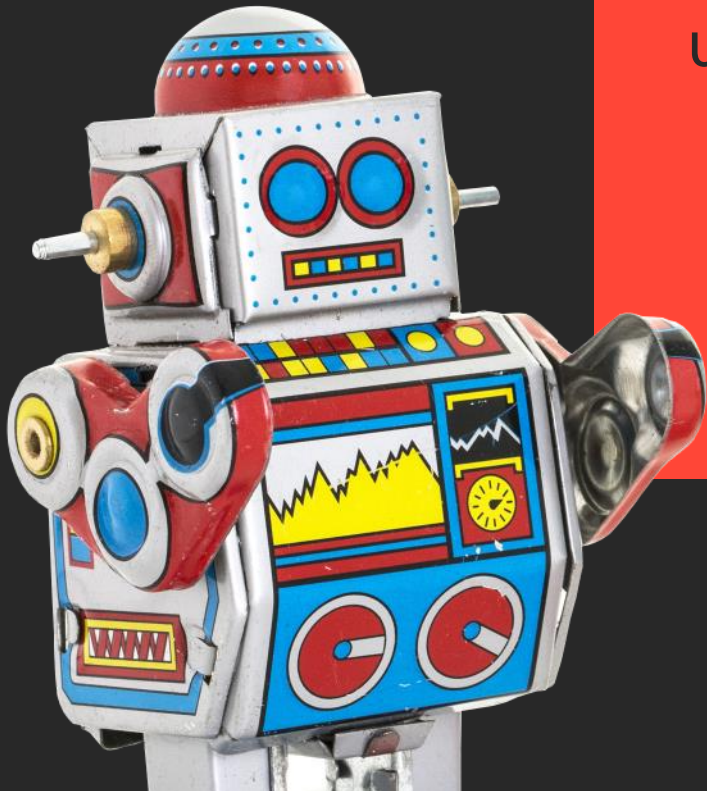


This is blish!

Why blish! is the first software for real user-generated content in e-learning.



What is "user-generated content"?

The term user-generated content stands for media content that is not created by the provider of a media channel but by its users.

Examples of user-generated content instruments. Why are e-learning tools not included?



Documents
(Word, PowerPoint)



Websites
(Wikipedia, Intranet)



Video
(youtube)



Social
(Instagram, Facebook)

Because it is not so easy for these 3 reasons...



Technical issues

(poor usability and/or too much unnecessary functionality)



Lack of design skills

(no understanding of screen design, PowerPoint "syndrome")



Didactics? Nothing at all...

(not everyone is a natural instructional designer or a born storyteller)

Why blish! enables user-generated content.



Technically problem-free
(very simple operation)

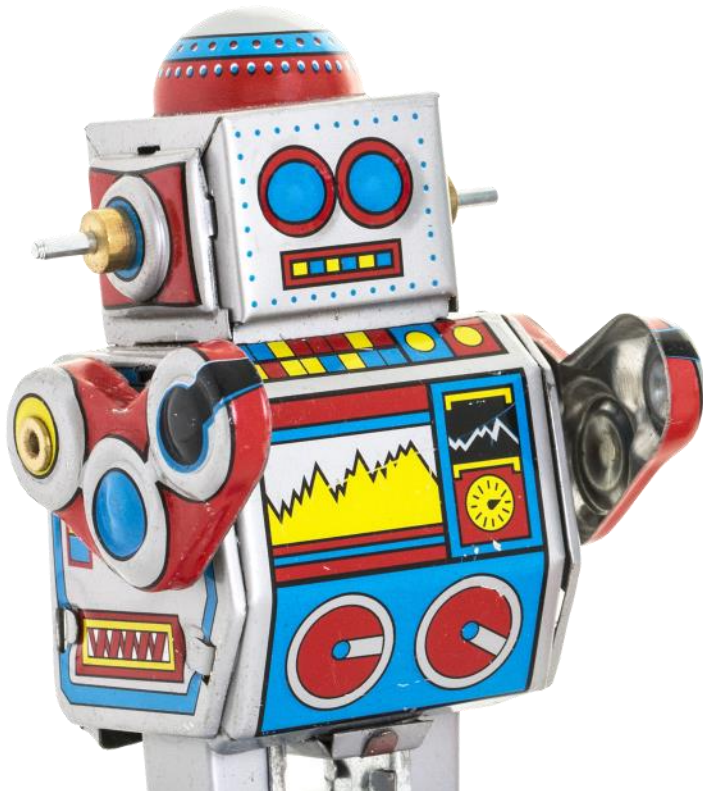


Always looks great
("dictatorship" of good design)



Built-in didactics
(templates for most contents)

8 facts why blish! is so „cool“



1

The Cloud

blish! only needs your browser.
The rest is done by the cloud.

5

The instant localization

Translate automatically into all
languages of the world.

2

The licence

User-generated content creation
needs a flexible model: „floating“

6

The Artificial Intelligence

Cleverly applied A.I. enables
higher productivity.

3

The savings

Save 50 to 75% on manpower
and implementation time.

7

One input, many outputs

Build your content once and
output in many different formats.

4

The Collaboration

Working together with others on
the same content.

8

The versatility

blish! content adapts perfectly to
all end devices.

Internal expenditure for e-learning projects

with classic e-learning authoring software

Compilation of specialist content

-> Expert
20%

Concept & Script

-> Instructional designer 35%

multimedia design

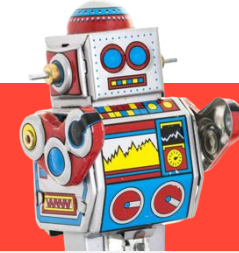
-> Multimedia designer 35%

Translation & QA

-> Translator & PM 10%

100%

with blish!



Compilation of specialist content

-> Expert + blish! Template 20%

Concept & Script

-> Expert + blish! Template 3%

multimedia design

-> Expert + blish! design 7%

Translation & QA

-> Expert + blish! AI 5%

35%

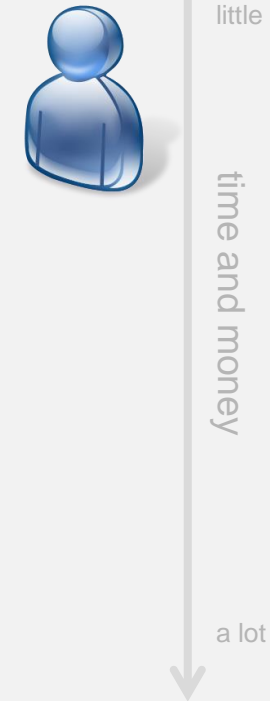
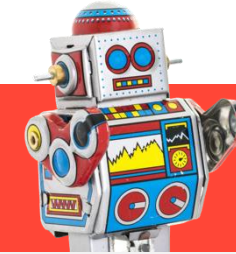
Comparison of project expenditure

with classic e-learning
authoring software



100%

with blish!



35%

blish! live



investing in blish!



investing* in blish!



Annual usage including Cloud Services**

- **Single user:** 990,- Euro per year
- **10** named users License rent per year: 8.500,- Euro
- **20** named users License rent per year: 14.000,- Euro
- **50** named users License rent per year: 24.500,- Euro
- **100** named users License rent per year: 45.000,- Euro

- Surcharge for "**floating**" license model*** (licenses of 20 or more): +50% on the annual rent

* All figures in Euro excl. legal sales tax.

** Included with Cloud Services: Hosting with 25 GB storage per license per year (above: 1 GB = € 1 per month); translation services, text to speech, video transcoding, AI functions and project time.

*** Floating license model: There are no more named users, but only a total number of simultaneously possible logins in blish!. Cloud services are calculated according to the number of licences.

investing* in blish!

Options

- **Online Training:** 2-3 hours online training / introduction to blish!.
500,- Euro (included free of charge from 20 licenses on)
- **Design adaptation:** Customer-specific design adaptation (logo, font, colours).
1.250,- Euro
- **“Welcome Package“:** **package deal** with 2-3 hours online training and introduction to blish!
including customer-specific design adaptation (logo, font, colors)
1.500,- Euro (included free of charge from 50 licenses on)
- **All other services:** 95,- Euro per hour (minimum billing unit: 15 min.)

* All figures in Euro excl. legal sales tax.

** Included with Cloud Services: Hosting with 25 GB storage per license per year (above: 1 GB = € 1 per month); translation services, text to speech, video transcoding, AI functions and project time.

*** Floating license model: There are no more named users, but only a total number of simultaneously possible logins in blish!. Cloud services are calculated according to the number of licences.

**Thank you very
much for your
attention.**



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