
From: John Steele <[REDACTED]>
Sent: Sunday, November 12, 2017 9:53 PM
To: jeffrey E.
Subject: Re: Nautilus Education follow-up

That is helpful...thank you. It is interesting because we do have a young audience....71% under 44...and teachers love it.. I do hope I can take the liberty to continue to tick your brain. Would have loved to have involved and helping navigate towards the future.

John

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On Nov 12, 2017, at 4:46 PM, jeffrey E. <jeevacation@gmail.com> wrote:

new thinking. it seems it is publishing = a dying form. , kids dont like to read anymore, they =ext and communicate differently, these lesson plans could =ave been presented 50 years ago , with different =nfo.

On Sun, Nov 12, 2017 at 4:27 PM, =ohn Steele <[REDACTED]> wrote:

Jeffrey,
What =re the parameter you are looking for involvement? Just out of =uriosity?

John

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On Nov 12, 2017, at 3:38 PM, jeffrey E. <jeevacation@gmail.com> wrote:

i reviewed , thanks = but unfortunately , i cant see it = I wish you well of course sorry , i
was =opeful

On Sun, Nov 12, 2017 at 11:57 AM, John Steele <[REDACTED]> wrote:

Jeffrey,

You asked where Nautilus is and where I saw our education proposition going. =nbsp;

Bottom line:

With a \$1.2M infusion, we can stabilize Nautilus' finances and =perationally take it to profitability. From there we can attract additional =nvestment to expand both the education and the Channels content business. With =autilus' core (content, editorial voice and audience of over 22 million unique =isitors) we can leverage the publishing asset into a much broader, valuable and impactful STEM enterprise.

Currently:

- * Introducing students and teachers, in over =,000 schools, to Nautilus online, print, text sets and Channels.
- * Implementing a secure social network, under =ocal teacher and administrator control, to share, annotate, comment and =ighlight content.
- * \$40/school for access to Nautilus digital Prime and =rint copy for library.
- * In the next three months we are expecting to =xpand to an additional 4,000 schools.
- =
- * Individuals and institutions are =hilanthropically financing the rollout into schools because of Nautilus' =ocus on science literacy.
- * 8 Nautilus Channels with institutionally =upported content from Howard Hughes Medical Institute, Quanta, American =ociety for Clinical Oncology, Glenn Foundation for Medical Research, the John Templeton Foundation, MIT Press and the Science Philanthropy =lliance.
- * In 2018, Channels from the Max Planck Society =nd the Sloan Foundation, with topical Channels on Women in Science and Engineering, Economics and Poetry.

- * Nautilus library of over 2,500 articles, blogs, interviews, podcasts and videos.

Potential:

- * 130,000 public and private schools in the U.S.
- * 7,000 post secondary schools.
- * Every school is a potential node in specialized networks driven by multidisciplinary, high quality content.
- * Once implemented the network can expand beyond its original interactive content sharing, commenting and annotation utility into a direct pipeline to schools, teachers and students.
- * Possible revenue source: educational services, educational advertising tied to content search (for example colleges offering degrees in new fields) and a curriculum marketplace.
- * Scales globally and grows exponentially.
- * Reference last week's New York Times article, "How Silicon Valley Plans to Conquer the Classroom".

I've attached our revised business plan for the current Nautilus model supported by publishing, Channel and the start-up Education Program.

John

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