afocusedpath.com

Founder:

Roderick DeBerry

Business Overview
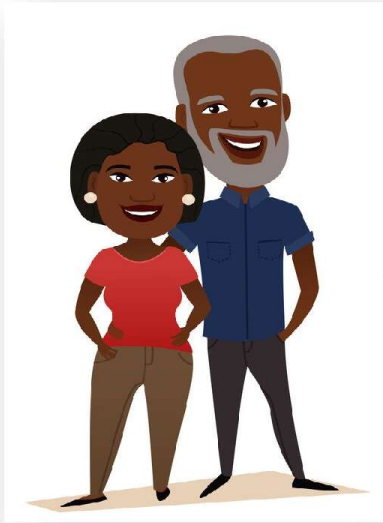
"It takes a Village to Educate a Child"

Social nfx

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

Parent's View

Organization Dashboard View
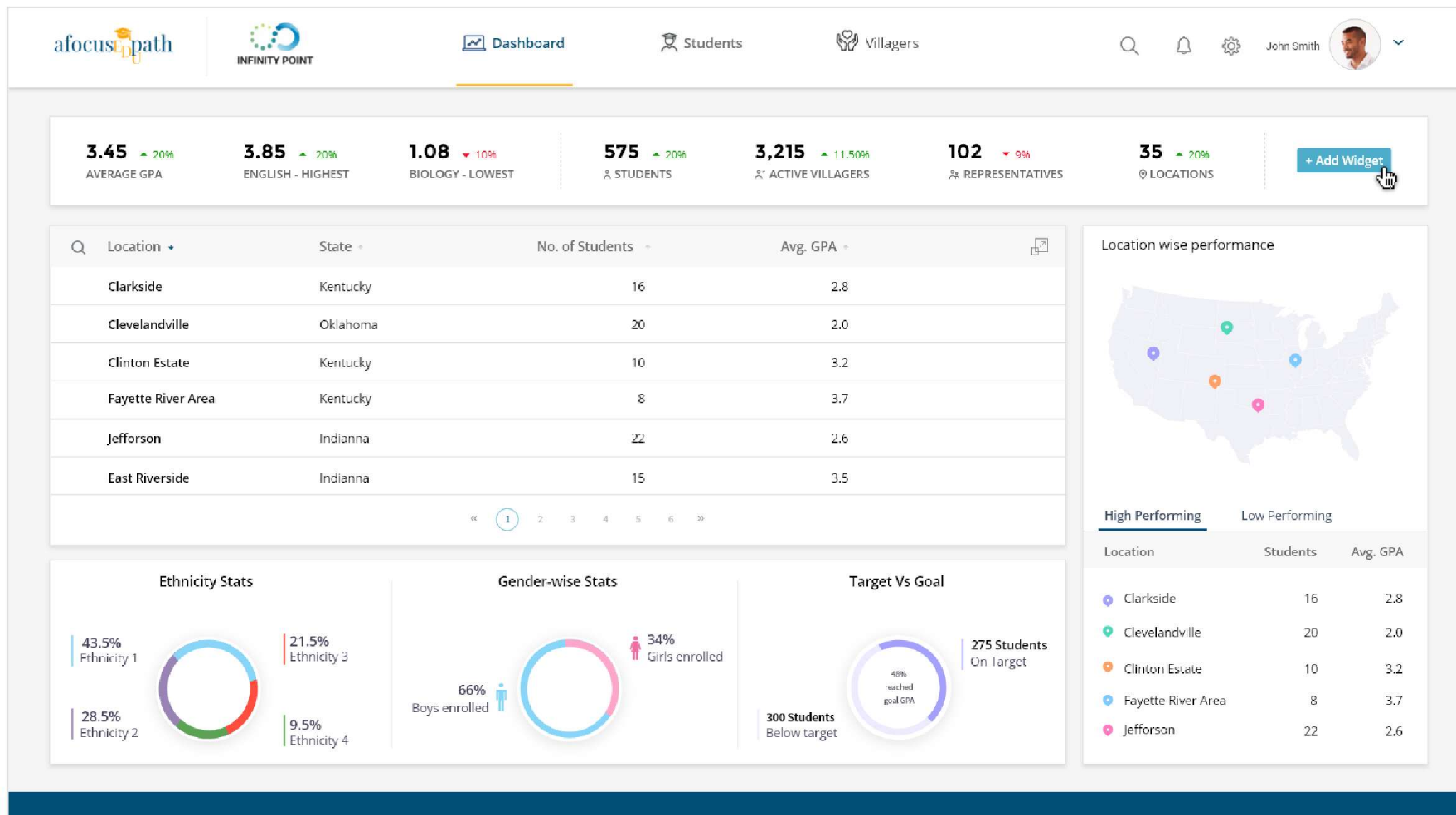
Village View

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 since of Urgency

- – Master our Traffic and Sales flow

- – Develop App for IOS and Android

- – National Appeal

Roderick DeBerry

Founder/CEO

redberry@afocusedpath.com