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To: "jeffrey E." <jeevacation@gmail.com>

Subject: Nautilus Education follow-up

Date: Sun, 12 Nov 2017 16:57:38 +0000

Attachments: NAUTILUS_BUSINESS_PLAN_(rev2).xls

Jeffrey,

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

Bottom line:

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

Currently:

- 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 highlight content.
- \$40/school for access to Nautilus digital Prime and print copy for library.
- In the next three months we are expecting to expand to an additional 4,000 schools.
- Individuals and institutions are philanthropically financing the rollout into schools because of Nautilus' focus on 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.
- In 2018, Channels from the Max Planck Society and 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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