

twiic

by



The global Social Learning Environment for Higher Ed.

Problem

Description



The Problem with Today's Learning Management Systems in Higher Education is the "Lack of Engagement".

EDUCAUSE Center for Analysis and Research (ECAR)

EDUCAUSE

Why now

Opportunity 1 → Virality at a global scale



“The power of networked education is a reality today

— Edward Snyder, Dean of Yale School of Management
“Dean of the year 2015” by Poets and Quants



Why now

Opportunity 2 → Blue Ocean Strategy

Blue Ocean Strategy®

INSEAD

The Business School
for the World®

Red Ocean Strategy

- **Compete in existing market space**
- **Beat the competition**
- **Exploit existing demand**
- **Make the value-cost trade off**
- **Align strategy choice of differentiation or low cost**

Blue Ocean Strategy

- **Create uncontested market space**
- **Make the competition irrelevant**
- **Create and capture new demand**
- **Break the value-cost trade off**
- **Simultaneous pursuit strategy of differentiation and low cost**

Solution

Description



The World Is a Campus

The global Social Learning Environment for Higher Ed *

* A technology combining a state-of-the-art Learning Management System with 21st-Century social networking tools to foster engagement worldwide.

Twic's Blue Ocean Strategy

- Engaging “Social” LMS
- Cross-Institutional networking = ONE environment for ALL schools
- All-in-one platform (videoconf, IM)
- Positioning → Higher Education B-Schools (1), Universities (2)
- Economy of scale (worldwide network) + attractive entry fees

Product

Networked Education → Global Social Learning Environment

The image displays the Twice platform interface across multiple devices, illustrating its use in a global social learning environment. The background features a network diagram connecting various university logos, including HEC Paris, IESE, LSE, NUS, Berkeley Haas, and INSEAD.

Laptop Screen: Shows a video call interface with a participant named Olivia Collins. The interface includes a sidebar with options like "Share my Microphone", "Share my Webcam", "Share my Screen", "Leave the Video Call", and "Add to the system". The main area displays a list of attendees and a document titled "Introduction to the system".

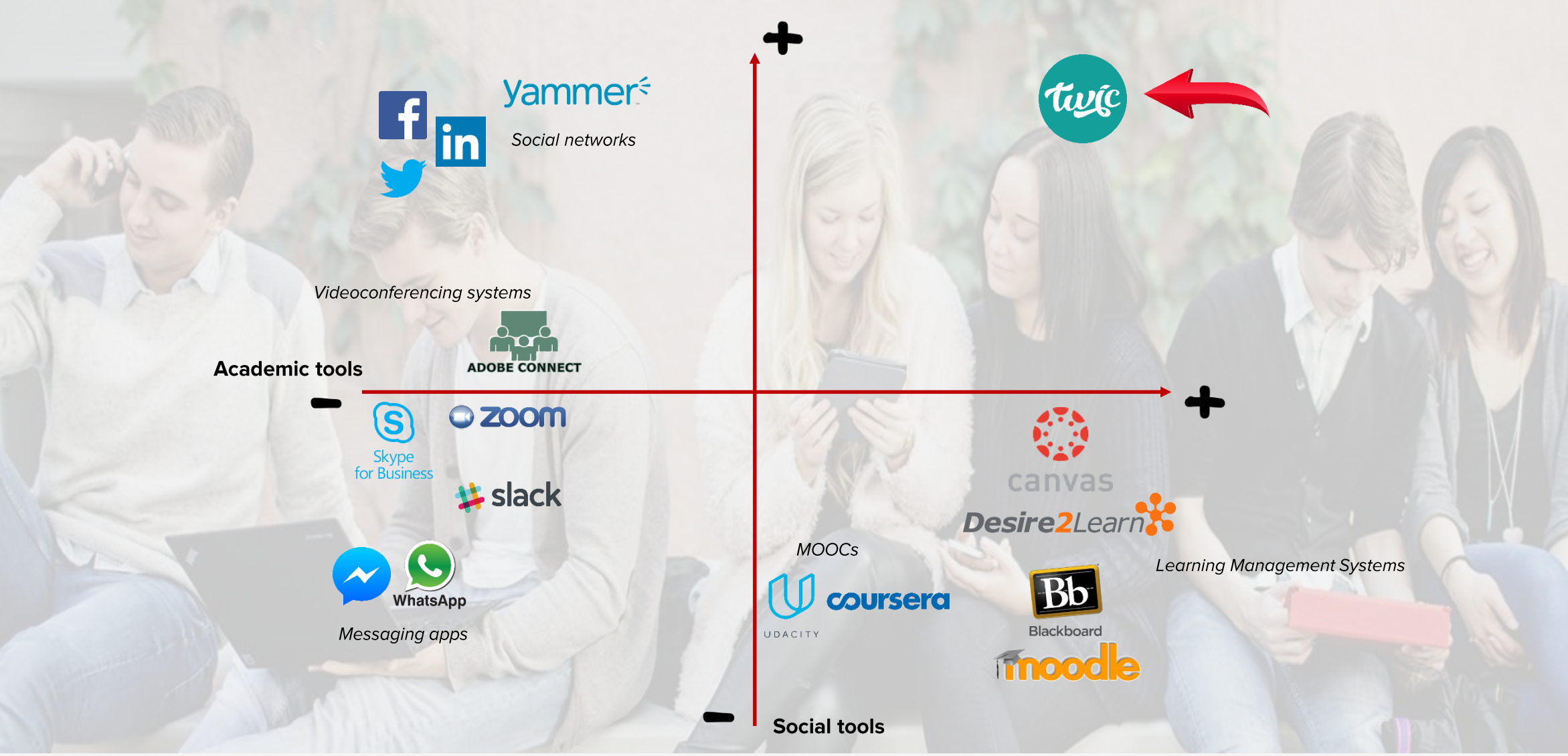
Smartphone (Left): Displays a course page titled "Competitive Advantage" for Winter 2016. The course description states: "This course will help you develop the necessary skills to analyze competitive business situations and devise winning strategies. We will focus on the role of technology." The page lists participants: Isabell Taylor, Caroline Fields, Jeanette Blake, and Lizzie Gill. The content section shows "01 INTRODUCTION 20 POINTS" with a due date of 29/04/17. The course is titled "Technology and Competitive Strategy - Case Study".

Smartphone (Right): Displays a community feed titled "Browse your community". It allows users to filter by school type (Students) and school (Yale school of Man...). The feed lists members with their names, schools, and connection counts, such as Todd Barker (Yale School of Manag., 32 connections) and Delia Aguilar (Yale School of Manag., 32 connections).

Tablet: Displays a social feed interface with sections for "Coming up" (Revelation topic discussion), "My courses" (Behavior Finance, Mindset Free), and a chat window. The chat window shows a conversation between Jeremy J. Salim & Chris... and Owen Mills.

twise a place for sharing knowledge and networking

Market Landscape



Market Competition

Blue Ocean Strategy®

INSEAD

The Business School
for the World®

Red Ocean

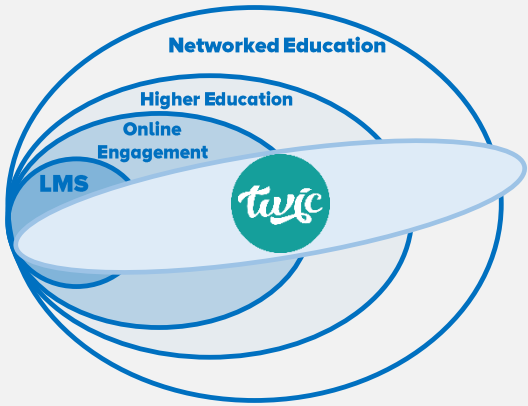
Learning Management Systems



Intra-school approach

Blue Ocean

Twic global Social Learning Environment



Inter-schools approach

Market

Positioning, market size & business model

Positioning: Higher Education

15000
Business Schools
worldwide

1. Entry market

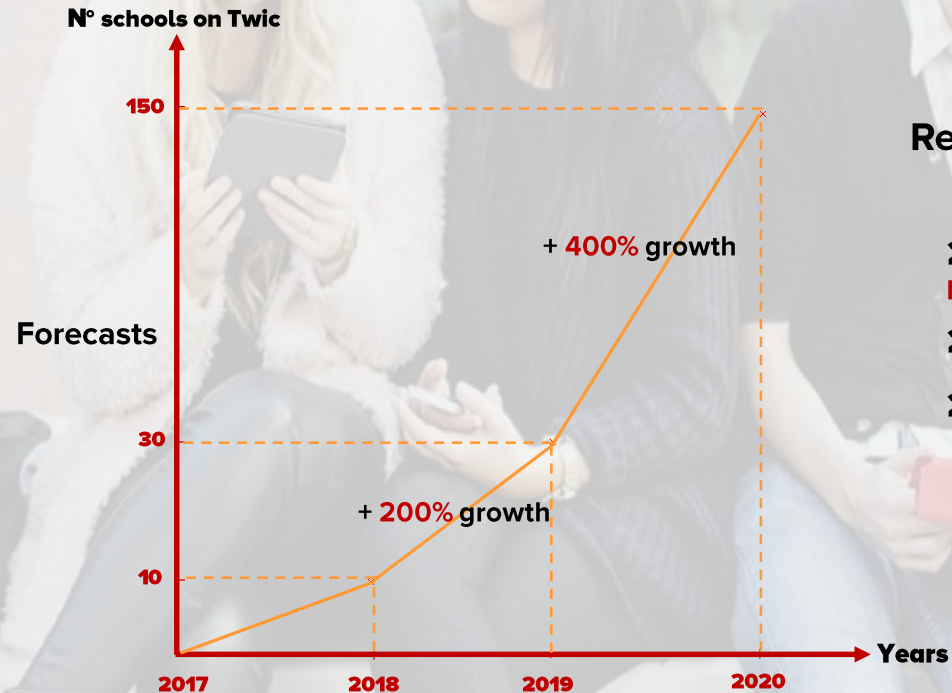
24000
Universities
worldwide

2. Expansion

The global higher education LMS market is expected to exceed **USD 1.7 Billion** by 2020, growing at a CAGR of more than 25%.



€ 100k_{ATI}
per institution per year



Revenue Forecasts 3 year plan

2018 → €1 M

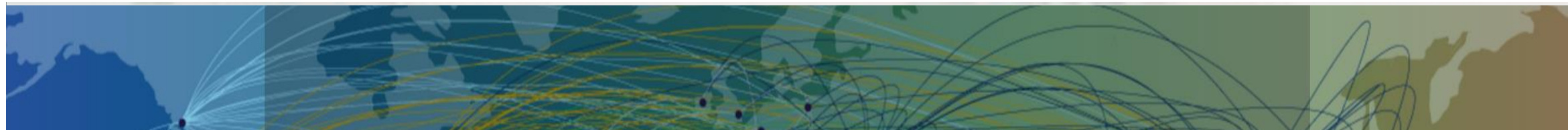
Break-even in Nov 18

2019 → €3 M

2020 → €15 M

Where we're at → Traction

Pilot with Yale SOM & The Global Network for Advanced Management



The world is more connected than ever before. Twenty-nine business schools are joining forces to understand what this means for businesses and organizations across sectors and to develop global leaders for coming decades.

29

The GNAM includes **29 leading business schools from around the world**

1. World-class institutions (prestige, solvability & advocacy proved). Network founded by the Ivy League's **Yale University**
2. Institutions with global, regional and national **influence** (leading their respective domestic market)
3. Their early adoption will dramatically increase our business opportunities everywhere (**virality + network effect**)

Analogy

LinkedIn also started with Yale SOM (pitch Series B below)

The importance of « Brand Endorsement » & « Network Effect »



Reid Hoffman -
LinkedIn Founder &
VC Partner @ Greylock



**Growth Includes Major Groups
Providing Strong Brand Endorsement**

LinkedIn
Your network is bigger than you think

Leading MBA programs and MBA alumni

- Duke University
- Yale SOM Alumni
- IMD

Major conferences

- Real Estate Connect
- pcforum 2004
- Red Herring Insider

Top-tier professional organizations

- SDForum
- SVASE
- VLAB

Additional Groups live since launch in April 2004

Additional Conferences

- Supernova
- BlogOn

Additional Alumni Groups (mostly class-level)

- Haas School of Business
- MIT TechLink
- Mayfield Fellows
- Carnegie Mellon
- University of Washington

Additional Professional Groups

- Chinese Software Professionals Association
- InterFrench
- Industry Standard Internet Executive Group
- Press Club of California
- PDMA NorCal
- Association of International Product Marketing and Management

Additional Corporate Alumni Groups

- Sun Microsystems Alumni Association
- HP Alumni Association

**Plus more than 50 other similar Groups
15-20 new Groups added per month**

August 2004
CONFIDENTIAL



(Yale SOM & IMD Lausanne)

Analogy

Yale University's investments in startups

FORTUNE

What Yale Invested in to Almost Double Its VC Dollars Every Year

by Aaron Pressman @aompressman APRIL 8, 2016, 9:22 AM EDT



Early stakes in Amazon, Google, Facebook paid off big.

Yale University's endowment apparently knows a thing or two about investing in venture capital.

The \$25.6 billion endowment has gained an average of 93% per year on its VC investments over the past 20 years thanks to buying early stakes in tech companies that went on to become dominant in their fields, including Amazon (**AMZN** ▼ -0.82%), Google (**GOOGL** ▼ -1.51%), Facebook (**FB** ▼ -0.51%), and **LinkedIn** (**LNKD** ▲ 0.13%), the university revealed in its latest annual report. The investments were made through top VC firms, including Andreessen Horowitz, Benchmark, and **Greylock Partners**, Yale said.

Some of Yale's older winners included Cisco Systems (**CSCO** ▼ -0.86%), Oracle (**ORCL** ▼ -0.51%), and Dell, while its more recent stakes include Uber, Airbnb, and Snapchat.



Reid Hoffman -
LinkedIn Founder &
VC Partner @ Greylock

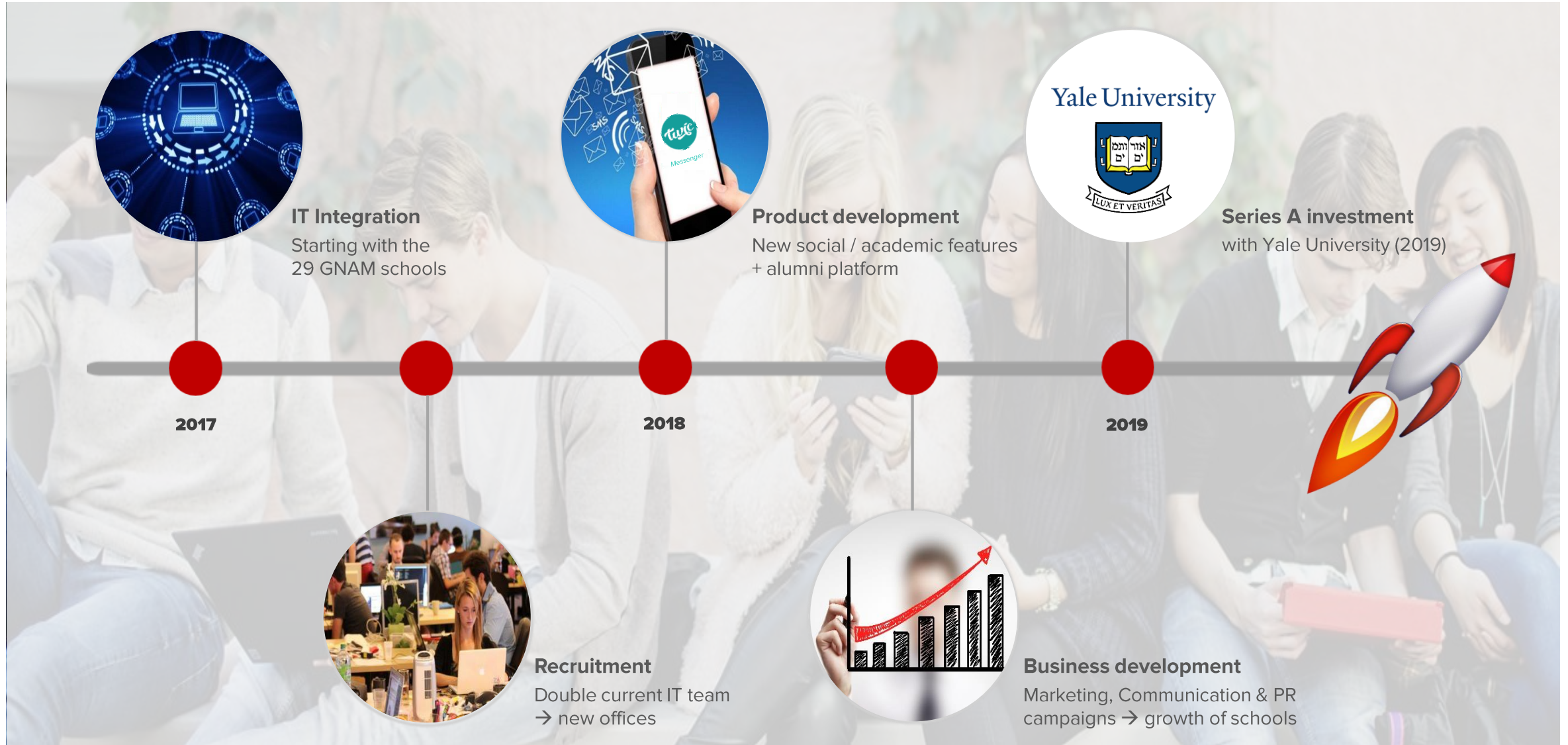


Henry McCance -
Chairman Emeritus @ Greylock &
Advisory Board of Yale SOM

greylockpartners.

Development strategy

From traction (2017) to retention (2018) to Series A investment (2019)



Team

Office in Monaco



Sébastien Sayegh
Chief Executive Officer

- MA Institut Etudes Politiques and MS Kedge Business School (France)
- Co-Founded THE STUDNET in 2013
- Previous: Communication Advisor CARAT MENA (Dubai)



Salim Bendacha
Chief Operating Officer

- BA International University of Monaco in E-Commerce
- Co-Founded THE STUDNET in 2013
- Previous: Next/OBC Online Back-Up Associate (Oslo/Monaco)



Xuan-Anh Hoang
Chief Technology Officer

- MS IMERIR Engineering School (Perpignan, France)
- Co-Founded THE STUDNET in 2013
- Previous: R&D Engineer Capgemini and Sogeti (Toulouse)



Guillaume Masmajan
UI Project Manager



Christophe Robert
API Project Manager



Paul Boussekey
Full Stack Engineer



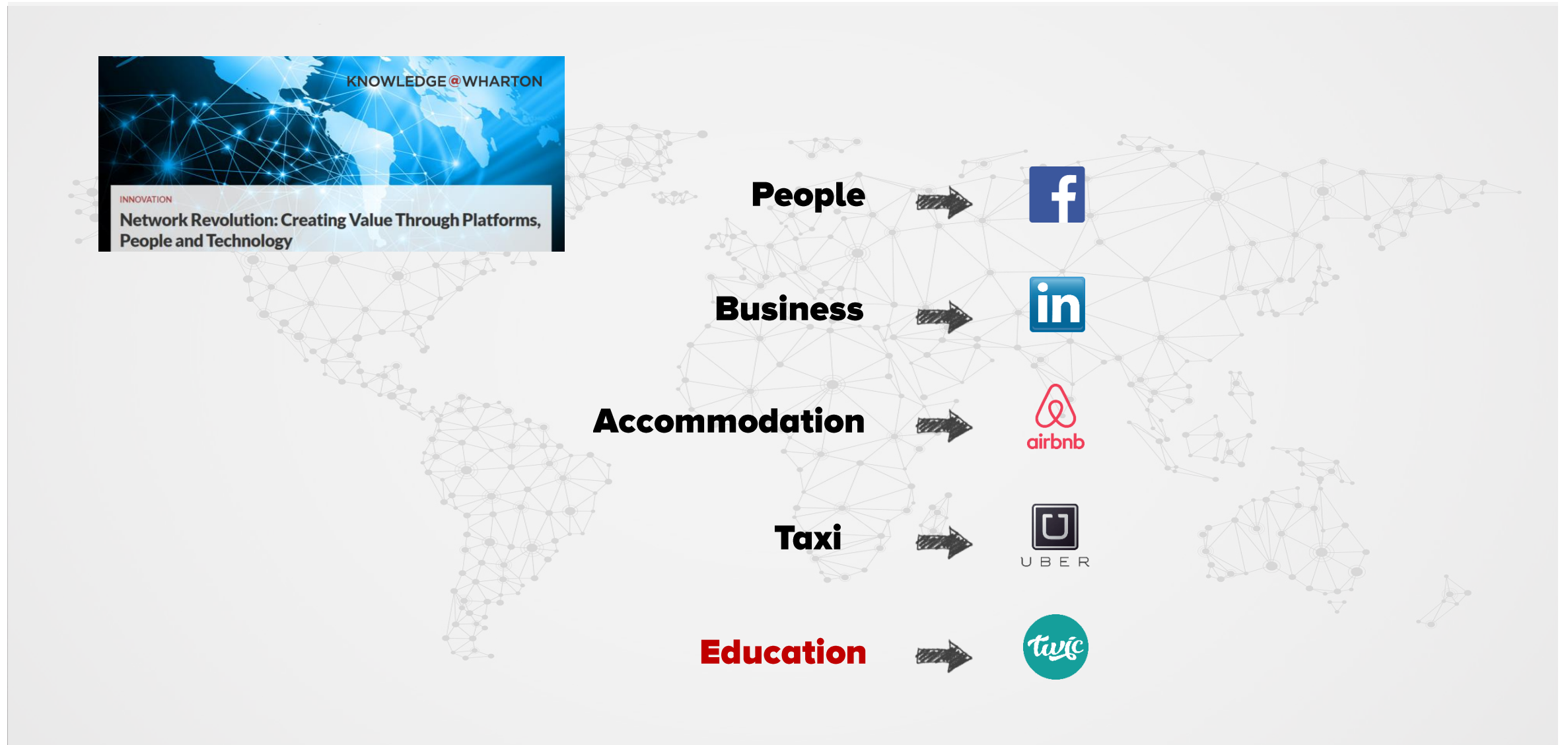
Rodrigo Serrano
Instructional Designer



Jeremy Jones
UX/UI Designer

Business analogy

The power of network effects



Business expansion

What we're looking for and next steps

- 
- ➔ **€1.3M late-stage seed equity investment**
 - ➔ **20 months of runway to work on:**
 - market-fit/retention
 - salaries, new recruitment and new office
 - product development
 - sales and marketing
 - business development
 - ➔ **Plan to reach Series A funding in early 2019 for strong expansion**

Twic by THE STUDNET

Made in Monaco

The Twic logo is written in a teal, cursive script font.

by



➔ **Founded in June 2013**

➔ **Junior Chamber International Monaco
Entrepreneurship Award in 2013**

PRINCIPALITY
OF MONACO

PLAYING A SPECIAL ROLE IN THE WORLD.