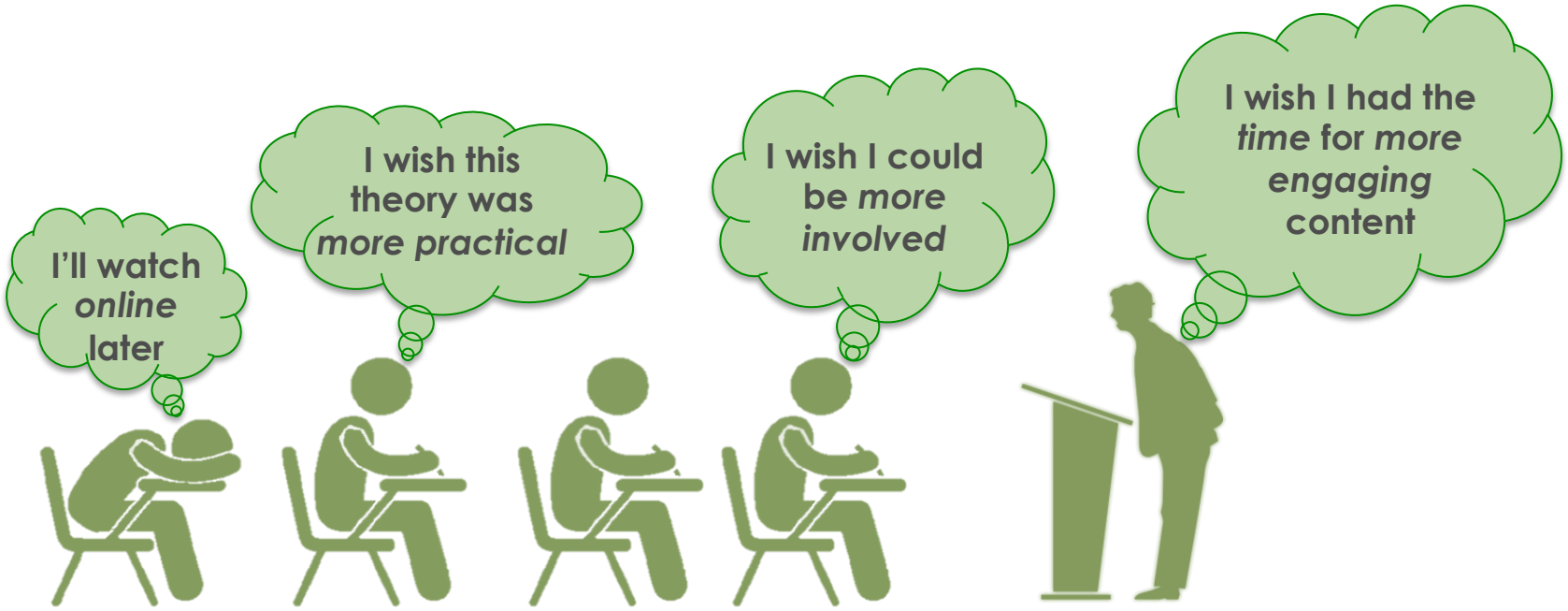
simcase

Pennvention

Round 1 Submission

The Challenges Facing The Classroom Are Well Known



Yet the classroom context is changing
(Flipped Classrooms, MOOCs, Gamification, etc.)

For students seeking active learning content, SimCase is a platform that delivers mini-simulations, with embedded instruction, to create plug-and-play engaging experiences.

Our Product Is A Response To Stakeholder Feedback

What It Is

Modular Content

Each mini-simulation is focused on teaching one concept

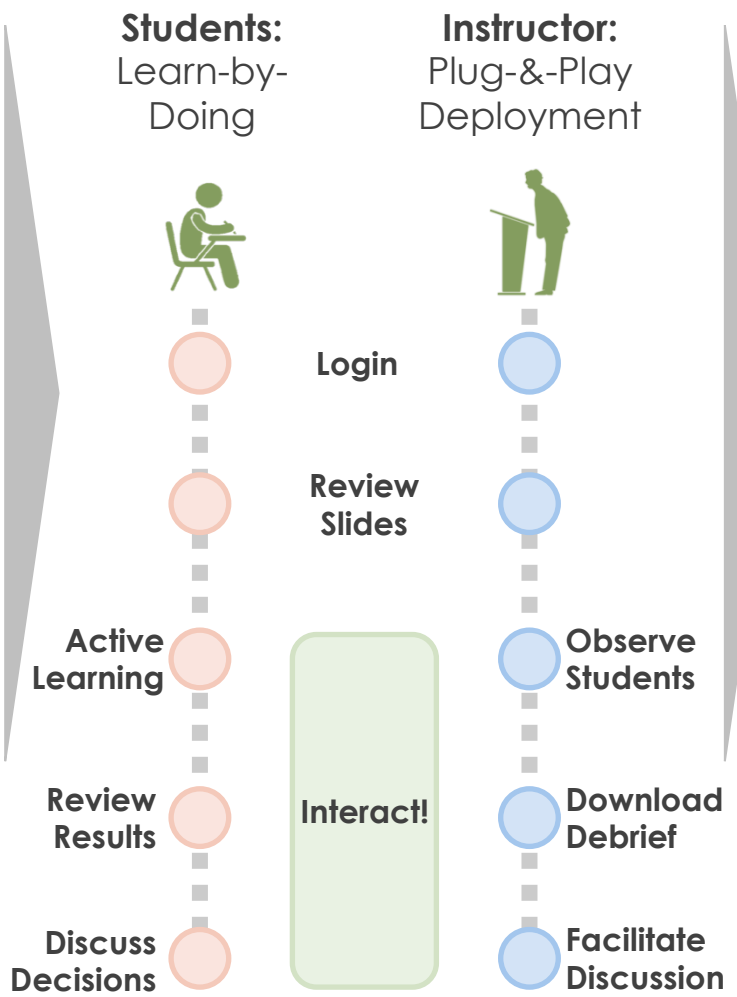
Online Platform

MEAN fullstack javascript framework with user-centered design

Premier Professors

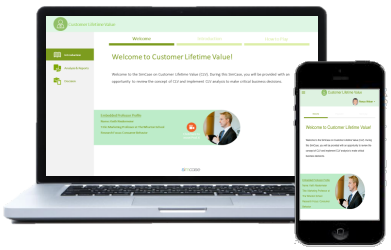
Authored by UPenn professors that provide on-demand guidance

How It Works



Use Cases

- Lecture Complement
- Flipped-Classrooms
- TEAL Exercises
- Engagement Online
- Homework



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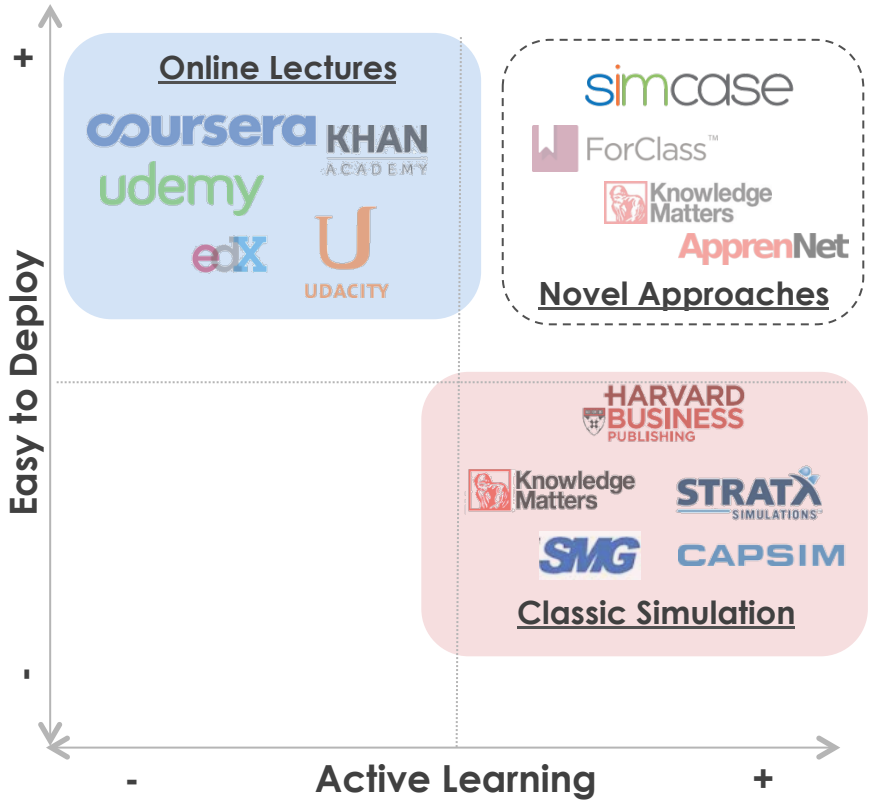
Markets Are Tangible And Alternatives Suboptimal

Target Market Segments

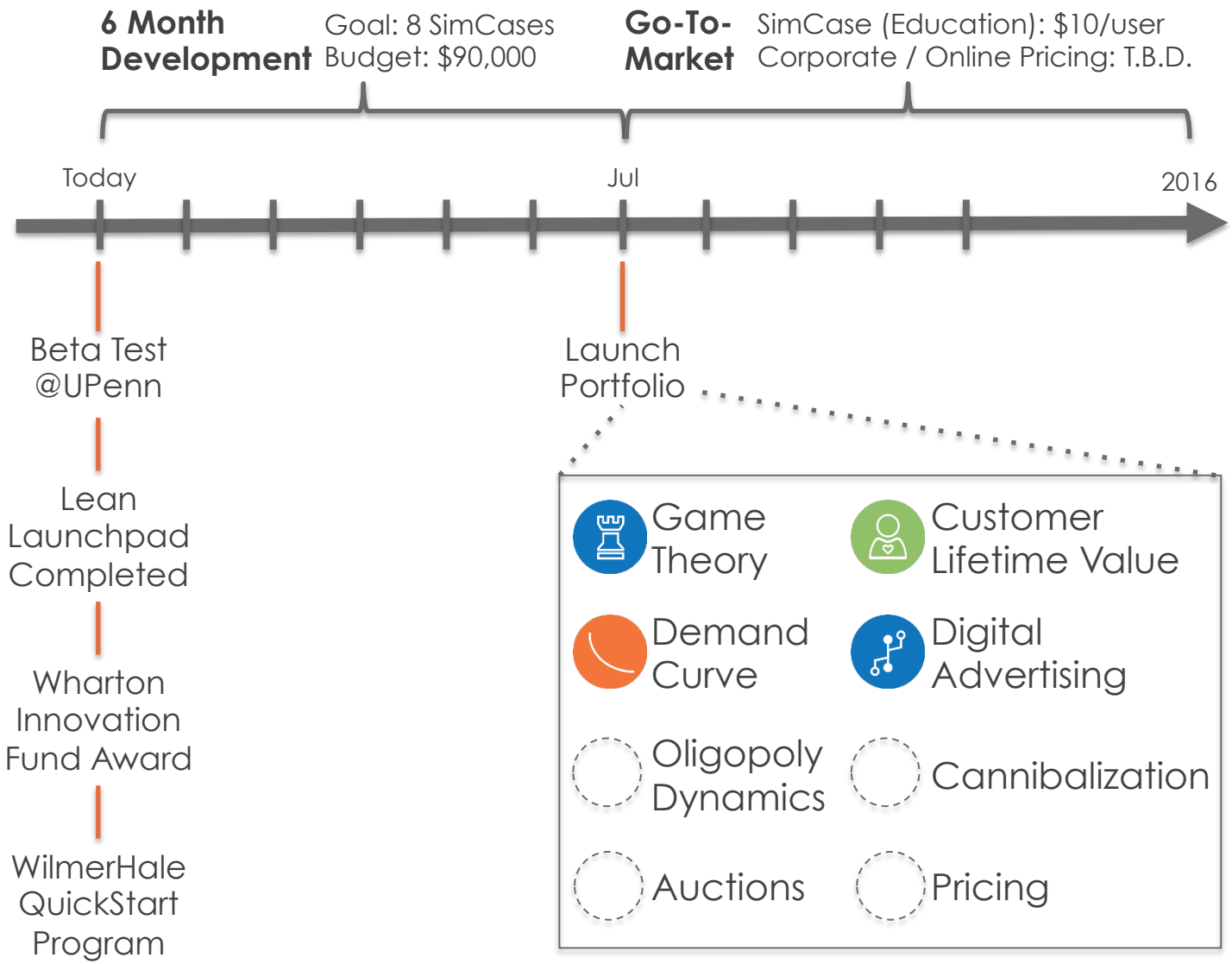
	Higher Education	Corporate Training
Biz Model	• Market to professors • Fee per user	• Partner with training firms / facilitators • Fee per user
Market Size (2015E)	• Globally: $95 Bn • Addressable: $350MM	• Globally: $9.5 Bn • Addressable: $450MM

Competitive Landscape



Source: Lean Launchpad interviews; GSV Education Factbook 2012; IBISWorld Industry Report; Internal Analysis

Our Development Process Is Already Underway



Plus SimCase Leadership Brings Relevant Experience

Renzo
(CEO)

Eddie
(CFO)

JingJing
(CCO)

Brian
(CTO)