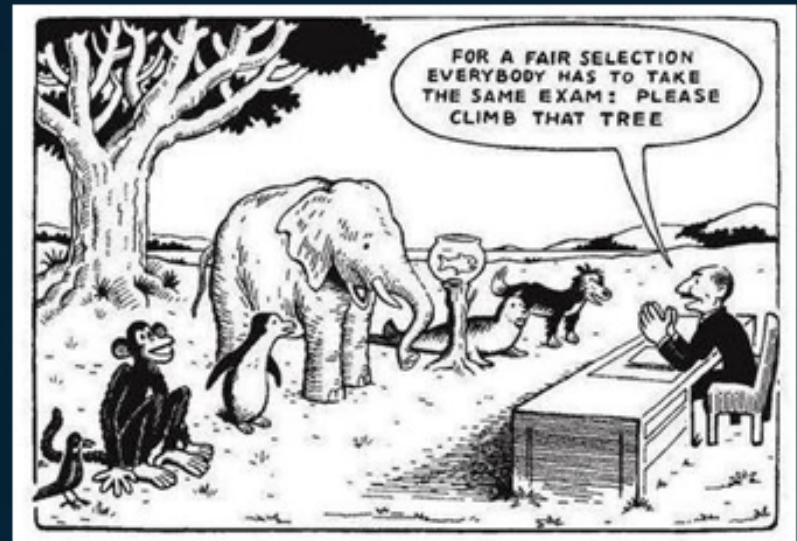




magnus gyan  
enable: educate: empower



“ Everybody is a genius.

But if you judge a fish by its ability to climb a tree,  
it will live its whole life believing that it is stupid. ”

— Albert Einstein

## One Laptop Per Child

- Negroponte's vision in 2002 of one Laptop per child never materialized because the price of PC never went below \$ 500
- Fast forward to 2011 - India developed a **low-cost, high-quality** Tablet that has changed the computing industry
- This hardware, coupled with interactive & adaptive educational tools empowers students, increases accessibility and teaches responsibility

MG is at the forefront of this disruptive change in education

Indian Institute of Technology  
is our exclusive technology partner for Brazil



॥ त्वं ज्ञानमयो विज्ञानमयोऽसि ॥

Vision to move from 'last mile' connect  
to 'last person' connect

Began developing Low Cost Access Device (LCAD) for  
education in 2008

LCAD took form of tablet in 2011

## The 'South-South' Play

- India and Brazil are the 1st and 2nd largest BRIC democracies
- 'Disruptive Technology' leap frogs traditional economic models
- India has a 445 million student population while Brazil's equivalent is 79 million
- Demand For Low Cost/High Quality digital tools for Education
- Technology used in both countries to enhance quality of teaching in low-income socio-economic communities

*Today, South-South business models are more effective than traditional North-South*

# Brazil Entry Strategy

**Focused exclusively  
on bundled solutions  
for education**

Targeting K6-K12  
public and private  
schools: hardware and  
content

Targeting universities  
through customizable  
hardware made for  
their content

## Exclusive Tablet

- Hardware & system architecture designed specifically for intensive education applications
- Device constructed to withstand high humidity, varying temperatures, and generally harsh environmental conditions



*R\$450 MG EduTech E70T has better performance than R\$900 Samsung Galaxy Tab 2*

## Tablet Specifications

Dual core Cortex A9 1.6 Ghz Processor

1 GB RAM

Jellybean 4.1

1024x600 Resolution IPS Glass Display

8GB NAND FLash

HDMI

2 mpx Front Camera

2 mpx Back Camera (with flash)

3000 mAh battery (4-6 hours)

Micro USB (USB 2.0)

SD Card reader expandable to 32GB





# Quality Control and Testing by Underwriters Laboratory (UL)



## Humidity

48 hours at 30°C at 85% humidity

## Low and High Operating Temperature

Unit is used in thermal chamber at 0°C for 8 hours

Unit is used in thermal chamber at 40°C for 8 hours

## Temperature Shock

Unit is placed in 2 thermal chambers operating at -20°C and 60°C for 2 hour periods with no more than 5 minutes taken to change chambers

## Low and High Storage Temperature

Unit is stored (off) in thermal chamber to operate at 60°C for 48 hours

Unit is stored (off) in thermal chamber to operate at -20°C for 48 hours

## Vibration

Sweep frequency 16.7Hz, vibration amplitude 5mm, with each edge being subjected to vibration for 1 hour

## Drop

Unit is dropped from a height of 2.5 feet to 2 inches of plywood over concrete onto each face, edge and corner

*UL is the industry leader in the assessment and certification of electronic devices*

# Moving India from a 'labor arbitrage' IT powerhouse to an 'Intellectual Property' Leader

- \$100 Billion IT industry in the last 15 years



- Long term growth for India will be in developing own IP across technology, media and education
- MG has acquired exclusive content rights for Brazil



*India becoming the leading provider of interactive/affordable education to its 700+ million rural population*

- Invested over \$100MM developing Interactive, adaptive K6-K12 content



*Magnus Gyan is the exclusive Next Education licensee for Brazil*

30,000 questions  
and growing!

Select a grade:

Select a chapter:

<b>Probability</b>  © Learnhive Probability	<b>3D Visualization</b>  © Learnhive 3D Visualization	<b>Nets of 3D Objects</b>  © Learnhive Nets of 3D objects	<b>Polyhedron</b>  © Learnhive Eulers Rule	<b>Mean Median Mode</b>  © Learnhive Measures of Central Value
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# Pará Educational Initiative

## Phase 1

- 500 tablet pilot deployed in 25 schools in Belterra
- Shortlist potential in-country manufacturers

## Phase 2

- Kick-off project in Santarem to distribute 12,000 tablets in January 2014
- For every 5,000 units produced a month 40 direct jobs are created
- Begin SKD manufacturing in-country

## Phase 3

- Begin distribution in Belem in Q2 2014



*Replicate Pará model in other states around Brazil*

# IITR - UFPA R&D Center of Excellence



IITR and UFPA to develop Center of Excellence  
focused on 3 key areas:



- Creation of Virtual Class-Rooms similar to India's National Knowledge Network to allow all Federal Campuses to offer every lecture to every student
  - Low Cost Access Devices for computing (tablets)
- Development of Analysis and Indexing Tools for Harnessing Educational Videos

*3 professors from IITR will visit UFPA on October 13 - 18, 2013*

# Founders

## Kartik Kilachand - CEO and Co-Founder



- Co-founder of Tasty Bite, the #1 brand of ready to eat Indian food in the USA
- CEO and Co-Founder of World BPO/ITO Forum, the leading offshoring platform for vendor/client interaction
- Serial entrepreneur with 20+ years of experience in USA - India business

## Shawn M. Landgraf - President and Co-Founder



- Former Co-Founder and COO of TSI Broadband, a market leader in commercial broadband services
- CEO of Magnus Associates, an education-focused management consulting firm

## Board of Directors

John M. Danielson



- Former Chief of Staff of Department of Education under President George W. Bush & Secretary Rod Paige
- Education advisor to Lamar Alexander
- Founder of Chartwell Education Group

Barbara "Bobbi" Kurshan



- Executive Director of Academic Innovation and Senior Fellow at Graduate School of Education, University of Pennsylvania
- Executive Director of Curriki-Open Source Education
- Core Learning-Education Investment Fund



## Board of Directors (contd.)

Dr. Ganesh Natarajan



- Vice Chairman and CEO, Zensar Technologies
- Former Chairman of NASSCOM

Harvey Koeppel



- Former Executive Director of the Center for CIO Leadership
- Former CIO and Sr. VP of Citigroup's Global Consumer Group



Outsource  
Brazil

Cross-border business development  
advisory and accelerator

Country Partner for Magnus Gyan

Robert Janssen - CEO and Founder

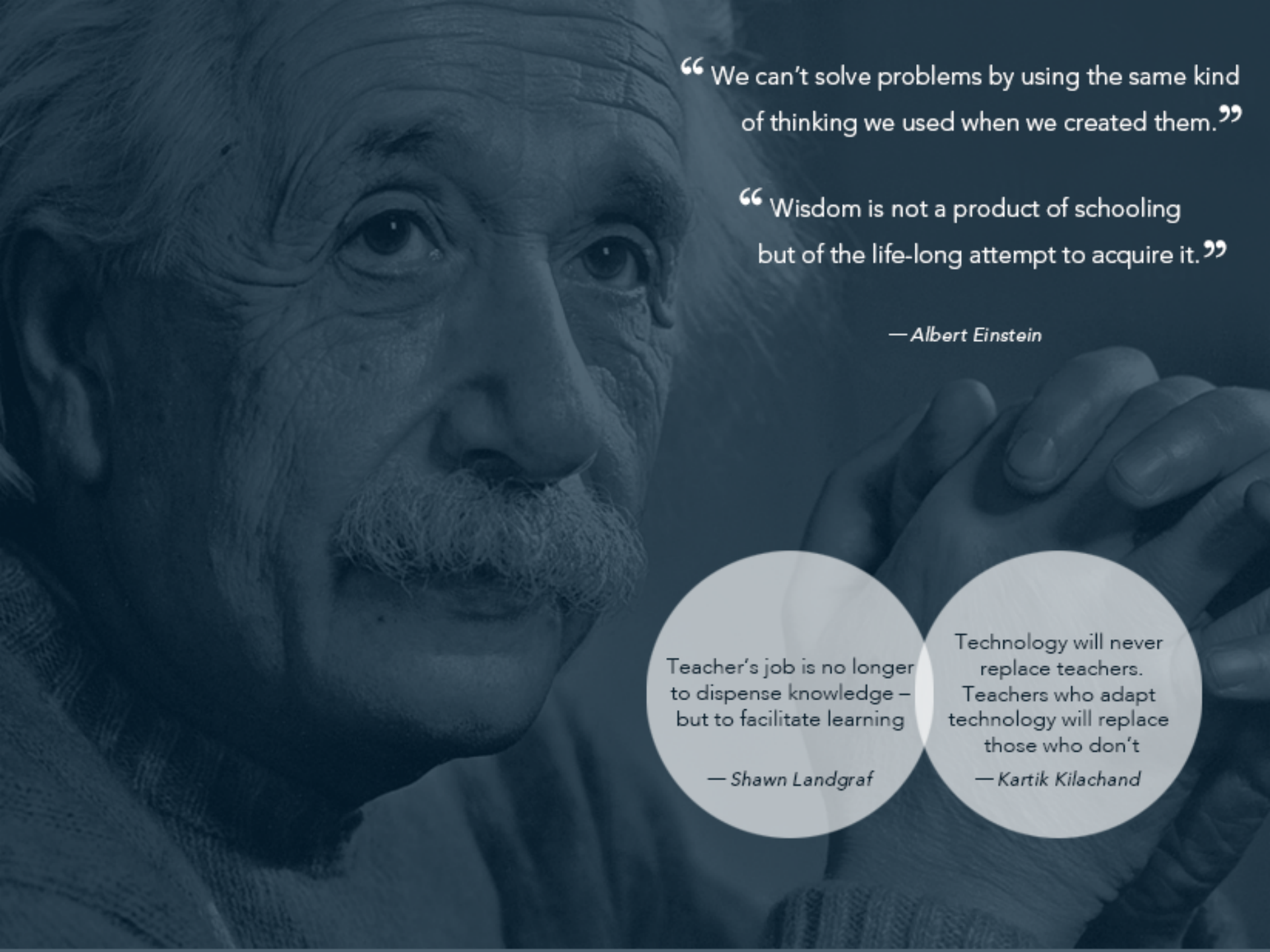


- 1 of the top 5 internationalization specialists in Brazil
- Senior advisor to the federal government for Brazil IT Export Programs
- Serial Entrepreneur

20+ years experience in developing businesses looking to enter and exit Brazil from the USA and abroad

1 of 9 official accelerators selected by Startup Brasil - the first ever Government sponsored entrepreneurship initiative in Brazil

*Magnus Gyan's software development initiative, EduSynch, was selected as 1 out of 908 applicants to take part in the Startup Brasil Program*



“ We can’t solve problems by using the same kind of thinking we used when we created them.”

“ Wisdom is not a product of schooling but of the life-long attempt to acquire it.”

— *Albert Einstein*

Teacher’s job is no longer to dispense knowledge – but to facilitate learning

— *Shawn Landgraf*

Technology will never replace teachers. Teachers who adapt technology will replace those who don’t

— *Kartik Kilachand*