

Webuni platform presentation



About Cube fluid & Innostart

Owner-managed company, headquartered in Zurich.

- Offices in Zurich and Budapest
- Team: 40 persons

Main activity is to market edtech software products in:

Webuni - Digital Education Framework

- 200 T+ Users
- 500+ online courses (development & sales)
- Complete online BSC Management and Economics course

Webxam - Digital exam system

- 100 T+ conducted online exams
- Accredited German and English language exams

Customers worldwide:

Switzerland, Germany, USA, Japan

Clients

Disney Research International, Garmin, Deutsche Telekom, Tokyo Business School, Mitani, Blockchain, KV Business School, ASN International, Chronoswiss, Sevenfriday, Migros

Inhouse expertise:

software development, UI/UX, digital product development online marketing, Ecommerce, blockchain

Partners:



Andreas Hostettler



Marius Ziegler



András Pakucs



Structure of the presentation

01

Platform

Introducing the main functionalities of the platform and explaining the underlying technology and possible use cases.

02

Showcases

Showcasing Skilltrainer and 2 self paced online demo courses

03

Partnership & Q&A

Showcasing usual project flow & phases.

Webuni - End 2 End Online academy software

Webuni is a cloud-based, modular software framework that enables professional education providers to **offer different forms of educational products and services** digitally. Webuni is a white label solution that is **highly customizable** and configurable, it covers the whole spectrum of activities, **end to end** of offering educational products online. All processes take place on the platform, from the creation of courses, through the booking, **payment and invoice** handling to execution of **various** training formats, including certificate management, **trainer and participant administration** and communication.

WEBUNI

LMS

Webshop

Payment and
invoice
management




Marketing tools









End to end digital academy solution

1 PRODUCT









Third party authoring tools

  Camtasia
 + many more




Supported formats

 zoom  
 YouTube 
 Spotify
+ many more

Integrated modul

 Task  Player and server
 Webinar  Exam module
 Live Stream  Quiz module
 Text editor  Own video

Offline modul

 Location  Venue and further information
 Time

Lecture

Lecture

Lecture

Lecture

Different formats

Self paced online course

Offline training

Hybrid training

Simultan hybrid training

Online event


Offline event


Hybrid event


1on1 session


+ new formats can be created easily


1 PRODUCT


 Lektion 1: Explanation video


 Lektion 2: Webinar

 Lektion 3: Quiz


 Lektion 4: Scorm


 Lektion 5: Video from youtube


 Lektion 6: Task to upload


 Lektion 7: Exam


MARKETPLACE


 Product 1
Format: Offline training
Price: USD 500.00
Available: Public

 Product 2
Format: Hybrid event
Price: USD 1100.00
Available: Free for selected people

 Product 3
Format: Self paced online course
Price: USD 500.00
Available: Only for people who have completed product 1

 Product 4
Format: 1on1 session
Price: USD 500.00
Available: Selected people

 Product 5
Format: Online live training
Price: USD 500.00
Available: by invitation

 Product 6
Format: Online event
Price: free
Available: Open for everyone

MARKETING TOOLS

Recommendation engine

Native iOS & Android apps

Recommendation engine

Landingpages
Marketing website

Analytical tools
Analytical tools

Newsletter

Notification System

SEO

Online chat

online product advisor

Showcase Nr. 1:

www.skilltrainer.ch – KV Business School Zürich

- Online academy of KV Business School Zürich
- Selling yearly 500 different courses for 5000 participants
- Formats:
 - Offline trainings
 - Hybrid events
 - Hybrid courses
 - Online trainings
- Online payment and invoicing integration
- Integration of third party softwares: ERP, CRM



Key features (1/2)

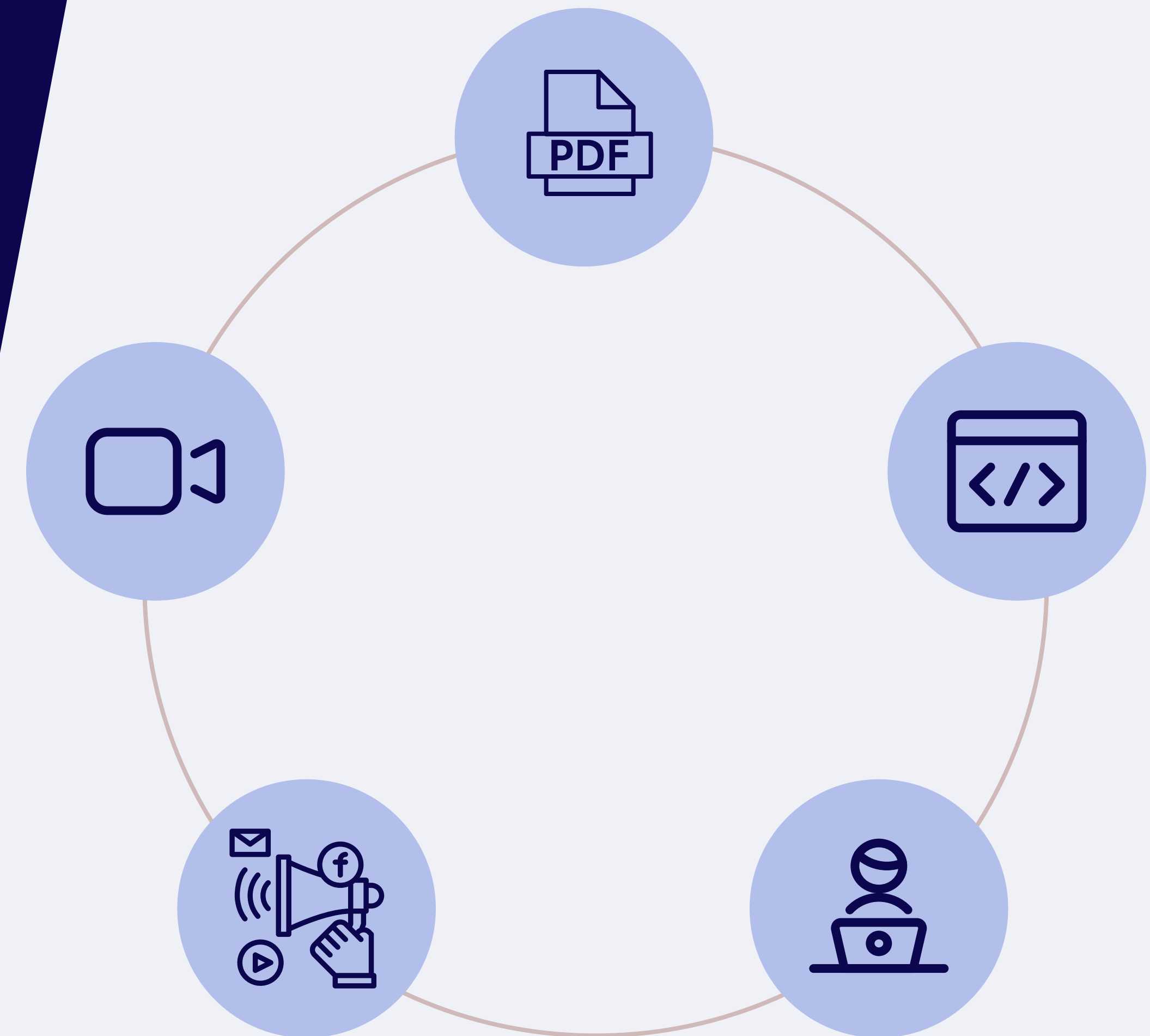
- administration and creation of trainings
- trainer administration
- course booking, administration of participants
- payment & invoicing
- administration of third party contents and content providers



Key features (2/2)

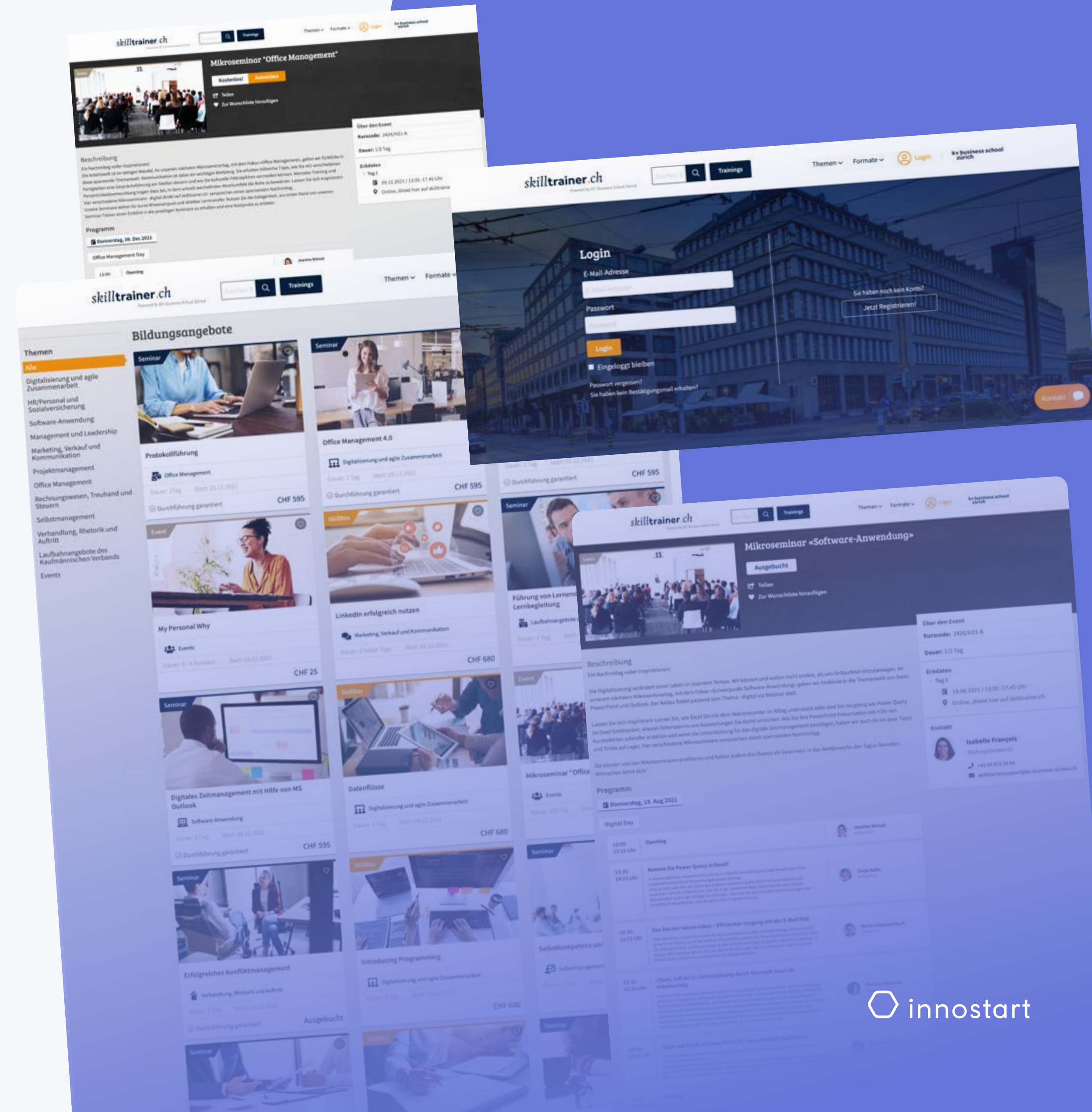
- efficient and simple execution of various trainings, in different educational formats
- administration of participants
- support for different training formats
 - Self paced online courses
 - Offline (presence) trainings
 - Live online
 - Exams
 - Events (online, offline, hybrid)
- support of various online formats: presentation, mashup[1], office 365, pdf, video, scorm, html, assignments, etc.
- online marketing features and integration of online online marketing tools

[1] [https://en.wikipedia.org/wiki/Mashup_\(education\)](https://en.wikipedia.org/wiki/Mashup_(education))



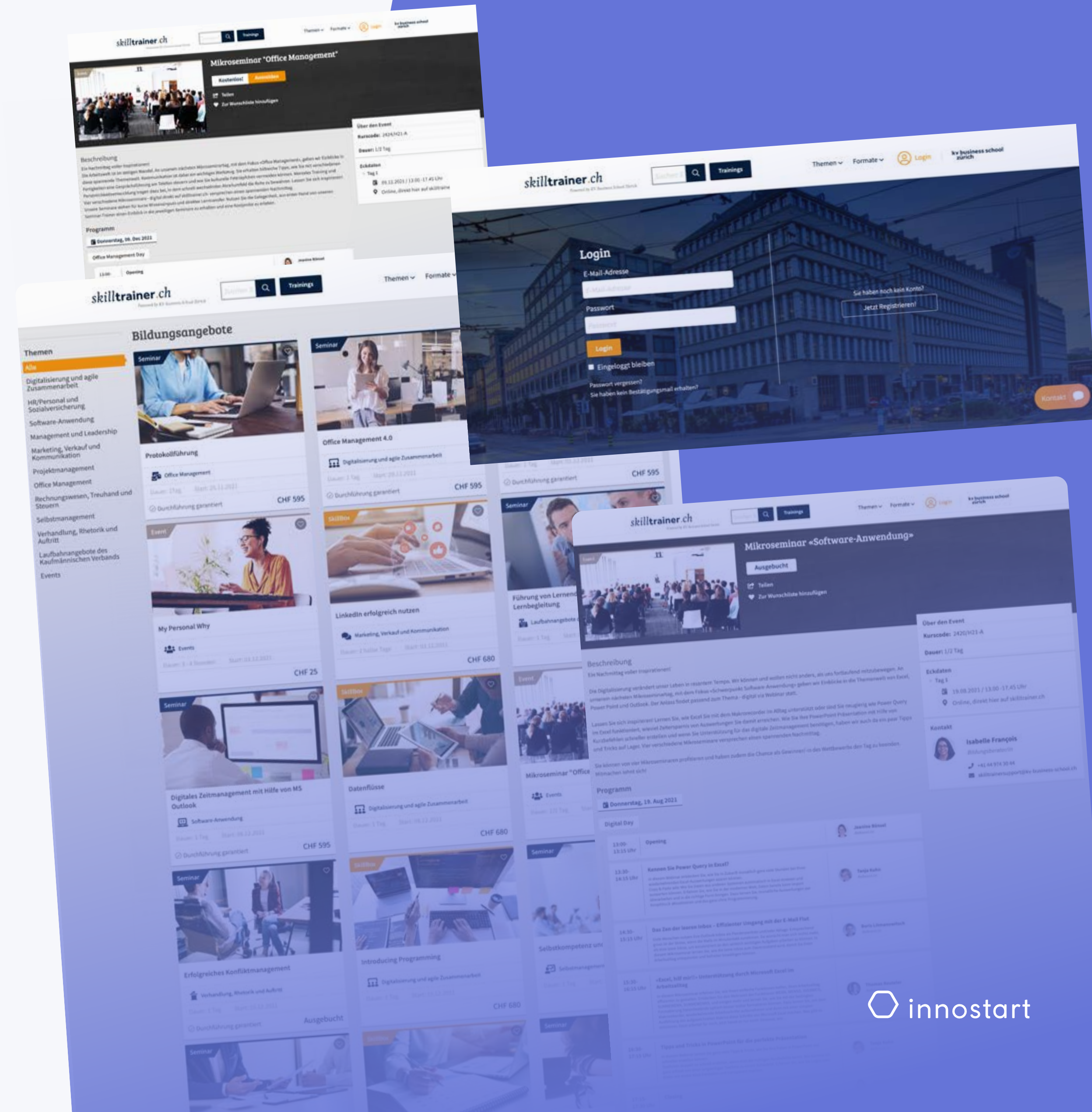
Highly customizable

- **Look & Feel:** Individual color & integration of an CI / CD
- **Analytics & reporting:** training data, financial data, learning histories of individuals, etc.
- **Approval processes:** Booking, billing and approval processes
- **Rights & Roles:** Customizable rights and roles
- **Courses:** Customizable training formats (free combination of presence, live online, virtual elements, etc.



Highly customizable (2/2)

- **Learning area:** Data, courses, learning paths & learning groups, control mechanisms can be individualized
- **Learning Paths & Learning Groups**
- **Authentication (single sign-on)**
- **Connection of external systems**
- **Connection of third-party systems via interfaces:** CRM, integration of websites, accounting, external databases, external CMS systems, LMS System

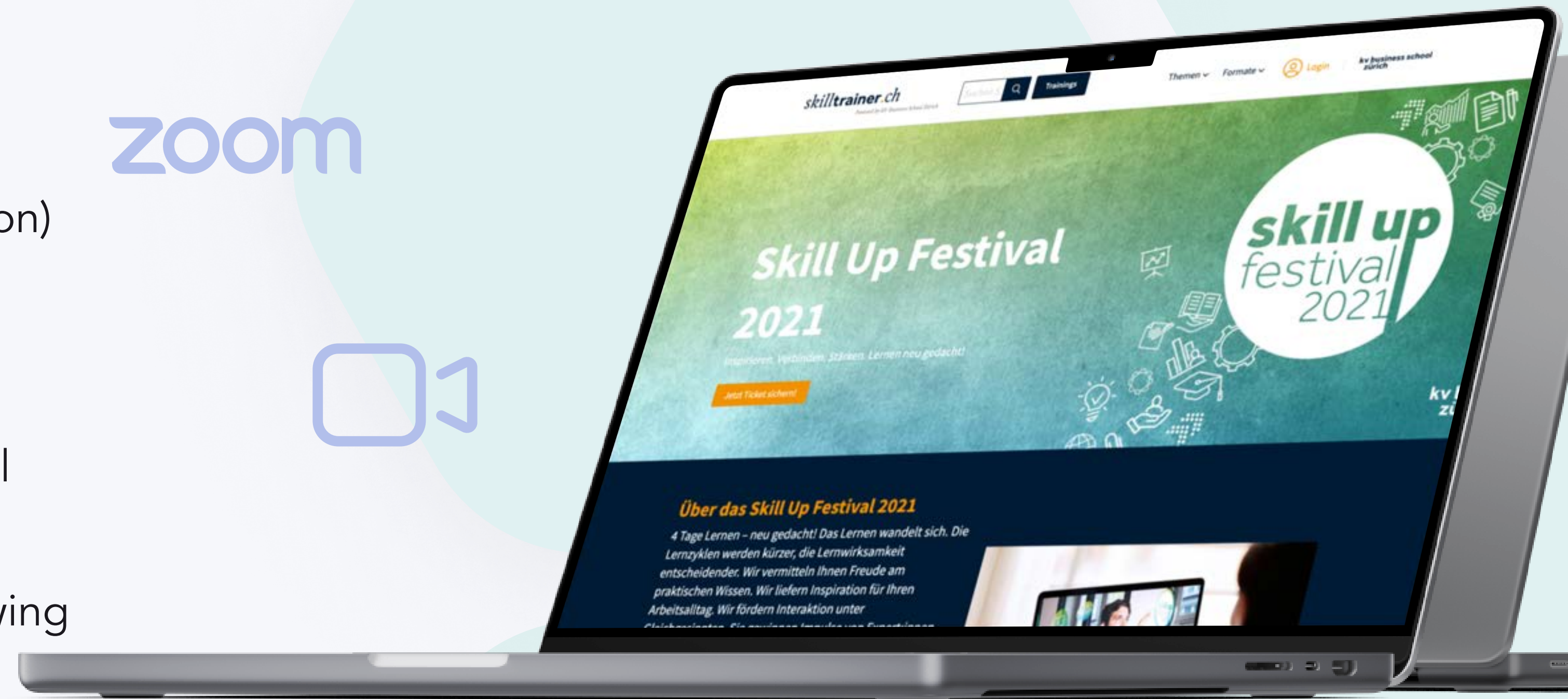


Innovative Edtech modules

- ✓ Communication between participants and trainer
- ✓ Live online sessions (like Zoom)
- ✓ Examination module (proctoring)
- ✓ Customizable learning paths
- ✓ Skill check, skill mapping
- ✓ Online streams (Vimeo technology integration)
- ✓ Online events [LINK](#)
- ✓ Content recommendation engine
- ✓ Content Hub: Ebooks, Podcast, Vlog, Digital Publications, etc.
- ✓ Assignments, group work, tasks, job shadowing

vimeo

zoom



Provided services



Hosting and maintenance on Swiss servers



Secure preservation of data



Off-site backup management



Constant security update



Continuous development of the system,
together with partners



Second level support



Training (Employee onboarding)



Reporting



Content management



Gamification, credit system

KV Business School Zürich

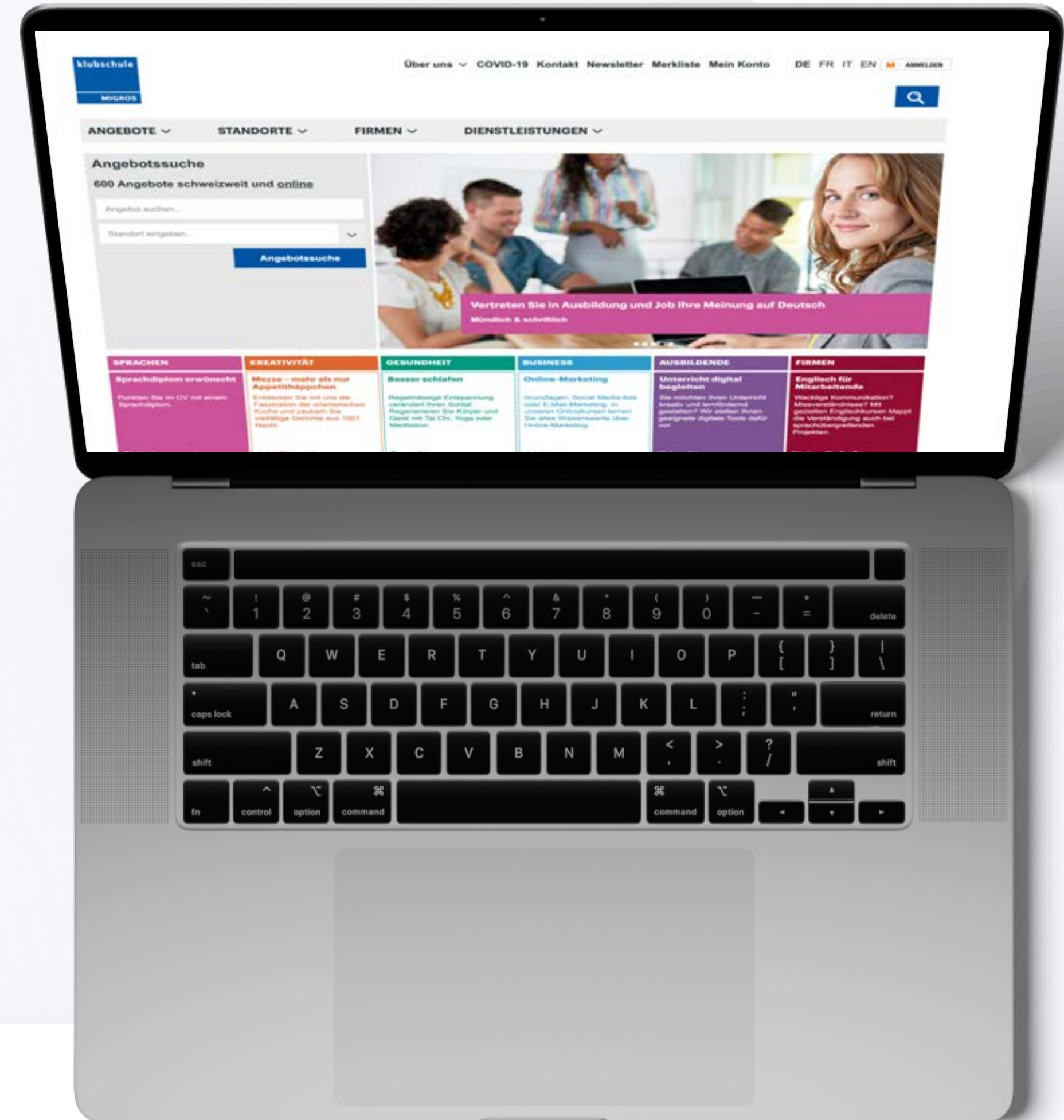
www.skilltrainer.ch

- Webuni solution selected by independent Swiss IT consultants from several systems, including Swiss LearningHuB, selection process lasted 6 months.
- **Project goal:** Complete digitization of the business area "Further education"
- **Results in one year:** 350+ offers on the platform, 15 000+ registered customers, CHF 500 000+ in the first year, 500+ participants at SkillUp Festival
- **Completed tasks:** conception, design, consulting, implementation, maintenance & support



Migros Klubschule AG

- Complete **digitization** of the examination activities of the club school. From registration, payment to the diploma. Management of all club schools throughout Switzerland.
- Selection process from 10 providers worldwide, duration 6 months
- Cooperation since April 2021
- Number of teachers: **500**, number of exams per year: **350,000**
- **Completed tasks:** conception, design, consulting, implementation, maintenance & support



Possible business models (1/2)

- Different options to sell a training:
 - Sell only online (=self paced)
 - Live offline participation
 - Including exam & diploma (certification)
 - Optional personal or online workshop
- Subscription (Membership models)
 - Monthly, yearly fee incl. automatic fee deduction
 - Including free and priced trainings

Possible business models (2/2)

- Selling consultations, such as experiences (e.g.: consultation appointment with a CEO, job shadowing, career advice, etc.) as part of offers or as "add-on products"
- Modular structure of learning paths: Smaller modules (widgets) are created from which each participant gets individualized learning paths on the platform through a skill check.
- B2B deals for companies with their own closed area, access only allowed to employees of the company.
- Involvement of external providers / lecturers
- Platform business, where technology and formats are made available for external providers, P2P business

Demo platforms

[Skilltrainer](#)

[Produktive Meetings self
paced online course](#)

[Public speaking self
paced online course](#)

[Webuni technical paper](#)

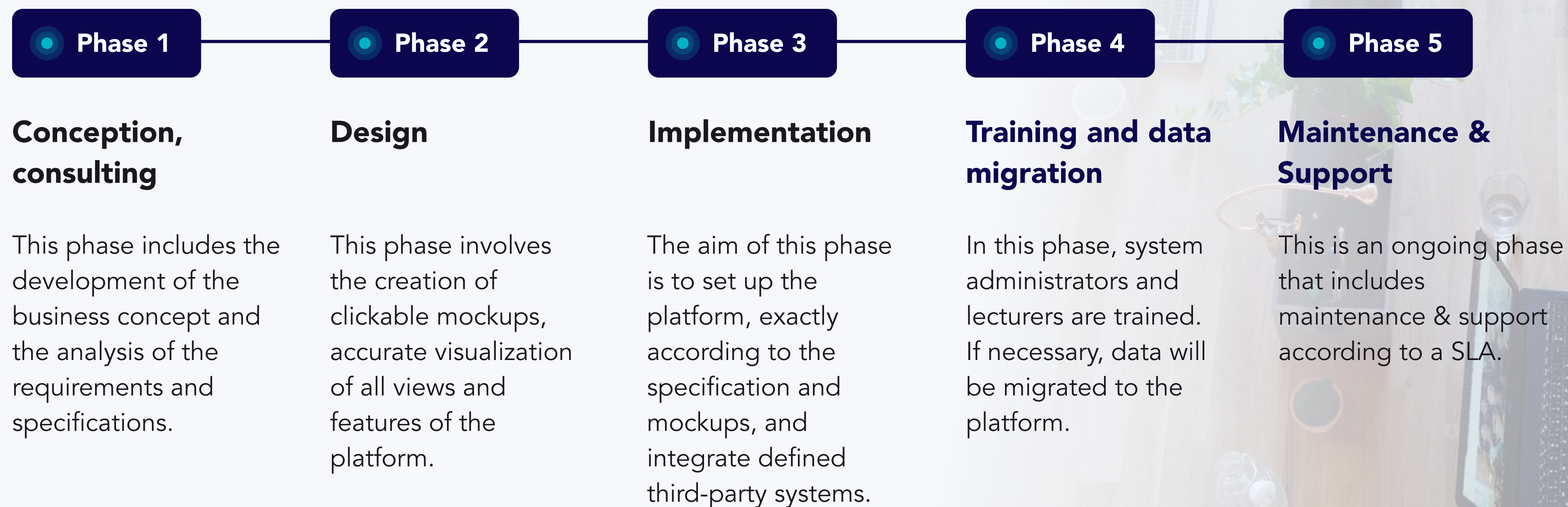


Collaborations model

Partnership: We work as partners and are motivated by the mutual success of the project.

In advance, we examine the business case together with our clients and analyze the possible implementation and the economic chances of success with our platform.

Possible project structure



Thank you for your attention.

For any further questions please feel free to contact:

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