SMART
Education Exchange

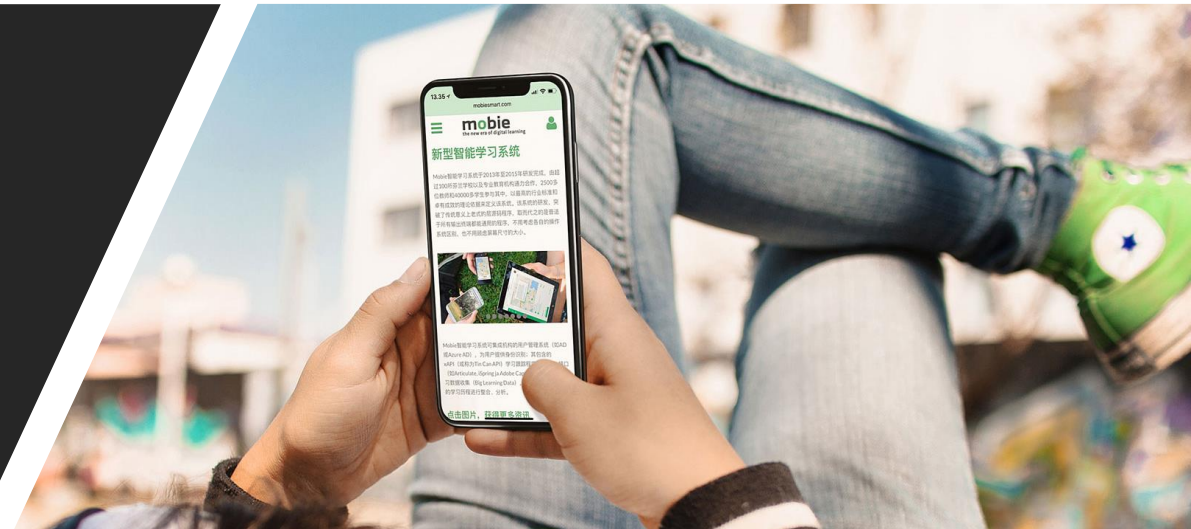"Educating 20 million people by 2020"

ESPORTS

SMART Communities Need A SMART Workforce

SMART**USA**2020

eSports Market Outlook

- PwC's recent Global Entertainment & Media Outlook predicts it will reach a revenue of over $30 billion by 2023, compared to $16 billion in 2014, in the U.S. alone

- Within the burgeoning gaming market, PwC cited esports as the fastest-growing segment, predicting an annual growth rate of 18.3 percent through 2023

- 42 percent of esports viewers don't play the games they watch. Personalization and highly customizable content will be critical for continued growth. With more than 84 million anticipated esports viewers by 2021 in the U.S. alone, capturing purchases from those gaming and watching eSports has the potential to drive significant revenue

- The eSports platform offers unique revenue opportunities in education, training, workforce development, and professional development

Opportunity

- eSports is growing globally in popularity and scale at an unprecedented rate.

- eSports stadiums are being built today to host eSports tournaments.

- eSports professionals and fans attend international conferences to compete, meet and learn from their peers.

- Cyber athletes rival professional athletes for earnings, spectatorship, and the accompanying admiration of their talents.

- Gamers seek to transition from amateur to professional eSports gamers.

- Cyber athletes and their trainers and coaches seek professional development support.

- Today K12s, Vocational Schools, Universities, Enterprises and Organizations engage in eSports.

- eSports professionals seek professional development opportunities.

- eSports offers unique revenue, impact investment, economic and job opportunities

eSports Workforce Development and Training
You don't need to be a professional gamer to land a job within eSports

- Professional player
- Shoutcaster/host
- Coach/analyst
- Journalist/content creator
- PR/Marketing executive
- Product manager
- Sales/partnerships manager
- Admin/referee
- Organization owner/manager
- Community/social media manager
- Broadcast/production crew
- Event manager
- Agent
- Statistician
- Lawyer
- Finance
- Developers
- Publisher
- Distributor
- And more

SMARTUSA2020
eSports Workforce Development Program

- Communities across the U.S. can participate in eSports workforce development partnership program

- This economic development program represents a regional development strategy

- The participating communities tackle the workforce development challenges together

- As a result, this community program will create new local business, know-how and jobs

- The regional strategy is implemented through the SMARTUSA2020 partnership program

- The information, curriculum and professional development programs are delivered through SMARTx platform

- The pilot projects range from K12 schools, vocational schools and universities to employment projects

- All the projects involve local operators in participating communities

SMART Communities 2020

SMART Opportunity Zones

eSports eCommerce

Local and Global Reach

The SMARTx platform provides users access to critical information, education, contacts, products, and service providers in 14 countries

SMARTx Platform

- is a cloud-based mobile educational resource

- is an extremely versatile cloud-based SMART Learning Environment

- is a digital tool for mobile learning, content production and eCommerce

- is an award-winning platform offering private video tutoring, personal learning portfolios

- leverages Artificial Intelligence and Machine Learning

- enables global eCommerce

- was developed in partnership with SMART Education Exchange and 100+ Schools, 2000+ Educators, 40.000+ students and an international team of eSports, eGaming, eCommerce, Technology, Education, Sports, Gaming and Marketing industry experts

Extremely Versatile SMART Solution

''All You Need in a Single System''

- Modular and flexible system which easily accepts new features and tools

- Includes an xAPI interface, enabling content elements created with xAPI-compatible external software to be incorporated into content

- 50+ different interactive tools, including AR, VR, 360-degree panorama pictures and interactive videos

- Adaptive learning paths, real-time follow-up, big learning data leverages Machine Learning and Artificial Intelligence based learning analytics and professional competence developer

- Contains internal Facebook-like social media functionality, including messaging walls, groups, chats, video chats, discussion forums and blogs. In addition, the system includes an integrated virtual classroom

- The service meets even the strictest information security requirements and works anytime, anywhere

Pedagogical Benefits

- Develops Social Micro Learning skills and support Lifelong Learning

- Reviews the users' learning progress from long period of time by providing learning record storage that stores all the learning activities happening inside and outside the system

- Supports many ways for self-reflection and self-assessment and contextualization of learning in real world topics, enabling users to understand how learning is a constant process throughout life and how curiosity for learning can arise from daily topics

- Educator is able to define which learning methods, materials, tests and assignments are compulsory and which can be selected by the user.

- Several different learning methods e.g. problem-based, experiential, theme based, phenomena, collaborative, networked learning, supported in the platform

- Nourishes the intrinsic motivation and inner curiosity of learners, instead of focusing on external motivation, expectations and measurements of success. This means taking a step away from teacher-transmitter model of learning, and equipping the learner with problem-solving and inquiry skills in meaningful and relevant real-world contexts

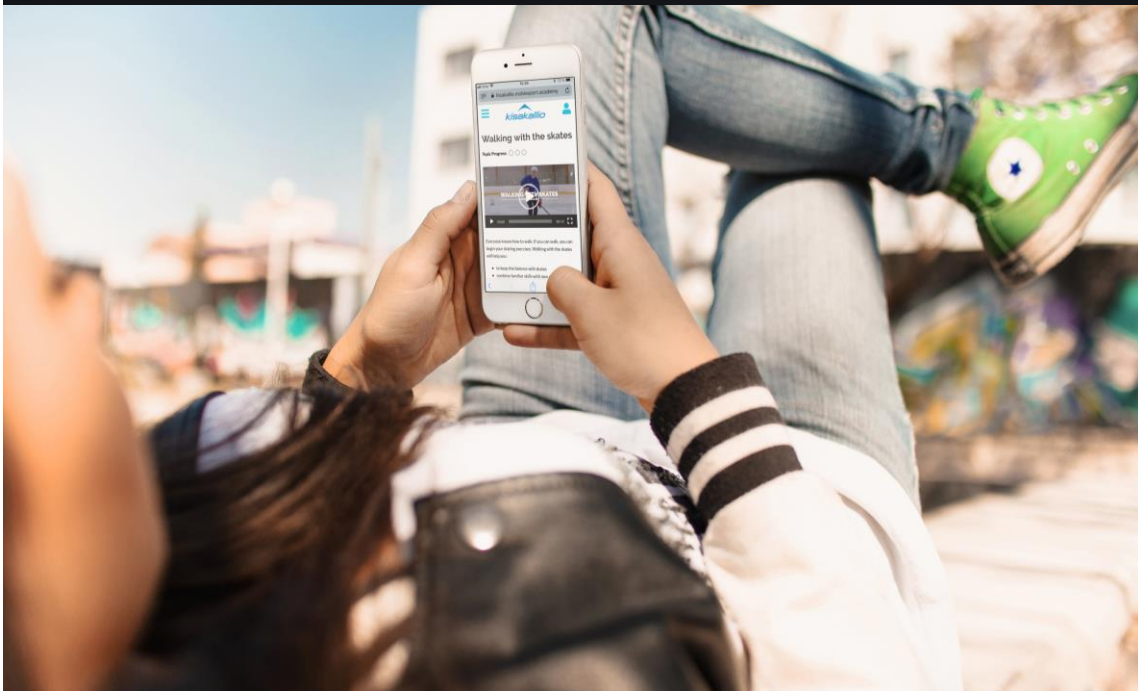# SMARTx Learning Benefits
The NEW Era of Mobile Digital Learning

Mobile
Social Micro Learning
Artificial Intelligence
Machine Learning
eCommerce

- Mobile access anytime - anywhere

- Digital Tool for content production & delivery

- SMART Learning Environment

- Personal Learning Portfolio

- Private video tutoring

- Artifical Intelligence based competence developer

- Leverages Machine Learning

- Reach in 14 Countries

About Us

- International Advisory Board
- US Leadership Team
- Global 2000+ member development community

Contact

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