



Business Opportunity



www.exou.com

Company Overview

Exo U Inc. (“Exo U” or the “Company”) was founded in 2010 and provides schools and enterprises a SaaS platform to securely manage and facilitate the distribution of information across various devices and operating systems in real time. The Company is committed to becoming the leader of productive engagement and collaboration software within the billion dollar education and enterprise markets through a cutting edge solution that is optimized to capitalize on the rise of the “Bring Your Own Device” (BYOD) trend. The Company directly addresses key institutional pain points such as the push to 1:1 technology adoption, legacy hardware and budgetary constraints. Exo U is achieving this vision by leveraging its superior technology platform, a secure software environment that unifies multiple software and hardware systems. The Company’s go-to-market strategy is set to rapidly capture an important user base by leveraging strong traction with leading OEMs and distribution agreements coupled with direct B2B / B2C sales. The Company also intends to generate strong revenue with compelling recurring SaaS and software upgrade paths that will maximize the customer lifetime value.

Company Highlights

Innovative Platform: Robust Intellectual Property - 5 Issued (design) and 2 Pending Patents

Exo U has invested over \$20M to build and launch a groundbreaking, system agnostic software platform. The Company’s platform offers a secured environment comprised of client and server-side software. It extends operating system specific possibilities with custom services, including a patent pending communication system that allows contextual sharing and collaboration. The platform serves as a foundation to all of Exo U’s products and APIs can be used by 3rd party developers to build custom solutions.

Go-to-Market Strategy Focused on Quickly Expanding its Customer Base and Maximizing Revenue

Exo U’s business model is focused on:

- Partnering with OEM device / display manufacturers and content publishers to provide value-added collaboration capabilities to their solution for schools, universities, and business offices and training centers. The Company’s channel strategy is centered on generating long-term, profitable revenue streams by leveraging the respective partners’ strong internal sales team and customer relationships for up-front licensing and sales revenue coupled with long-tailed institutional SaaS agreements.



- Exo U's platform unifies disparate existing systems (Macs, PC's, mobile) through agnostic teaching, learning, administration, and collaboration tools.
- The Company is focused on targeting key consumer & enterprise focused hardware OEMs (e.g. tablets, panels, and PC's) and direct to classroom distribution via publishers and B2B and B2C initiatives.
- Once the Company has a strong foothold in the education and corporate meeting rooms market, the Company will pursue greenfield markets with new products built off the core IP.

Strong Initial Traction with Leading OEMs, Technology, and Channel Partners

Exo U's sales strategy utilizes OEMs, resellers, and other partners for channel sales, licensing, and bundled distribution. The Company has signed revenue-generating agreements with multiple Tier 1 and secondary OEMs, securing key distribution and technology partnerships.

Product Suite Features



Exo U's technology platform includes the following features:

Flagship Suite:

The flagship suite is a mobile engagement platform that lets users create and share content and communicate with, manage, and assess users:

- Management: Dashboard functionality manages groups and users by assessing attendance and limits distractions by locking screens
- Quiz / Poll Administration: Create quizzes or polls with digital materials to assess students and distribute assessments
- Library: Organize and centralize important teaching materials into a searchable database for students
- Cloud: Easily sync content onto the cloud for remote access
- Browser: Purpose-built for learning with lockdown functionality
- Discussion: Users can connect privately or in groups
- Share: One-touch sharing to individuals, groups, or entire organizations
- VR ready with the capability to share and drive virtual reality experiences with students.

Visual Creation Software:

The visual creation tool is a software-based "whiteboard" solution that lets users build lessons, activities and interactive games optimized for whiteboards, projectors, and panel displays:

- Full whiteboard authoring pallet with save, play, edit, and add functions
- Sharing and collaboration: System agnostic – share and annotate content across system types
- Management: View simultaneous sessions on a single screen, and select any activity to appear on the front-of-class display
- Cloud: Easily sync content onto the cloud or Google Drive for remote access

Leverage Existing Hardware Investments: Users can utilize smart boards, computers, tablets, and other hardware across the platform IP: Core technology is protected via pending patent. Legacy IP: One patent pending and 5 issued design patents



Ormiboard

Ormiboard is an online collaboration and interactive white boarding software platform built to allow instructors access, create, and share interactive lessons from any web browser on any device. Users are able to easily create interactive lessons and manage classrooms using previously created PPT, IWB files and PDFs, or creating from a resource bank that is virtually unlimited. Additionally in the same environment, users are able to share rich content and enable collaboration, assessment and understanding with those in the classroom/meeting. Leaders are able to create and manage classrooms, monitor progress and ensure users are on track. Ormiboard provide best of breed collaboration and learning tools in both an online and offline and in a distance learning set up. Ormiboard is the future digital learning environment.



Ormiboard Pro is designed for schools and districts, delivered as downloadable or pre-installed software with a perpetual license. It enables device integration and collaborative sharing over existing networks via local WIFI (no internet required).

Ormiboard Go is designed for teachers who want fast access on any device via web browser. It allows up to 30 students to open a browser, enter a PIN, and start collaborating online.

Nature of the transaction

On February 10, 2017, Exo U Inc. filed a Notice of intention to make a proposal in accordance with the *Bankruptcy and Insolvency Act*. This filing provides the Company with an initial stay period of 30 days that can be extended should it be deemed necessary. Given that certain parties have communicated an interest in possibly acquiring the assets of EXO U Inc., the Company applied to the Court and obtained an extension of the delay to file a proposal to its creditors until April 21, 2017. This will enable all potential interested parties to clearly define their intentions.

In this regard:

- The Board of Directors has requested that Richter Advisory Group Inc. assist them in identifying a buyer for the Company and / or its assets.
- Key management is available for the transition and/or continuation of the business.
- In addition to the available Intellectual Property, Exo U has incurred tax losses in excess of \$20 million.

Further detailed information is available upon request.

Given the short delays, all interested parties must submit their offers before 3 pm (e.s.t.) on Wednesday April 5, 2017. The offers should be sent directly to the Trustee, either by mail or by email. All information will be



kept strictly confidential.

Confidentiality and disclaimer



This document has been prepared based on information provided by Exo U Inc. and is intended to provide preliminary information to interested parties to formulate the basis of their transaction intent. The information contained herein is confidential and proprietary to Exo U Inc. Accordingly, the reader agrees to treat all information as strictly confidential and shall not disclose, either in part or in whole, to any party not directly involved in the investment and/or transaction decision.

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