

# *Competing for your Future*

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## The Person Leaf

# Why Learnica?

We are often asked, why Learnica? It is a question we take seriously because its answer is the cornerstone upon which Learnica was founded and the basis for our eminence in the supplemental education marketplace. Learnica acknowledges the importance of augmenting the education children get at school with at-home programs and provides a comprehensive approach for supplemental learning.

Today, high-school students face an increasingly competitive school environment. The rapidly growing number of applicants to highly rated college programs results in the admission criteria being unyieldingly stringent. Being among good students is no longer sufficient for highly selective colleges and prestigious universities. Academic success, quantified by top percentile standing nationally in standardized testing and a record of accomplishment, is a must-have credential. Learnica stands as a beacon for students as they chart their course for academic success in this highly competitive and demanding environment.

## Supporting Student Success

We believe that three critical factors are required to achieve superior learning outcomes.

- 1 Parental and family involvement in a child's education and a supportive home environment that encourages learning and achievement
- 2 Prioritizing education and setting performance goals for children in all areas of academic preparation
- 3 Augmenting classroom education with purposeful and challenging after-school, weekend and summer programs

In our experience most parents are not positioned to engage effectively in their child's education. They often do not know where to start, what to aim for and how to support their child's academic preparation. With demanding work schedules, conflicting priorities and diminishing free time, the challenge is to find the right learning program that has the potential to provide superior academic preparation for success.

Learnica's supplemental education programs are designed to help parents supplement their child's classroom or home-school education within the home environment. Parent's goal for enrolling their children in our programs vary and may range from advanced achievement, to proficiency gains, to remedial improvements.



Nurturing

### \* Scaffolding Instruction

Scaffolding instruction - within our context - is defined as the role that Learnica mentors, parents and families play in providing temporary supporting structures to children get to the next stage of learning.

Mentors provide direct instruction and parents provide encouragement to help bridge the gap between what children are capable of doing and the next stage in competency development. The goal of scaffolding instruction is to make children independent learners over time.



### Expected Outcomes

Our student are expected to make significant, tangible and measurable gains in their understanding and application of concepts, facts and ideas.

- 1 Reinforce classroom learning, fill learning gaps and clear misconceptions and exceed expectations
- 2 Develop in-depth understanding of core concepts, ideas, facts, methods, strategies, along with the ability to solve problems and apply knowledge
- 3 Develop standardized test-taking competency through extensive practice and formative assessment opportunities
- 4 Promote higher-order thinking, reasoning skills and critical thinking
- 5 Inculcate discipline, organization and good study habits. Develop confidence, self-esteem and a sense of accomplishment through success in our programs
- 6 Motivate students to work hard, perform to higher expectations and become independent learners
- 7 Enable parents to proactively and meaningfully engage in their child's education and support scaffolding instruction\* at home



**Growth**

# Our Unique Approach



## Integration



## "It's about Me" Method



Learnica's supplemental education model is founded on the premise that an effective supplemental education program that engages parents or families is a key contributor to superior school performance. We enable this interaction by providing some of the finest programs that empower our mentors to instruct children and parents to support "scaffold instruction" in an after-school or home-school environment. Our programs reinforce classroom learning; advance breadth and depth of subject matter knowledge; and provide opportunities to build computation, problem-solving, reasoning and critical-thinking skills. Learnica's unique "4M" model is informed and shaped by our guiding principles.

## Unique "4M" Model

Learnica's unique "4M" model comprises four value pillars that provide our students with a broad subject knowledge, in-depth understanding and lasting skills.

### 1 Student-centric **Method**

Learnica's TSLAT method of instruction and delivery is based on proven scaffold instruction research and cognitive theories. Learnica's student centric programs enable the instruction through a five-step "It's about Me" method that aligns with scaffold instruction principles. The programs include subject matter knowledge and provide a consistent medium of instruction across all grade levels. The content is modular and supported by a variety of visually rich "KnowledgeFrames" with sequentially numbered "Learning Bites." Our programs are designed to provide a good balance between knowledge and practice and promote grade-appropriate competency in subjects.

### 2 High-achieving **Mentors**

At Learnica, our high achieving mentors currently pursuing their undergraduate and graduate degree programs at some of the most selective universities are a key differentiator of our supplemental education delivery model. Learnica mentors are current students themselves and therefore provide a unique perspective "sitting on the same side of the table" as our students. They are recent high school graduate that have graduated among the top of their class, highly motivated and current on leading practices and learning techniques. Mentors instruct, coach and inspire our students to enhance their knowledge, skills and discipline.

### 3 Performance **Measurement**

The adage "what gets measured gets done" could not be more relevant than in the field of education. Learnica provides numerous opportunities for measurement of conceptual understanding and skills at various points throughout the program. Badges are earned for competencies acquired.



Measurement is inextricably linked to the design and development of our programs. Parents are given the opportunity to engage their children in informal verbal questions and to help their children work through SmartSheet questions. Student transcripts and gamification points provide transparency and performance tracking. In addition, students participate in online assessments for a significant impact through:

- ♣ Practicing retrieval of subject knowledge from memory
- ♣ Closing any gaps in understanding and clearing up misconceptions
- ♣ Improving test-taking skills
- ♣ Reinforcing important curriculum points
- ♣ Motivating students to continually improve.

## 4 Modern Technology Platform

Learnica use an integrated digital platform to deliver online personalized education programs for anyone, at any time and at any place. We understand the conflicting demands on your precious time. We bring our programs to your home and provide the added flexibility and convenience to work around your schedules. The Internet provides a useful means of student engagement, interaction, delivering assessments and reporting. Modern technology platform provides a paradigm shift in introducing new concepts to students through immersive, virtual online classrooms, and offline work on building a variety of skills.



### Guiding Principles

A set of seven guiding principles provide the foundation and future direction for our programs.

#### Individuality

- 1 Deliver programs to enable proactive parent and family engagement and provide an engaging, motivating and rich experience for academic success
- 2 Design and deliver after-school education programs that supplement children's in-school learning and for home-schooled children
- 3 Provide personalized education programs that align with individual student learning styles and needs
- 4 Offer education programs based on proven learning theories, techniques and good practices
- 5 Set higher expectations, stretch targets with challenging competency blueprints that meet or exceed national and international standards
- 6 Deliver an optimal balance between theory and practice encouraging conceptual understanding, problem solving, reasoning and critical thinking
- 7 Measure learning effectiveness through frequent formative assessments, benchmarking and performance scorecards



# Our Programs

Learnica's supplemental education programs are designed to help students achieve their learning goals and are continually enhanced to maintain best-in-class market position. Learnica Mathematics, English and Technology program offerings comprise parent and family assisted self-paced or mentor instructed virtual classroom programs. These programs are based upon subject-specific competency frameworks and span across multiple grade levels.

## Compelling Programs

Our programs are primarily for parents and families that take a proactive approach in supplementing classroom education within their home environment and are willing to go the extra mile. They are also relevant for families that home-school their children. Our Mathematics and English online programs are offered as self-paced or with virtual classroom. These are 6-8 months long and start at various times during the year running in parallel with school year or summer holidays. These programs are designed to meet or exceed grade-level curriculum requirements and result in deep understanding of underlying concepts and computation, problem solving, higher-order thinking and reasoning skills. Technology programs promote understanding of computers, internet, keyboarding, visual coding, document, charts/graphs, presentation and photo editing applications in STEM context.

Learnica programs are based on global competency framework comprising blueprint and roadmap. The program blueprint is informed by leading national and international standards and incorporate both content and instruction delivery good practices. The program roadmap specifies essential knowledge and skills needed at each grade level including the sequential and spiral progression of concepts and skills at each grade level, emphasizing early introduction, advancement, reinforcement and maintenance.

## Mathematics Programs

Learnica Mathematics programs are powered by our proprietary content developed over several years of meticulous research and development. The programs are highly modular with concepts categorized by "KnowledgeFrames," that present highly visual content in sequentially numbered "Learning Bites." A complete set of integrated, non-repetitive mathematics "SmartSheets" develop memory recall, computation, mental math, strategies, word problem, verbal response and reasoning skills.

## English Programs

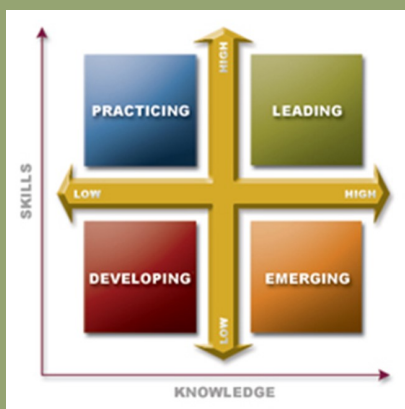
Integrated English program, currently in development, will cover reading comprehension, vocabulary and spelling, language arts and writing skills.

## Technology Programs

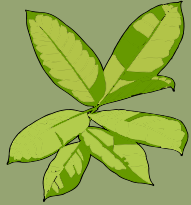
Technology programs, currently in development, are designed for a strong technology foundation and key technical competencies.



**Multi-faceted**



## Competency Gains



## Extension

### Just so you know,

"We firmly believe that a parent is a child's first and foremost teacher. Our after-school and home-school programs are designed to help hard working students and families access online learning from the comforts of their home.

We desire to be your chosen companion during the exciting and very important school years of your child."

### The Learnica Team

# About Us

## Ambition

Our ambition is to be acknowledged as the eminent provider of after-school and home-school education programs for grades K to 12.

We will achieve our ambition by making a profound impact on our students' academic performances, exceeding the expectations of both student and their parents while providing a challenging and stimulating environment and growth opportunities for our associates. Our purpose guides the pursuit of our ambition.

## Purpose

Our purpose, embedded in our branding, is to empower, educate and enrich our students. These three simple, yet powerful words capture the essence of Learnica.

- ♣ **Empower** children to become independent and highly motivated learners and parents to proactively guide and support their children's education.
- ♣ **Educate** children through rigorous and challenging programs that require a sustained and disciplined effort.
- ♣ **Enrich** the future of young children by tangibly and measurably improving their academic preparation throughout their school years.

## Culture and Core Values

At the core of our company are our mentors and associates. Our culture emanates from the values that our mentors and people share working together as one team.

- ♣ **Dynamic:** The passion and love for advancing young minds, globally, motivates us to be dynamic in executing our strategies and to continually expand the sphere of our influence and impact. In the process, we recognize that we have the opportunity to shape not only the future of our company but also the supplemental education industry at large.
- ♣ **Innovative:** Education has the power to transform lives. In providing learning programs we will also continually challenge ourselves to understand student needs, be aware of leading cognitive theories and research and follow advances in education standards and technology. We will innovate the design, development and delivery of education programs. The scope of education is vast, therefore we will seek remain open to business alliances that complement our programs and further enhance the value for our students.
- ♣ **Caring:** We believe that a good educational background leads to a productive career and higher quality of living. Young, eager and curious minds should be encouraged to pursue education and provided ample opportunities to enhance their knowledge and skills.

**Learnica, Inc.** is an online education solutions company, offering learning programs for K-12 (Kindergarten through 12th grade) students to both supplement in-school classroom education and support home-school students. Our goal is to significantly enhance our students' knowledge, understanding and skills, resulting in superior academic performance.



Connectivity



Empower | Educate | Enrich

LEARNICA™



[www.learnica.com](http://www.learnica.com)