

smowl^{TECH}

a route to **formal certification**

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Company Purpose

Our mission

“Provide the e-learning global market with a **trustable solution** based in **continuous student authentication** and **assessments’ monitoring**, preventing misuse of identity and detecting inappropriate behaviors.”



Problem & Solution

Is it really your student?



How do you know that the **student taking the course** is the **right person**?
Is he having the right behavior?



Continuous authentication and monitoring service based on automatic biometric recognition

smowl
(TRL7)



Patented
technology*

P.N: WO2013EP61521 20130604

Value Proposal

Simple and easy to use



Continuous

Works continuously from the beginning to the end of learning process.



Automatic

Automatic biometric recognition. Results are analyzed automatically.



Passive

It does not disturb the student during the monitoring process.



Flexible

It can follow just the final exam or any kind of activities during course.



Scalable

Cloud computing architecture. It can reach any volume of students.



Reliable

Accurate results. Automatic recognition combined with human supervision.



Market

Opportunity & Risks

Opportunity

1. **High growth** of e-learning **market**.
2. **Online proctoring for e-learning is trending** (for *Learning Light* soon a multibillion dollar market).
3. **MOOCs market worth 3,2 billion in 2017.** (*smowl* for MOOCs service, a **unique solution for this sub-market**).
4. **Few competitors**, none so adapted to latest market demands.
5. **Disruptive** Smowltech **business model** in which service and pricing can be tailored for each client.

Risks

1. **New competitors entering the market.** Rapid trade expansion required, supported by consultants as Gartner.
2. **Huge scalability of smowl system not yet tested.** Make powerful trials.
3. **Social concern** and new. **Legislations for biometric data.** Continuous legal advice.



Competitors

Comparative analysis

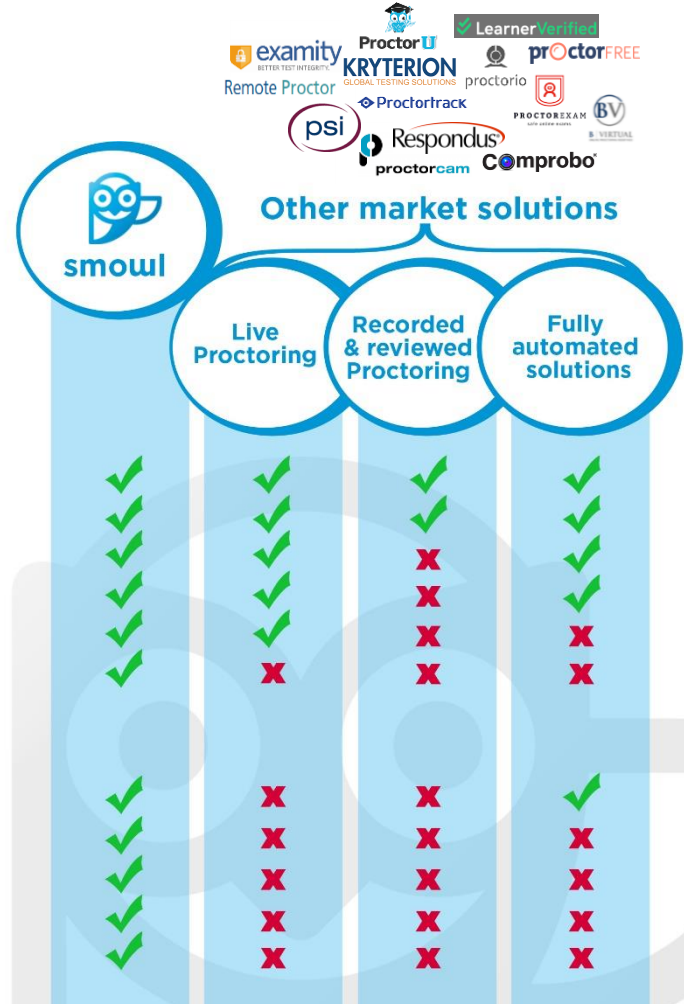
eLearning exam monitoring & student authentication,
by automatic and continuous
biometric technology.

Characteristics

- > Authentication during whole exam
- > Exam monitoring
- > Dishonest behaviors detection
- > Automatically analyzed results
- > 100% guaranteed results
- > Personalized alarms

Advantages

- > Scalable system
- > Totally passive system
- > No extra SW/HW requirements
- > Works with low-speed connection
- > Fully integrated in institution LMS



Business model

Services and pricing



Continuous Assessment Proctoring

Authenticates continuously the student identity and behavior through the **assessment path**.

Flexible pricing depending on the monitored activities.



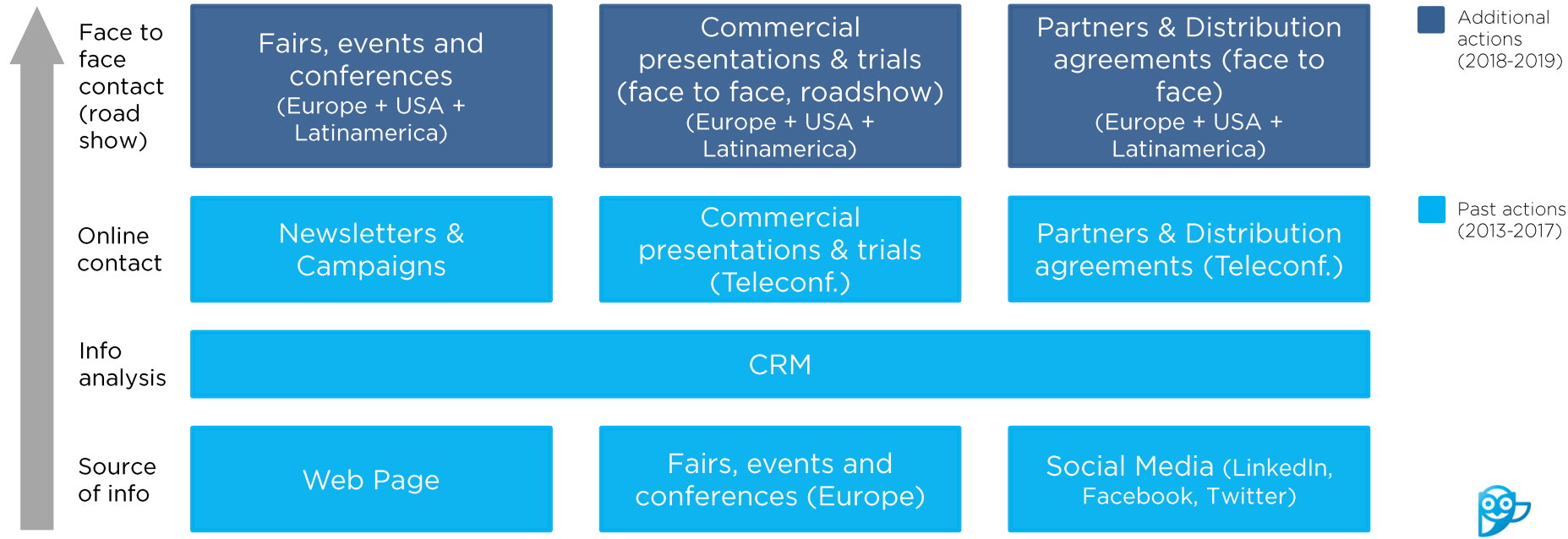
Exam Proctoring

Authenticates continuously the student identity and behavior during the **final exam**.

Price per exam. **The most competitive price in the market.**



Commercialisation & Marketing Strategy

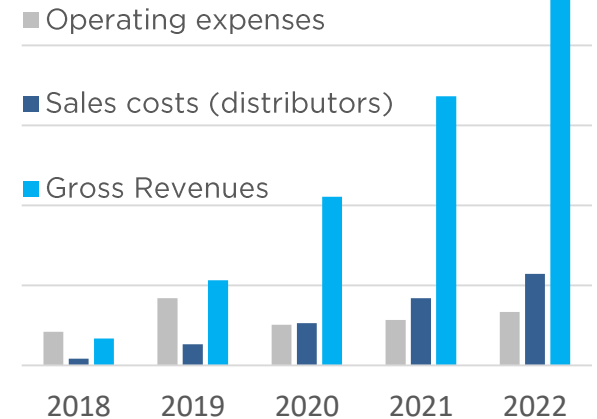


Financial Projections

Sales, clients & investments

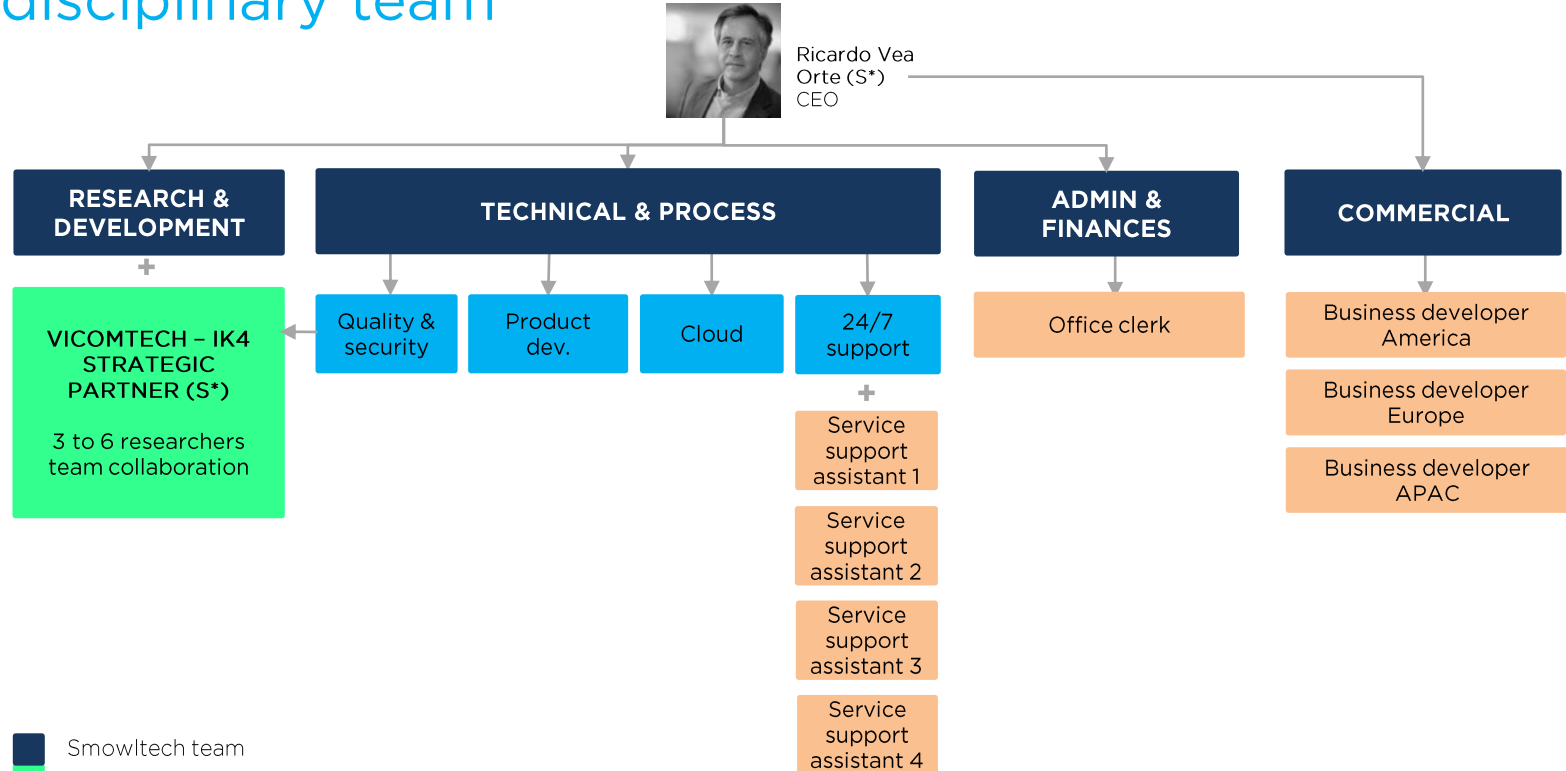
(€)	2018	2019	2020	2021	2022
Gross Revenues					
Sales costs (distributors)					
Operating expenses					
EBITDA					
EBIPDA (%)					
Invest. funding (SME, 70%)					
Invest. funding (Private, 30%)					
Objective: N° Big Customer					
Objective: N° Med. Customer					
Objective: N° Small Customer					
EU Customers (N°) from total					




(M€)



Team

Interdisciplinary team



-  Smowltech team
-  Strategic partner
-  New members
- S*** Shareholders



Conclusion

Why smowl? Why Smowltech?

1. We are in a **booming market**, and our company has a **deep knowledge of our competitors**.
2. “**smowl**” **patented system** is a **unique** and the **most competitive solution** for latest market demands.
3. We propose a **disruptive business model** for this market, with a **proper and proven marketing strategy**.
4. High profit **scalability**.
5. Smowltech staff is committed to building an **industry-leading and highly-qualified team**.
6. H2020-SME **financing** will allow the company the **infrastructure and necessary means to make the leap and reach the huge market** share we are capable of achieving.

