

Corporate Summary & Leadership Team

Focus

Learnable – Great Books Made Learnable!

Unlocking the world's key knowledge through fun, inspiring and accelerated learning experiences.

Mission

The absolute best content, instructional design, and technology converging to open the world's key knowledge through fun, inspiring, and accelerated multisensory learning experiences for world-class non-fiction books. Transforming books, lives and the world – one Learnable at a time!

Learnable's 4-phase journey (currently in Phase 2)

1. Phase 1: Vision, core team formation, and start-up
2. Phase 2: Initial book rights, production Learnable design & development, foundational platforms - Learning Management System, apps, other systems (Series A funding)
3. Phase 3: Learnable studios implementation and initial library expansion, product launch, marketing launch (Series B funding)
4. Phase 4: Partnerships and affiliates, growth and sustainability (Revenue-based funding)

Learnable's Corporate Values

1. *Integrity: Acting honestly and ethically in all dealings*
2. *Collaboration: Fostering teamwork and open communication*
3. *Innovation: Encouraging creativity and continuous improvement*
4. *Customer Focus: Prioritizing the needs and satisfaction of customers*
5. *Accountability: Taking responsibility for actions and outcomes*
6. *Excellence and Quality: Striving for the highest quality in products, services, and operations.*
7. *Impact Focus: Learnable can change lives and the world – from world class business and self-help books to important and classic faith-based works.*

Learnable Leadership Team



*Bill Bandrowski,
President,
Product Design*



*Jeff Cysewski,
Operations,
CFO*



*Lori Bandrowski,
Sales & Marketing*



*Greg Johnson,
Content Acquisition*



*Paul Bandrowski,
Strategic Development*

Bill Bandrowski (President of Learnable, Inc. and Vice President of Product Development)

Bill brings 40 years' experience in education and training and learning with expertise in instructional design, learning technology, program management, and global team development. He led large-scale eLearning and blended training projects for diverse clients including the "big 4" accounting firms, Medicaid, Centers for Disease Control (CDC), Veterans Affairs, Boeing, and the U.S. Navy. Bill developed and led a team of instructional designers and technologists who helped develop the globally recognized SCORM specification and "pushed the envelope" of its implementation.

He brings the following skills and expertise to Learnable: Leadership in the field of learning and instructional technology; Expertise in instructional design and training methodology; In depth understanding instructional systems, standards, processes, and tools/platforms; Leadership and effective management of cross-functional teams; and Experienced certified Project Management Professional (PMP and Human Performance Technologist (CPT)). Commissioned Colson Fellow.

Bill holds a M.Ed. in Education, B.S. in Social Science, and B.S. in Geological Sciences.

Jeff Cysewski (CFO and Vice President of Operations)

Jeff is a business consultant, entrepreneur, and past Chairman & CEO of multiple professional-service companies. He has expertise in strategic planning, financial management, organizational structure & control, operations, contract development, and client/customer relationship building & management. His experience has included industries as diverse as seafood, manufacturing, construction, financial services, and healthcare. Jeff has been a CEO, COO, and CFO and his most recent company was sold to a private-equity group based in Boston, MA.

As a business leader, operational expert, and rainmaker for several growth ventures, Jeff has experience in and proven leadership in both the private and public sectors. He served as NW Regional President for public-traded National Data Corp's Health Information Systems and twice has built and grown privately-owned companies in the revenue cycle & practice management space, both of which were sold and have become Centers of Excellence in their respective acquisition companies.

Jeff serves on multiple boards, both profit and not-for-profit, providing key direction and executive and strategic guidance. He holds certifications as a Certified Public Accountant, a Certified Global Management Accountant, and holds bachelor's degrees in Accounting and Management Information Systems.

Lori Poffenroth Bandrowski (Vice President of Sales and Marketing)

Million-dollar producer, Keynote Speaker, Consultant, Strategic Development, Change Management, C-Level and Board collaboration.

Lori has successfully promoted products, services, and solutions that span the fields of technology, finance, and manufacturing. Her entrepreneurial background extends to her youth and family-run business, now in its 57th year. As a Marketing and Development professional for over three decades, her broad business background facilitates her insight into creating business opportunities that have distinct pathways to success.

Lori was a nationally top-ranked business process outsourcing (BPO) Senior Sales professional for Fortune 500 companies, including Xerox, IKON Office Solutions, and Paychex. While at Wells Fargo Advisors, Lori served clients as a Financial Advisor (securities registered: series 7 and 66). As a Development Director for Lutheran Community Services, not-for-profit, Lori was responsible for regional fundraising efforts and well as public speaking engagements. Lori also served as Director of Marketing for Peet Dryer that led to rebranding and new market expansion success.

Business Management, B.A.; Marketing, B.A. Whitworth University.
Commissioned Colson Fellow

Greg Johnson (Vice President of Content Acquisition)

Greg Johnson has been in publishing for more than 25 years. Before becoming a full-time literary agent in 1994, he wrote and published 20 works of nonfiction with traditional publishers, as well as being an editor for a teenage boys magazine for five years. In his years as an agent, he has personally represented more than 2,300 books and negotiated more than 1,800 contracts to over 85 publishing houses. These works include adult trade books (non-fiction and fiction), children's books, specialty Bibles, movie options, video curricula, audio products, gift books and greeting cards.

While Greg's stable of authors is near full, he will occasionally take on new authors and new projects. Along with representing a broad array of adult nonfiction and fiction, Greg works with pastors and speakers, male and female, who have important and compelling messages to author for their constituents. He has also carved a niche by representing military nonfiction/memoir for those who have served our country from WWII until today. Business books, health and humor rounds out what he is looking to acquire.



Paul Bandrowski (Vice President of Strategic Development)

Currently Paul is the CEO of Overview Ventures, a private equity, investment and venture capital business located in Northern Michigan.

Paul’s accomplishments also earned him a top 20 spot on Silicon Valley’s most influential list as well as awards for restoring communities in upstate New York. Paul is also the Founder of Northbay Capital, a private equity fund investing in business opportunities throughout Northern Michigan.

Prior to launching Inphastos and Northbay Capital, Paul was chairman and co-Founder of @visory, LLC. @visory was founded in September 1999 and provided funding and strategic advisement services to seed and early stage ventures. In addition to founding @visory, Paul is also the Vice Chairman and Founder of Reciprocal, Inc. From its inception in 1996 until December 1999, Paul helped Reciprocal become the leader in Digital Rights Management. In addition, Paul served as CIO and partner of Softbank Services Group, a 2,000-person global outsourcing business.

Paul has served on the boards of a wide range of high technology, new economy companies, as well as numerous not-for-profit organizations.

Learnable Technical Team

Key Hires	
Chris Thompson	Director Instructional Design
Ayanne Group	Sr. Instructional Designer
Nancy DeSilva	Sr. Instructional Designer
Craig Clark	Sr. Software Engineer
Mark Forsyth	Sr. Media Developer
Angie Wilson	Sr. Media Developer
Pending Contractors	
Dr. Sean York	Principal Instructional Designer
Tanya Pandaya	Sr. Instructional Designer
Advisor Board	
Dan Strand	Executive Business Consultant