

Willitfly.com Fact Sheet

Overview

Willitfly.com, launched June 15, 2006, is the wholly owned SMB (small-to-medium business) division of EduCel LLC. The site's target audience consists of entrepreneurs, small business owners and business professionals who know that important business tasks often fail, and that it pays to be well prepared.

With expert prep modules (dynamic business how-to guides) designed to speed up knowledge transfer and support users at their time of need, Willitfly.com (from any web-enabled device) provides a way for subscribers to find out instantly if they are ready to perform according to best practices for important business tasks. If they are not ready, the same technology that put them on notice will seamlessly provide the knowledge needed to get up to speed.

Methodology & Technology

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 by EduCel 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, 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 having to go through an article, sift through a manual, or trudge through a tutorial). The technology's use on the Willitfly.com web site ensures that subscribers everywhere now have an easier way of, and more options for, increasing the odds in their favor: Users can tailor their experience on the site by choosing from an array of features within each module, including GeezerAdvice™ (one-on-one e-mail interaction with an experienced entrepreneur) and static and dynamic modes.

Technologies utilized include: AMD, RHEL, Oracle, Tomcat, Java and JavaScript. The mobile interface (m.willitfly.com) launched February 27, 2007, was developed specifically for accessing Willitfly.com modules on mobile devices without the hassle of having to sign up for an extra service.

Willitfly.com Content

Willitfly.com contains about 900,000 words divided among 230+ task-based modules, which in turn contain about 8,000 cognitive prompts and 1,400+ educational briefs. The modules cover basic business tasks in the following main categories: 1) Accounting, 2) Entrepreneurship, 3) Finance, 4) Human Resources, 5) Insurance, 6) Legal, 7) Marketing, 8) Operations, and 9) Product.

All content was 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" on Willitfly.com.

Definitions

Cognitive prompts are diagnostic questions written to trigger metacognition. In the Will-it-Fly?® DKTS application, cognitive prompts are used to frame and speed up pertinent thinking for the task at hand. Compared with regular instruction, well written cognitive prompts can increase comprehension and retention by 35%. Metacognition is the technical term for higher level thinking about existing knowledge, lack of knowledge, and required knowledge -- an essential element in expert prep. Expert prep: unlike novice prep, which often consists of asking someone else for answers and/or accepting the first info encountered, expert prep consists of the essential elements of: A) setting a standard, B) metacognition, and C) selective learning to fill in knowledge gaps. The Will-it-Fly?® technology emulates and automates this process.

Headquarters

Willitfly.com is a service provided by EduCel LLC, which is headquartered in Emeryville, California.

Contact Information

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Direct line: (510) 295-4114. For more information on the science and methodology please visit: www.educel.com.