




thinkEDU
think • create • innovate

Autodesk Learning Partner Annual Summit – FY19





Autodesk Learning Partner Annual Summit

Michael Fischler
CEO, ThinkEDU, LLC



Agenda

- 9:00 - Welcome (Agenda Review) – Mike Fischler (20 min)
- 9:20 - Overview of FY18 and Goals for FY19 (The New Road Ahead) – Ron Richard (50 Min)
- 10:10 - Break (15 Min)
- 10:25 - Key strategic issues facing Learning Partners (Bruce Stuart, Channelcorp) (1 hour)
- 11:25 - Lunch (working – box lunches available) (20 Min)
- 11:45 - Key Tactical and Operational issues: Building an Educational Channel (Bruce Stuart, Channelcorp) (1 hour)
- 12:45 - Program, Enablement & Operational Strategy (Nancy Tremblay, Michelle Broccardo, Selina Shen) (45 Min)
- 1:30 - Break (15 Min)
- 1:45 - BIM 360 and the Construction Industry (John Herridge, Autodesk Education) (45 Min)
- 2:30 - Recognition Awards – Mike Fischler (15 min)
- 2:45 - Summary and wrap-up – Mike Fischler (& friends) (15 Min)



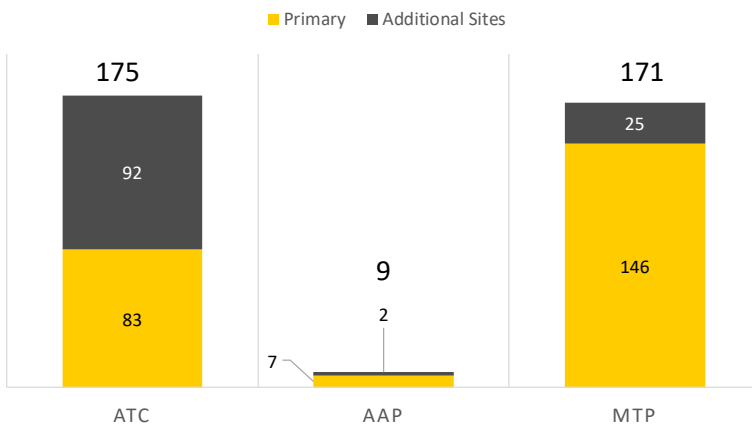


NA Channel Make-Up

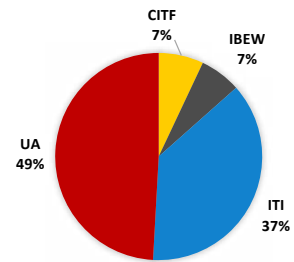
Primary Sites = 236
 Additional Sites = 119
 Total = 355

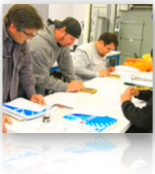
AAP's including ATC's that are also AAP's:
 Primary = 32
 Additional Sites = 66
 Total = 98

CHANNEL MAKE-UP



MTP BREAKOUT



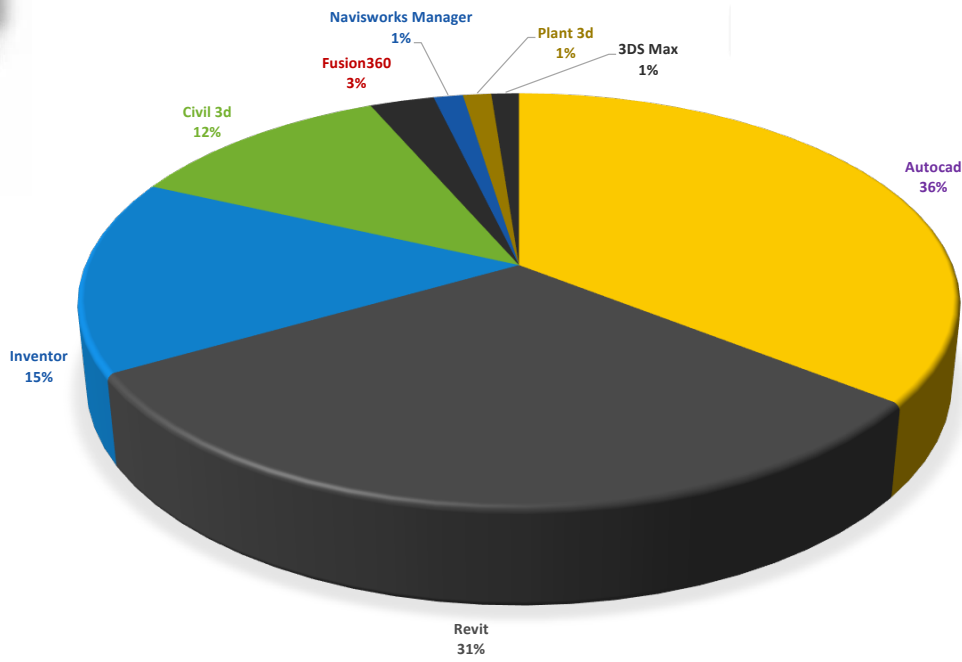


FY18 New NA Learning Partners

Site Name	Site Name
CITF Carpenters TTF for Northern CA	UA 601 Steamfitters Training School
CITF Kapolei Training Center	UA Local 136 Plumbers & Pipefitters MCA SI Training Trust Fund
Denver Plumbers JATC local 3	UA Local 172 JATC
Electric Waves Assoc., LLC Irvine Branch	UA Local 210 JATC
Eyes High Education Inc.	UA Local 26 Northwest WA Pipe Trades
Future Media Concepts, Orlando	UA Local 26 Southwest WA Pipe Trades
IBEW Local 236 Tri City JATC	UA Local 268 Sprinkler Fitter JATF
IBEW Local 332 Santa Clara Co Electrical JATC	UA Local 46 Training Department
IBEW Local 5 JATC	UA Local 483 Sprinkler Fitters
ITI Local 214 Sheet Metal Workers JATC	UA Local 525 Las Vegas Plumbers & Pipefitters Apprenticeship & JTT
ITI Local 24 CSMWA-JATC	UA Local 562 Training Center
ITI Local 273 Tri County JATC Sheet Metal	UA Local 636 Pipefitters Industry Training Center
ITI Sheet Metal Workers Local 17 Training Center	UA Local 7 Plumbers and Pipefitters
ITI Sheet Metal Workers Local 19 JAFP	UA Local 85 Training Center
Kern & Northern Co. Air Conditioning & Sheet Metal Workers JATC 105	UA Local 853 Sprinkler & Fire Protection Trade Centre
Mechanical Trades Institute-JATT	UA Pipe Fitters Training Fund Local 597
NECA/IBEW Local 26 JATC Lanham	UA Pipefitters Local 533 Training Center
NECA/IBEW Local 26 JATC Manassas	UA Pipefitters Training Center 537
Pelican Bay State Prison	UA Plumbers & Pipefitters local 104 JATC
REACH Consulting Ltd.	UA Plumbers & Pipefitters local 502 Edu & Training
Sacramento Area Electrical Training Center	UA Plumbers & Steamfitters Training Facility
SolidProfessor	UA Plumbers and Pipefitters Local 9
Steamfitters Technology Center	UA Plumbers Local 1 Trade Education Fund
UA #430 Tulsa Pipe Trades Training School	Ventura Youth Correctional Facility

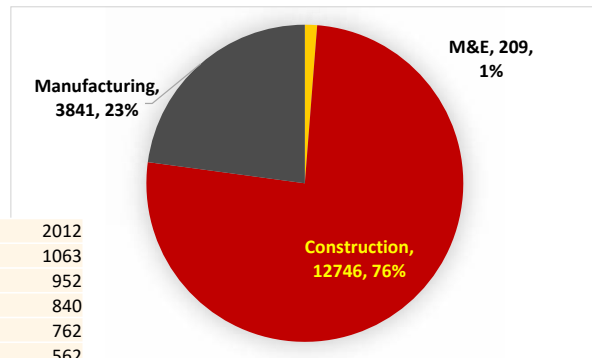


Channel by Focus





Customers Trained by Focus



Top 15 LP's in customers trained

Imaginit	2012
D3 Technologies	1063
Advanced Solutions	952
VDCI	840
Ideate	762
CAD-1 Inc., Denver	562
Mastergraphics	549
The PPI Group	442
CADD Microsystems	432
Cegep du Vieux Montreal	412
MESA Inc.	399
SolidCAD	399
British Columbia Institute of Technology CAD Training Centre	380
APPLIED SOFTWARE Technology, Inc, Atlanta	373
CAD Masters, Inc - Walnut Creek	353

16,795 Customers Trained by ATC's and AAP's



FY18 Quest For Fusion 360 MAU's



* Includes ~800 people that either downloaded Fusion with a trial or student license direct from Autodesk
** Numbers in parenthesis represents total attendees of Fusion 360 events or workshops (2,466).

FY18 Fusion 360 Events

Watch Parties

Focus Accounts

VEX Robotic

F1 in Schools

Fusion 4 Month Course

Design Now Workshops

30-Day Free Courses

Vo-Tech

Career Technology

Efest - East

Efest - West

Webinars

Train the Trainer

Certification Prep

High School Design Now

Design for Industry (D4I)

Fusion MAU Quest





College/University Ecosystem

- Colleges and universities can be an important part of your sales ecosystem.
- While Autodesk academic software is free, the related services that you offer which could include technical support, training, consulting/implementation, certification, related hardware/software and more can provide a steady revenue source for your organization.
- ATC's already offer these services. This will make it easier for you to grow or create a new educational channel for your company.



The U.S. education consumer market, including students, faculty and staff, represents a total addressable market of ~ 70 million people.



What's the Strategic Fit?

- To build commercial demand for Fusion 360, BIM 360 (or any software product), Autodesk and its partners need to grow the farm system (colleges, universities, locals).
 - Students need to learn/train on Fusion 360 or BIM 360 and recognize it as their design tool of choice.
 - Employers want their new-hires to be ready to work on day one. Employers must be able to recruit from these colleges Fusion or BIM - ready students. (They need to be trained on the WHY ...not just the HOW).
 - Finally, newly hired graduates become ambassadors for Fusion or BIM as they will promote internally the benefits of working in a collaborative, cloud-based, design environment.





Building a business with continued trust!

- ThinkEDU is looking for Partners who are looking to establish long-term relationships with schools, colleges and universities.
- This means you have to be prepared to not just train, but to truly develop a relationship with the school/district/college/university.
 - Understanding their program goals
 - Develop Sustainable and Scalable growth opportunities that will bring in revenue to your company
- Look for ways to integrate Fusion 360 and/or BIM 360 into their course curriculum



Requirements for Focus Account Opportunities in FY19

- In order to be compensated for FY19 Focus Account activities, the following steps must be completed. These required steps help to us produce and document successful Fusion 360 and BIM 360 activities throughout the year.
 1. ½ > full day workshop event location, audience, and ATC/AAP compensation must be agreed upon by ThinkEDU
 2. Strong faculty focus necessary in FY19, along with student attendance averaging 25 – 40 per workshop
 3. Event **must be set up in GEMS** and link must be provided to focus account contacts, ThinkEDU, and ATC/AAP marketing teams for combined promotion at least two weeks prior to the event date
 - a) Event link must contain the school name and address (i.e. building and room number), date and time, and directions on downloading the software prior to the event, bringing own laptop, etc.



Requirements for Focus Account Opportunities in FY19

4. Each ½ > full day workshop must be combined/followed by THREE follow-up webinars to reinforce learning and continued use; these webinars can combine multiple focus accounts
5. Results from each ½ > full day workshop and THREE follow-up webinars must be reported back to ThinkEDU within 1 business day
 - Course ID and Project ID (Courses must be entered into the Evaluation System).
 - Interactive workshop photos (for ½ > full day workshops only)
 - **Opt-In** attendance list of names/email addresses for ThinkEDU, notating student vs. faculty
 - Event feedback such as additional requests for training, software feedback, possible incorporation of Autodesk products into course curriculum

