

[ CONFIDENTIAL ]

# INVESTOR PROSPECTUS



PRESENTED TO  
[ INVESTOR NAME HERE ]

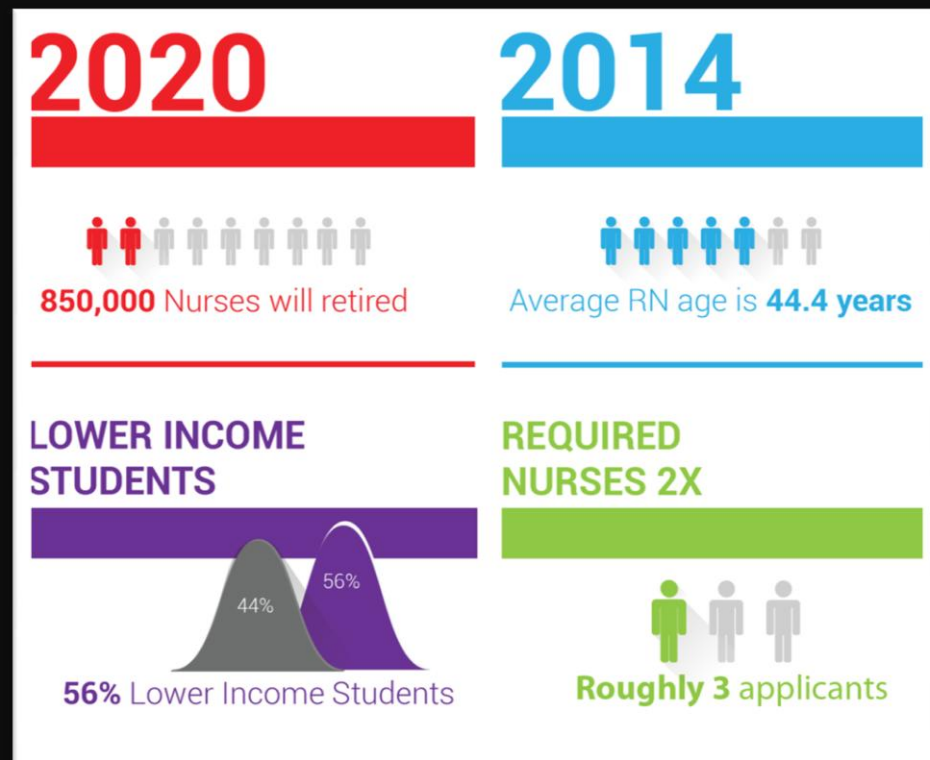
DATED: JANUARY 10, 2014

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# OUR CUSTOMER CHALLENGE

By 2020, the U.S. Department of Health and Human Services predicts that 850,000 nurses will be leaving the workforce and entering retirement. The average age of an RN in the United States is 44.4 years old. As a result, our educational institutions are undertaking the task of training our future caregivers.



**Nursing schools are being flooded with applicants (roughly 3 applicants for every available seat).**

In order to evaluate potential candidates, nursing schools have adopted several general education assessment tools. Although they are able to screen thousands of applicants, these exams have not been able to reduce nursing school national attrition rates which are currently at 27%. Student attrition has been proven to be especially harmful to socioeconomically disadvantaged students and minorities. Attrition rates for minority and lower income students is as high as 56%. \* (Factors affecting attrition from associate degree nursing programs in North Carolina., Fraher E, Belsky DW, Gaul K, Carpenter J.).

In 2010, the most popular nursing entrance exam, the TEAS (with over 60% of the market), was shown to be a "serious barrier to African American student inclusion" in three community college nursing programs (Primrose, Pamela (2010). Entrance criteria for nursing programs: Equality of opportunity or de facto discrimination (Thesis). Indiana State University.). For already cash strapped educational institutions, the cost of student population attrition results in millions of dollars in lost resources.

# OUR SOLUTION

Exam Ave is uniquely positioned to address this serious national crisis. We provide the only eLearning system that was specifically developed to prepare students for the most popular nursing entrance exams and courses focused on preparing students for the challenges of nursing school. Our courses are trusted by many schools through the United States including: University of Montana, Polk State College, Daytona State College, Eastern Illinois Community College, Austin Peay State University, Career Point College, IAA, Harrison Colleges, Los Angeles Harbor College and Calhoun Community College.



In 2010, nursing schools across the country began providing on campus pre- nursing workshops called Boot Camps. The boot camps focus on the knowledge that is necessary to succeed in school. Boot Camps are gaining popularity across the country because they have successfully reduced nursing school attrition rates. Miami Dade College, the largest nursing school in the country, found that their on-campus boot camp course reduced their attrition rate by 11%.

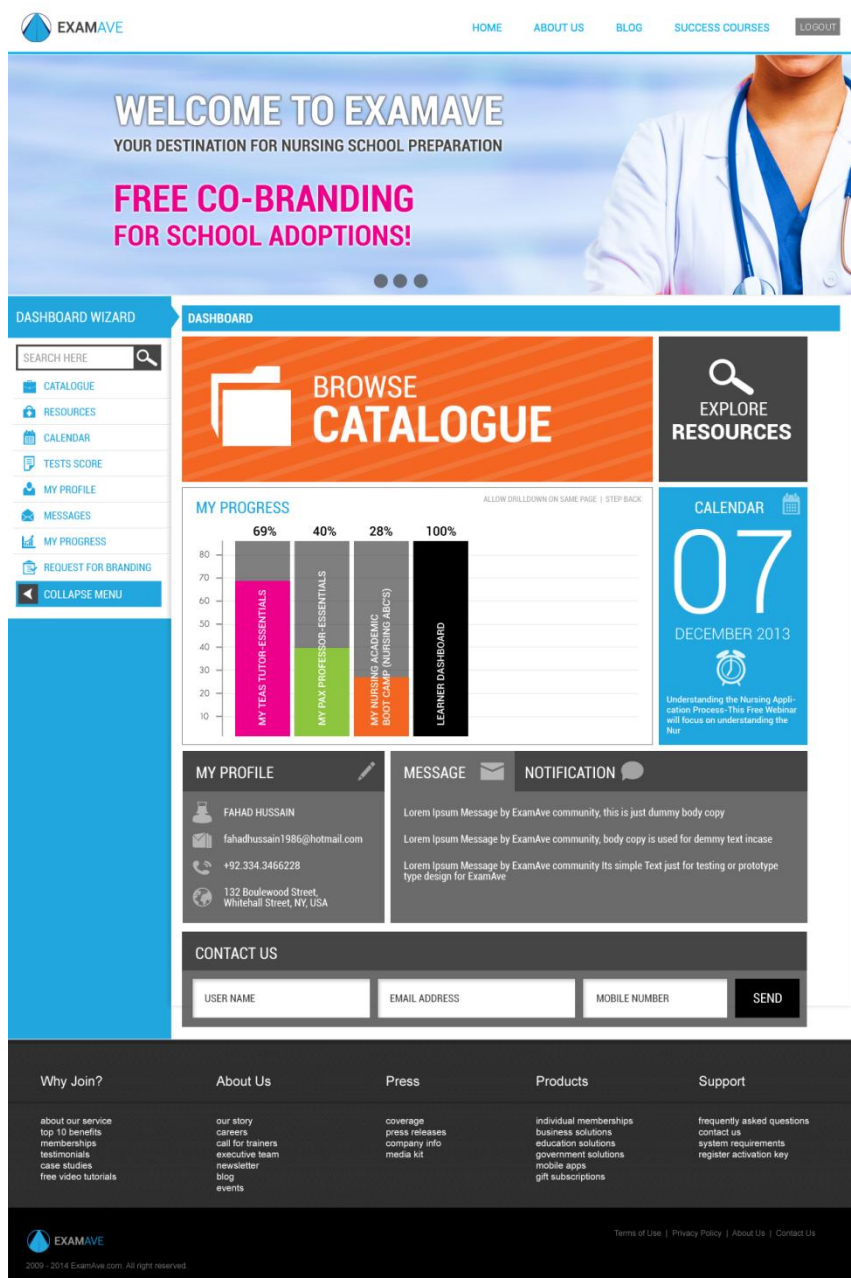
Our educational team has developed an evidence based theory to reduce attrition called "The Three Pillars of Nursing School Success". Our learning platform engages the learner through multimedia applications and focused study. Many of our schools will add lessons to our courses to provide a community centric learning experience. We also provide

outcome and learning trend data to our partner schools in order to better address their community needs. Our learning system contains algorithms that identify learner content engagement by resource type (including audio and visual interaction involving one or more students). This helps us internally by allowing us to deliver better content. This system helps to educate our partner schools' on their community learning needs and facilitates their ability to design future learning models based on these data.

With the goal of promoting social and community learning on the Exam Ave platform, we have developed a national Collaborative Learning Assessment (CLA). The CLA helps guide the collaborative learning process through compatibility.

# OUR SYSTEM

## STUDENT'S DASHBOARD SCREEN



### DASHBOARD FEATURE

In dashboard students will have below widgets.

- 1) Catalogue
- 2) Resources
- 3) My Progress
- 4) Calendar
- 5) My Profile
- 6) Messages
- 7) Notifications
- 8) Contact Us

**Catalogue:** Students can see all the list of courses even which they are not registered / enroll and they can purchase the product just in a single click. Also can see their score for which they are registered. For more view Catalogue page.

**Resources:** Resources are they helpful material in the form of video, audio, text tutorials, interactive content and MCQ's etc.

**My Progress:** This module will include all the students progress of enrolled courses even students test score, their spending hours on the courses and percentage of the completion course, they also have drilldown option in the form of analytics.

ALL PREPARATION PROGRAMS ARE NOT CREATED EQUAL!

WE GUARANTEE YOUR SCORE WILL IMPROVE ON THE

**TEAS, PAX AND A2**

**OR WE WILL GIVE YOU  
ALL OF YOUR MONEY BACK!**



#### DASHBOARD WIZARD



CATALOGUE

RESOURCES

CALENDAR

TESTS SCORE

MY PROFILE

MESSAGES

MY PROGRESS

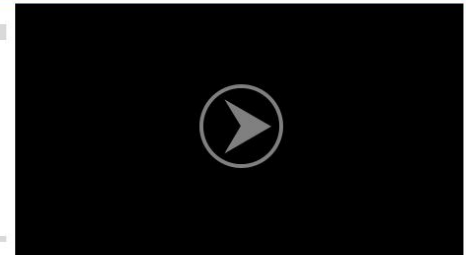
REQUEST FOR BRANDING

COLLAPSE MENU

#### CATALOGUE

WATCH FIRST THIS VIDEO

**BASIC DASHBOARD  
NAVIGATION VIDEO**



## CATALOGUE COURSES

**MY TEAS TUTOR  
Essentials**



35%  
COMPLETED

- Reading
- Science
- English
- Math

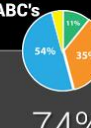
**MY PAX PROFESSOR  
Essentials**



72%  
COMPLETED

- Reading
- Science
- English
- Math

**MY NURSING  
ACADEMIC  
BOOT CAMP  
Nursing ABC's**



74%  
COMPLETED

- Reading
- Science
- English
- Math


**BASIC DASHBOARD  
NAVIGATION**



100%  
COMPLETED

- Watch
- Learn
- Practice

**MY TEAS TUTOR  
Advantage**



\$69.99

ADD TO CART

- Reading
- Science
- English
- Math

**MY PAX PROFESSOR  
Advantage**




\$100

ADD TO CART

- Reading
- Science
- English
- Math

**MY TEAS TUTOR  
Ultimate**



\$100

ADD TO CART

- Reading
- Science
- English
- Math

**MY TEAS TUTOR  
Ultimate**



\$100

ADD TO CART

- Reading
- Science
- English
- Math

Load More Courses

#### Why Join?

about our service  
top 10 benefits  
memberships  
testimonials  
case studies  
free video tutorials

#### About Us

our story  
careers  
call for trainers  
executive team  
newsletter  
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#### Press

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press releases  
company info  
media kit

#### Products

individual memberships  
business solutions  
education solutions  
government solutions  
mobile apps  
gift subscriptions

#### Support

frequently asked questions  
contact us  
system requirements  
register activation key



 EXAMAVE

HOMEABOUT USBLOGSUCCESS COURSESLOGOUT

WE GUARANTEE YOUR SCORE WILL IMPROVE ON THE

# 100% MONEYBACK GUARANTEE!

## MY TEAS TUTOR

ESSENTIALS | ADVANCED | ULTIMATE

DASHBOARD WIZARD

SEARCH HERE

- CATALOGUE
- RESOURCES
- CALENDAR
- TESTS SCORE
- MY PROFILE
- MESSAGES
- MY PROGRESS
- REQUEST FOR BRANDING
- COLLAPSE MENU

CATALOGUE > MY TEAS TUTOR (ESSENTIAL)

# MY TEAS TUTOR

## ESSENTIALS

CHAPTER - 1

WELCOME TO NURSING

20%



CHAPTER - 2

STRATEGIES FOR SUCCESS

0%



CHAPTER - 3

READING COMPREHENSION

50%



CHAPTER - 4

SCIENCE

75%



WELCOME TO NURSING FUNDAMENTALS



NURSING LEARNING ENHANCEMENT



PRE KNOWLEDGE ASSESSMENT



WELCOME TO NURSING FUNDAMENTALS



BASIC FUNDAMENTALS



ELEMENTARY FOUNDATION



WELCOME TO NURSING FUNDAMENTALS



WELCOME TO NURSING FUNDAMENTALS



ADVANCE LEARNING & ASSESSMENTS



 READING

 SCIENCE

 MATH

 ENGLISH

 VIDEO

 GAME

 AUDIO

 IMAGE

 ASSESSMENT

 INTERACTIVE

 VIDEO

Why Join?

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**MY TEAS TUTOR**

ESSENTIALS | ADVANCED | ULTIMATE



[DASHBOARD WIZARD](#)
[CATALOGUE > MY TEAS TUTOR \(ESSENTIALS\)](#)

[CATALOGUE](#)
[RESOURCE](#)
[CALENDAR](#)
[TESTS SCHEDULE](#)
[MY PROFILE](#)
[MESSAGE](#)
[MY PROGRAM](#)
[REQUEST](#)
[COLLAPSE](#)

## MY TEAS TUTOR

LESSON > STRATEGIES FOR SUCCESS-LEARNING FUNDATMENTAL

[READING > TEST TAKING STRATEGY](#)

☒ HIGHLIGHT WATCH TOPIC
 

- 1.1 Introduction
- 1.2 Welcome
- 1.3 About the TEAS
- 1.4 Strategies
- 1.5 Knowledge about Attitude
- 1.6 Exam information and p...
- 1.7 Use your study
- 1.8 Strategies
- 1.9 Before the test
- 1.10 During the test
- 1.11 Strategies to Nature
- 1.12 Strategies you need to ...
- 1.13 Approaching the Quest...

[Knowledge About Your Attitude](#)
[Eliminate Test Panic](#)
[This is a New Opportunity](#)

Click each button to know more.



[NEXT >](#)

### Why Join?

- about our service
- top 10 benefits
- memberships
- testimonials
- case studies
- free video tutorials

### About Us

- our story
- careers
- call for trainers
- executive team
- newsletter
- blog
- events

### Press

- coverage
- press releases
- company info
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### Products

- individual memberships
- business solutions
- education solutions
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### Support

- frequently asked questions
- contact us
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# CALENDAR

WE GUARANTEE YOUR SCORE WILL IMPROVE ON THE

**100% MONEYBACK GUARANTEE!**

## MY TEAS TUTOR

ESSENTIALS | ADVANCED | ULTIMATE

### DASHBOARD WIZARD

 CATALOGUE

 RESOURCES

 CALENDAR

 TESTS SCORE

 MY PROFILE

 MESSAGES

 MY PROGRESS

 REQUEST FOR BRANDING

 COLLAPSE MENU

### CALENDAR ▶ FEBRUARY

#### THIS MONTH EVENTS : THIS MONTH EVENTS

FEBRUARY 07

Understanding the Nursing Application Process-This Free Webinar will focus on understanding the Nur

FEBRUARY 13

Understanding the Nursing Application Process-This Free Webinar will focus on understanding the Nur

FEBRUARY 28

Understanding the Nursing Application Process-This Free Webinar will focus on understanding the Nur

### FEBRUARY 2014

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	1
2	3	4	5	6	7	8

### CALENDAR

07

DECEMBER 2013



Understanding the Nursing Application Process-This Free Webinar will focus on understanding the Nur

### SCHEDULE YOUR PLAN

Understanding the Nursing Application Process-This Free Webinar will focus on understanding the Nur

I will enroll in Ultimate product after 2nd March 2014

Understanding the Nursing Application Process-This Free Webinar will focus on understanding the Nur

I will enroll in Ultimate product after 2nd March 2014

[ADD SCHEDULE](#)

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free video tutorials

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### Products

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gift subscriptions

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CONGRATULATION ALL STUDENTS!

NEW XYZ NURSING WILL BE HERE ON  
3RD MARCH 2014

30% DISCOUNT FOR ABC STUDENTS

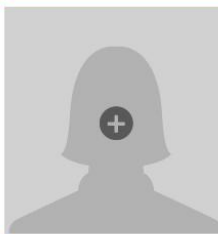


#### DASHBOARD WIZARD

[CATALOGUE](#)[RESOURCES](#)[CALENDAR](#)[TESTS SCORE](#)[MY PROFILE](#)[MESSAGES](#)[MY PROGRESS](#)[REQUEST FOR BRANDING](#)[COLLAPSE MENU](#)

#### PROFILE ▶ FAHAD HUSSAIN

MEMBER SINCE: 19 OCTOBER 2013



##### Full Name

##### User Name

##### Password

##### Confirm Password

##### Email

##### Optional Email

##### Address 1

##### Address 2

##### City

##### State

##### Zip Code

##### Phone

[SAVE CHANGES](#)

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**CONGRATULATION ALL STUDENTS!**

**NEW XYZ NURSING WILL BE HERE ON**

**3RD MARCH 2014**

**30% DISCOUNT FOR ABC STUDENTS**

**DASHBOARD WIZARD**

SEARCH HERE 

-  CATALOGUE
-  RESOURCES
-  CALENDAR
-  TESTS SCORE
-  MY PROFILE
-  **MESSAGES**
-  MY PROGRESS
-  REQUEST FOR BRANDING
-  COLLAPSE MENU

**MESSAGE ▸ YOU HAVE 3 UNREAD MESSAGES**

NEW MESSAGE  REPLY  DELETE  FLAG 

**INBOX MESSAGE**

☐ View: All ▾ Arrange by ▾

**SENT MESSAGES**

**DRAFTS**

**FLAG**

**DELETED**

- ☒ Elance 10:36 AM  
Reminder: Status Reports Due ...
- ☐ Dave Saben 9:01 AM  
RE: photoshop error
- ☐ authorSTREAM 8:48 AM  
Handmade Slides: Free webina...
- ☐ Fahad Hussain 7:10 AM  
urgently required
- ☐ Graphic Stock 7:04 AM  
Spend this snowy weekend do...
- ☐ PeoplePerHour 6:52 AM  
Fahad 124 New Jobs were pos...
- ☐ WDL 6:51 AM  
WDL Newsletter: Please Conf...
- ☐ Fahad Hussain 6:21 AM  
RE: photoshop error
- ☐ Dave Saben 6:16 AM  
RE: photoshop error
- ☐ WordPress 6:14 AM  
[just2let] Please moderate: "He...
- ☐ Apple 4:17 AM  
Please verify the contact email ...
- ☐ Apple 4:17 AM  
Your Apple ID,
- ☐ Fahad Hussain 4:13 AM

Page 1 of 1082 [Go to](#) 

**Reminder: Status Reports Due Sunday**

 **Elance** (no-reply@elance.com) Add to contacts 10:36 AM  
To: fahadhussain1986@hotmail.com ▾

**Elance**  
work. differently.

Dear 6Senses,  
This is a note to remind you that one or more of your jobs require a weekly Status Report.  
[View a summary of your Status Reports >](#)

Please submit your reports by Sunday at 11:59 p.m. in your local time to avoid a delay in delivery.

Need help? [Contact Us](#)

1-877-435-2623 | Mon-Fri 8am-5pm, Sat-Sun 8am-12pm PST



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- top 10 benefits
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- testimonials
- case studies
- free video tutorials

**About Us**

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- newsletter
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**Press**

- coverage
- press releases
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- media kit

**Products**

- individual memberships
- business solutions
- education solutions
- government solutions
- mobile apps
- gift subscriptions

**Support**

- frequently asked questions
- contact us
- system requirements
- register activation key



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# ADMINISTRATION

## DASHBOARD


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Login as: Fahad Hussain | [Logout](#)

**DASHBOARD WIZARD**

[COURSES](#)  
[SCHOOLS](#)  
[ADMINISTRATORS](#)  
[TESTS](#)  
[ORDERS](#)  
[RESOURCES](#)  
[CALENDAR](#)  
[ASSIGNMENT REPORTS](#)  
[COLLAPSE MENU](#)

**DASHBOARD**

**RIGHT NOW WE HAVE**

**SCHOOLS (88)**
**COURSES (5)**
**ADMINISTRATOR (5)**

**RESOURCES (57)**
**ASSIGNMENTS (157)**

**MESSAGES**

Fahad Hussain  
Happy to use eLearner solution but need your help

Sarah Khan  
Stack on the Dashboard something error on this

Dave  
Need your quick help!!!

Georgia  
Forget my username but member mobile number is

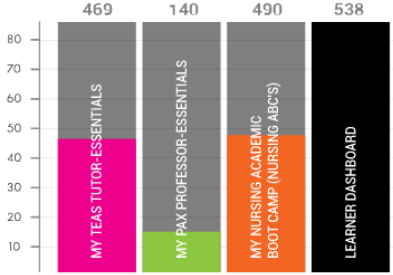
[OPEN ALL MESSAGES IN NEW WINDOW](#)

**NEED ADMINISTRATOR REPLY**

**ORDERS (138)**
**MESSAGES (1202)**
**BLOG COMMENTS (1102)**

**CUSTOMER ANALYTICS**

**TOTAL CUSTOMER (538)**
**LAST MONTH (18)**
**LAST SIX MONTHS (218)**
**LAST YEAR (538)**



469 140 490 538

80  
70  
60  
50  
40  
30  
20  
10


MY TEAS TUTOR-ESSENTIALS  
MY PAX PROFESSOR-ESSENTIALS  
MY NURSING ACADEMIC BOOT CAMP (NURSING ABC'S)  
LEARNER DASHBOARD

LEARNER DASHBOARD 538 CUSTOMER

MY NURSING ACADEMIC BOOTS CAMP 490 CUSTOMERS

MY PAX PROFESSOR 140 CUSTOMER

MY TEAS TUTOR 469 CUSTOMER


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# OUR TEAM

## Dave Saben

Our team is uniquely positioned to address these specific market needs.



Our president, Dave Saben, was with the Assessment Technologies Institute (the provider of the TEAS exam) for over five years. He was responsible for the coordination of the e-learning sales cycle methodology, recruitment, training, supervision, and evaluation of regional vice presidents including the development of the organization structure and consultation on sales incentive plans. He developed and implemented strategies in order to identify potential sales opportunities and new project development. He was also responsible for the evaluation of the effectiveness of sales, methods, costs and results. This included executive reporting to the SVP and CEO.

Some of his additional responsibilities included: the development and management of sales budgets, management of market resource consultants and participation in the development of new project business cases. He assisted in the development of allied health advisory boards and established and implemented short- and long-range departmental goals, objectives, policies, and operating procedures.

Exam Ave's national advisory board includes many influential people from both the nursing education sector and government.

Our inside sales team is based in the Philippines. This team is run by Christopher Soriano, a highly skilled manager, who came to Exam Ave from Dupont Learning. Chris has helped us to expand our team by bringing in the most highly trained sales reps from Dupont to drive our sales efforts.

### NOTABLE ACHIEVEMENT

Created and executed a visionary rapid growth sales model that increased company revenues from **4.9 million in FY2009 to 10.7 million in FY2010**.

Established a cohesive and collaborative sales culture that resulted in outstanding revenue growth while keeping **EBITDA at 61%**

Supervised one executive director, 4 regional vice presidents and indirectly supervised the activities of 17 outside sales representatives and 4 inside sales representatives.

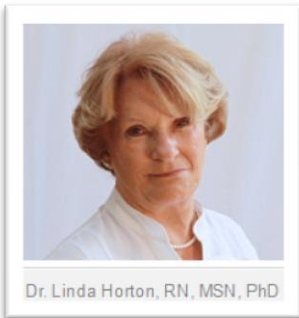
As Director of National Accounts personally developed and successfully executed a sales model that resulted in a 327% revenue increase for the private sector university market.

As a Client Service and Sales Representative, increased annual revenue in an underperforming territory by \$997,789.00.

Served as a member of the advisory boards for Miami Dade College, College Education Corporation, Everest University and Keiser University.



## Dr. Linda L. Horton, RN, MSN, PhD, EdD (Chair)



Dr. Horton belongs to a number of national organizations including: the National League for Nursing, Sigma Theta Tau Honor Society for Nursing and the Florida Nurses Association. She has served as a member of the Florida Board of Nursing since 2009, is Chair of Membership for the Society for Simulation in Healthcare, is an active member for the Florida Healthcare for Simulation Association, and volunteers as a Nurse Practitioner for a local clinic serving those who work but do not have insurance.

### DR. LINDA L. HORTON RECEIVED HER:

- Associate Degree and Bachelor's Degree in Nursing from Mount Aloysius College in Cresson, Pennsylvania
- Master's Degree in Nursing Administration from Saint Joseph's College in Standish, Maine
- A dual degree of PhD and EdD in Adult Education from Lacrosse University-Mississippi
- Women's Health Nurse Practitioner degree from the University of Cincinnati, not yet board certified, and
- A Juris Doctorate from Novus University, Anaheim, CA.
- Currently working on a PhD in Educational Leadership at Keiser University, Fort Lauderdale, FL.

## Jim Foti



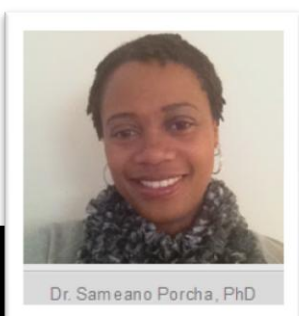
In 2013, Mr. Foti was appointed the new Deputy Administrator of the Office of Apprenticeship at the U.S. Department of Labor, where he brings twenty years of management experience in workforce development, education, healthcare and technology. His leadership skills, strategic planning and organizational development expertise have produced substantial business growth in the private and nonprofit sectors.

Mr. Foti was previously Executive Director of the American Institute for Innovative Apprenticeship and prior to that he was an executive consultant to JBS International providing national technical assistance on Health Professions Opportunity Grants. He was Director of the National Health Career Association, leading business development activities for the nation's largest allied healthcare certification agency, serving 1,500 colleges and educational institutions. Jim has been a Senior

Consultant to healthcare education clients, including ResCare Inc., a \$1.4 billion human services firm. Jim also served as CEO of the National Council of Non-Governmental Organizations of Kenya, an association of 4,000 NGOs, where he coordinated the work of healthcare and HIV/AIDS networks.

He holds an MPA from Columbia University's School of International and Public Affairs and a Bachelor's Degree in Management from Rutgers University.

## Dr. Sameano Porcha



Dr. Porchea holds a BS in Elementary Education, a M.Ed in Education, an M.Ed in Research and a PhD in Educational Psychology. She is a former middle school math and science teacher; and a fourth grade teacher from South Carolina. Dr. Porchea has held positions at a variety of prestigious organizations including: ACT, Inc., Assessment Technologies Institute (ATI), and the American Nurses Association (ANA) as well as State Departments of Education. She is currently President of Research, Evaluation, Assessment and Professional Development (REAP) Associates, LLC, serves on the Bryan

LGH College of Health Sciences Board of Trustees and holds the position of Sr. Psychometrician at ANA. Dr. Porchea has been published in journals such as Applied Measurement in Education and Visions of Research in Music Education.

---

## Dr. Anna Naumenko



Dr. Anna Naumenko, PhD

Anna holds a PhD in Industrial, Work and Organizational Psychology and has 10 years of experience as a business psychologist in a variety of roles and capacities including psychometric test development, career counseling, HR management and business analysis. In her first position, she started as a Recruitment Specialist and formed the HR Department as the business expanded, eventually becoming Senior HR Manager. Following this success, Anna oversaw the implementation of the Oracle Human Resource Management System in a large government organization in Russia. She moved to the UK and designed several custom assessment tools and consulted extensively in occupational psychology. She has 90+ publications in academic journals and the popular press. She has a particular interest in the role of leisure pursuits in work-life balance and life satisfaction. She hopes that what she does is meaningful and makes other people's lives better and easier.

---

## Michael Schafer



Michael Schafer

Michael Schafer is the President of EdPartners, LLC, a consulting firm that operates within the career school sector. He has twenty years of experience in educational compliance, curriculum development, institutional and programmatic accreditation and health education. He has worked in the field of Allied Health education for more than 15 years. Initially, his experience in education was focused on the regionally accredited higher education sector, but his love of the students in the career school sector has guided his passion for student success for many years. In addition to his career history, Michael also has a long relationship with many accreditors, most recently as a Commissioner with the Accrediting Bureau of Health Education Schools (ABHES).

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## Fahad Hussain



Fahad Hussain

Fahad Hussain holds a Bachelor Degree in Graphics Design, & BS Computer Science; he has 10 years industry experience which includes EVP, & Co-founder in Jigsaw Soft, Director Web Services in Createlligent, and Creative Analyst in Mixit Inc. Initially he started his career level from an Advertising Agency where he was Graphics Designer and worked on various brands he also has teaching experience in the Computer Graphics and Multimedia industry for many years.

# OUR MODEL

## BUSINESS TO CONSUMER MODEL

We partner with universities and colleges across the country to promote our solutions to their learning communities via advertising on their internal nursing website and collateral distribution.

### TRUSTED PARTNERS



The University of  
**Montana**



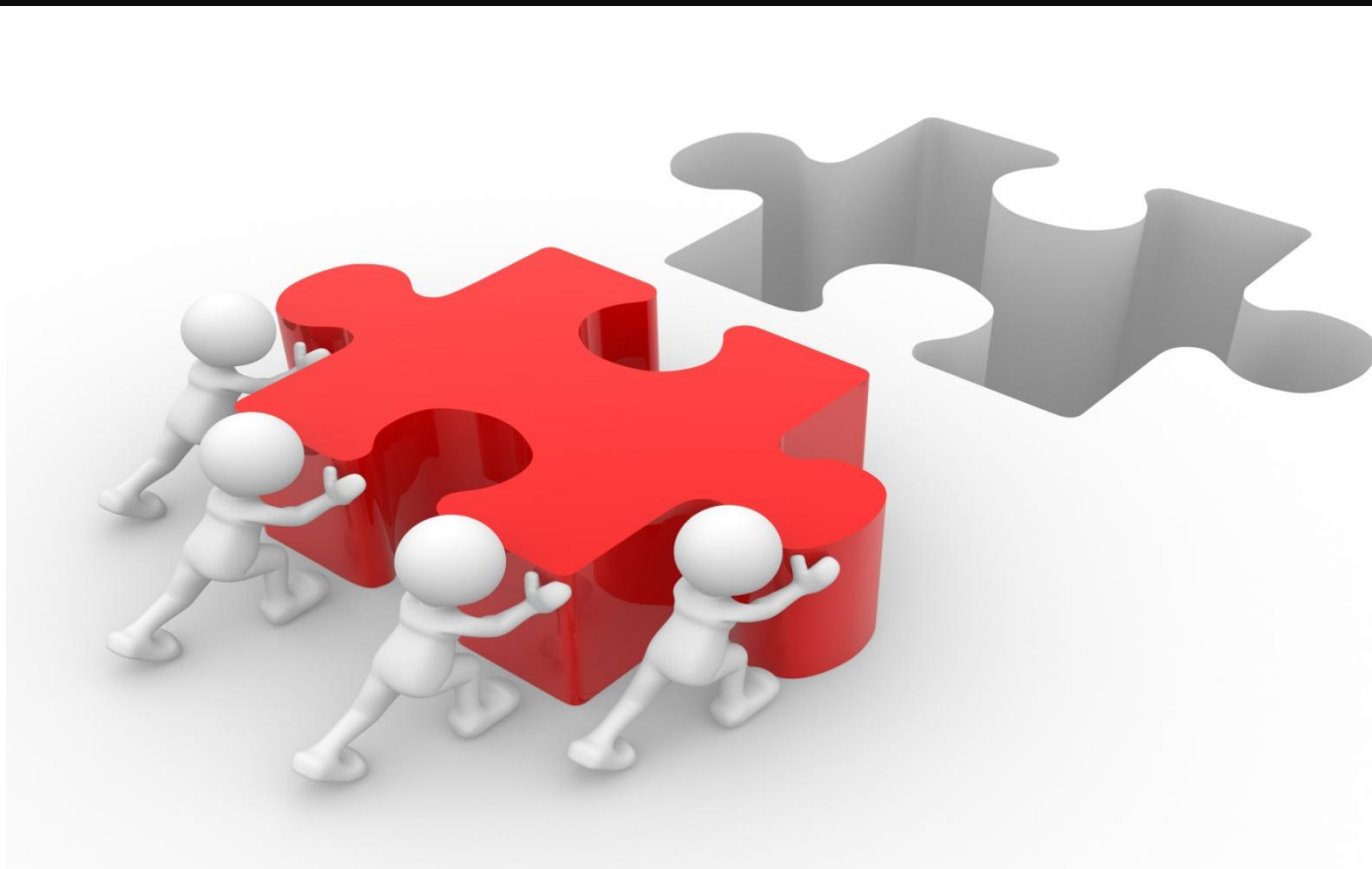
### OUR PARTNERS ARE:

The University of Montana, Polk State College, Daytona State College, Eastern Illinois Community College, Austin Peay State University, Career Point College, IAA, Harrison Colleges, Los Angeles Harbor College and Calhoun Community College.

We also engage in search engine optimization, social networks and Google advertising.

## BUSINESS TO EDUCATION MODEL

We market our courses through colleges and universities across the nation. These partners include our course as a part of their students' tuition and mandate its use. We currently partner with the University of Montana, Career Point College, IAA and Holy Name Medical Center. We have also been approved for a 1 credit elective course at Northeast State University in Tennessee.



# OUR SCALABILITY

We have built a system that is designed for scale. All of our courses are developed with internal resources (Exam Ave designed content) and external resources from the web that are presented and tracked within our system. This allows for rapid authoring and monetization of course content. We have invested in numerous preemptive tasks that reduce the need for support personnel and allow us to focus our human resources on generating revenue. We have also developed a proven inside sales team that operates remotely from the Philippines. This enables us to reduce our labor costs.





# OUR PROGRESS

Exam Ave officially launched on May 21st 2013. By the end of January 2014, we will have helped over 600 students prepare for nursing school. We currently partner with 12 nursing schools. See funnel



# OUR LEARNERS

Our learners are engaged and enthusiastic. Exam Ave has never been asked to issue a refund and all of our student surveys and engagement reports indicate that 93% of our learners believe our courses to be a "great value" and a "highly interactive experience". A total of 67% of our test prep students choose our most comprehensive review. An average Exam Ave Learner spends 432.5 minutes interacting with content. We promote free learning sessions and courses to our community in order to promote brand loyalty.

Below are just two examples of student testimonials:



1

Examave.com is a great tool to brush up on skills needed for the TEAS exam.

English is not my first language and I Have had a difficult time with some of my classes at college. I liked the way the tutorials are set up.

They are very interactive and easy use. Sample questions are very similar to the actual TEAS exam making this product a must have!! Examave.com helped me to achieve a very respectable overall exam score. My only regret is that I did not discover examave.com earlier. This system is far more valuable than purchasing a TEAS exam booklet alone. I highly recommend it!!"

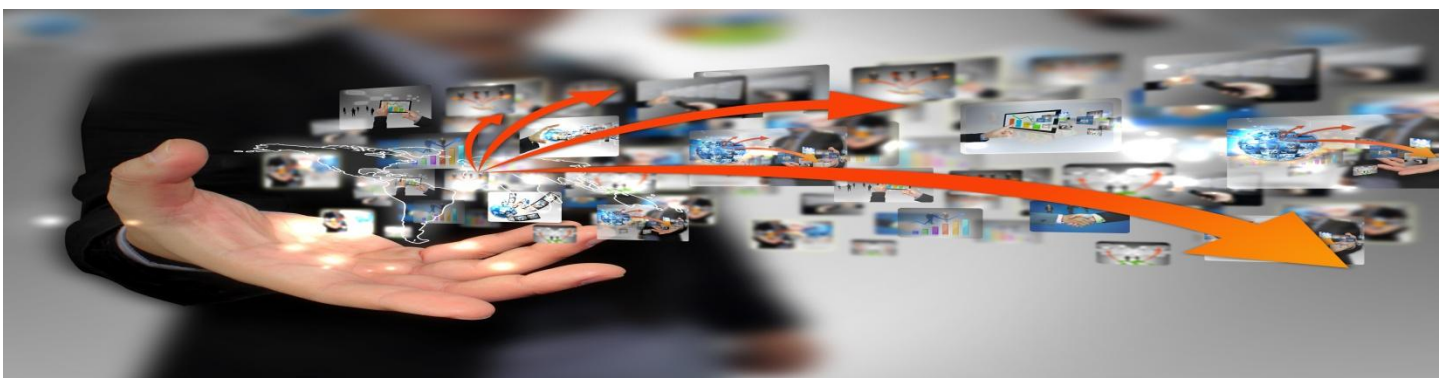
*Alex Garcia, Houston T*

2

"I had been working as a CNA for 9 years and really wanted to go to nursing school. I learned that needed to take the TEAS exam. I took the Teas Exam 4 times. The first attempt was 70 %,the second attempt was 64 %,the third 68.7 % and the fourth70 %I was getting very frustrated because the minimum score that the nursing program will take is 71 %. I was determined not to quit. I found Exam Ave and decided to try it. I used Exam Ave for 2 weeks and took the test one more time. I got a score of 83.3%." I got in to the program!"

*-Jasmine Horton, Santa Clarita, CA*

**We have a highly engaged learning community that we connect with via Twitter, Pinterest and Facebook.**



## OUR COMPETITION

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In pre-nursing we do not have any direct competition. Major publishers and test prep providers focus exclusively on NCLEX and/or nursing school.

Academic Boot Camps are given at many schools across the country. However, these courses are delivered on campus in the classroom. We are able to successfully partner with on campus programs and provide online learner support. In the entrance test preparation space, there are many text based study guides and practice tests. However, Exam Ave is the only online course provider.





# OUR WEBSITE



TRUSTED BY     

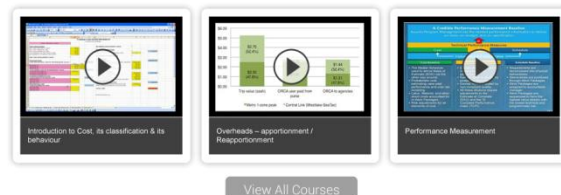
HOW IT WORKS  
  
**LEARN**

HOW TO APPLY  
  
**APPLY**

HOW TO SUCCEED  
  
**SUCCESS**

## SUCCESS COURSES

TO BEGIN YOUR FUTURE CAREER AS A NURSE, VISIT OUR COURSE CATALOG



Prepare on your terms with on your device:

Desktop, mobile, and tablet access

- Switch Devices without ever losing your place
- Interactive lessons that follow you from your desktop to your phone to your tablet!



## About Us

We are Exam Ave and we are the industry leader in the pre-nursing field. Our objective is simple; To help students succeed on nursing entrance exams (TEAS®+A2, PAX) and develop the strong academic and social foundations necessary to succeed in nursing school.

### Our Students

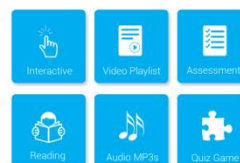
Nurses are selfless, passionate, and heroic. For many the selflessness that nurses demonstrate every day in practice begins the minute they start applying to nursing school. The modern student is a multitasker. They are balancing work, family and school. We want to make the preparation for nursing school success to be an efficient and exciting experience.

[ENROLL NOW](#)

### Our Team

With more than 45 years combined experience in Nursing Education, our team of expertise has developed a unique and effective learning system that caters to every type of learner. We are committed to providing the future nursing student with the highest quality educational materials in the industry. Our content goes through a very rigorous creation and review process by PhDs Nurse Educators, clinicians, renowned psychometricians, and e-learning authors.

LEADERSHIP



## Interact . Learn . Apply

Learning doesn't have to be hard or boring. Our courses are designed to engage your creativity and retention. If you learn from watching videos, playing learning games, reading text, taking practice questions or listening to audio Exam Ave was designed for you.

Learner Preparation solutions for Nursing Schools, Government Training Facilities and Vocational Education Institutions.

In addition to individual plans we also offer cost-effective institutional programs for colleges, universities and government training facilities. Make one or all of our innovative courses part of your program today.

[Learn more >>](#)

### TRUSTED PARTNERS



Pass the A2, PAX or TEAS V® Exam Guaranteed.

Pick a plan and sign up in 60 seconds. Upgrade, downgrade, cancel at any time.



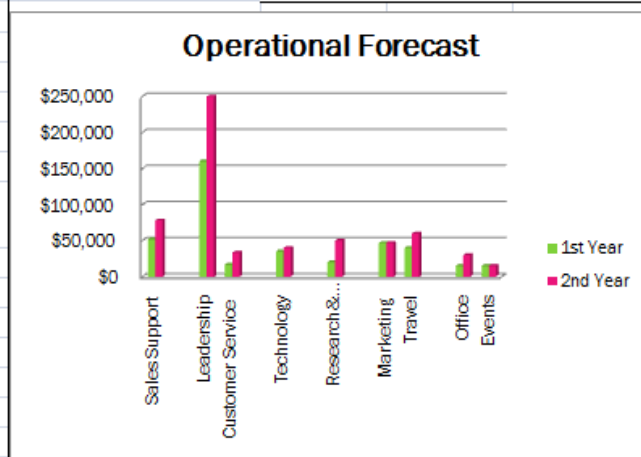
[Signup Now](#)

- Pre-Nursing Exam Online Learning System
- Map your progress with Exam Ave's Practice Test Bank
- We guarantee your TEAS®+ PAX and A2 score will improve
- Complete all learning modules Complete all learning modules, practice questions

\*At Exam Ave we understand that people learn differently. That is why we developed our Student Success Companion. It is the perfect complement to your review program. This is a tool for you to write notes and highlight areas of interest.

# SALES FORECAST METRICS

ABC Product Line			<b>ABC Revenue Assumptions</b>		
Spring Selling Season=12 appointments a week at 20 weeks= 240 appointments			<u>Worst</u>	<u>Base</u>	<u>Best</u>
Summer Selling Season= 6 appointments a week for 13 weeks=78 Appointments			240	240	240
Fall Selling Season=12 appointments a week for 18 weeks= 216 appointments			78	78	78
Assumptions= 85 Students a school average			216	216	216
Close Ratio= 25%			# of Students per school	85	85
Total ABC Revenue 794,211.52			Close Ratio	15%	25%
Exam Prep Product Lines:			ABC Price	\$ 69.99	\$ 69.99
School Links				\$ 69.99	\$ 69.99
Spring Season: 40 Schools			<b>Total Revenue</b>	<b>\$ 476,527</b>	<b>\$ 794,212</b>
Summer Season: 26 Schools					<b>\$ 1,270,738</b>
Fall Season: 36 Schools					
Assumptions=Each School will send 15 applicants a year			<b>Exam Prep Assumptions</b>		
Each student will buy 79.99 product			<u>Worst</u>	<u>Base</u>	<u>Best</u>
122,384			Spring # of schools	40	40
Web marketing and SEO 13 students a week at 79.99			Summer # of schools	26	26
54,073			Fall # of schools	36	36
			Applicants per school	15	15
			\$ purchased per student	\$ 79.99	\$ 79.99
			Web & SEO # of students	13	13
			Web & SEO price	\$ 79.99	\$ 79.99
			<b>Total Revenue</b>	<b>\$ 176,458</b>	<b>\$ 176,458</b>
				<b>\$ 176,458</b>	<b>\$ 176,458</b>
<b>Operational Forecast</b>					
	<b>1st Year</b>	<b>2nd Year</b>			
Sales Support	\$52,000	\$78,000			
Leadership	\$160,000	\$250,000			
Customer Service	\$16,640	\$33,280			
Technology	\$35,000	\$40,000			
Research & Development	\$20,000	\$50,000			
Marketing	\$46,880	\$46,880			
Travel	\$40,000	\$60,000			
Office	\$15,200	\$30,000			
Events	\$15,000	\$15,000			
<b>Total</b>	<b>\$400,720</b>	<b>\$603,160</b>			





# 2013 INCOME STATEMENT

## Revenue

ABC Course	\$	11,661
Exam Preparation	\$	35,330
<b>Total Income:</b>	<b>\$</b>	<b>46,991</b>

## Expenses

### Product Development

F3 Technologies	\$	-
E-Learning	\$	4,676
Faculty/Voice Over	\$	2,014
LMS Development	\$	12,860

### Contractors

Product Developers	\$	-
E lance	\$	5,862
Apurv	\$	502
Odesk	\$	1,374
Payroll	\$	7,935

### Office Expense

Supplies	\$	4,454
Software	\$	2,490
Shipping	\$	1,247
Website	\$	-
Stock Photos	\$	2,265
Utilities	\$	7,016

### Marketing/Advertising

Ad Center	\$	1,508
Google	\$	5,315

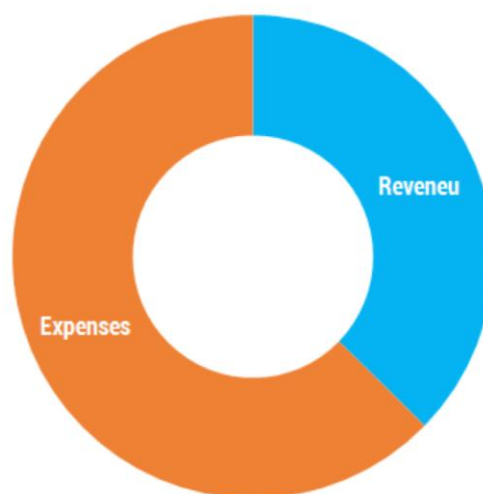
### General & Admin

Travel	\$	4,901
Financial	\$	8,968
All Other	\$	5,400

**Total Expenses:** **\$ 78,787**

**Net Income (Loss):** **\$ (31,796)**

Revenue / Expense 2013



# ABOUT US

We are Exam Ave and we are the industry leader in the prenursing field. Our objective is simple; To help students succeed on nursing entrance exams S®\*, A2, PAX) and develop the strong academic and social foundations necessary to succeed in nursing school.

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## Phone Number

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### LEADERSHIP TEAM



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### STRATEGIC ADVISORS



Omar Ahmed



Anthony Medina

### ADVISORY BOARD



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Dr. Samesio Forcha, PhD



Richard M. Thome



# EXAMAVE