



Innovation in MOOC for better online sharing

The Interactive Teaching Platform

A worldwide scale project

www.freasyway.com

What is Freasyway about?

Multicultural global distance learning platform for everyone

Current challenges

- ✓ **For students:** expensive courses that lead to an inequality of chances, geopolitical aspects preventing from proper access to educational institutions and international mobility, lack of interaction with businesses.
- ✓ **For institutions:** burgeoning infrastructure fees, educational networks that barely keep pace with the new technologies that evolve very fast, the need to renew the traditional education approach that features different ways of sharing knowledge due to lack of proper solutions.

Traffic and evolution of the platform

- ✓ Success is already here with nearly 500 educational institutions, associations and independent teachers from around the globe (Argentina, Belgium, Canada, China, France, Germany, Russia, Spain, Sweden, Tunisia, UK, USA).
- ✓ Daily new registrations.

How ?

Connecting educational institutions to the public searching for qualifying and non qualifying education through a web platform



Users :

- ✓ **Public (demand)** : pupils, students, adults looking for continuous education or professional reconversion, autodidacts.
- ✓ **Institutions (offer)** : Secondary Education, Universities, Professional Training Centers, Distance Learning centers, Independent Teachers, public and Private Institutions.



Partnerships :

- ✓ **Governments and ONG's**
- ✓ **Universities:** Columbia University New York, EPFL in Lausanne, Paris Sorbonne...
- ✓ **High School / Colleges**
- ✓ **Entrepreneurs**



Implementation of Learning Centers as "Parallel Project"

Will enable distance teaching and practice in various educational areas, certification or exams that require physical attendance, or obtaining a diploma, a brevet etc. It provides a solution to one of the requests expressed by institutions during the preliminary development of the platform.

Project Summary



- ✓ **Free Easy Way « a free easy way towards knowledge »,**
- ✓ **Ease the sharing of knowledge and access by a higher number of people – this is the main goal of Freasyway. For accomplishing this objective, Freasyway proposes an innovative tool that provides a solution to all current challenges of education.**
- ✓ **We are talking about a complete and unique device to access contents of distance learning. These contents are proposed by a wide range of professionals such as schools, colleges, universities, technical schools, associations or independent teachers. They can post online courses – free or paid – available for their students or any interested person.**
- ✓ **The platform is also available for professionals and citizens of the world who want to share knowledge at a worldwide scale.**

Objectives and goals 1/2

- ✓ To democratize online learning and ease access to education for all
- ✓ To customize the online pedagogy using an innovative platform.
- ✓ To ensure access to everybody, improve the quality and the efficiency of all educational systems and online learning in Europe and the rest of the world.
- ✓ To offer a platform and an interactive, innovative teaching network that covers the entire spectrum of education.
- ✓ To promote digital learning by putting accent on the use of TIC in education and to promote the cooperation and the dialogue at all levels across Europe and the rest of the world through public and private partnerships.
- ✓ To create favorable conditions to the development of digital contents, learning services and platforms according to clearly defined norms and standards.

Objectives and goals 2/2

- ✓ On a long term basis, the goal of Freasyway is to expand the platform worldwide in order to be available on all 5 continents. Currently, it is available in 18 languages and will expand even more in 2014.
- ✓ In addition to our virtual platform, we planed to enhance the presence of Freasyway in emerging countries; therefore, we will implement <<Learning Centers>> in areas where internet access is difficult: some countries in Africa, Asia and South America.
- ✓ Our system is a solution to the needs of educational forums by offering an alternative solution to the traditional educational system. Anyone can use Freasyway for free, and the internal use of your institution will enable you to achieve savings while improving your visibility used on our flexible offers. Therefore, the added value to your pedagogic approach will be very appreciated by your public and students.

Advantages and Assets 1/2

- ✓ The platform is hosted in France and Switzerland, Load Balancing included.
- ✓ Freasyway supports you in promoting your courses at a worldwide scale.
- ✓ An open application for integrating basic contents and personal tools.
- ✓ Integration of multimedia and Web 2.0 contents (YouTube, TeacherTube, Flickr ...)
- ✓ Virtual private and public library – can be shared and integrated directly within the cours, Teaching and collaboration tools, Sharing resources to stimulate students' curiosity during the class and outside the classroom.
- ✓ Integration with IT user management systems and new functionalities – simple, ergonomic and intuitive.
- ✓ Free, integrated mailing system for sending out invitations to the address book for announcing course openings or other news.

Advantages and Assets 2/2

- ✓ No installation or software download required, fast implementation, no maintenance, 24/7 support, data security, innovation and reliability, multilanguage support, an easy-to-use interface to enable users a fast adaptation to the system.
- ✓ Freasyway provides all the tools required to manage all students who registered to courses – possibility to interact with existing communities, to contact other institutions and professionals from various domains and backgrounds.
- ✓ Free use of the virtual class for up to 10 participants; for more than 10 participants, it becomes a paid feature – live course, opportunity to record the class and integrate it as part of the courses published on the platform (Launch offer)
- ✓ Learning platform based as an online service, available immediately and everywhere thanks to our future implementations of Learning Centres around the world.
- ✓ Exchanges with European and non-European countries regarding research and education.
- ✓ Abolition of distances, schedule and location flexibility, reduced indirect studying fees (such as premises, commuting, etc...), actual interaction involving learners and educational institutions.

Business Model

- ✓ Online purchase of courses. Commission fee of 30% charged on courses sold only.
- ✓ Classified ads. Based on an hypothesis of 10'000 monthly users, a revenue of € 140'000 is expected.
- ✓ Advertising. The area strictly dedicated to education will remain free of any ads. Monthly expected revenue (calculation based on the «Display» option, 5'000 users per month) = € 243'000 / month
- ✓ FreasyConfig. Custom access to Freasyway. Monthly fee € 15.- per month : $€15,- \times 5'000 = 75'000.-$ / month.
- ✓ BoxReader. A collaborative online library. Commission fee of 30% on all published works sold.

Required capital

Total general expenses required for 2014 “€ 797'000.-”
(Reference Business Plan page 15)

- ✓ Priority investments estimated to the sum of € 297'000.-
- ✓ For a powerful worldwide marketing strategy, an additional amount of 500K EUR is required to increase visibility and achieve faster results.

Why financing is needed?

- ✓ Marketing, event organisation, public relations and future developments.
- ✓ The funds will also help us ensure the sustainability of the project and a long term development of Freasyway in order to meet our target and become a high quality solution for the education of tomorrow.

Managing Team

- ✓ Steven Hori, CTO & Founder of Freasyway and H-Technologies SA
- ✓ Laurent Venadiambu, Investor (no position in the company)
- ✓ Méry Grossrieder, Chief Accountant & Co-Founder of Freasyway
- ✓ Audrey Humbert, Sales Manager, International Relations and Learning Center Coordinator
- ✓ Mihaela Staicu, Area Manager and Freasyway Coordinator
- ✓ David Equey, Lawyer, Specialized in Social Networks
- ✓ Francisco Campos, Head of Freasyway, Spain

Technical Team

Steven Hori, founder of H-Technologies is a Software Engineer and a specialist in Web development, architecture, research and innovation. He manages a team of technical professionals made up of 7 IT Engineers in charge of Web development, system administration, smartphone (iPhone & Android applications) i.e.: 2 Engineers in charge of program analysis, 2 junior IT Specialists in charge of testing applications & the website), 1 Engineer in charge of stability research and 2 SEO specialists.

Summary

- ✓ Education by means of the new technology is the best solution for students and institutions.
- ✓ Educational systems founded on TIC combined with our Freasyway solution will revolutionize education and distance learning by reducing the digital divide.
- ✓ Freasyway will reinforce the cooperation between educational institutions inside and outside all continents.
- ✓ The Freasyway technology can be used to stimulate young people's creativity.
- ✓ Freasyway clearly responds to public demands and should lead to real profits.
- ✓ Support this initiative! Thank you for your attention...

Le temps de l'innovation éducative

L'éducation pour tous, par tous, tout au long de la vie.

Enseigner en ligne



CONNEXION ÉTABLISSEMENT

E-mail

Mot de passe

Connexion

Mot de passe oublié ?



Êtes-vous étudiant ?

inscrivez-vous

Un projet à l'échelle mondiale

L'objectif est de permettre aux écoles, aux universités et aux professeurs indépendants de mettre leurs cours en ligne - gratuits ou payants - auprès de leurs étudiants ou à disposition de toutes les personnes intéressées.



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