

afocusedpath

afocusedpath.com

Founder:

Roderick DeBerry

Business Overview



Social nfx

“It takes a Village to Educate a Child”



Data nfx



“The Village” of Extended Family, Friends, Teachers and Mentoring Organizations are there to help and follow Student’s Educational Progress by being able to view Report Cards using our application



Team

- Current Team:
 - Roderick DeBerry/CEO
 - Vinod Kurmar/Acting CTO
- Hire Appropriate team that's expected of software platform

Market Opportunity

“Bottom Up” Approach

- Who wants to Monitor/View this information?
 - Family Members(Grandparents, Aunts, Uncles, etc...)
 - Close Family Friends (God Parents)
 - Mentoring Organizations
 - Fraternities and Sororities
 - Sport Teams (Coaches)
 - Non-Profit and Religious Organizations
 - After School Programs
 - Parents

Organization Dashboard View

3.45 ▲ 20% AVERAGE GPA | 3.85 ▲ 20% ENGLISH - HIGHEST | 1.08 ▼ 10% BIOLOGY - LOWEST | 575 ▲ 20% STUDENTS | 3,215 ▲ 11.50% ACTIVE VILLAGERS | 102 ▼ 9% REPRESENTATIVES | 35 ▲ 20% LOCATIONS | [+ Add Widget](#)

Location	State	No. of Students	Avg. GPA
Clarkside	Kentucky	16	2.8
Clevelandville	Oklahoma	20	2.0
Clinton Estate	Kentucky	10	3.2
Fayette River Area	Kentucky	8	3.7
Jefforson	Indiana	22	2.6
East Riverside	Indiana	15	3.5

Location wise performance

High Performing | Low Performing

Location	Students	Avg. GPA
Clarkside	16	2.8
Clevelandville	20	2.0
Clinton Estate	10	3.2
Fayette River Area	8	3.7
Jefforson	22	2.6

Ethnicity Stats

43.5% Ethnicity 1 | 21.5% Ethnicity 3 | 28.5% Ethnicity 2 | 9.5% Ethnicity 4

Gender-wise Stats

66% Boys enrolled | 34% Girls enrolled

Target Vs Goal

48% reached goal GPA | 300 Students Below target | 275 Students On Target

Village View

The screenshot displays the 'afocusEDU path' interface. At the top, there is a navigation bar with 'Dashboard', 'Students', and 'Villagers' tabs. The 'Students' tab is active. Below the navigation bar, there is a search icon, a notification bell, a settings gear, and a user profile for 'John Smith'. The main content area is titled 'Student Profile Creation' and includes a sidebar with three sections: 'STUDENT INFO', 'SCHOOL & SUBJECTS', and 'VILLAGERS'. The 'VILLAGERS' section is selected. The main workspace shows a central student profile (a young girl) connected to three categories: 'FAMILY', 'FRIENDS', and 'NGO'. Each category contains circular avatars of people. A 'DM' label is also present. There are 'Add Villagers' and 'Villagers List' buttons. At the bottom, there are '<< Back' and 'FINISH' buttons.

Pipeline

- Shelby County Schools PreK – 3rd Grades 2,500
- Church Development Network 3rd – 12th Grades - 3,000
- Arise2Read 2nd Grade - 2,400
- First 8 Memphis/Porter-Leath PreK – K -6,500
- City of Memphis/Shelby County Gov PreK – 7,000
- AKA Sorority 6th – 12th Grades – 1,200
- Potentially 22,600 Students and 113,000+ Villagers

Business Model

- Annual Subscription Model
(Family/Organizations)
- Targeted Advertising Model
- Affiliate Marketing

Let's Compare

Social Networking

- Facebook
- PowerSchool
- Destiny One
- Over 20 Others
- We are a Combination of Social Media and Networking applied to education.

Career Planning

- College-on-track
- Tech4Learning
- We start much Earlier Collecting Data and encouraging Family/Community Participation

Barriers to Entry

- User Network
- Team members' Experience and Expertise

Financial Projections

Investments to Date (not including founder): \$43,000.00

Personal Investment: \$40,000.00

Post Funding	Past	Year 1	Year 2	Year 3
Revenue	\$40,000	\$1,800,000	\$5,600,000	\$13,300,000
Expenses	\$60,000	\$2,066,000	\$2,390,000	\$2,629,000
Net	(\$20,000)	(\$266,000)	\$3,210,000 Breakeven and Profitability	\$10,671,000

*These projections are not guaranteed

Use of Proceeds – Scale Up

- Create a sense of Urgency
- Master our Traffic and Sales flow
- Develop App for IOS and Android
- National Appeal



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Founder/CEO

redberry@afocusedpath.com