

NEWS

FOR IMMEDIATE RELEASE

Entrepreneurs and Small Business Owners Get More Options for Support

Willitfly.com updates technology that makes it easier to understand and follow best practices, and adds GeezerAdvice™ to lineup of new features.

Emeryville, CA, July 16 /PRNewswire/ -- EduCel, LLC, a pioneer and leader in technology that accelerates learning and supports performance at the time of need, today announced the rollout of a new interface and several new features for its expert-prep modules (dynamic business how-to-guides) on Willitfly.com.

In keeping with the core concept of making it easier to understand and follow best practices* at the time of need, and PC World dubbing Willitfly.com "Cliffs Notes for Business Tasks," the new interface includes the ability to switch between static and dynamic modes, the addition of module custodians, date-stamping of content, and GeezerAdvice™.

"The idea is to add features meaningful to our discerning users," says Evan Berglund, the Founder and CEO of EduCel and Willitfly.com. "Since going online two years ago, we have learned that our users tend to be better educated, have more experience and see more success than what is average for users on other business portals -- which keeps us on our toes."

GeezerAdvice™ is one-on-one email interaction with an experienced entrepreneur. Geezers have at least one business startup behind them, as well as a minimum of ten years of professional experience in running a business.

"We now have a feature for everyone. Whatever someone's preferred way to get up to speed, the Will-it-Fly?® DKTS technology accommodates regardless of incoming knowledge levels," says Berglund. "It doesn't matter if you are an expert in need of quick performance support, or a novice looking to learn the basics, a visit to Willitfly.com always increases the odds in favor of success."

Based on the cognitive sciences and the methodology used by experts for their own prep, the core technology on Willitfly.com (the Will-it-Fly?® Dynamic Knowledge Transfer System) was developed to speed up the process of understanding and fill knowledge gaps in real-time, without the slowdown and frustration that comes with having to go through extraneous material.

In tests and real-world use, the Will-it-Fly?® DKTS technology is consistently rated by users as easier to use and more useful than other knowledge transfer tools, such as articles, manuals and tutorials.

*At Willitfly.com 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.

About EduCel

EduCel \e-j&-'sel\: *education* as in the true meaning of the word, as in to *educate* or bring out from within, *celerity* as in speed, or rapidity of motion or action. EduCel LLC, a privately held California corporation, is a pioneer and a leader in technology that accelerates learning and supports performance at the time of need.

For more information, please go to www.educel.com and www.willitfly.com.

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SOURCE EduCel, LLC

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