
From: jeffrey E. <jeevacation@gmail.com>
Sent: Sunday, November 12, 2017 10:03 PM
To: John Steele; Lawrence H. Summers
Subject: Re: Nautilus Education follow-up

teachers might students are you audience. =A0

On Sun, Nov 12, 2017 at 4:53 PM, John Steele [REDACTED] wrote:

That is helpful...thank you. It is interesting because we do have a young audience....71% under 44=E2=E2 and teachers love it.. I do hope I can take the liberty to continue to pick your brain. Would have loved to have involved and helping navigate towards the future.

John

<=r>

John Steele
Publisher &=mp; Editorial Director
Nautilus
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=div style="font-style:normal;font-weight:normal;font-family:Helvetica"><=ont
class="m_4505442667151039806Apple-style-span" size="2">212-221-870 x 302
w=w.nautil.us <<http://www.nautil.us>>

On Sun, Nov 12, 2017 at 4:27 PM, John Steele <[mailto:\[REDACTED\]](mailto:[REDACTED])>

[REDACTED] wrote:

Jeffrey,
What are the parameters you are looking for involvement? Just out of curiosity?

John

John Steele<=i>
Publisher & Editorial Director</=iv>
www.nautil.us <http://www.nautil.us/>
john.steele@nautil.us <mailto:[REDACTED]>

On Nov 12, 2017, at 3:38 PM, jeffre= E. <jeevac=ion@gmail.com
<mailto:jeevacation@gmail.com> > wrote:

i reviewed ,=C2♦ thanks , but unfortunately , i cant see it .=C2♦ I wish you well of course
sorry , i was hope=ul

On =un, Nov 12, 2017 at 11:57 AM, John Steele [REDACTED] &=t; wrote:

Jeffrey,

You asked where Nautilus is and where I saw our education proposition going. =C2♦

Bottom line:

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

C=rrently:

- * Introducing students and teachers, in over 1,000 schools, to Nautilus online,
print, text sets and Channels. </=>
- * Implementing a secure social network, under local teacher and administrator
control, to share, annotate, comment and hig=light content.
- * \$40/school for acce=s to Nautilus digital Prime and print copy for library.
- * In the next three months we are expecting to expan= to an additional 4,000
schools.
- * Individuals and institutions are philanthropically financing the rollout into
schools because of Nautilus' focus =n science literacy.
- * 8 Nautilus Channels with institutionally supported content from Howard Hughes
Medical Institute, Quanta, American Society=for Clinical Oncology, Glenn Foundation for Medical Research, the John
Templeton Foundation, MIT Press and the Science Philanthropy Alliance.=u>
- * In 2018, Channels from the Max Planck Society and =he 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.

Poten=ial:

- * 130,000 public and private schools in the U.S.<=u>

- * 7,000 post secondary schools. =/li>
- * Every school is a potential node in specialized ne=works driven by multidisciplinary, high quality content.
- * Once implemented the network can expand beyond its original interactive content sharing, commenting and annotation utilit= into a direct pipeline to schools, teachers and students.
- * Possible revenue source: educational services, edu=ational advertising tied to content search (for example colleges offering degr=es in new fields) and a curriculum marketplace.
- * Scales globally and grows exponentially.=/u>
- * Reference last week's New York Times article, ◆=80◆How Silicon Valley Plans to Conquer the Classroom" <https://www.nytimes.com/2017/11/03=technology/silicon-valley-baltimore-schools.html?rref=collection/section=ollection/technology&action=click&contentCollection=technology=amp;region=rank&module=package&version=highlights&conten=Placement=1&pgtype=sectionfront&_r=2> . </=>

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

John

<=div>

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