

Turning Technologies - Overview



Developer, marketer and distributor of audience response and assessment solutions to the higher education, K-12, corporate and government markets

Investment Overview

Initial Investment Date: August 2010

Realization Date: N/A

Investment Thesis

- Strong value proposition due to demonstrated product efficacy and improved student results / outcomes
- Differentiated through products' ease-of-use, patent-protected technology, and leading market share
- High customer retention and recurring revenue due to high switching costs and large installed base
- Growth driven by the introduction of new products, the penetration of higher-education accounts, and market growth in low penetration international markets
- End market (K-12, higher education, corporate) and customer diversification (over 1,000 universities) provide stability from risks in any one segment

Investment Highlights and Company Accomplishments

- Transitioned the business model to an annual subscription and licensing revenue model from one-time hardware sale
- Diversified the product offering with expansion of mobile product and new offerings and acquisitions in assessment and test generation
- Transitioned majority of higher education revenue to Turning Point cloud offering creating highly differentiated enterprise-level relationship with institutions
- Invested internationally by establishing overseas sales office and acquiring UK distributor
- Continued investment in software development with addition of product features including seamless integration with various LMS platforms, single sign-on, and FERPA compliance
- Professionalized the senior management team with the addition of CEO, CFO, and head of International Operations and new sales leaders in higher education and corporate sales
- Improved financial reporting and monitoring of key KPIs

