



Cognition.Online

WHO ARE WE?

KYLE DODDS

MANAGING DIRECTOR

WIHAN HORN

FINANCE DIRECTOR

WALDO BOSHOFF

DEVELOPMENT DIRECTOR

CORNEIL CLASEN

OPERATIONAL DIRECTOR

CIARAN LIEDEMAN

TECHNICAL DIRECTOR



# AGENDA

THE COGNITION  
JOURNEY

THE PLATFORM  
REVOLUTION

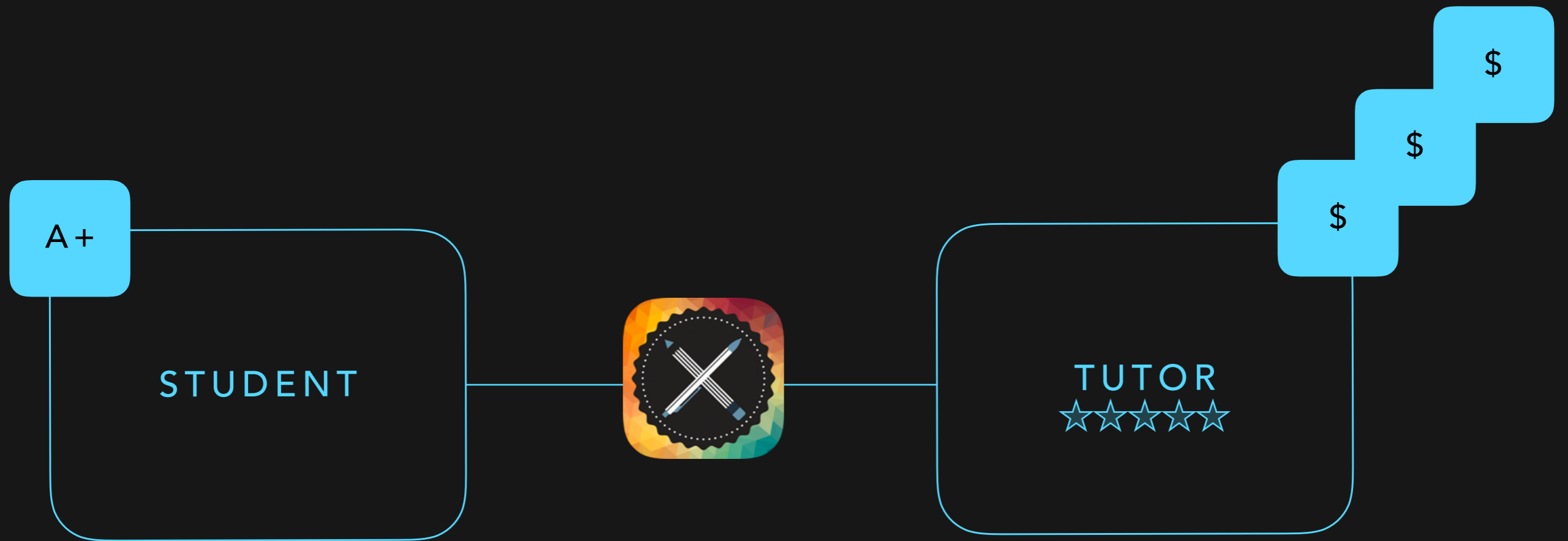
THE FUTURE  
WORKPLACE



# THE COGNITION JOURNEY



# WHAT IS COGNITION?




# WHAT IS COGNITION?

Carrier 9:41 AM 42%

## Profile

My Profile My Addresses



**Corneil Clasen**  
corneil@stackworx.io  
072147880

Lorem ipsum dolor sit amet, consectetur aing elit.  
Quisque tempor, lorem eu hendrerit accumsan, nibh  
ligula viverra eros.

Home Number 0128070535  
Second Email cpclasen@gmail.com  
Birthdate 1990-08-30  
Language Pref English  
Boarding No

Edit Profile

Carrier 9:41 AM 42%

## + Request Class

Subject -

Grade -

Hourly Rate (R) -

Duration (minutes) -

Timeslot Option 1 -

+ Add Timeslot Option

Address -

+ Add New Address

Additional Comments  
eg. I need help with Geometry

Request

Carrier 9:41 AM 42%

## My Classes

Booked Pending History

**S** Science OFFERS: 0  
Grade 5  
Sep 10, 2016 1:15 PM R400  
120 minutes R200 p/h

**A** Accounting OFFERS: 2  
Grade 5  
Multiple Timeslots R400  
120 minutes R200 p/h

**E** English OFFERS: 99  
Grade 5  
Sep 10, 2016 1:15 PM R400  
120 minutes R200 p/h

+ Request Class



PROBLEMS COGNITION IS ADDRESSING

EDUCATION

THROUGH QUALITY TUTORING

UNEMPLOYMENT

THROUGH GIVING WORK TO  
TUTORS

ADMIN

IT SUCKS!



# THE PLATFORM REVOLUTION





# PLATFORMS

**UBER**

The largest taxi company in the world but they don't own any vehicles!



# PLATFORMS



The largest accommodation company in the world but they don't own any real estate!



# PLATFORMS



The largest online store in the world but they don't own any inventory / stock!



# PLATFORMS

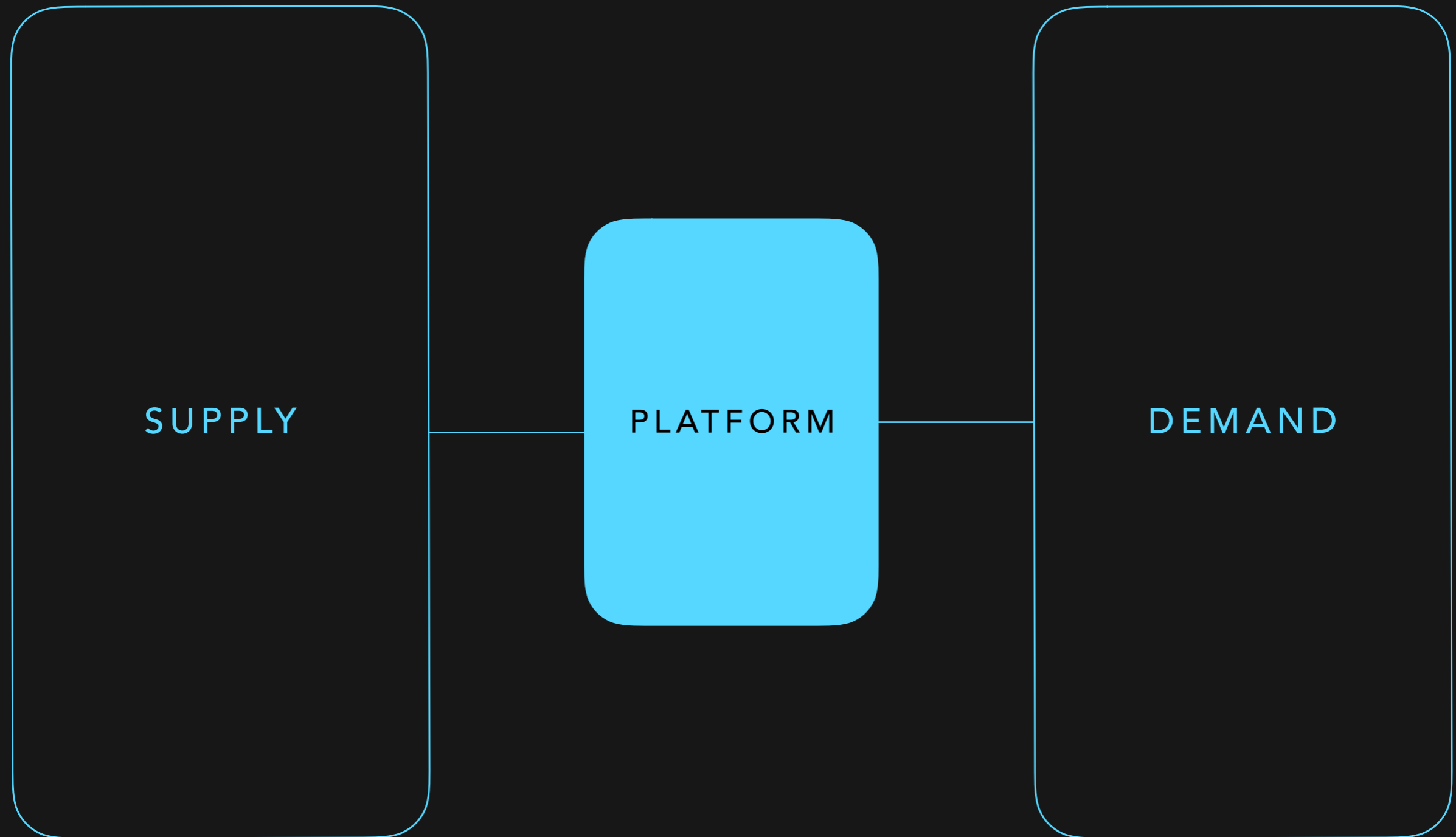


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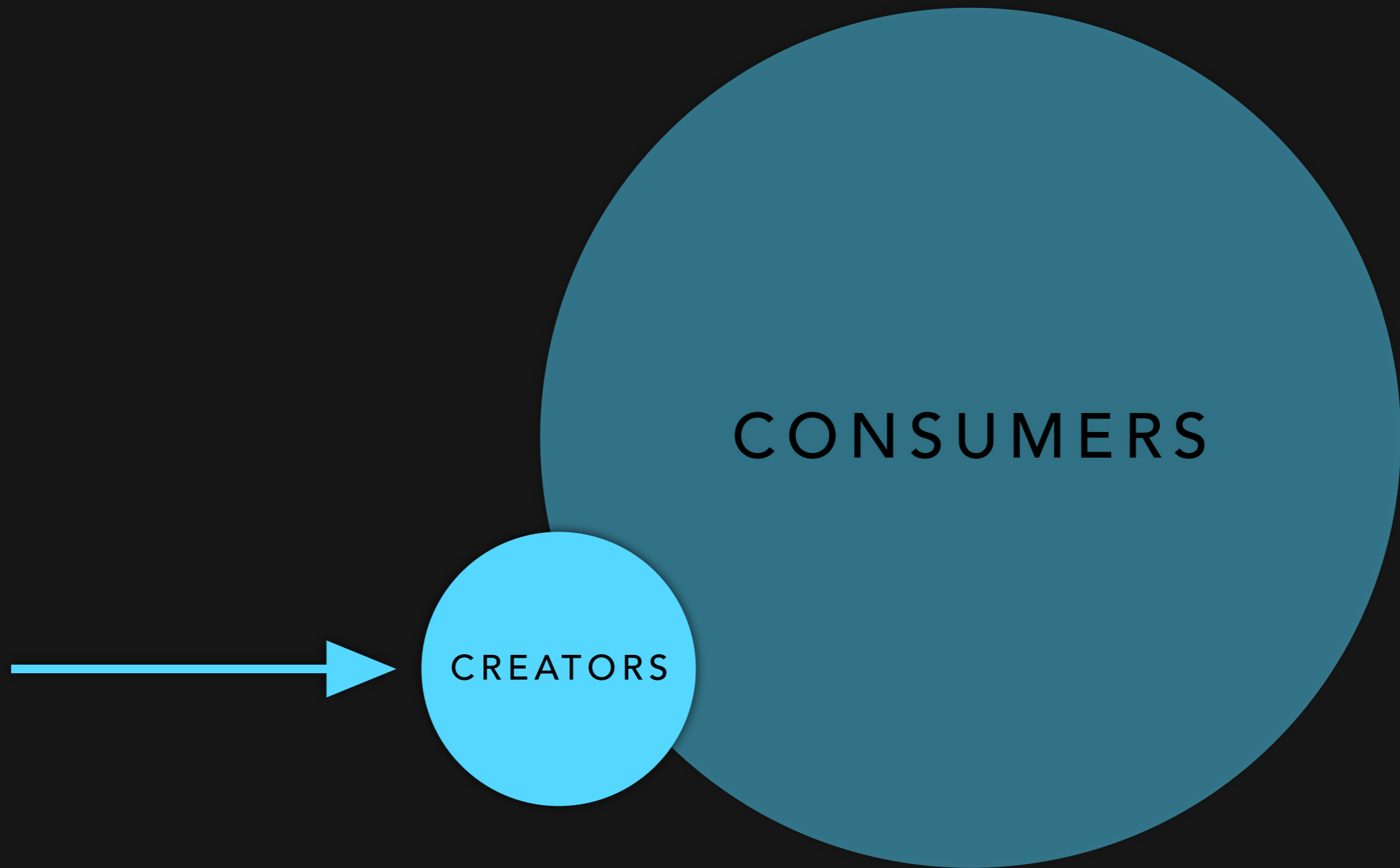
Soon to be the largest tutoring company in the world without employing any tutors.



# THE PLATFORM & 2-SIDED NETWORK APPROACH



STARTUP MENTALITY  
CREATION VS CONSUMER CULTURE



# THE FUTURE WORKPLACE



# THE FUTURE WORKPLACE

The Robots are coming...





THE FOURTH INDUSTRIAL REVOLUTION

WHAT IS IT?



# NAVIGATING THE NEXT INDUSTRIAL REVOLUTION

Revolution	Year	What?
1	1784	Steam, Water, Mechanical production equipment
2	1870	Division of labour, electricity, mass production
3	1969	Electronics, IT, automated production
4	?	Cyber-physical Systems



THE FOURTH INDUSTRIAL REVOLUTION

WHAT DOES  
IT MEAN?



THE FOURTH INDUSTRIAL REVOLUTION

# HOW ARE EMPLOYERS RESPONDING?



THE FOURTH INDUSTRIAL REVOLUTION

HOW DO WE  
RESPOND?



# STEM SUBJECTS

SCIENCE  
TECHNOLOGY  
ENGINEERING  
MATHEMATICS



WHAT IS THE KEY?

ITS ALL ABOUT  
SOFT SKILLS



AVAILABLE ON:



Available on the  
**App Store**



ANDROID APP ON  
**Google™ play**

SEARCH: [COGNITION.ONLINE](http://COGNITION.ONLINE)

