

# Cloud Nine Education Group

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## Cloud Nine Education Group is part of a digital shift in ESL learning with its cloud-based teaching platform

- Digital ESL curriculum for teachers powered by Google Classroom
- Comprehensive, easy-to-use curriculum used by students all over the world
- Firmly positioned in \$35 billion annual ESL market

### What Cloud Nine Education does:

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

The Vancouver-based company specializes in the development and sale of its cutting-edge Cloud Nine ESL Program. The curriculum is technologically advanced to meet the needs of increasingly mobile students. Tablets replace textbooks and the course content includes instructional videos and internet links which learners use to supplement in-class studies.

The curriculum is cloud-hosted and dynamic, which enables content revisions instantly and at no additional cost to the monthly licensing fee students pay to access the content.

A licensing fee provides a competitive alternative to the costs that students have traditionally been forced to endure for printed materials, which are static and often outdated by the time students buy them. Each lesson contains a comprehensive plan that is based on proven teaching methodologies (CELTA) so that quality of teaching is consistent.

Cloud Nine is firmly positioned in a multibillion-dollar industry, and its presence in one of the most booming global regions is highly strategic. ESL programs generate nearly \$35 billion annually - more revenue than all the other languages combined at \$24 billion.

In Latin America, where Cloud Nine has a strong presence, the region is now the fourth-largest education technology market in the world in terms of revenue, with expectations for the e-learning market to generate revenue of over US\$3 billion by 2023.

### How is it doing:

Cloud Nine Education has said it is targeting overseas markets as internet access expands worldwide, and discussions are on the table to push into Mexico, Brazil, the Philippines, South Korea, Vietnam, China and India.

The company is currently focusing on the booming Latin America market, having hired Dr Elsa Perez as its corporate director of business development responsible for greater Latin America and Mexico.

**Price:** 0.065

**Market Cap:** \$1.1 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.

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It has also struck a re-seller deal in the Philippines with a company that has 20 years' experience of selling products into the market. The Philippines and South Asia is a hub for English language learning.

It's stock is currently trading at around C\$0.10 with nearly 17 million shares outstanding.

### **Inflection points:**

- Regional growth in Latin and South America and Southeast Asia
- Further reseller deals with ESL companies

### **What the boss says:**

Cloud Nine Education CEO Allan Larmour has told investors that Cloud Nine believes the time for comprehensive cloud-based technology in the ESL sector is now.

"Never before has the global market been so ripe with opportunity in consideration of the emergence of cloud technology making education a universally viable resource," Larmour said.

"Our goals are to leverage partners in each of our dominant territories, utilizing the strong resources developed and our reputation for excellence in the education marketplace, coupled with referral-based marketing and direct sales."

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