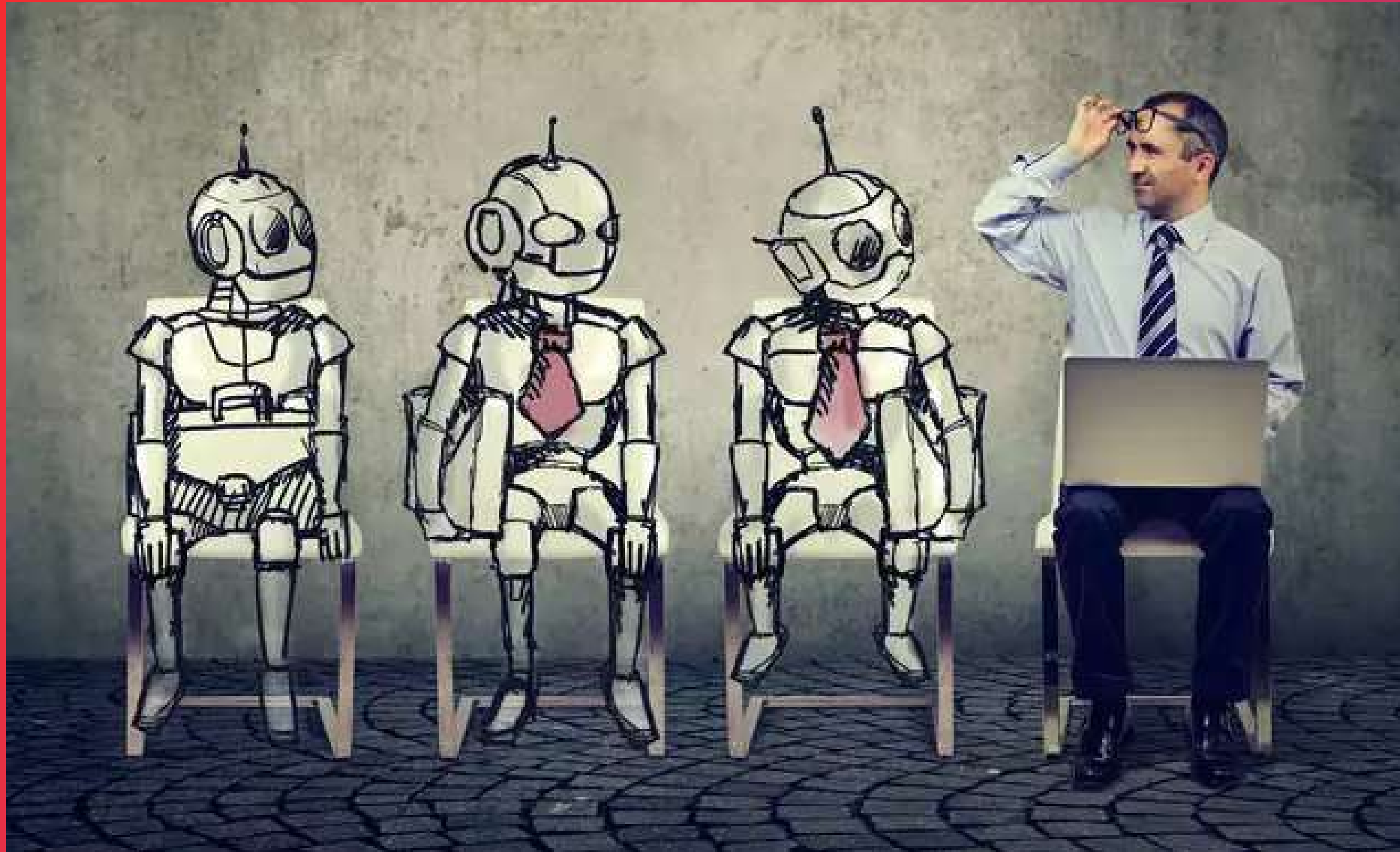
The background of the slide is a photograph of a modern office interior. It features a glass wall that reflects the office space, including a blue door and a white ceiling. In the foreground, there is a long, light-colored conference table with three red, ribbed leather chairs. The text is overlaid on this image in a bold, red, sans-serif font.

SMARTHINK PITCH DECK

AN EDTECH SME
WITH A FOCUS ON SOFT SKILLS

"EDULAI SKILLS HUB"

Many people will soon loose their job because of technologiesDo we really care?



How many skills will be performed by Robots soon?

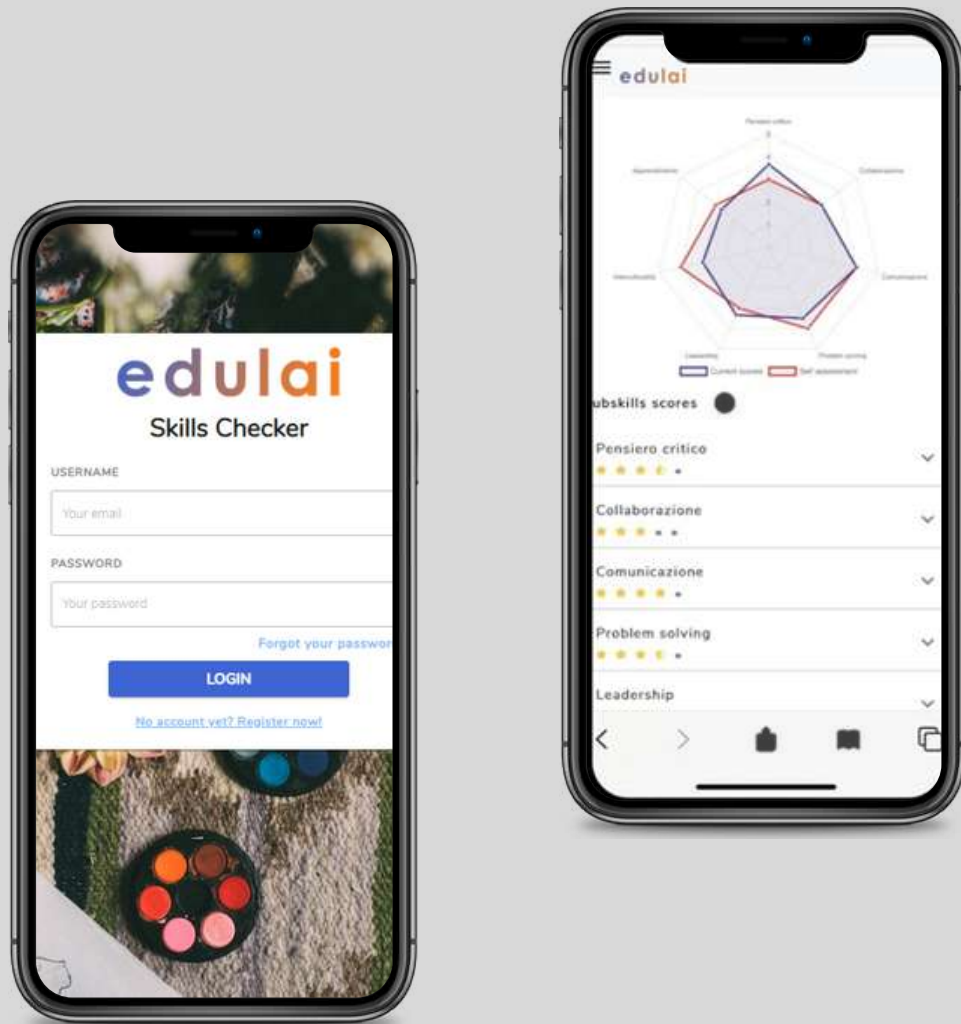
How Human will be able to compete with them?

"caring about this will mean caring about us, other people, and our life on heart"

Number	Job	Human Trait Replaced
7	Copywriter	Creativity and Writing
11	Telemarketer	Persuasion and Communication
16	Tutor	Knowledge and Teaching
19	Content Moderator	Critical Thinking and Judgment
20	Recruiter	Interviewing and Assessment

An unprecedented opportunity: **edulai** Soft Skills for empowering Humans, in 3 steps

www.edulai.com

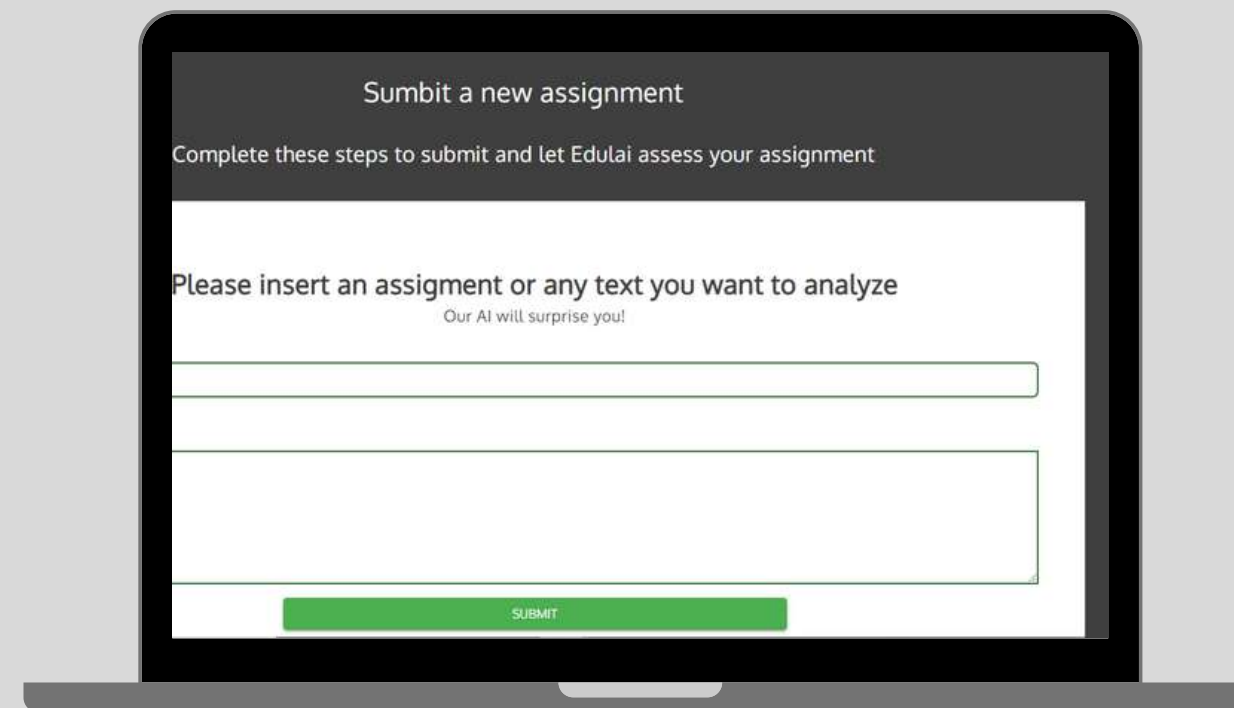


1) Assessing Soft Skills

Edulai Skills Checker®

<https://smartworking.skillschecker.b52.cloud>

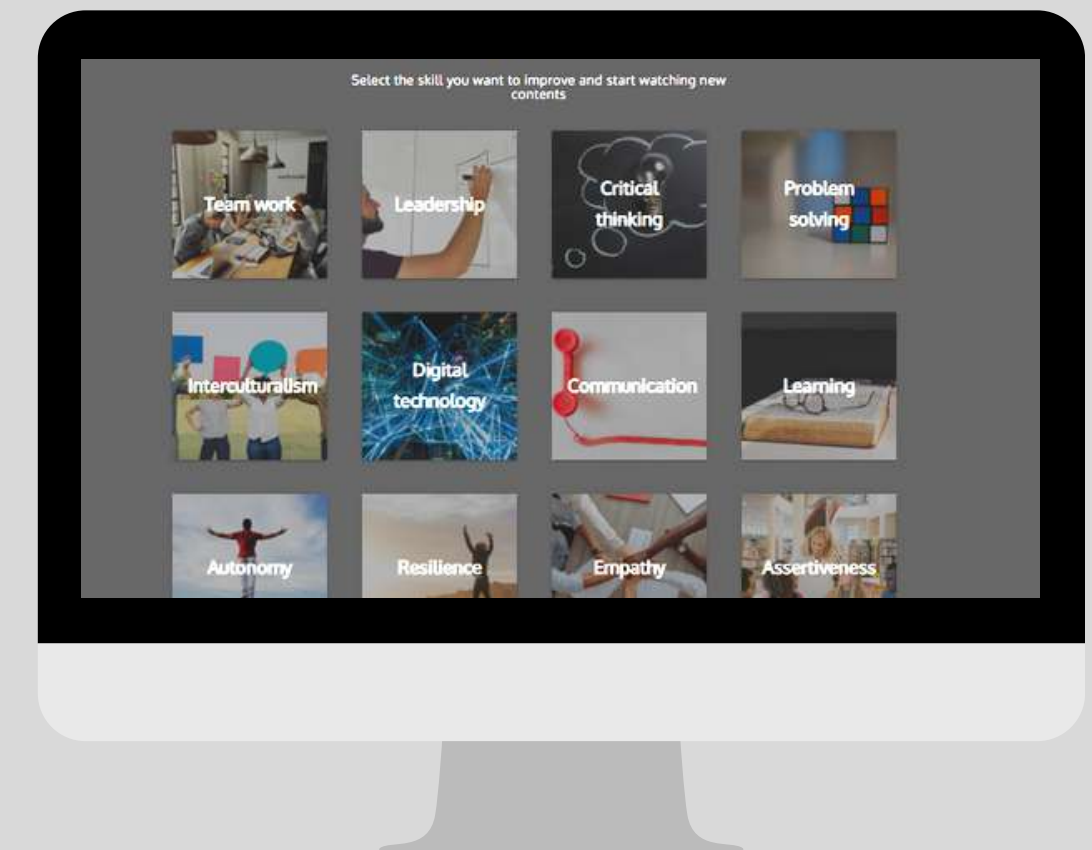
[/quizzes](#)



2) Assessing critical thinking skill

Edulai Critical Thinking®

<https://dev.moodle.b52.cloud/login/index.php>



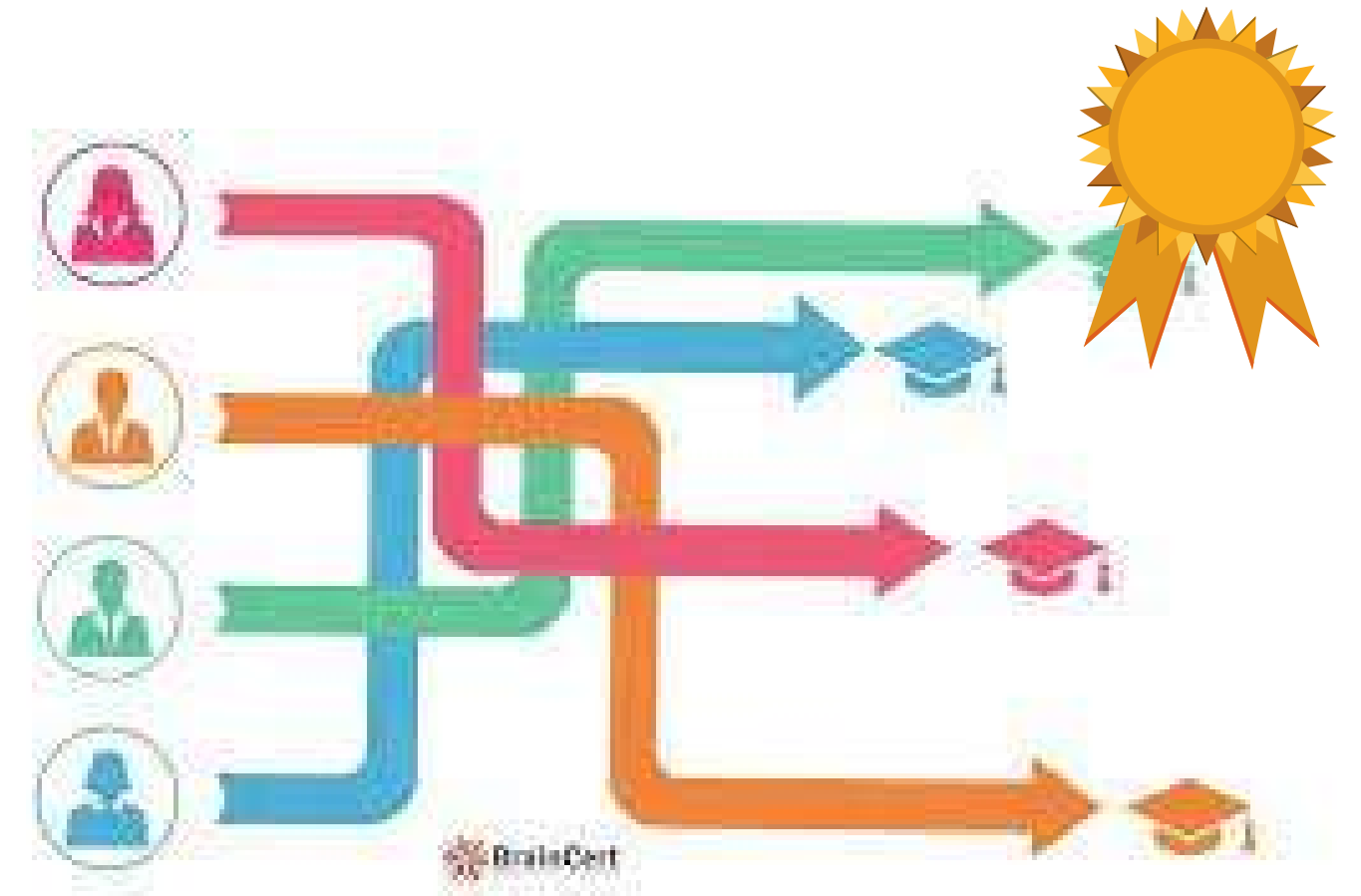
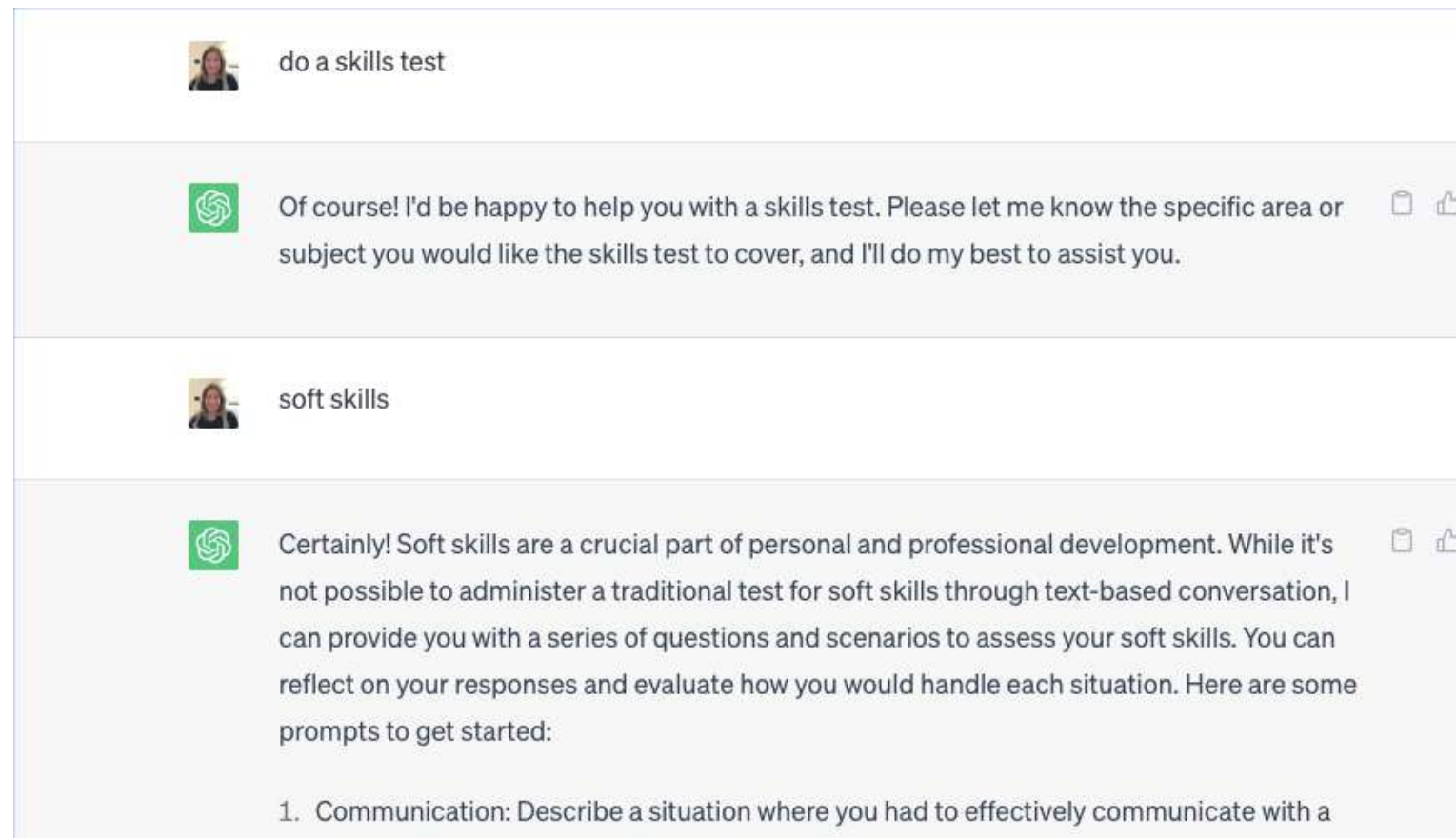
3) Improving skills

Edulai Intelligent Academy

<https://dev.moodle.b52.cloud/login/index.php>

....becoming **edulai** "Skills Hub"

... "as a place where experiment and exercise skills as community through Gen AI" ...



**Skills Assessment through
Generative AI**

**Learning Paths
& Digital Credentials**

API integration

Combining Generative AI and EdTech Global Market with multiplier effects

404 Bilion in 2025 - CAGR 12%
 our SAM can be estimated into 0,001% of this market

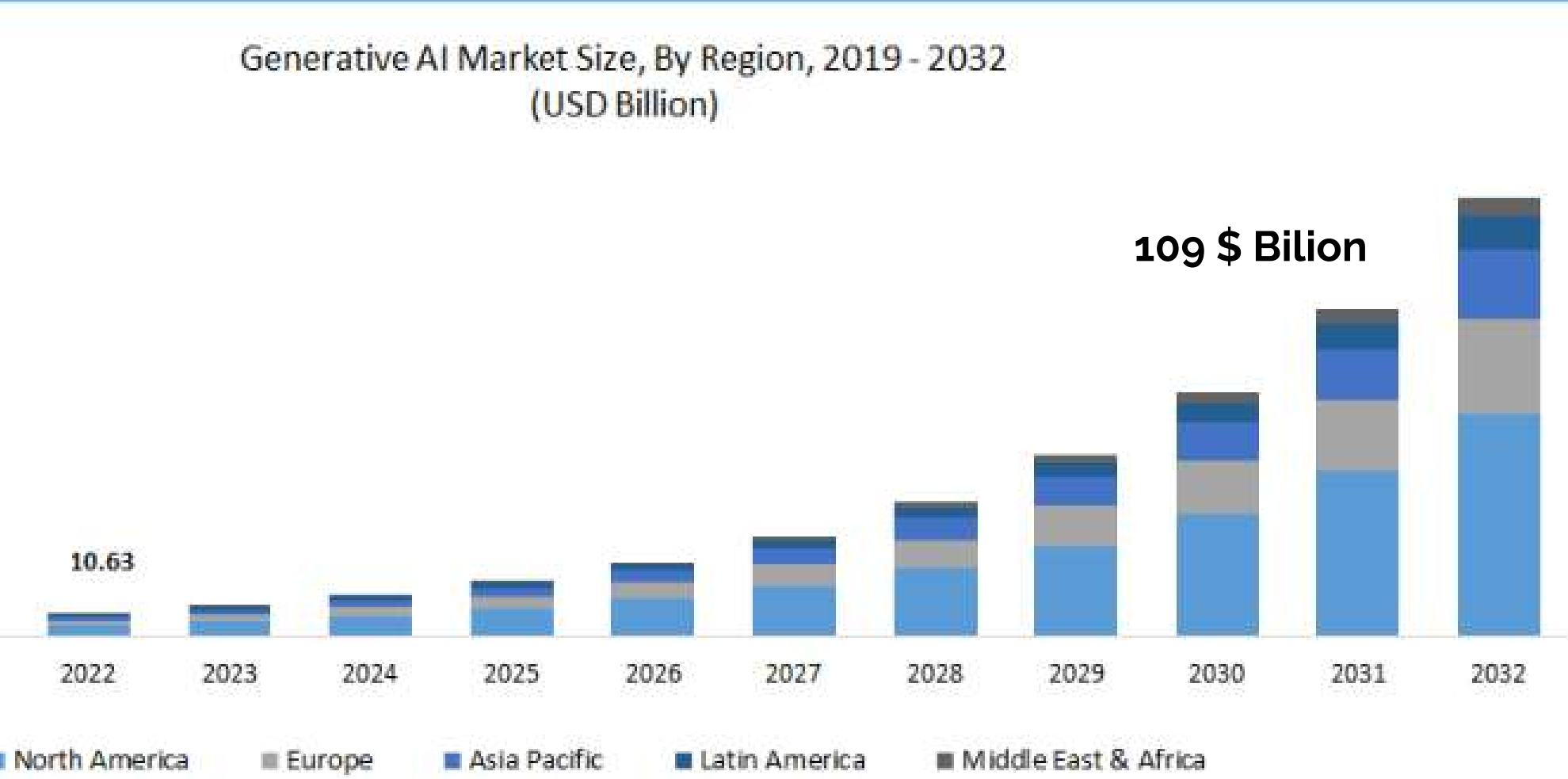
109 Bilion in 2030 - CAGR 34%
 our SAM can be estimated into 0,001% of this market

HOLONIQ. EDTECH IN 10 CHARTS Holon IQ

EdTech spend will nearly double in the next 5 years

Growth in Total Global Expenditure on Education Technology in USD

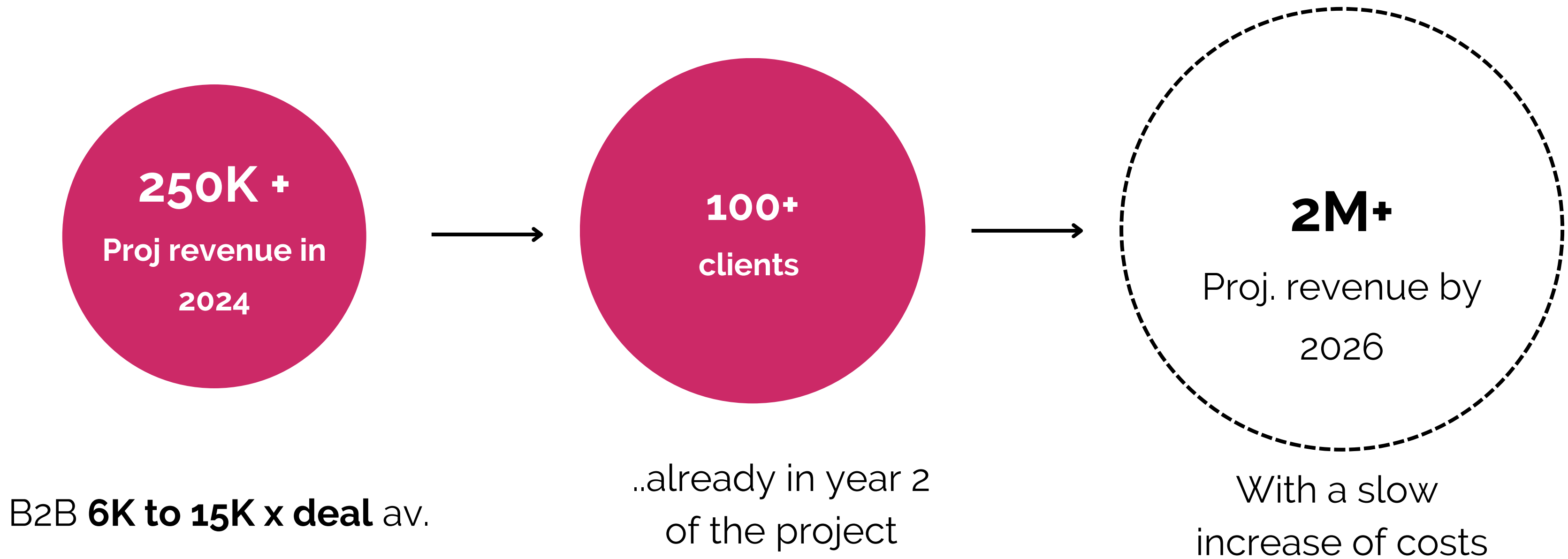
Year	Total Spend (USD)	Digital Spend (%)
2020	\$227B	3.6%
2025	\$404B	5.2%



HolonIQ

Business Model

Sell of **yearly B2B** Service Packages



Traction

fundings received 42K+: **currently in conversation with inverstors**



2021

12 + B2B clients
1000 + users
trained

Launch in the
market



2 patents
2 registered
trademarks
2 copyrights

IPR

National and
Intenrnationali



2000+

N. of users

National and
Intenrnationali



Users Survey

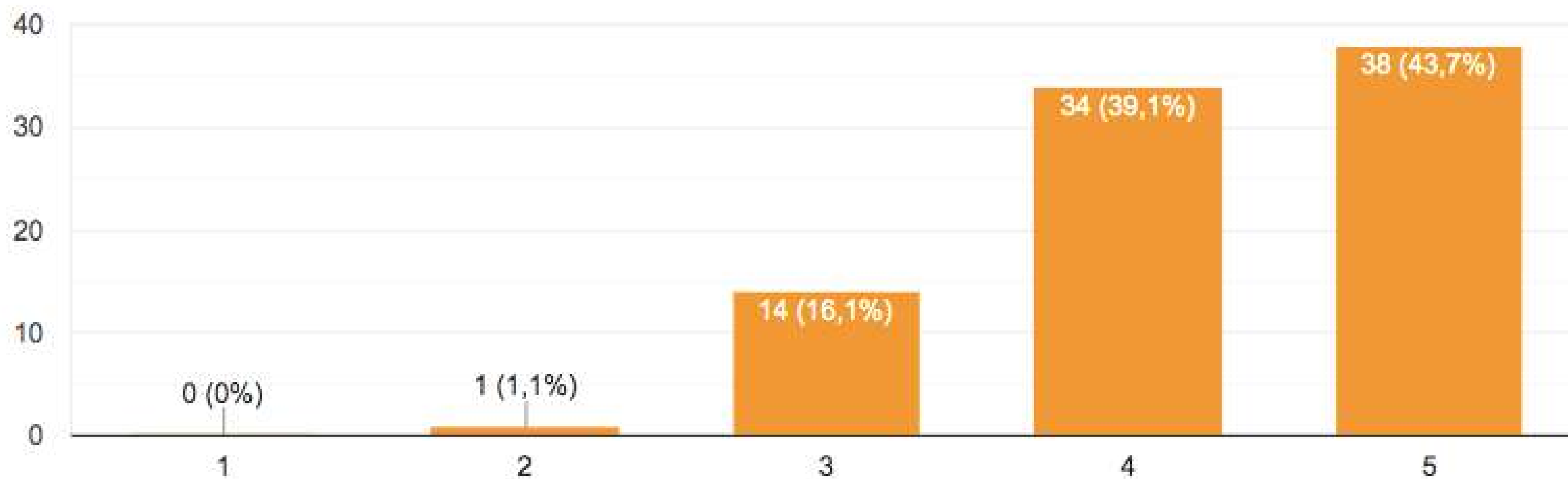
Preferences expressed
by 150+ users
on Skills Checker

Traction

Hai trovato Edulai Skills Checker® alla tua portata? Indicalo su una scala da 1 (per niente alla mia portata) a 5 (completamente alla mia portata)



87 risposte



Traction

Perchè?

46 risposte

perché è chiaro, immediato e si immedesima nella situazione.

domande abbastanza semplici

Sono riuscito a immedesimarmi nel venditore, nonostante non abbia esperienza nel settore.

per poter crescere

ho capacità di lettura di analisi

Ho risposto sulla base di come mi sarei comportata io nelle varie occasioni

È un test che ti aiuta a capire molto come sei fatto e come ti approcci con gli altri.

Abituata allo svolgimento di attività di questo tipo

Le domande erano ben poste.

Competitors Features and Analysis 1

	Soft skills Self-Assessment	Soft skills formal and innovative assessment	AI Adaptive platform for Soft Skills Training	AI per Critical Thinking Assessment	Digital Badge for skills certification	API e/o LTI Integration
Edulai	x	x	x	x	x	x
<u>DeepSkills</u>		x	x		x	
Degreed	x		x			x
<u>Linkedin</u>	x		x			x
<u>Bonsayme</u>	x		x			
<u>Skillshare</u>	x		x			
<u>Eggup</u>		x				x
<u>Abintegro</u>		x	x			
<u>Cobrainer</u>		x	x			
Educated		x	x			
<u>Skillato</u>		x	x			
<u>Glikon</u>		x	x			
<u>Gility</u>			x			
<u>Lifed</u>		x	x			
Gams		x	x			

Competitors Features and Analysis 2

Italian, & International Market

Competitor

Problem

Feature

Edulai

Engagement
& soft skills
empowerment

Skills Hub &
Generative AI

DeepSkills

Soft Skills
empowerment

Online
coaching

Degreed

Hard/soft skills
mapping &
Training

Skills self-
assessment &
Reccomendation
system

Glikon

Recruitment &
Skills training

Job board &
Onboarding
paths

The Core Team as today

- Female CEO (90% cap table) & 50% of female operative staff-



Lucilla Crosta - CEO 90%
PhD Education - R&D



Maisano Carmelo - CFO
Co-founder **10%**



Stefano Ghidotti
Marketing & Strategy



Gabriele d'Aquila
CTO



Paola Azzi
Marketing Trainer



Massimo Antonucci
Coach & Psychologist



Fabiana Stucchi
Administration



Roberto Lentini
CSO



Tatiana Maira
LMS Moodle Expert

CRITICAL THINKING & GENERATIVE AI



One among many skills of **particular importance for manager and young manager** today è quella is the Critical Thinking one defined as:

"Exercise reasoning to analyze problems, obtain, interpret and use knowledge, facts and data demonstrating originality, inventiveness and alternative perspectives from those already presented"

Google **edulai**

The Edulai platform can evaluate Critical Thinking by **analyzing texts written by users with artificial intelligence** and a particular **patented evaluation system**. This tool was chosen for a POC offered to us by **Google to implement Generative AI technologies in the Assessment**

Interested Universities



University of Liverpool -UK

Run 1 POC in the past
currently in
conversation
for a new POC on
Gen AI



University of Roma 3

Currently in
conversation
for a POC on
Gen AI



Institute of Tropical Medicine Belgium

Currently in
conversation
for a POC
on Gen AI



University of Trento

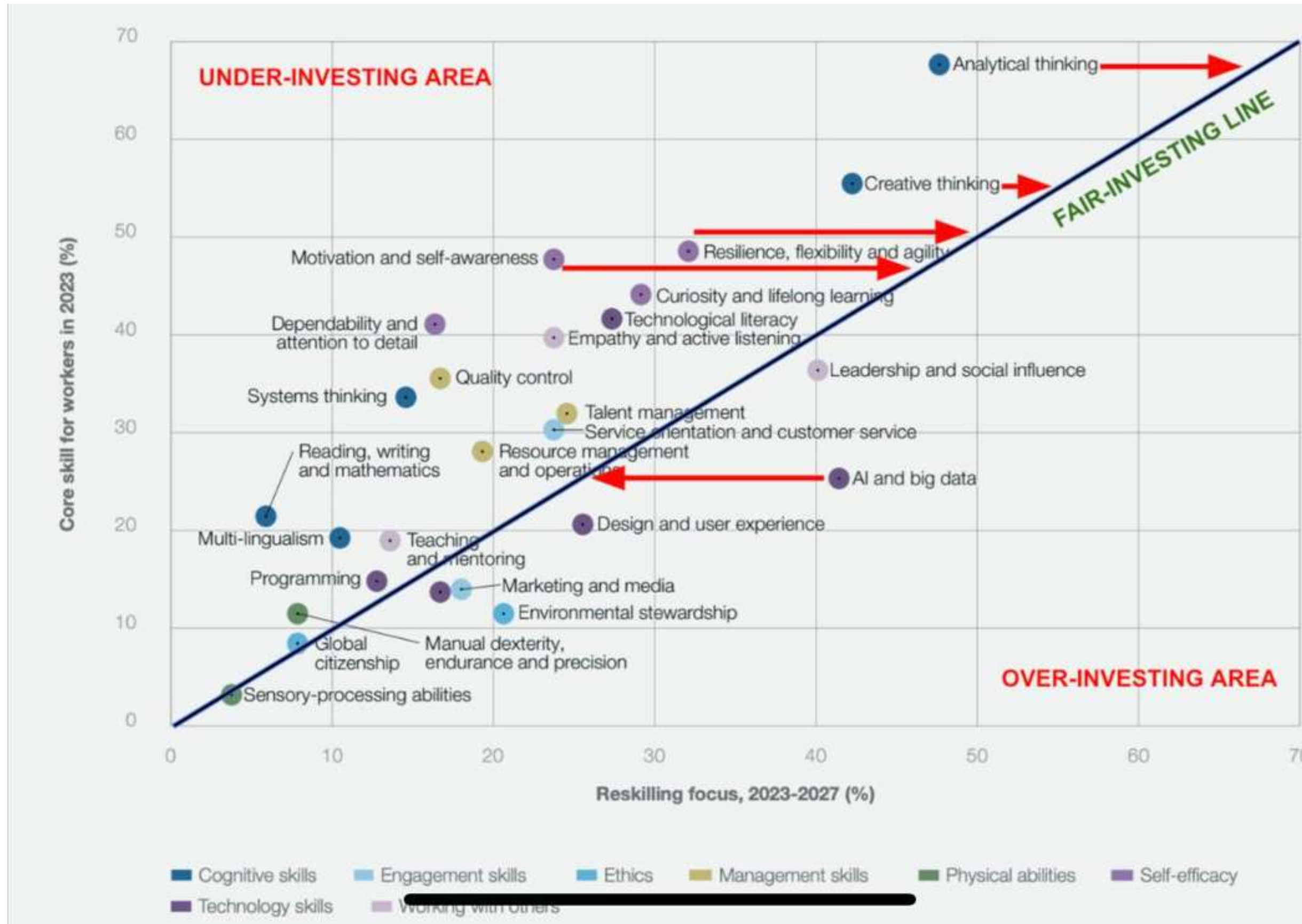
Currently in
conversation
for a POC on
Gen AI



University of Roma 3 - Bulgaria

Currently in
conversation
for a POC on
Gen AI

Under-investment opportunities



AMONG OUR OBJECTIVES

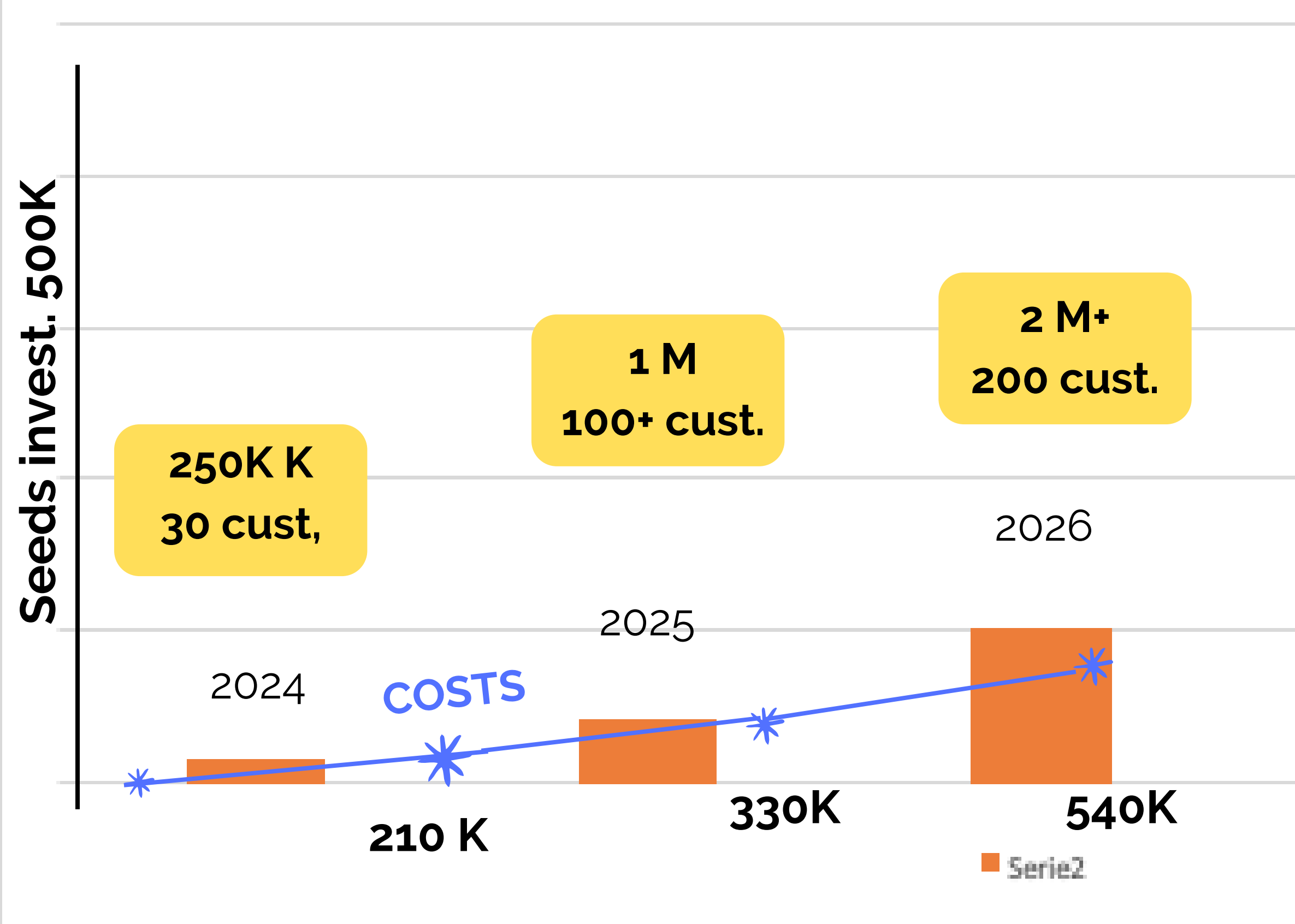
COMMERCIAL PARTNERSHIP

Currently open discussion with 3 big groups
for establishing strong commercial
partnership

INSTITUTIONAL INVESTITORS

Involvement of investors in our
CAP table

Financial projections - incomes, customers, costs



Some of our partnership and clients....



THANK YOU!

edulai *Smarthink*

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