



**NEEPO TECH, Inc.** presents

Speak English With NEEPO

*"The Fastest Way to Learn How to Speak English on Earth!"*

# Strategic Business Plan



Presented by:

**Ms. Kathleen [Kat] Green**

**Founder & CEO**

**CONFIDENTIAL DATA**

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# ABSTRACT

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This Strategic Business Plan for NEEPO TECH, Inc., hereinafter 'NTI' or 'The Company', has been prepared based upon a due diligent analysis of the national and global industry space for digital, e-Learning Industry products. In addition, The Company's Business Model is based upon a Standard, 5-Year plan.

### Definition of Business Plan Approach:

This Business Plan is summary in nature because of the dependence on a planned equity fund raising under Reg D. Potential investors should review this business plan in conjunction with the Private Placement Memorandum.

### Financial Model and Statements:

The Planning Horizon for the business plan is Five (5) Years and, as such, reflects Goals and Objectives on an Annual basis only.

### Business Plan Compliance:

This Strategic Business Plan fits the format and content requirements for its business model and is suitable for external review by all Equity Investors, banks and an audit of intended business operations.





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# EXECUTIVE SUMMARY

## INTRODUCTION:

Rarely, in the opinion of the directors, does a business opportunity emerge that has the potential to be a global force in a single market, in this case the Language eLearning market.

That is precisely the potential of the business that you are about to learn about. It is the result of years of intensive research and exploration by the Founder and her team. The business we are speaking of here is named NEEPO TECH, Inc.



## BUSINESS CONCEPT:

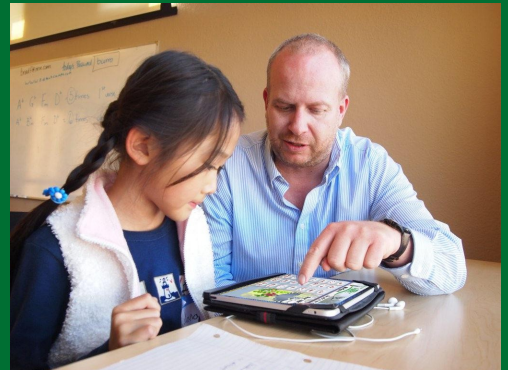
NEEPO TECH, INC is set to launch a unique, digital e-learning course called *Speak English with NEEPO* to the World Market. This is an instructional English Language e-learning product for beginners.

Our product provides a cost-effective, progressive, flexible and fully supported digital solution for teaching foreigners how to speak English as a Second Language (ESL) using the NEEPO methodology encased in our e-course.

Our principal goal is to help individuals begin to speak English at a low/intermediate level with grammatical accuracy and without an accent.

The Product has received positive reviews and is one of the most affordable and effective English Language programs in the market. It is the only product that promises to teach English without an accent in only three months.

English is the number 1 language to learn with the market for learning a language expected to grow by a phenomenal 20% per year.





## STRATEGIC PLAN

### OVERVIEW AND HIGHLIGHTS

- English is the number #1 language to learn with a market worth \$49 billion\*.
- The language learning market is growing by a phenomenal 10.5% per annum\*.
- A business model based on low overheads with revenue generated from the sale of e-courses as opposed to an advertising based business model..
- Speak English with NEEPO has completed its beta testing and is set to launch.
- The founder is an experienced language teacher who has carefully developed this product over the last five years.
- Speak English with Neepo is one of the few English Language courses that claims to teach English without an accent.
- By following the NEEPO structure students are able to complete the course within 1-3 months and attain an intermediate level of fluency far quicker than competing courses.
- Initial reviews from users during the beta testing have been positive.
- NEEPO TECH's nearest listed competitor is Duolingo, listed on NASDAQ with a market capitalization of \$5 billion (August 2023).
- A clearly defined exit strategy within 5 years at a projected valuation of \$250 million which is a multiple of 10 times projected 2028 earnings and 18 times your investment.
- The NEEPO Methodology and the course content structure is protected by copyright and the software platform itself.
- This approach to the English language has never been done before in history.
- Only English speaking e-course to eliminate accents.

### PRIMARY GOALS:

- Obtain first round funding of \$15 Million.
- Invest in sales and marketing including both organic and Pay Per Click (PPC).
- Initially target Latin American and Chinese speaking markets.
- Achieve Profitability in Month three of Year 1
- Experience Revenue Growth of 50% throughout the first five years.





## MISSION & VISION

### MISSION STATEMENT:

Our Mission at NEEPO TECH, Inc. is to be the preeminent English e-Learning provider worldwide by 2025. We will accomplish this by providing the fastest, easiest to learn English Language course on earth where new English speakers will speak without an accent.

### VISION FOR THE FIRST 5 YEARS:

Our vision is to become the preferred premium provider of English e-Learning products and services worldwide. We are planning for an exit within five years via a buyout from a major conglomerate.

An example of a possible candidate include Cambium Learning who purchased Rosetta Stone in 2020. Disney is also a possibility. Disney is establishing English Language Schools all over the world by converting schools to English Language training centers. The Gates Foundation are also investing in English Language instruction. It is not unreasonable to predict an exit date: by December 31, 2027 with a projected valuation of \$250 million based on 10 times 2028 earnings. That is a multiple of 18 times on your investment.





# INDUSTRY FOCUS

## Global English Language Learning Market | Size, Share, Growth (CAGR at 10.49%) | Market Expected to Reach Worth USD 89338.1 Million | Forecast Period 2023-2027

PRESS RELEASE

Published February 23, 2023

TheExpressWire

The Global English Language Learning Market Size Was Valued at USD 49109.1 Million in 2021 and is Expected to Expand at a CAGR of 10.49% During the Forecast Period, Reaching USD 89338.1 Million By 2027. English Language Learning Market Size 2023-2027 presents detailed competitive analysis including the market Share, Size, Future scope. This study categorize breakdown data by manufacturers, region, type and applications, also analyzes the market drivers, opportunities and challenges. Pre & Post COVID-19 Impact Covered in this Report.

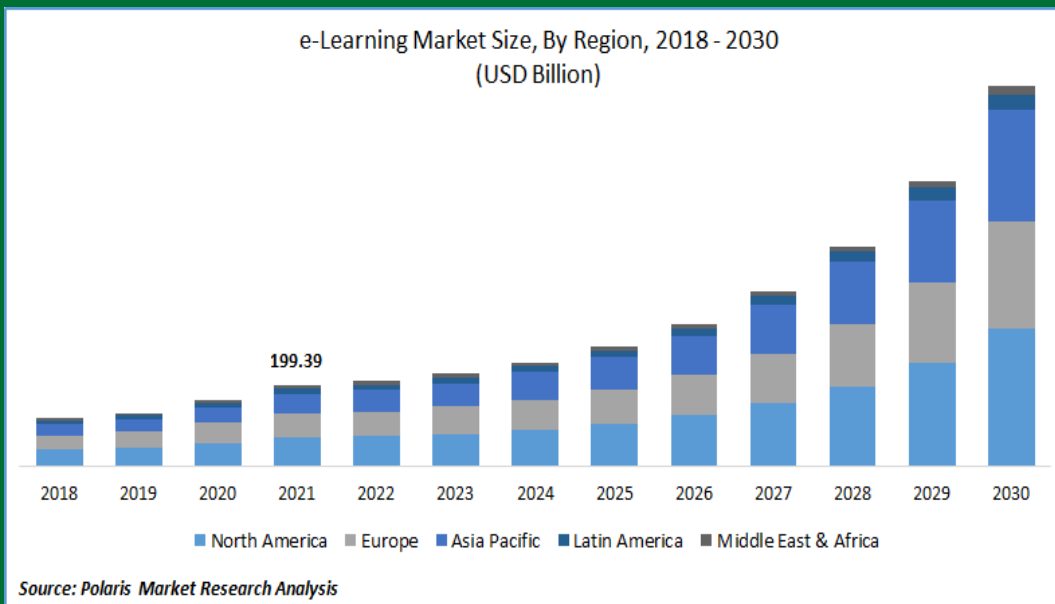
Global [English Language Learning Market](#) (2023-2027) New Research Report | Market is Segmented By Various Types Such as Offline/Classroom-based Learning, Online Learning, Blended Learning and By Applications Such as Children, Adult. Report 2023 is spread across 127 pages and research report provides details of new recent developments, trade regulations, import export analysis, production analysis, value chain optimization, market share, impact of domestic and localized market players, analyses opportunities in terms of emerging revenue pockets, changes in English Language Learning market regulations, strategic market growth analysis, market size, category market growths, application niches and dominance, product approvals, product launches, geographic expansions, technological innovations in the market.

Read

<https://www.digitaljournal.com/pr/news/global-english-language-learning-market-size-share-growth-cagr-at-10-49-market-expected-to-reach-worth-usd-89338-1-million-forecast-period-2023-2027#ixzz8BGTEKzLA>

more:

The Total Projected Value of all elearning is presented below.





## THE OPPORTUNITY

### Global Opportunity for the Online Language Learning Market:

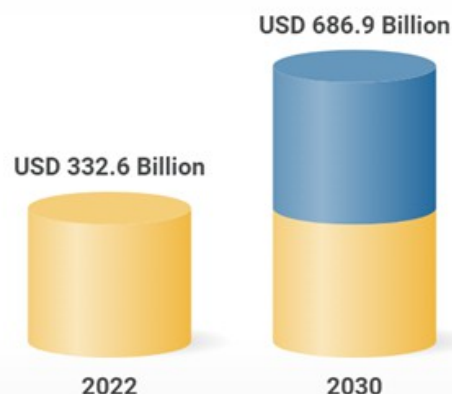
The overall online language learning market is mainly categorized by product (courses, solutions and support), language (English, French, Spanish, Mandarin, German, Italian, Arabic, Japanese, Korean, and Others), end-user (individual learners, corporate learners, educational institutions, and government learners) and geography. The solutions market is further segmented into software and apps.

Based on product type, the courses segment is estimated to account for the largest share of the overall online language learning market in 2023. The large share of this segment is mainly attributed to the need for higher level skills in the workplace, an increasingly diverse student population, globalization and the growing demand for lifelong learning. The market is expected to reach \$69.62 billion by 2029, at a CAGR of 9.5% from 2022 to 2029.

Based on language type, the English language segment is estimated to command the largest share of the overall online language learning market in 2023. With the demand for language learning expected to increase by 20% per annum. The large share of this segment is mainly attributed to the growing need of learning English for businesses to communicate with customers, employees, and officials in their target market which increases the need for online English language learning to overcome language barriers.

### Global Market for E-Learning

Market forecast to grow at CAGR of 9.5%







## PRODUCTS AND SERVICES



### Product & Service Offerings:

Our company aims to empower non-English, limited English Speaking business entrepreneurs from around the world to begin doing business with the United States to help everyone make money by dissolving the language barriers that currently exist and that frustrate business growth. After all, the English language is rapidly becoming the universal, most popular, one-world language and will benefit countries world-wide in enhancing their businesses.

The e-course is versatile in that it can be administered within any learning environment. For example a group of non-English, limited English speakers can take the e-course at the same time as the course does not require a translator. Any language speaker can complete the e-course.

This course is a complete beginners English Speaking digital interactive e-Learning course. It is a first of its kind. We have yet to find a complete digital beginner English Speaking e-course on the market that gets the results this e-course claims to get using the powerful New Phonetics Methodology, NEEPO. It has the power to take a non-English, limited English speaking learner of any language to Low – Intermediate English-Speaking ability in as little as 31 – 90 days if diligent English speaking practice is exercised during that period of time.

Specifically, the e-course takes a non-English speaker, limited English speaker to low/intermediate level with acquisition of good grammar usage and correct pronunciation skills with little or no foreign accent in 1-3 months depending on student diligence or structured facilitator-led learning. It takes up to 7 years using traditional methods to teach people how to speak English correctly and most often leaves a learner deficient in their English speaking skills.

Simply, NEEPO takes each of the sounds of English and correlates them with one consistent English identifiable letter or set of letters to make English 100% readable and therefore one can speak it correctly with good pronunciation and with little to no accent using pattern drills with pictures and sound for comprehension and understanding.

Any other type of phonetics has failed to make English 100% regular and consistent, whereas, NEEPO makes it possible for all people to sound out difficult to spell English words in order to become fluent English readers after they complete Speak English With NEEPO.



## COMPETITION

### COMPETITIVE ANALYSIS:

Technically, our Competition is every other e-Learning English Course provider worldwide. Most notable competitors include Duolingo which is trades on the NASDAQ market and is valued at \$5 billion (August 2023), Rosetta Stone, acquired by Cambium Learning for \$800 million in 2020 and Babbel with an estimated valuation of \$1.5 billion.



## OUR ONGOING COMPETITION IN THE U.S.

Rosetta Stone

Duolingo

LingQ

FluentU

Babbel



## WHY WE WILL SUCCEED

### OUR SUCCESS FORMULA:

English with NEEPO makes learning how to speak English fun, affordable, easy and extremely fast. This revolutionary digital e-Learning product is ready to launch having completed its beta testing with positive reviews.

By learning the fundamentals of a revolutionary new phonetic method called NEEPO, Speak English with NEEPO learners acquire three invaluable benefits from the course:

Correct English Grammar acquisition with fluency of speech

Little or no Foreign Accent

The ability to transition to higher vocabulary acquisition rapidly and to begin reading and spelling English quickly by using their skills learned in this beginner, digital, and interactive English-Speaking e-course.

The NEEPO methodology is the powerful tool that allows for the astonishing results that make learning the English language from start to finish a fun and easy adventure rather than a burdensome journey it has been by using traditional English methods.

**It doesn't get any better or easier than that!**





## **OPERATING PLAN**

### **OPERATING AND MARKETING PLAN:**

The Company's focus is on building a revenue model based on the sale of e-learning courses.

The management believe this approach provides the Company with more control over its sales compared to an advertising focused model.

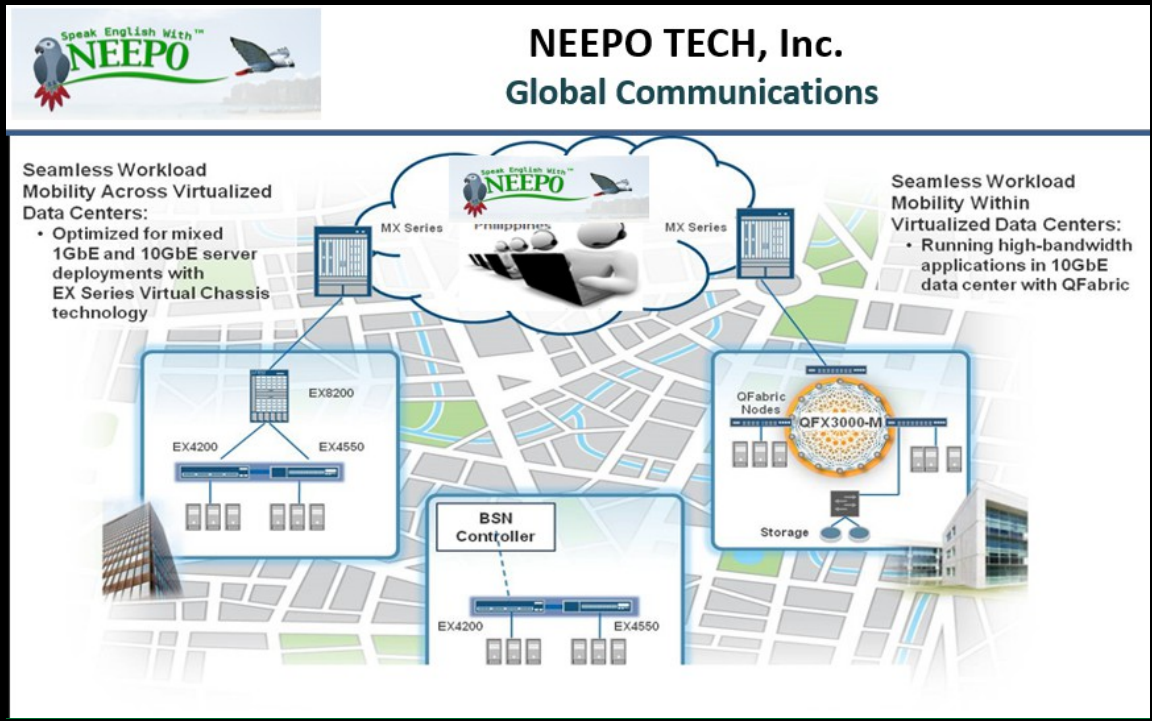
This revenue model will be supported by a low overhead base of mainly remote workers, including a remote sales team.

Revenue will be generated through organic marketing such as SEO (Search Engine Optimisation) as well as Pay Per Click (PPC) advertising targeted at the Latin American and Chinese markets to begin with.

Many startups raise seed capital to build their product. That is where we are different. The product has been developed. We are raising funds for an ongoing targeted direct marketing campaign with the aim of building sales and brand awareness rapidly.



# OPERATING PLAN [Cont'd]





# TESTIMONIALS

## 1. Access Refugee Settlement Program

[\(Click here to read the full report\)](#)

Report on the "NEEPO ESL" Pilot Program at the Access Refugee Settlement Program in Linda Vista, San Diego, CA  
The Ilyin Oral Interview, a one-on-one test of basic English speaking and listening comprehension ability, was used as the pretest and posttest. The pretest was administered by our teacher and the posttest by an Access employee. Only students pre-testing at less than 15 on the Ilyin test were eligible for the program. (There are 100 points on the test)

## 2. Olive Peirce Middle School ESL Class

[\(Click here to read the full pilot study\)](#)

"Not only are my students learning to pronounce words correctly, but they are learning English Grammar as well." She said it was easy and fun for her students. She truly believed from her experience teaching with the course that her students were learning to speak English at a much faster rate than if she was doing all the teaching herself. Her final comments in the review was: "I am thrilled that I have had the opportunity to take part in the piloting of such a wonderfully creative and helpful instructional tool. It is a very positive and enriching addition to my ESL classroom."  
– Julia Doria, ESL Teacher

## 3. ESL teacher in a High School ESL Class – Virginia Public Schools

[\(Click here to read the full pilot study\)](#)

The students think that it is really fun. They see the progress and know that they have learned and that the program is working. The students don't realize that they are learning a lot of grammar, but they are. I noted that Renata really enjoys her 45 minutes. She has a fun time and she doesn't get bored despite the fact that we are asking her to work in a language that is not her own. We know how boring that could be if the program were not interesting or effective. I think the creators of this course did just a great job. All the sounds and activities are really fun, so they enjoy it.  
– Fernando Pantoja, ESL Teacher

## 4. Instructional Coordinator's Comments – Virginia Public Schools

"I believe you are on the "cutting edge" of assisting people with the language barriers that keep them from opportunities to be productive American citizens. Thank you for the opportunity to work with you in piloting your software program." Ironically, Nikki stated that our ESL course helped students learn how to read traditional English, even though they learned to speak English with NEEPO to start. Somehow it helps them decipher the irregular English and to make sense of the traditional English orthography, such as the word, "comparison" or "composition"  
– Nikki Isherwood, Instructional Improvement Leader, Grades 6-12



## LINKS

Below is a screenshot of NEEPO's Investor Website

Link - <https://www.investorwebsite4neepotechinc.com/>



Below is a screenshot of NEEPO's Demo Video:

Link- <https://www.youtube.com/watch?v=Ea5BP3t4sp0>





## CONCLUSION:

It is rare to have the opportunity to invest in a startup where the product has already been developed and is set to hit the market and where the target market is growing by a phenomenal 10.5%\*per year. These two factors alone are even more relevant because our Company, NEEPO TECH, INC, has developed a product that has the potential to take a significant share of the English Language e-learning market, the largest segment by far of the Language Course market.

Our product, English with NEEPO, is the only English Language course that claims to teach English without an accent, a major selling point when marketing English courses. That's not all, NEEPO's revolutionary teaching methodology means students can learn how to speak English far quicker than competing courses and at a fraction of the costs - \$47.

With a valuation of only \$13 million the upside is massive, especially when you compare it with some of NEEPO TECH's competitors including Duolingo \$5 billion, Babbel \$1.5 billion and Rosetta Stone \$800 million. We believe that NEEPO TECH will soon be leading the field in the English Language market, a market worth \$49 billion\*.

We look forward to you joining our exciting journey.

**THIS OPPORTUNITY IS ONLY AVAILABLE TO ACCREDITED INVESTORS**

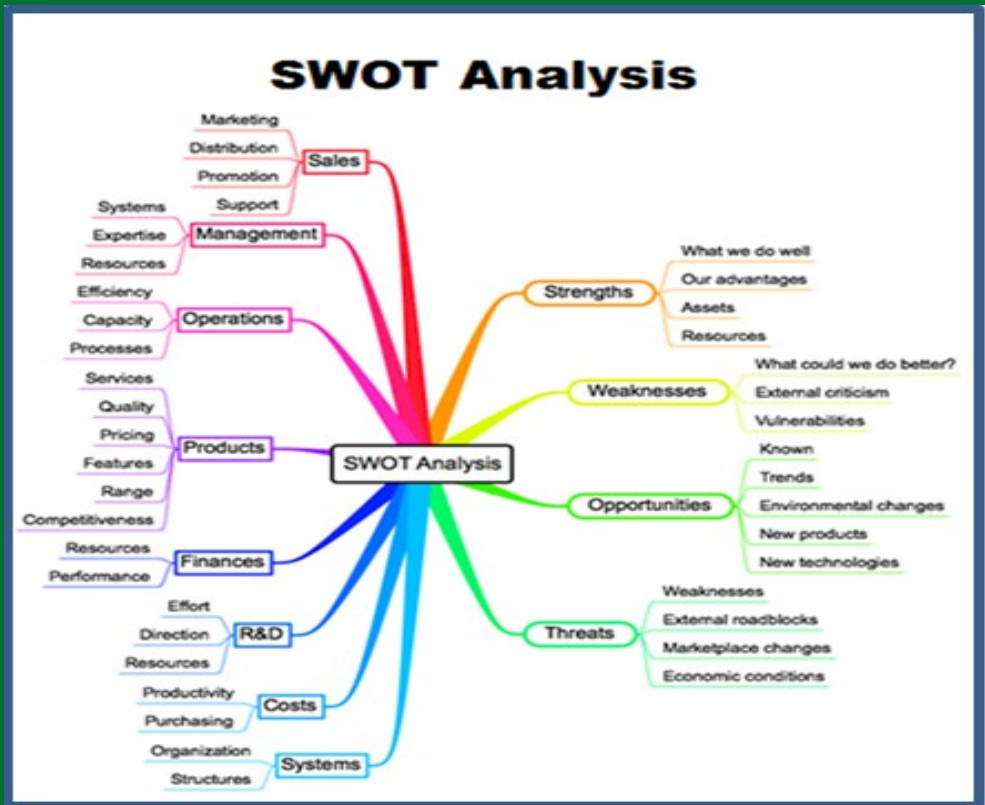
\*Source: English Language Learning Market Report 2023-2027.





# SWOT ANALYSIS

A SWOT analysis is appropriate to analyze the probability of success so that Investors may fairly and intelligently evaluate this opportunity. A SWOT analysis evaluates a projects Strengths, Weaknesses, Opportunities and Threats.





# FEASIBILITY STUDY

## Project Dashboard and Key Performance Indicators

### Summary

- On target.
- Small resource issues

### KPI Status

|                            |                              |
|----------------------------|------------------------------|
| <p><b>PEOPLE</b><br/>5</p> | <p><b>% MARKET</b><br/>4</p> |
| <p><b>BUDGET</b><br/>3</p> | <p><b>SALES</b><br/>4</p>    |

### By Project Area

- People Plan: On Target
- Market Plan: OnTarget
- Funding – Planned
- Sales Plan: On Target

| RISKS  | ASSUMPTIONS   | ISSUES   | DEPENDENCIES  |
|--|---|--|---|
| <ul style="list-style-type: none"> <li>Global Competition</li> <li>Civil disruption</li> <li>Funding Delays</li> </ul> | <ul style="list-style-type: none"> <li>Funding Acquisition</li> <li>Staffing Success</li> </ul> | <ul style="list-style-type: none"> <li>Investment Funding</li> </ul> | <ul style="list-style-type: none"> <li>Real Estate Availability</li> <li>Timing on most Issues</li> </ul> |

FINAL KPI = 4.3/5.0 Excellent!



## MANAGEMENT TEAM

### **Kathleen (Kat) Green – CEO/Founder**

- Vocational Credential - Accelerated Learning - CSU at Fort Collins
- Business Education Degree - SUNY at Buffalo, NY
- A.A.S. Degree in Legal Secretarial Science - Erie CC, Buffalo, NY
- Has been Certified to teach in Five U.S. States
- Taught at both Middle School and High School level
- Trainer at America West Airlines for 3 years.
- Sales Training w/Schering-Plough Pharmaceuticals
- Educational Sales and Management
- Teacher Training

### **Aaron Harrington, Creative Development Director**

- Owner of 360 Squared - A virtual reality marketing company
- Certified Google 360° Photographer
- Owner of the Museum of Interactive Art - Santa Fe, New Mexico
- B.A. Degree in Visual Arts and Interactive Art from Hampshire College
- Designed interactive exhibits for Science Museums, such as the New York Hall of Science.
- Creative Development Director for Speak English With NEEPO



# FINANCIAL SUMMARY

## KEY STATISTICS:

Price per Share: \$1.00

Market Value Pre-Money: \$12,000,000

Market Value Post-Money: \$13,350,000

Minimum Investment: \$10,000

Raising: \$1,350,000

Projected Value on Exit: \$250,000,000

Potential Multiple on Investment; 18.7

The Company is currently raising an initial round of \$1.35 million in equity funding. The earnings based valuation of the company in Fiscal Year 5 will be \$250 Million.  
FY 2024



| Projected Profit & Loss          | Year 1             | Year 2             | Year 3             | Year 4             | Year 5         |
|----------------------------------|--------------------|--------------------|--------------------|--------------------|----------------|
| <b>Revenue</b>                   | <b>\$3,500,004</b> | <b>\$7,690,000</b> | <b>\$12.5M</b>     | <b>\$23.5M</b>     | <b>\$56M</b>   |
| Speak English With NEEPO Revenue | \$3,500,004        | \$7,690,000        | \$12.5M            | \$23.5M            | \$56M          |
| <b>Direct Costs</b>              | <b>\$1,050,001</b> | <b>\$2,307,000</b> | <b>\$3,735,000</b> | <b>\$7,050,000</b> | <b>\$16.8M</b> |
| Language Software Development    | \$1,050,001        | \$2,307,000        | \$3,735,000        | \$7,050,000        | \$16.8M        |
| Gross Margin                     | \$2,450,003        | \$5,383,000        | Year 1 100         | \$16.4M            | \$39.2M        |
| Gross Margin %                   | 70%                | 70%                | 70%                | 70%                | 70%            |
| <b>Operating Expenses</b>        | <b>\$875,001</b>   | <b>\$1,922,500</b> | <b>\$3,112,500</b> | <b>\$5,875,000</b> | <b>\$14M</b>   |
| Operating Expenses               | \$875,001          | \$1,922,500        | \$3,112,500        | \$5,875,000        | \$14M          |
| <b>Operating Income</b>          | <b>\$1,575,002</b> | <b>\$3,460,500</b> | <b>\$5,602,500</b> | <b>\$10.6M</b>     | <b>\$25.2M</b> |
| Income Taxes                     | \$0                | \$0                | \$0                | \$0                | \$0            |
| Total Expenses                   | \$1,925,002        | \$4,229,500        | \$6,847,500        | \$12.9M            | \$30.8M        |
| Net Profit                       | \$1,575,002        | \$3,460,500        | \$5,602,500        | \$10.6M            | \$25.2M        |
| <b>Net Profit %</b>              | <b>45%</b>         | <b>45%</b>         | <b>45%</b>         | <b>45%</b>         | <b>45%</b>     |



## Financial Statements

### Projected Profit and Loss

|                           | FY2024      | FY2025      | FY2026       | FY2027       | FY2028       |
|---------------------------|-------------|-------------|--------------|--------------|--------------|
| Revenue                   | \$3,500,004 | \$7,690,000 | \$12,450,000 | \$23,500,000 | \$56,000,000 |
| Direct Costs              | \$1,050,001 | \$2,307,000 | \$3,735,000  | \$7,050,000  | \$16,800,000 |
| Gross Margin              | \$2,450,003 | \$5,383,000 | \$8,715,000  | \$16,450,000 | \$39,200,000 |
| Gross Margin %            | 70%         | 70%         | 70%          | 70%          | 70%          |
| <b>Operating Expenses</b> |             |             |              |              |              |
| Operating Expenses        | \$875,001   | \$1,922,500 | \$3,112,500  | \$5,875,000  | \$14,000,000 |
| Total Operating Expenses  | \$875,001   | \$1,922,500 | \$3,112,500  | \$5,875,000  | \$14,000,000 |
| Operating Income          | \$1,575,002 | \$3,460,500 | \$5,602,500  | \$10,575,000 | \$25,200,000 |
| Total Expenses            | \$1,925,002 | \$4,229,500 | \$6,847,500  | \$12,925,000 | \$30,800,000 |
| Net Profit                | \$1,575,002 | \$3,460,500 | \$5,602,500  | \$10,575,000 | \$25,200,000 |
| Net Profit / Sales        | 45%         | 45%         | 45%          | 45%          | 45%          |