

Cloud Nine Education Group

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Cloud Nine Education shows the way in ESL learning with its cloud-based teaching system

- **At the vanguard of shift towards digital technology in English as a second language (ESL) teaching**
- **Mission to be a recognized world leader in digital ESL curriculum**
- **Built to be used in conjunction with Google Classroom product**

Cloud Nine Education Group (CSE:CNI) is part of a shift in the teaching of ESL (English as a second language) into the digital world, and its cloud-based platform is aimed to be used as a tool by teachers in the classroom.

The company says there has been a move from textbook-dominated learning to digital learning across education and it wants to be at the forefront of that shift in ESL. Digital teaching methods have been shown to be more interactive, more collaborative and engaging, it says.

"Users are provided access to over 3,000 pages of content that includes, instructional videos, search functions and embedded links to active URL sites. All you need is a device, an internet connection, and a desire to learn English," the company states on its website.

Its product is designed to be used by schools and colleges around the world to teach English to students who are also from all over the world.

Setting itself apart

The company says it has a four pillar approach to getting the best for ESL education. The first pillar is the digital approach, as above. The second is that its curriculum -- to teach six levels from beginners to advanced -- adheres to the international standard Common European Framework of Reference (CEFR) guidelines, which not all educators use and means standards are kept high.

Each lesson contains a comprehensive plan that is based on proven teaching methodologies (CELTA) so that quality of teaching is consistent. The firm says it has found schools have found it difficult to find and keep properly qualified English teachers.

Finally, Cloud Nine uses what it calls 'flipped classroom and analytics' methods, which basically means students can preview lessons, which are coming up the next day, practise what they need to learn at home, and take a test. Teachers can view analytics on students' performances, to give better insight in what to focus resources on.

Outlook

The company has just raised around C\$700,000, which will mainly be used for sales and marketing efforts and it has also excitingly struck a re-seller deal in the Philippines with a company, which has 20 years' experience of selling

Price: 0.075

Market Cap: \$1.26 m

1 Year Share Price Graph



Share Information

Code: CNI

Listing: CSE

52 week High Low
0.29 0.055

Sector: Business & education services

Website: c9eg.com

Company Synopsis:

Cloud Nine Education Group's comprehensive cloud-based digital ESL curriculum is designed to be used by teachers to teach English as a Second Language using today's mobile technologies and proven international accredited best practices. The company's mission is to be a recognized world leader in digital ESL curriculum development by delivering a comprehensive program and enabling superior learning outcomes.

action@proactiveinvestors.com

products into the market there. The Philippines and South Asia is a hub for English language learning.

Recurring revenue model

Cloud Nine says the market for its product is a global one and it uses a monthly recurring revenue model, which means that users pay monthly as is common with SaaS (software as a service) products. It means that once the company has established the product in a school, or institution, it is hard for the clients to abandon it, and it also means what comes in are stable, growing revenues.

What the CEO says

Chief executive of Cloud Nine Allan Larmour told Proactive Investors: "We saw a very big opportunity in the market, in this what I call text-book dominated market, and that was to go digital. Digital has been shown to be a lot more interactive, collaborative and engaging environment and a lot of schools around the world have gone that way and the ESL market not so much but the timing's perfect now."

On the product itself, he added: "It's a cloud-based digital system for teachers to teach in a classroom environment. That's been shown to be the best way to learn English for anybody who seriously wants to learn the language."

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Contact us +44 (0)207 989 0813 action@proactiveinvestors.com

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