

InnClass

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1. Summary

In secondary education, smartphones are a major source of distraction during lessons, negatively impacting students' academic performance. Learners are often unconsciously interrupted by notifications and social media, while smartphones also facilitate misuse during assessments. Recent research (Chen et al., 2024) confirms that smartphone-related distractions significantly reduce knowledge retention.

To address this issue, several countries have introduced a general ban on smartphone use during school hours. Such regulations are already in effect in countries including France, the Netherlands, Greece, Italy, Spain, Austria, and Hungary. Belgium, Finland, and Ireland are currently preparing to implement similar legislation. As a result, schools are required to adapt their policies and find effective ways to ensure compliance with these rules.

Some schools have implemented a 'phone hotel' system, where students place their smartphones in individual slots before the start of class. This approach fosters better focus and collaboration in the classroom but requires additional supervision from teachers.

Another challenge for schools is the mandatory registration of student attendance. This process is time-consuming and is often overlooked amid the hectic nature of a school day. In some countries, attendance tracking is integrated into digital school platforms. However, in many cases, it is still performed manually. In both scenarios, the task demands significant time and attention from school staff.

InnClass directly addresses these challenges by offering an innovative solution that combines the phone hotel concept with automatic attendance registration. As soon as a student places their smartphone into the device, their attendance is automatically recorded through our app.

This attendance data is then forwarded to Smartschool, the most widely used educational platform in Belgian secondary education. Smartschool is comparable to systems such as MySchool or eSchool used in other European countries. For schools that do not utilize such platforms, *InnClass* offers its own integrated system. Furthermore, our solution can be easily connected to existing educational platforms across Europe, ensuring seamless implementation.

Thanks to this integration, the entire process is embedded smoothly and efficiently into the school's daily operations, requiring minimal effort from staff.

InnClass contributes to a more efficient educational system, providing optimal support for both students and teachers. By minimizing distractions and automating attendance tracking, teachers gain more time to focus on teaching, while students benefit from a more social and engaged learning environment.

2. Problem

Secondary education faces two structural challenges that impact both the learning environment for students and the administrative efficiency of schools.

On the one hand, smartphones in the classroom are a constant source of distraction and increase the risk of cheating during exams. While some schools implement phone hotels, they often lack an effective control mechanism to ensure that all students actually deposit their devices. This limitation reduces the effectiveness of such systems and increases the workload for teachers.

On the other hand, mandatory attendance tracking remains a time-consuming and error-prone task. Teachers are required to record attendance multiple times per day, often manually through an educational platform or on paper, resulting in additional administrative pressure and a higher risk of mistakes. Moreover, attendance registration is frequently overlooked amidst daily routines, leading to later corrections and confusion.

3. Solution

InnClass offers an integrated solution to two structural challenges in secondary education: smartphone-related distractions and the administrative burden of attendance tracking. Our product - a smart smartphone hotel with automated attendance registration - combines technological innovation with ease of use and operational efficiency.

At the beginning of each lesson, students open the *InnClass* app on their smartphones and place their devices into a designated slot within the smartphone hotel. Each device is identified via a built-in chip, automatically registering the student's presence in either our proprietary system or an existing educational platform. Traditional attendance registration takes several minutes per class, resulting in significant time loss for teachers each week. *InnClass* fully automates this process, significantly reducing administrative workload and allowing teachers to focus on their core task: teaching.



The *InnClass* hotel is made of wood, reducing its ecological footprint. The design was developed in collaboration with a 3D designer and CNC operator to ensure structural durability and production efficiency. Additionally, we partnered with an NFC specialist to implement a reliable identification system tailored to our needs.

In most European countries, a general ban on mobile phone use during school hours is already in place. In many others, similar legislation will come into effect from the next academic year. These policies aim to enhance learning focus and promote student well-being. *InnClass* aligns seamlessly with this regulatory trend by offering a controlled and efficient solution that supports schools in the practical implementation of such measures. In doing so, we are not only adding value to Belgian schools but also providing a scalable solution for educational institutions across Europe.

By requiring students to store their smartphones at the start of each lesson, distractions from notifications and social media are eliminated. Studies show that even the mere presence of a smartphone - without active use - can negatively impact concentration. *InnClass* ensures that students can fully focus on the lesson content, leading to improved academic performance and a more productive learning environment.

Our system can be easily integrated with existing school platforms, eliminating the need for additional software. This makes it highly accessible and user-friendly for both students and teachers. For schools that do not use an educational platform, *InnClass* provides a fully functional standalone system, enabling seamless and efficient adoption of our solution.

Although Belgium's mobile phone ban will not come into effect until September 2025, *InnClass* is already proving its value in several schools on its home market through a pilot phase. These schools are participating in a test program, providing valuable user feedback that will help us optimize the system for a successful full-scale launch in the next academic year.

4. Target Market and Opportunities

In Belgium, approximately 1,000 schools use Smartschool as their primary educational platform. Depending on the region, each school has an average of 30 to 50 classrooms, giving *InnClass* immediate access to a substantial potential customer base. Currently, we are working exclusively with Smartschool, but our app has been developed to allow seamless integration with other educational platforms, without the need for major modifications. This ensures that future expansion to other systems can be achieved effortlessly.

The market potential for *InnClass* extends well beyond national borders. In countries such as Italy, the Netherlands, and Spain, school-wide smartphone bans are already in effect. In addition, countries like Finland and Ireland - similar to Belgium - are preparing to implement similar regulations. Even outside of Europe, this issue is gaining traction: countries and regions such as New Zealand, Brazil, and Los Angeles have already enacted such bans (CNE News, 2024).

The smartphone ban represents a global shift with the potential to significantly improve education quality while also helping to reduce excessive phone use among young people. Despite the importance of this measure, few effective support solutions currently exist. *InnClass* is taking the lead by introducing the first smartphone hotel with attendance registration, positioning itself strongly in a rapidly evolving market.

While the current focus is naturally on reducing smartphone use in schools, the *InnClass* concept is applicable across a wide range of other sectors. It can be used to restrict phone use in the workplace, and is also suitable for youth organizations, sports clubs, corporate meetings, and more.

Furthermore, *InnClass* offers considerable opportunities in the field of safety. During emergency evacuations, the system can be used to quickly and efficiently verify who is present, thanks to the automatic identification of users. This data can be leveraged to enhance safety protocols across various environments.

We therefore see this scalability as a major growth opportunity, enabling us to expand into new markets and further amplify the impact of *InnClass* in the future.

5. Competition



InnClass offers a unique solution for the education sector by combining smartphone hotels with automatic attendance registration. Currently, there is no direct global competitor that provides this same combination. Traditional smartphone hotels simply store phones without any automated tracking, whereas *InnClass* manages both smartphone collection and student attendance in a single, integrated process. This not only obliges students to deposit their phones, reducing distractions, but also significantly eases the administrative burden on teachers.

Platforms such as Smartschool, eSchool, and MySchool focus on school management and behavioural monitoring but do not provide targeted solutions for managing smartphone use in the classroom. *InnClass* fills this gap by integrating smartphone control with essential administrative functions. In addition, it replaces the traditional manual attendance-taking process that is still common in many schools, saving time and reducing the risk of human error.

Through this unique combination of smartphone management and automation, *InnClass* sets itself apart from existing systems. It offers schools an efficient and innovative way to tackle both classroom distractions and administrative workload, with strong potential for future growth and seamless integration into current educational platforms.

6. Marketing & Sales Strategy

InnClass combines an innovative smartphone tool with automatic attendance registration. The name and logo were designed with simplicity and recognition in mind, while the use of an English name facilitates international expansion. The brand is positioned to appeal to technology-driven schools that seek to enhance efficiency and improve classroom focus.

Our primary target market consists of secondary schools in Flanders, with a specific focus on institutions already using the Smartschool platform. *InnClass* targets schools that embrace digitalization and are open to innovative solutions that reduce smartphone-related distractions and automate administrative tasks.

InnClass operates through a direct B2B rental model, exclusively serving schools and managing distribution in-house. This allows us to maintain high product quality and develop strong, personal relationships with our clients. In addition, we offer schools the opportunity to pilot our solution in selected classrooms at a reduced cost. This test program enables schools to experience the benefits of *InnClass* firsthand and build confidence in its added value.

A key strategic focus for *InnClass* is forming partnerships, particularly with educational platforms like Smartschool. Such integrations simplify the implementation process for schools and enhance the user experience for both teachers and students.

We developed a professional website that will serve as a central hub for information and communication. On social media, our strategy targets both teachers and students, with Instagram playing a vital role in building brand awareness and familiarizing users with our system. Participation in educational fairs and networking events provides valuable opportunities to connect directly with school leaders and educators. Additionally, an extensive FAQ and direct communication channels help lower entry barriers and strengthen trust in our solution.

InnClass positions itself as a reliable partner in educational innovation. Our approach enables us not only to raise awareness of our product but also to build long-term

relationships with schools that recognize the value of our solution. As we continue to grow, we will refine our marketing strategies based on feedback from the educational sector to accelerate adoption and positively impact the learning environment in classrooms across Flanders and beyond.

7. Management en team



Maxim Vanschoenwinkel
CEO



Jitse Pieters
Administrative &
HR Director



Tijl Eerdeken
Technical Director



Emma Vosters
Sales & Marketing
Director



Louis Roman
Financial Director

The *InnClass* team consists of five dedicated Business Administration students from UHasselt. We combine our knowledge and skills and are fully committed to turning *InnClass* into a success.

Maxim, our CEO, leads the company with a clear strategic vision. His experience with CNC milling proved invaluable in the creation of the hotel's technical drawings. He worked closely with an external 3D designer and CNC operator to perfect the design down to the last detail. Under his leadership, our technical vision is being brought to life, enabling us to meet our project goals.

Jitse is responsible for administration and internal communication. He ensures that team meetings run efficiently and provides support wherever needed. In addition, we rely on Jitse's technical expertise in the development of our system, as he works in collaboration with an NFC specialist to implement a reliable solution.

Tijl oversees the technical development of the project. He focuses on the integration of NFC technology and app development, while also optimizing the product's visual presentation. Furthermore, Tijl plays a key role in designing the visual identity of *InnClass* and ensuring its effective external communication.

Emma plays a crucial role in both customer relations and the promotion of *InnClass*. With her interpersonal skills, she has already persuaded several schools to participate in a pilot phase. As a vital link between our team and our clients, she ensures that the vision of *InnClass* is communicated clearly and persuasively.

Louis, our Chief Financial Officer, is in charge of budgeting and financial planning. He maintains transparent financial records, monitors the financial health of *InnClass*, and ensures that schools make timely payments.

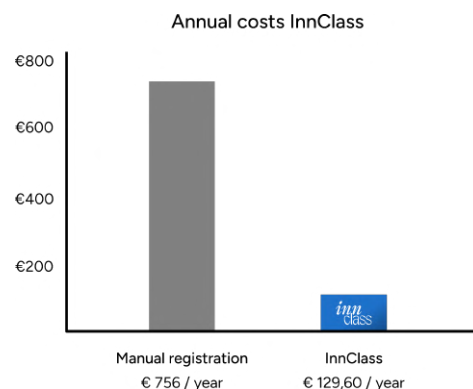
Together, we form a passionate and complementary team that brings *InnClass* to life through strategic thinking, technical innovation, and a shared commitment to improving education.

8. Revenue Model and Profitability

InnClass operates on a subscription-based model. This approach was chosen because *InnClass* offers more than just a smartphone hotel. The monthly fee includes access to our mobile app, integration with Smartschool, and the physical smartphone hotel along with comprehensive service and support. The cost amounts to €0.48 per student per month. Each *InnClass* unit provides 30 slots, with 3 of these - or 10% - offered free of charge for students from financially vulnerable backgrounds. This means schools only pay for 27 slots, resulting in a monthly cost of €12.96 excluding VAT per *InnClass* unit.

The pricing model was also benchmarked against the current costs associated with manual attendance registration. At present, teachers are responsible for completing and confirming attendance lists, which are then reviewed by administrative staff and forwarded to the government. *InnClass* fully automates this process. The cost breakdown of the current method is as follows:

The gross hourly wage of a teacher, including all employment costs, is estimated at €40. Attendance must legally be recorded twice a day and is estimated to take three minutes each time (including tasks such as starting the laptop, launching the browser, logging into Smartschool, entering a smartphone-generated authentication code, recording attendance, and verifying the entries). This equates to a daily cost of €4 per teacher for attendance registration ($€0.67 \text{ per minute} * 3 \text{ minutes} * 2 \text{ times per day}$). With 189 school days per year, the annual cost per class is approximately €756.



The rental price of the *InnClass* system is €12.96 per month. To keep it financially accessible for schools, no fees are charged during the summer holidays. Schools are billed for only 10 months per year, amounting to a total of €129.60 annually.

In summary, attendance registration through *InnClass* is approximately six times more cost-effective than the current manual method. Additionally, students remain more focused, and teachers can make better use of the entire lesson period. *InnClass* saves teachers approximately 18.9 hours per year - the equivalent of nearly three full school days - which can be reinvested in high-quality instruction.

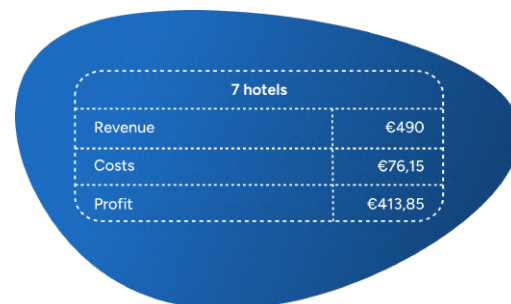
9. Realized Finances

As previously mentioned, *InnClass* offers a timely solution to the new smartphone regulations set to take effect in Belgian schools starting September 2025. These legislative changes were only officially announced in December 2024, meaning *InnClass* was still in its early development phase at that time. Despite this, we successfully launched a paid pilot phase in multiple schools, allowing us to generate our first revenues while collecting valuable feedback from early adopters.

For participating schools, the pilot project provided an opportunity to become familiar with our system ahead of the official roll-out. This early exposure ensures a smoother transition into the 2025–2026 academic year. Our core objective remains to onboard as many schools as possible by the start of that school year.

In April 2025, the paid pilot phase began in two secondary schools, covering seven classrooms in total. Each school paid a fixed fee per hotel unit, generating total revenue of €490 excluding VAT.

To facilitate this pilot, we partnered with a manufacturing company with whom we have a personal connection, enabling us to produce the test units at no cost. Our total expenses for this phase amounted to €76.15 excluding VAT, which covered minor supplies such as mounting hardware, NFC chips, and app publishing costs.



7 hotels	
Revenue	€490
Costs	€76,15
Profit	€413,85

Looking ahead to the full market launch in September 2025, we have reached an agreement with our production partner for a fixed unit price of €75 per hotel, including packaging and mounting materials. Starting at that point, schools will transition to a monthly rental model at €12.96 per classroom, which positions the break-even point at approximately six months.

These early financial results confirm the viability of our model and lay a solid foundation for scalable growth in the upcoming academic year. By minimizing initial costs and validating

our concept through real-world application, we've positioned *InnClass* to enter the market with both financial and operational momentum.

10. Future plan

In September, we aim to make a strong start and quickly establish *InnClass* as the standard solution in Belgium. Following this, expansion into other countries will be our next major opportunity. With the current customer base of Smartschool alone, there is a potential annual revenue of €3,888,000 within Belgium. We plan to start in 150 schools in September, which will generate an annual revenue of €583,200. Production costs for these hotels will amount to €337,500. Financing will be secured through a short-term loan, and since the payback period is six months, this loan can be repaid quickly. Moreover, the investment risk is relatively low as rental agreements will be secured through contracts of at least three years.

While Smartschool is currently our key partner in Belgium, we intend to expand to other European school platforms. Many countries use similar digital systems for educational administration and communication. Our system is designed to be easily integrated with minimal adjustments, making expansion straightforward.

Europe presents a significant opportunity for growth. In countries where smartphone bans are already in place - or will be implemented within the coming year - there are approximately 35,480 secondary schools. This represents a total addressable market of nearly €140 million in annual revenue within the European education sector. This figure obviously does not account for additional major opportunities, such as expansion into the safety sector with evacuation in mind, where automated attendance registration could provide significant added value.

By focusing on the education sector initially, we can build expertise and optimize our product before potentially entering other markets. Looking ahead, we see opportunities to adapt and launch the concept under new brands tailored to specific sectors. For example, *InnCompany* could target businesses aiming to regulate smartphone use during meetings and work hours. Thanks to the system's flexibility and compatibility with existing infrastructures, these future sub-brands can meet various sector-specific needs without requiring extensive modifications.

At *InnClass*, we provide a school environment where the smartphone hotel is not just a tool but an effective way to enhance focus, collaboration, and social interaction. Our solution helps students and teachers work uninterrupted and purposefully, while also reducing administrative tasks for educators. By setting technology aside at the right moments, we create more space for genuine interaction, a dynamic learning atmosphere, and less time wasted on peripheral issues. Less distraction, less administration, more social engagement and involvement - that is what *InnClass* stands for.

"InnClass doesn't just manage phones - it redefines how schools connect, focus, and grow."

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