



| 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.**

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# 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.



## 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	<i>Cover Material</i>
Week 2	<i>Assign Homework</i>
Week 3	<i>Homework Due</i>
Week 4	<i>Evaluate Homework</i>
Week 5	
Week 6	
Week 7	
Week 8	<i>Midterm</i>



## 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



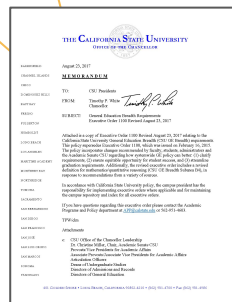
CHANCELLOR  
ISSUES  
EO 1100

max of 48 credits of general studies

## CONSEQUENCE

**4 credits → 3 credits**

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

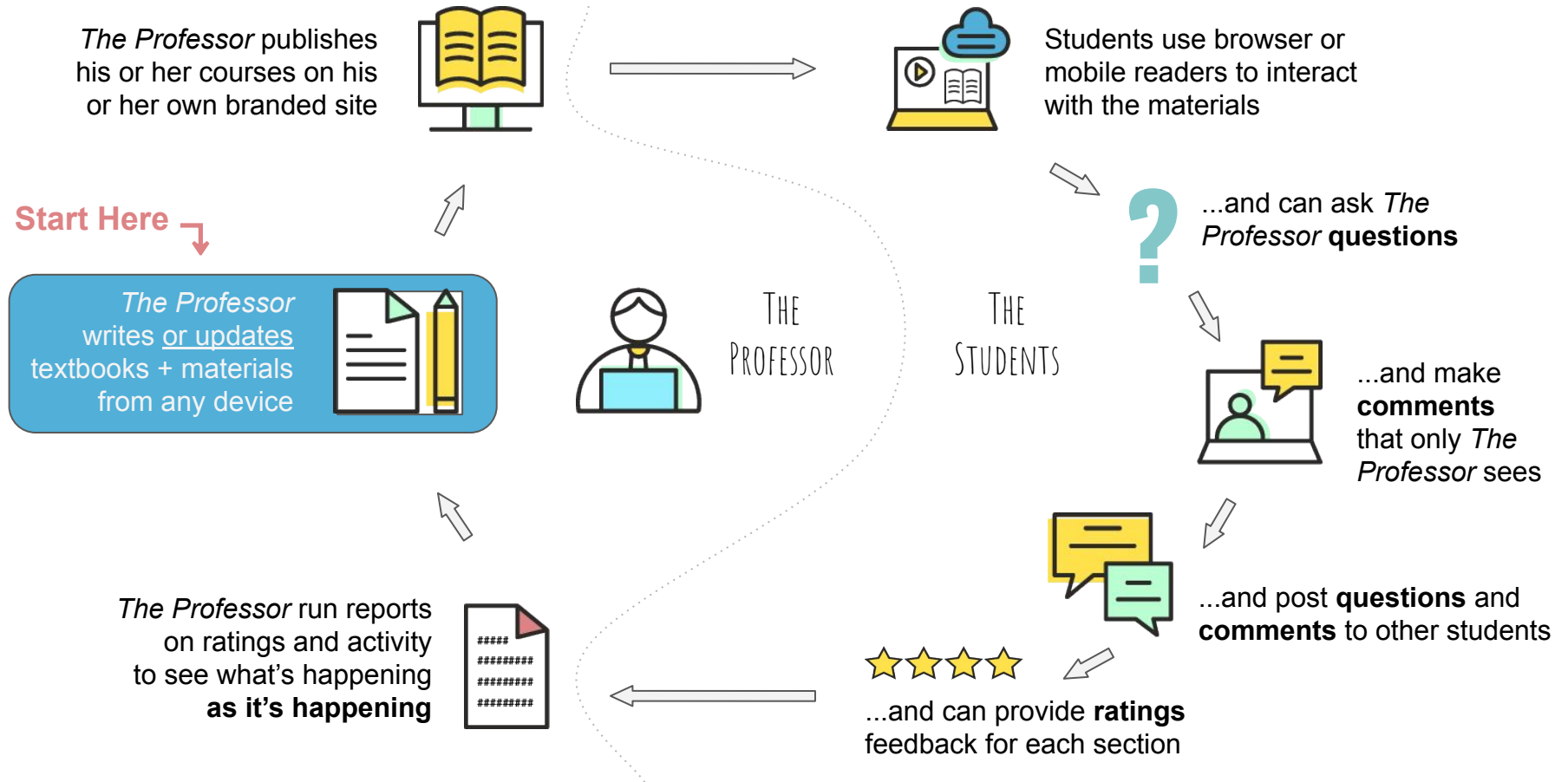


## NET EFFECT

### Pay Cut

*Significant pay cut for professors  
teaching those many affected classes*

# KILLER FEATURE: THE LOOP™





# COMPETITION

thinkific  
Udemy  
zyBooks  
SKILLSHARE

WizIQ

Independent



Paid



Teachers Pay Teachers

coursera

Institutional



  
SHOWDEO

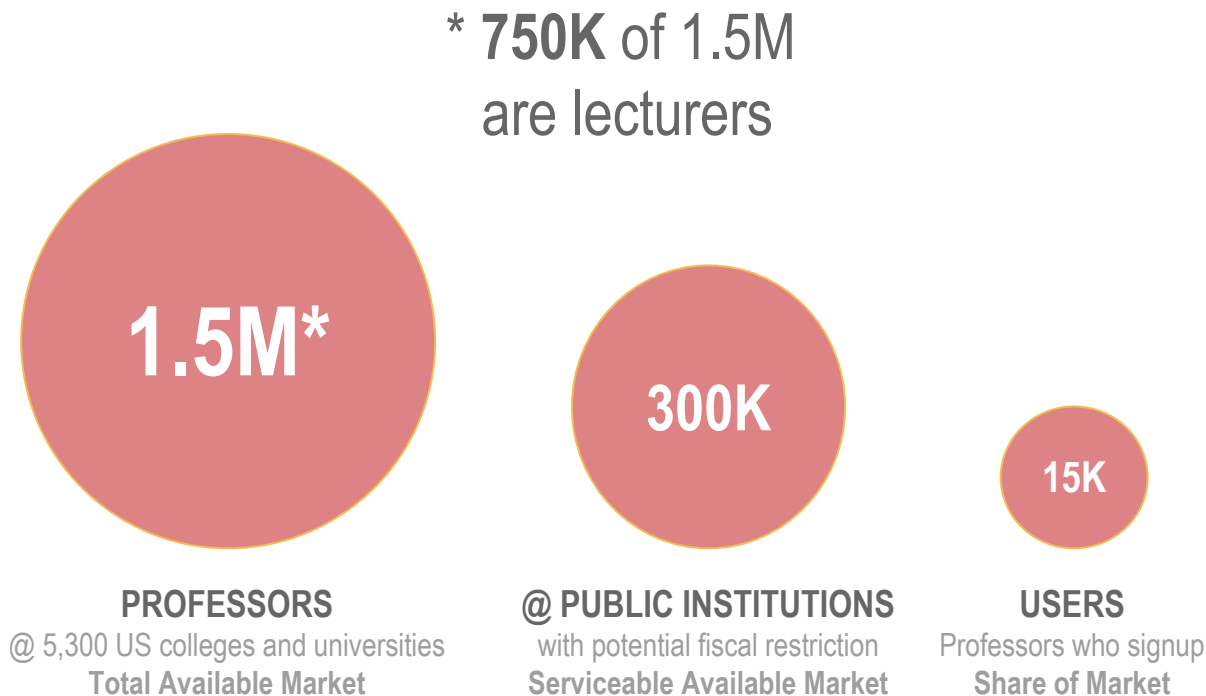
You Tube



Free

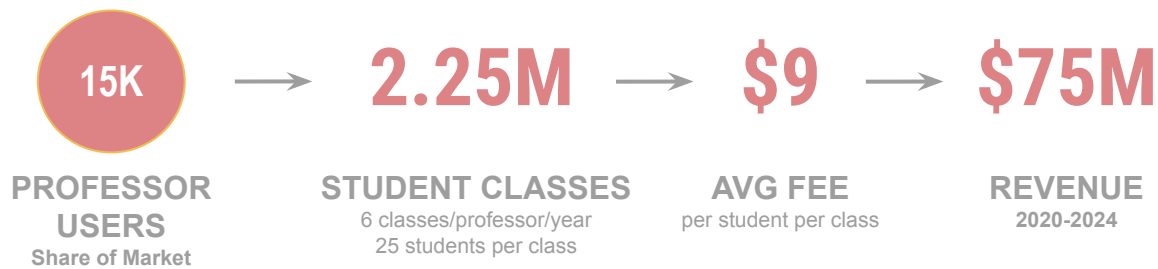
edX<sup>®</sup>

# MARKET SIZE



# REVENUE MODEL

Professors require that  
*each student pays a fee for each class*



# TIMELINE

