



IPE x ASPIREX

Students pay. Scores don't move. *We fixed that.*

A responsible AI engine — **AspireX, built with VinUniversity** — and a total solution that turns enrollment into real score gains. Reading, math, SSAT, SAT, AP, English proficiency, and admissions, on a single engine.

PARTNERSHIP & INVESTMENT BRIEF

IPE x AspireX — the learning engine that moves scores

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Contents

01	Executive summary	The thesis in one page
02	The problem	Two failures · the research
03	AspireX — the responsible engine	A methodology, not just answers
04	The method	Daily work · weekly diagnosis
05	The total solution	One engine, every subject
06	Evidence & results	Field data, transparently re-validated
07	The market	Asia · \$130B · SAT demand
08	Traction & expansion	US · Korea · Canada → Asia
09	Commercial model	Licensing & per-student
10	Team & track record	Operators who teach
11	The ask	Partner & invest

01 Executive summary

Every year, families across Asia spend billions on tutoring and test prep — and for most students, scores barely move. The programs that exist fail for two reasons, and we built a learning platform to fix both.

- **Engagement.** Students enroll and then don't use the programs — online completion runs 5–15%.
- **Feedback.** When they do use them, the program only marks the answer right or wrong; it never explains *why*, so the same mistakes repeat.

At the center is **AspireX**, a responsible AI engine built with VinUniversity that delivers a genuinely new teaching methodology — not just answers. On it sits a complete solution: the Science of Reading, math, SSAT, SAT and AP prep, an English proficiency test, university admissions, and the platform academies run their entire operation on.

The method is simple and accountable: **every day students submit a set amount of work and the parent is notified; every week, AI and a real expert diagnose why they miss what they miss** and hand them a study plan built for them. In our own academies, one student went **from 1150 to 1450 on the SAT in three weeks**; 200-point gains are routine.

The thesis in one line. Most programs don't move scores. Ours does — and the market is all of Asia: a \$130B tutoring market, with nearly two million international SAT takers a year and climbing.

02 The problem

Tutoring and test prep is a **\$130 billion** global market, with Asia the largest share. Schools run programs like IXL (18M students); prep has platforms like Test Innovators. Yet most students — in schools, academies, and at home — are still just buying books and grinding problems on paper, because the programs that exist mostly don't work.

Failure 1 — they enroll, then don't use it

Self-paced programs carry no accountability. Online completion rates run **between 5 and 15%**; students sign up and quit. Structured, accountable programs reach 85%+ — the difference is structure, not content.

Failure 2 — it never tells them *why*

Programs mark the answer right or wrong and show the solution, but never explain the error. So the same mistakes repeat — time and money in, results flat.

The research is clear. Elaborated feedback that explains the error has roughly a **0.49** effect size, versus **0.33** for revealing the answer and **0.05** for knowing right/wrong. Diagnosis beats drilling.

03 AspireX — the responsible engine

AspireX is our differentiator: one AI engine, built with VinUniversity and led by **Simon Park**, a professor at VinUniversity and a pioneer of AI in education. Every product is the same engine pointed at a subject — and it doesn't just hand out answers, it delivers a teaching methodology.

- **Grounded by Ontology** over a curriculum knowledge graph — no hallucinations, traceable answers.
- **Error-driven** — every mistake is classified and fixed, not buried under more drilling.
- **Psychology-aware** — adapts difficulty, length, and tone to the child's state.
- **Learning science built in** — active recall, spacing, interleaving, deliberate practice.
- **Multi-stakeholder** — student, teacher, and parent see one honest picture.

Every product in the suite shares this same philosophy. It isn't a collection of separate apps — it's one approach, applied to every subject.

04 The method

Technology alone doesn't move scores — the delivery model does. Ours is built on accountability and real diagnosis.

- **Daily, accountable practice.** Students don't log in on their own. Each day they get a set amount of work, submit it, and **the parent is notified** — the accountability that's always been missing.
- **Weekly diagnosis, by AI and a real expert.** Not just the score, but **why they miss what they miss** — turned into a study method and problem-solving know-how built for that one student.
- **Everyone in the loop.** Parent, teacher, and academy operator see the same honest picture.

The loop. 30 minutes a day → accurate diagnosis → a plan made for that one child → short-term score gains.

05 The total solution

One engine, every subject — the whole journey, all running on IPE Ops, the platform schools and academies operate on.

PRODUCT	STAGE	WHAT IT IS
Reading Lab	Read · age 6+	Science-of-Reading flagship — phonics to comprehension (UFLI-based K–7 line)
Math	Core · all grades	Adaptive math with error-driven diagnosis
SSAT	Prep · middle school	Verbal, quantitative & reading, diagnosed weekly
IPE SAT / AP	Excel · 16–18	Neuro-adaptive prep on the hardest exams — +100 pts in 45–60 hrs
EPT · Korean	Proficiency	English proficiency test & Korean — more subjects, same engine
Big Picture	Apply · university	Admissions consulting — the human layer on our data
IPE Ops	Platform	The operations platform schools & academies run on

Every product is live today at company.ivypath.io and powered by AspireX.

06 Evidence & results

The method produces score jumps that point tools don't. These are our own academy field results — we re-validate them transparently, baseline to endline, in every deployment.

SAT · ONE STUDENT

1150 → 1450

in three weeks of the daily-plus-diagnosis loop

TYPICAL

+200 pts

gains of 200+ points are routine for us

Honest position. These are internal field results, not third-party trials yet. We would rather measure than claim — every partner deployment ships with transparent baseline → endline measurement.

07 The market

The method works anywhere students grind for exams — and that's all of Asia, the world's largest and most exam-driven education market.

FIGURE	WHAT IT MEANS	SOURCE
\$130B	Global private tutoring market (→ ~\$248B by 2034)	IMARC, 2025
Largest	Asia-Pacific is the biggest share; 55%+ of students in China & India use tutoring	Industry reports, 2025
~2M / yr	International SAT takers a year, +~100K annually; China & Vietnam fastest-growing	College Board / Princeton Review
+38%	Vietnam's applications to US universities, in a single year	IIE / Asia Matters, 2024–25

Demand for SAT and US admissions is surging across the region, and "shadow education" is strongest exactly where we're aimed — Vietnam, Southeast Asia, Taiwan, and China.

08 Traction & expansion

The platform is in motion across three markets, with a clear path from entry to scale.

In motion

- **United States** — in talks with local partners.
- **Korea** — in discussion with the Gyeonggi & Gyeongbuk Provincial Offices of Education.
- **Canada** — launching directly (Readingtown Canada, ~20 branches); marketing in preparation.

Expansion path

- **Start:** Vietnam's affluent, US-bound families — the SAT, AP & admissions market.
- **Scale:** across Southeast Asia.
- **Then:** into Taiwan and China — the biggest test-prep markets on earth.
- **And:** Science of Reading extends the same engine to the broader, mass market.

Partner discussions are at varying stages; figures and timelines are confirmed per deal.

09 Commercial model

Priced for the market, sold the way academies and institutions buy — per-student licensing on IPE Ops, with room for outcome-linked terms.

PRIVATE ACADEMIES (RETAIL)

~\$36–60

per student / year — in the consumer app band, a fraction of US pricing

INSTITUTIONAL / VOLUME

~\$3–6

per student / year — for school systems and large rollouts

- **Reference point.** Our North-America Science-of-Reading product runs ~\$350 / student / year; regional pricing is set against local benchmarks.
- **Channels.** Direct to academies, distribution partners, and institutional/government licences.
- **Outcome-based options.** Arrangements that tie part of the fee to measured score gains can be discussed.

Indicative pricing; confirmed against final cost structure, coverage, and market.

10 Team & track record

Paul Son — Academy & Content

Yonsei BA · UBC PhD. CEO of **Readingtown Canada** and **Ivy Academy** — the networks that make our products real businesses and that train teachers. Lead coach behind the EPT rubric.

Simon Park — AI & Learning Science

Ph.D., P.Eng. **Professor at VinUniversity**; 21 years at the University of Calgary; a pioneer of AI in education. Leads the AspireX engine.

Operators, not just a vendor. We run real academies every day and built the software because we needed it. Three academies are in testing on IPE Ops, with 2,143 audited questions; the program rolls out to our Readingtown branches next.

11 The ask

The product is built, the method is proven, and the market is enormous and underserved. We're looking for the right partners — to launch, to invest, and to scale this across Asia and beyond.

- **Partners.** Academy networks, distributors, and institutional buyers ready to deploy a total solution.
- **Investors.** To fund the regional rollout — Vietnam first, then Southeast Asia, Taiwan, and China.
- **Next step.** An intro and a scoping conversation → pilot or partnership → scale.

Contact. Paul Son · paul.son@ivypath.ai · +1 604-729-3801 · company.ivypath.io. Put real results in front of students, and everyone wins.

Sources. Market size — IMARC / Fortune Business Insights (2025). Tutoring participation & shadow education — industry reports / ScienceDirect. SAT & admissions — College Board, Princeton Review, IIE, Asia Matters for America (2024–25). Feedback effect sizes — Educational Psychology Review (Springer) / NSF "learning from errors." Field results are IPE's own academy data, to be re-validated per deployment.