

Partner & Advisor Meeting — *Follow-Up*

Date: June 5, 2026 · **Prepared by:** Daniel Kim, COO, IPE

Attendees: Paul Son, Daniel, Simon Park (IPE) · Dr. Joe (IP law & ventures), Kevin (advisor — Vietnam)

Purpose: Present IPE × AspireX (4-min demo); discuss business model, pricing, and Vietnam market entry; explore partnerships.

1 Summary

The team presented AspireX — an AI engine that diagnoses *why* a student gets an answer wrong, not just the correct answer — and the IPE total solution built on it. Discussion centered on the business model, pricing, and entering Vietnam, with advisor input on the local landscape and the realities of operating as a foreign company. The group explored partnerships and agreed to meet in person in Ho Chi Minh City during the advisors' mid-June Vietnam trip.

2 Key insights & feedback

- **Lead with traction, not technology.** Investors weigh revenue and adoption over technical capability.
- **Show what we've actually done** — concrete results and live product, not just ideas.
- **Our testing centers are a differentiator** — real testing infrastructure, unlike competitors who only ship AI tools.
- **Vietnam needs the right local partner** — financially stable, committed, with government relationships; foreign-company entry is otherwise hard. Kevin offered to match relevant contacts.
- **Two tracks in Vietnam:** Science of Reading (phonics) for the broader market; SAT prep for affluent, US-bound students. Local SAT: ~760–790 math after one month online; most target 1400+.
- **Method nuance:** students receive indirect feedback; root-cause analysis is shared with parents and teachers. Diagnosis uses an **ontology** approach.
- **Adjacent opportunities** via Dr. Joe: Taiwan (classmate's 600-student school) and China (government-funded program, ~2M students).

3 Where we stand today

- Live site **company.ivypath.io** — repositioned around the method, the market, and the total solution.
- 4-minute pitch video and an 8-page Partnership & Investment Brief; AspireXprep SAT one-pager.
- Product suite: Reading Lab (Science of Reading / UFLI), Math, SSAT, PSAT/SAT & AP, EPT, Big Picture — all on the **IPE Ops** platform (grades 7–12 today).
- Three academies in testing on IPE Ops; 2,143 audited questions; engine operational.

4 What we're completing next

Deck · site · brief

- Add concrete student-improvement cases and AI-analysis screenshots.
- Make the testing-center differentiator and traction explicit.
- Tailor sample content to Vietnam's university entrance-English requirements.

Product · materials

- Essay / expository-writing feature for secondary students.
- Demo accounts (Google sign-on) for advisor testing.
- 139 grammar rules matched to sample questions.

5 Action items

OWNER	ACTION	DUE
Paul / Daniel	Refine deck with concrete examples, screenshots, traction; prepare demo accounts	This weekend
Paul / Daniel	Send updated pitch deck to Simon; send feature list to Kevin	This weekend
Daniel	Match the 139 rules to sample questions; begin essay-writing feature	In progress
Simon	Review deck & 139 rules; share DirectSea info with Dr. Joe	Mid-June
Kevin	Arrange Simon's meeting with a key contact in Ho Chi Minh City	June 19–20
All	Follow-up meeting after the Vietnam visit	TBD

6 Next milestone

In-person meeting in **Ho Chi Minh City, June 19–20**, during the advisors' Vietnam trip — Simon to meet a potential partner running a K–12 English / university-entrance program. A working session follows on return.

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