

# Factsheet



## The Woohoo Company

### Pitch

The Future of e-learning is here, and the future is The Woohoo Company. Our core product will boost your kids' exam results with its intuitive learning and quick response, based on Common Core math. The name as you might have guessed "Exam Booster". The system is developed in-house and consists of our proprietary "step-by-step" system and adaptive learning. Exam Booster will be available for grade 6 through 8 in the US market and will be rapidly developed for the whole school system. We will deliver the best solution of boosting math exam results and we will be The leader of Exam Boosting. If you share the same faith in e-learning, and its future, you may be the perfect investor to participate in our ongoing process.

### Invitation to invest

We hereby invite you to take part in the quest to bring the future of EdTech to the US market. Our promise to our users is "The WooHoo Company - will bring you to the next level". We will deliver on this promise with our proprietary step-by-step approach combined with algorithms for adaptive learning. To improve the level of interactivity even further we have embedded Kahoots in our system.

### What challenge does Woohoo math address?

Many western countries are struggling with declining standards in Math. This is especially the case in the US, where mathematics is said to be one of the major areas of concern within the education system. That is why we start off with math in the US market. With the increasing pace of digitalization, our kids and our governments are forced to raise the levels of mathematical literacy to be prepared for the jobs of tomorrow. The WooHoo Company will be a part of the solution because it provides a new and more efficient way of learning both mathematics and other topics and it engages kids on their preferred tool, the smartphone or the laptop.

### What gives Woohoo math special advantages in solving the problem?

The combination of our fast to get started interface, the step-by-step approach and adaptive learning motivates the kids and helps them to build up a solid understanding of the fundamental math principals to form a solid foundation. Together with the Woohoo feeling this is the future of learning mathematics. A result of more than 30 years of experience in the development of e-learning.

### What makes The Woohoo Companys' team qualified to develop this system?

We are a team of people ranging from 26 years of age to 64 with a wide variety of skills. Such as educational method, tuition, engineering, digital marketing, development and programming to mention but a few. The members of the team have more than 30 years of experience from building solid companies, working both in Norway and abroad. We also have long experience from sales and marketing of educational software in the US. We believe that this team's composition makes us more than qualified to develop this business.

### What is the business model for Woohoo math and what makes it scalable?

The Woohoo Company is an Edtech company with both a B2B and a B2C platform. Thus, the business model is highly scalable and the system only requires small adaptations for new markets. We will have three main revenue streams, one consisting of our own website, and the two others the Kahoot and Claned marketplaces. In addition, we will follow the "bottom-up" strategy and persuade teachers and schools to become followers. The Exam Booster for Math will cost the user 19.95 USD per grade, per year.

### Our customers and market

The stakeholders are divided into users, kids and young adults, and customers being parents and schools. We are aiming at the K12 market predominately in the USA with more than 62 million potential users. Thus, we have always considered Norway to be a test market with only 800 000 potential users. Today we have 3266 users. Our user base increased by more than 2000 users within a month when we released "Exam Booster" as a part of Woohoo math. A survey run amongst our users tells us that 86 % have improved their mathematical skills through using Woohoo math.

### Our rainmakers

We have teamed up with two major players in the EdTech industry building a Scandinavian knock-out. We collaborate with the Norwegian EdTech company Kahoot, with more than 70 million users each month, and a marketshare of more than 50 % in the US K-12 market, and Claned Group from Finland, our PLE and AI partner.

### The competition

The EdTech industry is not without competition. However, the competition is mainly based on quizzes or video. This gives us the advantage of being the only provider of step-by-step math learning and with our fully web-based system optimized for Smartphones. We will be the favored system for quick response learning. This unique combination will provide the kids of America the Woohoo Feeling!

### Our exit Strategy

The pace of digitalization, the rapid growth of the EdTech industry and major acquisitions of EdTech companies of late, are factors which increase the likelihood that large global IT companies will acquire The Woohoo Company with its innovative solutions leveraging the new online learning paradigms.

### Company Profile:

[www.thewoohocompany.com](http://www.thewoohocompany.com)

[www.basic-matte.no](http://www.basic-matte.no)

VAT no: 941 90 6974

Industry: EdTech

Employees: five (5)

Established: 1987

### Contact:

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Postal: 3128 Nøtterøy

### Investment 2015-2018:

Private placement: 2 - 5 Million NOK

Investments made: 12 million NOK



### Management

Svein Fagereng, CEO

Gaute Håland, COO

Sverre Bautz, CTO

Kjetil Fagereng, CMO

### Board Members

Rune Roberg, COB

Svein Fagereng

Sverre Bautz

Jarle Moe

### Counselor & Bank Connection

Vesa Perälä, Founder, Claned Group

Trond Vidar Vettestad, BDO Tønsberg

Karianne Siegel Moholt, Sparebank 1 BV

| Name            | Number of shares | Percentage |
|-----------------|------------------|------------|
| Svein Fagereng  | 452.898          | 36,8%      |
| Sverre Bautz    | 228.076          | 18,5%      |
| Gaute Håland    | 150.000          | 12,2%      |
| Rune Roberg     | 140.455          | 11,4%      |
| Kjetil Fagereng | 100.000          | 8,1%       |
| Tore Feness     | 88.240           | 7,2%       |
| Jarle Moe       | 50.000           | 4,1%       |
| Arill Fagereng  | 20.760           | 1,7%       |
| Total           | 1.230.430        | 100%       |

### Disclaimer

This Factsheet has been prepared by The Woohoo Company on the basis information provided by management and the board of directors in the present Company. The document is intended as an introductory presentation of the current business. Investors must make their own inquiries through talks and meetings with company mangement and provide relevant information as a basis for a possible transaction.

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