

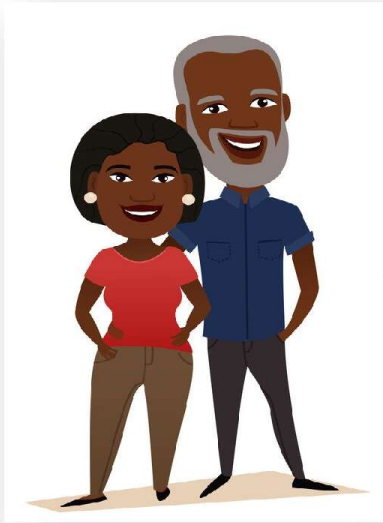


[afocusedpath.com](http://afocusedpath.com)

Founder:

Roderick DeBerry

# Business Overview



Social nfx

“It takes a Village to Educate a Child”



Data nfx



“The Village” of Extended Family, Friends, Teachers and Mentoring Organizations are there to help and follow Student’s Educational Progress by being able to view Report Cards using our application



# Team

- Current Team:
  - Roderick DeBerry/CEO
  - Vinod Kurmar/Acting CTO
- Hire Appropriate team that's expected of software platform

# Market Opportunity


“Bottom Up” Approach

- Who wants to Monitor/View this information?
  - Family Members( Grandparents, Aunts, Uncles, etc...)
  - Close Family Friends (God Parents)
  - Mentoring Organizations
  - Fraternities and Sororities
  - Sport Teams (Coaches)
  - Non-Profit and Religious Organizations
  - After School Programs
  - Parents

# Parent's View

afocus<sup>EDU</sup>path
Dashboard
Students
Villagers
John Smith

STUDENT LIST > JANE DOE


**JANE DOE**
3 GRADE 7 AGE Baltimore CITY

BISHOP COTTON PRIMARY SCHOOL  
Baltimore, Maryland 04032

REPORTING PERIOD 1
+ NEW


SUBJECT	GRADE	GOAL	CPA/ GPA	CONDUCT	TEACHER
ENGLISH Communication	B	B+	3.5	Good	Sarah Stanley
ENGLISH Liberal Arts	B	A+	3.5	Good	James William
MATH	B	A+	3.5	Excellent	Sarah Stanley
SCIENCE Chemistry	C	B+	3.5	Good	Alex Baboil
LANG French	C	B+	3.5	Good	Jorn Jatun


+ Add Subject


+ Add Note
+ Add Photos

SAVE
SHARE WITH ALL VILLAGERS

JANE DOE'S TIMELINE

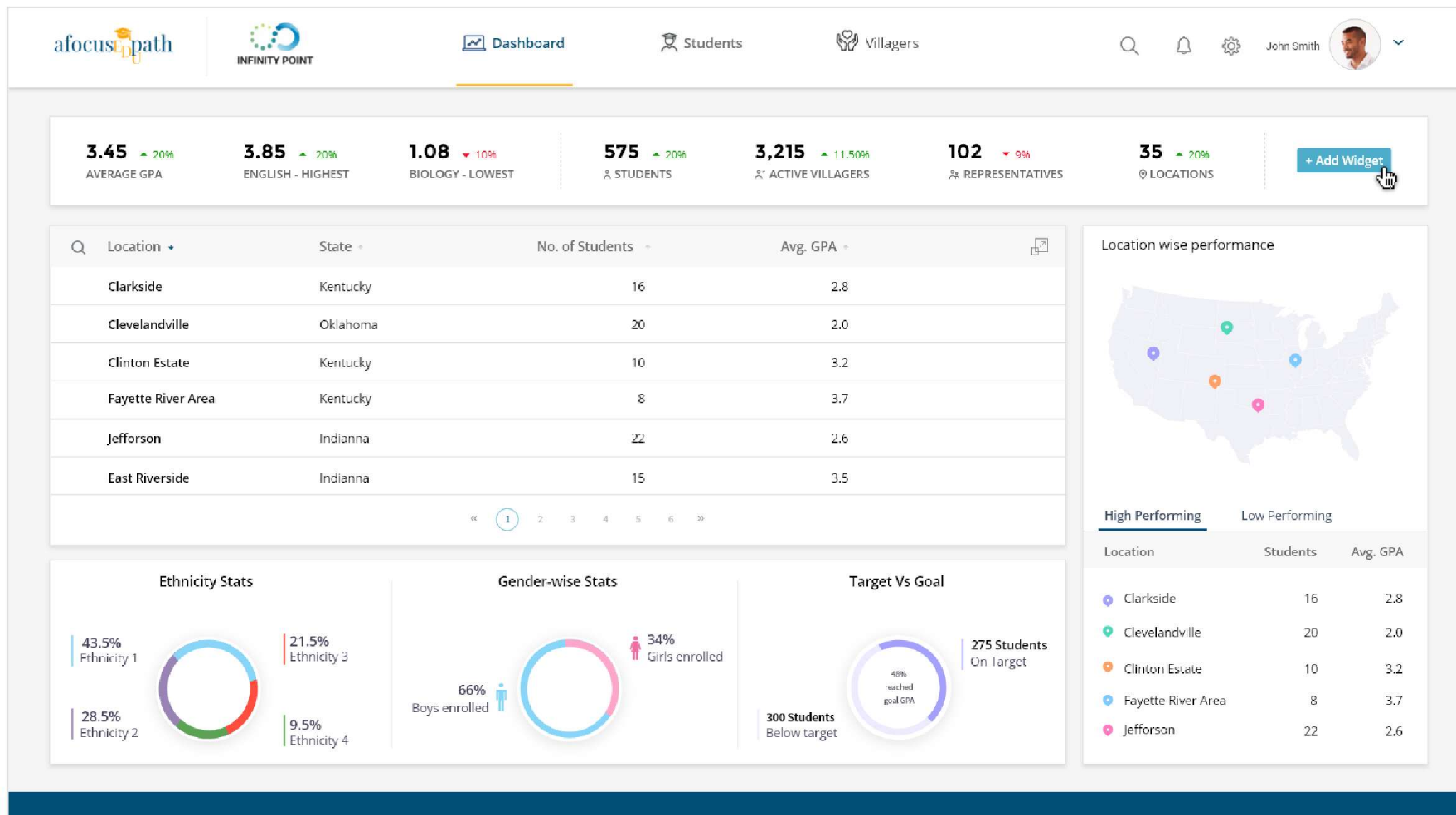

**GRADE 1**  
2016 - 17


**GRADE 2**  
2017 - 18


**GRADE 3**  
Currently Pursuing

+ Add Grade

# Organization Dashboard View



# Village View

afocus<sup>EDU</sup>path
Dashboard
Students
Villagers
John Smith

STUDENT LIST
ADD NEW STUDENT

### Student Profile Creation

- STUDENT INFO
- SCHOOL & SUBJECTS
- VILLAGERS

+ Add Villagers

DM

FAMILY

FRIENDS

NGO

Villagers List

<< Back
FINISH

# Pipeline

- Shelby County Schools PreK – 3<sup>rd</sup> Grades 2,500
- Church Development Network 3<sup>rd</sup> – 12<sup>th</sup> Grades - 3,000
- Arise2Read 2<sup>nd</sup> Grade - 2,400
- First 8 Memphis/Porter-Leath PreK – K -6,500
- City of Memphis/Shelby County Gov PreK – 7,000
- AKA Sorority 6<sup>th</sup> – 12<sup>th</sup> Grades – 1,200
- Potentially 22,600 Students and 113,000+ Villagers



# Business Model

- Annual Subscription Model  
(Family/Organizations)
- Targeted Advertising Model
- Affiliate Marketing

# Let's Compare

## **Social Networking**

- Facebook
- PowerSchool
- Destiny One
- Over 20 Others
- We are a Combination of Social Media and Networking applied to education.

## **Career Planning**

- College-on-track
- Tech4Learning
- We start much Earlier Collecting Data and encouraging Family/Community Participation

# Barriers to Entry

- User Network
- Team members' Experience and Expertise

# Financial Projections

Investments to Date (not including founder): \$43,000.00

Personal Investment: \$40,000.00

Post Funding	Past	Year 1	Year 2	Year 3
Revenue	\$40,000	\$1,800,000	\$5,600,000	\$13,300,000
Expenses	\$60,000	\$2,066,000	\$2,390,000	\$2,629,000
Net	(\$20,000)	(\$266,000)	\$3,210,000 Breakeven and Profitability	\$10,671,000

\*These projections are not guaranteed

# Use of Proceeds – Scale Up

- Create a sense of Urgency
- Master our Traffic and Sales flow
- Develop App for IOS and Android
- National Appeal



Roderick DeBerry

Founder/CEO

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