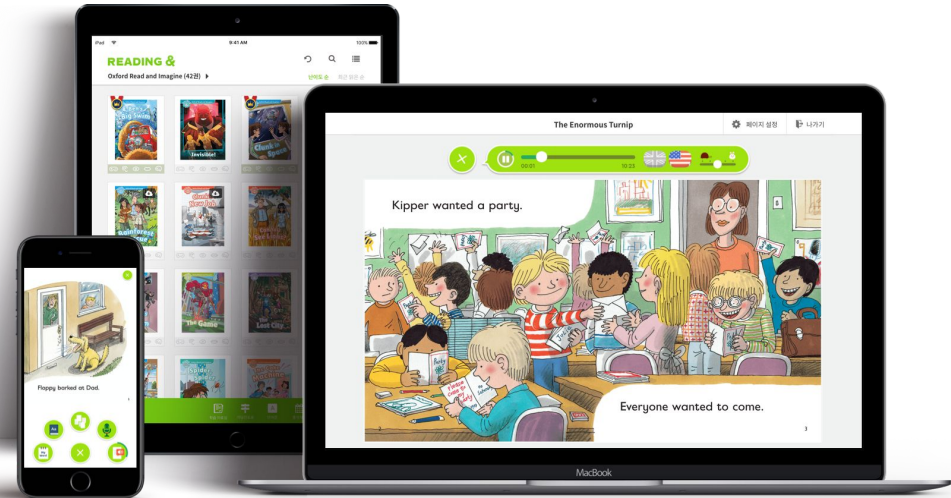


# Grasp Your Spindle and Transform

iPortfolio Inc. Company Profile

May 2025



# Global EdTech Company, iPortfolio Inc.

## Established

in 2011

## Employees

64 (as of May 2025, full-time)

## Core-Tech

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

## Location

8F Building B, Magok IPARK THE URBAN, 07792, 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**  
Executive VP,  
Co-Founder

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

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



**Jiho Park**  
Director, Head of  
READING & Business

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

19 years in English  
education  
(Yoon's English School,  
Osung High School and  
Daeryun High School)



**Boram Lee**  
Director, Head of  
Global Business

B.A., Seoul Women's  
University

15 years in PM &  
UX design  
(HI Studio and  
Interbots)



**Jangrok Lee**  
Director, Head of  
Global R&D

B.S., Korea Aerospace  
University

15 years in Edtech R&D  
(Obigo)



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

M.A., Sogang University

22 years in Edtech  
strategy & marketing  
(D.Share, ClassTing,  
MiraeN and Daekyo)

# Domestic Awards and Certificates



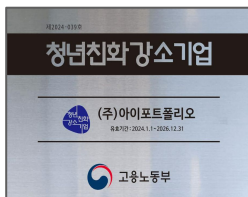
**2024 EdTech Awards**  
Grand Prize by the Ministry of Trade,  
Industry and Energy of Korea



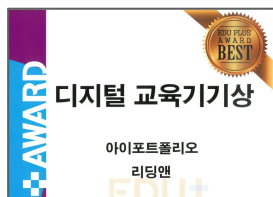
**2022 EdTech Awards**  
Grand Prize  
by the Ministry of Education of Korea



**2016 K-Global 300**  
Ministry of Science and ICT



**2024**  
**청년친화 강소기업**



**2022 Edu Plus Digital Device Award**



**2018 Export Tower**  
Korea International Trade  
Association



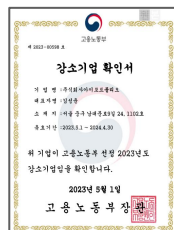
**2021 Korea Educational Brand Awards**



**2024 Leading AI EdTech Case**  
UNESCO Digital Learning Week



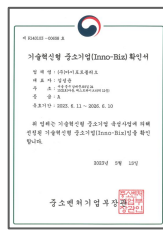
Venture Company  
Certification



Strong SME by the  
Ministry of Labor



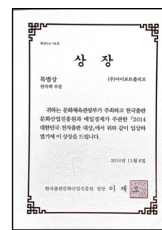
Excellent Workplace  
for Reading Culture



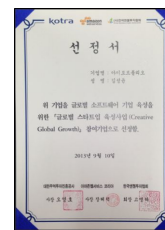
Technology  
Innovation SME



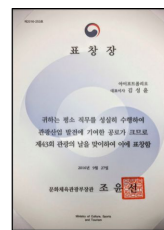
Corporate Affiliated  
Research Institute



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



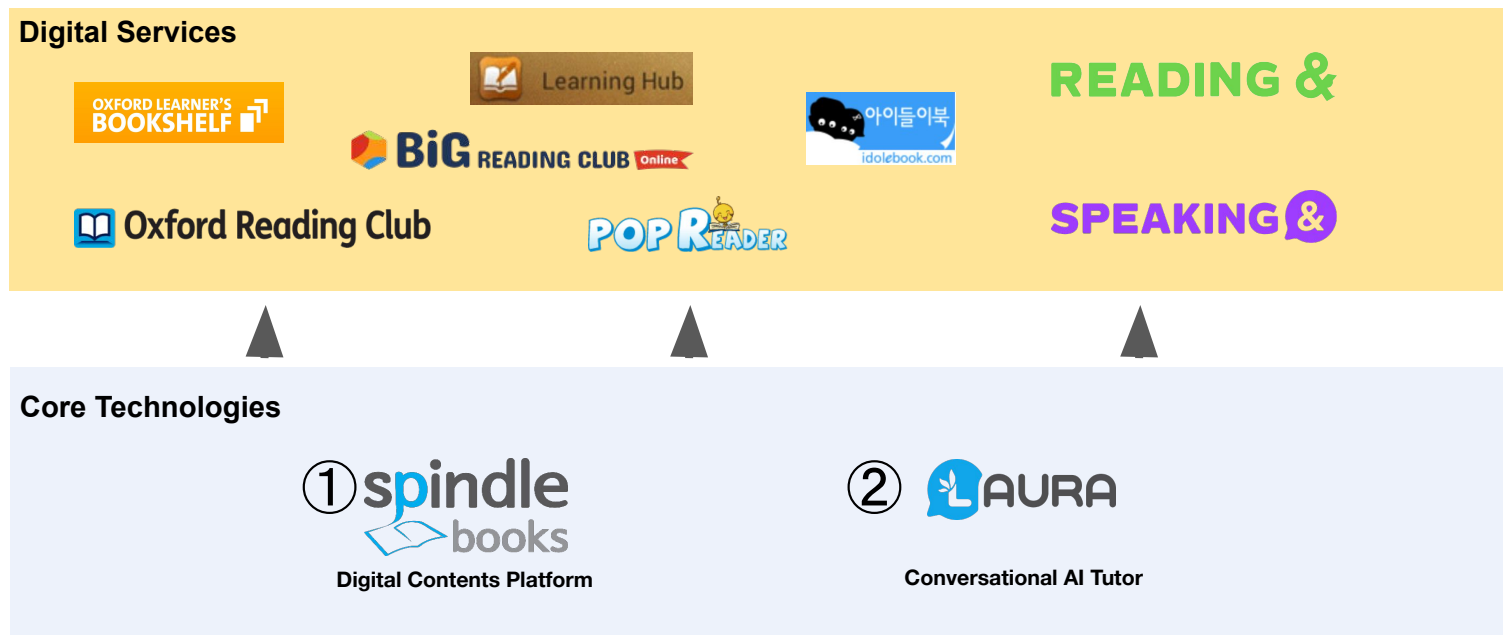
**2020 BETT AWARDS  
Finalist**  
British Education  
Training Technology



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

# Core Technologies & Supporting Services

iPortfolio's core educational technologies are not only being recognized for their innovative aspects but also for a profound understanding of the actual educational environment. It is the result of a philosophical approach aimed at developing technologies that not only provide pragmatic assistance to students, teachers, and parents alike but also contribute to offering equal educational opportunities.



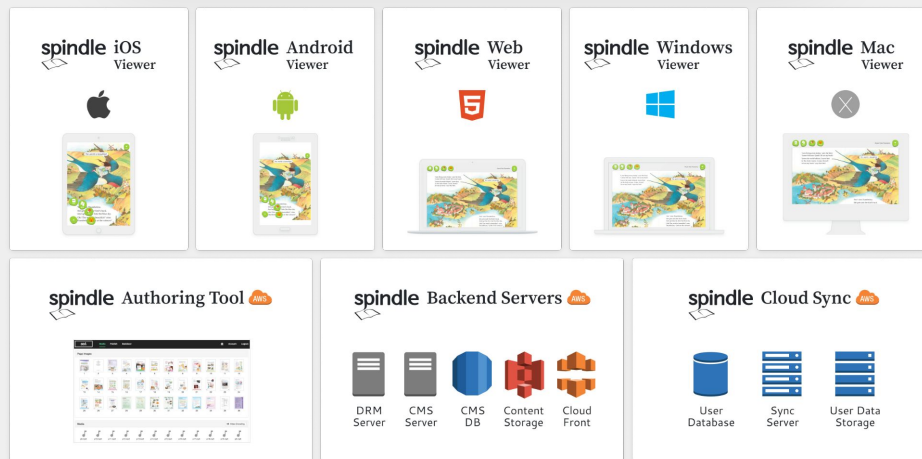
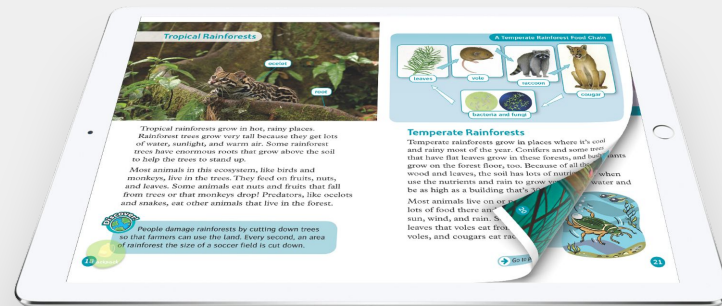
1

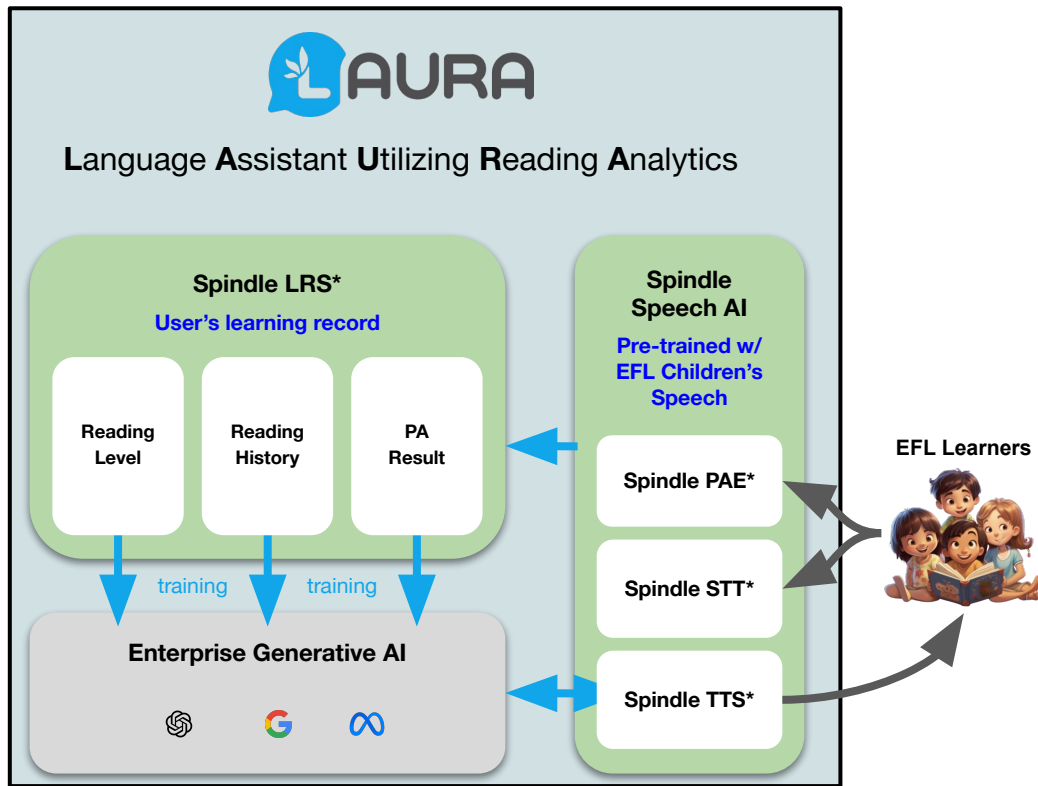
# Digital Learning Platform Spindle Books™

An exclusively tailored end-to-end eBook platform,  
dedicated to advancing language education



- Optimized for English Learning & Teaching:**  
 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.
- End to End total solution for ELT:**  
 From authoring to distribution, data analytics to AI, a one stop EdTech solution for ELT.





- 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™

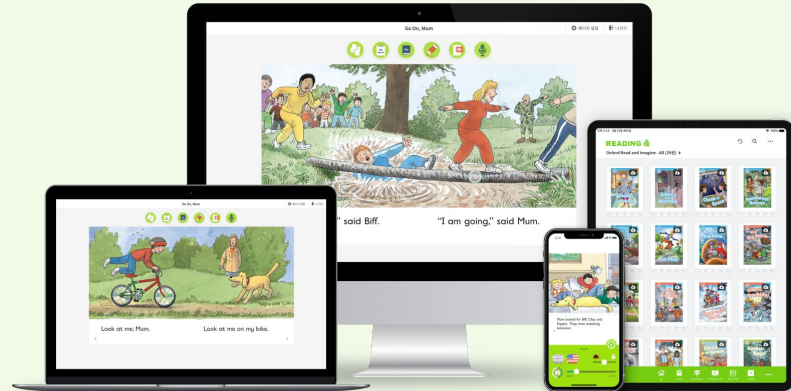
(\*)  
 PAE: Pronunciation Assessment Engine  
 STT: Speech to Text  
 TTS: Text to Speech  
 LRS: Learning Record Store





## 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



## Premium Best Sellers

only on READING &



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



Collins

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.



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**

		Native Readers										ELT Readers									
유치원 연령	READING & Level	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			
4-5세	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	Level 1	Level 1				Starter						
	3	Level 3	Level 3	Level 7 Level 8	Level 2		Level 2	Level 3 Level 4	Level 3						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	Primary 2	Level 1	Level 1				
	6	Level 6	Level 6											Level 3	Primary 3	Level 2	Level 2	Quick Starter Starter			
10-12세	7	Level 7	Level 7											Level 4	Primary 4	Level 2	Level 2				
	8	Level 8	Level 8											Level 5	Primary 5	Level 3 Level 4	Level 3 Level 4	Level 1	Level 1		
	9	Level 9	Level 9											Level 6	Primary 6						
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																		
20-22세	16		Level 16																Level 5		
	17		Level 17																		
	18		Level 18																Level 6		
	19																				
	20																				





## Multi-Dimension Reading (MDR)

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

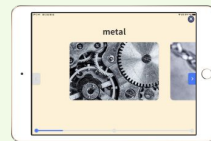
The proprietary 5-step Multi-Dimension Reading (MDR), adopted and accredited by OUP, enables the learners to enjoy reading and learn English effectively.

5 times more effective

“Multi-Dimension Reading”



1st: Warm Up



Brain relaxer word game



2nd: Listen Up



Vivid audio storytelling  
(Texts are hidden.)



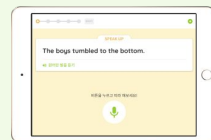
3rd: Read



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



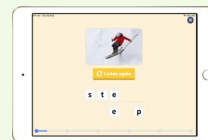
4th: Speak Up



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

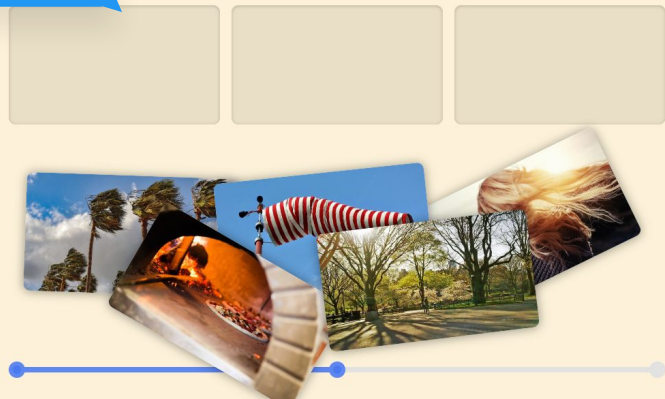


The weather is **hot**.



Fun quiz with no fails

windy





# Guess the Story While Listening

The texts are hidden, leaving only the illustration visible.

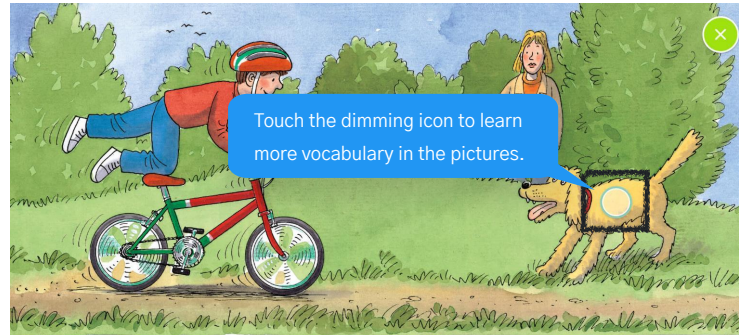
Language awareness skill can be developed while focusing on listening and guessing the storyline.





# Read the Book

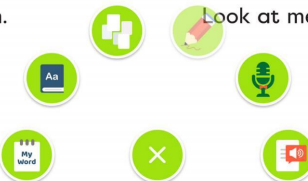
Takes full advantage of digital reading by looking up the words in the dictionary, recording the sentences, and using pen tools.



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.

Stage 4. Speak Up!

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

음성 음소 Average Score: 66.43%

Look	at	me	on	my	bike
LOOK	AT	ME	ON	MY	BIKE
65%	0%	52%	49%	89%	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.

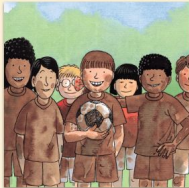
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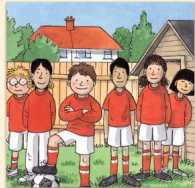
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l

Activity 2 Drag the picture in the correct order!

  
We are all muddy.

  
Come on the blues!

  
We are all in red.



# 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

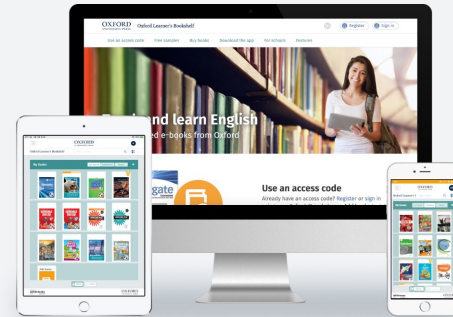
## Oxford Learner's Bookshelf

### 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.



OXFORD LEARNER'S  
BOOKSHELF





# 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



A large group of children and adults are posing for a group photo. Most of the children and some adults are wearing bright orange long-sleeved shirts with a white cartoon character logo on the chest. They are arranged in several rows, with some children sitting on the floor in the front. Many of the children and adults are making a 'V' hand gesture with their fingers. A man in a grey sweater and glasses is standing on the far right, also making the 'V' gesture. The background is a simple indoor setting with light-colored walls and a grey floor.

# **iPortfolio: Pioneering Innovative English Language Education**

# Marketing Activities

## Parent Seminars

- Held over 150 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



**김성운 대표**  
글로벌교육회사  
아이포트폴리오 대표



**원영빈 대표**  
키즈엔리딩 대표



**박미라 저자**  
자녀교육서 저자



**조이스 박 교수**  
인천대 영어교양 교수



**고봉익 대표**  
TMD 교육그룹 대표



**샤이니 선생님**  
EBS 스타 영어 강사



**안드레아스 선생님**  
EBS 외국어 라디오



**서현주 대표**  
전 쓱쓱닷컴 대표



연세대학교 영문학과  
교광훈 교수



세계 최고 언어학자  
스티븐 크라센 교수



메타인지 학습법  
리사슨 교수



메리츠 자산운용  
존리 대표



EBS 라디오  
케이원신



아리랑TV/EBS라디오  
피터빈트





# Marketing Activities

## Parent Seminars

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)

...

- **12th term completed**



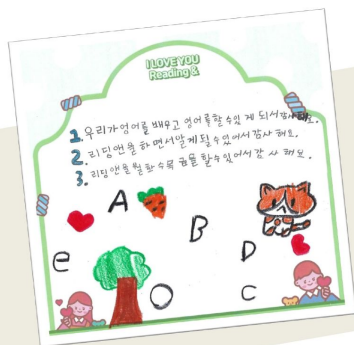
# Marketing Activities

## 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



# Corporate Social Responsibility Activities



2023 기아대책 행복한홈스쿨

아이포트폴리오 영어콘텐츠 지원 결과보고

감사해요,  
**READING&!**



## iPortfolio 기아대책기부금 전달식



We have supported and provided READING & to **469** children across **17** Happy Homeschool centers.



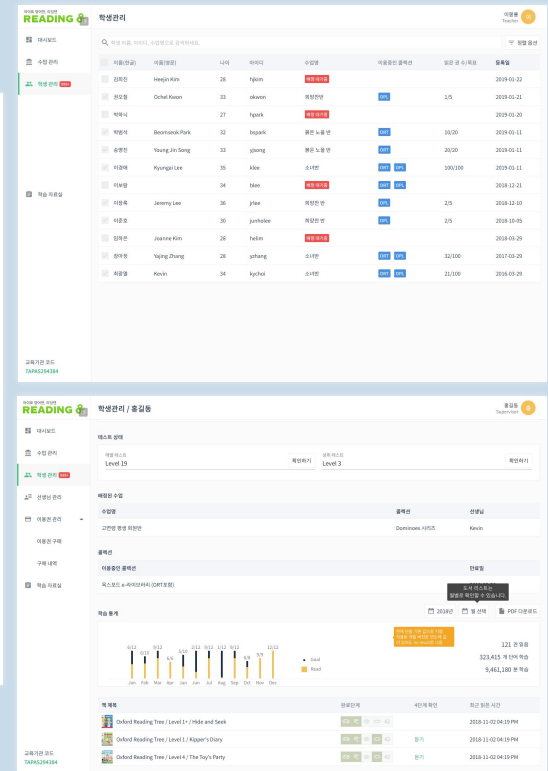
## For Schools and Institutions

# LMS(Learning Management System)

Equipped with all necessary features for institutional use.

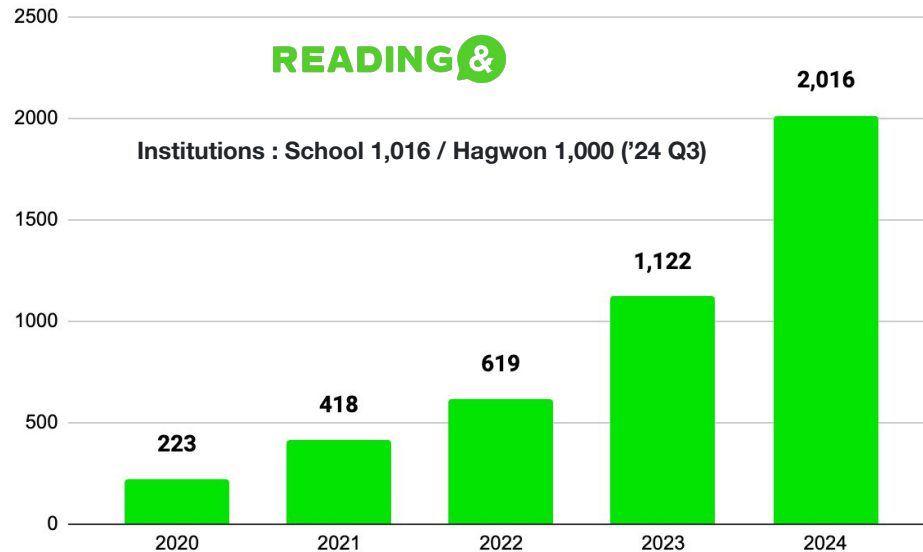
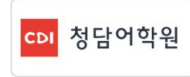
## Key features

- Convenient online purchase
- Class & students management
- Individual reading records
- Monthly progress report
- Homework assignment



# Institutional Adoption of READING &

- 4 offices of Education and 9 large private institutions have adopted READING &
- Institutional Diversity
  - State Schools
  - Private Schools
  - Public Libraries



The logo for iPortfolio, featuring the text "iPortfolio" in white, sans-serif font centered within a solid orange rectangular background.

iPortfolio

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**Phone:** +82-505-333-8288

**Web:** [www.iportfolio.co.kr](http://www.iportfolio.co.kr)