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Client: Prepcube
Re: Marketing –Collateral – **One-Sheets**
Date: 1015

Scope of Work

Prepcube has contracted with Galvin and Associates to write copy for a one-sheet to promote its learning system to parents and to educators. WORD COUNT: Home/Parent 248 Ed Market 425

COPY

HOME/PARENTS MARKET

Prepcube:

The best way to help your child excel in school

How will you help your child excel in school?

Parents who show an encouraging attitude and provide home rules about study time will help. But the fact is, each child learns at a different rate. Few of us as parents have the time or skills to help our kids through challenging class assignments, much less the hundreds of questions on SAT tests.

That's where Prepcube comes in. For just \$19 a month, Prepcube presents the coursework questions your child will face in school – before it comes up in class! And Prepcube presents the questions and answers by text and instant messaging - the most popular form of communication for kids.

Prepcube coursework includes Common Core Math and English Language Arts for grades 6th through 8th, or PSAT, ACT and SAT test prep for high schoolers. Each Q&A session has a video that explains the solution. For \$10 more per month, you can give your kid 30 minutes of online tutoring each day!

Parents can visit the Prepcube web dashboard at any time to see how your child is progressing.

Prepcube is based on studies that show that when students are given time to work through difficult problems, they become less anxious and develop a mindset that they will succeed.

Interested in the fastest way to help your student succeed? Find out more today by visiting GetPrepcube.com. The sooner you respond, the faster your child will get ahead!

Prepcube: The best way to help your students excel

Prepcube is a learning system for elementary, middle school and high school students. Students access questions and submit answers via text or instant message and get immediate, real-time texted feedback. Students can view solution videos on their phone, tablet or computer.

Parents or teachers and their student children select the educational content: Common Core, PSAT, ACT or SAT. Prepcube Common Core content focuses on Math and English Language Arts coursework for grades 6th through 8th. High school content focuses on PSAT, ACT and SAT test prep.

Prepcube is a successful learning system for a 12-year old working through a Common Core study program or a junior or senior preparing for the SATs. And since virtually all kids are adept at texting, they readily adapt to the format.

For Common Core or test prep, a student can learn content before it is presented in the classroom. Once the student inputs the area of study, he/she receives a question each day and receives a text reply with the correct answer. A student can access a Prepcube video to learn more about the concept and process that led to the correct answer. Teachers and parents can view the student's daily progress on the Prepcube web dashboard.

In addition to the question/answer process and instructional videos, Prepcube provides daily access to 30 minutes of web-based tutoring for both Common Core coursework and PSAT, SAT and ACT test prep.

Bell Curves, a leading test preparation company, developed the Prepcube questions, answers and video content. Prepcube video instructors undergo rigorous training yet maintain a friendly professionalism in teaching students.

The Prepcube approach is based on well-documented studies that show that early and consistent engagement produces positive results. We are also guided by the "growth mindset" philosophy, which says that when students are given time to work through difficult problems, they become less anxious about failure and develop a mindset that they will be able to succeed in testing situations.

To make Prepcube available to the broadest possible market, the price is low: \$19 a month per student, which includes unlimited access to mobile- and web-based Questions and Answers and their corresponding solution videos, for Common a Core Math or English Language Arts course, or for a choice of PSAT, SAT or ACT test prep. For those who want to add daily access to 30 minutes of tutoring, the price is just \$10 a month more.

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For more information on how to get your student on the fastest path to excellence, visit GetPrepcube.com.
