



Benefit Checklist for Publishers, Authors, and Readers

Benefit	Publisher	Author	Reader
Learnable unlocks the world’s best authors’ content through fun, inspiring, accelerated learning experiences!	✓	✓	✓
Learnable appeals to the modern consumer whose tech-driven preferences and demand for accelerated learning legitimizes this new product category	✓		✓
Learnable Editions represents a multimillion-dollar market	✓	✓	
Learnable’s partnership with Publishers will be one of respect, transparency, legal permission and fair compensation to rights holders	✓	✓	
No generative AI training. Learnable is built and delivered within a secure, closed Learning Management System (LMS)	✓	✓	
All publisher content is secure. Human professionals do the work but may use secure AI tools to streamline exam creation, narration design, image design or other illustrative material appropriate for the topic	✓	✓	
No financial investment for publisher!	✓		
Learnable takes all the risk. \$50k+ per Learnable Edition – value innovation, marketing, sales distribution	✓	✓	
Learnable Editions capture missed revenue opportunity from the pirated book summary market	✓	✓	
Learnable will be sold on an Amazon storefront, the Learnable website, other e-tail channels, and supported by on-going media marketing campaigns	✓	✓	✓
Currently there is no eLearning for best-selling books anywhere other than a few academic topics	✓	✓	
The Learnable Edition will work on any platform - desktop, tablet and be mobile-friendly including apps for Apple and Android	✓	✓	✓
Learnable offers <i>unprecedented user-experience, appealing to broad learning styles – visual, auditory, linguistic, kinesthetic, logical, interpersonal, solitary</i>	✓	✓	✓
Elearning solutions are widely used in education, corporate training, professional development and lifelong learning	✓	✓	
Learnable Editions may be aggregated and sold as a collection or in bulk to corporations, religious institutions, libraries, or educational institutions	✓	✓	
Technology and social platforms have conditioned modern audiences to minimize diligent reading and thorough comprehension practices – they prefer skimming and scrolling – Learnable appeals to these audiences			✓
To facilitate comprehension, various designs and modalities will be applied to support the reader’s diverse learning styles	✓	✓	✓



Benefit	Publisher	Author	Reader
A large technical book can be intimidating to digest. Learnable takes responsibility to help readers absorb and apply technical content easier	✓	✓	✓
Learnable’s professional human instructional designers curate and streamline the material by highlighting and backgrounding content to accelerate learning, motivating learners’ completion and competency, in a fraction of the time	✓	✓	✓
Completion of a Learnable Edition gives the modern learner newfound confidence and motivation to buy more bestselling non-fiction Learnable titles	✓	✓	✓
We learn only about 10% to 20% of what we read or hear, but 80% of what we experience (read, hear, see, and apply). Learnable is experiential	✓	✓	✓
Students and the workforce are increasingly transitioning toward eLearning to enhance their skills, foster growth, and easily pursue advanced topics	✓	✓	✓
High quality Learnable Editions give readers what they want – multisensory experiences with engaging discovery, learning supports and aids	✓	✓	✓
According to a 2023 YouGov survey of 1500 adults polled, 46 percent said they had not listened to or read a book in the past year. Learnable endeavors to delight nontraditional readers by giving them a multimedia rich product	✓	✓	✓
Learnable can reinvigorate traditional book readers who have stopped buying because they are discouraged by the quantity of unread titles on their bookshelves – Learnable delivers accelerated yet substantive learning!	✓	✓	✓
All the original books’ content can be employed but Learnable will achieve robust content coverage in different formats	✓	✓	✓
Learnable’s multi-tier experiential eLearning design provides the learner options and variety to digest book content – fast track video series, deep dive interactive eLearning, or graphical narrated summary.			✓
The Learnable Edition will not add additional content except for photos or animations to help illustrate book content such as exercises for learners	✓	✓	✓
With the author’s permission, value-added material could be included such as a Ted Talk the author presented, or introductory interview with the author	✓	✓	✓
Learnable Studios will scale the development of licensed eLearning ten-fold by leveraging an affiliate network of professional eLearning companies	✓	✓	✓
We aim to inspire the next generation to explore book knowledge through the medium in which they have been raised—multimedia and technology.	✓	✓	✓