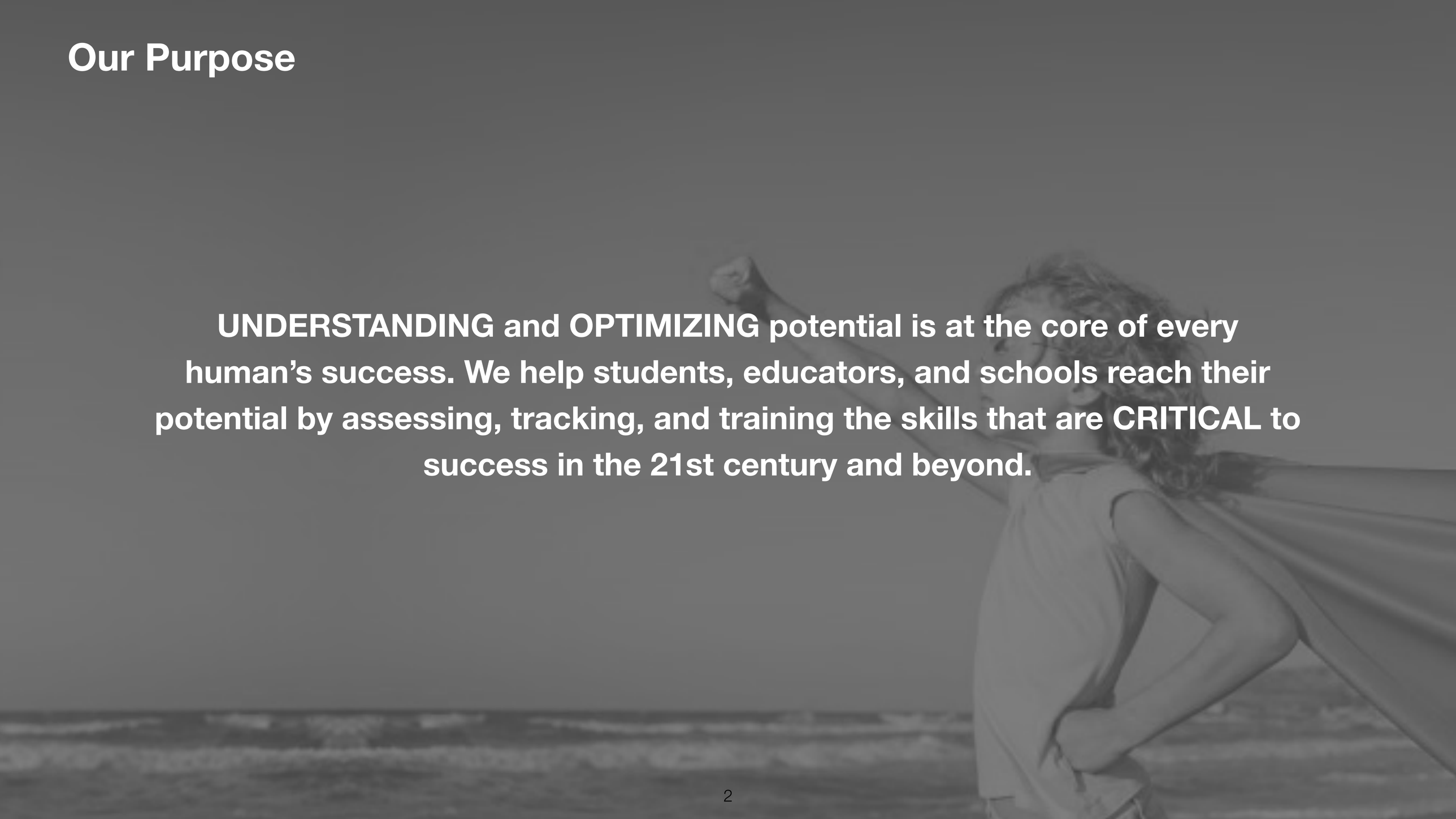
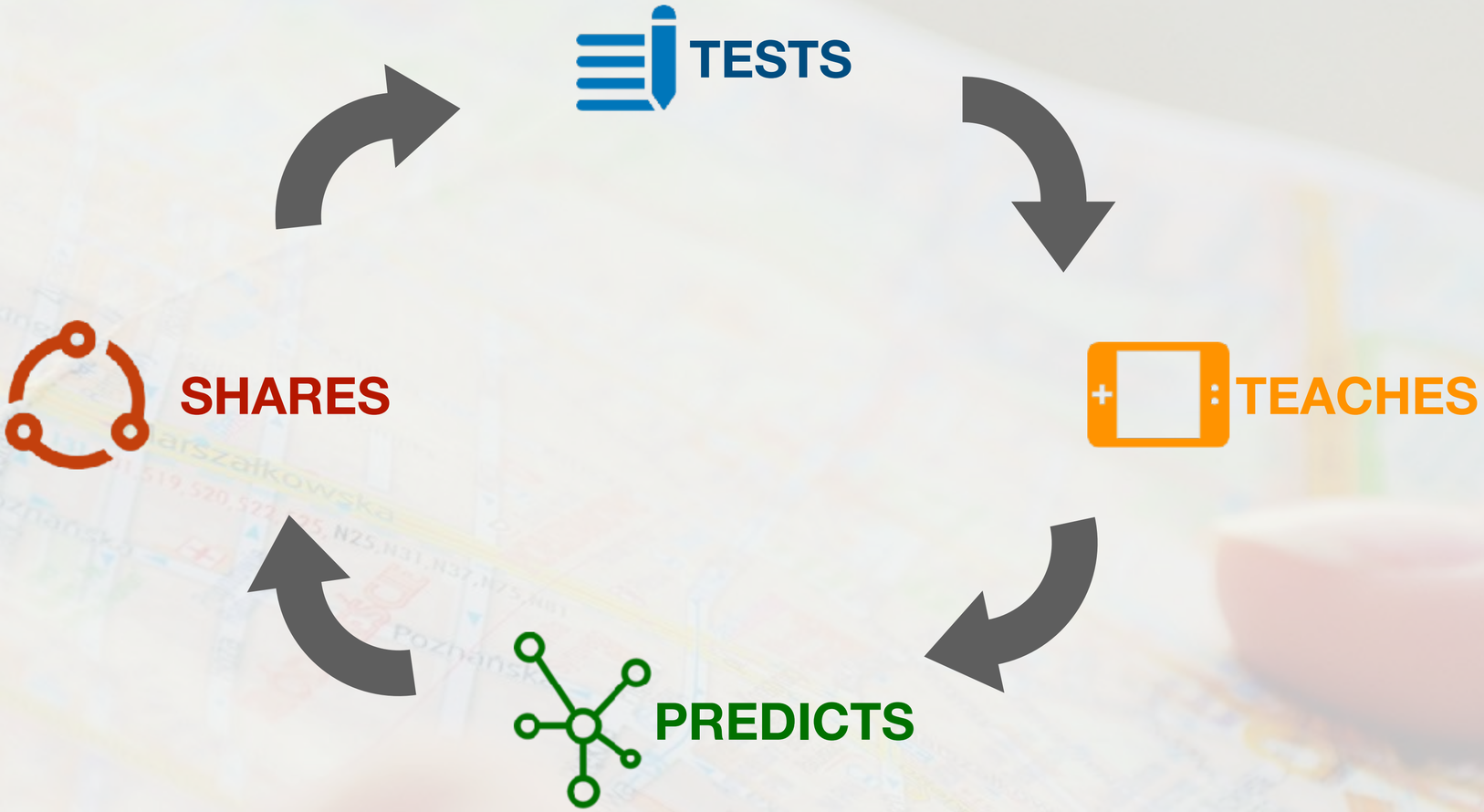
weTHINK
Building better humans.

Our Purpose



UNDERSTANDING and OPTIMIZING potential is at the core of every human's success. We help students, educators, and schools reach their potential by assessing, tracking, and training the skills that are CRITICAL to success in the 21st century and beyond.

weTHINK is a research-proven, digital learning solution that:



Critical Skills Aren't Taught…

- **a lack of skilled laborers** ~ *Lord Kenneth Baker, 2018*
- **increasingly poor academic metrics and retention** ~ *Forbes, 2017*
- **an overall decrease in well being which effects the GDP** ~ *Education Economics, 2015*

https://www.forbes.com/sites/barbarakurshan/2017/07/18/teaching-21st-century-skills-for-21st-century-success-requires-an-ecosystem-approach/#7dd2856a3fe6
https://www.tandfonline.com/doi/abs/10.1080/09645292.2015.1059801?journalCode=cede20#.VcqUSJNViko
https://www.usnews.com/opinion/knowledge-bank/2015/08/12/education-can-boost-gdp-even-more-than-we-thought

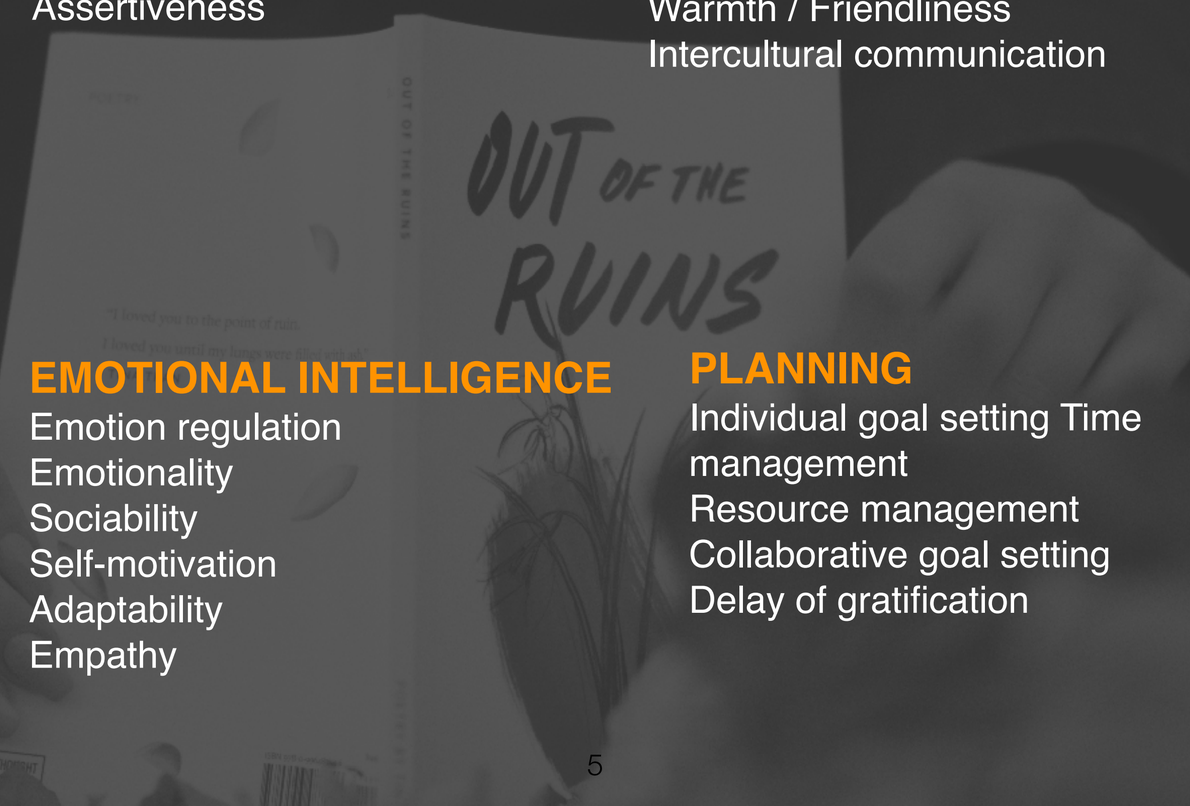
weTHINK has identified the 33 most IMPACTFUL CRITICAL SKILLS for academic, career & life success:

PROBLEM SOLVING
Decision making
Creativity

INTERPERSONAL SKILLS
Conflict resolution
Collaboration
Assertiveness

COMMUNICATION SKILLS
Persuasion
Active listening
Warmth / Friendliness
Intercultural communication

SELF-CONTROL
Cognitive control
Behavioral control



CRITICAL THINKING
Visualizing and considering alternatives
Evaluating arguments
Reflective thinking
Information / Media literacy

EMOTIONAL INTELLIGENCE
Emotion regulation
Emotionality
Sociability
Self-motivation
Adaptability
Empathy

PLANNING
Individual goal setting Time management
Resource management
Collaborative goal setting
Delay of gratification

GRIT
Persistence
Self determination
Internal locus of control
Motivation
Resilience
Perseverance
Growth mindset

weThink’s success utilizing critical skills

Teaching CRITICAL SKILLS produced measurable results for students in inner-city Los Angeles (Hawthorne charter pilot school) - **increased SAT scores by 300-600 points** in 6 weeks.

Teaching these skills produced measurable results (Hawthorne charter pilot school) - statewide standard test ranking **increased by 20.5%.**

Teaching these skills produced satisfaction and positive feedback - **98% satisfaction rate** with students and endorsed by the district of Lennox, based in Los Angeles country.

EdTech spend is at an all time high and will increase

130k schools = $1.3 B opportunity annually

$56 B spend on EdTEch

17.0% a year = $252 B EdTech spend by 2020

https://www.brookings.edu/experts/matthew-m-chingos/
https://www.pearsoned.com/assessment-systems-standardized-testing/
https://techcrunch.com/2018/01/19/education-technology-is-a-global-opportunity/
https://www.prnewswire.com/news-releases/global-report-predicts-edtech-spend-to-reach-252bn-by-2020-580765301.html

How weThink is different

Proprietary 33 skills in an end to end ecosystem:

1. **Comprehensive & simple**
2. **FICO score for 21st century CRITICAL SKILLS**
3. **Engaging Content**
4. **Better methodology**

weThink's one year plan for product and IP

- conducted extensive research
- designed Adaptive Learning Engine
- built Dynamic Learning Map
- defined psychometric model
- designed assessment Module
- designed learning modules
- **filed Provisional patent**
- secured pilot schools

(2017)

Year 1

months 1-3

1. Build assessment beta for pilot school use and testing

2. Secure contracts with: schools in Kansas, Inglewood, Lennox, TEA

months 4-6

3. Implement beta and training

4. Analyze solution data — refine

5. Begin generating revenue

months 6-12

6. Test and complete expanded solution with current and new clients

7. Enroll paying home school and after school students, private and public schools

months 12+

8. Expand to nationwide rollout

9. Begin international rollout

Q1 Year 1 | Q2 Year 1 | Q3 Year 1 | Q4 Year 1 | Q1 Year 2

Business Model: how weTHINK makes $

Licensing $

- $10k / year
- 130k US schools

Subscription $

- $20 / month
- 1.8 mil homeschool
- 2 mil afterschool

Sponsorship $

Microsoft

Apple

EY Building a better working world

Grant $

SBIR·STTR America's Seed Fund

bezos family foundation

CHAN ZUCKERBERG INITIATIVE

BILL & MELINDA GATES foundation

$30 million in 36 mo*

*Revenue from the Educational markets only

weThink's market adoption plan

Utilize Relationships

- letters of **COMMITMENT FROM** the City of Inglewood (26 schools), the City of Lennox (12 schools), and TEA (private school expanding)
- **EXISTING RELATIONSHIPS** with Kansas State Dept of Education (1351 schools), Chicago Public Schools (660 schools), LAUSD (over 900 schools, and 187 charters), Riverside Unified (50 schools)

Build Relationships

through edtech events and strategic partners

- events: SXSW, EdTech X, ASUxGSV, National Conference on Student Assessment
- partners: Sister Cities of LA, Tripartite Economic Alliance
- other strategic partnerships e.g.: Blackboard

Sustain Relationships

provide value and support to ALL end users

- provide support to educators through built in user guides
- provide support to educators through social media groups and events
- actively provide support and info access to parents through our site and social media

Team

Kat Salazar, Founder & CEO
Previous: founder of Flourish Academics LLC and FAE Group LLC

Richard Wyckoff, CTO
Previous: Technical Design lead at ElectronicArts, Pandemic Studios, Vivendi Universal, and Dreamworks Interactive, current CEO and chief project design at Reverge

Randall Fujimoto - Game based Learning
Previous: Gametrain Learning, UCLA

Dr. Neal Kingston - Director of the Achievement and Assessment Institute KU
Previous: Vice President of Research at CTB McGraw-Hill, former Kentucky Associate Commissioner for Curriculum and Assessment

Dr. Li Cai - Psychometric Advisor
Professor in the Advanced Quantitative Methodology program at UCLA, Co-Director of the National Center for Research on Evaluation, Standards, and Student Testing. Partner at Vector Psychometrics.

Mitch Berman - Strategic Advisor
Mitchell Berman is a 30-year entertainment and technology media veteran, who has participated in the launch of six start-up operations and a successful IPO

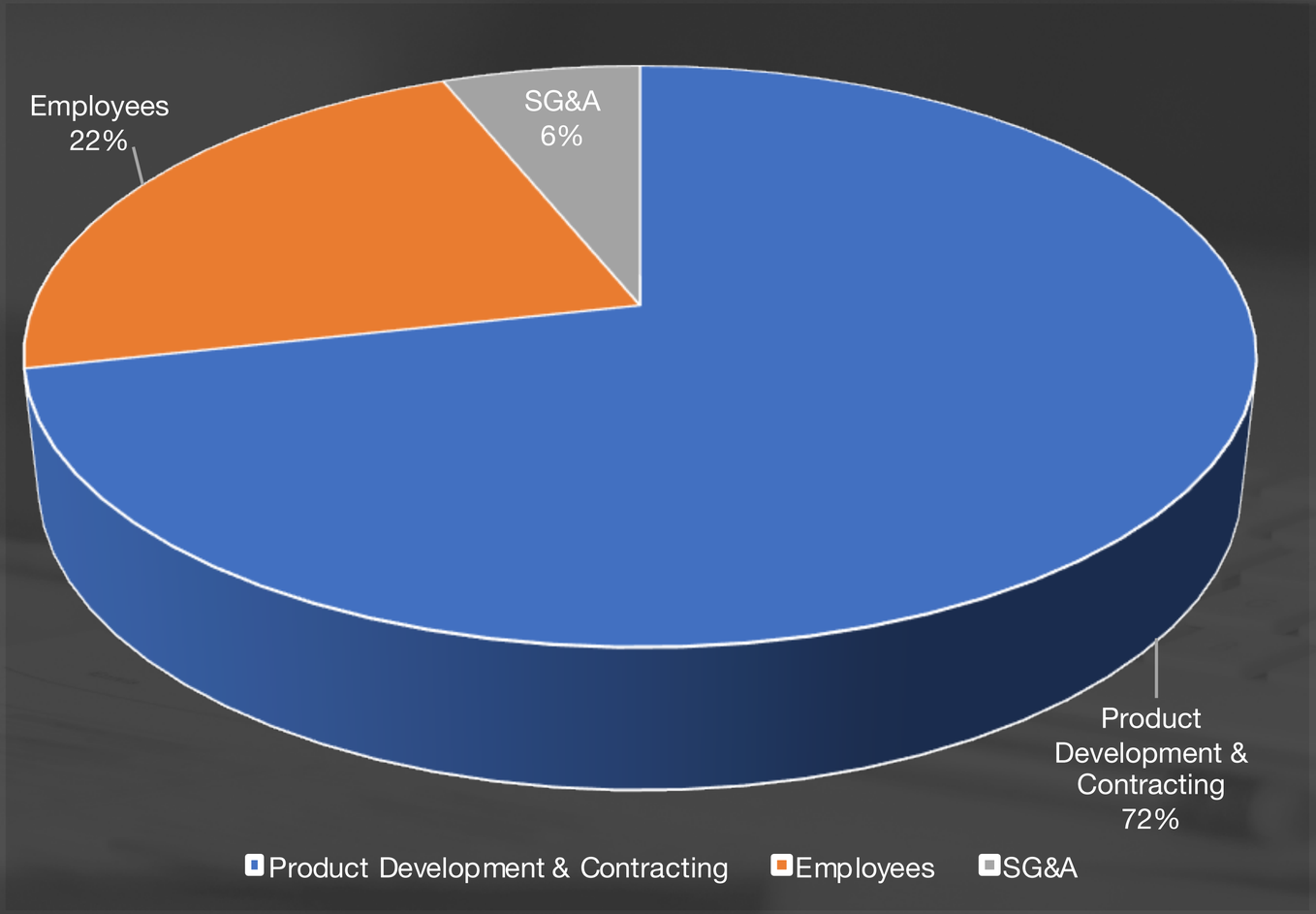
weThink's 3 year projections

Revenue	Year 1	Year 2	Year 3	Penetration
Home School	$885,000	$3,982,500	$6,903,000	.75-2%
After School	$350,000	$2,160,000	$5,400,000	.25-1.5%
Private School	$173,000	$3,287,000	$6,718,167	.30-2.1%
Public School	$86,500	$4,836,360	$11,699,307	.15-1.7%
Gross Revenue	$1,494,500	$14,265,860	$30,720,473	
Costs				
Development	$2,644,670	$1,833,840	$682,699	
SG&A	$227,725	$1,107,467	$2,506,024	
Employees	$644,625	$901,125	$3,731,063	
Head Count	5	12	19	
Total Cost	$3,517,020	$3,842,432	$6,919,786	Margin / YR 3
Net Revenue	-$2,022,520	$10,423,428	$23,800,687	63%

How weThink will use funds

Seeking **$ 750k:**

- **Secure our cross trained team of experts**
- **File patents**
- **Submit grant applications**
- **Develop the solution - mobile for web**
  - **student user app**
  - **educator user app**
  - **admin user app**
- **Test the solution and pilot it**
- **Secure contracts with districts and states we know**



THANK YOU

Kat Salazar, Founder
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