SHOWDEO

What is showdeo?

Delaware Benefit Corporation (B-Corp)

"To improve education for students and educators through the use of technology and collaboration"

Software-as-a-Service

#1 Help make best course materials possible

#2 Help with teacher total compensation

So what's our big idea?

BIG IDEA

Empower professors to create their own **INTERACTIVE** course content that *automatically* comes with tools for **REAL-TIME FEEDBACK** from students, which can tell professors WHAT'S WORKING, WHAT ISN'T.

Problem #1

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.

Solution

Help higher ed “catch up”

- Provide better tools than online competition
- Enable interaction with students *inside the content*

Story #1: Students "Speak up"

a problem with timing...

Weekly Planner

Week 1	Cover Material
Week 2	Assign Homework
Week 3	Homework Due
Week 4	Evaluate Homework
Week 5	
Week 6	
Week 7	
Week 8	Midterm

NET RESULT

Finding out about Week 1 Issues in Week 4 is almost too late

Need to get feedback from students

IMMEDIATELY

Problem #2

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

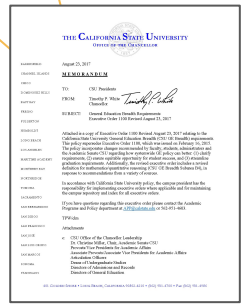
Solution

Share revenue with faculty and admin by self-publishing them and giving them stores.

Story #2: Professor Pay Cut

max of 48 credits of general studies

Chancellor Issues EO 1100


THE CALIFORNIA STATE UNIVERSITY
OFFICE OF THE CHANCELLOR

August 25, 2017

MEMORANDUM

TO: CSU Presidents

FROM: Timothy P. White
Chancellor

SUBJECT: General Education Breadth Requirements
Executive Order 1100 Revised August 25, 2017

Attached is a copy of Executive Order 1100 Revised August 25, 2017 relating to the California State University General Education Breadth (CSU Breadth) requirements. This policy supersedes Executive Order 1100, which was issued on February 16, 2015. The policy incorporates changes recommended by faculty, students, administrators and the Academic Senate CSU, regarding how systemwide CSU policy can better (1) clarify requirements, (2) ensure equitable opportunity for student success, and (3) streamline graduation requirements. Additionally, the revised executive order includes a revised definition for mathematics/quantitative reasoning (CSU GE Breadth Subtest Dd), in response to recommendations from a variety of sources.

In accordance with California State University policy, the campus president has the responsibility for implementing executive orders when applicable and for maintaining the campus repository and index for all executive orders.

If you have questions regarding this executive order please contact the Academic Programs and Policy department at (CSU@calstate.edu or 562-951-4661.

TPW/dm

Attachments

c: CSU Office of the Chancellor Leadership
Dr. Christine Miller, Chair, Academic Senate CSU
Executive Vice President for Academic Affairs
Associate Vice President for Academic Affairs
Administrative Officers
Dean of Undergraduate Studies
Directors of Admission and Records
Directors of General Education

CONSEQUENCE

4 credits → 3 credits

Many classes that were 4 credits become 3 credits to retain learning outcomes

NET EFFECT

Pay Cut

Significant pay cut for professors teaching those many affected classes

Killer Feature: The Loop™

The Professor publishes his or her courses on his or her own branded site

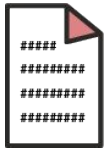
Students use browser or mobile readers to interact with the materials

...and can ask *The Professor* **questions**

...and make **comments** that only *The Professor* sees

...and post **questions** and **comments** to other students

...and can provide **ratings** feedback for each section



The Professor run reports on ratings and activity to see what's happening **as it's happening**

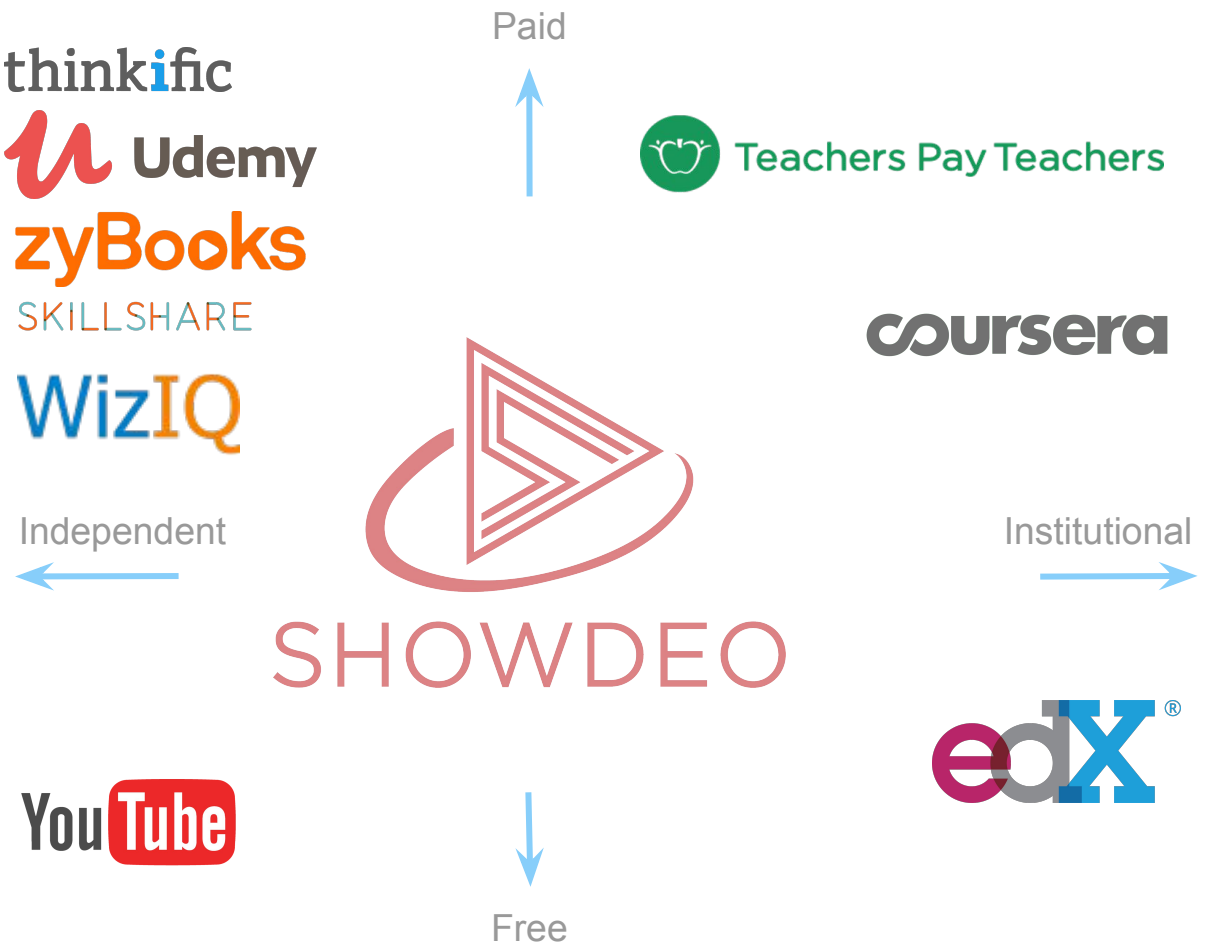
Start Here

The Professor writes or updates textbooks + materials from any device

The Professor

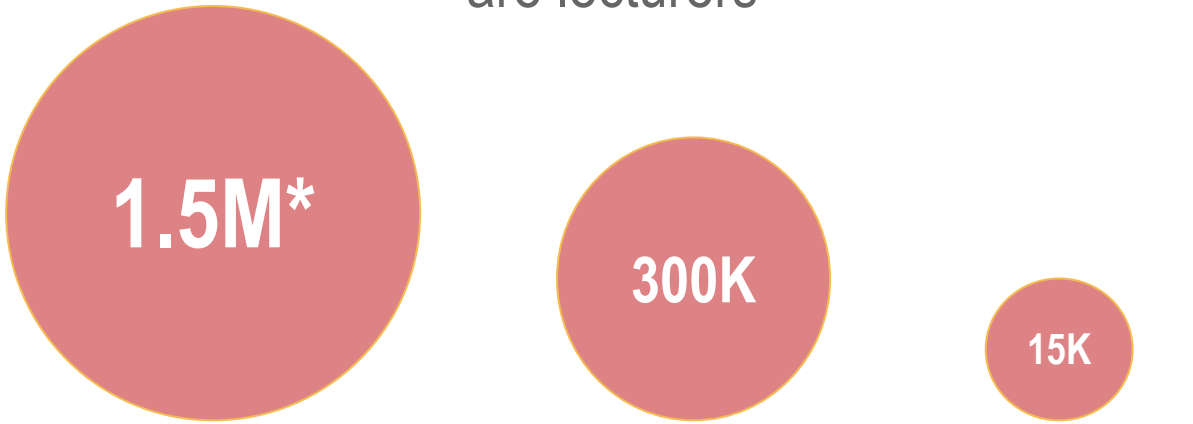
The Students

Competition



Market Size

* **750K** of 1.5M are lecturers



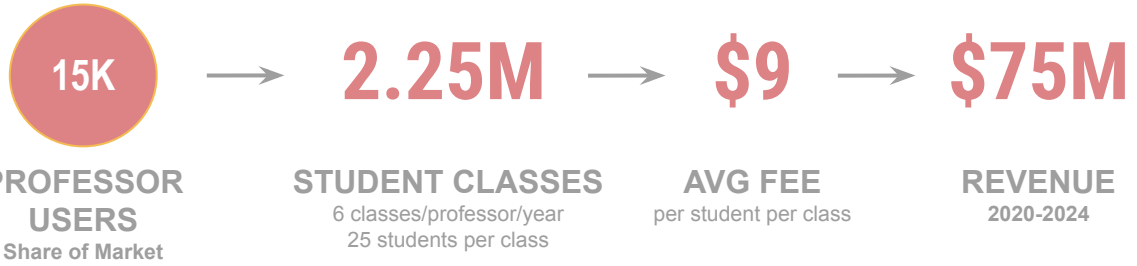
PROFESSORS
@ 5,300 US colleges and universities
Total Available Market

@ PUBLIC INSTITUTIONS
with potential fiscal restriction
Serviceable Available Market

USERS
Professors who signup
Share of Market

Revenue Model

Professors require that
each student pays a fee for each class



Timeline

Phase 1
2017

Alpha
1st version of platform in classes
Reader and Basic Editing tools for 1 prof+students

Phase 2
Fall 2019
Spring 2020

Beta
Cloud reader/Editor apps for multiple profs+students
Basic Interaction and Tracking tools
Marketing begins for 2020-2021 academic year
Target public U, comm. College professors

Phase 3
Fall 2020
Spring 2021

Launch
Full release of version 1 of cloud and mobile apps
Expand marketing to all higher ed, publishers
Revenue begins

Phase 4
Future

Opportunity & Partnership Seeking
Pursue new markets, e.g. Gig and Vocational