

**NEWS**

FOR IMMEDIATE RELEASE

**EduCel Makes it Easier to Avoid Failure in Small Business****Launches Willitfly.com with technology that lets users know instantly if they are ready to perform important business tasks according to best practices.**

EMERYVILLE, CA, June 15 /PRNewswire/ -- EduCel, LLC, a pioneer and a leader in technology that accelerates learning and supports performance at the time of need, today announced the launch of Willitfly.com for small-to-medium business professionals actively looking to increase the odds of success in their favor.

With expert prep modules designed to speed up knowledge transfer and support users at their time of need, Willitfly.com provides SMB professionals with the confidence that comes from knowing best practices for important business tasks.

“Currently, the best SMB professionals can do online to avoid the failure that frequently accompanies new undertakings, is to sift through an article graveyard or guess at the validity of someone’s advice,” says Evan Berglund, the Founder and CEO of EduCel. “We are shifting the focus from sifting, surfing and having to guess at the validity of information, onto dynamic technology that supports discovery and understanding at the time of need.”

At launch, Willitfly.com contains about 660,000 words divided among 200+ task-based modules, which in turn contain about 7,000 cognitive prompts (diagnostic questions) and 1,200 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.

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.

“It doesn't matter if the need is to fill a predetermined knowledge gap, refresh memory, or learn something new – the dynamic features in a Will-it-Fly?® DKTS module accommodate with efficiency well beyond having to go through an article, sift through a manual, or trudge through a tutorial,” says Berglund.

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.

**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.

Willitfly.com is the wholly-owned SMB (small-to-medium business) service of EduCel, LLC. EduCel's mission is to create and engage in products and services that aim to improve the organization and dissemination of empirical knowledge (best practices). One such effort is EduCel's Dynamic Knowledge Transfer Systems, which, embedded with fundamentals and prerequisites for success, 'automate' the process of preparing users for any type of task performance. EduCel, LLC is a privately held California corporation. For more information on EduCel, please go to [www.educel.com](http://www.educel.com).

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