



Real Experiences at Life, Inc.
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January 24, 2016

RE@L Stakeholders,

The New Year for RE@L looks very promising. We continue to operate at a sustaining level. All of the pieces of a ready-to-launch company are in place.

The company continues to have the support of a committed staff. The ongoing activities produce progress on a daily basis. Every company function continues to get attention. RE@L is ready to go into production and execute our market launch.

RE@L is focused on getting the funding necessary to go into the essential product development activity. We are confident that this will happen Q1 this year. We have an investment partner who has committed to \$500K of investment contingent on a matching \$500K from private investors.

Our target is to get a commitment of an additional \$500K from private investors. Now is the time to invest so that we can reach the “total match” amount.

The RE@L STEM **product** design for the Portal and the first Investigation (Water Quality) is complete. Funding will complete the product coding and testing to be market-ready in 90 days. Schools are ready to buy RE@L products through the ESA distribution network.

In addition to the 19 Investigations RE@L has scoped out, we are actively working with a content partner in San Francisco. They seek an alliance that provides our industry background and marketing/distribution expertise. RE@L gets unique content and access to new sources of funding.

The STEM **market** continues to gain greater momentum.

- Focus in every K12 school; backed by significant funding legislation at the Federal, State & Local levels.
- Significantly increasing number of Fortune 100 and 500 companies are stepping up with funding support.
- Ed Tech spending in schools is increasing at an all time high – year-over-year, at up to 46% growth.

RE@Ls STEM **competition** is increasing in numbers of organizations offering STEM products. Their product development focus is different from RE@L's. The differences are significant and provide RE@L a distinct advantage and also alliance opportunities.

- Most product development efforts are at the grass roots level with a localized focus.
- Two companies have emerged with a national focus. Both have STEM products with a full-curriculum, Science and Math emphasis.
- RE@L's supplemental products are a natural fit with the classroom activity and the full-curriculum-products in the market.
- RE@L has many alliance opportunities supporting full-curriculum products, including the two mentioned above.
- RE@L has in place a national distribution plan using the ESA network. Competitors are using limited "boots on the street" – a costly model.
- RE@L's alliance with Education Service Agencies (ESA) provides immediate direct sales along with leveraging the ESA social media connections. This network is designed and proven to get wide spread presence in the vast K12 market – RE@L's target of 120,000+ schools.
- Key to the success of RE@L's plan is the classroom access to the RE@L product. That is, the RE@L STEM Investigations Portal. Using the infrastructure technology currently available in the schools this unique two-way delivery system, "RE@L View," is a distinct RE@L advantage. Funding currently being sought is used to code and complete the portal technology and the first STEM Investigations product, "Water Quality."

RE@L seeks your continued support. We want to maximize the “match” amount. Your connections to potential investors along with your additional investment will assure us that we will be able to complete the products and launch them into schools.

Please contact Paul and/or Dale for specifics about investing.

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