

Mobius SLIP
Frequently Asked Questions

Last updated: March 7, 2016

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Q: Can you please provide more information about the company?

The Mobius Social Learning Information Platform (Mobius SLIP) project began at the University of North Carolina at Greensboro in April 2011 with the creation of the proof of concept and a prototype of a double-loop mutual assessment peer review software.

Complex Task Assessment Solutions and Information Technology (CTASIT) LLC was founded in April 2012 with the aim to commercialize the educational online technology products that help develop critical thinking, creativity, communication and collaboration (4Cs). The commercial release of the software began in June 2012.

Today, the team consists of four founders who also act as executives, and several contractors and student interns. In 2013, two of the founders (Dr. Eric Ford and Dmytro Babik) filed the patent application for the underlying intellectual property.

In February 2014, CTASIT assumed the do-business-as (DBA) name of Social Learning Solutions.

Q: How is the company structured?

Customers (instructors and students) are in the US and Canada. The main office is located in North Carolina (USA); the development operations are in Vancouver, British Columbia (Canada); the server is located in California. One office is located in Chicago, Illinois.

You can read more about our early history in this article

<http://research.uncg.edu/spotlight/mobius-slip-uncg-develops-a-new-online-learning-tool/>

Here are a couple more facts:

<http://bae.uncg.edu/2013/04/25/business-co-created-by-uncg-professor-doctoral-student-named-semifinalist-for-nc-idea-grant/>

Q: What are your main products / services?

As of today, Social Learning Solutions designs, develops and provides three key products:

- Mobius Social Learning Interaction in Peer groups (Mobius SLIP) -- the peer review and assessment application for developing 4Cs competencies in a variety of disciplines. This is a fully functional and scalable Learning Management System (LMS) offered through the web;
- Mobius Social Learning Interactive Discussion and Evaluation (Mobius SLIDE) -- a novel discussion board application that can be incorporated in online and face-to-face

courses and generates learning analytics around student discussions and mutual evaluations;

- Mobius Social Learning Idea Market (Mobius SLIM) -- the web-based environment where instructors can create, post, share, license, monetize, borrow, evaluate, contribute to complex assignments, cases and entire courses that can be used for developing 4Cs competencies in a variety of disciplines. Mobius SLIM generates analytics and recommendations on the quality and popularity of instructional materials.

Mobius SLIP is the commercially available product, SLIM and SLIDE are at the beta-testing stage.

A couple of resources on how Mobius SLIP works:

You may take a look at the slide show on our website at <http://www.mobiuslip.com/how-it-works/>

or a voiced (but a bit outdated) video at <https://www.youtube.com/watch?v=UHBtIseFFhk>

Here is a bit more about learning analytics used in Mobius SLIP
<http://www.mobiuslip.com/learning-analytics.html>

Q: Can you describe your business model:

Our customers are students, instructors, and education administrators. Instructors are the decision makers for adopting Mobius SLIP for a particular course and consumers of learning analytics. Students are paying customers who extract most value from learning. Administrators are the users of the assurance of learning data required by accreditation agencies.

Instructors adopt Mobius SLIP as a required course material. At the time of enrolling in a course, individual students are charged the access fee (currently \$20 per course per semester, payable by a credit or debit card or a prepaid code card). Typically, Mobius SLIP assignments are bundled with other course content (e.g., cases). Students who use Mobius SLIP in multiple courses in the same semester receive discount coupons to reduce their cost.

Q: Who are your main competitors?

- Other providers of peer review software (direct competitors):

Calibrated Peer Review (CPR)

PantherLearning / SWoRD

PeerScholar

CritViz

PEAR

Aropä

Caesar

- Providers of class response and learning management systems (indirect competitors, possible strategic partners):

Blackboard

Canvas

Desire2Learn

Top Hat

Course Work

Web Assign

Turn It In

Q: What do you consider to be your strengths and weaknesses?

Strength: intellectual property, novel concepts, unique interface features, approaches and products, robust business model, competent team.

Weaknesses: limited funding.

Q: Can you provide some information on your financials?

FYE (June 30)	2013	2014	2015	2016	2017	2018
BALANCE SHEET						
Cash	27 241	31 533	100 000	1 000 000	1 000 000	1 000 000
Debt		98 682	500 000			
Equity	4 228	-66 808	500 000	1 000 000	5 000 000	15 000 000
INCOME STATEMENT						
Core market, units	5 000 000	5 000 000	5 000 000	5 000 000	5 000 000	5 000 000
Core market share	0.05%	0.04%	0.25%	0.25%	0.25%	0.25%
Core market unit sales	2 550	2 155	12 500	12 500	12 500	12 500
Non-core/Licensing	0	0	50 000	75 000	100 000	300 000
Revenue, \$	51 000	43 100	300 000	1 900 000	4 600 000	10 000 000
Cost	36 600	139 400	300 000	1 000 000	2 000 000	3 000 000
EBITDA	14 400	-96 300	0	900 000	2 600 000	7 000 000