



# CEOCFO

## Interviews & News!

ceocfointerviews.com – All rights reserved. – Issue: August 3, 2007

**Quizam® Media is rolling out their computerized flashcard product worldwide into countries such as South Africa, Saudi Arabia, China and the United Kingdom with a new version of the software that is multilingual**



**Software**  
**Educational Self-Assessment**  
**(QQ-TSXV)**

**Quizam® Media Corporation**

**1600 – 650 West Georgia Street**  
**PO Box 11511**  
**Vancouver, BC Canada V6B 4N7**  
**Phone: 604-683-0020**



**Russ Rossi**  
**President, Director and CEO**

**BIO:**

Mr. Russ Rossi is the president of Quizam Media Corporation. Born and raised in Vancouver, British Columbia, at the early age of 28 Rossi founded On-Track Computer Training Corporation. On-Track quickly grew into a multinational computer training organization and is the only Canadian computer training company in Canada to achieve international stature.

Rossi's vision, computer programming background and leadership will provide organizational and strategic direction for Quizam Media Corporation. Mr. Rossi is multi-lingual, a world traveler, inventor of Quizam software, holds a Bachelor of Education degree with Honors in Economics and Computer Science.

**Company Profile:**

May of 2005, Russ Rossi founded Quizam Media Corporation. The flagship company is located in Vancouver, British Columbia with an office in the UK. The software company provides a computer-based self-assessment tool for K-12 students and beyond.

Quizam Media Corporation's mission is to empower over a billion school-aged children and university students globally with relevant, effective and fun study aids. We currently have more than 200 pilot schools using Quizam® worldwide.

Quizam Media Corporation trades on the TSX –V exchange under the symbol QQ.

**Interview conducted by:**  
**Lynn Fosse, Senior Editor**  
**CEOCFOinterviews.com**

**CEOCFO: Mr. Rossi, what was your vision when you founded Quizam, and where are you today?**

**Mr. Rossi:** "My vision for Quizam Media Corporation was to become the leader in developing an innovative computer based flashcard system that would empower students worldwide. The company would be creative, dynamic and innovative. Today we currently have more than 200 schools worldwide using Quizam."

**CEOCFO: What is the Quizam flagship product?**

**Mr. Rossi:** "Quizam is the flagship product. The word Quizam comes from two words - 'quiz and exam.' Quizam is a computer based flashcard system that tests students in a wide range of subjects and helps them prepare for exams.

What differentiates Quizam from other assessment software is that it helps develop memory skills yet discourages rote memorization of content. No two quizzes are ever the same so the user *learns how to think with given data to arrive to the right answer.*"

**CEOCFO: How does the software work?**

**Mr. Rossi:** "In 'Create Quiz' the user can cut-and paste or manually type in a question then answer. The program instantly randomizes the database of questions and answers into a multiple-choice quiz. It's that simple! Pictures, audio and video can be inserted to enhance the learning process.

Exams often have different question formats and so does Quizam. For example there's a *flashcard mode* and *fill-in the blanks* mode. A quiz can be generated in more than one mode so the user can train the brain to think in 'exam mode'. Essentially Quizam creates a 'performance environment' for students to answer questions similar to how it's on an exam. It also as I mentioned earlier teaches the user *how to think with given data to arrive to the right answer.*

The 'distractor' feature (similar answers but incorrect) is a feature that teachers like because it gives them a quick snap-

shot of areas of challenges a student or class may have in understanding an underlying concept of a subject.

The speed in which questions are answered, percentage of correct answers and instantaneous feedback are all recorded and can be used as a goal oriented self-directed study strategy or printed out as a report.”

**CEO CFO: Is this applicable for any topic?**

**Mr. Rossi:** “Yes it is. Quizam is content neutral and is applicable to any topic that requires memory of facts, dates and terminology. It’s also for all age groups K-12 and beyond.

We have a group of Air Canada pilots that are currently using Quizam for their safety training program. Pilots need to learn a lot of facts and terminology; achieving 100% is mandatory. Quizam is the solution. We expect a 100% performance from our professionals.”

**CEO CFO: You have pilot schools; how are you rolling out your services?**

**Mr. Rossi:** “Yes we have pilot schools and during the six months that they pilot Quizam we are open to collaborating and developing content that meets their educational curricula standards. As well if technical support is required to integrate Quizam with existing technology initiatives, we will provide technical support.

Essentially our business model is a hybrid. Right now, the emphasis is on selling the product to individuals, educational institutions and enterprises. We are predominately a software products company. The majority of our revenue comes from software licenses and incremental upgrades. To a lesser degree we offer software services customizing content for our pilot schools and provide technical and integration support.

We’re currently developing an online Quizam library and offering this service as an ‘added value’ with our product. Eventually this will become another source of continual revenue as an annual subscription fee.”

**CEO CFO: What in the geographical reach for Quizam?**

**Mr. Rossi:** “We’re steadily growing and expanding. We sold licenses to South Africa, the Gulf States and Saudi Arabia. We are in heavy discussions now in the Congo and the United Kingdom. The prospects for Kazakhstan and Australia look positive. I think the success of our steady growth is because we have a much-focused strategy positioning Quizam as content neutral and highly adaptable software that’s accessible for all students regardless of social and economic backgrounds.

The interface of Quizam is now multilingual. We have written a code in double-byte syntax. It can handle any language, whether it is Arabic, Chinese or Japanese; any of the character sets. We have a template in the program, so we literally

**“We’ve been very aggressive with signing new pilot schools because this is where we learn about specific system requirements, features that make teaching easier and studying more effective. In a sense, our target market is co-creating Quizam with us. We make the changes that need to be made and are creating a product that the market is demanding.” - Russ Rossi**

go in and translate about 250 phrases. The user can specify preference of language in the *Options Menu*.”

**CEO CFO: In terms of the revenue model, when you license to a school are they paying a flat fee?**

**Mr. Rossi:** “Yes they pay a flat fee although schools have the option to pay for an annual maintenance fee. It’s highly recommended for schools to opt for the annual maintenance fee because they will automatically receive upgrades and technical support and a discount on the annual Quizam library subscription fee.

Quizam is affordable and our revenue model is on a sliding scale. The more computers and students that use Quizam the more cost effective it is for the school. For example, 500 students at \$7.5 a head; 500 to 1,000 students is \$5.00 and over 1,000 students it is \$3.50.”

The revenue model with our global partners of course is different. We sell li-

censes to regions. The licensees have the rights to sell the product. We are the backhand machine for deploying the product, but we share the revenue 75% for the licensee and 25% for Quizam.”

**CEO CFO: What are the results in the test schools?**

**Mr. Rossi:** “We will be documenting test results from Kenwood Elementary School in California. This will be our first focused project documenting test results. Individual students that have taken our online survey have enthusiastically stated that Quizam has helped them.”

**CEO CFO: Can you tell us about some of the research that is being done that will show the need for your product?**

**Mr. Rossi:** “Clearly Quizam is needed or else we wouldn’t have such an overwhelming response to our product from schools around the world. Individualized

teaching strategies, self-directed learning, distance learning, additional resource support are all hot issues in the educational field. Educators are looking for a solution that is simple, cost effective, complements their existing technology initiatives and that everyone is accountable. Students want to cut study time and score higher on tests so that

they’ll pass to the next grade. Quizam addresses all these issues and offers a remarkable, simple but effective solution.

According to Norman Doidge, a Canadian psychiatrist in his fascinating book *The Brain That Changes Itself*, the brain is malleable. The more you exercise and stimulate it with activities like puzzles, sudokus, crossword, and quizzes, the brain sharpens and continues to grow. Students and even baby boomers that use Quizam will have an advantage because their minds will stay agile.”

**CEO CFO: What is the financial picture like for Quizam?**

**Mr. Rossi:** “The financial picture is stable. We’ve secured long term contracts in South Africa, Gulf States and Saudi Arabia. We’re confident that more than half of our pilot schools will become long-term contracts which means a continual stream of revenue.

We are prudent when it comes to keeping our expenses within certain boundaries. For sales and marketing we spend about 25 to 30 percent of the total revenues generated and for general administration, we spend about 5 percent.

We have been increasing our revenue steadily month by month over the last few years. We have gone from a negative liquidity position to a very positive - almost twenty to one positive cash position."

**CEO CFO: Are you looking to add to your management team?**

**Mr. Rossi:** "Absolutely - we're always looking for the brightest and the best. Sales revenue is our focus and we are currently looking for individuals that have good communication skills and are highly motivated."

**CEO CFO: Are there education organizations that are paying attention?**

**Mr. Rossi:** "Educational organizations that we've collaborated with and have given us support are The Vancouver School Board and BC Parents Advisory Committee. We've just recently participated in the National Educational Com-

puting Conference at the Georgia World Congress Center and received a warm reception from our US market. In January of 2007 and in the New Year of 2008 we will once again participate in the British Educational Technology Trade Conference.

We are steadily gaining recognition for providing software that is adaptable and complementary to third party software.

**"My vision for Quizam Media Corporation was to become the leader in developing an innovative computer based flashcard system that would empower students worldwide. The company would be creative, dynamic and innovative. Today we currently have more than 200 schools worldwide using Quizam." - Russ Rossi**

I'm pleased that Beijing Morodo Technology and Quizam Media Corporation will be collaborating to develop mobile software applications - soon students will be able to use Quizam from their mobile phones."

**CEO CFO: In closing, why should potential investors look at Quizam Media at this time?**

**Mr. Rossi:** "The potential for growth and profits is very attractive for investors. We

have a strong business model for short term and long-term revenue. Our focused marketing strategy has placed us in the global market.

Most important, the timing for such a product is good. We live in a global community so now Quizam is multilingual. The educational market is an eight billion market - there is plenty of opportunity. Unfortunately- but fortunately for Quizam, the market is saturated with complicated software that requires a steep learning curve. Most people do not have the time to learn complicated software. Quizam requires no learning curve. Teachers, parents and students can start creating quizzes within minutes and test their knowledge.

We've been very aggressive with signing new pilot schools because this is where we learn about specific system requirements, features that make teaching easier and studying more effective. In a sense, our target market is co-creating Quizam with us. We make the changes that need to be made and are creating a product that the market demands."

---



**QUIZAM**  
learn faster and score higher with quizam!

**“What differentiates Quizam from other assessment software is that it helps develop memory skills yet discourages rote memorization of content. No two quizzes are ever the same so the user *learns how to think with given data to arrive to the right answer.*” - Russ Rossi**

**Quizam® Media Corporation  
1600 – 650 West Georgia Street  
PO Box 11511  
Vancouver, BC Canada V6B 4N7  
Phone: 604-683-0020**