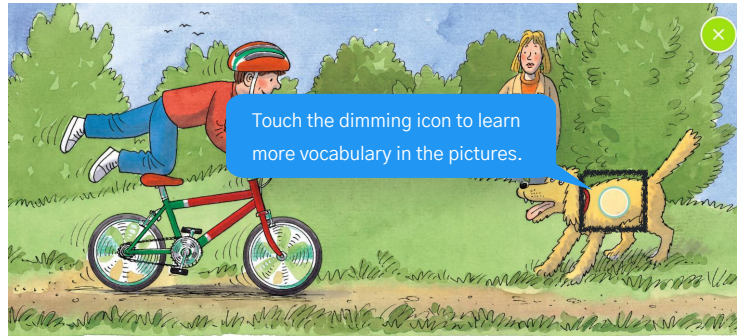
I went to the shops.

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



## Read the Book

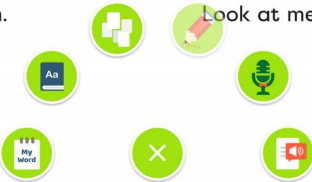
Takes full advantage of digital reading by looking up the words in the dictionary, recording the sentences, and using pen tools.



Look at me, Mum.

Look at me on my bike.

Multiple functions are provided for efficient reading experience.



3



# AI Pronunciation Analysis

AI voice recognition technology provides a detailed analysis of the learners' pronunciation at the phonemic level.

On/Off Available

발음 분석 기능을 사용하시겠습니까?

그럼 이제 즐기면서 녹음을 해볼까요?

START

Pronunciation accuracy indicated by colored signal

Look at me on my bike.

원어민 발음 듣기 | 내 발음 듣기

분석 결과 보기

용량 | 음소

Average Score: 66.43%

Word	Accuracy
Look	65%
at	0%
me	52%
on	49%
my	89%
bike	77%

다시 녹음하기


결과보기




# Comprehension Check Without Scoring

Wrap-up quizzes help learners to review the story and check their comprehension.


Various quiz types are available – Spelling check, Sequencing, Multiple choice, True/False, Fill in the blank.




 Listen again

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.






# Revenue-Sharing: EdTech Solutions for Education Markets

**READING &**




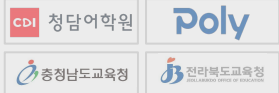
**Service Differentiation**  
Unique 5-Step Multi-Dimension Reading Methodology

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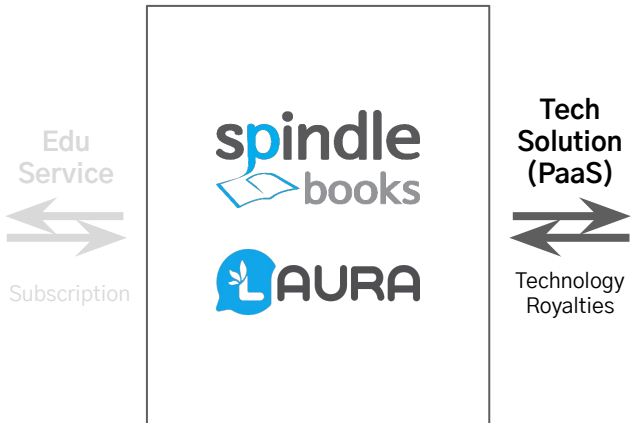


**Partnerships with Renowned Publishers**  
More than 3,000 titles from Oxford University Press, Collins, Penguin Random House, etc

**B2B Customers**



500 Institutions      LMS



**Oxford Reading Club**      **OXFORD LEARNER'S BOOKSHELF**

**Oxford University Press**      **Oxford University Press**



**BiG READING CLUB**      **POP READER**

**Oxford University Press**      **New Oriental Tech & Edu**



500,000 Domestic Users

4.5 Million Global Users  
Across 120 Countries

# A Global Replica of READING & Oxford Reading Club

## A white-labeled platform of READING & for Oxford University Press

- Successfully expanded to 65 countries, including major regions like the UK, USA, Australia, Canada, France, Germany, Italy, and Mexico, as of 2021.
- Adopted by Luxembourg's Ministry of Education and introduced to its 12,000 secondary school students in 2022.
- Adopted by the German Federal Ministry of Education and Research and introduced to 80,000 secondary school students in 2023.
- The first digital reading program including the full set of Oxford Reading Tree Biff, Chip, and Kipper Stories.
- Provides a full learning management package, equipped with a Learning Management System (LMS)



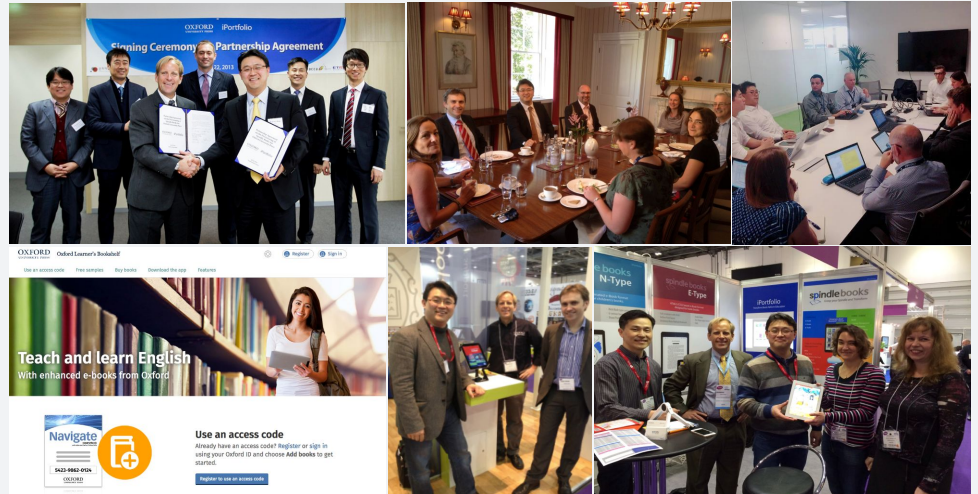
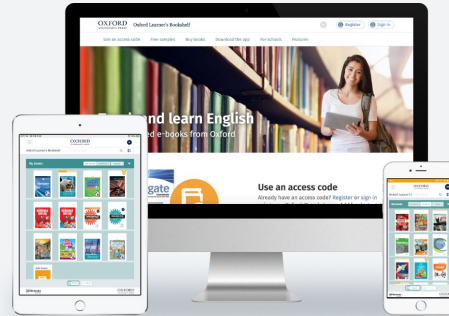
# The World's Largest English Digital Textbook Platform

## Oxford Learner's Bookshelf

OXFORD LEARNER'S BOOKSHELF

### The official eBook Platform for the ELT Division of Oxford University Press

- Released in July 2013
- Adopted as the **official digital textbook platform** of Oxford University Press since 2015.
- Features over 3,000 English textbook titles, including renowned series such as *Headway* and *Let's Go*.
- Successful global digital business with Oxford University Press for over a decade.
- Utilized by schools and students in over 120 countries worldwide, testifying to its global impact and relevance in English education.



# English Learners using Our EdTech Technology

## 4.5 Million Users in 120 Countries

2015

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

2016

- **READING &** released

2017

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

2019

- **Oxford Reading Club** released by OUP Japan & Türkiye

2020

- **Oxford Reading Club** released in 5 countries (Vietnam, Spain, Brazil, Colombia, Thailand)

2021

- **Oxford Reading Club** successfully expanded to 65 countries (UK, USA, Australia, Canada, France, Germany, Italy, and etc)

2022

- **Oxford Reading Club** adopted by Ministry of Education, Luxembourg and Federal Ministry of Education and Research, Germany







**iPortfolio:  
Pioneering Innovative  
English Language Education**

## Marketing Activities

# Seminar for Parents

- Held over 130 times since 2016 to bridge the English Divide
- Visited over 30 cities in 8 different provinces in Korea
- Cumulative audience: 47,000
- Subject: How languages are learned



연세대학교 영문학과  
교광윤 교수



세계 최고 언어학자  
스티븐 크라센 교수



메타인지 학습법  
리사순 교수



메리츠 자산운용  
준리 대표



EBS 라디오  
케이린신



아리랑TV/EBS라디오  
피터빈트



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 스타영어 강사



안드레아스 선생님  
EBS 외국어 라디오



서현주 대표  
전 쓱쓱닷컴 대표

## Marketing Activities

# READING & Supporters (Jamong Mom)

- For four months, groups of parents closely watch their children improve their English skills using our product.
- Over 700+ review posts accumulated in four months
- Conduct YouTube filming, interviews, testimonials, service feedback, etc.

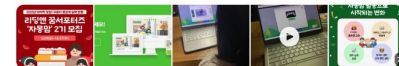


초등 온라인 영어학습 리딩엔ALL 자용람 써포터즈1기 4개월간 성장일지  
리딩엔을 자용람 써포터즈 아이의 영어리딩을 관찰 기록한지 벌써 4개월로 그 마지막 성장 일지를 씁니다. 공부 사교육 없는 초3... 우리 집 자용람이 BoB는 뜻은 거의 다 이해하는 편인데 글자로 만들어 인 되는...



초등 온라인 영어학습 리딩엔ALL 자용람 써포터즈1기 16주차 마지막 관찰일지

공부하는 워킹맘의 꿈은대로 이루어지는 실 - 3주 전  
ORT가 통째로 들어 있는 '리딩엔' 자용람 써포터즈 모집  
자민이 리딩엔 써포터즈 자용람 모집 소식을 전하며 한뼉 도전에 보고고 하였다. 1,200만원 상당의 세계적인 유초등 베스트셀러 2,300여권을 레깅에 맞게 읽을 수 있는 리딩엔! ORT 시리즈를 모두 편하게 볼...



매력적인 양차네 - 2주 전  
자용람 1기로 함께한 seo의 리딩엔 새 성장기  
\*\*\* 마지막 자용람 파티까지 함께하며 동생, 언니, 친구 자용람을 만나며 인기도 하고, 문제도 풀고, 상도 받는^^ 율기은 시간으로 seo에게는 긍정적인 자국이 된 시간이기도 하였어요 \*\* 리딩엔에서 ...



리딩엔 무료체험 후기 & 자용람 1기가 되고싶어요!!



## Marketing Activities

# Mom Challengers

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

In order to properly guide their children, READING & encourages parents to read first so that they understand the process of natural language acquisition.

- 1st term: 556 applied / 90 selected (Seoul/Gyeonggi/Incheon)
- 2nd term: 396 applied / 70 selected (Seoul/Gyeonggi/Gyeongju/Busan)
- 3rd term: 451 applied / 66 selected (Seoul/Gyeonggi/Incheon)
- 4th term: 387 applied / 62 selected (Nationwide)
- ...
- **10th term completed**



## Marketing Activities

# Kids Education Fair

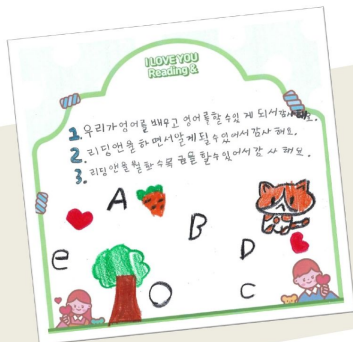
- Exhibiting twice a year since 2017
- On-spot consulting: over 900 per fair
- On-spot sales: 200,000~300,000 USD per fair
- Membership registration during the fair: over 1,500



## Contributions and Sponsorships

# Korea Food for the Hungry International

2023 기아대책 행복한홈스쿨  
아이포트폴리오 영어콘텐츠 지원 결과보고



감사해요,  
READING&!



## iPortfolio 기아대책기부금 전달식



As of 2023, we have supported and provided READING & to **469 children across 17 Happy Homeschool centers.**





## Reference

# Reference Institutions

(Global / Domestic)



교육부 KERIS 주관  
T.O.U.C.H 교사단



THE GOVERNMENT  
OF THE GRAND DUCHY OF LUXEMBOURG  
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