



**LEARNICA**

*Empower Educate Enrich*

***Competing for your future in an increasingly  
demanding school environment***





## The Person Leaf

Our distinctive Person Leaf logo for education represents,

1. Nurturing
2. Growth
3. Integration
4. Individuality
5. Multi-faceted
6. Extension
7. Connectivity

## Why Learnica?

We are often asked, why Learnica? It is a question we take seriously because the answer is the cornerstone upon which Learnica was founded and our quest for eminence in the education marketplace.

Today, high-school students face an increasingly competitive school environment. The ever-growing number of applicants to highly rated college programs results in the schools making their admission criteria unyieldingly stringent. Being among the best in the classroom is no longer the only qualification needed for admission to quality college programs. Academic success that is quantified by top decile or percentile standing, nationally, is a must-have credential. Learnica stands as a beacon for students as they chart their course for academic success in a highly competitive and demanding environment.

### Supporting Student Success

We believe that the following three critical factors are required to achieve superior education outcomes.

- 1 Parental and family involvement in a child's education and a supportive home environment that encourages learning and achievement
- 2 Setting high-performance expectations for children in all areas of academic preparation
- 3 Augmenting classroom education with relevant and challenging after-school, weekends 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 sound academic preparation for success.

Learnica's education solution set is designed to help parents supplement their child's classroom or home-school education within the home environment. Parental goals for enrolling their children in our programs may range from remedial improvements to proficiency gains to advanced achievement.



**Nurturing**



### \* Scaffolding Instruction

Scaffolding instruction, within our context, is defined as the role that parents play in providing temporary supporting structures to help their children get to the next stage of learning. Parents, with support from Learnica, help bridge the gap between what their children are capable of doing and the next stage in learning achievement. The goal of scaffolding instruction is to make children independent learners over time.

### Expected Benefits

Our students 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, algorithms, and ideas 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 provide **scaffolding instruction\*** at home



**Growth**

# Our Approach to Education



## Integration

Learnica's supplemental education solutions are founded on the premise that an effective and efficient partnership between parents or caregivers and students is a key contributor to superior school performance. We enable this interaction by providing some of the finest programs that empower parents to deliver "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 problem-solving, reasoning, and critical-thinking skills. Learnica's unique value proposition is based on four value pillars firmly supported by our guiding principles.



**"4M" Value Pillars**

## Value Pillars

Learnica's four value pillars provide our students with a broad subject knowledge, in-depth understanding, and lasting learning.

### 1 Unique Delivery Model

Learnica's education model provides parents and student with targeted programs that result in a significant enhancement of student's knowledge and skills. Our programs are primarily for parents and families that take a proactive approach in supplementing classroom education within their home environment. They are also relevant for families that home-school their children. Our solutions help parents to provide scaffold instruction within the home environment.

### 2 Scientifically Proven Method

Learnica's method of instruction and delivery is based on proven scaffold instruction research and cognitive theories. Learnica's student centric programs and courses enable the instruction through a five-step "It is about Me" method that aligns with scaffold instruction principles. The courses include a compendium of subject matter knowledge and provide a consistent medium of instruction across all grade levels. The content is modular and supported by a variety of visuals. The programs are designed to provide a good balance between theory and practice and promote problem solving, critical thinking, and test-taking skills.

### 3 Continuous 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 at various points throughout the programs. Measurement is inextricably linked to the design and development of our programs.



**"It is about Me" Method**



Parents are given the opportunity to engage their children in informal verbal questions. Students are also provided the opportunity to work through exercise and practice questions. On a weekly basis, students participate in paper or online assessments. Proactive engagement of students in various assessments can make a significant impact on their learning 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 leverages modern technology platform over internet to provide personalized delivery of 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. Modern technology provides a paradigm shift in the approach for introducing new ideas and concepts to students and building skills and problem-solving abilities. The Internet provides a useful means of student engagement, interaction, delivering assessments and reporting.



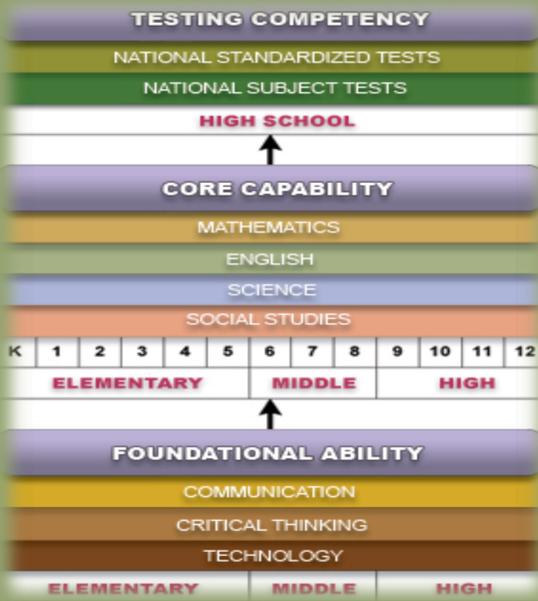
### Guiding Principles

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, complement classroom education, and provide academic success
- 2 Design and deliver education programs that help parents and family proactively engage in their children's after-school or home-school efforts
- 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 and manage to higher expectations, stretch targets, and a challenging curriculum that meets or exceeds national and state education 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 Solution Set and Programs



## Solution Sets and Programs

Learnica's education solutions, programs, and courses are designed to resonate well with students and are continually enhanced to be relevant and lead the education solutions market. Learnica offers programs and courses within three targeted solution sets. These solution sets are based upon specific knowledge and skill development goals and span across multiple subject areas, and grade levels.

### Solution Sets

#### Testing Competency Solution Set

These programs, which are currently in development, will be designed for high-school students to provide focused testing competency for success in national and state standardized tests and subject area tests. We will align Testing Competency programs closely with test curriculum, standards, and formats. Learnica AP Advantage and Learnica SAT Advantage are examples of such Testing Competency programs that we will bring to you in the near future.

#### Core Capability Solution Set

School Year and Summer School are two broad categories of programs that we offer based on the alignment with the academic school year and summer vacation, respectively. Both the School Year and Summer School programs cover grade K through 12 and include subject areas like mathematics, English, science, and social studies.

#### Foundational Ability Solution Set

Programs within this solution set are designed to develop in students a solid foundation and key skills that they will need during their school years and beyond. Programs such as Reading Fluency, Handwriting, and Critical Thinking along with our courses offered in keyboarding and Microsoft Office applications are examples of programs in our Foundational Ability solutions.

### Programs and Courses

The School Year programs are 40 weeks in duration and run in parallel with the school year. These programs are designed to meet or exceed the grade level curriculum per Learnica blueprint and road map. The Summer School programs help maintain key areas of knowledge and skills and help sharpen computation, higher-order thinking, problem solving, and reasoning skills. The Summer School programs are typically eight weeks long and complement School Year programs.

Learnica solutions are based on a program blueprint that is aligned closely with national and state standards and incorporate instruction delivery good practices. The program road map specifies essential knowledge and skills needed at each grade level including the sequential and spiral progression of ideas, concepts, and skills at each grade level, emphasizing early introduction, advancement, reinforcement, and maintenance.



**Multi-faceted**

# About Us



## 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 work within the comforts of your home.

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

#### ■ The Learnica Team

## Ambition

Our ambition is **to be acknowledged as the eminent provider of after-school and home-school education solutions for grades K through 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 us continually in pursuit of our ambition.

## Purpose

Our purpose, embedded in our branding, is **to empower, educate, and enrich our students.** These three simple, yet very 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 people. Our culture emanates from the set of values that our people share working together as a team.

- ♣ **Dynamic** We recognize that we have the ability to shape not only the future of our company but also the supplemental education industry at large. The passion and love for advancing young minds in any part of the world motivates us to be dynamic in executing our strategies and plans and to continually expand the sphere of our influence and impact
  - ♣ **Innovative:** Education has the power to transform lives. In providing learning solutions we will challenge ourselves continually to be knowledgeable of customer needs, leading cognitive theories and research, and advances in textbooks and technology. We will seek and find innovative ways to define, create, and deliver education programs. The scope of education is vast, and, therefore, we will seek appropriate business alliances that complement our solutions and further enhance the value of our programs for our customers
- 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 educational opportunities and provided ample opportunities to enhance their knowledge and skills.



## Connectivity

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



Empower | Educate | Enrich

LEARNICA™



11508 Jenny Lane  
Granada Hills, CA 91344

866-6LEARN6 ph  
866-6LEARN5 fax

info@learnica.com email  
www.learnica.com web