

# Unleashing America's Greatest Natural Resource: The Minds of Our Children

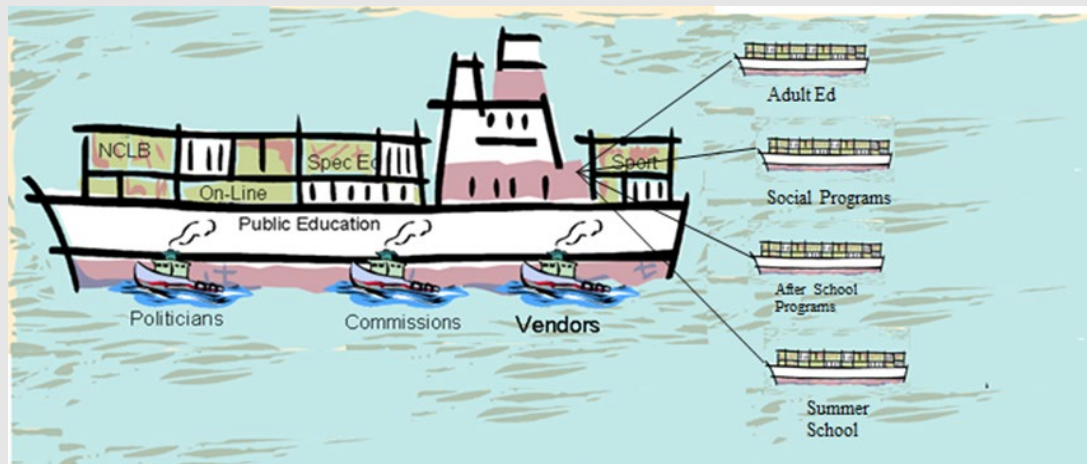
---

*"Nothing is more  
powerful than an idea  
whose time has  
come."*

*- Victor Hugo -*

# They cost the same. It's All in the Design

The Emaginos model delivers all the traditional K-12 services while providing a better experience and producing better outcomes.



Today's tradition-laden public education is barely making headway



Emaginos Discovery Learning System navigated by EdManage

# EdManage: Emaginos Education Analytics Platform

---

- EdManage manages the knowns and unknowns while it identifies the unknown unknowns, enabling the user to avoid or mitigate problems and take advantage of opportunities.
- A major part of several revenue streams.
- Ensures customer satisfaction.



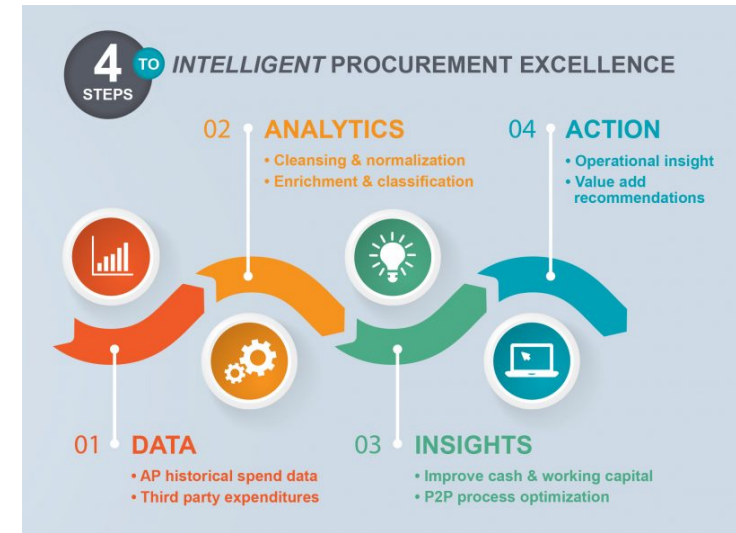
# Subscription Service

- Simplifies budgeting.
- Ongoing revenue stream.
- Minimal annual cost of sales.
- Predictable cost for delivery.



# Procurement Management

- Aggregate multi-district procurements to get volume discounts.
- Serve as sales channel for publishers.
- Consolidate multiple procurements into a single purchase.
- Earn small commissions on each resold item, adding up to major revenue streams.



# IT Infrastructure



Emaginos provides administrative and operational applications hosted in the Emaginos managed cloud.



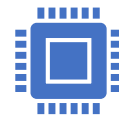
It makes it easier for the districts to remain Emaginos customers than to leave.



Because the Emaginos solution is so comprehensive, it becomes a critical component of every aspect of the district's operations.



Emaginos will own and provide the customer's entire installed IT infrastructure. If they decide to leave, they will need to purchase it.



If they move to another vendor, there is typically a cost for converting their data to the new vendor's applications.



Changing applications means retraining staff for the new interface and functionality.



Major changes are stressful on everybody.



Unless we do something to drastically dissatisfy the customer, their incentives to remain our customer far outweigh any likely reason for leaving.

# National Education Thought Leader

- **Larick Discovery Innovation Research Center (LDIRC)** cutting edge ideas and strategies to create transformational change.
- National think tank for comprehensive, interdisciplinary learning research.
- R & D as a profit center.
- The source (for a fee) of anonymous performance data for education vendors.



# The Most Valued Annual Education Conference

---

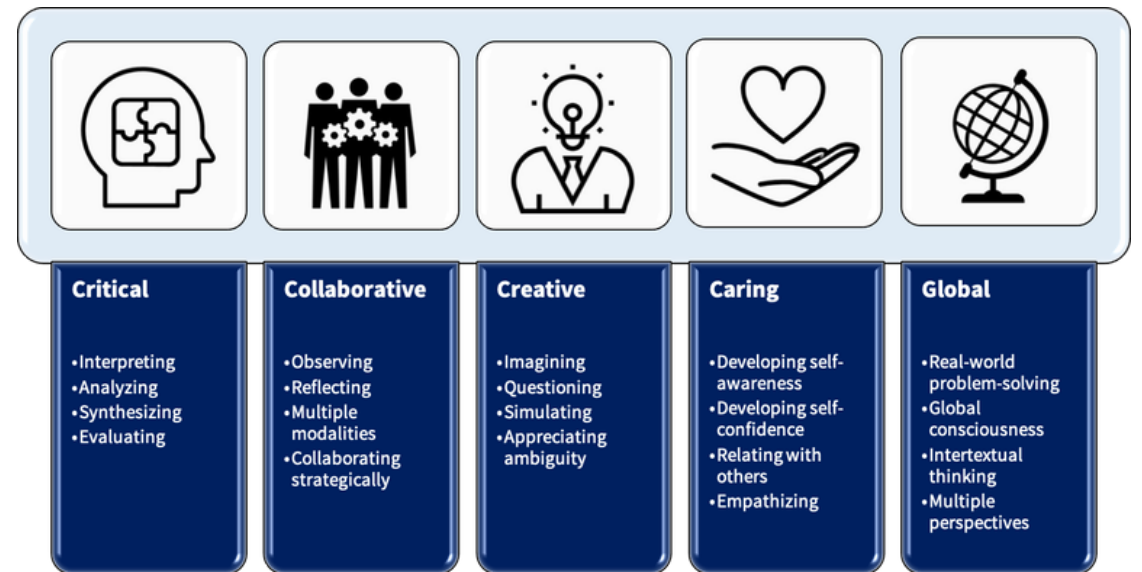
- Bring new customers for our services.
- Present the latest developments from the LDIRC.
- Gather feedback on improvements needed or new ideas for programs or resources.
- Nonsubscribers and vendors will pay a registration or exhibitor's fee.





# Dynamic Curriculum

- Educators will be encouraged to develop, test, and submit new lessons and curriculum units – including assessments.
- The curriculum units will include recognition of the teacher/developers who submitted them.
- The educators will feel ownership and control, making the sale of the program easier.



# Summary: What Makes Emaginos a Good Investment?



The local school districts are looking for ways to provide better public education at a good price. Emaginos will become the obvious answer to their needs.

1. **EdManage** – Technology will play an increasing role in education, and Emaginos will lead in the understanding and use of the innovations made possible. The EdManage analytics platform facilitates several revenue streams. Emaginos will work with educational content providers to integrate their products so our customers can use them. Instead of competing with them, we will serve as a sales/marketing channel for them (and they for us).
2. **Subscription** – Emaginos is a subscription service, so as long as we please our customers (and we expect to delight them) we have a robust and reliable revenue stream. The Emaginos transformation package is mostly embedded software applications and online content, so new customers bring more revenue at very little incremental cost.
3. **Procurement** – EdManage and the subscription service model will aggregate multi-district procurements to get volume discounts and use EdManage to meter education resource usage and serve as sales channel for publishers.
4. **IT Infrastructure** – We will replace, operate, upgrade, and maintain the district’s entire telecommunications and computing hardware and software infrastructure, solving many of their current applications interoperability conflicts and reducing their cybersecurity risks. They will not want to go back to their old ways.
5. **Thought Leader** – The Emaginos Larick Discovery and Innovation Research Center (LDIRC) ) will evolve, develop, and deliver educational innovations.
6. **Annual Conference** – The annual Emaginos Educational Leadership and Innovation Conference will bring new customers for our services; positioning Emaginos as a national educational thought leader.
7. **Dynamic Curriculum** – The educators will feel ownership and control, making the sale of the transformation program easier. The DLS Curriculum will grow virally and be constantly updated.

# Financial Projections



Emaginos projects to capture between 35% and 40% of the total K-12 education market within ten years.

- There are 130,930 K-12 public schools.
- Total public-school enrollment: 50.8 Million.
- Total public-school teachers: 3.2 Million.
- Total public-school expenditures: \$612.7 billion.

The Emaginos subscription service is projected to cost \$3.50 per student and teacher per day (365 days per year).

Market demand is high for a scalable solution that will produce profoundly better results for existing funds invested. The United States government has identified effective education as one of the critical elements in addressing the current financial and unemployment crisis. As a result, there is money from the stimulus package to improve education and an emphasis on implementing new and proven methods and pr

# Detailed Growth Projections for Emaginos' Annual Revenue is:



Year	Annual Number of Schools	Annual Number of students and teachers	Annual Gross Revenue
0	10	5110	\$6,552,218
1	300	158,410	\$195,666,545
2	1000	669,410	\$847,888,364
3	2000	1,691,410	\$2,152,332,000
4	2000	2,713,410	\$3,456,775,636
5	3000	4,246,410	\$5,413,441,091
6	4000	6,290,410	\$8,022,328,364
7	5000	8,845,410	\$11,283,437,455
8	7000	12,422,410	\$15,848,990,182
9	8000	16,510,410	\$21,066,764,727
100	9000	21,109,410	\$26,936,761,091

# Legal Disclaimer

---



The above may include forward-looking statements, including forecasts, evaluations, pro forma figures, estimates and other information relating to future events and issues.

Forward-looking statements may relate to, among other things, revenues, earnings, cash flows, capital expenditures and other financial items.

Forward-looking statements may also relate to our business strategy, goals and expectations concerning our market position, future operations, profitability, liquidity, and capital resources.

The above is provided for illustrative purposes only

## Emaginos Discovery Learning System

---

This presentation focuses on the business/financial benefits of investing in Emaginos. To learn more about the educational model and its impact, visit <https://emaginos.com/emaginos-elements>.

K-12 schools spend \$612.7 billion, or \$12,612 per pupil, annually. Federal, state, and local governments spend \$720.9 billion, or \$14,840 per pupil, to fund K-12 public education.

Emaginos is positioned to capture and hold a major role in delivering K-12 public education in the U.S.



# Doing Well While Doing Good!

## Doing Well



Potentially profitable investment.

## Doing Good



Quality education for everyone.