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Eurekos

Disrupting The Learning Industry

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SELECTED FINALISTS





Eurekos

Disrupting The Learning Industry

SOFTWARE

A Scientia potentia est or knowledge is power, is one of the world's most famous quotes. People have always been hungry for knowledge and in today's changing world, the quest has never been higher. The rise in popularity of online learning courses, live streaming sessions or synchronous teaching has also led to an increase in the demand for simple, yet comprehensive learning management systems, which are suitable not only for educational institutions but also for companies, non-government organizations, local governments etc. This has positively influenced the learning management system (LMS) market, which is expected to reach a value of \$22.4 billion by 2023, according to a report by Markets and Markets.

Eurekos is a Danish company whose flagship product is Eurekos, an LMS, which lets users create content, host and organize it into courses, deliver it, enroll students, and, finally, monitor and assess their performance. Coupled with a great amount of social and collaborative tools, Eurekos is said to be placing content at the heart of their product. ***“Exceptional content is the driver of an exceptionally successful learning organization. We built Eurekos to fill a critical need in the marketplace - an LMS that is focused on content, and also motivates and***

engages employees,” says Kenny Munck, founder and CEO of Eurekos.

Launched in 2013 in cooperation with Hoogeschool Utrecht, Eurekos has been recognized for its qualities by the Craig Weiss Group, when in 2018 it was named as the best Learning Management System in Nordic Region/Scandinavia, as well as by winning the Great User Experience and Rising Star awards for 2018 from FinancesOnline.

Moreover, their customer list is constantly expanding and currently includes Sysmex, Carey Institute, Technical University of Denmark, Biotage, Sydbank, Tekniq, Coop, and the University of Twente.

According to Dr. Diana D. Woolis, Director of the Center for Learning in Practice at the Carey Institute for Global Good, “Eurekos is an intuitive, pedagogically smart learning environment for people who really care about learning design. Its multi-language capability and integration with social tools, such as Twitter, make it a powerful tool for communicating and engaging people across critical knowledge-sharing channels.”

Delivering Great Content at Low Cost

The idea behind Eurekos is to provide companies and organizations with a tool for creation of high-quality content for learning and development, as well as repurpose old content in a fast and easy manner. Accompanied by powerful analytics, administration tools, and social and collaboration features, Eurekos becomes an invaluable business tool for any organization.

The heart of the product is an advanced content builder which enables users to build their courses in a short period of time and distribute them immediately. Users are helped by a fully integrated toolbox which includes videos, gamification, interactive learning tools, testing, among others, and in addition, they do not have to do it alone. Content can be created in collaboration with interested parties, designers, customers, users, experts etc. This Content Co-Creation functionality allows the creation of engaging and interactive content, taking into account the views of all parties involved and, at the same time, it represents a great collaborative tool for teams.

Once the content is created and distributed, there is a need to oversee the process of learning. For that reason, the product includes analytics and reporting tools for assessing learners’ capabilities, real-time compliance with targets, identification of skills gaps, and the creation of personalized learning paths.

Other features of the product are the Content Marketplace, a library with courses and resources from a number of internal and external sources, with the

possibility to search through them and an E-commerce tool which helps content creators to place and monetize their courses via auto-signup, group enrollment, various secure payment methods, tax support, and a wholly integrated booking system. As the product has the potential to enhance a collaborative environment among team members, the company has also added several other features such as gamification, Q&A, content ratings, sharing user-generated content, file sharing, recommendations, video conferencing, etc. to bring the social element into the workplace.

The latest news coming from the Copenhagen-based startup is that they have been working together with the H5P open-source community to build an innovative application with rich content. According to H5P’s statement, “Eurekos will be donating their skills and innovations to make H5P an even better application, especially for the purpose of training platforms.” The same way H5P tools make websites more interactive will also be used for the eLearning courses, with the aim to “improve the effectiveness of training programs and help people more quickly turn training into skills and knowledge.”



Eurekos



Eurekos is a learning management system which speeds up the creation and delivery of learning content.

Location: **Copenhagen, Denmark**
 Founded: **01/01/2013**
 Employees: **26**
 Website: **eurekos.com**

Main Info:

CURRENT STAGE:

- Idea
- Product/Prototype
- Go to Market
- Growth & Expansion
- **Established**

Business Logic:

PRODUCT CONCEPT

Eurekos' product is a learning management software helping clients to create learning content and repurpose old content. Besides content, Eurekos delivers administration, analytics, and social and collaboration tools.

BUSINESS MODEL

Eurekos developed LMS with a primary focus on content, aimed at educational institutions, organizations, and companies with an employee training plan.

REVENUE MODEL

Eurekos offers a subscription-based program with the possibility of a free trial.

CUSTOMERS:



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SUMMARY

- Eurekos is a tool for creation of high-quality content for learning and development, as well as repurposing old content.
- The product includes a rapid content builder, analytics, and reporting tools, as well as social and collaborative tools.
- The LMS market is expected to reach a worth of \$22.4 billion by 2023 according to MarketsandMarkets's report.

MEET THE TEAM:



Kenny Munck

CEO

Kenny Munck is the CEO at Eurekos. He is an experienced senior manager and entrepreneur, having founded Mentorix and run it for 10 years, with additional professional experiences in EDB Gruppen, Bascon and FRI.



Nick Eriksen

CTO

Nick Eriksen is co-founder and CTO at Eurekos. He is also co-founder of Mentorix, where he served as a solution architect for 7 years.