

Mass. tech firm that thwarts cheaters of online tests is in 'super growth mode'

Sarah Castellanos - *Technology Editor, Boston Business Journal*
March 2016

A Natick-based business whose mission it is to help eradicate cheating in online tests is in "super growth mode," according to its CEO, Michael London.

Examity, a three-year-old startup, offers software that allows schools, universities and companies around the country to ensure that students and job candidates don't cheat on their tests or in job interviews. They do that in part by offering proprietary keystroke identification technology called "Examikey," which helps determine the identity and authenticity of test takers.

Schools including Boston University, Temple University, Texas Association of Community Colleges and Northeastern University are paying customers, as well as companies like Seattle-based e-commerce giant Amazon (Nasdaq: AMZN), who are using Examity for pre-employment testing.

Because of the surge in customers since launching its software in 2014, the company plans to surpass \$10 million in revenue in 2016, up from \$3 million last year. The company is currently profitable and is backed by \$1 million in investor funding, London said. "We're definitely in an industry that's pretty hot," London said in an interview. As online classes and online test-taking has proliferated, people that administer online tests have become more discerning, he said. "They want to offer online coursework but they want to make sure there's integrity, making sure the person (taking the test) is the right person and making sure there's no cheating," said London, who was previously the CEO of Bloomberg Institute.

Examity's competitors include other "online exam proctoring" companies like Maryland-based Prometric, but London says Examity is unique in that it allows its customers to be flexible with how they would like to verify authenticity and integrity when it comes to test-takers. For example, people who administer the tests can choose whether they want to provide online tests that are automated, or tests that have proctors watching test-takers through a webcam. London said customer service is also a key differentiator. "We've worked really hard to balance our proctor experience," he said. "The goal is not to be tough on people and make them uncomfortable." The company employs 145 people total with 28 at its headquarters in Natick.

Eric Friedman, director of Boston University's Office of Distance Education, said the university uses Examity in part because it puts a strong emphasis on the importance of academic integrity in online degree programs. Examity has helped us apply the same standards for honesty and individual achievement in our online programs that one might take for granted in an on-campus face-to-face class," he said in an email.



Examity CEO Michael London

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