



How to solve some of  
the key challenges in  
the education industry  
with a mouse click.



BUSINESS PLAN 2016 - 2020

*Executive summary*

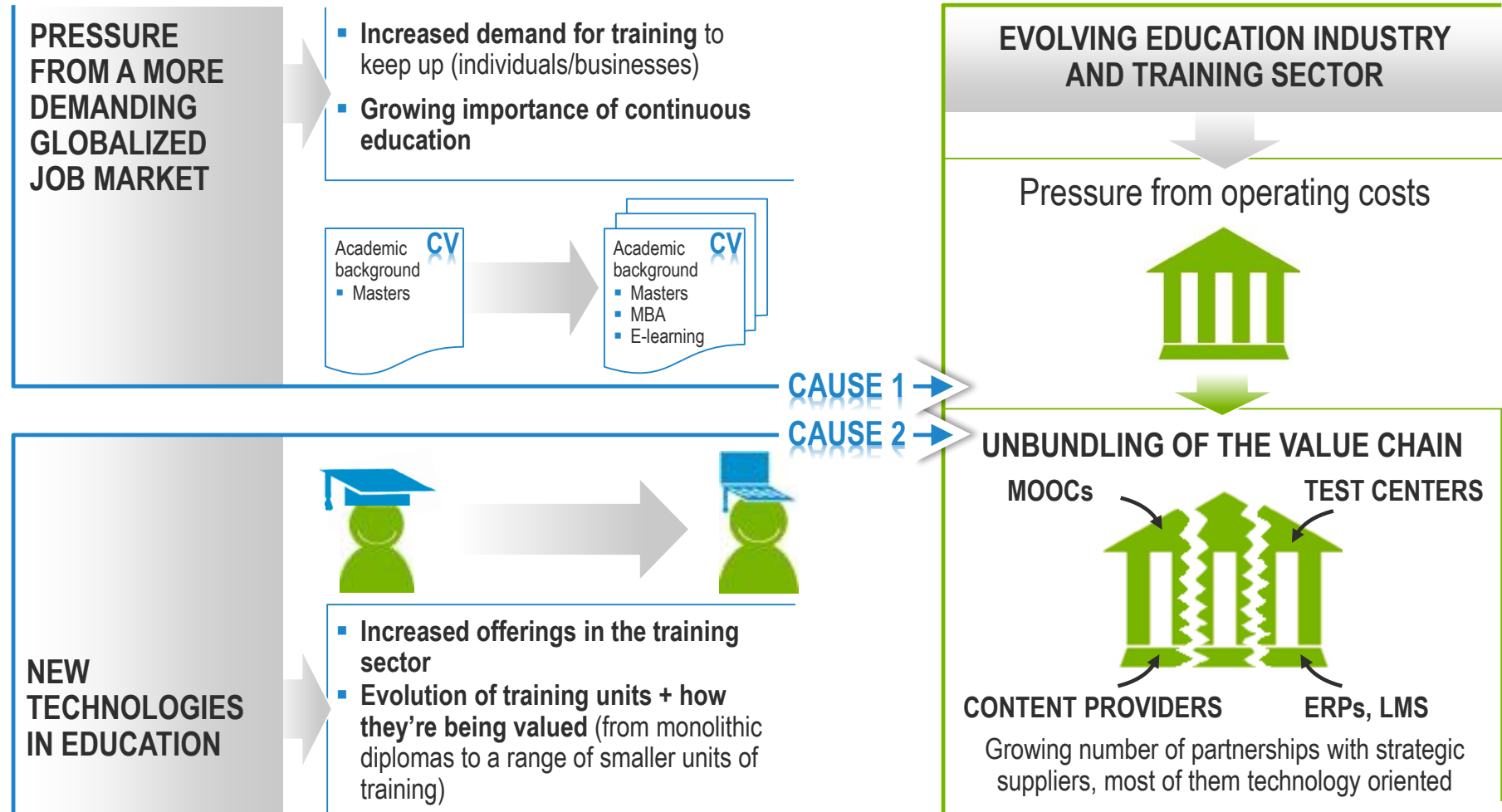
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With the advent of new technologies and the impact of globalization, the education industry is facing a major structural shift on a worldwide level



In the face of these changes, the education industry needs to rethink how to value its credentials and capitalize on its alumni community

### SOME KEY CHALLENGES FOR EDUCATION ORGANIZATIONS



*Unbundling the value chain in the education industry*



How to improve processes for the production, duplication and management of credentials, as well as their verification (requested by recruiters)



How to deal better with the time-consuming management of alumni communities (e.g. up-to-date database, generating participation in surveys,...)



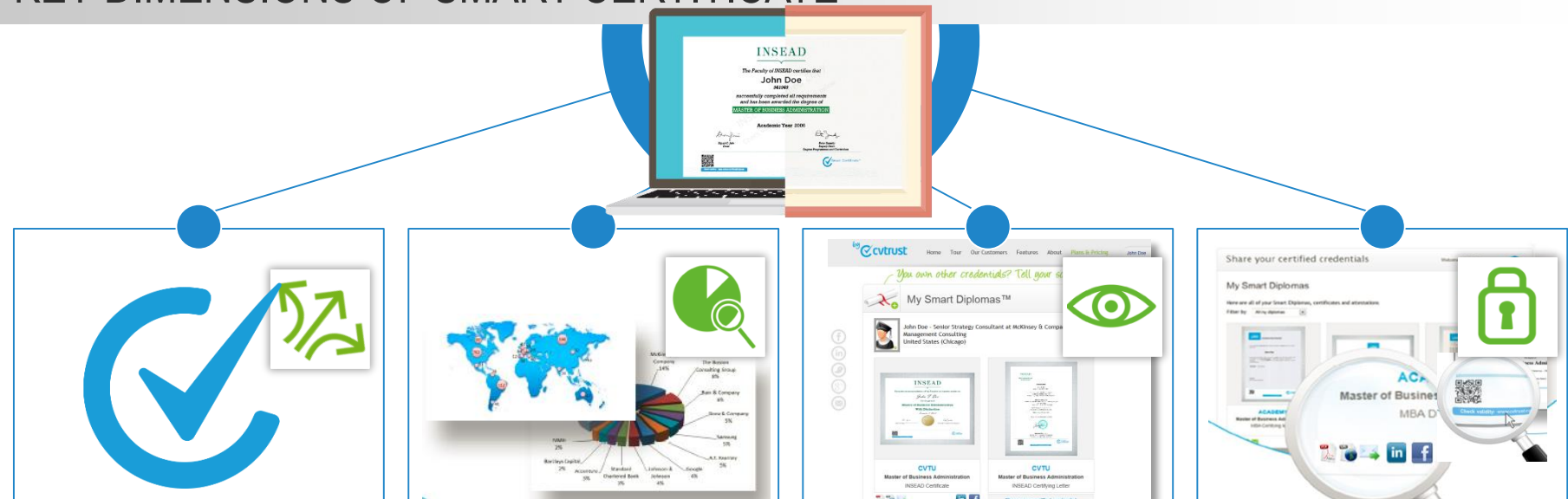
How to support graduates profiling themselves online for their career opportunities



How to preserve institutions' brands and avoid misuses (fake diplomas, ...)

# Smart Certificate™ : An innovative, a (US patented) platform for granting lifetime credentials of all kinds and keeping track of alumni communities

## KEY DIMENSIONS OF SMART CERTIFICATE



### A GENUINE SOLUTION FOR CREATING A LIFETIME BOND BETWEEN EDUCATION ORGANIZATIONS AND THEIR ALUMNI

A cutting-edge technology that allows education organizations to grant thousands of digital credentials (diplomas, certificates,...) with the click of a mouse.

Education organizations can monitor their alumni communities thanks to analytics.

- Lifetime bond
- Can be leveraged

A central online space to store credentials and showcase them to the world.

**GRADUATE'S PERSONAL ACCOUNT = ACADEMIC PASSPORT**

Unique, secure, verifiable link. Great asset on the job market 2.0.

- Social media (Facebook, LinkedIn,...)
- Secure PDF
- Emailable

# INSEAD

*The Faculty of INSEAD certifies that*

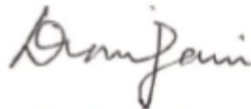
***Mr Fabien Astic***

**541949**

*successfully completed all requirements  
and has been awarded the degree of*

**MASTER OF BUSINESS ADMINISTRATION**

**Academic Year 2006**



*Dipak C. Jain*  
Dean



*Peter Zemsky*  
Deputy Dean  
Degree Programmes and Curriculum



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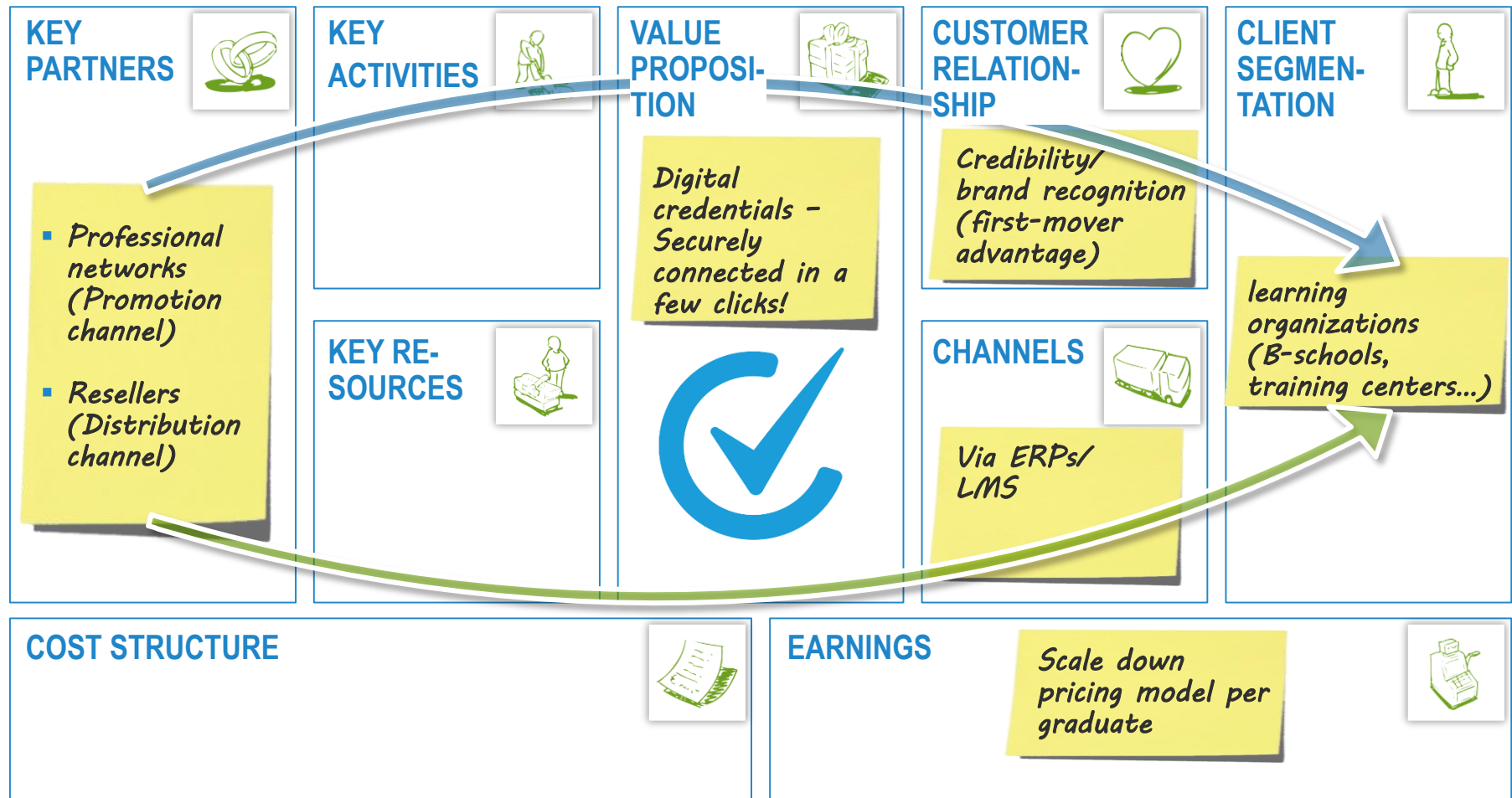


Created / generated by customers,  
via the Smart Certificate™ platform  
[click here to dig into the technology](#)

Check validity: [www.cvtrust.com/SmartDiploma](http://www.cvtrust.com/SmartDiploma)

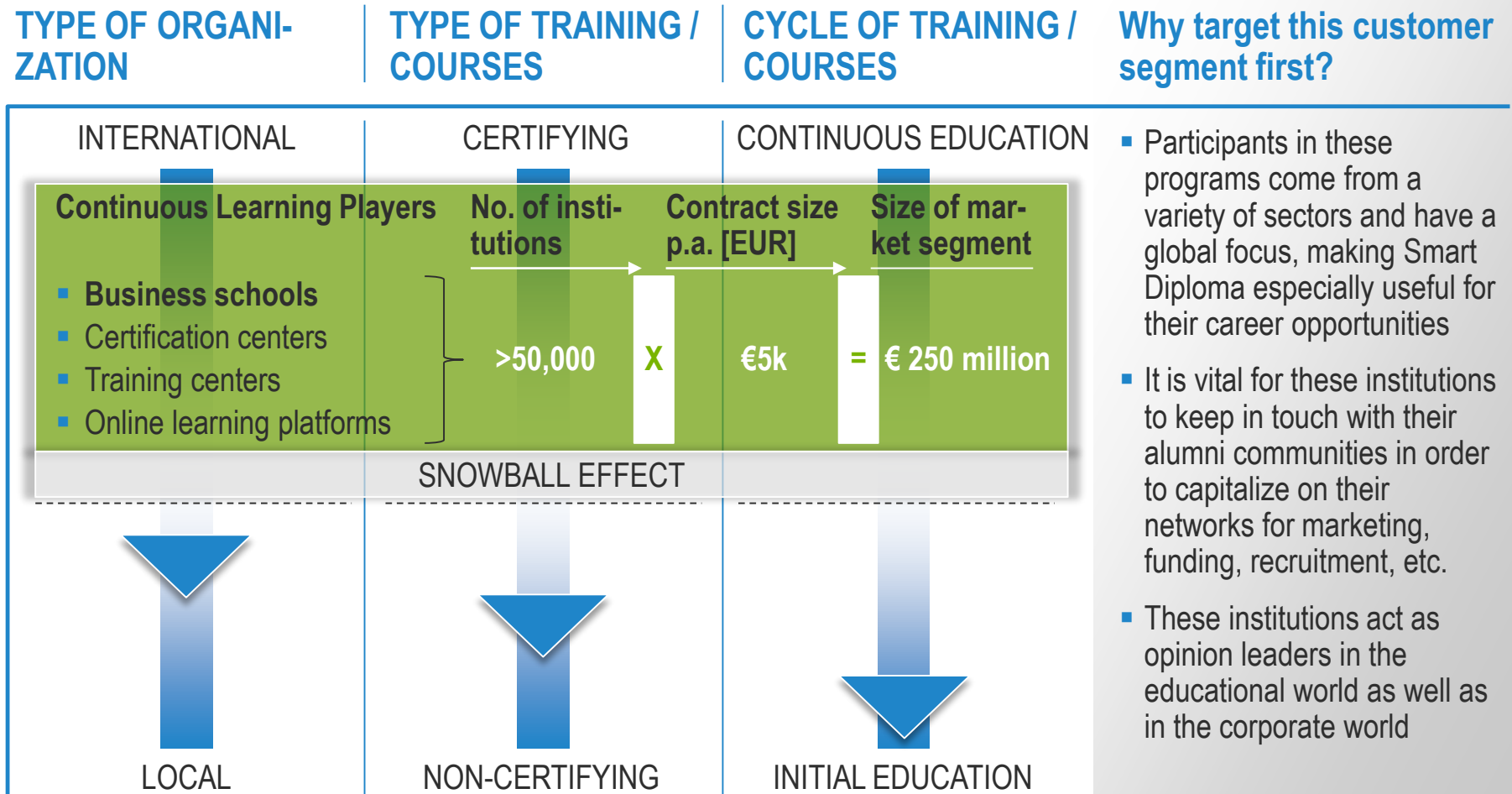


An effective business model for executing a clear strategy:  
Rapidly deploy our technology to become a market standard

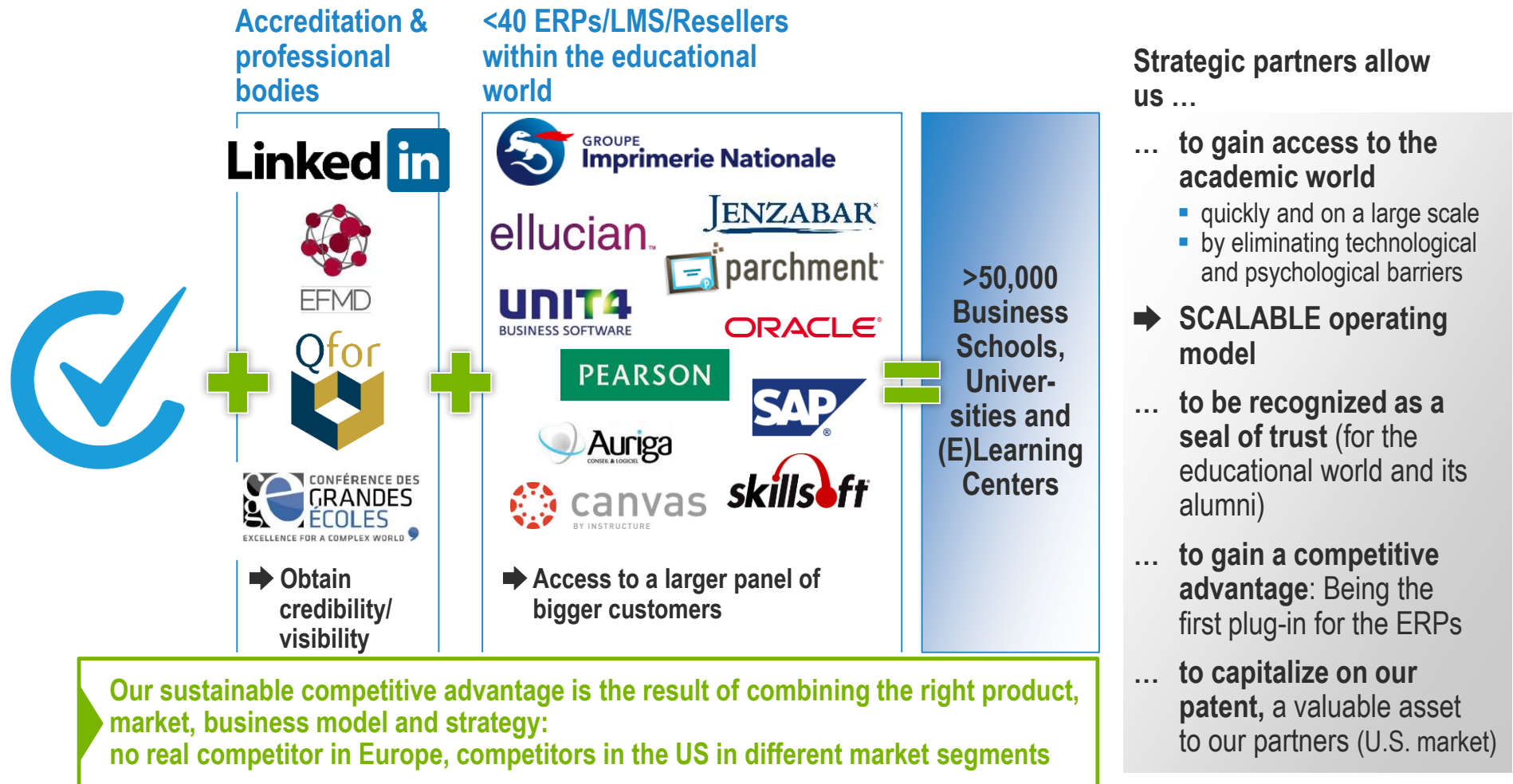




Among more than 50,000 players in the education market, our development has focused primarily on the market leaders in the continuous market segment



The implementation of our partnerships will support our business, set up entry barriers and enable an efficient deployment



Our strategy accelerates the acquisition of customers, boosts our sales and helps us build a database of certified graduates

## BUSINESS METRICS AND BOOSTS

### SALES

15 → 30 customers/  
year/salesperson

**BOOST 1 =  
NETWORK  
partnerships**  
(EFMD, QFOR, ...)

➔ Obtain  
credibility / visibility

Customer acquisition  
speed rate + size  
effect

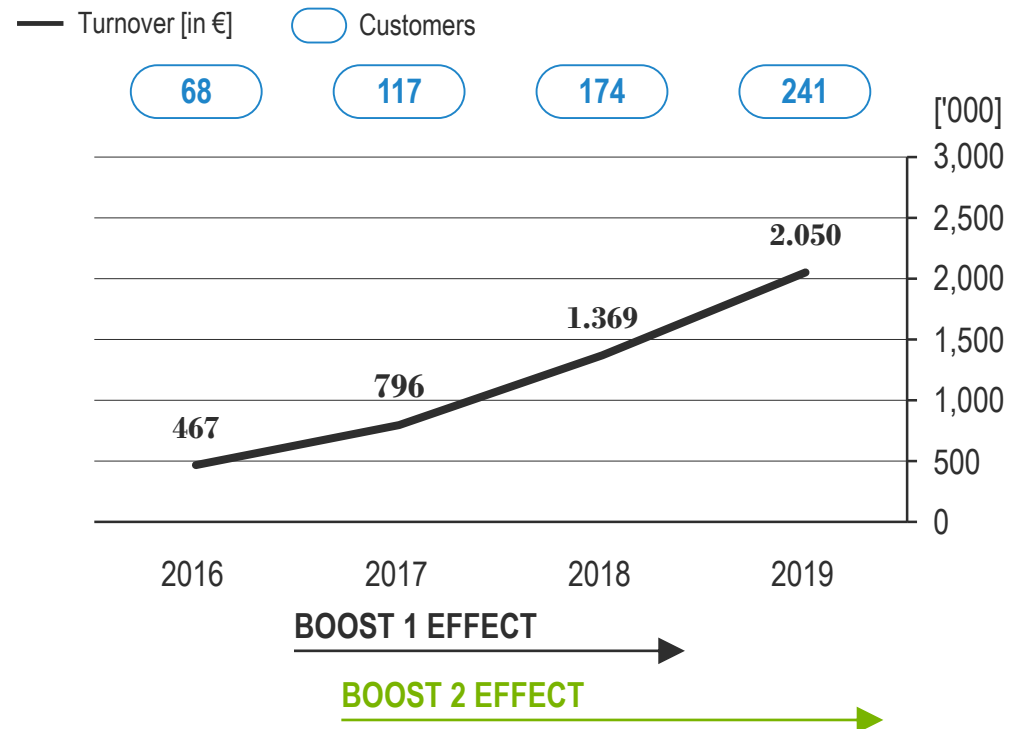
**X 2**

**BOOST 2 =  
RESELLING  
partnerships**

➔ Access to a  
larger panel of  
bigger customers

STRATEGIC PARTNERS

## FIGURES OF CURRENT REVENUE MODEL (incl. Business cases)

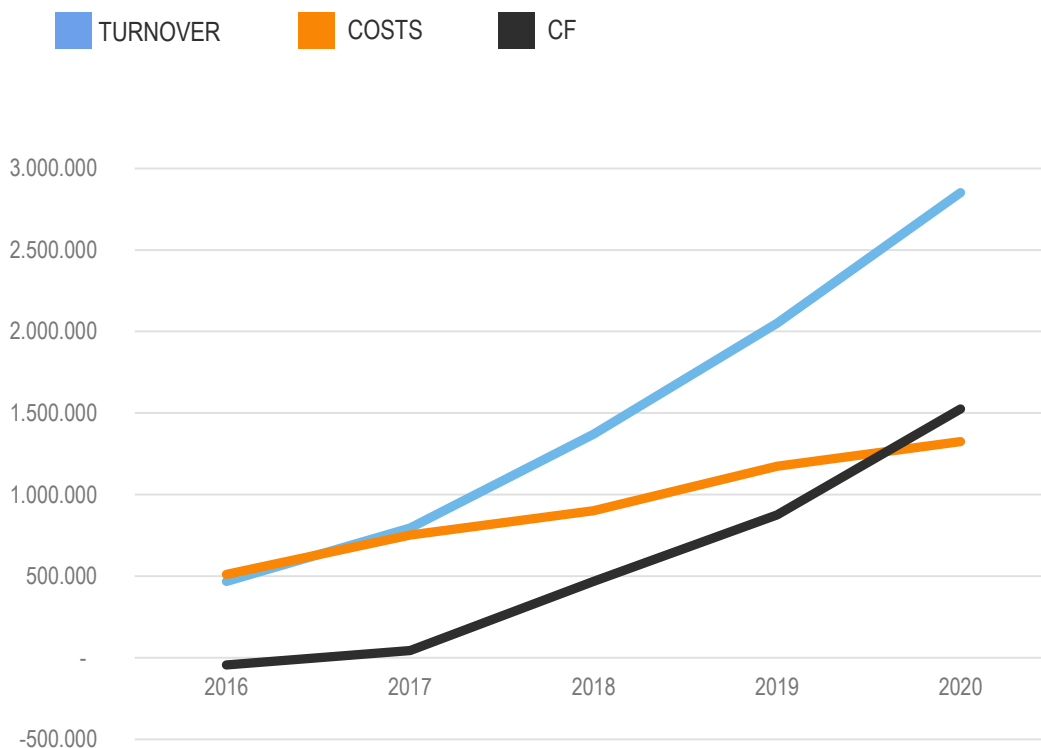


Our current Business Model allows us to achieve:

1. Growing recurring revenues
2. Growing customers portfolio
3. Cumulative growth of a certified database

A funding of €500k to strengthen our business development - direct / indirect channels – in the French market, and eventually at international level

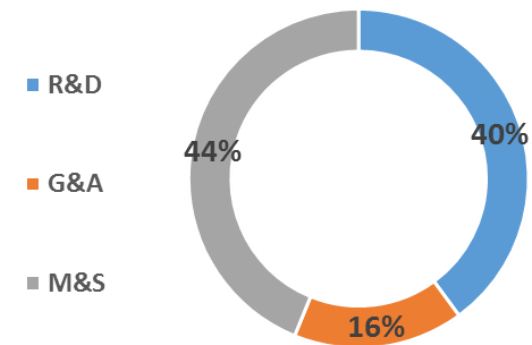
### METRICS FORECASTS WITH €500k FUNDING (incl. Business cases)



### ALLOCATIONS & OBJECTIVES

#### BUDGET ALLOCATIONS (2017):

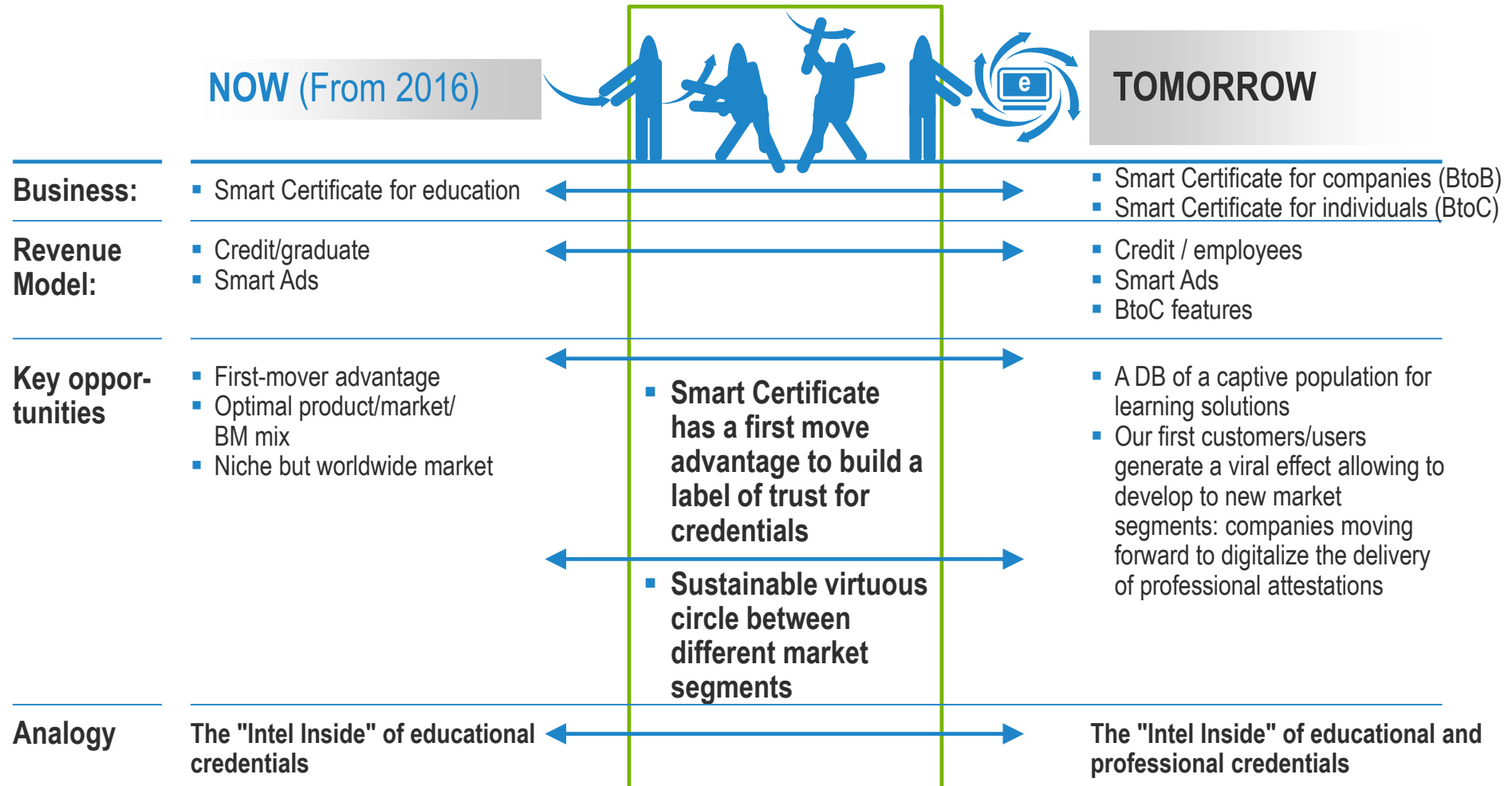
- Build reselling partnerships with market leaders to strengthen our indirect sales channel and support Business development
- Focus our sales and R&D teams to cover M&S activities and product development



#### OBJECTIVES

- Acquire significant volume of customers
- Quickly build a significant DB of captive users
- Launch additional revenue models

The evolution of our business ideally positions us to become a universal label of trust for any kind of credentials



# A team with complementary skills and roles, proven to have what it takes to develop an international business

## DAVID GOLDENBERG

*Co-Founder / CEO, 10 years in consulting and business development*

David is responsible for setting the product strategy and overall objectives for the company. A natural go-getter with great life enthusiasm, David is a direct, quick and creative thinker. He excels in promoting ideas to, with and through others and strives relentlessly towards success. He has extensive experience in strategy and business development. He holds a Master degree in Investment Management from Cass Business School.



## FABIEN ASTIC

*VP Sales*

Fabien is responsible for the company's prospection, sales and contract management. A natural optimistic achiever, Fabien shows great enthusiasm in reaching the team's ambitious goals. He excels at putting his quick wit to the service of a coordinated and focused business approach. He holds an engineering degree from the Grenoble Institute of Technology, an M.Sc. from the University of Glasgow, as well as an MBA from INSEAD. But don't just take his word for it, check the following [unique link](#).



## PIERRE-DAVID DEWAELE

*Co-Founder / CTO, 9 years in IT consulting and software engineering*

Pierre-David is responsible for all R&D and operations for the company. A natural goal-oriented leader, Pierre-David excels at turning business strategy into product development, turning groups of individuals into strong teams and solving issues focusing on product added-value. Holding a Master of Science in Engineering (Computer and Management sciences) from the Polytechnic Faculty of Mons and several project management certifications, he masters software product management as well as software architecture.



## SILVIO SAMUEL

*Software Lead Developer*

Silvio is responsible for the company's main product development. A dynamic development team leader, Silvio is a committed professional who leads by example. His expertise in Web application development, service-oriented architecture and his deep understanding of Microsoft .NET frameworks are the key assets he uses every day to realize the product roadmap. Holding a BA in mathematics and computer science and counting over 15 years' experience in Software Development, he masters all the product development aspects.



## DEBORAH VANDERLINDEN

*Senior Account Manager*

Dynamic, responsive and results oriented, with a large capacity for analysis. She excels in customer relationship, organizational and solving problems. The challenge is her engine..



## PHILIPPE FASS

*Head of Marketing*

Philippe Fass develops the marketing strategy and its creative implementation. His mission is to turn Smart Diploma into a new standard, which shouldn't be too hard. In a previous life, Philippe spent ten years in London working for the likes of Saatchi & Saatchi as a senior creative. There he picked up, amongst other things, a great skill for writing this type of text, an eye for making sure he doesn't look too bad on the portrait that goes with it, and above all a magic touch that ensures you still want to read on. Philippe graduated from the Centre des Arts Décoratifs.





References: partners

# Strategic partnership , joining technological skills and ability to deploy large and national projects



## Fiche partenaire:

- CAP GEMINI France is the official reseller and integrator of the SMART CERTIFICATE solution, for the diplomas linked to the French ministry of education, diplomas of the high schools, colleges and graduate schools: BAC/BAC PRO, BAC+3, BAC+4, BAC+5, PhD.
- With complementary expertise and experience, this partnership ensures operational excellence for large-scale projects throughout the user life cycle : analysis of needs, risks and impacts; planning, control and execution of deployment programs ; framing of steering committees ; change management and support of business and functional teams ; knowledge transfer , training and coaching ; monitoring of schedules, ...
- Joint supervision vis-à-vis large companies, including state agencies involving a central, decentralized entities , various suppliers ..

# Partnership with professional networks



## Description:

- Nationality: French
- Objective: promote a trusted solution to ensure the integrity of degrees from their schools (and their graduates) , specifically for CGE accredited programs
- Targeted users : 217 “Grandes Écoles” of France
- website:  
<http://www.cge.asso.fr/nos-labels/smart-certificate>

## Testimonial:

« Smart Certificate is the right answer to the problem of fake diplomas, for graduates as much as for recruiters. It makes it easy to access and share a trusted information. »

**Francis Jouanjean,**  
**Délégué général**

# Partnership with social networks



## Description:

- Nationality: US, international positioning
- Objective: promote a trusted solution to enable their members to easily and securely update their training courses
- Targeted users: their members (10 million of users in France, 300 million worldwide)
- Website: [www.linkedin.com](http://www.linkedin.com)

## Testimonial:

« We seek to strengthen our collaboration with the education sector by simplifying the lives of their graduates (our users) when updating their profile online, securely. With solutions like Smart Certificate (of CVTRUST) , it becomes possible. »

<http://blog.linkedin.com/2013/11/14/introducing-a-new-way-to-add-certifications-to-your-linkedin-profile/>

References: customers

# In France...

INSEAD

The Business School  
for the World®



SciencesPo.

HEC  
PARIS



académie  
Versailles



INSTITUT  
Mines-Télécom

INSEEC

PARIS • BORDEAUX • LYON • ALPES-SAOIE  
MONACO • LONDON • CHICAGO



Formaposte  
Ile de France



studialis

ENPC  
MBA  
PARIS



telf  
TEST D'ÉVALUATION  
DE FRANÇAIS



lpag  
Business School  
Paris Nice Kunming Los Angeles



ynov

its Learning



# ...at international level





## Smart Certificate™ is ...



### UNIQUE

*Never done before*



### INNOVATIVE

*The "missing link" between the academic world and job market players*



### PROVEN

*Field-tested and currently successfully used by top tier academic institutions*



### ON THE MOVE

*Large and growing prospective portfolio – Additional products in the making*



### AT THE CUTTING EDGE

*First-mover situation. Social networks oriented. The horizon is "still" clear.*

## THE OPPORTUNITY



**Market in expectation**



**Once inside, the market is captive**



**Scalable and recurring revenue model**

# TIME IS OF THE ESSENCE – NOW IS SMART



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