

SHOWDEO

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COMPANY  
PURPOSE

Empower lecturers, professors and teachers to easily create **INTERACTIVE** course content in the YouTube age with **REAL-TIME FEEDBACK**, publish it to their online sites for students, then share with other faculty.

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# PROBLEMS

Online education platforms are outclassing traditional higher education in plain sight of students who comfortably use YouTube and other online tools to acquire skills and credentials.

#1

#2

Lecturers and professors feel underpaid and colleges and universities feel helpless to solve the problem while facing ongoing budgetary pressure.

# SOLUTION

## #1 Help higher ed catch up by

- ▷ Providing better content creation and delivery tools than online competition
- ▷ Making content interactive with students and classes, providing feedback early and often

## #2 Share revenue with faculty and admin by publishing and giving them stores

# WHY NOW?

Online learning is taking hold in the public consciousness and there are only a couple of bolt-on options through which institutions can participate. Competition is driving margins down and creating an opening for institutions to differentiate and cement their standing across platforms.

20+

major online educational  
platforms and ecosystems

6,300,000

1-in-4 students enrolled in  
distance learning as of 2016

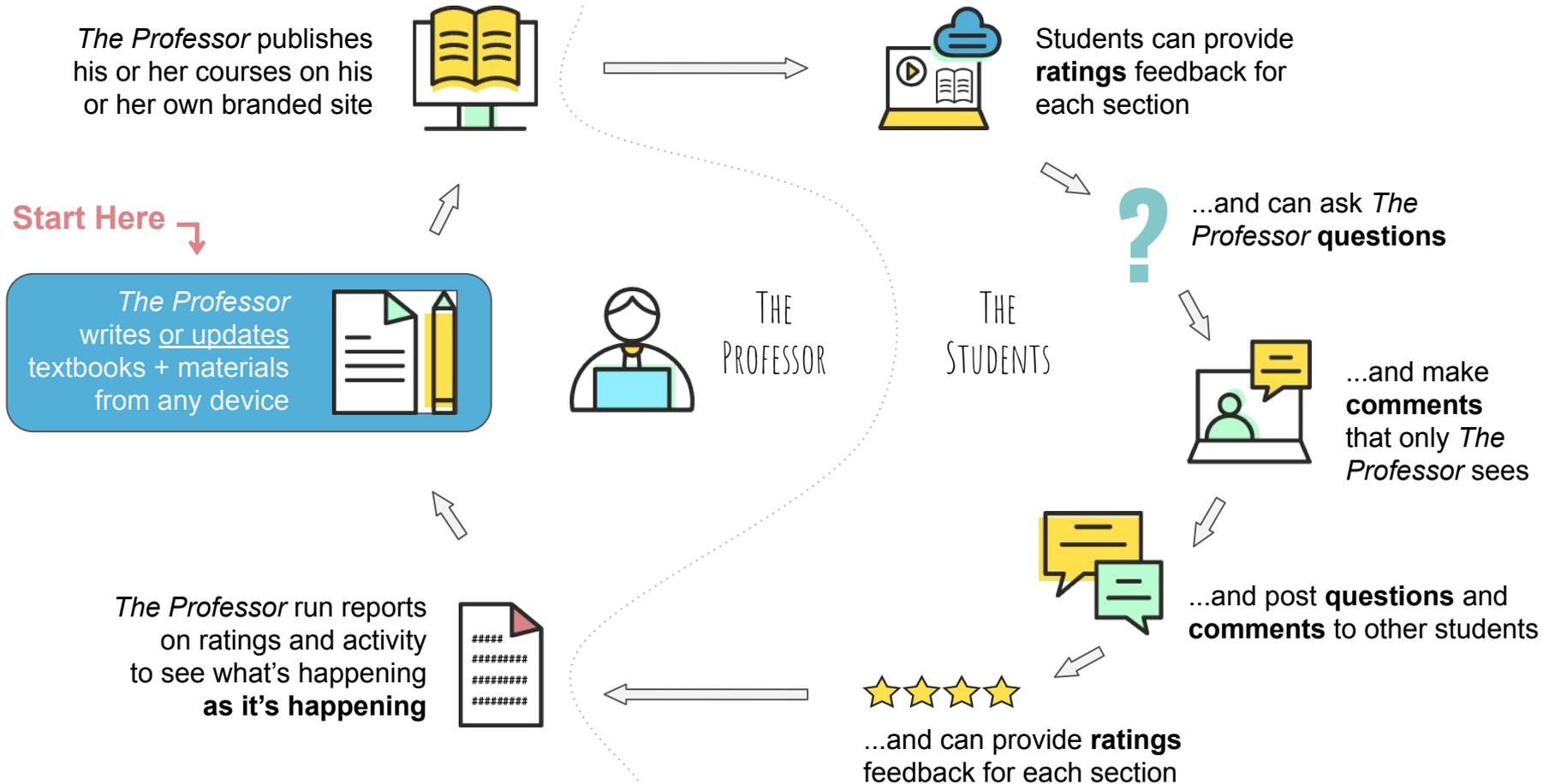
5%

annual traditional college  
tuition increase percentage

2

major platforms that currently  
support higher ed

# KILLER FEATURE: THE LOOP™



# FEATURES

## Store

Instructors and/or their organizations/institutions list courses, curricula or programs in a store for students to purchase

## Collaboration

Like Google Docs, instructors can work together on materials in real time as well as track changes

## Fork Content

Other instructors can make copies of courses real-time then optionally merge back in when done with changes

## Feedback

Students can be allowed to rate, comment on (and even correct) course content, realtime

## Flashcards

Students can reinforce with flashcards, providing feedback on how well they know each card

## Tracking

Instructors can see which students are using what materials for how long, which flashcards work

## Search

Students search all content--including videos--so they don't have to know where concepts are located in materials

## Anywhere

Course content can be created and managed from PCs or mobile, as can the courses be taken by students

## eBooks+Print

Students can export their materials to eBooks at anytime and can even export to a printed and bound text if desired

# COMPETITION

thinkific  
Udemy  
zyBooks  
SKILLSHARE  
WizIQ

Paid



Teachers Pay Teachers

coursera

Independent



SHOWDEO

Institutional



You Tube



Free

edX<sup>®</sup>

# MARKET SIZE

The initial target customers lecturers and professors of public college and university systems in states with fiscal restrictions affecting faculty salaries and support resources.



**PROFESSORS**  
@ 5,300 US colleges and universities  
Total Available Market



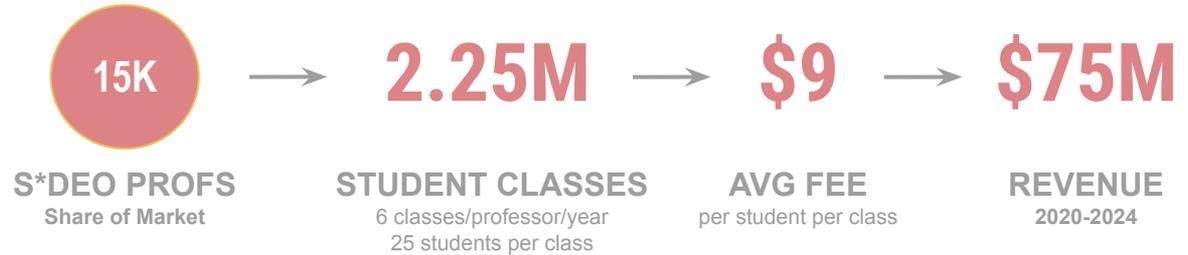
**@ PUBLIC INSTITUTIONS**  
with potential fiscal restriction  
Serviceable Available Market



**S\*DEO PROFS**  
Market Share

# REVENUE MODEL

## per Student per Class Fees



# BUSINESS PLAN

- A. Target underfunded state school systems, offer solution for superior content tooling, faculty compensation and program funding, e.g. endowed appointments, events
- B. Begin textbook publisher outreach
- C. Expand to online credential and vocational programs
- D. Explore the gig economy secondary/primary school potential

# TEAM



Jason Henderson  
Director



Ryan Eller, PhD  
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Developer