

## EduCel, LLC Fact Sheet

**EduCel** \e-j&-'sel\: *education* as in the true meaning of the word, as in to educe or bring out from within, *celerity* as in speed, or rapidity of motion or action.

In an online and mobile-centric world where finding something has become less of an issue, but in which understanding something still remains a great challenge, EduCel is a pioneer and a leader in technology that accelerates learning and supports performance at the time of need.

Independent of subject matter, EduCel's Dynamic Knowledge Transfer Systems (DKTS) speed up the process of understanding and fill knowledge gaps in real-time, without the slowdown and frustration that comes with having to sift through extraneous material.

### History

The idea of EduCel was born in San Francisco at the tail end of the dot-com boom (1999), when it was becoming clear that in the future the real impediment to using the internet as a knowledge transfer tool was not going to be access or the amount of data available: It was going to become an issue of discovery – the ability to learn something new without having to waste time on less than sterling material.

From the very first development effort, the focus was firmly trained on the end user, not on the engineers or the technology. As it turned out, this single-minded focus on the end user resulted in some groundbreaking technology that left EduCel with extensive knowledge about how to improve (or not improve) the user experience of just-in-time knowledge transfer.

The science behind the methodology in use has also grown over the years, and there are now independent blind studies that confirm the superiority of the EduCel approach.

### Targets

In the SMB market, EduCel's target user is the professional who likes to act on the belief that success favors the well prepared. In the enterprise market the target is the executive who understands the value of linking learning and knowledge transfer directly to job performance.

### Content Development

All content in an EduCel module is researched, written and edited to represent best practices for the tasks in question. Best practices are defined as the "most efficient (least amount of effort) and effective (best results) way of accomplishing a task, based on repeatable procedures that have proven themselves over time for large numbers of people." This also represents the standard used for "flying" in EduCel's Will-it-Fly?® trademark.

### Headquarters

EduCel LLC is headquartered in Emeryville, California.

### People

Besides management and subject matter experts (depending on the development project), other key people include specialists in information management and content development, cognitive psychology, and system administration. For more information, see the management section on [www.educel.com](http://www.educel.com).

### Contact Information

For media queries and more in-depth information on EduCel, please contact: [Maria Gonzalez](mailto:maria.gonzalez@educel.com). Direct line: (510) 295-4114.

For more information on the science, methodology, technology and services provided please visit: [www.educel.com](http://www.educel.com) and/or [www.willitfly.com](http://www.willitfly.com) (for SMB-specific information).