

# KneoMedia Limited

ASX: KNM | OTC:

KNEOF

Publishers of **KNEOWORLD**

## CEO Presentation 2021 Annual General Meeting

# SaaS-based EduTech company



Accelerated reading, math, STEM and social and emotional learning solutions for Pre-K through Grade 8 in the USA and around the world

- 📍 Revenue generating company
- 📍 Market leading trade-marked educational technology – large IP investment developed and tested over time
- 📍 Ability to rapidly roll out and scale
- 📍 Our roll out cost base diminishes with each new contract
- 📍 Successfully deployed in the NY public schools- world's biggest education market
- 📍 Regular content updates via proprietary CMS

# B2B channels to market

## 'Connect All Kids' NAACP/Dell collaboration

- 🚀 Funded by DOE State and City budgets and political and Foundation budgets
- 🚀 NAACP delivers unrivalled access to government
- 🚀 Power of Dell marketing
- 🚀 3-year licences paid up front
- 🚀 US\$50 p.a. seat licence

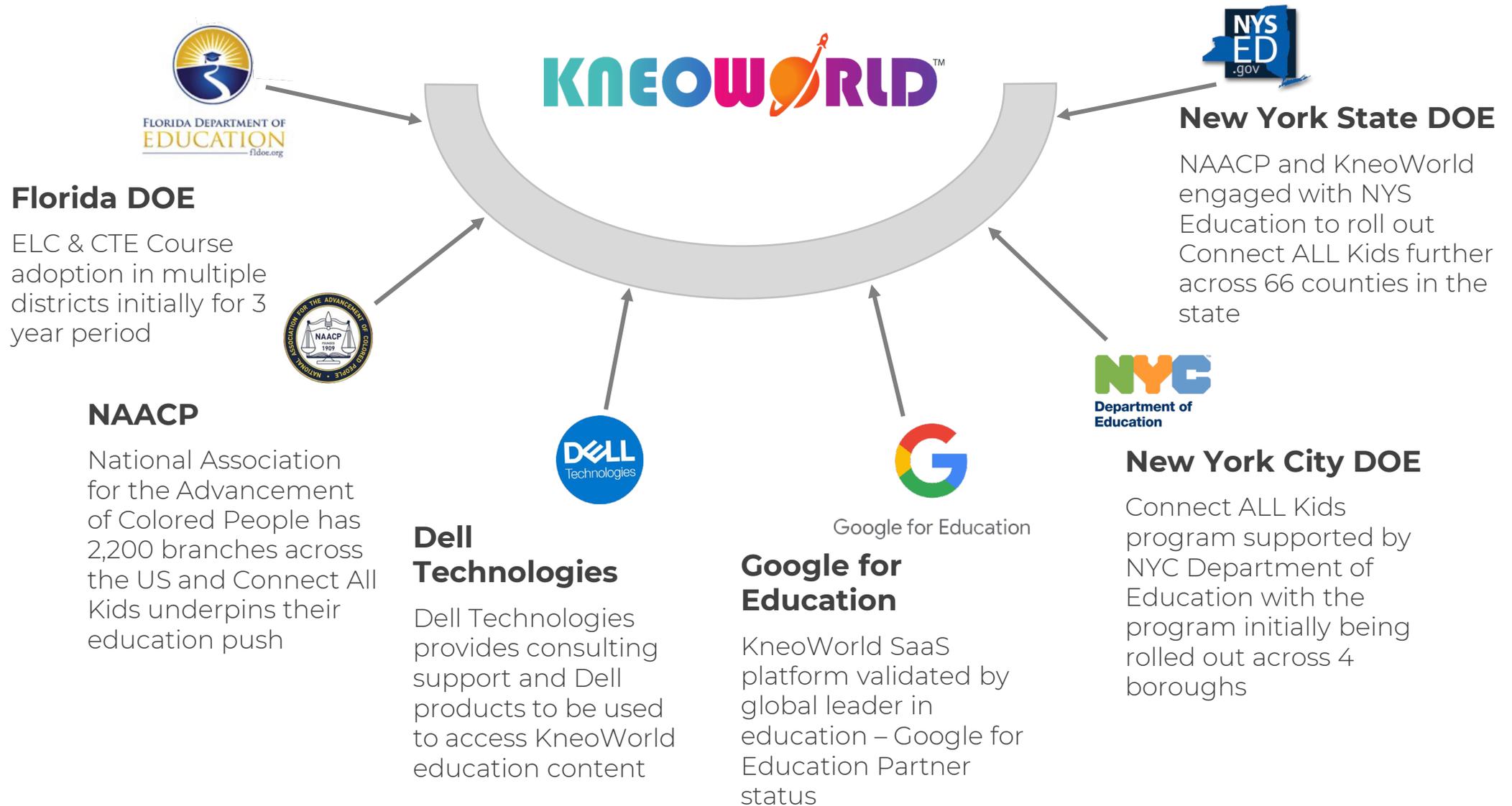
## Annual direct to school and school districts seat licence sales

- 🚀 Funded by DOE Federal, State and City budgets
- 🚀 Unprecedented levels of education funding now available across the US post COVID
- 🚀 Approved for Federal Title IV funding
- 🚀 US\$50 p.a. seat licence

## In school Career Training Education (CTE) programs to school districts

- 🚀 Funded by established CTE program budget
- 🚀 Schools receive financial advantage by enrolling students in CTE programs
- 🚀 KneoWorld approved across 660,000 middle school students in Florida
- 🚀 US\$35 per 6 wk student course. US\$15 add on for full year licence

# Quality partners and collaborations



# National market uptake positioning

## New York City and State

**Pre K-8 students 2,200,000**

- 📌 Connect ALL Kids to date has deployed across 4 boroughs of NYC
- 📌 5,000 licenses deployed 2020/21
- 📌 3,400 licenses pre-ordered 2021/22
- 📌 Very substantial additional sales in pipeline

## Florida State

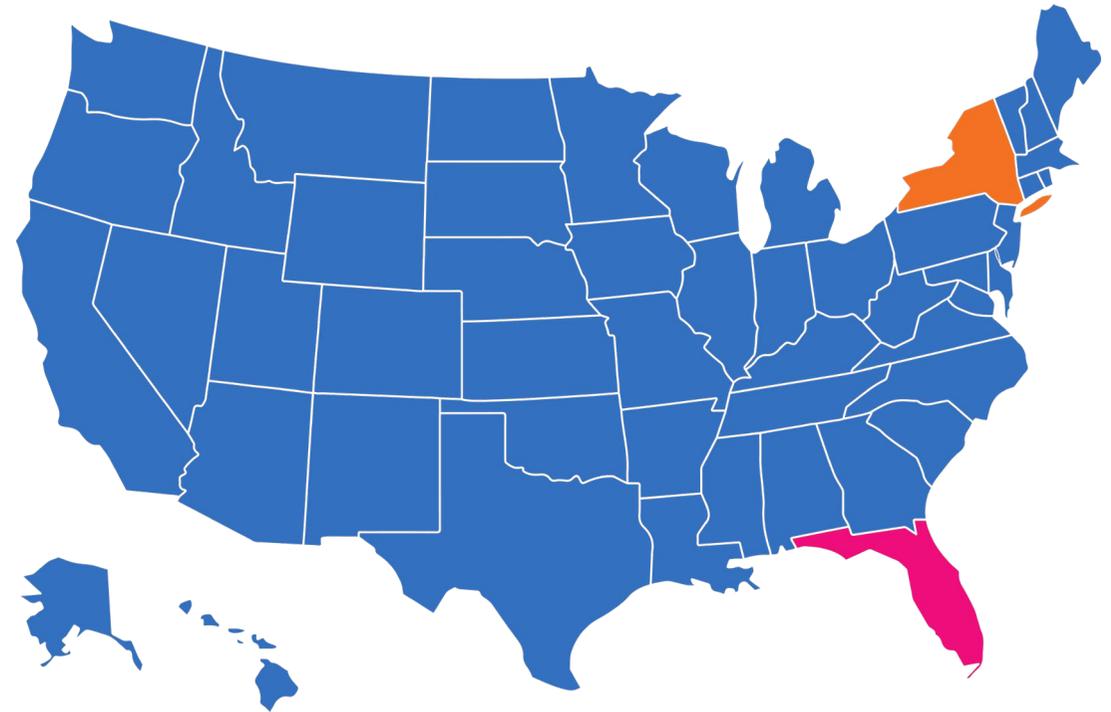
**Pre K-8 Students 1,930,000**

- 📌 Middle school CTE students 660,000
- 📌 2,000 ELC licenses committed 2021/22

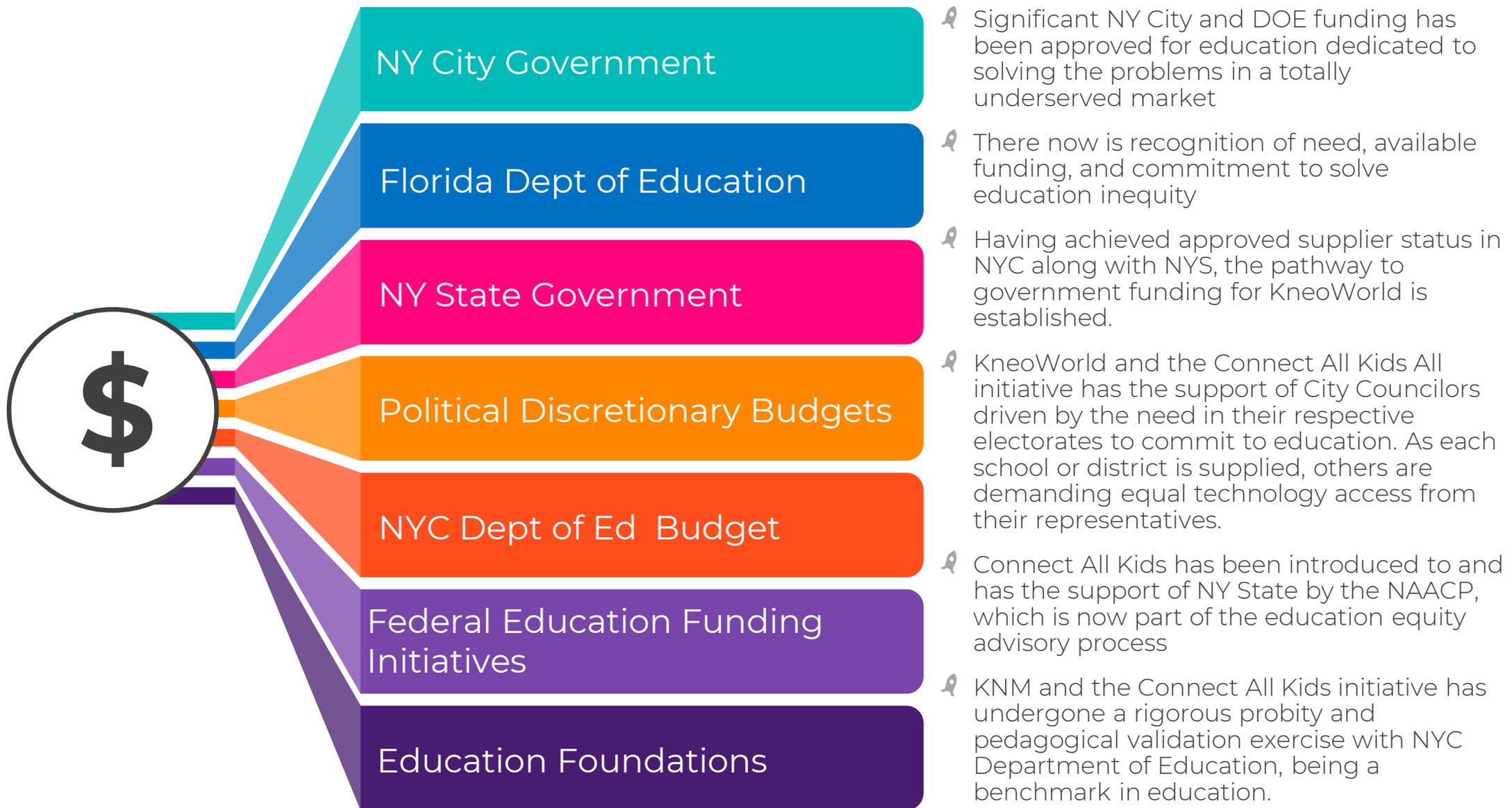
## United States

**Pre K-8 Students 24,000,000**

- 📌 New York and Florida being two of the four largest education systems and are a bellwether for smaller states
- 📌 NAACP/DELL collaboration objective is for a national rollout



# Multiple funding channels



# Recent achievements



AUG 20

SEP 20

JAN 21

MAR 21

MAY-NOV 21

## KNM secures 2nd US\$1m 'Connect All Kids' deployment in NYC

- 📌 KNM's share of 'Connect All Kids' initiative in New York exceeds ~A\$760,000
- 📌 Secured critical Approved Supplier status with NYC Council and DOE

## Google for Education Partner certification achieved globally

- 📌 Google for Education has undertaken an extensive review of the KneoWorld platform before granting this certification
- 📌 Certification greatly enhances KNM's two other sales channels, namely direct to schools and through channel partners in all markets

## KNM approved for Large Home School Buyers Co-op

- 📌 KNM adds a new and potentially large sales channel for the Company given the obvious growth in home schooling occurring in the US today

## KNM secures new education partnership for US market

- 📌 First Inspires ('FIRST') is a universally recognised not-for-profit Science Technology Engineering and Mathematics (STEM) education engagement program for kids worldwide

## Second US\$1m NYC Connect All Kids payment confirmed

- 📌 Second Connect ALL Kids deployment was first announced in August 2020 – revenue from this sale will be received before the end of March 2021
- 📌 Announcement coincides with resumption of engagement with New with NYC Council and Dept. Of Education to expand roll-out to more New York public schools

## Further US\$3m Connect All Kids deployment confirmed

- 📌 A total of US\$5m has now been committed by New York City Councillors to the program which also includes Dell Technologies and NAACP
- 📌 First sales Albany New York State and new sales partnership
- 📌 KneoWorld working with dedicated NYC DOE team to facilitate large scale deployment

# US education normality has resumed

## Pipeline opportunities

- 📍 2022 school year now conducted in-class
- 📍 Education funding substantially increased.
- 📍 All activities paused due to COVID 19 now reactivated
- 📍 KneoWorld firmly embedded in New York and Florida school systems
- 📍 NAACP/DELL collaboration proceeding to broader NYC/State rollout
- 📍 New York and Florida provide national validation

[kneoworld.com](https://kneoworld.com)



## Our powerful program built by educators for teachers and students

- Curriculum based program
- Flexible and easy-to-use
- Engages students with online stories & games AND offline hands-on activities
- Standards-aligned lessons (math, reading, social emotional, and more)
- Analytics measure academic growth & mastery
- Embedded growth mindset
- Use at school, remotely – or both!



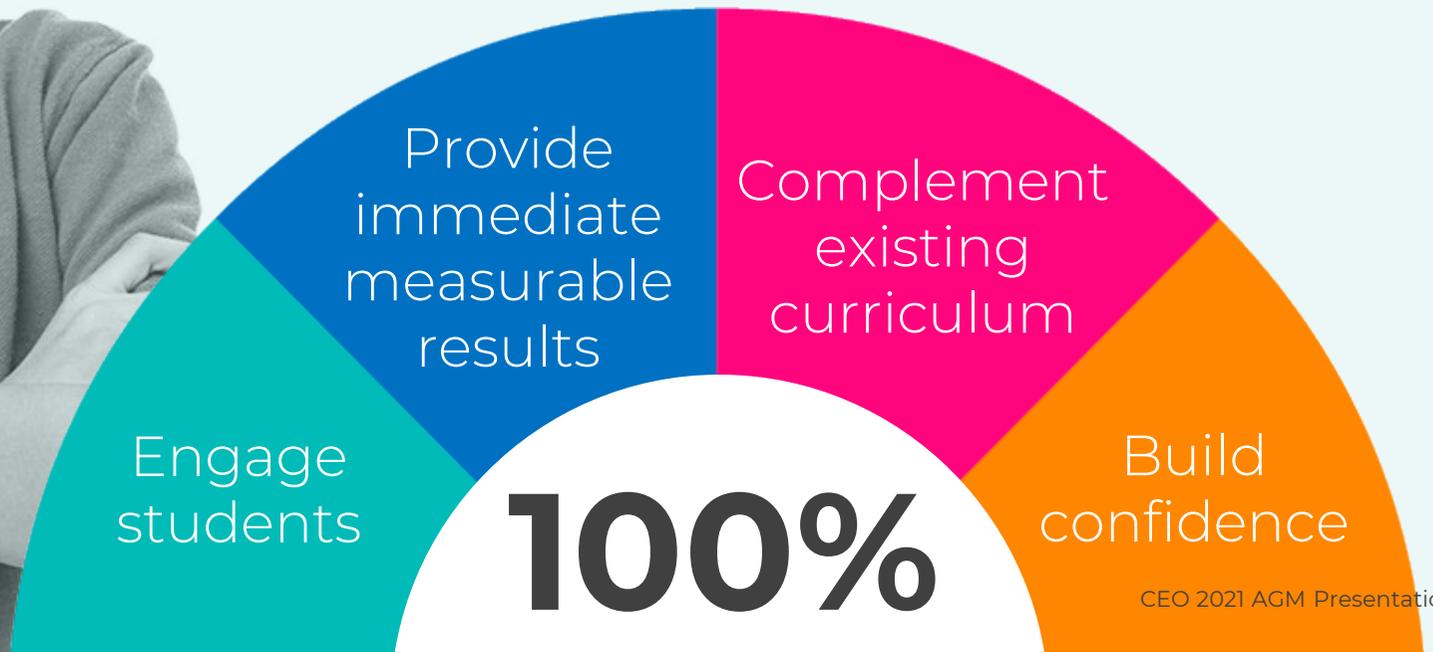
Google for Education  
Partner

# Story-based adventures with characters to engage

Students immerse themselves and are able to recognize and bond with KneoWorld characters during the learning process



## KNEO Rubric



# Lessons, challenges and resources to educate

Game-based challenges are undertaken throughout lessons to measure student progression.

Teachers can instantly assess a student's academic advancement and can provide differentiated instruction by tuning the program to the learner's individual needs.

**KNEOWORLD™**

### SURFACE AREA AND VOLUME

Before the lesson

**BACKGROUND KNOWLEDGE**

The lesson introduces students to the concept and formulas for surface area, area and volume

Use this lesson after students have a basic conceptual understanding of area and volume

The lesson expands students' knowledge of two dimensional shapes and prisms

**You will need:**

- KneoWorld lesson, "Surface Area and Volume"
- Blank piece of paper
- Ruler
- Pencil

**Vocabulary:**

- prism
- two-dimensional
- surface area
- area
- volume

**I can ...**

- find the area, surface area and volume of a two-dimensional shape.

**NYS Next Gen Standard:**

- Solve real-world mathematical problems involving area, volume and surface area of two and three-dimensional objects.
- At standard: NY-7.G.6
- Above standard: NY-8.G.6

**DEEPER DIVE INTO THE CONCEPT:**

Geometry increases students' spatial understanding of dimensional objects and creative thinking skills

**KNEOWORLD™**

### KNEOWORLD ACTIVITY

Story based learning "Surface Area and Volume"

Matching game

### INSTRUCTIONAL RATIONALE

Stories that incorporate the skill or concept being practiced into the storyline increase cognitive attention and concept mastery. Matching games support student's attention to detail, increase concentration and train visual memory.

**APPLY**

1. At the conclusion of the read aloud, project the KneoWorld story "Surface Area and Volume" on a wall or screen for the students to see. Read the story aloud, feel free to ask students to volunteer for different roles to read. If the reading level is appropriate.
2. After the read aloud of the KneoWorld story, ask students to login (or you might have already logged in for them on their devices), and ask them to individually go through the story again and play the games. Allow them to leave the story unattended, if you choose.
3. Encourage students to read the story and play the games multiple times on subsequent days during individual or small group reading time (or even on their own time outside of school). The purpose of using KneoWorld is as a tool to reinforce and support your instruction and to give you formative feedback using the analytics to help you determine where students are in the mastery of the skill/concept they are working with...not as a tool to facilitate the instruction itself.

**CONNECT**

Turn and talk with a partner and discuss which concept (surface area, area, volume) was the most difficult and why.

**ASSESS**

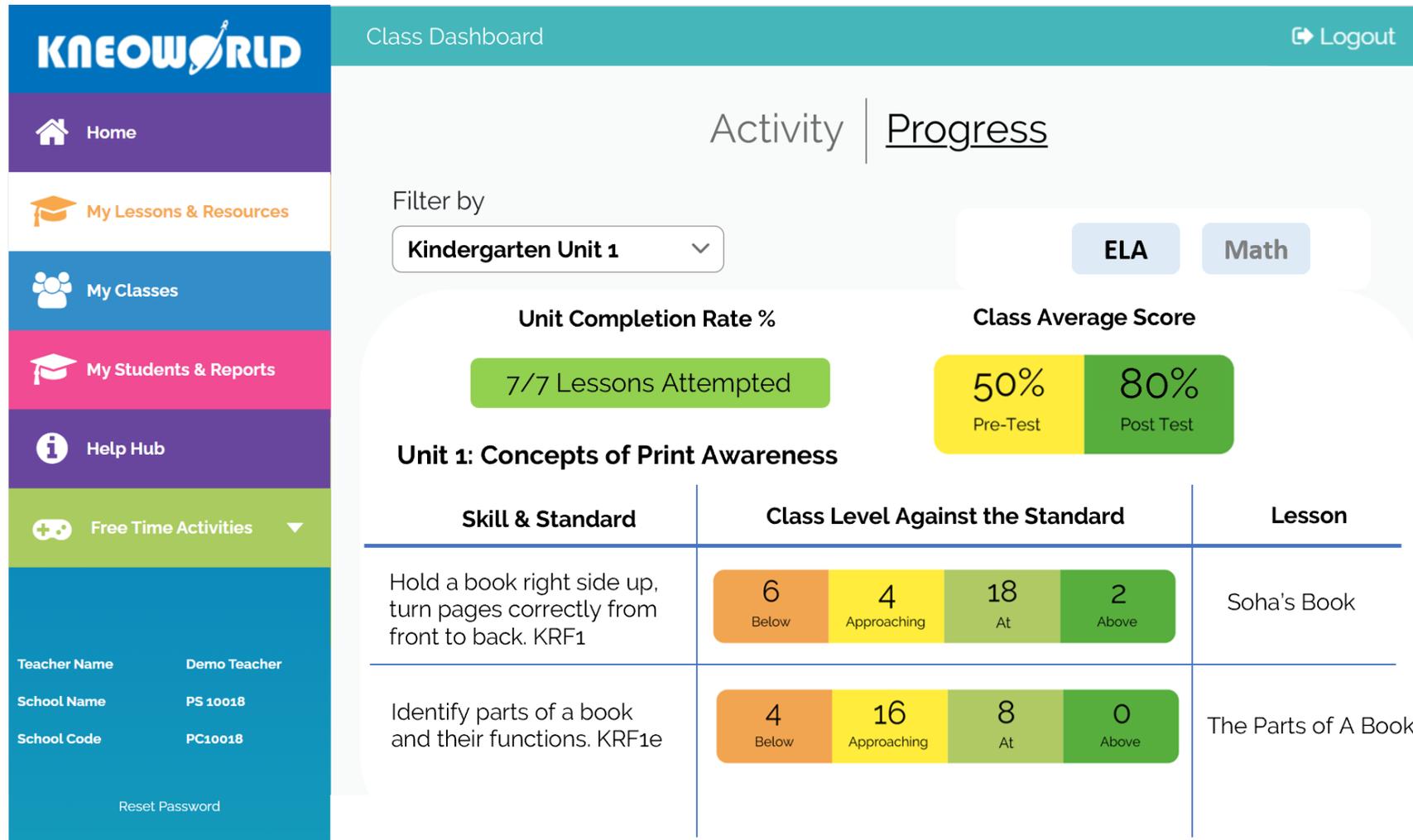
Use analytics from the game to understand where the student is in mastering surface area, area and volume. The levels of the game progress, starting with an entry level to the skill (Level 1), progressing in difficulty to mastery of the skill (Level 3). Level 4 will always be a little above mastery, working on the next learning level of the skill within its learning progression.

Engage • Educate • Assess

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# Monitored and meaningful analytics to assess



# Experienced education professionals

## Meet our KneoWorld team members:



**Dr. Denine Jimmerson**

Director of Curriculum



**Brittany Kelley**

**M.Ed.**

Education Content Author



**Dr. Lisa Thompson**

Education Content Author



**Damian O'Sullivan**

**BA, Dip. Ed**

Education Specialist



**Louis Diggs**

**B.Sc.**

Senior Sales Director



**Jeff Huart**

Education Specialist



**Hope Hou**

**M.Fin.Sc.**

Education Relationship Director

# Thank you for your attendance

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