



FUNMEDIA - EDTECH  
EXPERTS OUTSOURCING

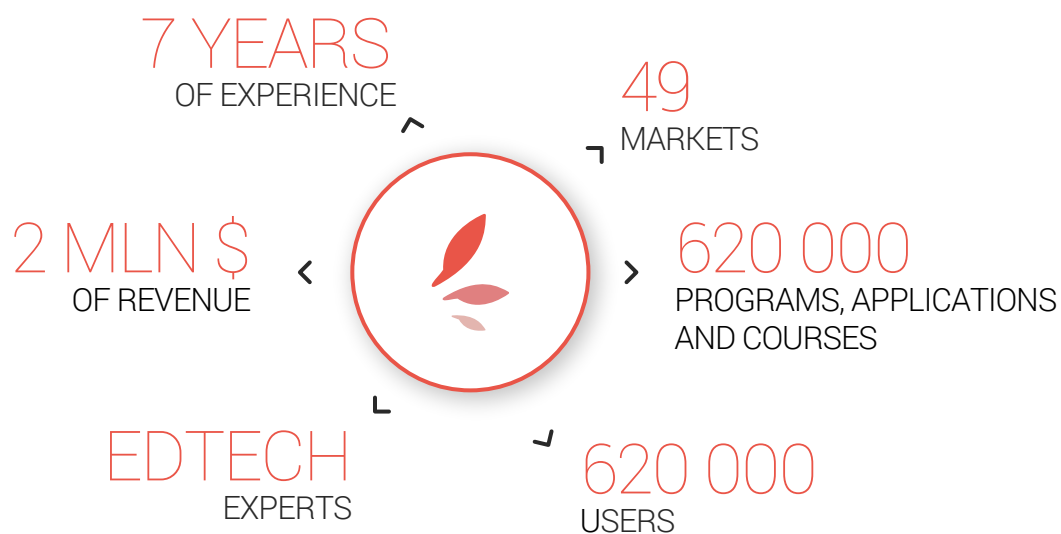


Funmedia is the leader in the field of **Educational Technologies**. We are one of the first companies to have created an online foreign language learning platform and nowadays our products are distributed in over 49 countries and more than 620 000 users learn with us. We have already sold our products for more than 2 mln USD.

That's the reason why a lot of companies use our experience, knowledge and know-how to **develop** their **businesses**. We are inventors and creators of many EdTech software solutions and mobile applications, winners of dozens awards and partner who knows how to make sales. As a well-known brand on the market we cooperate with start-ups, which try to find and consult their business models, as well as bigger companies, which think about global expansion and even very sophisticated projects.

We kindly invite you to verify our services: We can solve your problems and develop your business together!

**First 2 hours of consultancy is absolutely free!**



# WE COOPERATE WITH

The Intel logo, featuring the word "intel" in a blue, lowercase, sans-serif font, with a blue swoosh above it.The Dell logo, consisting of the word "DELL" in a blue, uppercase, sans-serif font, with a blue circular swoosh around it.The Lenovo logo, featuring the word "lenovo" in a blue, lowercase, sans-serif font.The Microsoft logo, featuring the four-color square (orange, green, blue, yellow) above the word "Microsoft" in a black, sans-serif font.The PLAY logo, featuring the word "PLAY" in a white, uppercase, sans-serif font, centered within a purple rectangular background.The Orange logo, featuring the word "orange" in a white, lowercase, sans-serif font, centered within an orange square background.The Triangle Music Games logo, featuring a black triangle with the words "TRIANGLE", "MUSIC", and "GAMES" written along its sides in red, uppercase, sans-serif font.The We are Worldwide School logo, featuring the words "We are" in green, "WORLDWIDE" in black, and "SCHOOL" in black, all in uppercase, sans-serif font.The MV-NORDIC logo, featuring the words "MV·NORDIC" in a black, uppercase, sans-serif font, with the tagline "Learning made easy" in a smaller, black, lowercase, sans-serif font below it.The Dr omnibus logo, featuring the word "Dr" in orange and "omnibus" in blue, both in a lowercase, sans-serif font.The early logic logo, featuring the word "early" in blue, a yellow cartoon character with blue eyes, and the word "logic" in blue, all in a lowercase, sans-serif font.

# WE OFFER OUTSOURCING SERVICES IN 3 AREAS

1

MARKET RESEARCH  
& GLOBAL EXPANSION

2

EDTECH  
CONSULTING

3

PRODUCT  
DEVELOPMENT



## 1

## MARKET RESEARCH & GLOBAL EXPANSION

As one of the **leaders in EdTech market**, Funmedia can help you with entering new markets. We have **knowledge, contacts, databases, distributions channels, market understanding** and requirements which you can use to expand your business.

**MARKET RESEARCH** (survey for potential customers creation, competitors research and analysis, database creation, call centre actions, e-mail campaigns, results analysis, report preparation)

**COMMUNITY BUILDING** ( social media profile, e-mail campaigns)

**BUSINESS MODEL AND STRATEGY PREPARATION** (canvas model to seek clear statement regarding expansion plans)

**BUDGET CREATION** (future costs and income statement)

**PRODUCT ADJUSTMENT** (consultations with potential users, new solutions implementation depending on market research results, software adjustment)

**CALL CENTRE SALES ACTIONS** (lead generation, database building, sales script creation, cold calling)

**E-MARKETING ACTIONS** ( www site building, Adwords positioning, advertising on social media, positioning on business portals/blogs)

**DIRECT MARKETING** ( positioning on conferences, business events and fairs)

**CONTENT MARKETING** (blog creation and administration, content delivery)

**REPRESENTATIVES** (employees hired by Funmedia responsible for your interests)

## EDTECH CONSULTING

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Do you need to consult your business activities with a group of experts, who will show you strengths and weaknesses of your organization and suggest solutions?

Our team, EdTech experts with many years of experience on the market, will provide you with **specific analysis**, make your businesses grow and disruptive changes. We can guarantee that you will:

- | Define and minimalize risks
- | Find opportunities to develop your business
- | Increase your revenues as the result of marketing, sales and business model analysis
- | Increase your customers' satisfaction thanks to Product usability analysis
- | Save your time and money with our process improvement solutions
- | Receive a business strategy for future months
- | Consult your problems and strategies with experts and learn from their EdTech experience

### **We can prepare an advanced analysis in :**

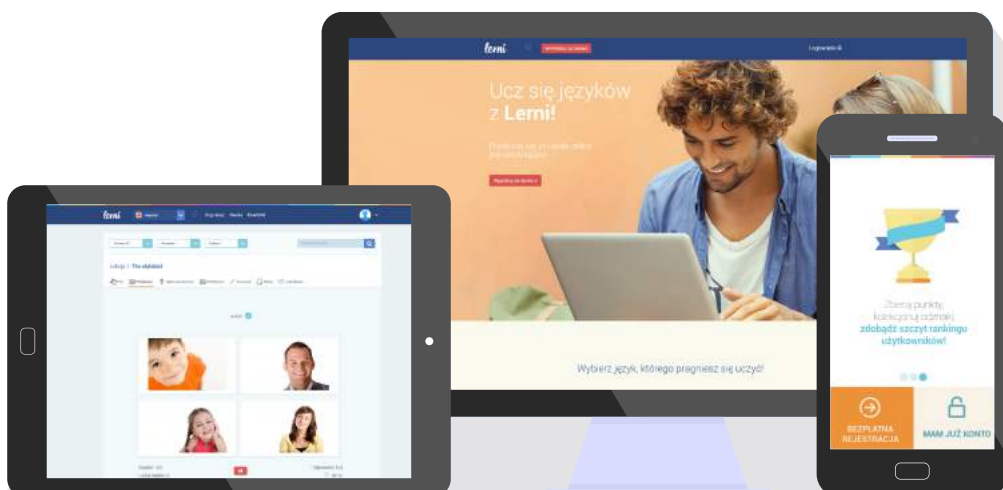
- | Marketing strategy
- | Sales&pricing strategy
- | Business model improvement
- | Product usability
- | Process improvement (product development/sales process improvement)

## 3

## PRODUCT DEVELOPMENT

Our team has prepared 23 mobile applications and software products which was installed more than 1,5 mln times. Our software developers won dozens of awards, e.g. : European Language Label (ELL), Go Global, Mobile Trends Award, App Award and **PayU Lab Award** in the **eRising Star** category (Forbes). If you want to use our knowledge and skills, we can offer you much experience and ready solutions in :

- | software development
- | database management
- | product architecture development
- | mobile app development
- | content management
- | technical support
- | quality assurance
- | user data analysis



# GET TO KNOW OUR TEAM!



**BARTŁOMIEJ POSTEK**

*Chief Executive Officer*

An experienced entrepreneur who has successfully operated in the multimedia business for about 7 years. Bartłomiej Postek is a founder and a majority shareholder of Funmedia Ltd., the only e-learning company in the history to receive European Language Label from the representative of European Commission two years in a row – a proof of innovation in the field of foreign language teaching. Bartłomiej Postek is also experienced in the field of creating and managing project teams (substantiated by PRINCE2 Foundation and PRINCE2 Practitioner certificates) in the interface between IT, methodology of teaching, multimedia, marketing, mobile – that is crucial to achieve success in e-services.



**PAWEŁ CZERWONY**

*Global New Business Director*

A graduate of Wrocław University of Economics and Holmes Institute in Sydney. Since 2004 working in the field of edTech, he worked e.g. as an educational consultant in School Management System Provider, was managing a department in a technological company in Sydney, was creating sales and marketing strategies for electronic products for biggest educational Publishing Houses. Took part in the project of introducing mobile coursebooks in schools and in numerous projects in new technologies. Gained professional experience on foreign markets: US, Spanish, Czech, Russian and Australian.





## ALEKSANDRA DYKTA

*Head Metodologist*

Aleksandra works as a teacher trainer, specializes in language education and the use of technology in education. She is responsible for creating content, generating ideas for educational apps. Her so-far products are e.g. funenglish.pl and lerni (co-founder). She is interested in opportunities regarding education, inspiring others, educational coaching, blogging and event organisation (she has organised several events, took part in many conferences, gave speeches). She has been awarded several prestigious prizes.



## PIOTR ORKISZ

*International Sales Manager*

Manager of international sales department, conducting team of 11 people of different nationality. Have structured and established sales in B2C sector, by increasing amount of distribution partners in above of 30 countries. Designed and prepared a lot of tools which currently help to plan, organize, motivate and control the work of whole sales department.



## TOMASZ SZCZYGIEŁ

*Product Manager*

Managing the production team (formed by programmers, graphic designers, filmmakers, and people responsible for developing courses' content) and all the production projects in company. 4 years of experience as a Project Manager in various projects (translational, educational, event management and IT based).



**ADAM BICZ**  
*IT Project Manager*

Founder of “Codearena” startup dedicated programists recrutation and “Lingly” co-founder created to learn vocabulary from foreign languages. His Mobile Applications have more than 1 million instalations and well recognized rewards like Appaward and Mobile Trend Award.



**PIOTR SZYMAŃSKI**  
*Scientist, Data Analyst*

Well specialized in internationalization, localization of applications, C++, Qt, KDE programming. Chairman of Illmities foundation. He acquired his education in USA on Stanford University.



Do you want to check our abilities? Get your 2 hours of consultancy **FOR FREE**. Please suggest your availability to receive a free Skype chat with our Expert.

**CLICK >**

In case of any questions  
don't hesitate to **contact me!**



**PAWEŁ CZERWONY**  
*Board Member*

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