

LearningFront™

The Company. LearningFront believes in creating new and better ways to improve learning. We help teachers to increase student achievement in low performing schools by offering the expertise and tools of a free global learning community.



LearningFront Team. Our President and CLO is Dr. Nicholas Hobar -- former classroom teacher, teacher educator, and state education leader. Our team members also include:

- Social Media Consultant
- Technology Consultant
- Marketing Director
- Newsroom Assistants
- eLearning Specialist
- Subject Matter Specialists
- Project/Office Manager
- Legal Consultant
- CFO Consultant
- Global Learning Community

The Problem. Teachers in low performing schools need help to improve their students' reading, writing, and mathematics skills to solve academic and real world problems. *Yet no major provider offers a way to connect the individual and collective talents of teachers and experts worldwide with the learning needs of students in low performing schools -- not school systems, not higher education, not vendors. "LearningFront Does!" It's a global learning community for teachers!*



The Solution. Register for free at LearningFront.com, tell us about yourself and your ideal colleagues and teams, and share your best practices to help students learn basic skills and rigorous content. Then, our integrated social media and professional development tools offer the perfect blend of people and resources to improve teaching and learning. And, your peers, experts, and our consultants deliver blended face-to-face and online coaching to help you improve student learning.

Marketing & Technology. LearningFront employs marketing tactics including a newsroom, sponsorships, public relations, advertising campaigns, on-site school visits, conferences, webinars, open content, and customized platforms. And technology tactics include the development of open content tools, Smart PD, eLearningTeacher™ programs, templates for TaskBuilderOnline™, and new admin privileges and security.



Revenue. Our revenue comes from online advertising, blended coaching programs, premium memberships, and customized platforms for schools, districts, and learning organizations. Our target is 100% of the teachers who use online tools for teaching and learning -- those who don't enjoy going to after-school workshops and evening college courses. In other words, they want to meet teachers doing things they already like, where they already go for help and spend their time.

Return on Investment. With a \$1.5 million investment, LearningFront can be cash flow positive in 24 months. We estimate tenfold investor returns by year five.

We're LearningFront -- Advancing the Frontier of Learning!

Visit the online preview of our Business Plan: http://www.learningfront.com/LF_BP.html

309 Wickersham Way • Cockeysville, MD 21030 • 410.666.5701 • <http://www.learningfront.com>

Copyright © 2012 LearningFront™ All Rights Reserved -- Work in Progress: 19 February 2012