



Investor Deck

About Edella

Education is changing and we want to help make it better

Founded in June 2011 by CEO David Baines in DE as a C-Corp

Team consists of David and advisors

Driven by designing simple, beautiful products in both form and function

Currently working with Suffolk University for feedback and information



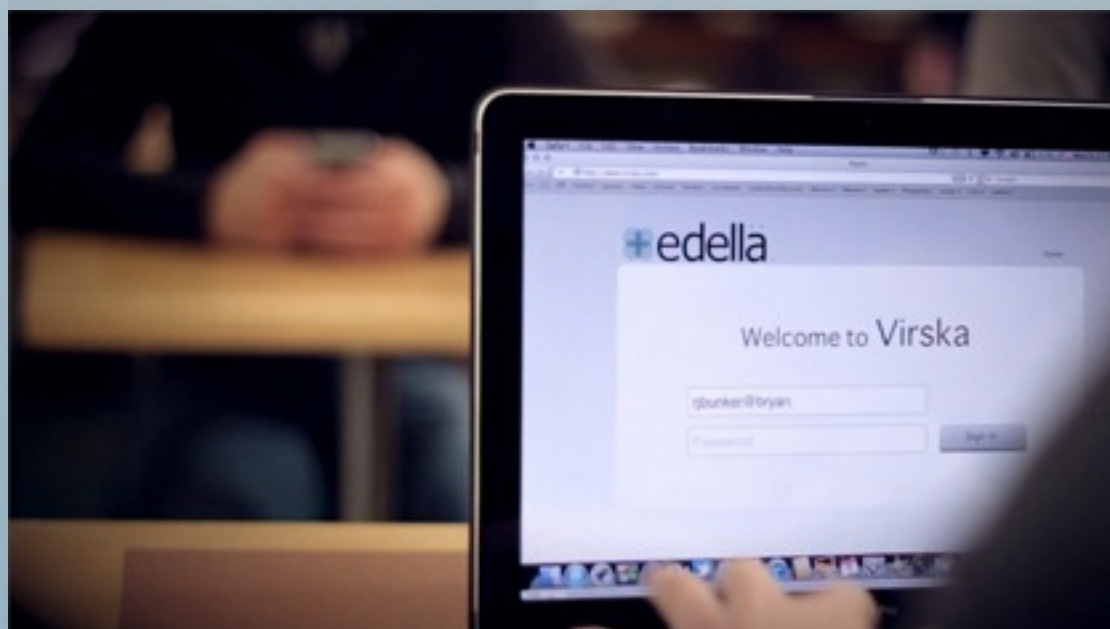
Virska



Web application for universities (for now...)

Was created for the needs of today and tomorrow's student and faculty member

Syncs Assignments, Syllabi, Schedules, Documents, Notes, and Campus News



Entire platform is self-contained and is built on "the Cloud"

Because it's web-based, Virska can be used on a variety of client devices

The LMS Industry

\$1B industry that's not going away



Open Source



Blackboard

Closed System



Blackboard

Founded in 1997

13,000 worldwide customers

\$500 million in annual sales

IPO in 2004 raising \$77M

57% market share

Current valuation? \$1.6B

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Blackboard Learn

https://suffolk.blackboard.com/webapps/portal/frameset.jsp

PayPal Edella, Inc Tumblr Gust HBS BOA NHL Hahvahd SU NES Social Networking Keep It!

Blackboard Learn

David Baines My Places Home ? Help Logout

SUFFOLK UNIVERSITY

Welcome Courses

Add Module Personalize Page

My Announcements

No Institution Announcements have been posted in the last 7 days.

No Course or Organization Announcements have been posted in the last 7 days.

[more announcements...](#)

On Demand Help and Learning Catalog

Learn more about the Blackboard Academic Suite through short clips that demonstrate the key features and functionality. To obtain a listing of all of the quick tutorials available for download, visit the [Quick Tutorials Catalog](#).

Using Blackboard Learn, Release 9 or just want to learn more about it? Visit the [On Demand Learning Center with over 50 Quick Tutorials and Getting Started Guides](#).

My Calendar

No calendar events have been posted for the next 7 days.

[more calendar events...](#)

My Courses

Courses in which you are enrolled:

- 08FA-BLE-215-D-Business Ethics and Law
- 08FA-ISOM-201-E-Data and Decisions Analysis
- 08FA-MKT-210-C-Principles of Marketing
- 09FA-BLE-214-C-Principles of Business Law
- 09FA-CHEM-111-C-General Chemistry
- 09FA-CHEM-L111-AE-General Chemistry Lab
- 09FA-FIN-H310-A-Honors Business Finance
- 09FA-MGT-H550-A-Creativity for Business & Life
- 09SP-ACCT-H202-D-Honors Acct for Dec Making II
- 09SP-ENG-213-B-English Literature I
- 09SP-ISOM-310-A-Management Information Systems
- 09SP-MGT-H317-A-Honors in Organizational Behav
- 09SP-PAD-551-B-Social Change
- 10FA-ISOM-313-AE-Systems Analysis & Design
- 10FA-ISOM-331-A-Global Electronic Commerce

Registration integration causes increased implementation time and user inflexibility

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Blackboard Learn

https://suffolku.blackboard.com/webapps/portal/frameset.jsp?tab_tab_group_id=_2_1&url=%2Fwebapps%2Fblackboard%2F... Reader Google

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SUFFOLK UNIVERSITY

Welcome Courses

08FA-ISOM-201-E-Data and Decisions Analysis Course Information

Course Information

Textbook Information

Attached Files: [Fall 2008 text notice.doc](#) (25 KB)

This is an important memo regarding the REQUIRED text for ISOM201. Please read it carefully.

Course Syllabus

Attached Files: [F08 Syllabus - Day Sections 1.doc](#) (69 KB)

Here is everything you need to know in order to do your very best. Please make sure you have this with you at the first class.

Reminders & Clarifications

Attached Files: [Reminders & Clarifications.docx](#) (15.29 KB)

This is an important document that supplements the syllabus. Please make sure you read it thoroughly, as it describes the very best actions to take to succeed in our class.

first class meeting

Whole document upload means mandatory download and editing information means repeating the process

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Virska - The Global Boardroom For Everyone

http://www.virska.com/ Google

MIT Shopping Financial, Email, News YouTube Sports Stuff Google Maps NES

VIRSKA

Welcome, Dave [Sign Out](#)



assignments

[syllabi](#)

notes

dropbox

schedule

news

settings

today

- ISOM 314
- MGT 210
- MGT 214
- ENG 314
- MKT 219

tomorrow

None!

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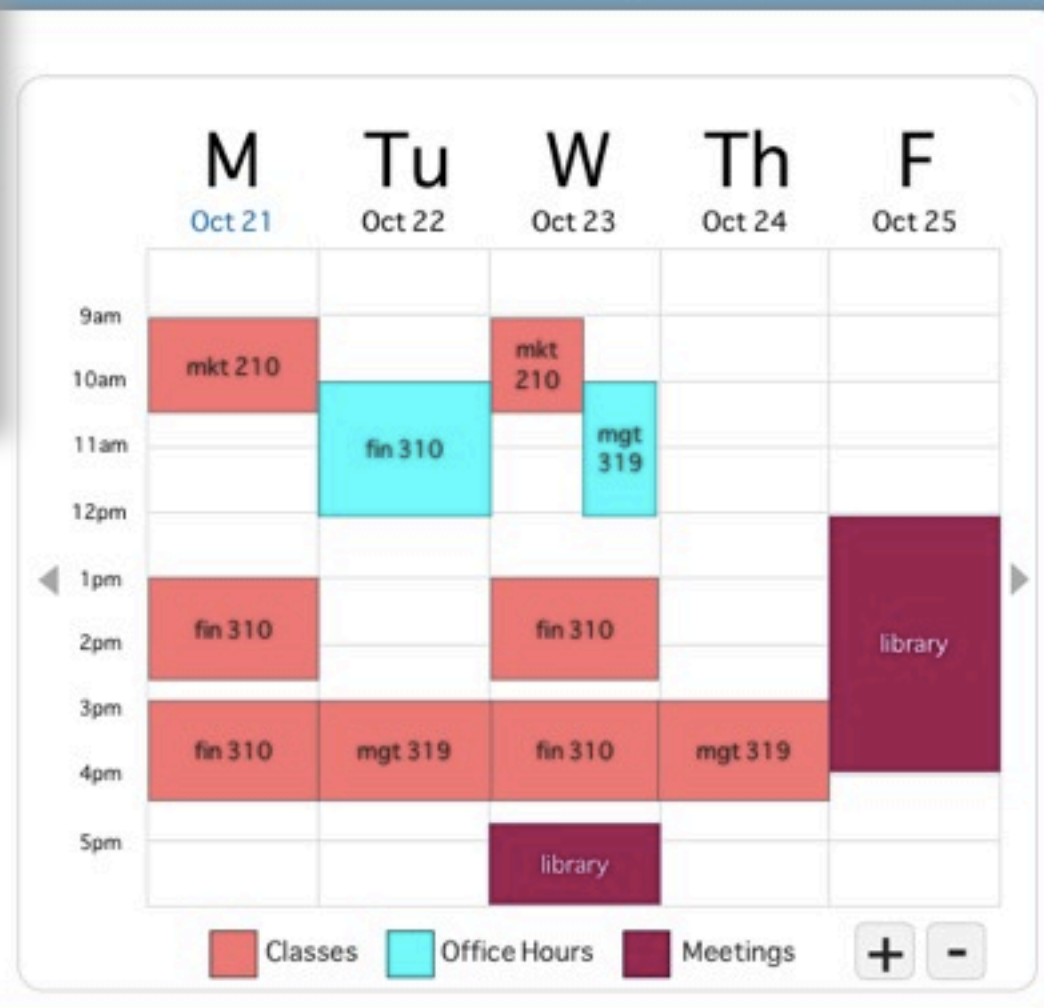
Beowulf Discussion

The 5 P's and How To Leverage Them

Independent data entries means changes take just a couple of clicks - and updates get sent to the students

Students “follow” the professors they’re working with and Virska builds the schedule for the student. Virska doesn’t need to be integrated into registration, increasing speed to market and simplifying support

notes
dropbox
schedule
news
settings



Classes Office Hours Meetings + -

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Virska - The Global Boardroom For Everyone

http://www.virska.com/

MIT Shopping Financial, Email, News YouTube Sports Stuff Google Maps NES

VIRSKA

Welcome, Dave [Sign Out](#)



assignments

syllabi

notes

dropbox

schedule

news









settings

Contact Information:

Email: dbaines@neu.edu [change](#)

Phone: 781 - 123 - 4567 [change](#)

Notifications:

New Assignments		
Syllabi Updates		
Schedule Requests		
Campus News		

Calendars:

Week Starts On Monday ▾

Include Weekends? No ▾

The students get to pick how updates are sent to them - either by email or by text

Blackboard

Mixed-level Hosting

Utilitarian Design

Complicated Pricing Structure

Price per Student per Year:

\$15

Virska

Hosted on the Cloud

Modern, User-focused Design

One Price - Everything's Included

Price per Student per Year:

\$15

Opportunity

Looking for \$150K investment to bring product to market with opportunity for \$2-3M investment in 18-24 months

Salary for David Baines

Front End Build - Fresh Tilled Soil, Waltham MA

Back End Build - WorkXpress, Harrisburg PA

Hosting - Rackspace and Amazon Cloud

Q & A