



TECHNOLOGIES, LEARNING AND SKILLS

**EduLai by Smarthink**

# Company Profile

To develop skills of the job market of the future through technologies





"Recent technological developments have led us to new phenomena such as remote work, the use of virtual classes for training, and the use of technologies for developing workers' competencies. Smarthink deals with all of this and much more, always staying up to date with the latest trends and research in the field."

# Who are we

We are a team of specialists in the use of technology for training, experts in business management and strategy, psychologists, coaches, trainers, and technology experts, who have been working together since 2016 with the aim of innovating the way workers' competencies are measured, applied, and improved.



**Lucilla Crosta - CEO**  
PhD Education - R&D



**Maisano Carmelo - CFO**  
Co-founder



**Francesco Derchi**  
Marketing & Strategy



**Gabriele d'Aquila**  
CTO



**Paola Azzi**  
Marketing Trainer



**Massimo Antonucci**  
Coach & Psychologist



**Fabiana Stucchi**  
Administration



**Roberto Lentini**  
CSO



**Tatiana Maira**  
LMS Moodle Expert

*Sm<sup>ar</sup>think*

# Smarthink numbers

2000 +

users assessed  
on skills

1 000 +

users trained on  
skills

25 +

companies,  
clients,  
universities and  
partners

*Smarthink*

# Smarthink Achievements



Smarthink has been awarded the  
**'Seal of Excellence'** by the  
European Commission for the high  
quality of its Skills Project Edulai



Smarthink **has been chosen by**  
**Google** for a Pilot Project  
empowering its Edulai platform  
through Gen AI

# Our partners & clients

"Since 2021, we have been collaborating with companies of various sizes and sectors, ranging from manufacturing to IT, finance, and services. We have also partnered with universities, training institutions, and organizations, becoming partners in Open Innovation projects and skill development initiatives."

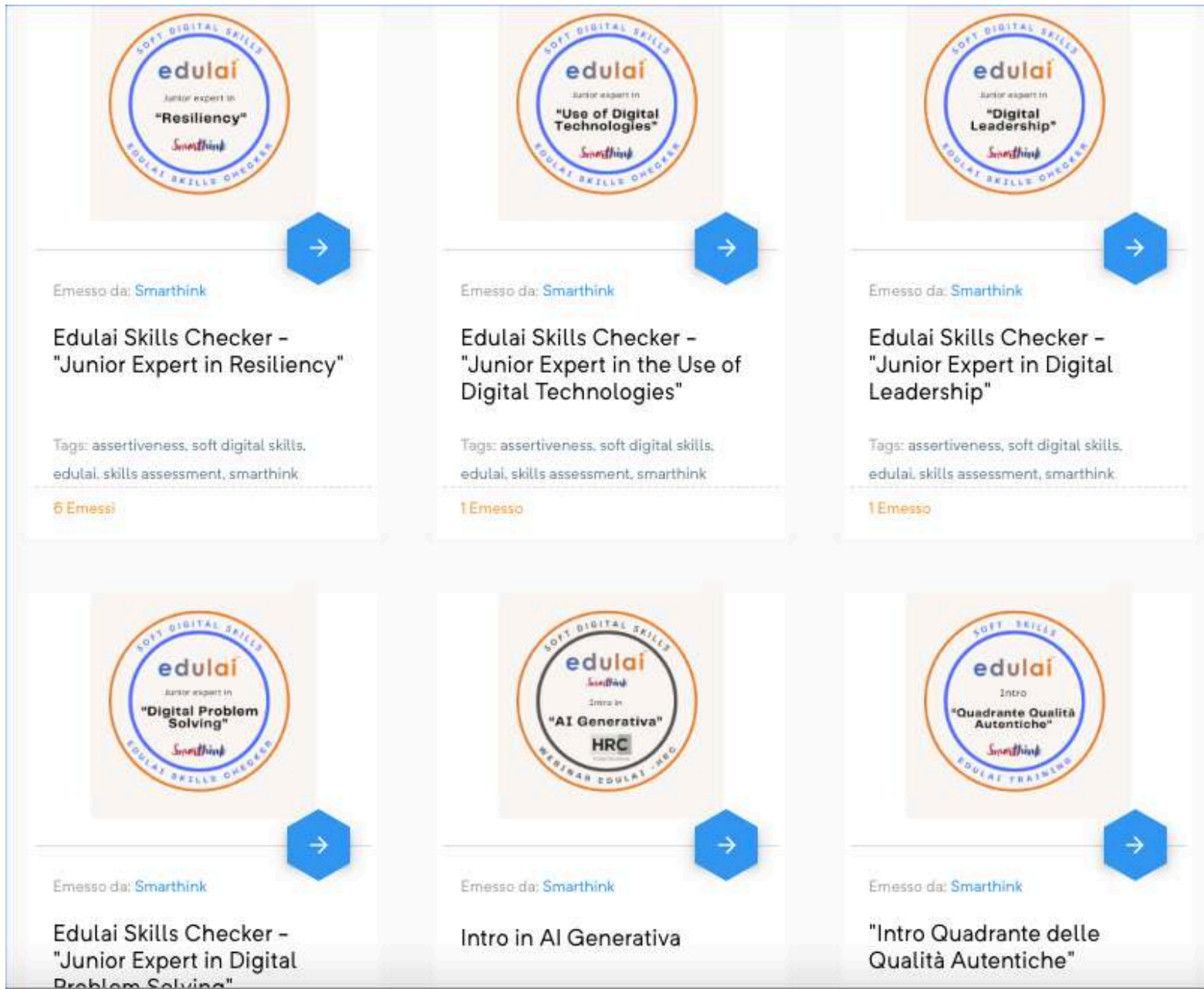


UNIVERSITÀ  
DI TRENTO



# Our Patented Technology Edulai

# Our products and services



**"Smarthink offers a specific technology called Edulai, along with a range of e-learning services focused on developing niche skills, particularly workers' Soft & Digital Soft skills."**

"Smarthink values the skills acquired by workers by issuing Digital Badges through the certified platform MYOpenBadge."

**Smarthink**

**mob MY OPEN BADGE**

# Edulai Skills Checker



**45 +**

Competencies and sub-competencies assessed through professional cases to solve

**20**

minutes to perform the automatic assessment

**Problem Solving**

**Critical thinking**

**Communication**

**Leadership**

**Learning**

**Interculturalism**

**Collaboration**

**Negotiation**

**Goal Orientation**

**Digital Collaboration**

**Digital Communication**

**Digital Leadership**

**Digital Problem Solving**

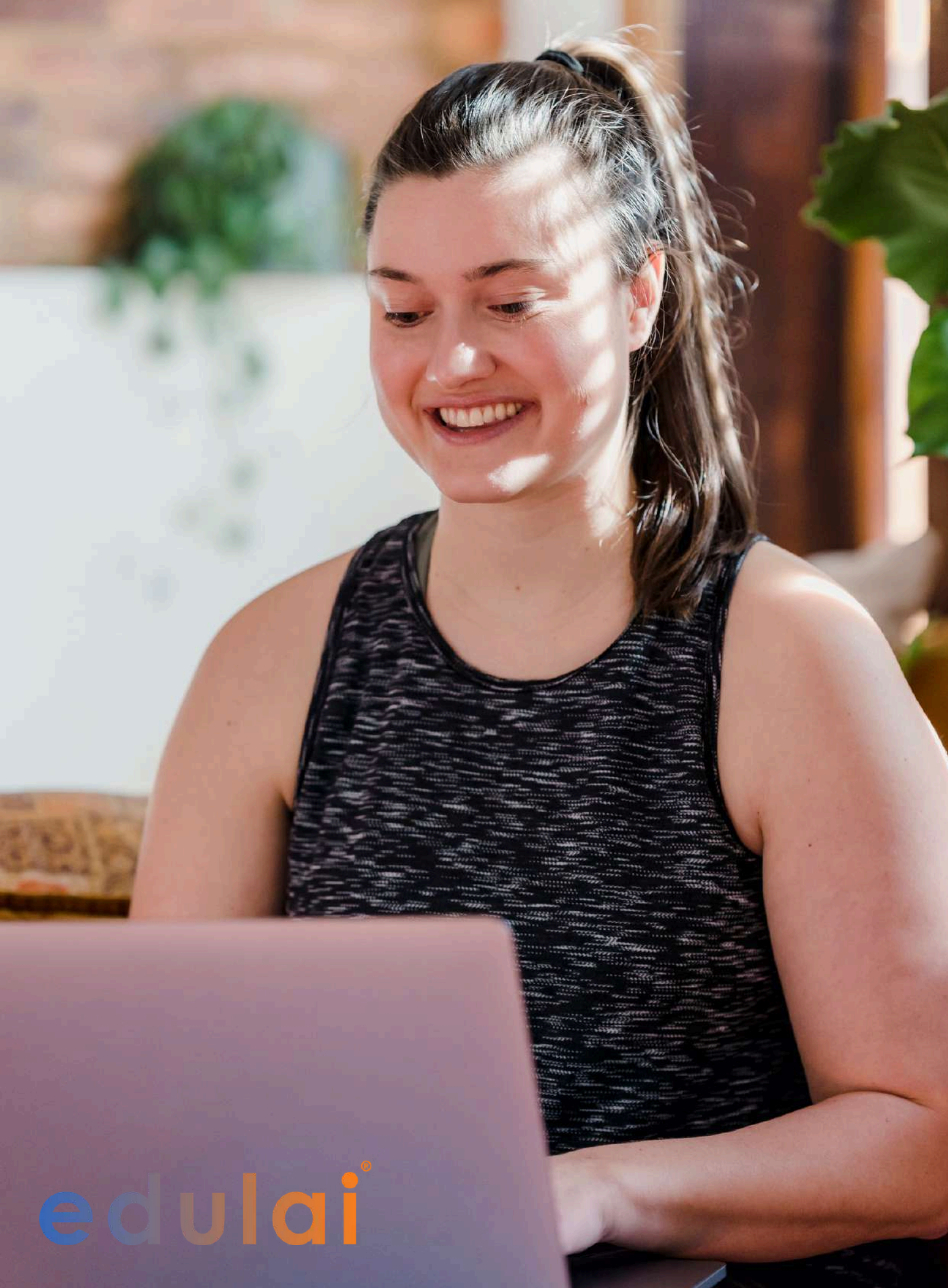
**Use of Technology**

**Empathy**

**Proactivity**

**Resiliency**

**Autonomy**



# EduLai Critical Thinking

PROJECT  
SUPPORTED BY  
Google

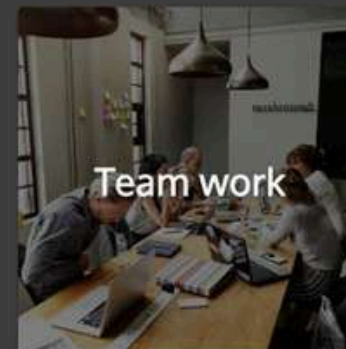
**Assess individuals' ability to think and communicate uniquely and originally by analyzing their written texts using Generative AI.**

Critical thinking is an increasingly important and sought-after skill in today's and tomorrow's workplace, indicating an individual's ability to innovate within a company.

# Edulai Intelligent Library

edulai

Select the skill you want to improve and start  
watch new contents



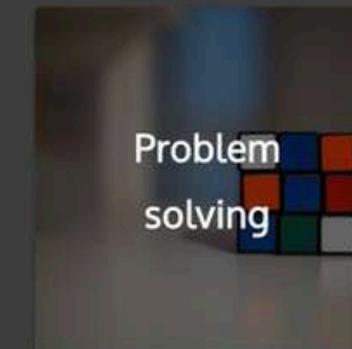
Team work



Leadership



Critical thinking



Problem  
solving



Interculturalism



Digital  
technology



Communication



English  
Language

"INTELLIGENTLY SUGGEST CONTENT FOR  
SKILL IMPROVEMENT BASED ON ONE'S  
LEVEL OF EXPERIENCE."

# Why we are different

**“NEW RAISING SKILLS REQUIRE NEW WAYS TO ASSESS THEM”**

- we perform our assessment using a new designed and unique method
- we are focused on assessing skills “in context”, not through psicometric tests
- we can assess individual skills, we do not assess skills through group games
- we assess unexplored skills such as critical thinking, interculturality, soft digital skills and many more
- we assess skills in 15/20 minutes

# Cases History



# Case History

**"Aviation company Mecaer, through its partnership with HRC Fundtraining, requested e-learning training via the Moodle platform to educate 450+ employees on gender biases. The training was delivered through short weekly video modules and practical field application of the learned content. The platform enabled continuous monitoring of user engagement throughout the course."**

"Projects like this are interspersed with moments of online group interaction and collaboration, as well as company-wide contests organized to fully engage employees."

*Smarthink*



Smarthink

AirControl tecnica per passione

WE'RE  
HIRING



# Case History

"The manufacturing company Air Control, through its partnership with the recruitment firm Heads Hunters, requested the mapping of the cross-functional skills of all its employees to make internal reorganization decisions. Using Edulai Skills Checker, we highlighted employees' strongest competencies as well as their weaknesses, enabling the company to make informed decisions. At the same time, Skills Checker is regularly used for selecting new candidates within the company."



# Case History

The travel company Frigerio Viaggi, has used our Edulai Skills Checker, in order to assess hybrid and remote working skills for collaborators of their travel agencies, distributed in different parts of Italy. The assessment was necessary in order to plan further training for better equip them during distance work. The platform allowed monitoring of users engagement during the assessment and the identification of best performers.

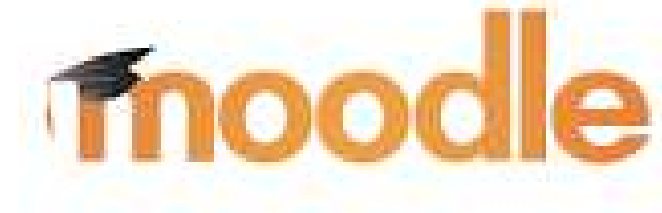
Such projects are integrated with online group interaction and collaboration activities, in order to fully engage employees

# Services & E-learning courses



# e-learning

"Smarthink designs and creates e-learning courses on soft skills."



## TRAINING DESIGN

on soft skills such as communication, leadership, critical thinking, gender differences, workplace well-being, hybrid and remote work..



## TRAINING DELIVERY

training can be delivered through video conferencing tools or in a more complex manner via the Moodle platform.



## TRAINING MONITORING AND CERTIFICATION

training is monitored, evaluated, and recognized through specific reporting and the issuance of Digital Badges.



*e-learning*

# Use of Artificial Intelligence

The training provided via webinars or through the Moodle platform offers theoretical and practical content to workers and young people, allowing them to **develop skills related to critically using new generations of artificial intelligence, exploring ethical and educational aspects, as well as the pros and cons**

*e-learning*



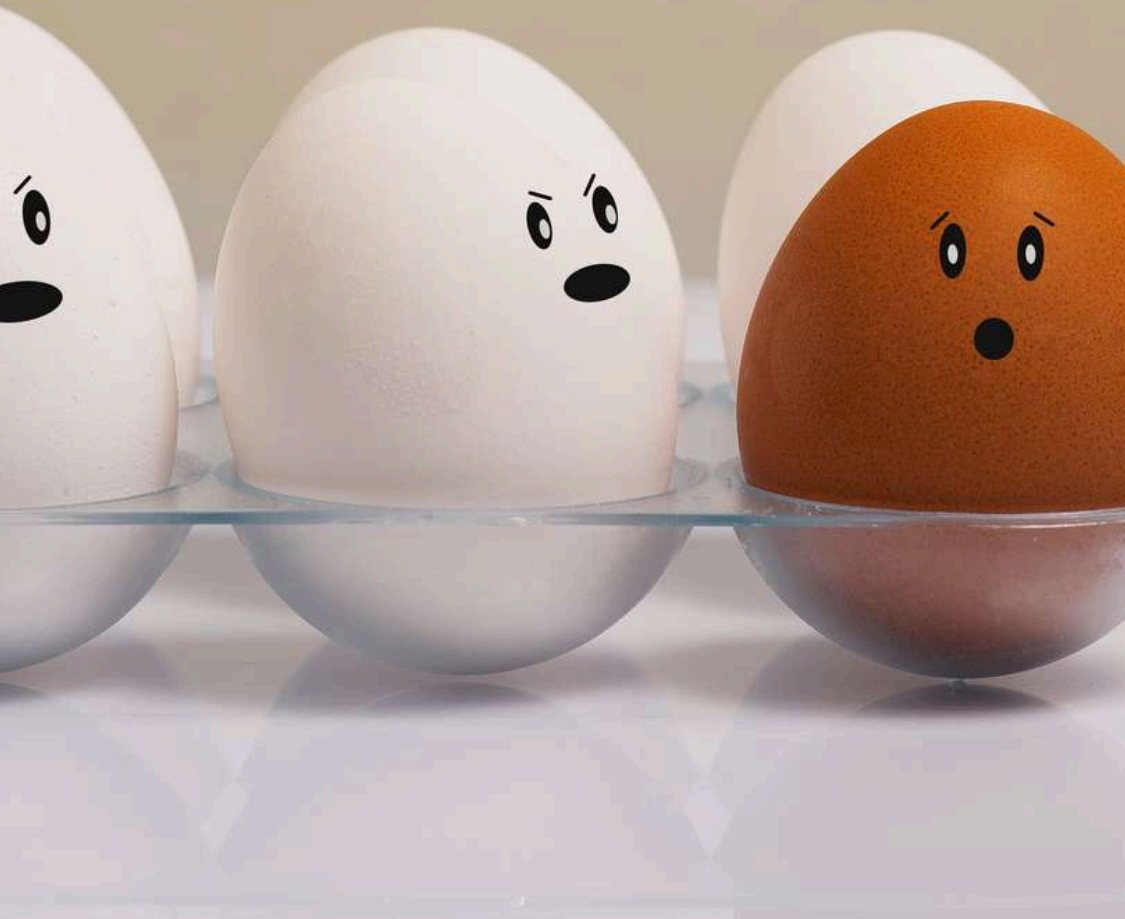
# Quadrant Leadership & Communication

The training provided via webinars or through the Moodle platform offers theoretical and practical content to workers and young people on the use of the **innovative Core Quadrant Technique** to communicate effectively within their team and company. This involves **understanding one's own and others' qualities, challenges, and allergies**. **Introduced in Italy only in 2023, this technique can only be used by certified coaches**

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# Gender Bias

The training provided via webinars or through the Moodle platform offers theoretical and practical content to workers and young people, allowing them to **develop skills related to understanding gender biases, inclusive language, and techniques to identify and address them**



*e-learning*



# Transversal skills

The training provided via webinars or through the Moodle platform offers theoretical and practical content to workers and young people, allowing them to **develop skills related to verbal and technological communication, leadership, critical thinking, problem-solving, etc**



*e-learning*

# Hybrid and remote work

The training provided via webinars or through the Moodle platform offers theoretical and practical content to workers and young people, allowing them to develop **skills related to workspace management, time management, technology management, and personal well-being**

A silhouette of a person sitting in a meditative pose on a rocky outcrop, looking out over a vast landscape at sunset. The sky is a mix of blue, orange, and yellow, with some clouds. The person's back is to the camera, and their arms are resting on their knees.

*e-learning*

# Workplace Well-being

The training provided via webinars or through the Moodle platform offers theoretical and practical content to workers and young people, allowing them to **develop skills related to mindfulness, signs of work-related stress, and techniques for their identification and management.**

# Contacts

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