

STARTING WITH FACTS

Dr. James Heckman – Nobel Prize Winner

7% - 10% ROI of Pre-K

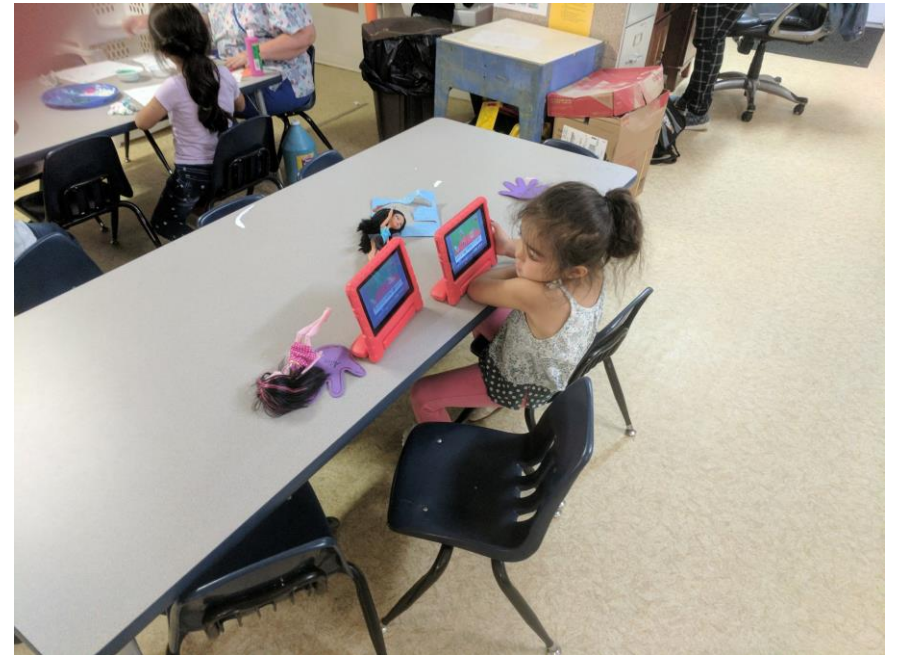
Dr. Wayne Foster

2x Cost of Remediation

Proficiency Studies

30,000,000 Word Gap

Very Early Intervention



By age 3, the difference in the number of words a high SES child has heard compared to a low SES child is 30,000,000.



RESEARCH AND DEVELOPMENT

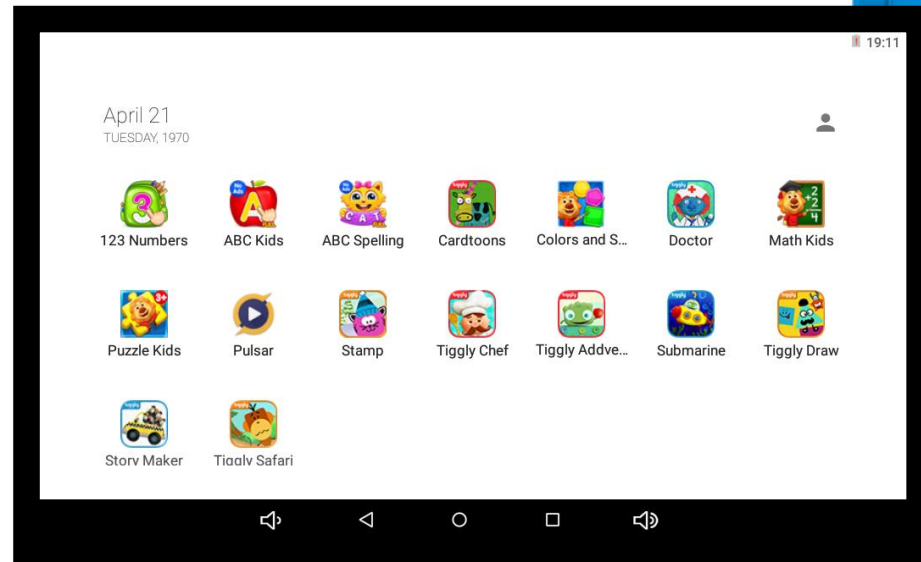


Thus, the Seedling™

Follows the low SES Child.

Literacy apps only.

3 year commitment.



VOICELESS DEMOGRAPHIC

ApSeed™ aims to significantly increase literacy among low SES children *before* entering Kindergarten.



VERTICAL INTEGRATED

Features

Design



Manufacture



Assemble



Logistics

Advantages

Distribution



Management



Research

Benefits

Results



Scale



Repeat



PARTNERS - DISTRIBUTION



A Mother's Choice
Childcare Center

**Kiddie Land
Kindergarten**

PARTNERS - ACCOMPLICES



MEBANE FOUNDATION



VERY PRELIMINARY RESULTS

Teaching Strategies GOLD®

Domains - HS	Fall	Winter	Spring
Social-Emotional	23.1%	51.63%	55.32%
Physical	31.19%	53.85%	67.88%
Language	23.46%	52.22%	71.39%
Cognitive	19.29%	47.9%	61.9%
Literacy	25.07%	43.48%	66.86%
Mathematics	17.74%	40.39%	59.77%



ENOUGH EVIDENCE FOR US

"Writing his "L" the correct way now, not backwards."

"It's all education and can help him advance to the next year."

"Helps him speak more clearly."

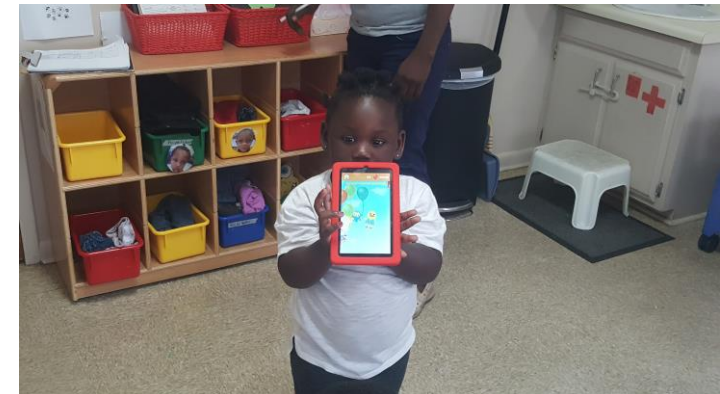
"At first he couldn't say the alphabet, but now can use ALL the letters."

"Traces letters and words and applies it to real life."

"I can hear her singing with the Seedling."

"It's a great help, starting to do the entire alphabet where he used to skip letters."

"No chance for him forgetting anything over the summer."

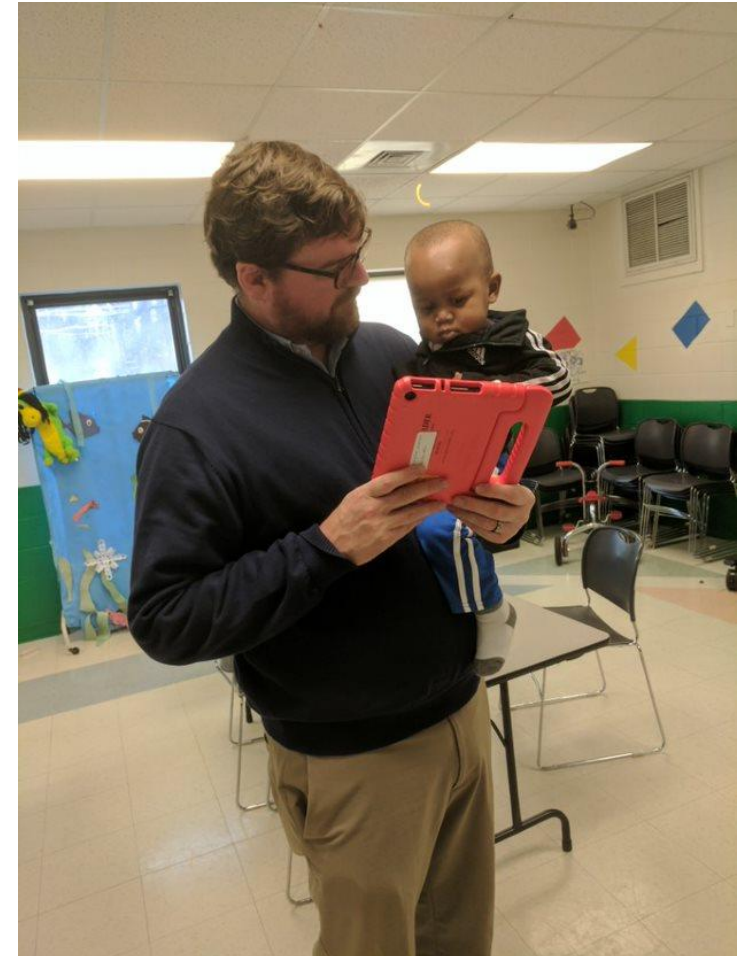


SEED MONEY AND BEYOND

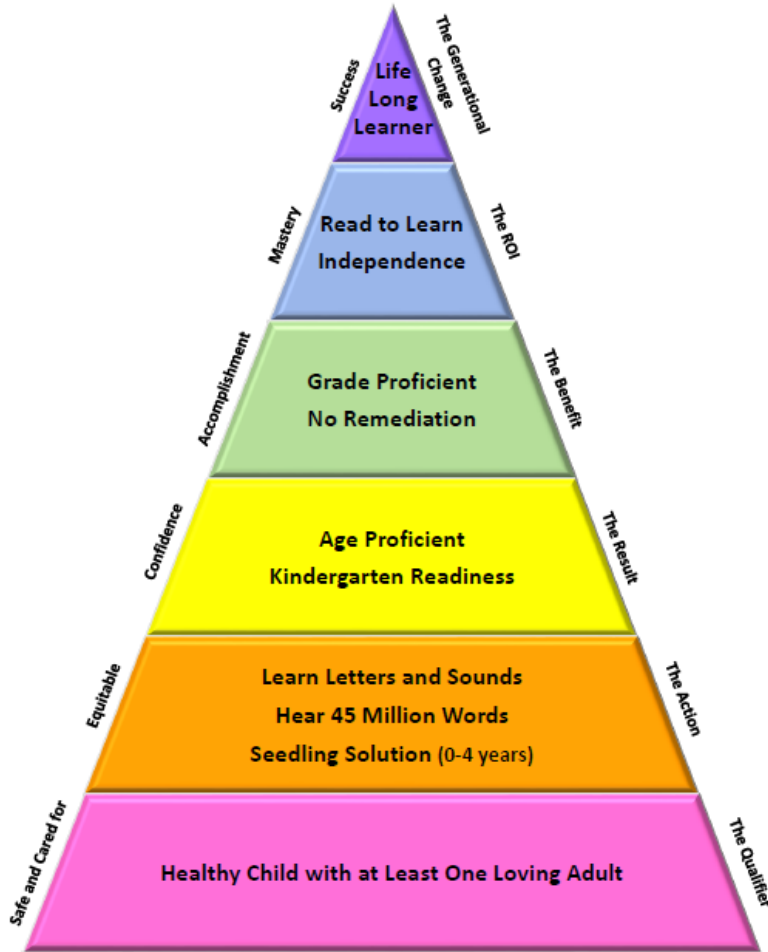
Private Funding

Foundations and Advocates

Public Funding?



SHINY BULLET



STAY THE COURSE



Governor Jim Hunt
"The Education Governor"

MEASURABLE BHAG

Three year: Kindergarten Assessment Test increases from 70% to 90% passing rate.

Seven Year: Third Grade Reading Test jumps from 22% to 50% passing rate for low SES students.

Ten Year: Participating district schools receive “A” Grades.

