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## **Software developer Serious Factory raises 1 million euros to expand commercial activities in the professional training and development market**

Suresnes, May 26, 2015 - Serious Factory, the software company who developed *Virtual Training Suite™*, has recently completed a Series A round. The French start-up plans to use this investment to expand its sales team in order to more heavily market its professional training software.

Founded by William Peres and Pierre Susset, Serious Factory originally provided product and space configurators as sales support tools. Since 2012, its cross-device solutions have experienced spectacular growth, particularly serious games and professional training simulators in the Digital Learning sector. The company is already a provider for over 50 leading clients in a variety of sectors.

With the investment of over one million euros, the company plans to double its workforce and triple its sales within two years as William Peres, President and CEO of Serious Factory, affirms: "Our medium-term strategy is to make *Virtual Training Suite™* the leading software on the market. Its real-time, 3D simulation, combined with an innovative instructional design, enables the creation of training devices in record time as well as providing content that more closely matches the operational needs of businesses."

Serious Factory develops immersive programs based on users' real-life scenarios. These digital solutions, which are applied remotely and in real-time, accelerate skills acquisition and increase the efficiency of daily tasks. 1,200 sales representatives in the telecommunications industry currently use *Virtual Training Suite™*. Designed to meet the individual objectives of each trainee, this business sales training program allows them to train in all possible situations and maintain quality customer relations.

### **PRESS CONTACT**

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### **About Serious Factory**

Acclaimed by leading industry players (Dassault Aviation, EDF, Janssen, Renault, Richemont, SNCF, Total, Vinci Concessions, etc.) Serious Factory is a developer of immersive sales support and training simulators for businesses enhancing their customer relations.

For more information, please visit: [www.seriousfactory.com](http://www.seriousfactory.com)