

WONDER-SPACE MOBILE

Case Study: Delivering a Mobile Education System in the Clouds

Emmie Chang, Founder, CEO
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The logo for the Wsm Team, featuring the letters 'Wsm' in a stylized orange font followed by the word 'Team' in a similar orange font. The background of the slide is a dark grey, textured surface with a row of vertical black bars at the top, resembling a comb or a series of sensors.

Wsm Team

▪ **EMMIE CHANG, CEO (FOUNDER)**

- 10 years of experience in technology education field as founder of successful and growing tutoring and technology summer camp business
- B.S. Electrical Engineering, Rice University 2002
- M.B.A., University of Texas—Austin McCombs School of Business 2008

▪ **MALIK MOTT, PRESIDENT, COO**

- 10 years of sales and operations experience in telecom and education
- M.B.A. University of Texas—Austin McCombs School of Business 2008

▪ **BASED IN HOUSTON, TX**

▪ **OPERATIONS ACROSS MULTIPLE STATES AND SCHOOL DISTRICTS**



What does WSM do?

Goal 1: To provide educational solutions via mobile-devices

- **Version 1.0** : Junior HS and HS level math course on IVR (Interactive Voice Recognition) workbook + recorded lessons + Netbook Pilot study
- **Version 2.0** : Mobile web-enabled stand alone course
Google Android and Web-Based System

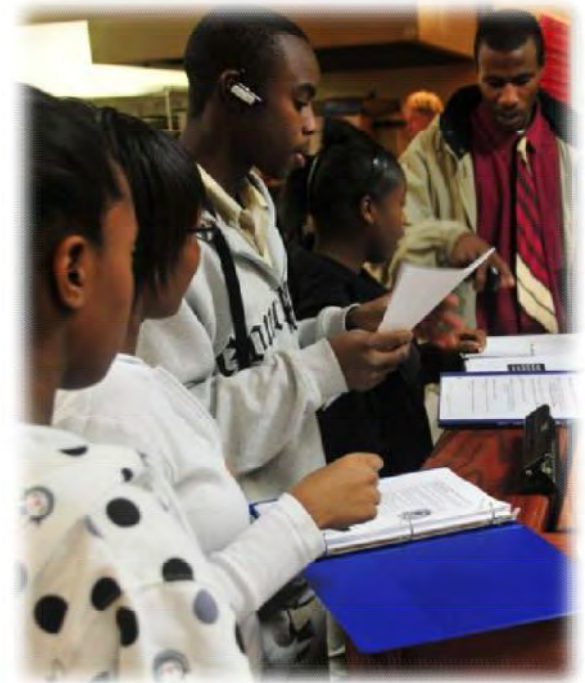
Goal 2: To pioneer product development in mobile learning

- Data driven approach to establishing mobile devices as effective products for student learning
- Research projects with various government agencies to improve M-Learning



The Current Educational "Problem"

- Bullet points and video of a "failing" student
- Bullets of some statistics of "failing" schools
- Graphic of passing rates of students in public schools over last 10 years



St. Francis of Assisi (1181-1226)

**“Start by doing what's necessary;
then do what's possible; and
suddenly you are doing the
impossible.”**

"What's Necessary"

- Cloud based infrastructure
- Mobile for anywhere anytime access
- Effective education



"What's Possible"

- Scalable Force.com platform with Model Metrics as partner
- Adaptive teaching technology for customized student course work
- IVR phone and voice system Angel.com
- In-house math content development

model  metrics



force.com™
platform as a service



"Doing the Impossible"

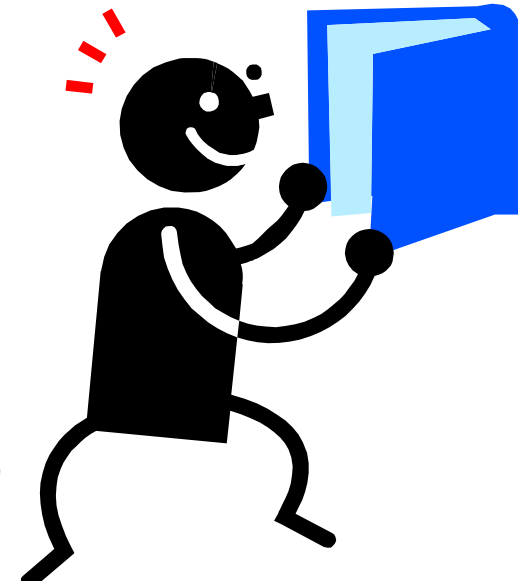
Embedded video (still being cut) of a WSM successful student (25 second)

- Improved scores and performance
- Higher motivation levels
- Students who **VOLUNTARILY** want more math!



Takeaways From Our Experience

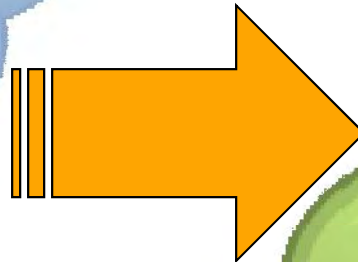
- Identify technical strengths and deficiencies
- In-house v. Outsource
- Strong Partnerships
- User's technology learning curve
- Determine how to motivate students to continue in program
- Attributes to improve student performance



The Next Round...

THE "POSSIBLE"

- Android platform release Fall 2011--and web interactive program
- Additional content materials
- Iphone/Ipad application for consumer tutoring site



THE "IMPOSSIBLE"?

- Students peer motivating other students
- Improved college attendance rates
- Better society

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Questions?

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