



Education that doesn't stop at graduation.

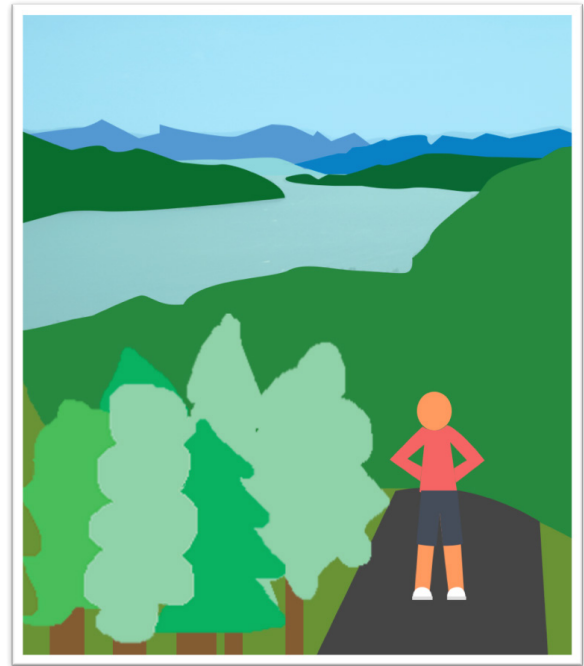


Learning for life.

*For learners.
For administrators.
For everyone.*

Next Step Learning Solutions, LLC
Investor Deck | Fall 2016

Our Purpose



After starting from the bottom of the hill, Next Step Academy is ready to finish our climb and enjoy our view from the top.

With three years of building under our belts, we are finally ready to take our business to the next level. It's with great excitement that we forge ahead to become the leading Learning Management System (LMS) for all learners — high school, college, adults and professionals alike.

With our unique all-in-one system, learners and administrators both can easily navigate our system to take courses, earn digital badges, track development and much more.

Plus, we offer what no other LMS does — the ability to assign courses, display courses, create quizzes, score course attempts and track it all in one platform.

We are ready to claim our role as the top LMS system for learners and administrators. We are excited to share the following materials to request investors and/or partners to help leverage us to success.

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SECTION 1

Company Overview

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Who is Next Step Academy?

The evolution of Next Step Academy

Back in 2012, the founder of NextStepU, after 20 years in student magazine publishing, wanted to provide a unique approach to encourage lifelong learning in students. That thought transformed into Next Step Academy, an online learning platform offering quick, informative and mobile courses to learners of all ages. Next Step Academy officially launched in January of 2013 and has been evolving since.

In 2014, Sean-Reed McGee stepped in as Managing Partner to further grow the reach of Next Step Academy with a new look, a drive to add more courses, and an initiative to reach corporate as well as traditional learners.

This was the start of Next Step Academy HR — an all-in-one dashboard that allowed business owners to assign courses and track employee development with professionally-focused topics of their choosing. This HR drive brought a whole new type of learner to the company and sparked the need to develop the administrator tool and take the learner experience to the next level.

The new initiative

Coming soon, Next Step Academy will be more robust than ever before. Launching winter 2016, the site will feature an all new look and will combine the learner and administrator dashboard into one easy-to-use site. Plus, what was once the HR initiative has now been revamped (and renamed). ImpactPRO and Impact EDU will give businesses, schools and learning organizations access to the administrator tool to include more opportunities than ever before.

Next Step Academy currently features more than 75 unique, informative courses in life skills, careers-in and professional topics and continues to grow on a monthly basis. Soon, learners will be able to earn badges for each course they complete which they can share on resumes, social media and any other digital platform of their choosing.

It's all happening at NextStepAcademy.com!



Jan 2013



Mar 2014



Nov 2016

Get to know our products.

1. Online Courses

Next Step Academy's overall mission is to help learners of all ages determine where they want to go and how to best get there.



Our ImpactPRO/EDU includes:

- ▶ Online, educational, life-long learning tool.
- ▶ Employer Administration capabilities.
- ▶ Employee anytime, anywhere convenience.

Plus, we offer branding for clients including personalized logo and color options.

3. Instructor-Led Training

If businesses are in need of more personalized training, they can inquire about face-to-face seminars with our instructor-led trainers.

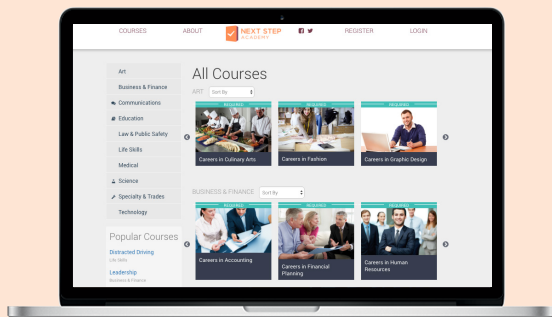
Employers can get personalized training from one of our certified Next Step Academy coaches. Employees will be engaged in real-time training in a variety of topics.

We take learning out of the virtual realm and directly into the client's space, working with leaders within that organization in real time.

2. Custom Online Courses

While Next Step Academy has plenty of courses built in to our library, if businesses are interested in creating courses specific to a company's mission, we can do that!

There are three main ways that we can do so:



- ▶ We create the courses for the business.
- ▶ Businesses can upload their own courses using our course creator tool.
- ▶ Businesses can bring SCORM-compliant courses to our course upload system.

What's new with Next Step Academy?



What's new with Next Step Academy?

Coming late fall of 2016, we are completely revamping our website to combine our HR tool (renamed ImpactPRO) and our traditional learning role. All interaction — from registration, to login, to using the site and everything in between will be in the same portal for both roles.

Here's what else you can expect from the new Next Step Academy:

- ▶ A new learner dashboard that shows required courses, new courses, badges to earn, learner rank and much more, all customized to the user.
- ▶ Premium course packages in specific areas of study like entrepreneurship, customer service and more.
- ▶ ImpactPRO, the new name for our HR tool, will allow for schools and businesses to monitor course completion in an easy-to-use dashboard.
- ▶ ImpactPRO, allows administrators to move employees through the various stages of the employee lifecycle process.
- ▶ ImpactPRO Creative plan gives businesses the ability to import SCORM-compliant courses and publish new courses to a custom URL.
- ▶ ImpactPRO Executive plan gives businesses everything from ImpactPRO Creative plus Next Step Academy will build custom courses for them.

Based on course attempts from Jan 1 - Oct 19, 2016

**DISTRACTED
DRIVING**
Life Skills

3,211 attempts

**CAREERS IN
CODING**
Careers-In
105 attempts

**BASIC GRAMMAR
TOOLKIT**
Life Skills

879 attempts

**BUSINESS
WRITING**
Life Skills

740 attempts

**PERSONAL
PRODUCTIVITY**
Life Skills

226 attempts

**COMMUNICATION
SKILLS**
Life Skills

742 attempts

LEADERSHIP
Life Skills

722 attempts

**SOCIAL
MEDIA
ETIQUETTE**
Life Skills

602 attempts

**YOU NEED
NEXT STEP
ACADEMY**
Life Skills

362 attempts

**INTERVIEWING
SKILLS**
Life Skills

626 attempts

**TIME
MANAGEMENT**
Life Skills

830 attempts

78
courses
& counting

as of 10/20/16



LIFE SKILLS

- ▶ Basic Grammar/ Writing Toolkit
- ▶ Business Writing
- ▶ College Placement Tests
- ▶ Common Courtesy
- ▶ Communication Skills
- ▶ Credit
- ▶ Critical Thinking
- ▶ Distracted Driving
- ▶ Entrepreneurship
- ▶ Effective Public Speaking
- ▶ Fitness
- ▶ GED I&II – HS Equivalency Diploma
- ▶ Going Back to School
- ▶ How to Transfer to a 4-year School
- ▶ Interviewing Skills
- ▶ Leadership
- ▶ Paying for College
- ▶ Realizing Professional Potential
- ▶ Social Media Etiquette
- ▶ Time Management
- ▶ **You NEED Next Step Academy**

CAREERS-IN COURSES



ART

- ▶ Culinary Arts
- ▶ Graphic Design
- ▶ Interior Design
- ▶ Fashion



COMMUNICATION

- ▶ Human Relations
- ▶ Marketing
- ▶ Public Relations



LAW & PUBLIC SAFETY

- ▶ Criminal Justice
- ▶ Law
- ▶ Law: Paralegal
- ▶ Social Work
- ▶ U.S. Military



SCIENCE

- ▶ Marine Biology
- ▶ Clinical Biochemistry



TECHNOLOGY

- ▶ CADD
- ▶ Coding
- ▶ Engineering
- ▶ Information Technology Security
- ▶ Management Information Systems
- ▶ Web Development



BUSINESS & FINANCE

- ▶ Accounting
- ▶ Human Resources
- ▶ Sales
- ▶ Financial Planning
- ▶ Sports Management



EDUCATION

- ▶ Administration
- ▶ Primary Education
- ▶ Secondary Education
- ▶ Special Education



MEDICAL

- ▶ Dental Assisting
- ▶ Medical Assisting
- ▶ Medical Billing & Coding
- ▶ Nursing
- ▶ Occupational Therapy
- ▶ Physician Assistant
- ▶ Psychology
- ▶ Radiology
- ▶ Speech Pathology



SPECIALTY & TRADES

- ▶ Air Traffic Control
- ▶ Automotive
- ▶ Beauty
- ▶ Restaurant & Hotel Management
- ▶ HVAC

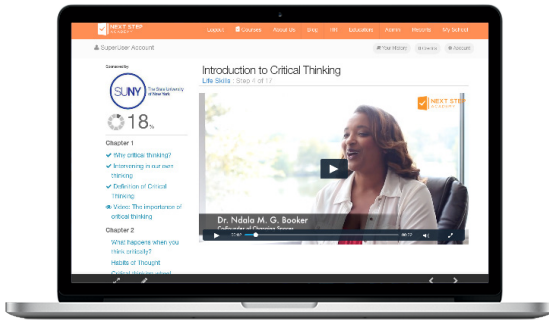
PROFESSIONAL COURSES

- ▶ Distracted Driving
- ▶ Time Management
- ▶ Bullying in the Workplace
- ▶ Credit
- ▶ Women in the Workplace
- ▶ Personal Productivity & Professional Accountability
- ▶ Pre-Interview Questionnaire

Creating courses in-house

We pride ourselves on not being a library of courses written by other people. We create all of our courses in-house with our own research, through experts and through our own expertise and experiences.

Here are some examples of courses we have created and testimonials from our experts and the people using them!



Introduction to Critical Thinking,
Featuring Dr. Ndalo Booker, co-founder of Changing Spaces Success Program

“I am thrilled to have had the opportunity to do this for Next Step Academy...[I can’t wait] for it to draw new students!”

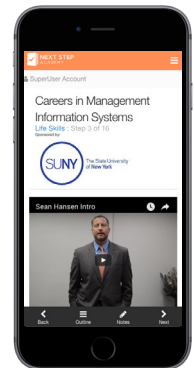
— Dr. Booker

Careers in Management Information Systems

Featuring Dr. Sean Hansen, Associate professor of Management Information Systems at Rochester Institute of Technology (RIT).

“We look forward to sharing this with prospective students, our high school teachers, and larger national advisor partners.”

— Jenna Lenhardt, Assistant Director of Student Services and Outreach at RIT

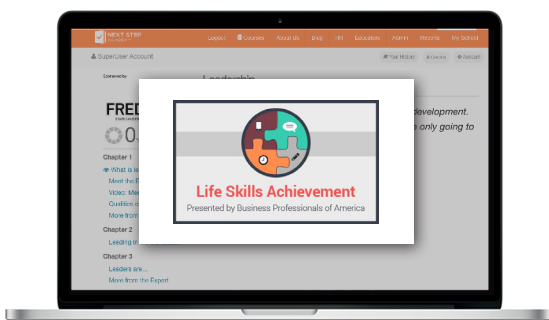


Life Skills Certification

Co-created by Heather Bunning, Director of Strategic Advancement, Business Professionals of America

“The life skills achievement program...badges and certificates were all a total hit this year!”

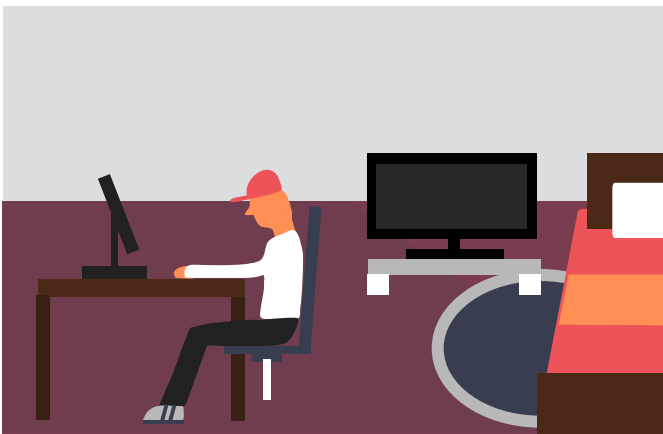
— Heather Bunning



Who uses Next Step Academy?

Our site is broken up into two primary roles — learners and administrators. Here's how they both work:

LEARNERS

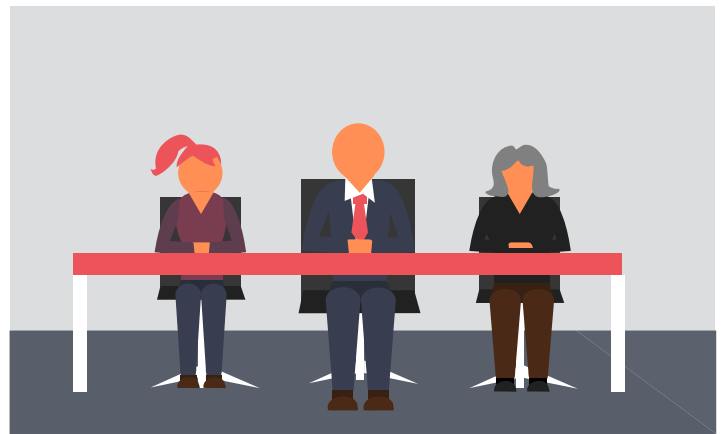


A **learner** role allows for **access** to NextStepAcademy.com courses.

Learners will be able to:

- ▶ Take any free course at NextStepAcademy.com.
- ▶ Unlock premium courses with a promo code, through Course Cash or with a credit card.
- ▶ Earn digital badges for completing courses and course suites.
- ▶ Track their learning rank and progress among other learners.

ADMINISTRATORS



An **administrator** role allows for **control** over courses that learners can take at NextStepAcademy.com.

Administrators will be able to:

- ▶ Recommend and require courses for employees to take.
- ▶ Review employee progress and performance with an online dashboard.
- ▶ Add/remove employees and other administrators to your account.
- ▶ Add on email distribution, course branding, custom course creation and in-house training packages.

Our Connections

Here are a few of the great companies we work with to help make lifelong learning solutions a reality.



More to come!

*We're always seeking
new partnerships!*

Where we've been and where we're going.

TODAY

- ▶ We have created 78 courses in Life Skills, Careers-In and HR-specific topics on NextStepAcademy.com
- ▶ We are servicing 157 employers with 702 total employee learners.
- ▶ We have two sales professionals on staff.
- ▶ Our office space has expanded to 1,100 square feet.
- ▶ Our platform offers administrative capabilities that allows for assigning, monitoring, and tracking of employee progress on an online dashboard.
- ▶ We are currently hosting five custom courses.
- ▶ We have six instructor-led training clients being taught by our master trainer.
- ▶ Our monthly revenue for the HR initiative alone is \$1,000.
- ▶ Our social media following has grown to:
 - 333 Facebook followers
 - 467 Twitter followers
 - 76 Instagram followers and
 - 43 LinkedIn followers.

FUTURE

- ▶ We will expand our course listing to 200 professional (HR) courses, Life Skills and Careers-In courses.
- ▶ We will service 2,500 employers and over 13,000 employee learners.
- ▶ We intend to hire more than 60 sales professionals, 3 marketing professionals, 2-3 master trainers and 4-7 associate trainers for the instructor-led training.
- ▶ We will further expand our office space to 3,000 square feet.
- ▶ We intend to open our administrative service to include client-controlled custom courses.
- ▶ We will have more than 300 custom courses.
- ▶ We will host seven white-labeled online training systems for larger companies.
- ▶ We intend to have \$20,000 in monthly revenue from online courses, \$30,000 per month from custom courses and \$5,000 per month from instructor-led training.
- ▶ We intend to grow our social media following to:
 - 10,000 Facebook followers
 - 10,000 Twitter followers
 - 5,000 Instagram followers and
 - 3,000 LinkedIn followers.

**Sean-Reed McGee***Managing Partner*

✉ Sean@NextStepAcademy.com

Sean has been an educational marketer and entrepreneur for the past 22 years, helping companies build and grow. Next Step Academy is a big part of his mission to bring lifelong learning and education to employers and their teams.

**Rodney A. Sprauve, J.D.***Senior Vice President,
Administration, & External Affairs*

✉ Rodney@NextStepAcademy.com

Rodney has been an educational marketer and entrepreneur for the last 21 years, helping companies build and grow. His work with Next Step Academy is part of his mission to bring lifelong learning and education to all.

**David Mammano***Founder*

✉ David@NextStepAcademy.com

Being an entrepreneur since 1995 has shown me not to be afraid to try new things, which is exactly why I started Next Step Academy nearly 5 years ago. I've always surrounded myself with a team who shares my vision of helping the world reach its potential, and I continue to dream big and work hard to make that happen.

**Kristin Hanratty***Lead Developer*

✉ Kristy@NextStepAcademy.com

My job is to create user-friendly content that is accessible and informative. I love the challenge of web development and the ability to see something turn from an idea into a workable product. Since starting with Next Step three years ago, I've been a part of an exciting opportunity to help others learn and grow, while helping to grow this incredible company.

**Theresa Oschmann***National Sales Director*

✉ Theresa@NextStepAcademy.com

With over 15 years at Next Step, I know how important relationships are and, more importantly, how to make them last. What I bring to the table is more than sales—I bring a passion and commitment to building strong relationships with my team and our clients.

**Laura Sestito***Design & Production Coordinator*

✉ Laura@NextStepAcademy.com

As a member of this team for the last four years, I've loved being able to put my love of design and communication to work. I've always loved the art of taking images and making them powerful communication tools to be shared universally.

**Tania Potter***Executive Assistant*

✉ Tania@NextStepAcademy.com

Assisting others is more of a lifestyle for me, if I see a need I look to meet it! I think of how another's day was a bit better because they did not have to do whatever it was that I took care of for them. I look for opportunities to put a smile on someone's face each and every day.

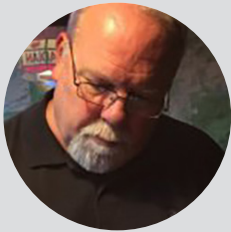
**Alaikia Miller***Lead Designer*

✉ Alaikia@NextStepAcademy.com

I love writing and creating content that helps people gain the knowledge they need to establish themselves personally, academically and professionally. I write weekly blogs and manage our social media accounts to keep people informed and help learners of all ages take their next step.

Meet our advisory board

No company can thrive without the advice and counsel of others. We're grateful for that counsel from our board of advisors. Meet the people who help us be our best!



Bob Barlow
*President/Founder,
RMB Marketing
RBarlow@RMBMarketingLLC.com*



Dele Oladapo
*VIP & CIO HR, Law &
Compliance, Prudential
Financial
DOladapo1@Yahoo.com*



Jennifer Bean
*Certified Public
Accountant, Freed Maxick
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Affairs & Tech Programs, GE
JUzzell@Aol.com*



Peter McKenzie, Esq
*Managing Partner,
McKenzie & Associates
Law Firm
PMcKenzie@McKenzieFirm.com*

Team members to add

With new aspirations, we are in need of new team members to make our vision a reality! Here are the positions we seek to hire in the upcoming months to take our productivity to the next level.



**JUNIOR WEB
DEVELOPER**



MARKETER



**PROJECT
MANAGER**



SALES



**CONTENT
MANAGER/EDITOR**



**SOCIAL MEDIA
MANAGER**



Meet the Managing Partner of Next Step Academy



Sean-Reed McGee

“Let’s work harder today like others won’t so that we can serve tomorrow like others can’t!”

Sean-Reed McGee has made the difference by pushing through to help build numerous companies in several industries to produce over \$160 million in direct sells. For 20 years, McGee worked in the educational marketing arena with The College Bound Network(CBN), a multi-platform company that provides information from hundreds of higher-ed institutions for prospective college students and their families. Over the course of that time, as the Senior Vice President, he was proven to be a formidable salesperson, and leader which positioned his team and clients to build Win-Win partnerships. McGee was responsible for establishing and maintaining direct client relationships with over 400 institutions, without losing the personal face-to-face touch. That touch allowed CBN to grow annual company revenue from \$250,000 to over \$250,000,000.

During the past few years he has applied

his deep knowledge of the education marketing industry to becoming a successful entrepreneur with growing ventures in online marketing companies and online course offerings, as well as serving as an advisor/investor in several other independent businesses.

Presently, McGee who earned his degree from Wagner College, now serves on several Boards including the Eastern Division of the American Cancer Society, Big Brothers Big Sisters; and is a past chapter president of Alpha Phi Alpha Fraternity Incorporated. McGee has been featured in The Network Journal, a notable National magazine for black professionals and small business owners, as one of its ‘Top 40 Under 40’.

McGee resides in New Jersey with his wife of 20+ years, Wileeta Cheresse McGee, and their three daughters Dejah, Destiny and Desirae.

 Facebook | facebook.com/SeanReedMcGee

 Twitter | Twitter.com/SeanReedMcGee

 LinkedIn | LinkedIn.com - Sean-Reed McGee



SECTION 2

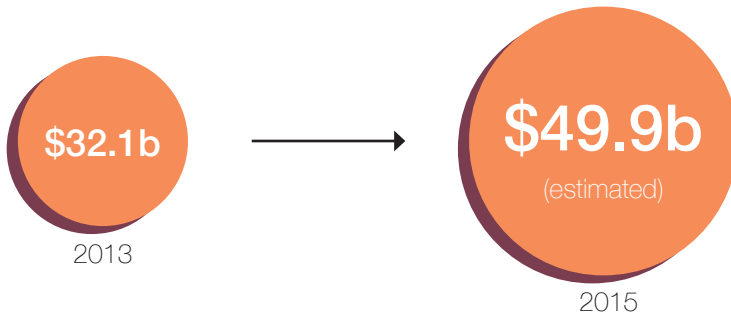
Marketing Opportunities

- ▶ Why learn online?
- ▶ Our competitors
- ▶ What are we building?
- ▶ BPA Partnership
- ▶ Reports
- ▶ User growth
- ▶ Email marketing

Why learn online?

Global eLearning Industry Market

The revenue growth of the eLearning market is expected to grow at a compound rate of 9.2% per year.

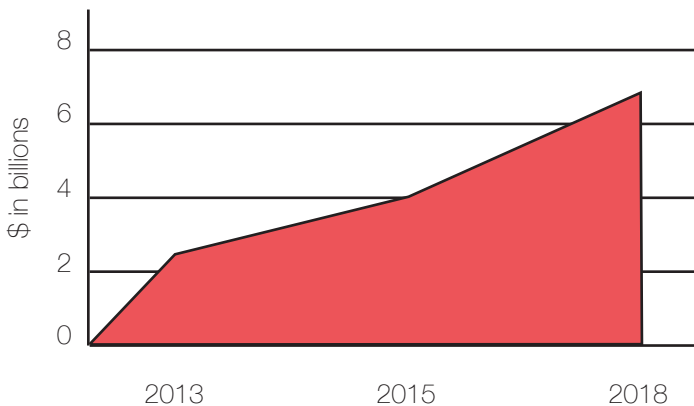


Top 10 Growth Rates of Self-Paced eLearning

India	55%
China	52%
Malaysia	41%
Romania	38%
Poland	28%
Czech Republic	27%
Brazil	26%
Indonesia	25%
Colombia	20%
Ukraine	20%

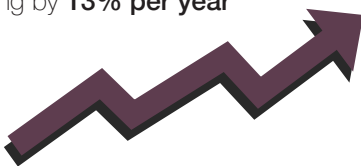
Learning Management System Market

The LMS market is expected to grow at a compound rate of approximately 25.2% per year.



Online Corporate Training

Growing by **13% per year**



With **77% of U.S. companies** offering online corporate training to improve professional development of employees.

Where does the United States fall?

It is unclear where the United States falls, but being out of the top ten raises concerns as to why we haven't invested more in online learning. Next Step Academy hopes to be a part of that solution with our quick, informative and mobile courses that can satisfy lifelong learners anywhere and anytime.

Statistics provided by elearningindustry.com, Jan. 2015

Our competitors

What does Next Step Academy offer that others don't? We break it down.

SERVICES PROVIDED	SKILLSOFT	SUMTOTAL	NETDIMENSIONS	NEXT STEP ACADEMY
<i>Mobile-friendly site.</i>	✓	✓	✓	✓
<i>Wide variety of pre-made courses.</i>	✓	✓	✓	✓
<i>Courses include a combination of text, video and quiz components.</i>	✓	✓	✓	✓
<i>Certification upon course completion of some courses.</i>	✓			
<i>Awards badges to users upon course completion for all courses.</i>				✓
<i>Allows assignment of courses to learners/employees.</i>				✓
<i>Allows for tracking of progress for learners/employees.</i>				✓
<i>Custom courses can be created by administrators or LMS team</i>				✓
<i>End-to-end employee lifecycle management and tracking</i>		✓		✓
<i>Price point</i>	Not listed	\$57/user/year	\$20,000/yr plus cost per user.	Starting at \$20/mo.
<i>Course creation, display, grading, tracking and progress monitoring can be done all in one platform.</i>				✓

Future Builds



Corporate

By combining our traditional learning efforts with a focus on corporate learning, we're opening up our reach to a whole new audience — and one that needs us.

With approximately 77% of U.S. companies using online learning to train employees, we seek to fulfill a need that no one else is — providing a service through every step of the corporate hiring, training and retention process.

With our new platform, we will be able to provide companies with course assignment, tracking, development and scoring, all in one easy-to-use platform. The need is there and we seek to fulfill it!



Business Professionals of America

We also realize the importance of reaching our core audience of traditional learners — college-seeking students. That's why we've partnered with Business Professionals of America to create a Life Skills Certification badge that teaches students all the things a traditional school doesn't like interviewing skills and social media etiquette.

(Read more about this on our partnership on page 21.)



Content growth

The core of our business comes from our courses and 2017 is the year that we take our course creation to the next level! We'll be rolling out packages which will include premium courses in a number of categories including entrepreneurship, healthcare and more. And, as always, we will be continually adding to our life skills, careers in and other professional topics.

Business Professionals of America Platinum Partnership

For the first time in their 50-year history, Business Professionals of America has named Next Step Academy its first and only platinum sponsor for their organization.

What does that mean? Here's what we're doing to take them to the next level:



Life Skills Certification Badge

With advisors at BPA, we've created a Life Skills Certification Badge that requires learners to take at least six out of ten courses that will inform them of essential life skills topics.

Once learners complete the required courses, they earn an exclusive badge that they can share on resumes, social media outlets or any other digital platform.

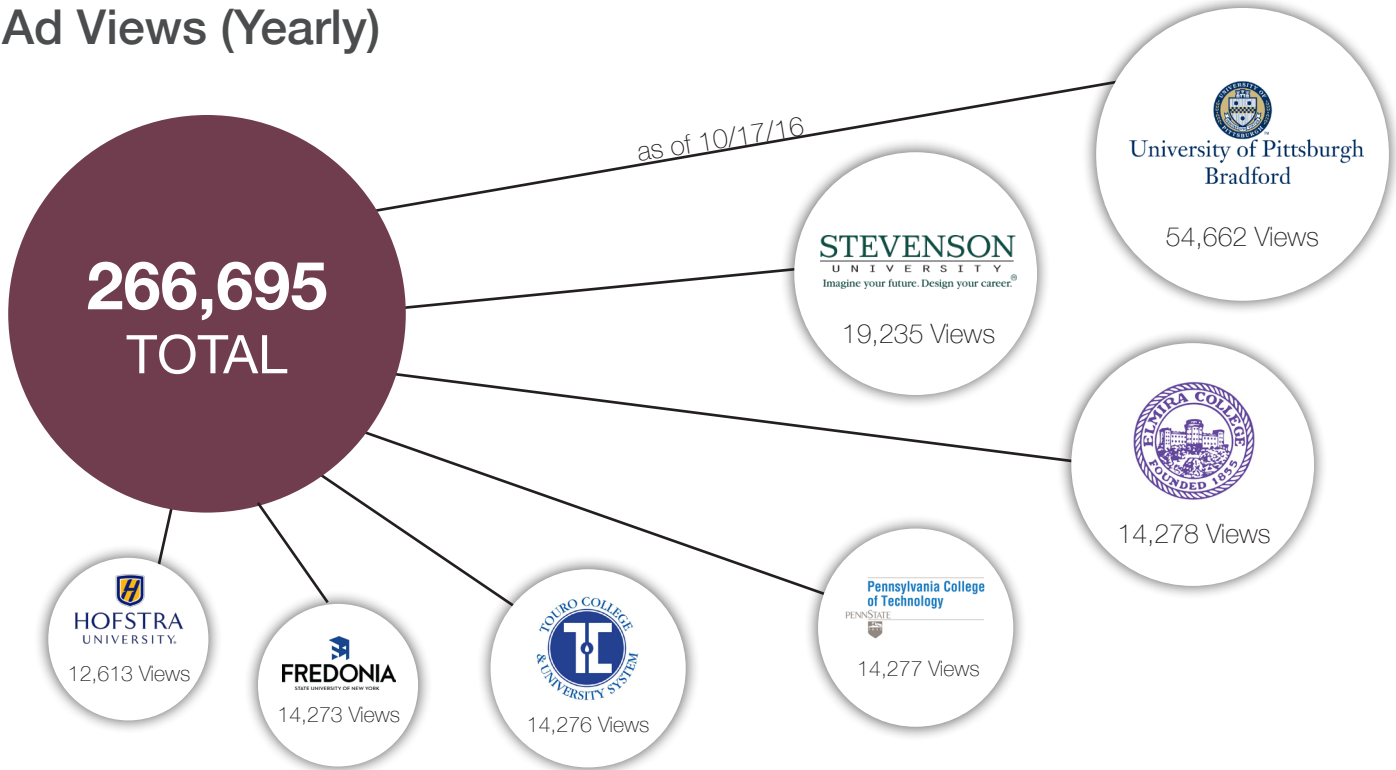
Virtual Membership Expansion

As of 2016, BPA had representation in 17 states. With Next Step Academy's initiative, we intend to take them to all 50 states through our virtual membership inclusion.

Here's how:

- ▶ We will encourage engagement with virtual members on a bimonthly basis.
- ▶ We will release a new course that BPA virtual members will get exclusive access to.
- ▶ We will send out a BPA/Academy sponsored newsletter. The newsletter will ask current event questions, encouraging students to stay informed.
- ▶ If virtual members finish the recommended course of the month every month for a full year, they will receive an exclusive badge that can only be earned through BPA virtual membership.

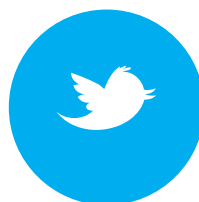
**WITH OUR BUSINESS PROFESSIONALS OF AMERICA PARTNERSHIP,
WHEN THEY SUCCEED, WE SUCCEED!**

Ad Views (Yearly)

Number of course attempts per month

May	June	July	August	September
835	81	100	748	3872

Social media followers


333
 Facebook

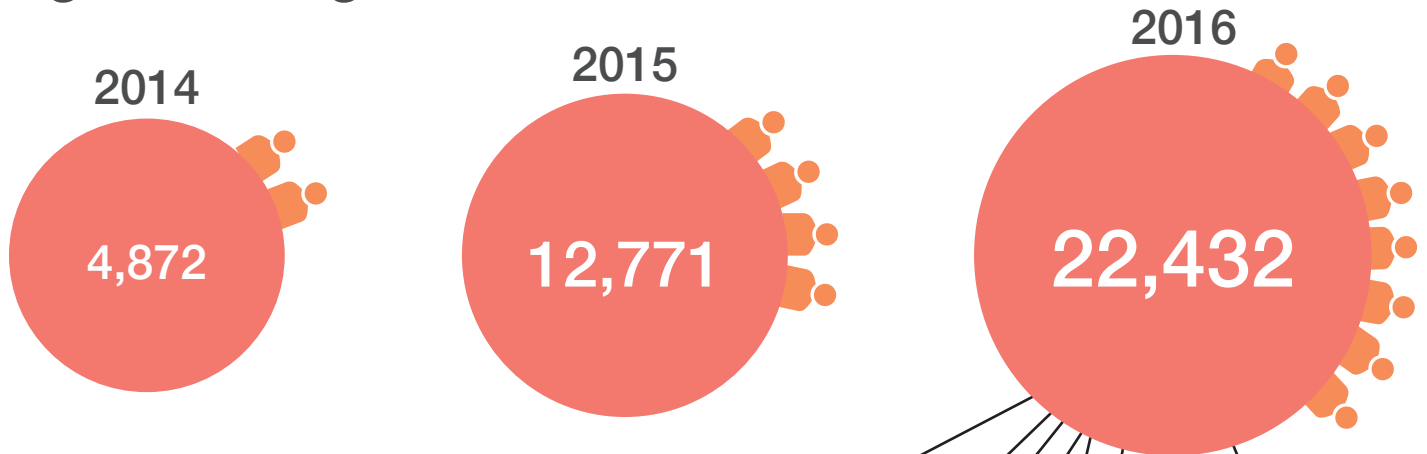


495
 Twitter

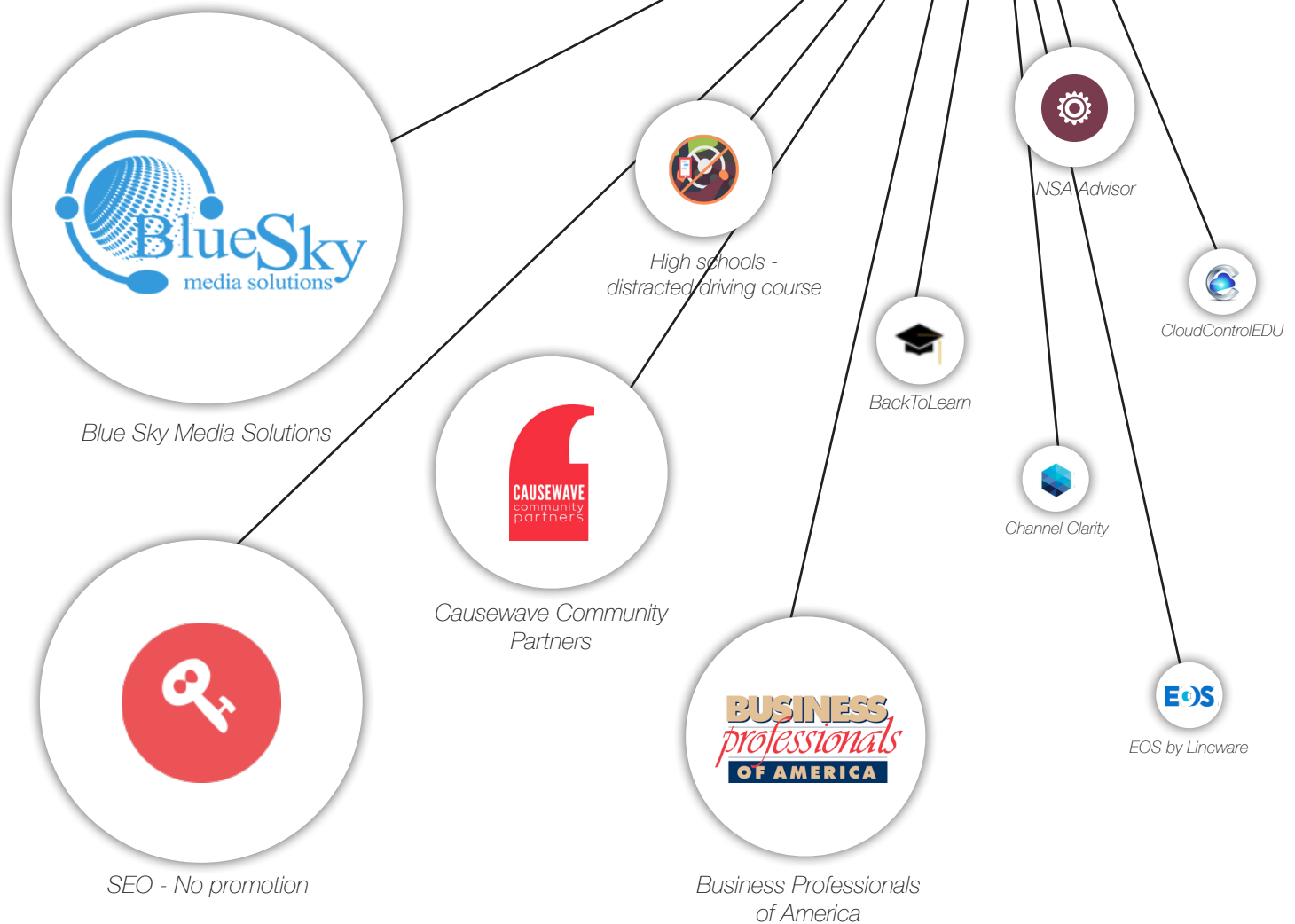


76
 Instagram

Registration growth

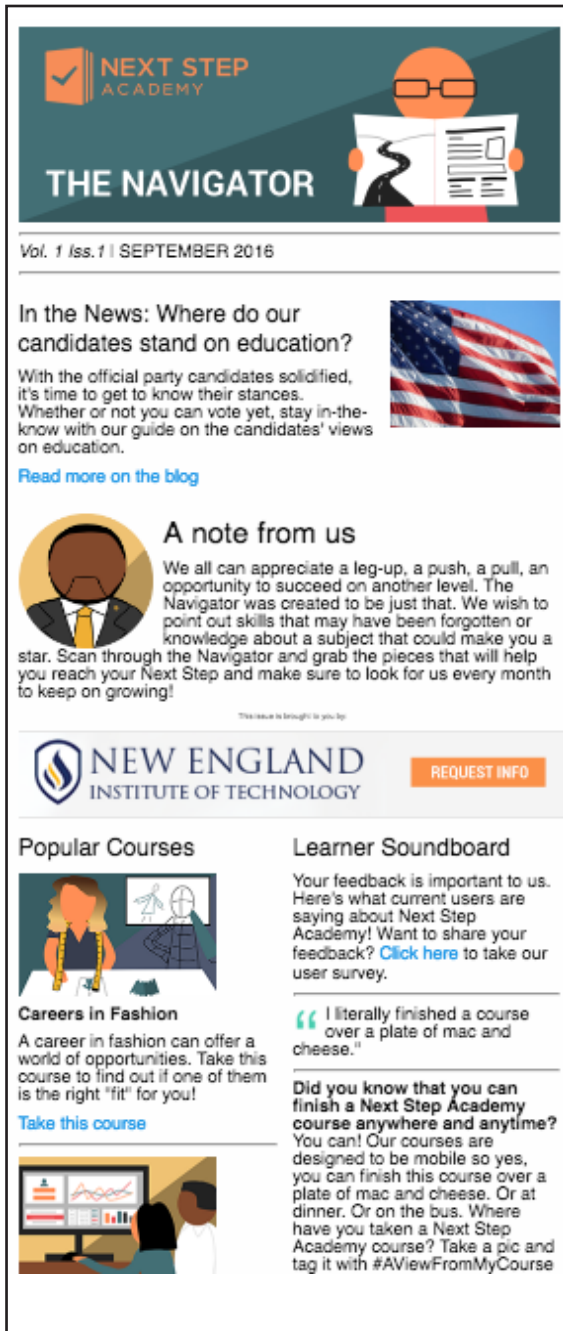


Where do our users come from?



Monthly newsletter

Once a month, we send out a monthly recap of our most popular courses, our topic of the month, student feedback and more to over 8,500 active users.



THE NAVIGATOR
Vol. 1 Iss. 7 | SEPTEMBER 2016

In the News: Where do our candidates stand on education?
With the official party candidates solidified, it's time to get to know their stances. Whether or not you can vote yet, stay in-the-know with our guide on the candidates' views on education.
[Read more on the blog](#)

A note from us
We all can appreciate a leg-up, a push, a pull, an opportunity to succeed on another level. The Navigator was created to be just that. We wish to point out skills that may have been forgotten or knowledge about a subject that could make you a star. Scan through the Navigator and grab the pieces that will help you reach your Next Step and make sure to look for us every month to keep on growing!
This issue is brought to you by:

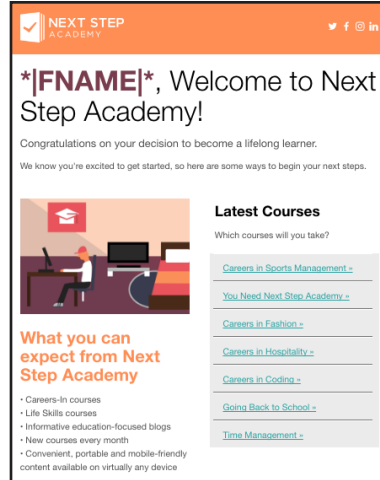
NEW ENGLAND INSTITUTE OF TECHNOLOGY [REQUEST INFO](#)

Popular Courses
Careers in Fashion
A career in fashion can offer a world of opportunities. Take this course to find out if one of them is the right "fit" for you!
[Take this course](#)

Learner Soundboard
Your feedback is important to us. Here's what current users are saying about Next Step Academy! Want to share your feedback? [Click here](#) to take our user survey.
"I literally finished a course over a plate of mac and cheese."
Did you know that you can finish a Next Step Academy course anywhere and anytime? You can! Our courses are designed to be mobile so yes, you can finish this course over a plate of mac and cheese. Or at dinner. Or on the bus. Where have you taken a Next Step Academy course? Take a pic and tag it with #AViewFromMyCourse

Automated email campaign

Once a user registers, he or she will receive our automated emails designed to engage and inform learners.

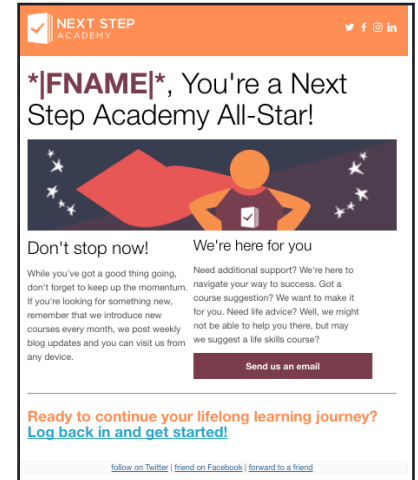


***|FNAME|*, Welcome to Next Step Academy!**
Congratulations on your decision to become a lifelong learner. We know you're excited to get started, so here are some ways to begin your next steps.

Latest Courses
Which courses will you take?
[Careers in Sports Management](#)
[You Need Next Step Academy](#)
[Careers in Fashion](#)
[Careers in Hospitality](#)
[Careers in Coding](#)
[Going Back to School](#)
[Time Management](#)

What you can expect from Next Step Academy
• Careers-in courses
• Life Skills courses
• Informative education-focused blogs
• New courses every month
• Convenient, portable and mobile-friendly content available on virtually any device

Welcome email



***|FNAME|*, You're a Next Step Academy All-Star!**

Don't stop now! While you've got a good thing going, don't forget to keep up the momentum. If you're looking for something new, remember that we introduce new courses every month, we post weekly blog updates and you can visit us from any device.

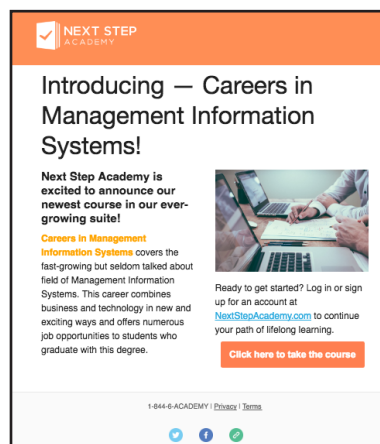
We're here for you Need additional support? We're here to navigate your way to success. Got a course suggestion? We want to make it for you. Need life advice? Well, we might not be able to help you there, but may we suggest a life skills course?
[Send us an email](#)

Ready to continue your lifelong learning journey? Log back in and get started!
[Follow on Twitter](#) | [Friend on Facebook](#) | [Forward to a friend](#)

Keep taking courses

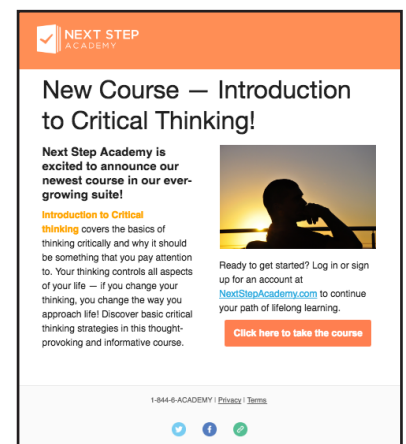
Course updates

Once a user registers, he or she will receive our automated emails designed to engage and inform learners.



Introducing — Careers in Management Information Systems!
Next Step Academy is excited to announce our newest course in our ever-growing suite!
Careers in Management Information Systems covers the fast-growing but seldom talked about field of Management Information Systems. This career combines business and technology in new and exciting ways and offers numerous job opportunities to students who graduate with this degree.
Ready to get started? Log in or sign up for an account at [NextStepAcademy.com](#) to continue your path of lifelong learning.
[Click here to take the course](#)

Monthly recap



New Course — Introduction to Critical Thinking!
Next Step Academy is excited to announce our newest course in our ever-growing suite!
Introduction to Critical Thinking covers the basics of thinking critically and why it should be something that you pay attention to. Your thinking controls all aspects of your life — if you change your thinking, you change the way you approach life! Discover basic critical thinking strategies in this thought-provoking and informative course.
Ready to get started? Log in or sign up for an account at [NextStepAcademy.com](#) to continue your path of lifelong learning.
[Click here to take the course](#)

New course announcement



SECTION 3

Our Platform

- ▶ ImpactPRO/EDU
- ▶ Sponsorship Opportunities
- ▶ Current Clients

ImpactPRO/EDU

With an upgrade to our HR initiative, we will be launching three versions of ImpactPRO (for businesses) and ImpactEDU (for schools and learning organizations).

Our system will include what others don't: an all-in-one platform that allows for course assignment, tracking, development and scoring. Here are the three plans we offer:



For Businesses

ImpactPRO

- ▶ Recommend and require courses for employees.
- ▶ Review employee progress and performance on your customized dashboard.
- ▶ Employee lifecycle tracking.
- ▶ Choose from an extensive library of courses created by **Next Step Academy**.

ImpactPRO Creative

Get everything ImpactPRO offers plus...

- ▶ Import SCORM-compliant courses.
- ▶ Access our course creation admin including ability to add video, audio, quizzes, and scoring.
- ▶ A custom URL.

ImpactPRO Executive

Get everything ImpactPRO Author offers plus...

- ▶ We will build custom courses for businesses!



For Schools

ImpactEDU

- ▶ Recommend and require courses for students.
- ▶ Review student progress and performance on your customized dashboard.
- ▶ Choose from an extensive library of courses created by **Next Step Academy**.

ImpactEDU Author

Get everything ImpactEDU offers plus...

- ▶ Import your SCORM-compliant courses.
- ▶ Access our course creation admin including ability to add video, audio, quizzes, and scoring.
- ▶ A custom URL.

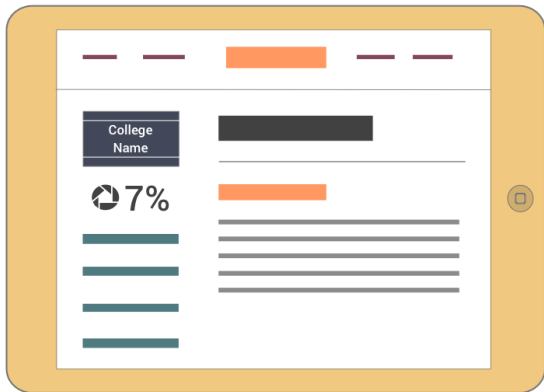
ImpactEDU Publisher

Get everything ImpactEDU Author offers plus...

- ▶ We will build custom courses for schools and learning organizations!

Sponsorship/Display Opportunities

Next Step Academy gives sponsors the opportunity to reach high-intent learners. These sponsors will be in front of the eyes of college-bound students, students looking to go back to college, potential employees and current employees. That means four opportunities with two intents – enrollment and retention. Here's how sponsors are displayed on our site for maximum exposure to these learners:



Sponsorship of a course

Schools and organizations who sponsor a course to have their logos featured throughout to reach current and potential students and employees with high intent.

Rates: \$500-\$2,000

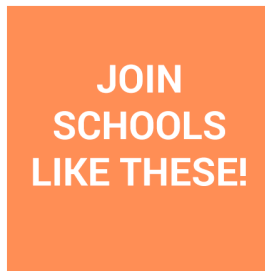


Display throughout the site

Sponsors also get frontward-facing access on our homepage, learner about page and administrator about us pages. And, coming soon, sponsors will have the opportunity to post video ads.

Rates: \$500-\$2,000

College Sponsors



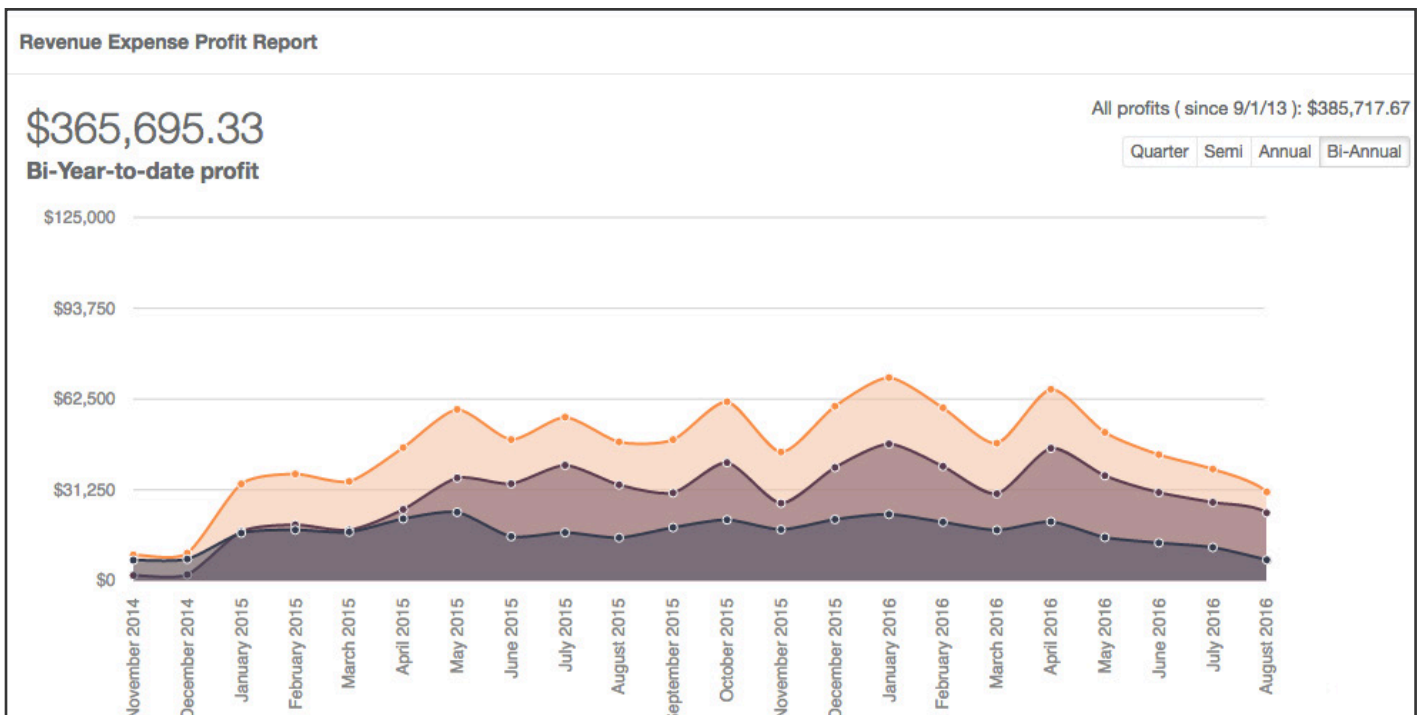
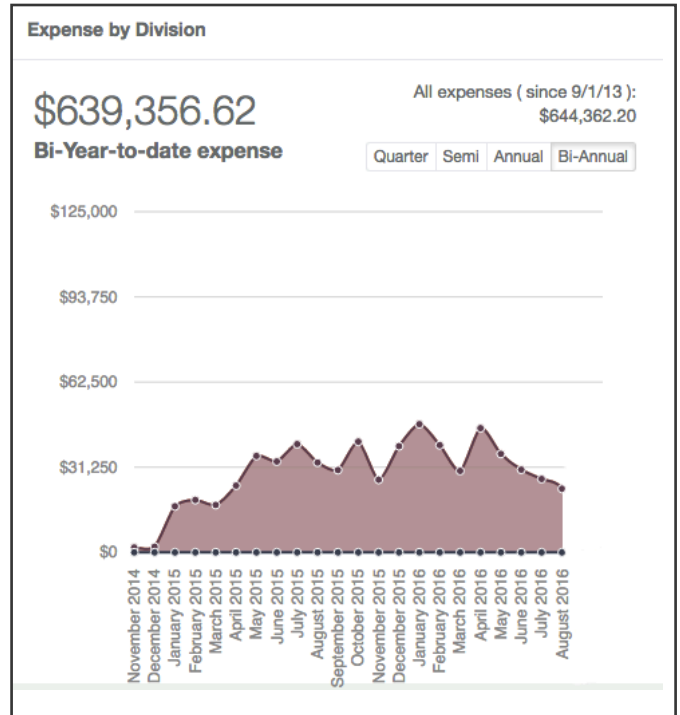
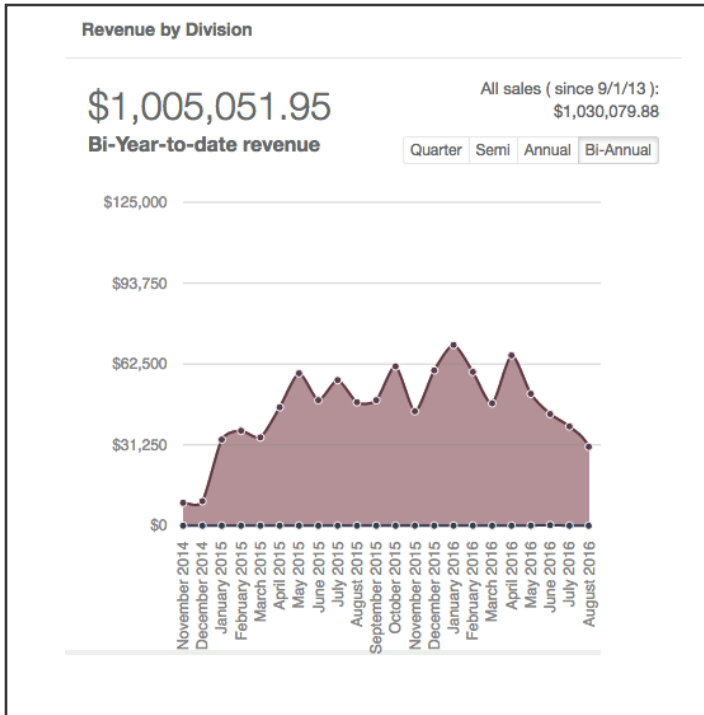


SECTION 4

Financial Overview

- ▶ Yearly reports: 2014-2016 and Beyond
- ▶ Seed investment
- ▶ Angel investment
- ▶ Contact information

Financial Reports: 2014 - 2016



Financial Reports: Itemized

2014-2015

2016

Rev	\$428,195.33
Cogs	\$100,523.20
Profit	\$149,001.50

New Registrations June - September 2016

June	740
July	394
August	868
September	1134

Looking to the Future: 2017 - 2018

2017

2018

Seed investment — \$1 million (equity)

New staff needs	Current	\$1 million	Notes/difference
Salesperson 1	\$ --	\$45,000	(\$45,000)
Salesperson 2	\$ --	\$35,000	(\$35,000)
Project Manager	\$ --	\$45,000	(\$45,000)
Marketing Manager	\$ --	\$40,000	(\$40,000)
Content Manager	\$ --	\$35,000	(\$35,000)
Junior Developer	\$ --	\$34,000	(\$34,000)
Writing Staff	\$ --	\$22,000	(\$22,000)
Commission -sales	\$5,000	\$50,000	(\$45,000)
SUBTOTAL	\$5,000	\$306,000	(\$301,000)

Current staff increase	Current	\$1 million	Notes/difference
(Undisclosed)	\$ --	\$70,000	(\$70,000)
(Undisclosed)	\$14,400	\$45,000	(\$30,600)
(Undisclosed)	\$6,000	\$30,000	(\$24,000)
(Undisclosed)	\$45,000	\$55,000	(\$10,000)
(Undisclosed)	\$6,000	\$15,000	(\$9,000)
(Undisclosed)	\$65,000	\$65,000	\$ --
SUBTOTAL	\$136,400	\$280,000	(\$143,600)

Seed investment — \$1 million (equity, cont.)

Operations	Current	\$1 million	Notes/difference
Conferences/Travel	\$5,000	\$9,130	(\$4,130)
Operating expenses	\$1,300	\$12,000	(\$10,700)
Rent	\$9,600	\$18,000	(\$8,400)
Healthcare	\$7,200	\$36,000	(\$28,800)
Computers	\$ --	\$7,500	(\$7,500)
Equipment (Other)	\$ --	\$5,000	(\$5,000)
SUBTOTAL	\$23,100	\$87,630	(\$64,530)

Marketing	Current	\$1 million	Notes/difference
Web traffic	\$5,000	\$75,000	(\$70,000)
Call center partners	\$6,000	\$23,000	(\$17,000)
HS outreach	\$ --	\$18,000	(\$18,000)
Corporate reach	\$ --	\$20,000	(\$20,000)
SHRM connection	\$ --	\$3,500	(\$3,500)
(Undisclosed) Partner	\$5,000	\$5,500	(\$500)
Call center advisors	\$ --	\$346,592	(346,592)
SUBTOTAL	\$16,000	\$491,592	(\$475,592)
TOTAL	\$180,500	\$1,165,222	(\$984,722)
TOTAL (minus external advisors)		\$818,630	(\$638,130)

Angel investor options (no equity)



\$50k

- ▶ 14% interest (simple)
- ▶ Payments begin after seven months
- ▶ Full term 12 months

\$75k

- ▶ 18% interest (simple)
- ▶ Payments begin after nine months
- ▶ Full term 15 months



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 TheNextStepAcademy

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*Thank you from all of us
at Next Step Academy!*