

What You Need to Know

- 13,515 Public School Districts
 - 98,328 Schools in those districts
- 30,861 Private Schools
- 6,400 Charter Schools
- 55.4 Million Students in public, private and charter schools in the United States
- 50% of all of the 3.5 million teachers are eligible for retirement
- 50% of all of the 240,000 administrators are eligible for retirement
- 30% decline in the number of new education graduates in the last 3 years
- 40% of new education graduates will never work in education
- 10% of all new teachers won't make it to the end of their first year
- 40% of all new teachers won't make it to the end of their fifth year
- 50% of all new principals quit after 5 years
- \$58,000 average teacher's salary
- \$93,000 average administrator's salary
- \$612 billion spent on public education every year
- \$35 billion spent on private education every year
- \$647 billion untapped industry
- \$2.2 billion a year the cost of teacher turnover
- 1 year; the time collectively that a student from grades 1-12 will spend with a substitute teacher
- \$3.5 billion spent on substitute teachers

Projected Shortages

- | | |
|--|---------|
| • Annual teacher deficit over 10 years | 343,500 |
| • Annual teacher deficit over 5 years | 518,500 |
| • Annual administrator deficit over 10 years | 12,000 |
| • Annual administrator deficit over 5 years | 24,000 |

The E Squared Solution

- Allow schools/school districts to outsource their recruiting efforts to E Squared
- By using our 20 years of recruiting for the IT industry and 10 years of working with K-12 schools experience will allow them to convert their efforts from passive recruiting to active recruiting.
- Schools will be able to hire not just the best who would normally apply through their traditional passive method to the best through the E Squared active recruiting method.
- Provide them with a simple algorithm in which to define who it is they need to hire
- Help the build a strong value proposition based on the two-primary principal of why people change positions.
- Put in place a consistent interview methodology with aligning documents from what to ask during a pre-screen to how to extend and offer.
- Streamline the process as not to lose candidates because it took too long
- Decrease the current cost of recruiting a teacher by 50-90%
- Encourage more candidates to apply by elevating their exposure
- Target those who are qualified for a position through our cloud database to directly receive notice when a position comes open
- Put their Title II Part A money (funds provided by the federal government specifically for recruiting and retention) to better use.

The Competition

- Ray & Associates www.rayassoc.com
 Recruits exclusively for public school superintendents
 15% fee based on salary, retained search & up to \$50K in expenses
 Potential Clients 13,515

- Carney, Sandoe & Associates www.carneysandoe.com
 Recruits exclusively for private school teacher & Head of School
 30% fee based on salary retained search, plus expenses
 2.5 out of 5 stars on Yelp
 Potential clients 30,861

- www.teachers.teachers.com
 On line teacher recruitment platform.
 Cost similar to www.indeed.com at \$100 for every
 Candidate who uploads a resume based on your ad
 Current Clients 2,000

- Frontline:
 This pricing is based on a district's FTE. Below is the cost for
 Jackson County Schools in Vancleave, MS

 - AppliTrack Recruiting - \$6,650 for the initial purchase of the software, set up and training. Annual recurring cost for the system is \$5,900
 - AppliTrack Employee Center - \$8,000 for the initial purchase of the software, set up and training. Annual recurring cost for the system is \$5,000
 - Links to their on-line job recruiting site www.k12.JobSpot.com
 - Initial Purchase Cost - \$14,650
 - Annual Recurring Cost - \$10,900

Potential Clients 13,515

- TalentEd:
 Recruit and Hire - \$5,000 for the initial purchase of the software, set up and training
 Annual recurring cost for the system is \$4,000

 - TalentEd Records Professional - \$16,000 for the initial purchase of the software, set up and training. The annual recurring cost for both systems is \$13,000
 - Links to their on-line job recruiting site www.schoolspring.com
 - Initial Purchase Cost \$21,000
 - Annual Recurring Cost - \$17,000

Potential Clients 13,515

- **E Squared**
 Outsource recruiting
 Direct recruiting of teachers & administrator for public & private schools
 Recruiting & Retention Software

Potential Clients **129,184**

Investor Potential

- E Squared will pay an annual 10% interest rate to investors for the term of 5 years
- The interest can be paid to the investor or they can roll it over into their investment to increase their payout at the end of the five-year term
- Investors can increase the rate of interest they receive by recruiting other investors when you help us *Spread the Word*
- For every additional investor brought on board whose investment is equal or greater than that of the initial investor's investment will increase the rate paid by 1% point, up to 10 additional investors

\$100 Investment Potential

Standard	Year 1	\$100	\$10	Rollover \$100	\$10	
	Year 2		\$10		\$110	\$11
	Year 3		\$10		\$121	\$12
	Year 4		\$10		\$133	\$13
	Year 5		<u>\$10</u>		\$146	<u>\$15</u>
			\$50 Profit			\$61 Profit

\$100 Spread the Word Investment Potential

1 Investor	11%	\$11	X 5 Years	\$55 Profit
2 Investors	12%	\$12	X 5 Years	\$60 Profit
3 Investors	13%	\$13	X 5 Years	\$65 Profit
4 Investors	14%	\$14	X 5 Years	\$70 Profit
5 Investors	15%	\$15	X 5 Years	\$75 Profit
6 Investors	16%	\$16	X 5 Years	\$80 Profit
7 Investors	17%	\$17	X 5 Years	\$85 Profit
8 Investors	18%	\$18	X 5 Years	\$90 Profit
9 Investors	19%	\$19	X 5 Years	\$95 Profit
10 Investors	20%	\$20	X 5 Years	\$100 Profit

\$100 Spread the Word Rollover Investment Potential

1 Investor (11%) 2 Investors (12%) 3 Investors (13%) 4 Investors (14%)

$\$100 + \$11 = \$110$	$\$100 + \$12 = \$112$	$\$100 + \$13 = \$113$	$\$100 + \$14 = \$114$
$\$110 + \$12 = \$122$	$\$112 + \$13 = \$125$	$\$113 + \$15 = \$128$	$\$114 + \$16 = \$130$
$\$122 + \$13 = \$135$	$\$125 + \$15 = \$140$	$\$128 + \$17 = \$145$	$\$130 + \$18 = \$148$
$\$135 + \$15 = \$150$	$\$140 + \$17 = \$157$	$\$145 + \$19 = \$164$	$\$148 + \$21 = \$169$
$\$150 + \$17 = \underline{\$167}$	$\$157 + \$19 = \underline{\$176}$	$\$164 + \$21 = \underline{\$185}$	$\$160 + \$24 = \underline{\$193}$
\$67	\$76	\$85	\$93

5 Investors (15%) 6 Investors (16%) 7 Investors (17%) 8 Investors (18%)

$\$100 + \$15 = \$115$	$\$100 + \$16 = \$116$	$\$100 + \$17 = \$117$	$\$100 + \$18 = \$118$
$\$115 + \$17 = \$132$	$\$116 + \$19 = \$135$	$\$117 + \$20 = \$137$	$\$118 + \$21 = \$139$
$\$132 + \$20 = \$152$	$\$135 + \$22 = \$157$	$\$137 + \$23 = \$160$	$\$139 + \$25 = \$164$
$\$152 + \$23 = \$175$	$\$182 + \$25 = \$182$	$\$160 + \$27 = \$187$	$\$164 + \$30 = \$194$
$\$175 + \$26 = \underline{\$201}$	$\$182 + \$29 = \underline{\$211}$	$\$187 + \$32 = \underline{\$219}$	$\$194 + \$35 = \underline{\$229}$
\$101	\$111	\$119	\$129

9 Investors (19%) 10 Investors (20%)

$\$100 + \$19 = \$119$	$\$100 + \$20 = \$120$
$\$119 + \$23 = \$142$	$\$120 + \$24 = \$144$
$\$142 + \$27 = \$169$	$\$144 + \$29 = \$173$
$\$169 + \$32 = \$201$	$\$173 + \$35 = \$208$
$\$201 + \$38 = \underline{\$239}$	$\$208 + \$42 = \underline{\$250}$
\$139	\$150

\$1,000 Investment Potential

Standard	Year 1	\$1,000 + \$100	Rollover Year 1	\$1,000 + \$100
	Year 2	+ \$100		Year 2
	Year 3	+ \$100		Year 3
	Year 4	+ \$100		Year 4
	Year 5	+ \$100		Year 5
		<u>\$500</u> Profit		<u>\$609</u> Profit

\$1,000 Spread the Word Investment Potential

1 Investor	11%	\$110	X 5 years	= \$550	Profit
2 Investors	12%	\$120	X 5 years	= \$600	Profit
3 Investors	13%	\$130	X 5 years	= \$650	Profit
4 Investors	14%	\$140	X 5 years	= \$700	Profit
5 Investors	15%	\$150	X 5 years	= \$750	Profit
6 Investors	16%	\$160	X 5 years	= \$800	Profit
7 Investors	17%	\$170	X 5 years	= \$850	Profit
8 Investors	18%	\$180	X 5 years	= \$900	Profit
9 Investors	19%	\$190	X 5 years	= \$950	Profit
10 Investors	20%	\$200	X 5 years	= \$1,000	Profit

\$1,000 Spread the Word Rollover Investment Potential

<p>1 Investor (11%)</p> <p>\$1,000 + \$110 = \$1,110 \$1,110 + \$122 = \$1,232 \$1,232 + \$136 = \$1,368 \$1,368 + \$150 = \$1,518 \$1,518 + \$167 = <u>\$1,685</u> \$ 685</p>	<p>2 Investors (12%)</p> <p>\$1,000 + \$120 = \$1,120 \$1,120 + \$134 = \$1,254 \$1,254 + \$150 = \$1,404 \$1,404 + \$168 = \$1,572 \$1,572 + \$189 = <u>\$1,761</u> \$ 761</p>	<p>3 Investors (13%)</p> <p>\$1,000 + \$130 = \$1,130 \$1,130 + \$147 = \$1,277 \$1,277 + \$166 = \$1,443 \$1,443 + \$188 = \$1,631 \$1,631 + \$212 = <u>\$1,843</u> \$ 843</p>
<p>4 Investors (14%)</p> <p>\$1,000 + \$140 = \$1,140 \$1,140 + \$160 = \$1,300 \$1,300 + \$182 = \$1,482 \$1,482 + \$207 = \$1,689 \$1,689 + \$236 = <u>\$1,925</u> \$ 925</p>	<p>5 Investors (15%)</p> <p>\$1,000 + \$150 = \$1,150 \$1,150 + \$173 = \$1,323 \$1,323 + \$198 = \$1,521 \$1,521 + \$228 = \$1,749 \$1,749 + \$262 = <u>\$2,011</u> \$ 1,011</p>	<p>6 Investors (16%)</p> <p>\$1,000 + \$160 = \$1,160 \$1,160 + \$186 = \$1,346 \$1,346 + \$215 = \$1,561 \$1,561 + \$250 = \$1,811 \$1,811 + \$290 = <u>\$2,101</u> \$1,101</p>
<p>7 Investors (17%)</p> <p>\$1,000 + \$170 = \$1,170 \$1,170 + \$199 = \$1,369 \$1,369 + \$233 = \$1,602 \$1,602 + \$272 = \$1,874 \$1,874 + \$319 = <u>\$2,193</u> \$1,193</p>	<p>8 Investors (18%)</p> <p>\$1,000 + \$180 = \$1,180 \$1,180 + \$212 = \$1,392 \$1,392 + \$251 = \$1,643 \$1,643 + \$296 = \$1,939 \$1,939 + \$349 = <u>\$2,288</u> \$1,288</p>	<p>9 Investors (19%)</p> <p>\$1,000 + \$190 = \$1,190 \$1,190 + \$226 = \$1,416 \$1,416 + \$269 = \$1,685 \$1,685 + \$320 = \$2,005 \$2,005 + \$381 = <u>\$2,386</u> \$1,385</p>
<p>10 Investors (20%)</p> <p>\$1,000 + \$200 = \$1,200 \$1,200 + \$240 = \$1,440 \$1,440 + \$288 = \$1,728 \$1,728 + \$346 = \$2,074 \$2,074 + \$415 = <u>\$2,489</u> \$1,489</p>		

\$5,000 Investment Potential

Standard	Year 1	\$500		Rollover Year 1	\$500
	Year 2	\$500		Year 2	\$550
	Year 3	\$500		Year 3	\$605
	Year 4	\$500		Year 4	\$666
	Year 5	<u>\$500</u>		Year 5	<u>\$732</u>
		\$2,500 Profit			\$3,053 Profit

Spread the Word Investment Potential

1 Investor	11%	\$550	X 5 Years	\$2,750 Profit
2 Investors	12%	\$600	X 5 Years	\$3,000 Profit
3 Investors	13%	\$650	X 5 Years	\$3,250 Profit
4 Investors	14%	\$700	X 5 Years	\$3,500 Profit
5 Investors	15%	\$750	X 5 Years	\$3,750 Profit
6 Investors	16%	\$800	X 5 Years	\$4,000 Profit
7 Investors	17%	\$850	X 5 Years	\$4,250 Profit
8 Investors	18%	\$900	X 5 Years	\$4,500 Profit
9 Investors	19%	\$950	X 5 Years	\$4,750 Profit
10 Investors	20%	\$1,000	X 5 Years	\$5,000 Profit

Spread the Word Rollover Investment Potential

<p>1 Investor (11%)</p> $ \begin{aligned} & \$5,000 + \$550 = \$5,550 \\ & \$5,550 + \$611 = \$6,161 \\ & \$6,161 + \$678 = \$6,839 \\ & \$6,839 + \$752 = \$7,591 \\ & \$7,591 + \$835 = \underline{\$8,426} \\ & \quad \quad \quad \mathbf{\$3,426} \end{aligned} $	<p>2 Investors (12%)</p> $ \begin{aligned} & \$5,000 + \$600 = \$5,600 \\ & \$5,600 + \$672 = \$6,272 \\ & \$6,272 + \$753 = \$7,025 \\ & \$7,025 + \$843 = \$7,868 \\ & \$7,868 + \$944 = \underline{\$8,812} \\ & \quad \quad \quad \mathbf{\$3,812} \end{aligned} $	<p>3 Investors (13%)</p> $ \begin{aligned} & \$5,000 + \$650 = \$5,650 \\ & \$5,650 + \$735 = \$6,385 \\ & \$6,385 + \$830 = \$7,215 \\ & \$7,215 + \$938 = \$8,153 \\ & \$8,153 + \$1,060 = \underline{\$9,213} \\ & \quad \quad \quad \mathbf{\$4,213} \end{aligned} $
<p>4 Investors (14%)</p> $ \begin{aligned} & \$5,000 + \$700 = \$5,700 \\ & \$5,700 + \$798 = \$6,498 \\ & \$6,498 + \$910 = \$7,408 \\ & \$7,408 + \$1,037 = \$8,445 \\ & \$8,445 + \$1,182 = \underline{\$9,627} \\ & \quad \quad \quad \mathbf{\$4,627} \end{aligned} $	<p>5 Investors (15%)</p> $ \begin{aligned} & \$5,000 + \$750 = \$5,750 \\ & \$5,750 + \$863 = \$6,613 \\ & \$6,613 + \$992 = \$7,605 \\ & \$7,605 + \$1,141 = \$8,746 \\ & \$8,746 + \$1,312 = \underline{\$10,058} \end{aligned} $	<p>6 Investors (16%)</p> $ \begin{aligned} & \$5,000 + \$800 = \$5,800 \\ & \$5,800 + \$928 = \$6,728 \\ & \$6,728 + \$1,076 = \$7,804 \\ & \$7,804 + \$1,249 = \$9,053 \\ & \$9,053 + \$1,448 = \underline{\$10,501} \\ & \quad \quad \quad \mathbf{\$5,501} \end{aligned} $
<p>7 Investors (17%)</p> $ \begin{aligned} & \$5,000 + \$850 = \$5,850 \\ & \$5,850 + \$936 = \$6,786 \\ & \$6,786 + \$1,154 = \$7,940 \\ & \$7,940 + \$1,350 = \$9,290 \\ & \$9,290 + \$1,579 = \underline{\$10,869} \\ & \quad \quad \quad \mathbf{\$5,869} \end{aligned} $	<p>8 Investor (18%)</p> $ \begin{aligned} & \$5,000 + \$900 = \$5,900 \\ & \$5,900 + \$1,062 = \$6,962 \\ & \$6,962 + \$1,253 = \$8,215 \\ & \$8,215 + \$1,479 = \$9,694 \\ & \$9,694 + \$1,745 = \underline{\$11,439} \end{aligned} $	<p>9 Investors (19%)</p> $ \begin{aligned} & \$5,000 + \$950 = \$5,950 \\ & \$5,950 + \$1,131 = \$7,081 \\ & \$7,081 + \$1,345 = \$8,426 \\ & \$8,426 + \$1,601 = \$10,027 \\ & \$10,027 + \$1,905 = \underline{\$11,932} \\ & \quad \quad \quad \mathbf{\$6,932} \end{aligned} $
<p>10 Investors (20%)</p> $ \begin{aligned} & \$5,000 + \$1,000 = \$6,000 \\ & \$6,000 + \$1,200 = \$7,200 \\ & \$7,200 + \$1,440 = \$8,640 \\ & \$8,640 + \$1,728 = \$10,368 \\ & \$10,368 + \$2,074 = \underline{\$12,442} \\ & \quad \quad \quad \mathbf{\$7,442} \end{aligned} $		

\$10,000 Investment Potential

Standard	Year 1	\$1,000	Rollover	\$10,000 + \$1,000 = \$11,000
	Year 2	\$1,000		\$11,000 + \$1,110 = \$12,110
	Year 3	\$1,000		\$12,110 + \$1,211 = \$13,321
	Year 4	\$1,000		\$13,321 + \$1,332 = \$14,653
	Year 5	<u>\$1,000</u>		\$14,653 + \$1,465 = <u>\$16,118</u>
		\$5,000		\$6,118

\$10,000 Spread the Word Investment Potential

1 Investor	11%	\$1,100	X 5 Years	\$5,500	Profit
2 Investors	12%	\$1,200	X 5 Years	\$6,000	Profit
3 Investors	13%	\$1,300	X 5 Years	\$6,500	Profit
4 Investors	14%	\$1,400	X 5 Years	\$7,000	Profit
5 Investors	15%	\$1,500	X 5 Years	\$7,500	Profit
6 Investors	16%	\$1,600	X 5 Years	\$8,000	Profit
7 Investors	17%	\$1,700	X 5 Years	\$8,500	Profit
8 Investors	18%	\$1,800	X 5 Years	\$9,000	Profit
9 Investors	19%	\$1,900	X 5 Years	\$9,500	Profit
10 Investors	20%	\$2,000	X 5 Years	\$10,000	Profit

\$10,000 Spread the Word with Rollover Option Investment Potential

<p>1 Investor (11%)</p> <p>\$10,000 + \$1,100 = \$11,110 \$11,110 + \$1,222 = \$12,332 \$12,332 + \$1,357 = \$13,689 \$13,689 + \$1,506 = \$15,195 \$15,195 + \$1,671 = <u>\$16,886</u> \$ 6,886</p>	<p>2 Investors (12%)</p> <p>\$10,000 + \$1,200 = \$11,200 \$11,200 + \$1,344 = \$12,544 \$12,544 + \$1,505 = \$14,049 \$14,049 + \$1,686 = \$15,735 \$15,735 + \$1,888 = <u>\$17,623</u> \$ 7,623</p>	<p>3 Investors (13%)</p> <p>\$10,000 + \$1,300 = \$11,300 \$11,300 + \$1,469 = \$12,769 \$12,769 + \$1,660 = \$14,429 \$14,815 + \$2,074 = \$16,305 \$16,305 + \$2,120 = <u>\$18,425</u> \$ 8,425</p>
<p>4 Investors (14%)</p> <p>\$10,000 + \$1,400 = \$11,400 \$11,400 + \$1,596 = \$12,996 \$12,769 + \$1,660 = \$14,429 \$14,429 + \$1,876 = \$16,305 \$16,305 + \$2,120 = <u>\$18,425</u> \$ 8,425</p>	<p>5 Investors (15%)</p> <p>\$10,000 + \$1,500 = \$11,500 \$11,500 + \$1,725 = \$13,225 \$13,225 + \$1,984 = \$15,209 \$15,209 + \$2,281 = \$17,490 \$17,490 + \$2,624 = <u>\$20,114</u> \$10,114</p>	<p>6 Investors (16%)</p> <p>\$10,000 + \$1,600 = \$11,600 \$11,600 + \$1,856 = \$13,456 \$13,456 + \$2,153 = \$15,609 \$15,609 + \$2,497 = \$18,106 \$18,106 + \$2,897 = <u>\$21,003</u> \$11,003</p>
<p>7 Investors (17%)</p> <p>\$10,000 + \$1,700 = \$11,700 \$11,700 + \$1,989 = \$13,689 \$13,689 + \$2,237 = \$16,016 \$16,016 + \$2,723 = \$18,739 \$18,739 + \$3,186 = <u>\$21,925</u> \$11,925</p>	<p>8 Investors (18%)</p> <p>\$10,000 + \$1,800 = \$11,800 \$11,800 + \$2,124 = \$13,924 \$13,924 + \$2,506 = \$16,430 \$16,430 + \$2,957 = \$19,387 \$19,387 + \$3,490 = <u>\$22,877</u> \$12,877</p>	<p>9 Investors (19%)</p> <p>\$10,000 + \$1,900 = \$11,900 \$11,900 + \$2,261 = \$14,161 \$14,161 + \$2,691 = \$16,852 \$16,852 + \$3,202 = \$20,054 \$20,054 + \$3,810 = <u>\$23,864</u> \$13,864</p>
<p>10 Investors (20%)</p> <p>\$10,000 + \$2,000 = \$12,000 \$12,000 + \$2,400 = \$14,400 \$14,400 + \$2,888 = \$17,328 \$17,328 + \$3,466 = \$20,794 \$20,794 + \$4,159 = <u>\$24,953</u> \$14,953</p>		

2018 Financial Projections: Year 1

- Focus on Indiana, Ohio & Wisconsin
- Develop On-line Training

		\$250,000
January		
Office Space	\$2,500	
Utilities	\$ 200	
Phones	\$ 200	
Assistant	\$2,000	
CEO	\$4,000	
IT	\$5,000	
Social Media Director	\$1,000	
Marketing Director	\$1,000	
Researcher	\$1,500	
Researcher	\$1,500	
Accountant	\$ 300	
Advertising	\$3,000	
Conferences	\$3,000	
Insurance	<u>\$ 100</u>	
Monthly Expenses (total)	\$26,300	
One Time Expenses		
Website Redesign	\$ 5,000	
Office Furniture	\$ 2,500	
Office Deposit	\$ 4,000	
Computers	\$ 2,500	
Printing Supplies	\$ 500	
Phone System	<u>\$ 1,000</u>	
	\$15,500	
Videographer (On-line Training)	\$5,000	
		\$213,200
February		
Monthly Expenses	\$26,300	
		\$186,900
March		
Monthly Expenses	\$26,300	
ACSI Regional Conference		
March 1-2 Cincinnati		
500 Attendances		
! % Outsource	5 X \$3,000	\$15,000
1% Principal	5 X \$18,600	<u>\$93,000</u>
		\$108,000
NAIS Conference		
March 7-9 Atlanta		
1,000 Attendances		
1% Outsource	10 X \$3,000	\$30,000
1% Principal	10 X \$18,600	<u>\$186,000</u>
		\$216,000
30% Commissions on Principal Placement	\$83,700	
		\$400,900
April		
Monthly Expenses	\$33,800	
Added 3 Staff Members		
Trainers commissions	\$13,500	

NCEA Conference - April 3-5	Cincinnati, OH	
1,000 Attendance		
1% Outsource	10 X \$3,000	\$30,000
1% Principal	10 X \$18,600	<u>\$186,000</u>
		\$216,000
NSBA Conference - April 7-9	San Antonio, TX	
6,000 Attendance		
1% Outsource	60 X \$3,000	\$180,000
1% Principal	60 X \$18,600	<u>\$1,116,000</u>
		\$1,296,000
Principal Placement Commission (30%)	\$390,000	
		\$1,472,600
May		
Monthly Expenses	\$33,800	
Trainer Commissions	\$63,000	
		\$1,373,800
June		
Monthly Expenses	\$33,800	
Software Beta Investment	\$500,000	
		\$842,000
July - December		
Monthly Expenses X 6 months	\$202,800	
		\$639,200
20% cost over-ride	\$202,800	
		\$436,400

2019 Financial Projections: Year 2

- Focus on North Carolina, South Carolina and Florida
- Projected 1% Growth
- Add E Squared Recruiting and Retention Software
- \$6,000 initial cost and \$5,000 annual renewal

Monthly Expenses X 12 months	(\$67,600)	\$811,200	
Outsource Recruiting Commissions (30%)		\$153,000	
Principal Placement Commissions (30%)		\$948,600	
Software Sales Commissions (30%)		<u>\$153,000</u>	
		\$2,065,800	
Outsource Recruiting	170 X \$3,000	\$510,000	
Principal Placement	170 X \$18,600	\$3,162,000	
Software Sales	85 X \$6,000	<u>\$510,000</u>	
		\$4,182,000	
			\$2,119,200

2020 Financial Projections Year 3

- Focus on Georgia, Louisiana and Arkansas
- Projected 1% Growth
- Add E Squared On-line Professional Development
- Open an Office in the Midwest
- Open an Office in the Southeast

Monthly Expenses X 12 months	(\$202,600)	\$2,433,600
Outsource Recruitment Commissions (30%)		\$229,500
Principal Placement Commissions (30%)		\$1,422,900

Software Sales Commissions (30%)		\$306,000	
Software Renewal Commissions (10%)		\$42,500	
On-line Professional Development Commissions (30%)		\$76,500	
		\$4,511,000	
Outsource Recruitment	255 X \$3,000	\$765,000	
Principal Placements	255 X \$18,600	\$4,743,000	
Software Sales	170 X \$6,000	\$1,020,000	
Software License Renewals	85 X \$5,000	\$425,000	
On-line Professional Development	85 X \$3,000	\$255,000	
		\$7,208,000	
			\$2,697,000

2021 Financial Projections: Year 4

- Focus on California and Arizona
- Projected 1% Growth
- Add Outsource Parent Engagement Training

Monthly Expenses X 12 Months		(\$202,600)	\$2,433,600	
Outsource Recruiting Commissions (30%)			\$306,000	
Principal Placement Commissions (30%)			\$2,371,500	
Software Sales Commissions (30%)			\$612,000	
Software Renewal Commissions (10%)			\$127,500	
Parent Engagement Commissions (30%)			\$153,000	
On-line Professional Development (30%)			\$153,000	
			\$6,156,600	
Outsource Recruiting	340 X \$3,000		\$1,020,000	
Principal Placements	340 X \$18,600		\$4,743,000	
Software Sales	255 X \$6,000		\$1,530,000	
Software License Renewal	170 X \$5,000	\$850,000		
On-Line PD	170 X \$3,000		\$510,000	
Outsource Parent Engagement	85 X \$3,000		\$255,000	
			\$8,908,000	
				\$2,751,400

Financial Projections 2022: Year 5

- Focus on Utah, Maine and Washington D.C.
- Projected 1% Growth
- Add Outsource Enrollment in Schools

Investor Pay Back			\$500,000	
Monthly Expenses		(\$202,600)	\$2,143,600	
Outsource Recruiting Commissions (30%)			\$382,500	
Principal Placement Commissions (30%)			\$2,371,500	
Software Sales Commissions (30%)			\$612,000	
Parent Engagement Commissions (30%)			\$153,000	
Software Renewal Commissions (10%)			\$127,500	
Outsource Enrollment Commissions (30%)			\$76,500	
			\$6,366,600	
Outsource Recruiting	425 X \$3,000		\$1,275,000	
Principal Placement	425 X \$18,600		\$7,905,000	
Software Sales	255 X \$6,000		\$2,040,000	
Outsource Parent Engagement	170 X \$3,000		\$510,000	
Software License Renewal	255 X \$5,000		\$1,275,000	
Outsource Enrollment	85 X \$3,000		\$255,000	
			\$13,260,000	
				\$6,893,400

Financial Projections State Marketing Plan 2018 (Year 1)

School Districts & Independent Schools				
Ohio		2,062		
Wisconsin		1,620		
Indiana		1,109		
Michigan		<u>1,816</u>		
		6,607		
1%	Outsource	66 X \$3,000	=	\$198,000
	Principal Placement	66 X \$18,600	=	<u>\$1,227,600</u>
				<u>\$1,425,600</u>
5%	Outsource	330 X \$3,000	=	\$ 990,000
	Principal Placement	330 X \$18,600	=	<u>\$6,138,000</u>
				<u>\$7,128,000</u>
10%	Outsource	661 X \$3,000	=	\$1,983,000
	Principal Placement	661 X \$18,600	=	<u>\$12,294,600</u>
				<u>\$14,277,600</u>

Financial Projections State Marketing Plan 2019 (Year 2)

North Carolina		816		
South Carolina		541		
Florida		<u>1,646</u>		
		3,003		
1%	Outsource	30 X \$3,000	=	\$90,000
	Principal Placement	30 X \$18,600	=	\$558,000
	Software Sales	96 X \$6,000	=	<u>\$576,000</u>
				\$1,224,000
				+ <u>\$1,425,600</u>
				\$2,649,600
5%	Outsource	150 X \$3,000	=	\$450,000
	Principal Placement	150 X \$18,600	=	\$2,790,000
	Software Sales	480 X \$6,000	=	<u>\$2,880,000</u>
				\$5,670,450
				+ <u>\$7,128,000</u>
				\$12,798,450
10%	Outsource	300 X \$3,000	=	\$900,000
	Principal Placement	300 X \$18,600	=	\$5,580,000
	Software Sales	962 X \$6,000	=	<u>\$5,766,000</u>
				\$12,246,000
				+ <u>\$14,277,600</u>
				\$26,523,600

Financial Projections State Marketing Plan 2020 (Year 3)

Georgia		870		
Louisiana		601		
Arkansas		1,936		
1%	Outsource	19 X \$3,000	=	\$57,000
	Principal Placement	19 X \$18,600	=	\$353,400
	Software Sales	115 X \$6,000	=	\$690,000
	Software License Renewal	96 X \$5,000	=	<u>\$480,000</u>
				\$1,580,400
				+ <u>\$2,073,000</u>
				\$3,653,400
5%	Outsource	97 X \$3,000	=	\$291,000
	Principal Placement	97 X \$18,600	=	\$1,804,000
	Software Sales	570 X \$6,000	=	\$3,420,000

	Software License Renewal	480 X \$5,000	=	<u>\$2,400,000</u>		
				\$7,913,200	+	<u>\$9,918,450</u>
						\$17,831,650
10%	Outsource	194 X \$3,000	=	\$582,000		
	Principal Placement	194 X \$3,608,400	=	\$3,608,400		
	Software Sales	1,155 X \$6,000	=	\$6,930,000		
	Software License Renewal	961 X \$5,000	=	<u>\$4,805,000</u>		
				\$15,925,400	+	<u>\$20,757,600</u>
						\$36,684,000

Financial Projections State Marketing Plan 2021 (Year 4)

Arizona 3,236

1%	Outsource	32 X \$3,000	=	\$96,000		
	Principal Placement	32 X \$18,600	=	\$595,200		
	Software Sales	147 X \$6,000	=	\$882,000		
	Software License Renewal	115 X \$5,000	=	\$575,000		
	On-Line PD	96 X \$3,000	=	<u>\$288,000</u>		
				\$2,436,200	+	<u>\$2,073,000</u>
						\$4,509,200
5%	Outsource	161 X \$3,000	=	\$483,000		
	Principal Placement	161 X \$18,600	=	\$2,994,600		
	Software Sales	731 X \$6,000	=	\$4,386,000		
	Software License Renewal	570 X \$5,000	=	\$2,850,000		
	On-Line PD	480 X \$3,000	=	<u>\$1,440,000</u>		
				\$12,153,600	+	<u>\$9,918,450</u>
						\$22,072,050
10%	Outsource	324 X \$3,000	=	\$972,000		
	Principal Placement	324 X \$18,600	=	\$6,026,400		
	Software Sales	1,479 X \$6,000	=	\$8,874,000		
	Software License Renewal	1,155 X \$5,000	=	\$5,775,000		
	On-Line PD	961 X \$3,000	=	<u>\$2,883,000</u>		
				\$24,530,400	+	<u>\$20,757,600</u>
						\$52,286,400

Financial Projections State Marketing Plan 2022 (Year 5)

1%	Outsource	8 X \$3,000	=	\$24,000		
	Principal Placement	8 X \$18,600	=	\$148,000		
	Software Sales	155 X \$6,000	=	\$930,000		
	Software License Renewal	147 X \$5,000	=	\$735,000		
	On-Line PD	115 X \$3,000	=	\$345,000		
	Parent Engagement	96 X \$3,000	=	<u>\$288,000</u>		
				\$2,470,800	+	<u>\$3,174,600</u>
						\$5,645,400
5%	Outsource	42 X \$3,000	=	\$126,000		
	Principal Placement	42 X \$18,600	=	\$781,200		
	Software Sales	773 X \$6,000	=	\$4,638,000		
	Software License Renewal	731 X \$5,000	=	\$3,655,000		
	On-Line PD	570 X \$3,000	=	\$1,710,000		
	Parent Engagement	480 X \$3,000	=	<u>\$1,440,000</u>		
				\$12,350,200	+	<u>\$13,396,050</u>
						\$25,746,250
10%	Outsource	84 X \$3,000	=	\$252,000		
	Principal Placement	84 X \$18,600	=	\$1,562,400		
	Software Sales	1,563 X \$6,000	=	\$9,378,000		
	Software License Renewal	1,479 X \$5,000	=	\$7,395,000		
	On-Line PD	1,155 X \$3,000	=	\$3,465,000		
	Parent Engagement	961 X \$3,000	=	<u>\$2,993,000</u>		
				\$25,045,400	+	<u>\$27,756,000</u>
						\$52,801,400