

NEEDS ASSESSMENT LEADS TO TRANSFORMATIONAL BUSINESS GROWTH AND AWARDED FUNDING

ABOUT BETAFLIX INC. BetaFlix is a next level technology-based company that is going the extra mile to teach tomorrow's workforce. As a manufacturer of 3D animation videos, 3D interactive simulations and interactive learning platforms, BetaFlix provides comprehensive, personalized instruction to its client base with what they are calling A2Z tools. By offering "smart training", A2Z allows an authorized trainer to create training materials based on converted modules that can then be assigned to end users for training/testing who will move through the system based on test results. The system is driven by A2Z Smart Training technology which controls and improves training materials based on user input. The content has been developed with real life job relevance/relatedness and technical accuracy is confirmed by review of customer experts.

THE CHALLENGE. When BetaFlix began experiencing workforce challenges, Chief Operating Officer Sree Sanakam turned to Manufacturing Extension Partnership of Louisiana (MEPOL) Project Manager Miriam Russell, part of the MEP National Network™, to discuss the company's challenges. After a needs assessment, it became clear to MEPOL that Mr. Sanakam's company was in need of workforce training as well as trained technical writers to complete grant work for more financial support.

MEP CENTER'S ROLE. After evaluating BetaFlix's needs through the needs assessment, Russell has been able to transform the company's operations with multiple strategies to include introducing a business strategy focused on identifying key business needs and developing additional sales channels, developing a training program and structure through an e-learning grant, and assisting in the grant application for a AFWERX Challenge Grant through the US Air Force. Russell was able to consult with the company, assist in the preparation and strategy for multiple grants and is still working on their on-going business strategy. The e-learning grant Russell became aware of through the LCTC System to address learning issues during the COVID-19 pandemic resulted in a \$30,000 purchase order for remote welding training for BetaFlix. The company is looking forward to ongoing business growth as a result of the implementation of MEP of Louisiana's recommendations and financial applications.

"It is a great blessing that we had LDCC MEPOL Project Manager Miriam Russell on board to steer us in the right direction in the grants process."

-Sree Sanakam, Chief Operating Officer

RESULTS



1 job created or retained



\$250,000 in new products



\$200,000 in new investment



\$50,000 in cost savings



\$30,000 in increased or retained sales

CONTACT US



265 South Foster Drive
Baton Rouge, LA 70806



(337)394-2762



www.mepol.org



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