

# PITCH DECK

July 2015

*“If you think education is expensive, try ignorance.”*

*- Derek Bok*



# Disclaimer

---

This business plan presents the activity of Domoscio. It presents first our company and the progress of the project, the description of our solution, an analysis of our targeted markets, the positioning and marketing strategy of our solution in these markets and finally the financial modeling.

This business plan has been established on the basis of the known elements and information at the time of its completion.

This business plan is for your internal use only, both in its form and its content is confidential. It may not be disclosed to third parties without our consent. The content and the support are our property.

« Domoscio » and « La machine à réviser » are registered marks.

# Why? When we learn...

## Knowledge learning process

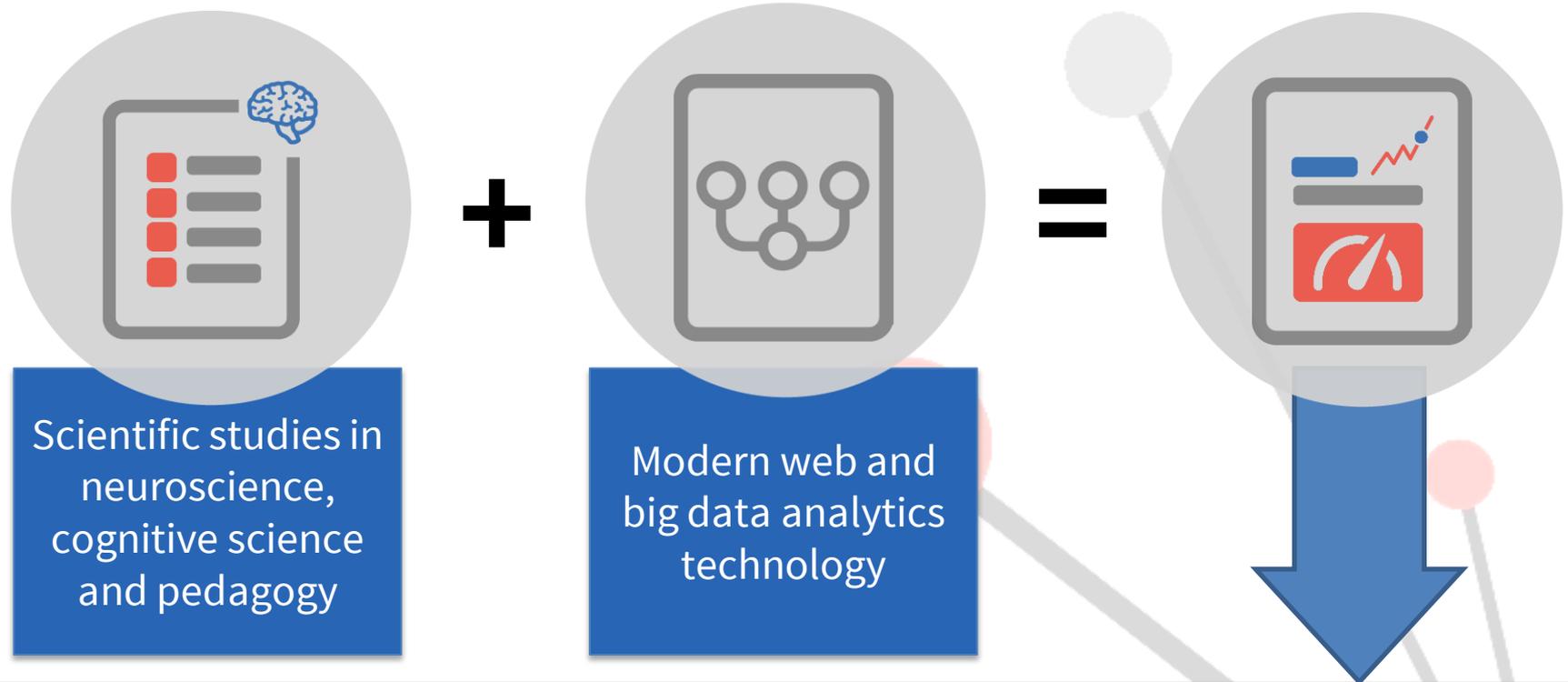
Learn

Assimilate

Apply

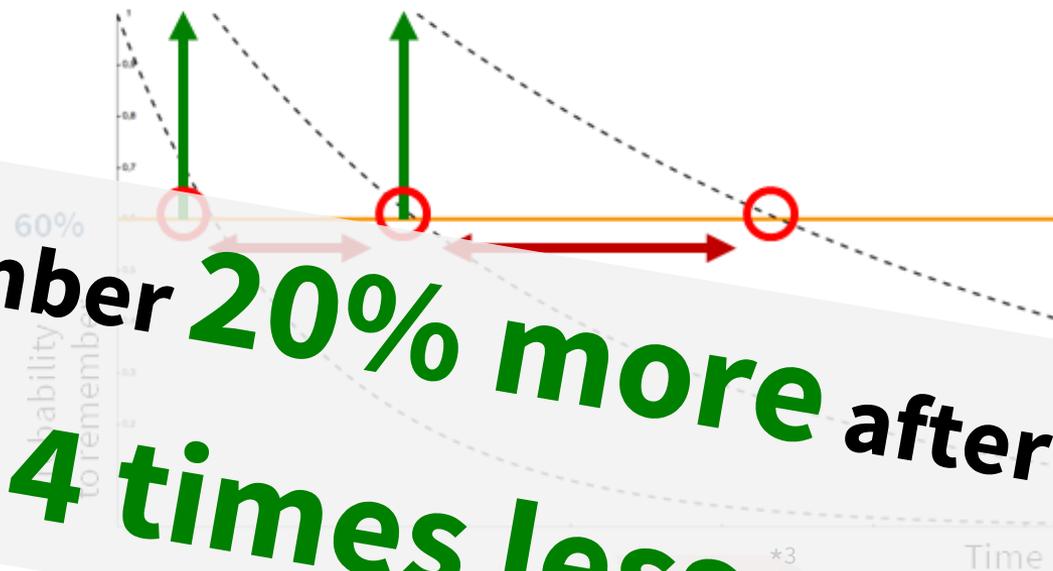
- Memorization is important in a complete learning process:
  - It's true in primary, secondary and long life learning
  - Specially in under pressure situations like exams or safety compliance
- Assimilate knowledge implies revise and practice
- **We forget 80% of what we learn after one month**

# How to solidify your learning?



Algorithm to determine a specific revision path for each learner to optimize their assimilation of knowledge and save time

# Confirmed by research studies



**Remember 20% more after one week**  
**Spend 4 times less time reviewing**

	Repeated-testing	Repeating study
Recall after one week	61%	41%
Read times	3.4	14.2

\*1&2

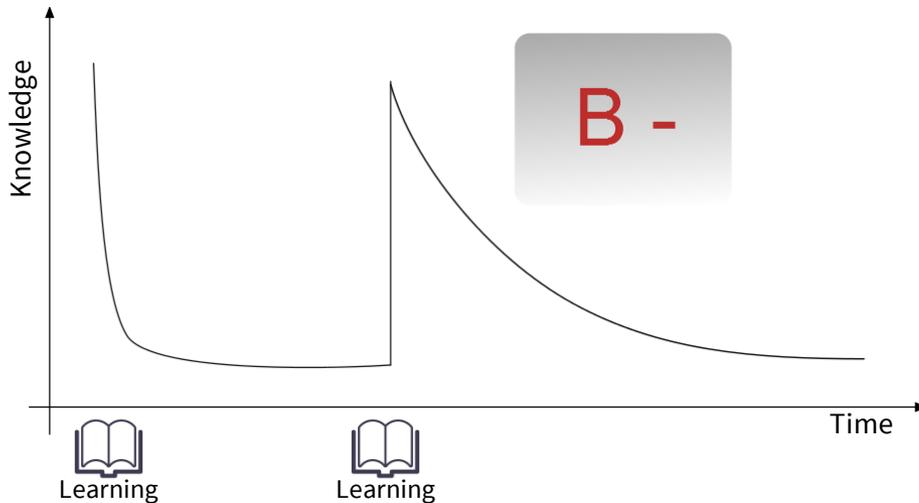
\*1 "Test-Enhanced Learning, Taking Memory Tests Improves Long-Term Retention" de Henry L. Roediger, III, and Jeffrey D. Karpicke de la Washington University in St. Louis. (2006)

\*2 "Improving Students' Learning With Effective Learning Techniques, Promising Directions From Cognitive and Educational Psychology" de John Dunlosky, Katherine A. Rawson, Elizabeth J. Marsh, Mitchell J. Nathan and Daniel T. Willingham du Department of Psychology, Kent State University Department of Psychology and Neuroscience, Duke University, Department of Educational Psychology, Department of Curriculum & Instruction, and Department of Psychology, University of Wisconsin-Madison, Department of Psychology, University of Virginia. (2013)

\*3 Based on Hermann Ebbinghaus research studies

# Benefits of our solution

## Time wasted – Less productive



Today when a learner learns something new he/she forgets and prefers to do something different than waste time reviewing.

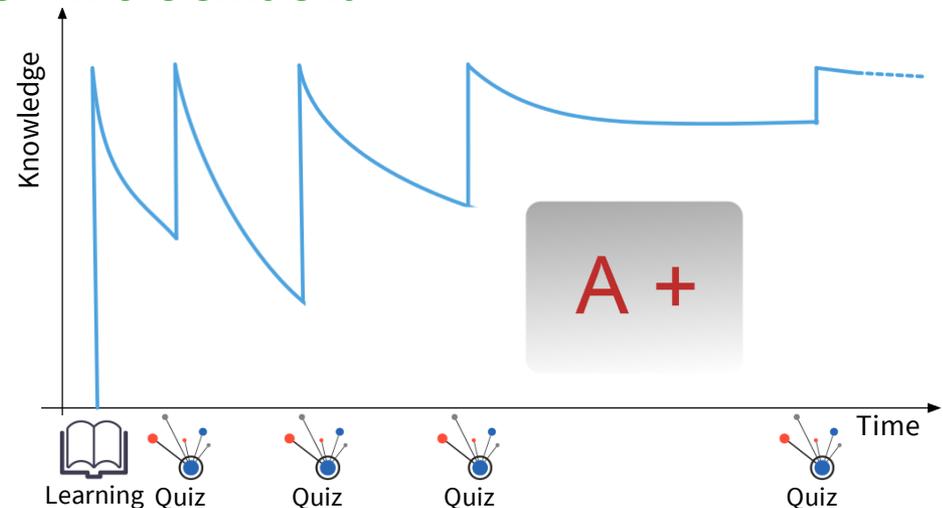
Finally he/she spends time reviewing at the last minute and jump some subjects. The result is an average performance in the short run and the consolidation of knowledge is not done in the long run.

## Optimize time – More efficient

The methodology inside Domoscio solution allows to distribute in time the revisions and make their impact more effective.

After a first evaluation, our solution organize a revision plan for each learner. Before a learner forget something, Domoscio push a reminder.

The learner answers the quiz and the consolidation of knowledge is done easily.



# It is useful for:



Sarah, 17, student in her last year of high school

« I need to organize myself to pass the exam »



John, 37, consultant following a training

« I don't have time between my family and job but I want to improve my employability »



Paul, 44, HR Manager responsible of Corporate training

« I have to be able to measure how training efforts drive performance. »

# What Domoscio have already achieved

---

## 2012

- Benoit Praly creates the core technology of Domoscio for a personnel usage during his studies. He finish top 5 of his promotion
- Pilot at Faculté de médecine de Toulouse

## 2013

- Bruno and Ivan joins Benoit and incorporate Domoscio in France
- “La machine à reviser” is launched in beta

## 2014

- Special offer for the French “baccalaureat” with a new design for “La machine à réviser”
- Partnership with Gutenberg Technology and **Samsung**
- **44K€** of fund raising – Love Money - and **130K€** granted by the French Ministry of education

## 2014

- First client – a training company in the health sector
- Rewarded by the European Commission as one of the 7 startups of the most innovative in education and training

## 2015

- Acceleration of the commercialization with a recruitment of a salesman working in determined targeted segments with an ongoing pipeline
- New commercial proposals with high probability to be signed
- New clients
- New partnerships signed with Prismallia, Xperteam and other in discussion

# A complementary team



## Ivan Ostrowicz - CEO

Double Engineer's Degree UPC-ENSIMAG, MBA Neoma BS. He has 15 years of experience mainly in management of organization, HR and IT transformation projects between Spain (UPC, La Caixa) and France (Air France, Ernst&Young).



## Benoit Praly - CTO

Double Engineer's Degree ENSIMAG-Politecnico di Torino. He worked as a CTO in a start-up during his studies and he is the tech guy that developed the core solution.



## Bruno Praly - COO

Master's degree in business informatics. He has more than 25 years of experience in consulting (ERP, organization and IT transformation -specially in HR-) mostly in Ernst&Young with engagements in France and Algeria.



## Scientific Committee

**Matthieu Cisel**

MOOC and pedagogy

**Philippe Dessus**

Cognitive sciences in education

**Christian Lajaunie**

Stochastic modeling

# Contact us!

Learn as you want,  
remember what you need

[www.domoscio.com](http://www.domoscio.com)

Ivan Ostrowicz

[ivan.ostrowicz@domoscio.com](mailto:ivan.ostrowicz@domoscio.com)

+33 (0)6 11 32 37 93

