



## ABOUT PLANETii

### Our Company

PLANETii is a new generation education studio that specializes in mathematics. Founded by graduates of M.I.T. and Stanford University in 2000, they envision a future where technology is integrated into education to enhance student learning interest and results.

PLANETii's objective is to improve students' learning process through innovative use of content, design and technology. Our mission is to help students build long-term interest and solid foundation in mathematics and to provide teachers or parents with tools to enhance their facilitation process. We look on our young technically talented people as our company's principal strength and we place emphasis on advancement in the delivery of overall math learning experience. Our reputation stems from our products' quality and comprehensiveness.

### Value Proposition

- ▶ **Personalization:** Our adaptive math learning system adjusts to students' different learning pace and patterns. It provides an one-of-a-kind individualized and dynamic curriculum that promotes strong foundational knowledge.
- ▶ **Continuity:** Our applications are available all day and all year round on the Internet. It allows our users the continuity of their math program regardless of change in school or change in geographic location.
- ▶ **Efficiency:** Our applications provide a) students with efficient ways to practice mathematics; b) teachers and parents with real-time progress tracking tool.
- ▶ **Ease of Use:** Our applications are internet-based with user-friendly interface and built-in motivational mechanism. No installation is necessary.
- ▶ **Multilingual:** Our applications including the curriculum are available in multiple languages. It offers a great option to learn English with a context.

### Company Milestones

- 2000
  - Founded by Lewis Cheng and Bella Kong
  - Opened Research & Development office in New York, USA
  - "Personalized Adaptive Math Learning System" concept prototype developed
- 2001
  - Beta version of "Smart Practice" developed
  - Raised capital investment of USD 5 million
  - Opened Development and Marketing office in Hong Kong
- 2003
  - Pilot test with schools in the United States and Hong Kong
  - Research & Development office relocated to Silicon Valley, USA
- 2004
  - Filed conventional patent applications for "Adaptive Engine Logic in Training Academic Proficiency" and "Advanced Versatile Layout and System" in USA
  - Official Launch of *MathWorld* v1.0
  - Official Launch of *School-Based Math Platform* v1.0
- 2005
  - Filed conventional patent application for six other countries including Taiwan, Korea, Japan, Singapore, Canada and Hong Kong
  - Released *MathWorld* v2.0
  - Released *School-Based Math Platform* v2.0
- 2006
  - Held 1st Annual Hong Kong School-Wide Online Mathematics Competition
- 2007
  - Product adapted by over 80 public and international schools in Hong Kong
- 2008
  - Granted Patents for Advanced Versatile Layout and System
  - Start of Business Development Initiatives in the United States and China
  - Opening first PLANETii Learning Center in Guangzhou China

### Management Team

#### Eric Wong CEO

Eric Wong joined PLANETii as the CEO in 2007 and brings to the company over 12 years of management and leadership experience. Before joining PLANETii, Eric worked for Squirrel Systems Canada in charge of all professional services, product development, marketing and contract administration for the company's service division. Eric has also worked in various technical and management positions in North America for CIBER, Inc., Chrome Systems and Electronic Arts. Eric received his Bachelor's degree from Simon Fraser University and his M.B.A. from Dalhousie University

#### Bella Kong Co-founder and Director

Bella Kong graduated from Massachusetts Institute of Technology (M.I.T) with a S.B. degree in Management Science of Information Technology and Finance. She managed PLANETii's overall product direction during the first few years of the company and continues to advise the company's product research and development efforts. During the initial development process, she worked directly with educators and field experts from M.I.T. and Hong Kong on PLANETii's curriculum. Prior to PLANETii, Bella worked at JP Morgan in Tokyo as a technology analyst and later as an internal business consultant.

#### Lewis Cheng Co-founder and Director

Lewis Cheng co-founded PLANETii and acted as their CEO from March 2000 to July 2003. Lewis earned his Bachelor's degree from Cornell University and his M.B.A. from Stanford University Graduate School of Business. He stays actively involved in entrepreneurship acting as advisor and investor to various startup companies. Lewis continues to drive the long term vision and financial planning of PLANETii. Prior to founding PLANETii, Lewis worked at JP Morgan in Singapore as internal consultant. Currently, Lewis serves as the VP of Operations for Polytree HK Limited – a diversified manufacturing company that employs more than 16,000 employees across Hong Kong, China, US and Thailand.

### PLANETii Team

We are a culturally diverse group coming from more than 10 different nations across Asia, Europe, and North America. Our team thrives on its diversity and it is committed to making a difference in children's education.

PLANETii's team is a group of young passionate talents with tremendous energy, creativity, and a strong set of skills. Our product has benefited from the work of alumnus from top U.S. education institutions including MIT, Harvard University, UPenn, Cornell University, Columbia University, Yale University, NYU, UC Berkeley and The Cooper Union. Our design team hails from Rhode Island School of Design (RISD), Parsons School of Design, and Pratt Institute. PLANETii's advisors also played a crucial role in the development process of PLANETii products.

# PRODUCT SUMMARY

## SMARTMATH PRACTICE (Home Edition)



The PLANETii Math System is a unique internet-based personalized math program designed to help every child build a solid foundation in mathematics. Product features include:

- › **MathWorld:** This is the main area that student goes to for math practice or Challenge test by topic. It is powered by PLANETii's patent-pending technologies and it allows the student an option to utilize PLANETii's intelligence for a guided personal curriculum path. Student collects a badge and ii-Points for each topic that he or she masters by passing the Challenge test.
- › **Badge Collection:** This is a central location that stores all the badges the student collect on PLANETii. For each badge earned, the student may print a certificate of proficiency anytime. The *Badge Collection* is a visual representation of the student's overall foundation in elementary mathematics. The performance history of each topic may be retrieved here as well.
- › **Explore It!** This is a collection of interactive manipulatives designed to help students explore and gain understanding of key mathematical concepts. These manipulatives also serve as great teaching tools in the classroom.
- › **Leader Board:** Students gain ii-points by doing math practice or successfully passing the topic challenge test. The monthly leaders are updated real-time on our *Leader Board*. The top leaders will also get monthly awards from PLANETii.
- › **Progress Check:** This is the main feature for parents. It allows parents to check their children's progress in multiple options such as by day, by topic, and by overall curriculum.

## SMARTMATH PRACTICE (School Edition)

The School-Based Math Platform is designed to complement school teaching. It has the following features:

**Test Library:** Teachers can create and customize a test using our large collection of PLANETii math questions. It allows teachers to assign tests to their classes and pre-set test requirements such as time limit in advance. Real-time test performance results and analysis are ready and retrievable online anytime.

**Topic Library:** Teachers can assign any topic to their classes for student's additional math practice or simply to supplement their teaching.

### The Curriculum

PLANETii's curriculum provides an international context having combined the best of Eastern and Western methodologies in mathematics teaching. It has been correlated to national standards including the US NCTM Standards, the Korea Primary Math Syllabus, the Hong Kong Mathematics Syllabus, Singapore National Mathematics Syllabus and China National Syllabus.

Our curriculum includes a total of **91 topics** with each topic broken down into questions in increasing difficulty that fulfill a sequence of learning objectives. The topics are organized into six levels and five main learning categories: **Number; Shape & Space; Measures; Data Handling, and Algebra**. Each topic includes a printable online Study Guide.

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|--------------------|--------------------|
| Level 1: 12 topics | Level 4: 14 topics |
| Level 2: 15 topics | Level 5: 18 topics |
| Level 3: 16 topics | Level 6: 16 topics |

Each topic includes a variety of question types including numeric, logical, rational thinking and real-life application questions. Questions are accompanied by static, animated or interactive visual aid along with real-time answer or descriptive solutions. Our question database includes **35,000+ questions** and they are currently available in English, Korean, Traditional and Simplified Chinese.