

OFFSCHOOL GOES CROWDFUNDING

Wednesday 4 November, 2020

London, November 4th 2020 – On this date, OFFschool started raising funds through the UK based equity crowdfunding platform Seedrs (<https://www.seedrs.com/offschool/>).

OFFschool's target is to collect £1 million to contribute to the financing of this project, which entered the development phase July 2020. First stage of crowdfunding is £200K. The minimum investment amount is as low as £10 which will also give investors a percentage of their investment in SUL Education shares.

OFFschool is a subsidiary of SUL Education. OFFschool will take the form of an App that younger learners (7-17 years of age) and parents will be able to download from all available App Stores. It will work in a similar way to the well-known 'Running' or 'Workout' Apps. It will allow users to create an account, assess their level of English and follow live and recorded online courses on a daily basis filmed in SUL's classrooms. The lessons will always be with real teachers, have fun interactive games and will monitor each student's progress individually. Students will be able to follow as many courses as they wish, for as long as they want, all for free.

OFFschool's has already attracted a lot of interest from the education sector, as it could well become a game changing service, allowing millions of young students to improve their language skills for free and safely from home.

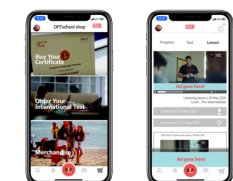
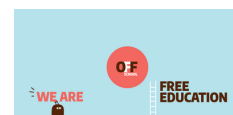
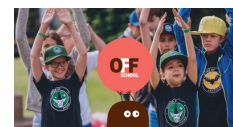
Slavas Palkevicius, CEO and owner of SUL Education says "Once available for all, we believe that the number of users will grow organically by word of mouth in an exponential way. However our main vector of international growth will be through SUL Education's global network of educational agencies, who will be able to earn a percentage of local revenues generated by the promotion of the support services. The response of our agents has been amazing already."

OFFschool plans to earn revenues from in-App advertising and from official English level certificates that will be easily purchased via the App. Students will also be able to pay for optional one to one tuition with our dedicated educational staff. Lastly an in-App merchandising store and sponsored partnerships will also contribute to the self-funding and long term viability of the platform.

While the global pandemic has closed all the borders, it didn't stop the SUL team being able to spread new ideas. Earlier this year, the name of SUL Education was heard multiple times. First, at the annual international design awards held in Los Angeles and London, UK. At the prestigious Dieline Awards, the creative SUL VHS cassette brochure design was awarded a great second place in the self-promotion category, meanwhile at the D&AD design and art direction awards, SUL Education received the prestigious Wood Pencil for branding. Later in September SUL was shortlisted once again for the Study Travel Star Awards 2020 for the Junior Course for Under 18 category.

Since 1976 SUL Education has organised English language courses and school educational visits for international students in the UK, US, Ireland, China and Spain. Each year SUL Education accepts 5000+ students from all over the world. Company has strong and reliable partnerships with hundreds of education travel agencies from more than 120 countries.

Media:



Company Contact:

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[SUL Education Ltd](#)

T. +44 1726 814227

E. slavas@sul.education

W. <https://www.sul.education/>

Additional Contact(s):

Slavas Palkevicius

+37069410120

[View Online](#)

Additional Assets:

<https://www.seedrs.com/offschool/>

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