

## **TMI Stake Holder Report 6-1-2016**

### **Home school vertical market**

This is where we have a great foothold and foundation. We have many successful homeschool students and have been developing this market for the last few years as we have been creating the Six Tier Program. Indeed, the feedback from the homeschoolers has helped us improve the program.

For a long time now we have been looking for a good "partner" who is an established member of the homeschool market to help us promote our program. In fact, one year ago we thought we had one, and then they backed out in the summer and so we didn't achieve the results we had been promised and hoped for.

However, very recently we believe we have found a great partner to move forward with. Her name is Margie Abbott. She is a counselor for the Home Life Academy which helps homeschool parents create appropriate "transcripts" for their students.

Margie found us when a home school parent who knew us introduced her to us. Margie then watched many of our videos and called us and told us she was confident we were the solution thousands of home school parents were looking for.

We think Margie will turn out to be what Malcolm Gladwell calls a "Maven" and will help us create an exponential growth in the homeschool market.

We believe that one year from now we will have a very aggressive exponential growth going and will ultimately have thousands and then many more home school families enrolled. You may visit our newly designed website [www.homeschoolmathematics.com](http://www.homeschoolmathematics.com) to see what we are doing.

We will soon be offering a Membership program for homeschool families for \$25 per month, plus \$5 for each additional student with a cap of \$40 per month. We believe this will go viral and create the exponential growth necessary to become the dominant force in math for the home school market.

### **Industrial workers vertical market.**

Engage in a new industrial math training program with a partner company, ATS. This is a very new test program that culminates a two year relationship building endeavor. It has a very large potential to train many thousands of high tech maintenance personnel. We have just received the first contract to train 35 workers for \$5,250.00. When this "trial" is completed we may start training 1500 more workers for ATS plus an indeterminate number of outside workers for ATS clients. We estimate the trial will conclude by the end of the summer.

This should then lead to many thousands of industrial workers being trained. We have proven this with a Heidelberg company and it was essentially the "secret sauce" that let Hane Training be so successful over three decades.

ATS may become a marketing/sales partner to reach a much larger audience for many other companies.

This vertical market may be about the same size as the home school market.

Each of these vertical markets could allow TMI to become a very successful company with a market cap of \$50 million to \$100 million we believe.

### **Technical and Community College vertical market.**

We are exploring a very now possibility with IVY Tech.

IVY Tech will be getting a new president who has a doctorate in industrial engineering. We believe his will give us an opportunity unlike any we have had before.

Also, we are working on a new program that might materialize in the fall. Just remember the names, EPICS and Pi-topCEED. I should be able to tell you much more about this in a couple of months.

Expand our relationship with Indiana State University's School of Technology, especially as they develop their new engineering program. We delivered our PMF Plus program to a class there last year very successfully.

## **Private and Public High Schools vertical market.**

Promote our brand new Supercharged STEM Math Program. This is a new market for us. It consists of STEM students who already have succeeded in a conventional math program and are now studying STEM at the university level.

This Program teaches them how to use the extremely powerful modern tool Wolfram Alpha to solve any calculus or differential equation problem that arises in STEM. This is a really big deal. [www.STEMMathMadeEasy.com](http://www.STEMMathMadeEasy.com)

This may be a way to engage the attention of many high schools.

We are also working with the Rugby Foundation in a very creative way to try to reach a large group of high school students. Much more on this in future reports.

We are working with two high schools to explore ways our Tiers 1 through 5 will serve them by adapting these programs to meet state standards. We are currently working with two high schools, one in Indiana and one in Florida. If these test programs work then this could provide the entre into the very large public high school market.

When that happens, TMI will need to raise much more capital to increase its human resource capabilities to support this effort.

So. Homeschool, Industrial workers, ISU School of Technology, STEM students, High schools are the five major marketing thrusts at this time.

The Homeschool and Industrial vertical markets are both poised to really take off exponentially in the next year.

STEM students are a market that could grow quickly too. It is our newest market. It is also serving as a flanking move into high schools. It has the potential to be cash flow positive this year.

High schools are in the early development stages. We have tried for several years to get a high school interested in working with us, and finally have two that are interested. These efforts will require capital investment.

## **Stock Sales**

We have three motives to embark on a stockholder program.

The first is to have a stock that can be used to reward TMI stakeholders.

The second is to have a ready source of capital when exponential growth opportunities requiring capital present themselves. That is why we are recruiting a fairly large group of ground floor stockholders, who then might wish to invest more as we grow and the risks are reduced.

A third motive is to have a "liquidity" program to empower early "investors" to exit if they want to do so.

## **Stakeholder recruitment.**

We welcome new stakeholders to join us in our effort to achieve our Mission.

We will issue stock for any valuable contribution at the rate of \$1/share at this time. There is a limit of \$5,000 per stakeholder for this round.

We see the \$100,000 raised this round as empowering us to grow properly in all five of these efforts for the next year or so. In fact, the first \$50,000 probably will be adequate for these efforts. So, if we sell all 100,000 shares we will also begin work on future products.

For example, Wolfram Language is a true game changer in the teaching of programming to students and also in the development of new products that can be developed to be sold on Kickstarter. Wolfram Language is a profound extension of Wolfram Alpha that was introduced in 2015.

Wolfram Language is now available on the amazing \$35 Raspberry Pi computer along with Mathematica. This is a truly profound advance in technology our students can take advantage of and we will provide the training for them. And remember the name Pi-topCEED.

We will institute the next round when achievements from this round justify a new market cap valuation and when we can use additional capital to take advantage of expansion opportunities or to reward previous investors.

If you have something to contribute to our pursuit and furtherance of our Mission please contact me. This is a Ground Floor Opportunity.

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