

History and Team

RE@L was founded by former executives of Minnesota Education Computing Corporation (MECC), the pioneering educational technology company that created Oregon Trail. The executive team has been integral leaders in significant educational companies including Honeywell EDINET, World Almanac, Lucas Learning, Buck Institute for Education, Jostens Learning, McGraw-Hill Publishing, Weekly Reader Publishing and many others.

This executive team is complemented by state-of-the-art experts in curriculum design, application development, and digital marketing. They are a team that provides Innovation with Experience.

Products

Classroom Learning



Field Experience



RE@L World Change



RE@L has designed an unparalleled plan for a game-changing Science, Technology, Engineering and Mathematics (STEM) product line — RE@L STEM Investigations[®]. RE@L is harnessing technology to meet new demands being placed on the teaching and learning process. Delivered through a state-of-the-art online portal, RE@L STEM Investigations provide an integrated supplemental curriculum. The three-phase experience: classroom, field, and real-world connection is focused on solving real-world problems using the latest industry based tools.

Targeted initially to middle schools, the RE@L STEM Investigations suite of products is an industry-leading, technologically cutting-edge, integrated supplemental curriculum solution aligned to Common Core Standards.

The first RE@L STEM Investigations module is Water Quality. Students learn the importance of water quality and how it impacts local watersheds. They identify the parameters that indicate a healthy body of water. Students conduct a field survey of a local water source using a built-in Geographic Information System (GIS) to record and share measurements of water quality and invertebrate populations. The data and findings are delivered online and through live presentations to organizations such as the local DNR. This investigation has completed a pilot test with the Miami/Dade County Schools.

Further topics under development include: Green Home Construction, Forensic Science, Vehicle Traffic Flow, Concert Tour Routing, and Designing a Helpful Household Gadget. All subjects that lend well to meeting the Investigation Model that includes classroom experiences, field experiences (live or simulated) and connection to professionals in the field.

Opportunity

The U.S. Federal government has designated more than 3 billion dollars per year to assist schools in developing programs that enhance student competencies in the key areas of STEM. Some see it as a matter of national survival; some view it as necessary for the U. S. to maintain international economic competitiveness. America's industries have also weighed in; all Fortune 100 companies now have a STEM initiative; most Fortune 500 companies are following suit.

Whatever the rationale, the need is the same: schools need a relevant curriculum that integrates not only the STEM subjects but today's real world mobile technologies. STEM requires new thinking, new products and new technology.

Marketing and Sales Overview

RE@L's fully-integrated marketing and sales plan, relies on a well-connected sales/account management team. By leveraging the existing 550 national Educational Service Agencies, RE@L places its products in expert hands. The power of ESA's integrated marketing communications and their broad school district reach gets RE@L products "recommended" by experts.

The ESA distribution channel trusts and endorses RE@L products. In addition, ESA's train teachers, conduct workshops and conferences, and demonstrate, promote and recommend products.

Plans call for launching the new RE@L STEM Investigations' state-of-the-art online portal focusing on school districts in California, Iowa, Illinois, New York, Texas, and Wisconsin. Roll-out is scheduled for the next academic school year.

Investment and Offering Summary

The company will target middle schools during its ramp up and break even in the second year. In the following three years the company will expand to include the K-12 market at which significant revenues are achieved. The company's management forecast a 7.7 million dollar EBITDA in year five.

Investment funds will be used for product development, marketing and working capital.

This offering of \$500k in common stock at \$.33 per share represents approximately 10% company ownership.

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ESA Information

ESA (Education Service Agency) has 553 agencies across the U.S. servicing 80% of the 14,500 public school districts. Schools rely on the ESAs to bring innovative new educational technology products and staff training to their teachers.

RE@L has completed focus groups and field-based testing of their products through **ESAs**.

MECC (MN Educational Computing Company) founded the educational technology industry. RE@L has the same executive team resulting in strong relationships with the leader of the Association of Educational Service Associations and with leaders of local ESAs across the country.