***Press release – October 23rd, 2019***

[*See the digital press kit*](https://explore.glowbl.com/press-kit/en)

**Web Summit 2019: Glowbl presents its growth strategy led by its own innovation**

Glowbl has been selected in the Growth category to represent French startups with major growth potential. The company will unveil technological news, especially for virtual classrooms and virtual branches. A keynote on stage will highlight the strategy in terms of innovation to stand out among world-class competitors.

*Lyon, October 23rd, 2019* **– The Web Summit is the largest tech conference in the world. It will gather this year in Lisbon more than 70,000 visitors, 1,500 investors, 1,200 speakers and 2,000 journalists from 160 countries from November 4 to 7, 2019. Glowbl representatives will showcase their patented solution and technological news as well as their strategy on a very competitive sector.**

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**Why is innovation the key to the success for a startup company?**

From the date of Glowbl creation in 2011, innovation has been in the heart of the company’s strategy. The French company stands out thanks to two patents and a unique solution, especially for virtual classrooms. This pedagogical modality helps to train remotely and in real time a group of trainees in an interactive way. Despite the poor experience that is often offered, it is very trending and booming in order to meet the growing needs of training, especially online. According to GMI Research, the market for virtual classrooms will reach $9.5 billion by 2025.

The market has been occupied so far by a limited number of specializing actors and mostly by video conferencing software providers from large American companies, especially GAFAs. The paradigm chosen by Glowbl is brand-new and focuses on disruptive innovation: mimicking the human interactions of a traditional classroom to make it much more efficient.

Human interactions create 4 keys to reach efficiency: action, sense of belonging, practice, cohesion and socialization. Creating such experience is only possible thanks to Glowbl’s ergonomic innovation, the company’s unique selling point in the global market.

**Keynote by Laurent Souloumiac (Glowbl CEO)**

***Why innovation is key to the success of your company***

**Growth stage – Tuesday, November 5th, 2020 at 10.20am**

**Visit Glowbl at Web Summit**

Laurent Souloumiac (CEO), Xavier Léron (CFO) and Bérengère Pery (CMO) will be on a booth to show a demo in the area dedicated to the most promising startups in terms of growth and all event long to meet with capital ventures, companies, universities and potential partners.

**Tuesday, November 5th, 2020**

**Growth Summit**

**Stand #G106**

**Altice Arena & FIL, Lisbon, Portugal**

**About Glowbl**

Glowbl is a videoconferencing platform to collaborate efficiently in real time in customized virtual spaces. Through its unique patented interface, Glowbl is putting the human behavior back on stage with the opportunity to reproduce real life interactions during online meetings, virtual classes, large audience communications and customer experience.

<https://www.glowbl.com/>

**More information**

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