

Serious Factory raises €3 million to pursue its commercial development in the professional training market

Suresnes, March 14,2018 - Serious Factory, publisher of Virtual Training Suite™ (VTS), has just completed its second round-table with Odyssee Venture and other historical investors including the Paris Region Venture Fund managed by CapDecisif Management and SIBESSOR2/INVESTESSOR. The French company plans to use this investment to expand its pedagogical experts and sales teams in order to consolidate its position as world leader in behavioural simulations.



Developing the performance of organizations

Founded by William Peres and Pierre Susset, Serious Factory has distinguished itself since 2012 in the field of Digital Learning, through the design of Serious Games and training simulators aimed at acquiring the behavioural skills required by the job market of today. Since its first fundraising campaign in 2015, the company has doubled its workforce and has more than 150 references in various sectors, both professional and academic.

Partner of Edfab, Cap Digital's organization dedicated to innovation in the field of training, education and job transformation, and supported by Ile-de-France Region, Serious Factory pursues its innovation policy to help develop the performance of companies by offering attractive and effective training schemes for learners.

A software suite to assert its position as world leader in Digital Learning

With its unique positioning in the Digital Learning market, Serious Factory has succeeded in democratizing the immersive approach to training with its software suite VTS, of which the authoring software (VTS Editor) is the first brick. Very simple, affordable and intuitive, it allows you to create immersive educational scenarios without specific technical or graphic skills. Creating a realistic simulation has never been so easy thanks to a creative system inspired by process planning software and methodologies similar to Design Thinking. The training courses are thus enriched with these contents created in VTS Editor, for greater interactivity, commitment, relevance and efficiency.

In order to make organizations autonomous throughout the entire value chain of a training course Serious Factory have innovated by designing VTS Player. This autonomous application allows an easy deployment of Serious Games on any media (PC, digital tablets, mobile, VR headsets) for online or offline usage. Learners can now train on the move in complete serenity.

Serious Factory also offers a new platform for the qualitative analysis of performances and skills evaluated with VTS Perform software. At a time when the SCORM standard is becoming more and more perfectable, this competency management platform makes it possible to exploit Learning Analytics and proposes adaptive learning solutions. With VTS Perform, trainers and managers can then fulfil their roles as coaches for learners, thanks to the detailed evaluation of the entire training process. This platform will soon be announced with its batch of disruptive approaches to enhance the skills of everyone.

A recognized know-how in France and abroad

Thanks to its flagship software VTS Editor, Serious Factory was voted HR startup of the year 2016 by HR organizations of all sizes among 250 French startups. According to Digital Learning experts and users, it is even the world's leading authoring software in terms of BSOCO rating performance of authoring tools. In 2017, Serious Factory was also named winner of the International Hackathon Paris, organised by BNP Paribas. In just two days, Serious Factory took up the challenge of designing and deploying a tailor-made Serious Game for automobile dealerships.

On the Education side, Serious Factory was recently nominated for the Global EdTech Startup Awards 2017, among an initial selection of 2000 startups from more than 70 countries. Unique in the education market, VTS Editor is the only creative tool capable of promoting the reverse and even inverted classroom approach. It allows the teacher to prepare personalized learning situations and more interactive context settings (animated course materials, video-learning, Serious Games...). Students can now retain knowledge more effectively, then integrate it into skills and behaviours for their future jobs.

Sébastien Sassolas of Odyssey Venture is particularly enthusiastic: *"With its disruptive technology, Serious Factory is now a technological leader in the vocational training market. An injection of additional resources will enable the company to accelerate its growth in France and pursue its international expansion."*



William Peres, President and CEO of Serious Factory confirms this ambition: "*Virtual Training Suite meets the challenges of an effective and engaging training process, from the design process of modules to the analysis of performances. Combined with highly appreciated strategic support and pedagogical co-design, VTS accelerates the digital transformation of training. With our clients, our ultimate ambition is to democratize the immersive approach of training for all staff and students.*"

PRESS CONTACT

Guillaume RUZZU, Marketing and Communications Manager

Direct line: +33 1 70 71 98 43

gruzzu[at]seriousfactory.com

About Serious Factory

Serious Factory is a publisher of Serious Games and training simulators aimed at acquiring the behavioural skills required by the job market. Its solutions, leaders in the Digital Learning market, enable its customers to independently design, distribute and update their pedagogical content, and to perpetuate professional achievements through efficient skill monitoring tools. With sales in more than 15 countries, Serious Factory brings value to more than 150 companies of all sizes and industries. For more information: <https://www.seriousfactory.com/en/home/>

About Odyssée Venture

Founded in 1999, ODYSSEE is still managed by its two founder-managers. It has raised more than 450 million euros thanks to the confidence of more than 35,000 subscribers, supported around 100 companies and contributed to the creation of more than 10,000 jobs. ODYSSEE is one of the historical players in private equity in France and one of the first independent management companies of private equity funds (FIP - FCPI - FCPR) approved by the AMF. It specializes in growth companies. For more information: www.odyssee-venture.com

About CapDecisif Management

The CapDecisif Management team that runs the Paris Region Venture Fund has been financing and supporting teams of entrepreneurs for more than 17 years. Since 2011, together with the Fund's co-investor partners, we have been building a unique network of financing capabilities for Ile-de-France's entrepreneurs and the companies that set up there. Every year we select outstanding entrepreneurs and companies in their fields.

About the Paris Region Venture Fund

The Ile-de-France Region, which has adopted the #Leader Strategy for Growth, Jobs and Innovation, has designated the Paris Region Venture Fund (formerly the Fonds Régional de Co-Investissement Ile-de-France), managed by the management company CapDecisif Management, as the strategic financial instrument to help create and develop innovative businesses with high growth potential in the Ile-de-France region.

About Investessor and Sibessor 2:

Founded in 1999 and recognised as being of general interest Investessor has 300 active members. It is the first Business Angels association in France. In 2017, the Business Angels Investessor, either directly or through their investment company (Sibessor 2), supported and financed 24 start-ups for a total of 12 million euros. Investessor, together with Sibessor 2, WeLikeStartup (Financial Investment Advisor), WeRaiseStartup (Fundraising Accelerator), Win-up (Endowment Fund) and the Independent Business Angels Club, form the first private equity financing network in France that responds to more than 2,000 requests each year, examines more than 1.000 files and selects 500 entrepreneurs for presentation to its investors and accompaniment. Nearly 20 years after the creation of Investessor, a pioneering entity of this network, more than 300 companies have been financed.

