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Learnable Executive Summary

Learnable's 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!

*The eLearning market is experiencing significant growth and will double to an anticipated **$1 trillion by 2032**. The growing demand for immersive learning is driving the adoption of eLearning systems.[1]*

Publishers and authors will benefit financially from partnering with Learnable™ and our value innovation to transform book content into cutting-edge eLearning, capturing an untapped market. Authors know that supplemental resources (workbooks, templates, etc.) help readers digest and apply their material. The paradigm has shifted, however, even further to robust interactive rich-media eLearning.

A main turning point for the eLearning sector arrived in 2020, during the pandemic when every aspect of teaching or learning was transferred to digital devices which was further encouraged by the rapid application of enhanced technology and systems to deliver the learning content.[2]

Learnable™ is the cutting-edge response to book enthusiasts and upskilling learners who prefer a multimedia approach over traditional print or static eBooks. Learnable™ offers readers an engaging learning experience with interactive multimedia eLearning versions of all best-selling and popular non-fiction books, packaged in a multi-tier design – fast track video, deep dive eLearning, or graphical narrated summary. Experiential, video-based eLearning appeals to broader learner-styles, finally unlocking book knowledge in a streamlined fashion, inspiring and motivating learners' completion and competency, *in a fraction of the time*.

Learnable™ will be a *strategic partner* for publishers and authors by offering licensed Learnable editions that help capture rightful revenue from the pirating book "summary" market. Publishers and authors will not be left behind in this technology-driven demand. Given our professional instructional design, creative media, and leading-edge technology, development costs of Learnable editions are around $50,000 for each book – a significant investment – hence, a barrier to entry for content creators.

eLearning solutions are expanding and becoming more widely used in all sectors of the economy and markets (education, corporate training, professional development, and life-long learning).[3]

At Learnable™, we aim to inspire the next generation to explore world-class book knowledge through the medium in which they have been raised – on demand multimedia and technology. The Learnable edition facilitates a custom learning experience driven by a learner's own preferences for absorbing the authors' material.

Flexible course formats, certifications, and an easy learning curve, are all increasing demand for eLearning.[4]

To review a video summary, sample Learnable Edition, and other resources, please visit www.learnable.studio using the following password: learn

1. *Global Market Insights, The eLearning Market, 2023, eLearning Market Trends*
2. *GlobeNewswire, Facts and Factors, 2023, E-Learning Market Size, Share Global Analysis Report, 2024 – 2032*
3. *Beyond Market Insights, eLearning Market 2024 – 2032, 2024*
4. *Global Market Insights, The eLearning Market, 2023, eLearning Market Trends*