



**Innovative digital
solutions**

The group

A long story told in 7 steps

The company is expanding **nationally**, creating successful projects and gaining the trust of large companies in the ibex 35.

The company **strengthens its presence in Latin America** with a subsidiary in Peru. In addition, a network of partners is created to reach Argentina, Chile, Mexico and Uruguay.

Faced with the crisis generated by COVID 19, Gestionet develops **solutions aimed at improving employability**.

2001

2008

2013

2016

2018

2020

2022

The company was founded by Iñigo Ocariz and Juan De Miguel in the Basque Country. Excited to offer digital solutions based on gamification and simulation, being pioneers in the sector.

Begins the process of internationalization towards Latin America by creating a **subsidiary in Colombia**.

Identia, the spin off of Gestionet specialized in digital solutions for the human resources area, HR Tech, is created.

Gestionet diversifies its business lines by creating two new brands: **Ecoevolucion**, a company specialized in energy consulting services and environmental education, and **Inmersis**, focused on immersive technologies and digital twins.

The group around the world

Spain



Colombia

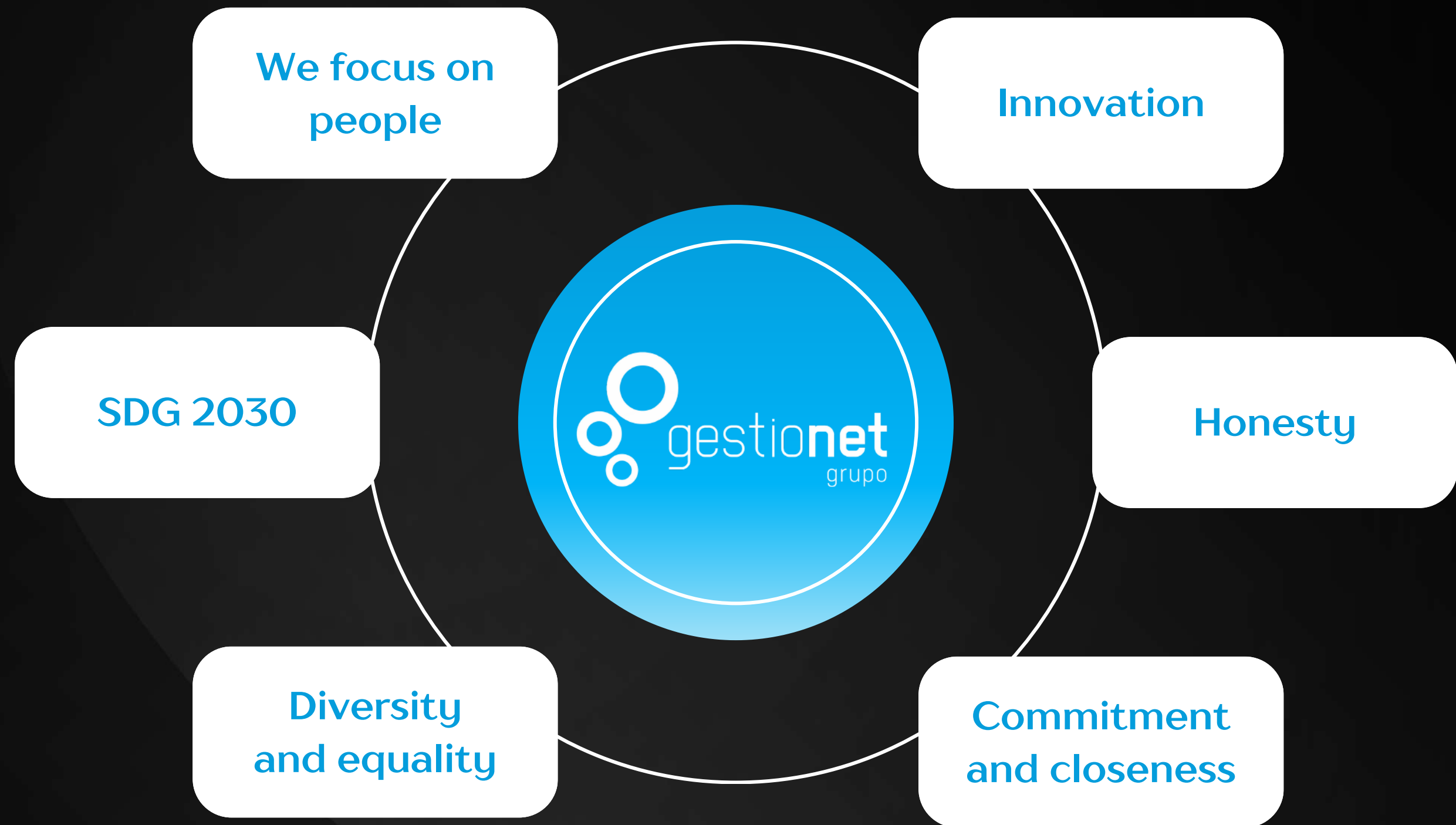


Peru



Culture and values

Developed during
the last 21 years

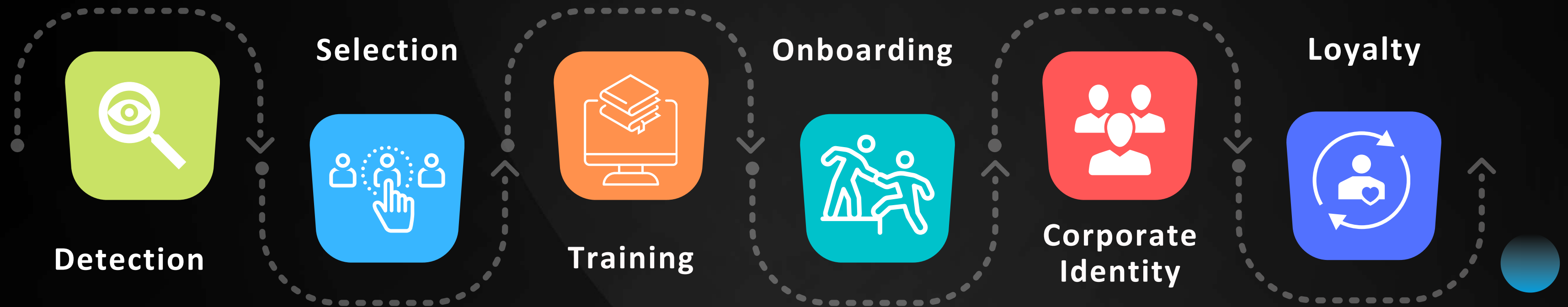


Our customers, our best allies



DIGITAL SOLUTIONS

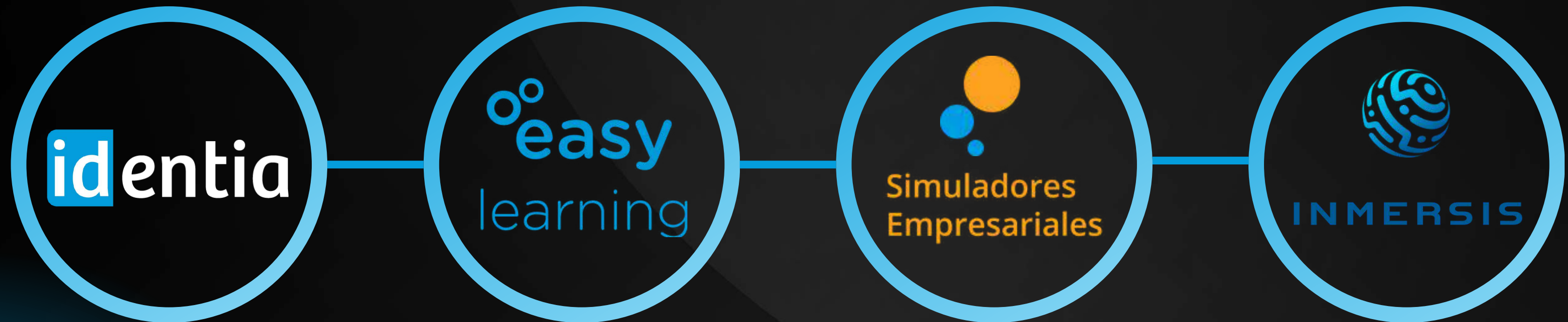
For the talent cycle



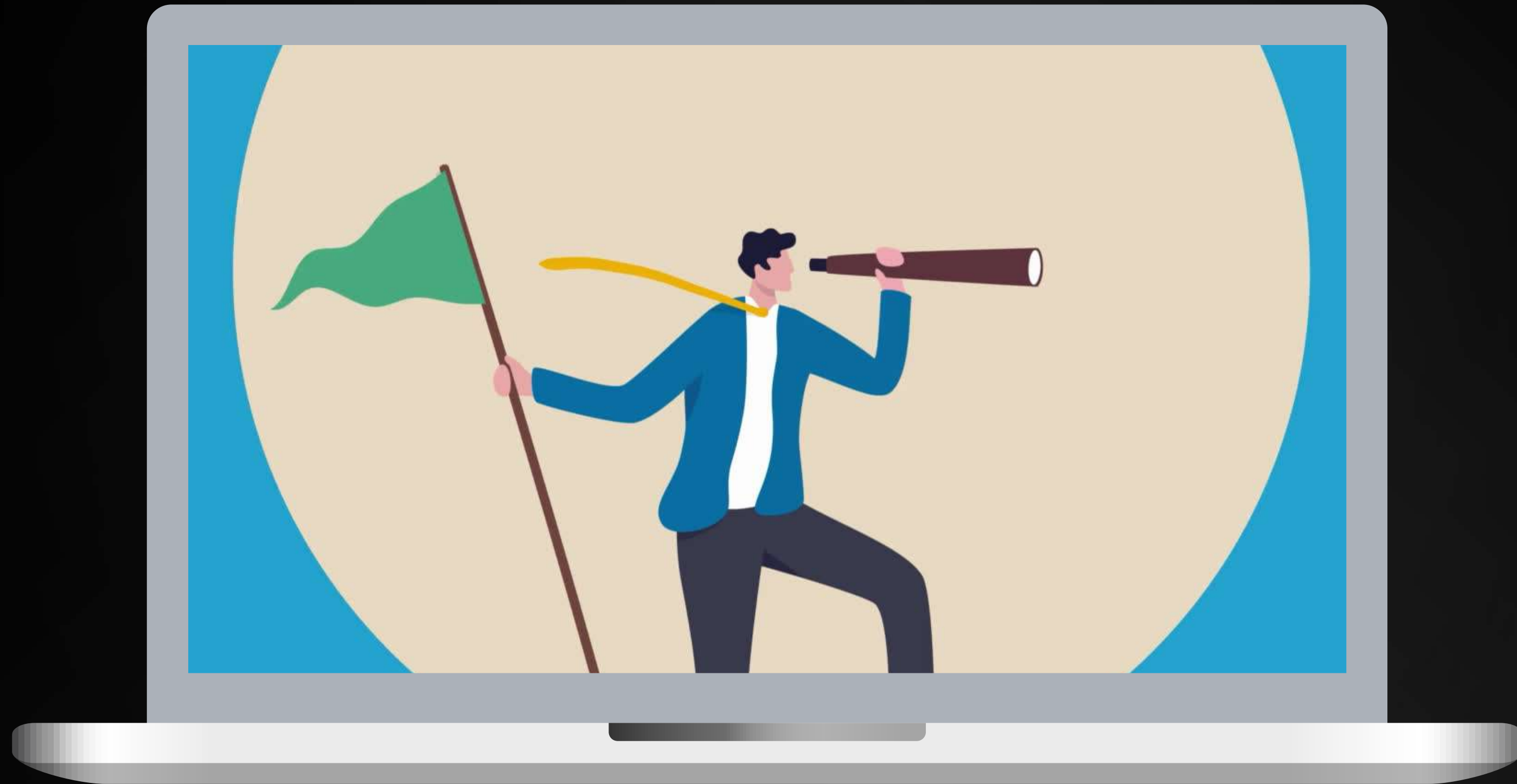
Our products

We are distinguished by the highest quality of our platforms, applications and other technological tools, 20 years of expertise and the constant search for an excellent user experience.

We continue to innovate to find the best digital solutions with technology such as Artificial Intelligence or Big Data.



Our products



The logo for 'id entia' is centered within a light blue circular border. The word 'id' is written in white lowercase letters inside a blue square, followed by 'entia' in white lowercase letters. The background is dark with blue circular accents.

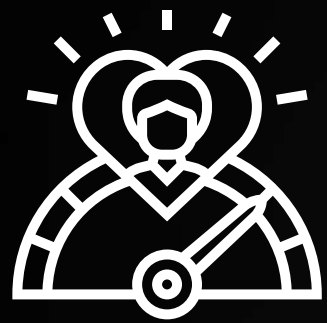
id entia

identia

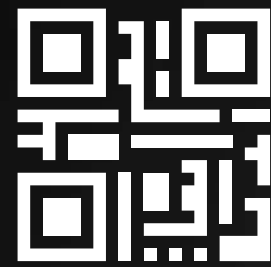


Why Identia?

identia



Immersive process and
good user experience



Create massive
processes



Save time and
and money



More than 41 soft
skills to evaluate

100%

Customizable



Improve Employer
Branding

0%

Abandonment rate



Dual focus report

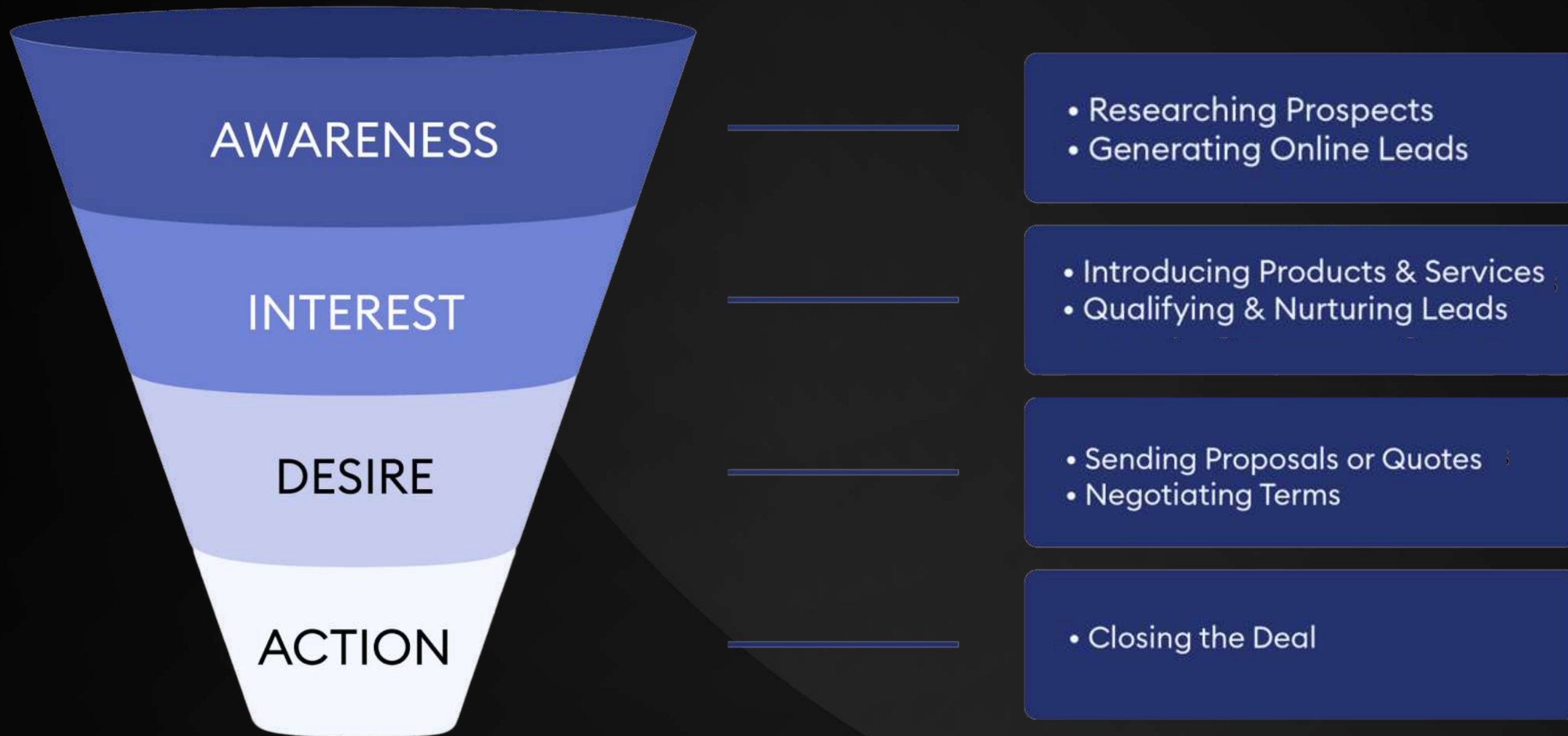
Sales strategy

The sales strategy is divided into the following actions:

- Active commercial sails:
 - Calls
 - E-mails
 - Partners
 - Linkedin
 - ...
- Digital marketing:
 - SEO: Blog, Seo In Page, ...
 - SEM: Google Ads, Landing page
 - Social Media: Linkedin, Facebook, Twitter..
 - Web
 - ...

-

Sales funnel



Competitors

The logo for Identia, featuring the word "identia" in a white sans-serif font. The letter "i" is lowercase and is contained within a blue square. The logo is positioned in the top right corner of the slide, partially overlapping a large blue curved shape.The logo for Bizneo, consisting of the word "bizneo" in a white, lowercase, sans-serif font. It is centered in the middle of the slide.The logo for Nawaiam, featuring a blue circular icon with a white stylized "N" shape inside. To the right of the icon is the word "nawaiam" in a dark grey, lowercase, sans-serif font.The logo for Factorial, featuring a red circular icon with a white stylized "F" shape inside. To the right of the icon is the word "factorial" in a bold, red, lowercase, sans-serif font.The logo for Personio, featuring the word "Personio" in a white, cursive script font. A horizontal white line is positioned directly below the word.

The HR Operating System

Customers

Identia's customers usually come from these sectors:

- Engineering
- Retail
- Healthcare
- Restaurant & Food Retail
- Universities and other educational institutions:
- Banking
- Manufacturing companies
- HR consulting
- Public institutions

Pricing system

Our pricing system it's available in two version (they are mutually exclusive):

- By credit:
 - Each test and each module costs X credits, the more you add, the more credits will be consumed by each candidate.
 - Ex. 4 test = 4 credits x 10 candidates = 40 credits in total

Credit	Price by credit	Total
100	5,00 €	500 €
250	4,80 €	1.200 €
500	4,50 €	2.250 €
1.000	4,00 €	4.000 €
2.500	3,50 €	8.750 €
5.000	3,00 €	15.000 €

Pricing system

- By candidate volume (*it's underdevelopment*)
 - It doesn't matter how many test or modules they activate. The price is per candidate that does a process.
 - Ex. 100 candidates = 1.050,00€

In both cases, the more credits/candidates you buy, the cheaper the price per credit/candidate will be.

Multiposting and Integrations

identia

Sage

tecnoempleo.com

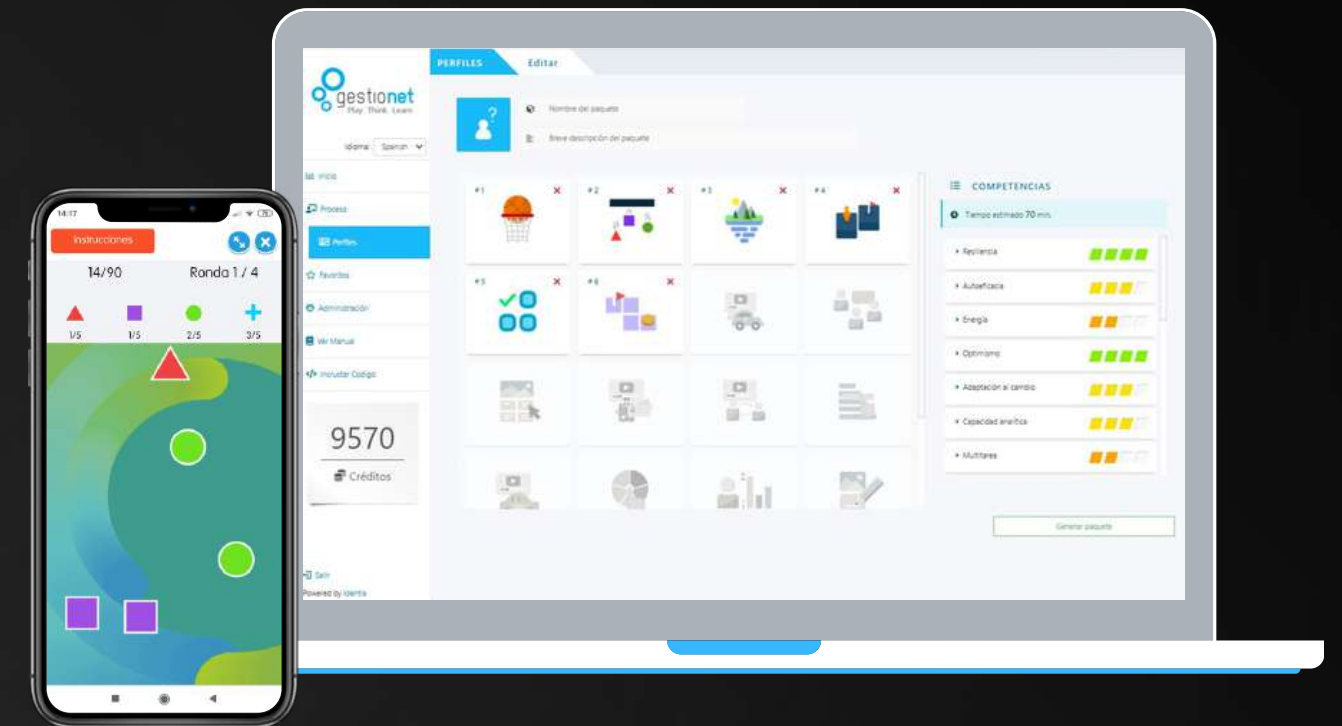


Hiring Room

Teamtaylor

Partnerships

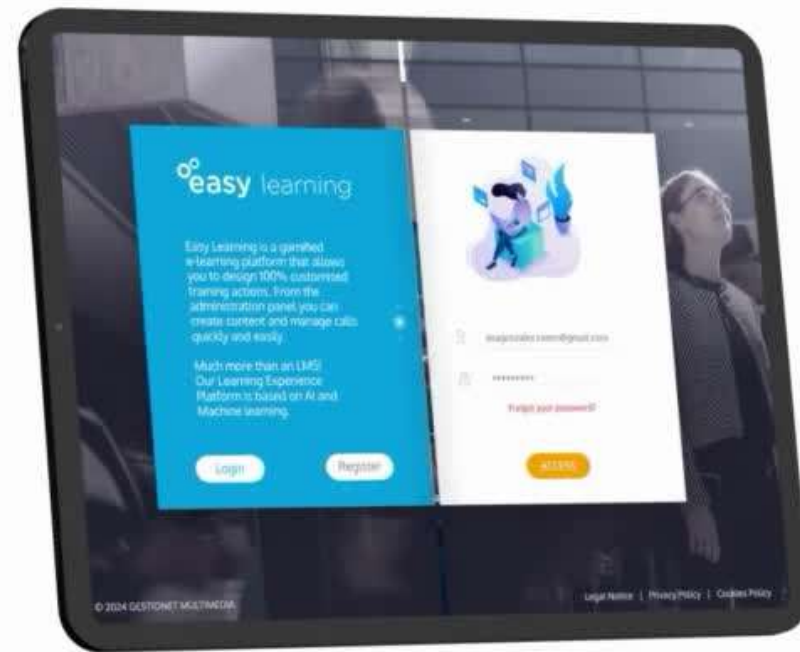
neurologyca
revealing the human





oo
easy
learning

easy learning

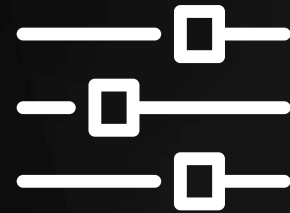


Learning and Training Online

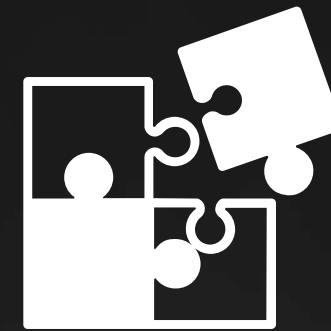
Why Easylearning?



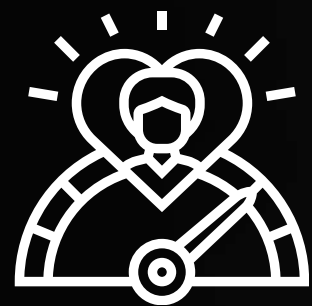
Comprehensive tracking
of user progress



Flexible and 100%
customizable



Gamified evaluations



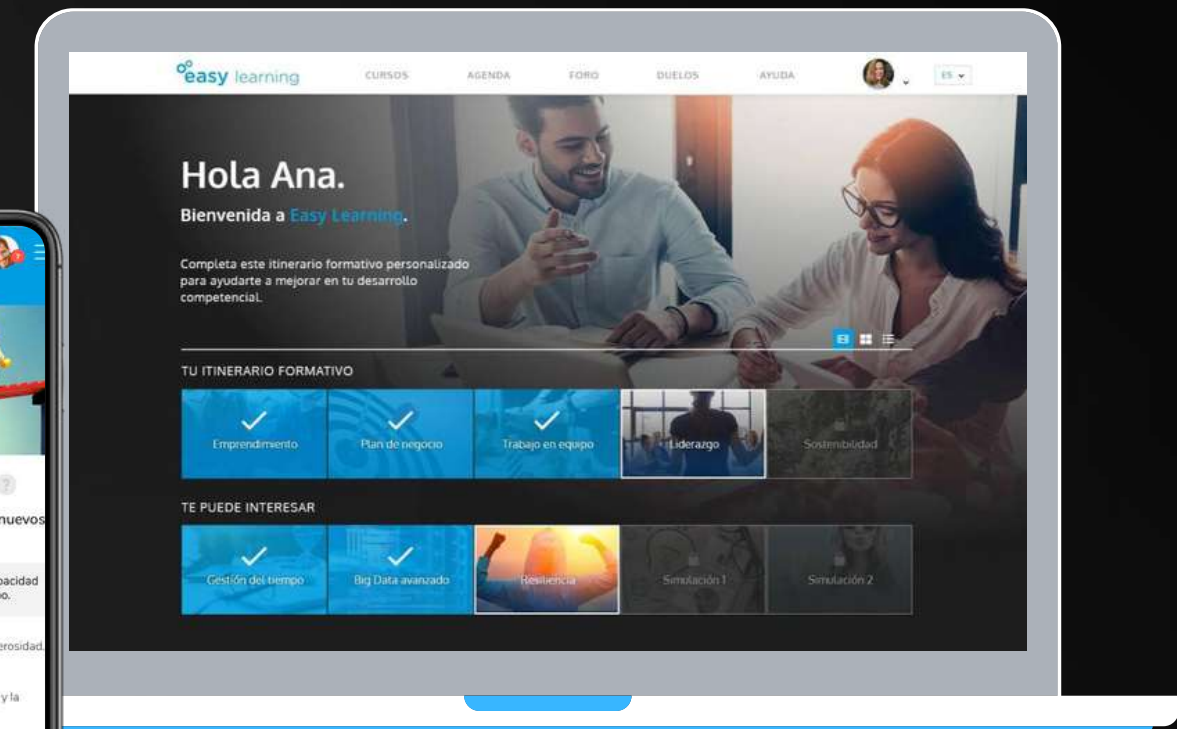
Immersive process and
good user experience



Improve Employer
Branding



Virtual classrooms
(Zoom...)



Pricing system

To calculate the easy learning price two main costs are determined:

- One-time price for the implementation of the platform (100% customization for the customer, purchase of domain, integrations, production script, etc.)
 - Price: 1850€ + VAT

- Monthly fee per active users per month who have access to the platform +X hour support/month.
 - Price: Depends on the number of users, the more users have access the lower the price per user will be.
 - Example:

Users	Monthly fee	Price per user
100	520 € / month	5,2 € / month
500	960 € / month	1,90 € / month
1000	1.390 € / month	1,39 € / month

Pricing system

- Services and features included in the proposed pricing
 - A LXP platform that is a 100% custom-made Cloud solution with profiling and focused on gamified dynamics that includes the following modules:
 - Access system, course registration and document management.
 - Training passport with automated accreditation/diploma.
 - Multimedia content loading with HTML5 editor, VCMS and RolPlay editor
 - User management and profiling dashboard.
 - Statistics and reports of evolution and follow-up.

Customers

Easy learning has different types of customers:

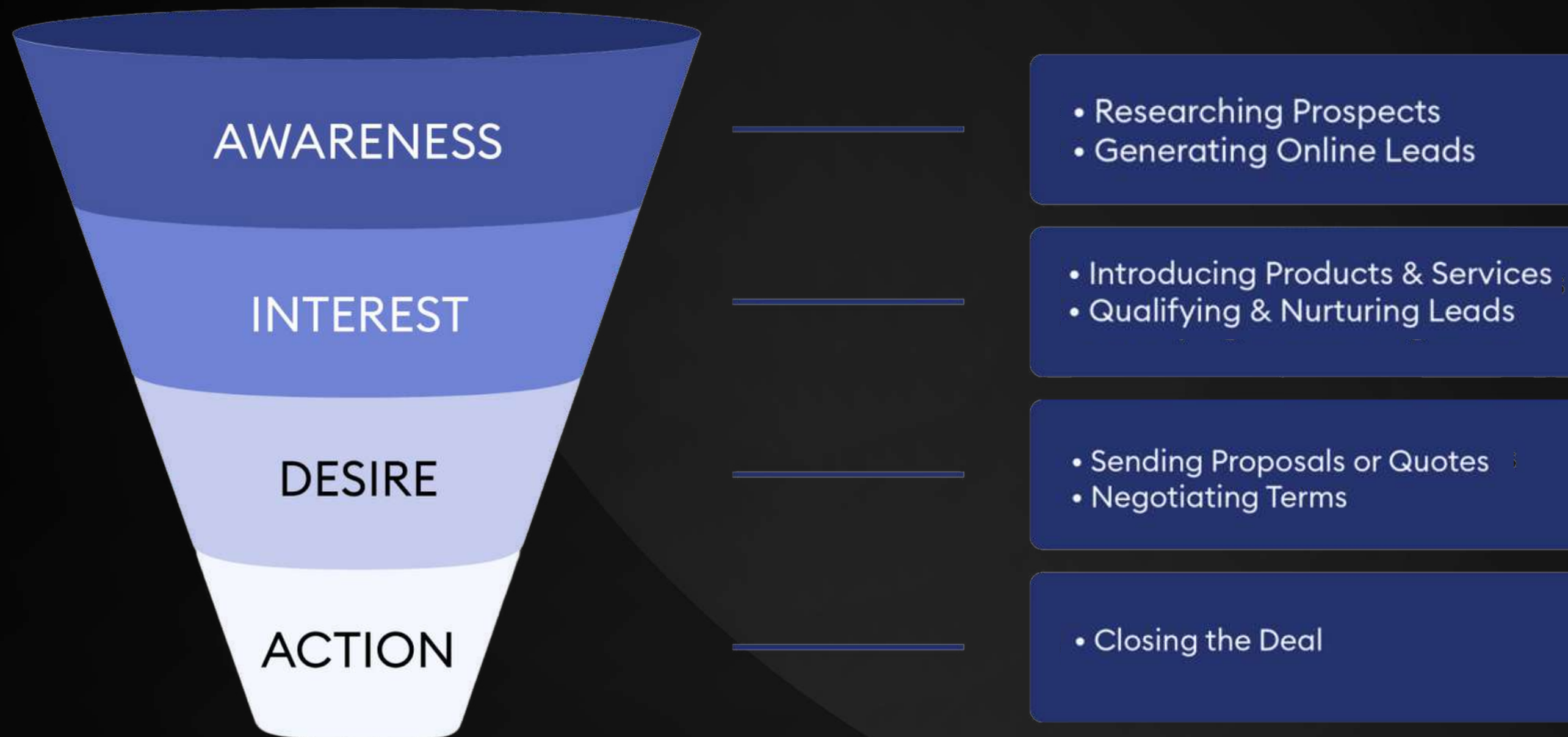
- Human resources departments
 - Objective: Training for onboarding, training plans, occupational risk prevention...
 - Private companies
 - Public institutions
- Universities, schools, academies:
 - Objective: Online training platform for students

Sales strategy

All sales are B2B. The sales strategy is divided into the following actions:

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 - Web
 - ...

Sales funnel



Competitors

 easy learning

 iseazy

 moodle

 evol
Campus

 cornerstone

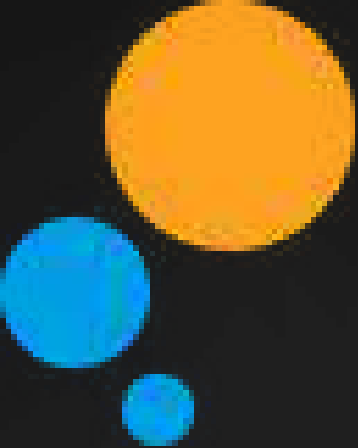
 degreed

 docebo®

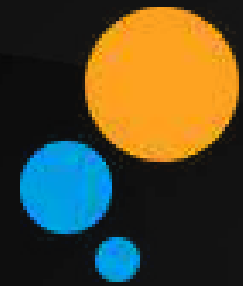
Material:

Presentation

Videos



**Simuladores
Empresariales**



Simuladores Empresariales



Why Business Simulators?

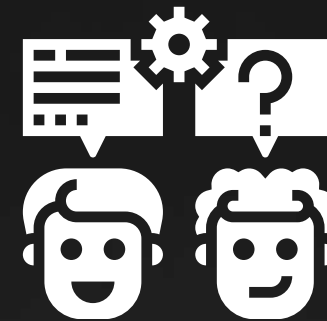
Simuladores
Empresariales



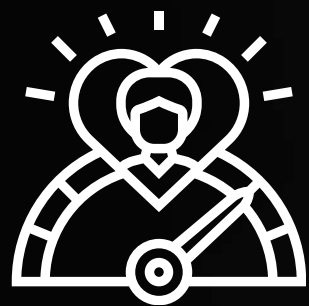
Comprehensive tracking
of user progress



Risk-free
environment



Promotes teamwork



Immersive process and
good user experience



Improves a wide
variety of skills in a
practical way



Pricing system

- Up to 200 users are paid by unit licenses.
- After 200 users we have packages of 250 and 500 users.
- For large volumes we have a flat rate.
- The price per license is 70 euros + VAT. One license per user.
- Services and features included in the proposed pricing.
 - Hosting
 - 1.5 hours training
 - Tutor licenses
 - materials and support to the teacher or facilitator.

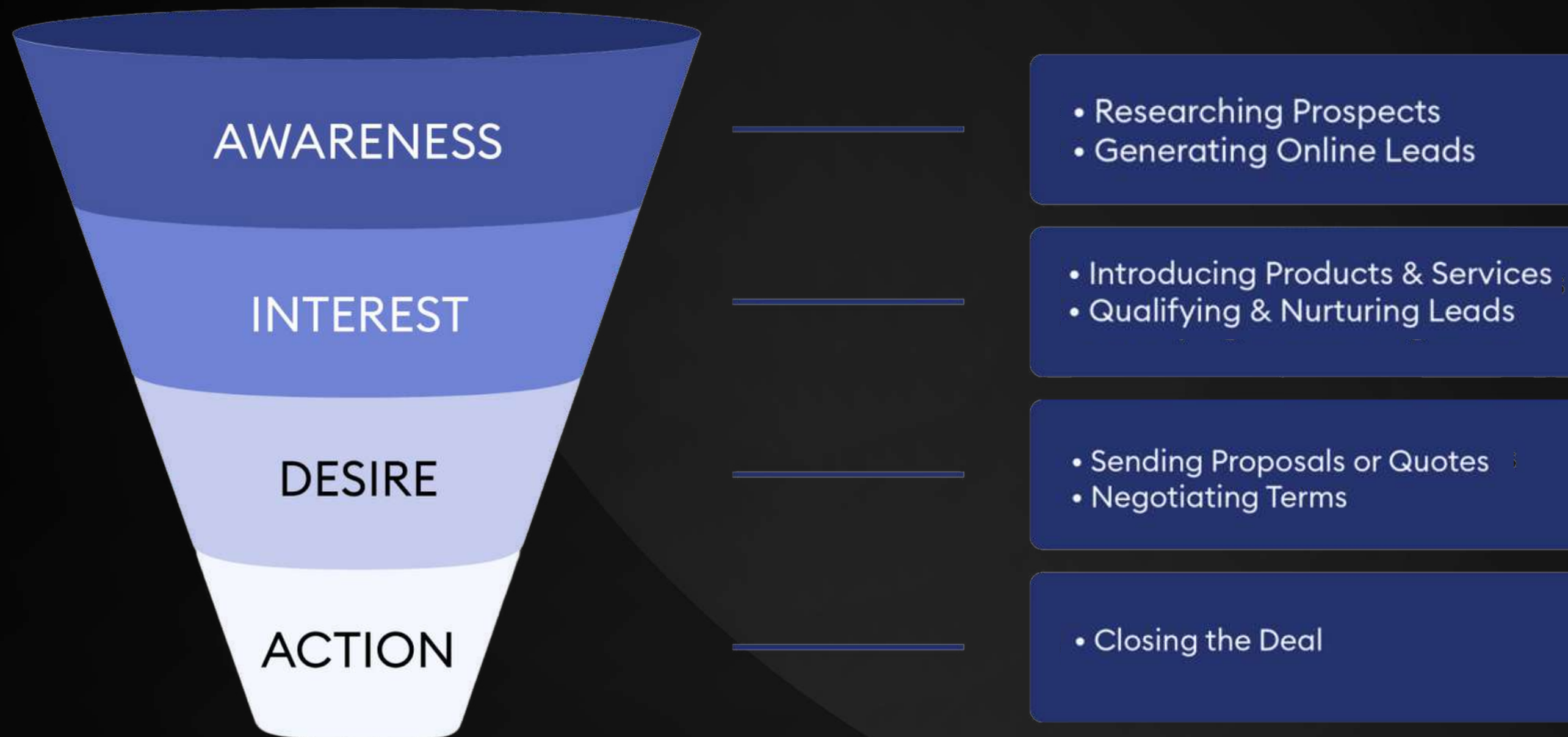
Sales strategy

Most sales tend to be B2B but we also have the option to do B2C with some simulators. The sales strategy is divided into the following actions:

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 - Web
 - Online store
 - ...


Sales funnel

Simuladores
Empresariales



Customers

- B2B
 - Universities
 - Institutes
 - Business schools
 - Public institutions
 - Private companies
- B2C
 - Entrepreneurs
 - Students
 - Teachers




Simuladores
Empresariales

Competitors

Simuladores
Empresariales



Material:



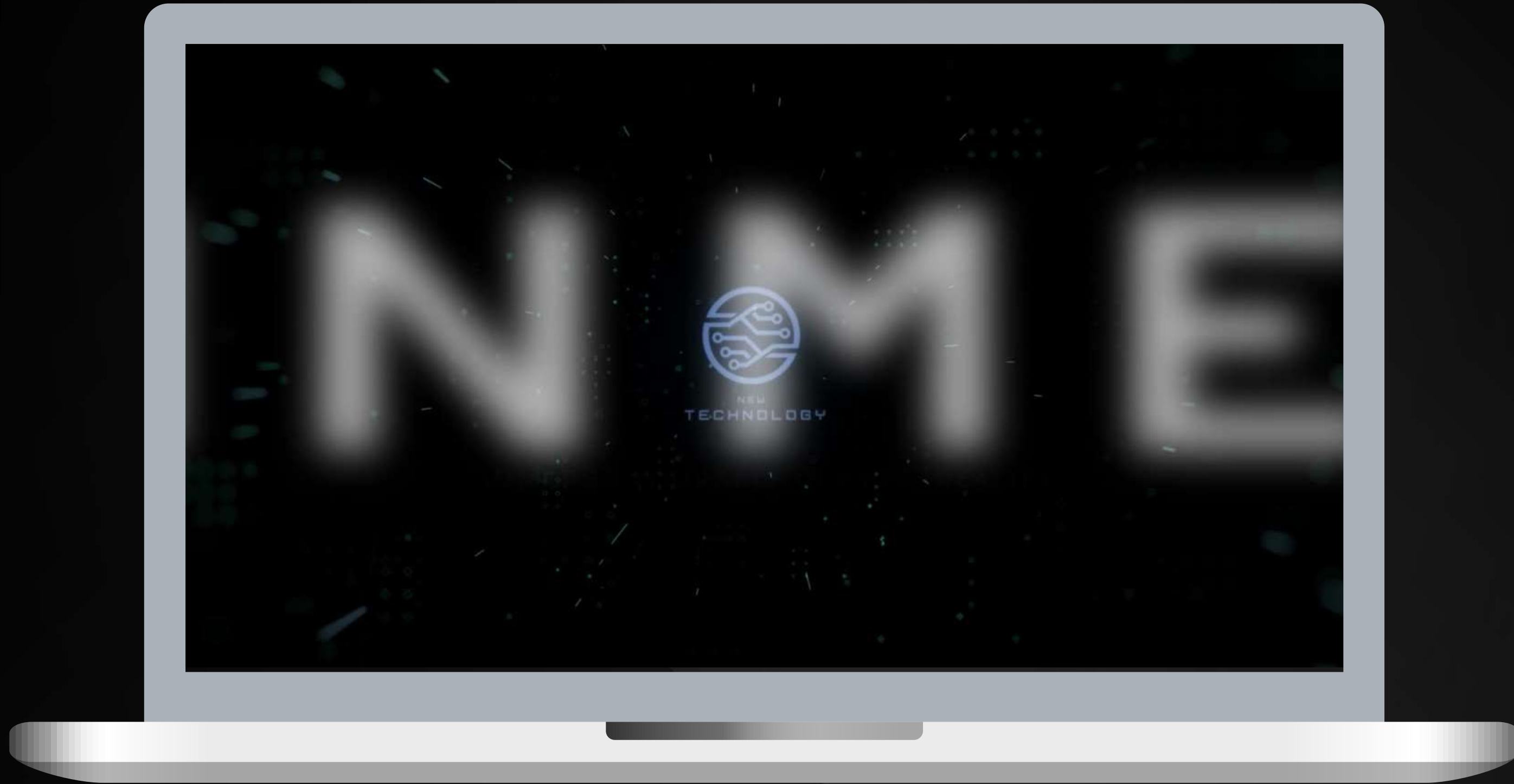
Simuladores
Empresariales

Presentation

Videos



INMERSIS





INMERSIS

Sales strategy

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Pricing system

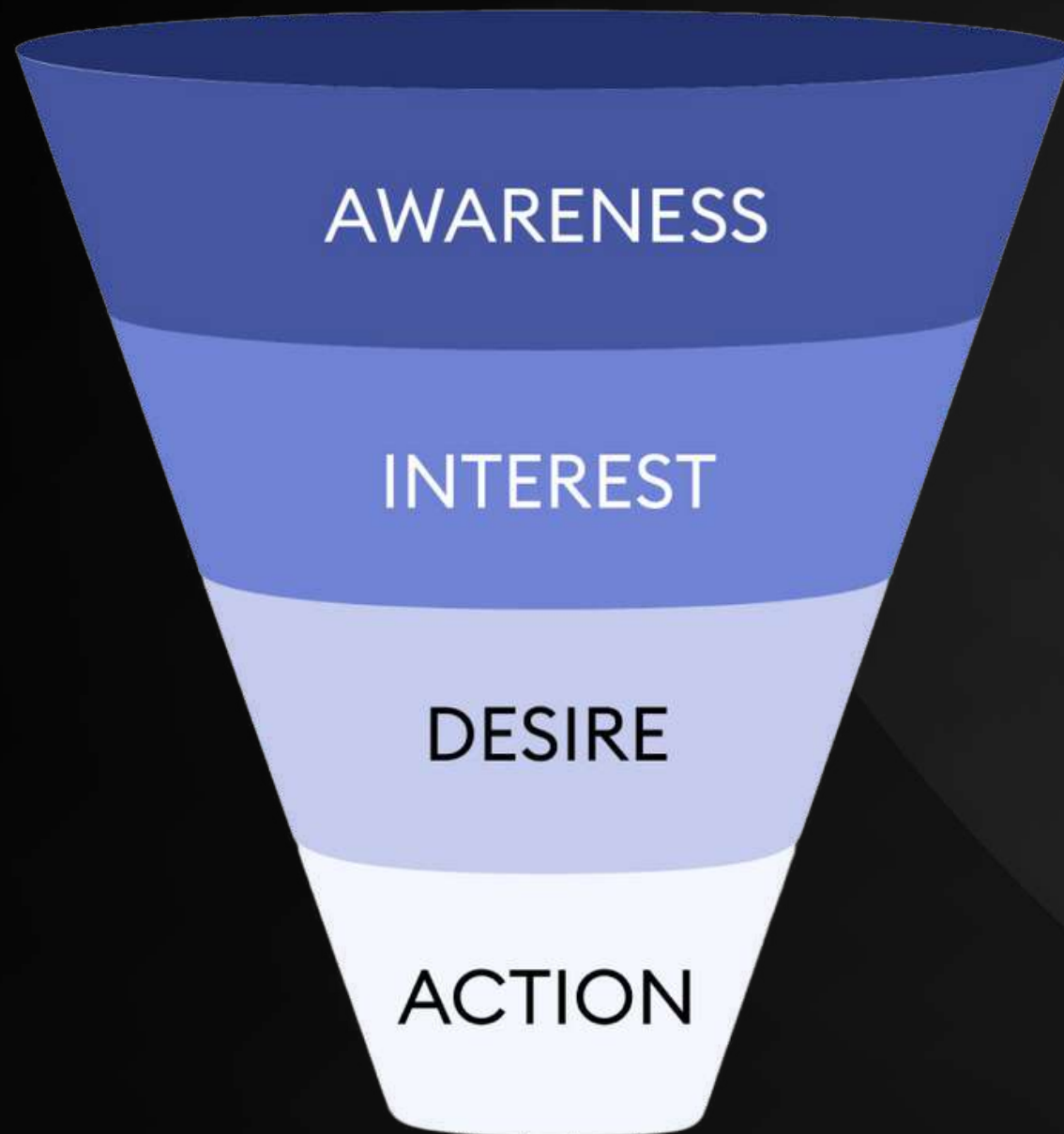
Tailor-made prices per project

- **Price for the recording and layout of the digital twin:**
 - MINI PACKAGE (Scanning space up to 100m²): 500 €
 - BASIC PACKAGE (Space scanning up to 200m²): 900 €
 - BUSINESS PACKAGE (Scanning of space up to 400m²): 1.600 €
 - PREMIUM PACKAGE (Scanning of space up to 750m²): 2.625€
 - LARGE SPACES PACKAGE (Space scanning up to 1000m²): 3.500€
 - CUSTOM PACKAGE (Scanning of spaces over 1000m²): Consult
- **Price for the integration of interactive elements:**
 - Package of 10 basic interactions in tag mode (Texts, images, pdf, videos...): 100 €
 - Voice-over audio provided by the customer: 150€/audio
 - Audios with realistic talking gallery character: 500€/audio
 - Integration of 3D objects according to complexity: From 300€ to 1.000€/object
 - Integration of gamification: From 1.000€ to 3.000€ /gamification element
- **Maintenance service**

Sales funnel



INMERSIS



AWARENESS

- Researching Prospects
- Generating Online Leads

INTEREST

- Introducing Products & Services
- Qualifying & Nurturing Leads

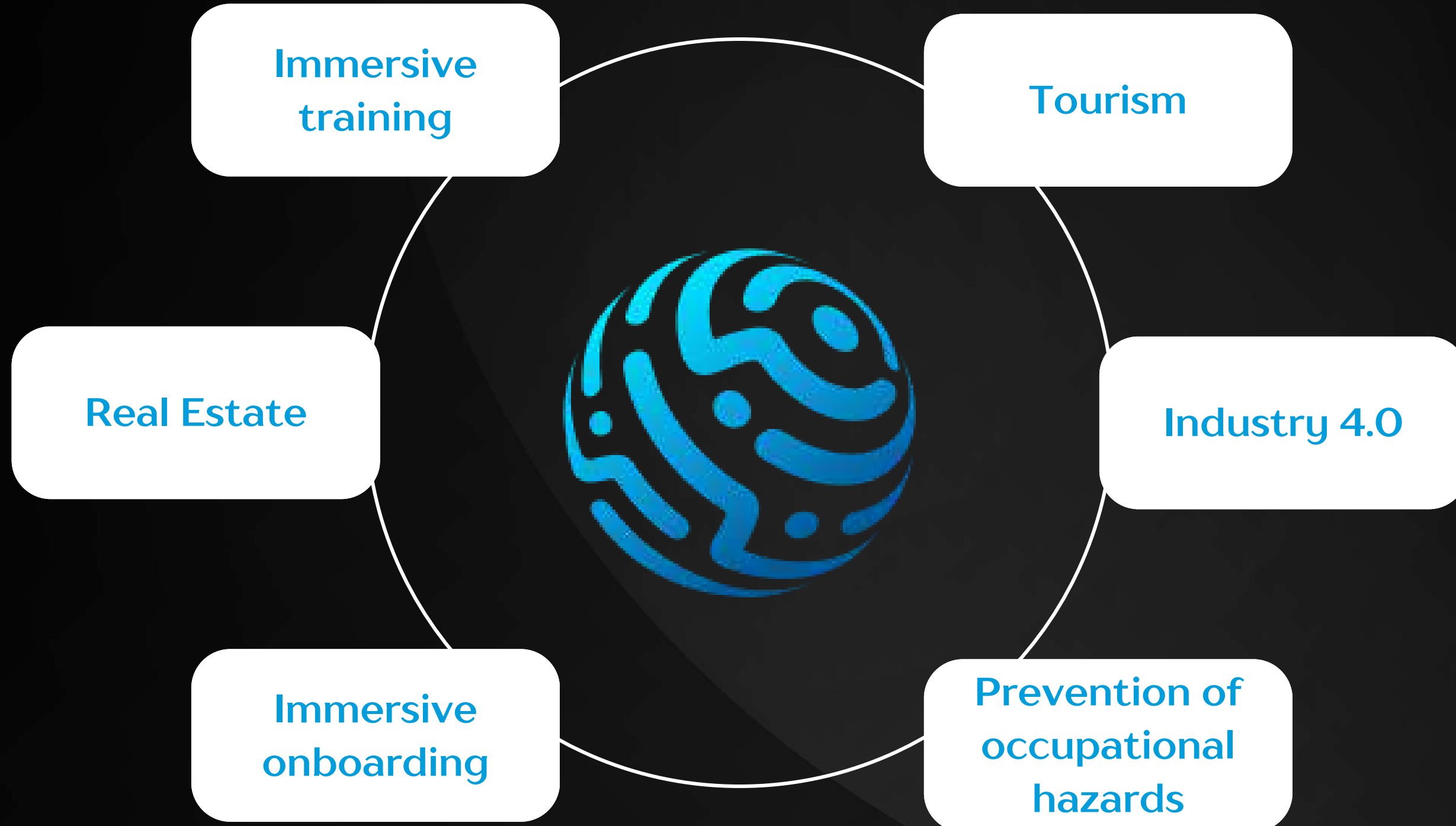
DESIRE

- Sending Proposals or Quotes
- Negotiating Terms

ACTION

- Closing the Deal

Customers



Competitors



INMERSIS



VIRTUAL
TXOKO

Material:



INMERSIS

Presentation

Videos



**Innovative digital
solutions**