

## Liqwid Krystal broadens the spectrum for learning

Liqwid Krystal plays niche in the learning space – through partnerships and strategic alliances as well as moving into emerging geographies like India, China, Sri Lanka and other countries across the Asia Pacific region. We strive to innovate and develop solutions that address specific pain points for customers.

Liqwid Krystal's ideation on innovation is built around its patent-pending architecture - CodeSaw™. It facilitates real learning for oft-used programming languages, databases, networks and operating systems. More importantly, it easily integrates into all forms of learning mechanisms, for instance books, eBooks, eCourses, K 12 classroom curriculum and any form of computer based and Web-based learning.

We believe that we need to keep pace with the changing demographic profiles of learners and their learning patterns. We recognize that 'collaboration' is key to an ecosystem of innovation and learning, where different partners and stakeholders meet to contribute and thrive.

CodeSaw™'s usability is built around the principles of the common learning pattern:

### **Observe | Practice | Collaborate | Evaluate**

Within this framework, users are able to instantly view the working of a programming concept, rather than just read the program. For instance, with a CodeSaw™ integrated publication, code fragments of a book can be accessed from a remote server, and compiled and run from within a common Web-browser. A student can work on a software project, while taking an online course in programming. More than 400,000 users are already part of this experiential learning — globally!

**Liqwid Krystal was adjudged as one of the top Six Innovative Companies in India at NASSCOM 2005.**

Our latest version CodeSaw Collaborate works through a User Interface that's simple and engaging. The 'Collaborate' feature is based on the thought process that learners from diverse locations can work in consultation with each other, mentor and be mentored in turn – all within the same CodeSaw™ environment. We ensure that our partnerships contribute real value, and are essential in providing compelling value for our customers, be it in areas of content, courseware, certification and testing.

With capabilities to facilitate rapid comprehension of programming concepts without the need for a development environment, CodeSaw™ has a significant edge over any other product in the same marketplace!

## Partnerships

Providing options and attractive price points to customers is core to our partnership strategy. We recognize that physical pockets and presence are kind of obsolete in a global environment. And hence, strategically align this partnership network to coalesce with value-adds for customers.

### Partner for TIE

Partner for 'Technology, Innovation and Experience' is a strategic mission that we've adopted today. Given the shift in learning patterns, we believe in offering customized, Web-based solutions to customers. We believe that any user who has access to the Internet should be able to learn, take tests, get evaluated, be certified and also connect to jobs in a seamless manner.

We view every relationship in its entirety. By moving into the vibrant and developing economies of today - the Asia Pac and other regions of South East Asia, for instance India, China, Sri Lanka, Philippines, New Zealand, Australia and others, we believe we can tap opportunities in large volumes across the learning space by leveraging on each other's benefits and strengths – a few hundred dollars!.

### Safari™

Our partnership with Safari™, a joint venture between O'Reilly Media Inc. and The Pearson Technology Group is strategically aligned to meet the learning requirements of emerging economies. Safari™ will make available Safari Tech Books Online, its e-reference library of technical and business titles for users of Liqwid Krystal's learning solutions in the Asia markets, with the collaborate-driven feature of CodeSaw™. As the Value Added Reseller for Safari™ in these markets, we believe we have an inherent value proposition. Safari™ will offer an organization of 1000 or more employees their entire referencing library for less than \$100, per employee, per year along with CodeSaw Collaborate. This value offer is preceded by a trial period of 60 days with a 'no-strings' attached policy during which the Safari Book Shelf, integrated with CodeSaw Collaborate will run for the prospective customer on a co-branded Web site involving all three stakeholders.

### Others

Course Technology, part of Thomson Learning for 'Courses'  
Indian Institute of Science (IISc) for 'Courses and Certification'  
Indian Institute of Information Technology, Bangalore (IIITB) for 'Courses'

### At Visvesvaraya Technology University

Liqwid Krystal partners with Visvesvaraya Technology University in Karnataka (India) to launch gyanX, a platform for students, teachers, content and course providers, testing and certification agencies, HR Managers and the industry.

VTU will go live with 120,000 students in a progressive manner – and at a price point of a few hundred rupees, per student, per year.

## **Leadership**

Liqwid Krystal's leadership brings together a unique symbiosis of executive, technical and sales functions. This core group brings to their table, a pool of business insights and relevant industrial experience.

### **Anand Adkoli, Cofounder & Chief Executive Officer**

Anand has been instrumental in shaping Liqwid Krystal's corporate strategy and technology agenda. He constantly challenges himself and the teams to push beyond the boundaries of logic, and to innovate with the power to catalyze.

He believes there is no sequel to 'hands on learning', and ensures that this thought forms the core of innovations at Liqwid Krystal. By leveraging the advantages of technology with unique business models, he ensures real returns for all stakeholders.

Anand oversees Liqwid Krystal's national and global sales and marketing, and is also responsible initiating strategic relationships. He believes that strategic partnerships is one of the key enablers to help evolving companies go to the market.

Anand ensures that Liqwid Krystal seeks to map its product strategy to customer requirements. In the quest to remain green, he explores new ideas and approaches to customer service so that the business continues to architect value.

As CTO of the company till 2003, he engineered a successful integration of IT with business strategy.

### **Ramesh Gowda, VP-Operations**

Ramesh Gowda is responsible for the day-to-day management at Liqwid Krystal, and serves as a member of the Board of Directors. Prior to this, he was working with AT & T Systems Inc. New Jersey.

### **Noel Almeida, VP-Products**

As head of product development, Noel is responsible for translating ideas from product definition to deployable, fully functional solutions. He ensures that Liqwid Krystal adheres to best practices in product management and requirements management. This is done to discover customer requirements and latent customer needs and convert them into formal product definitions and future roadmaps. Noel leads the technical team in evolving and following an agile yet formal software engineering process (corresponding to CMM-I Level 3) that results in quality products being delivered on time.

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