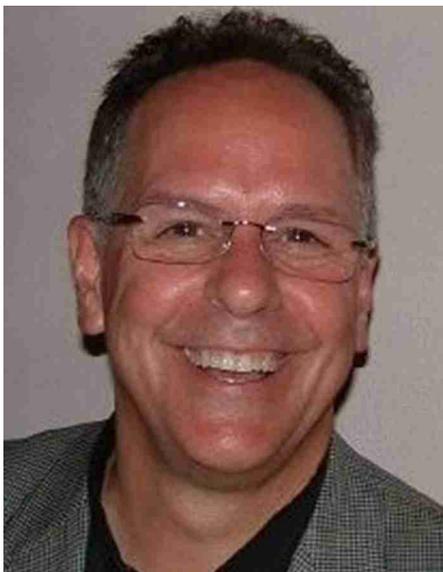


With the only Comprehensive Business Skills Gamification-Based Learning Released in the United States, Game On! Learning has Revolutionizing Corporate Training

**Business Services
Learning Solutions**

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Gainesville, FL 32608
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www.gameonlearning.com**



**Bryan Austin
Chief Game Changer**

BIO:
Bryan Austin is the Founder and “Chief Game Changer” of Game On! Learning. Throughout his 25-year career with leading organizations like SkillSoft, NETg and Kaplan, Bryan has dedicated himself to helping organizations develop high performing employees through innovative learning solutions. A hallmark of Bryan’s approach is his keen ability to think outside of the box and create engaging, skills-based learning experiences that accelerate employee growth and productivity.

The fusion of technology and learning has always captivated Bryan. His initial exposure to corporate learning and development came when his first employer, a systems software company, asked him to develop a technical training program for new Systems Engineers. He and his team rented a small college campus in northern California, set up a mainframe computer lab, and taught classroom sessions during the day and computer labs all night. Seeing the positive impact of the program first-hand ignited Bryan’s passion for the power of learning.

From there, Bryan went on to work for, and lead companies, that provide cutting-edge, technology-delivered learning solutions to medium, large, and global companies. For Bryan, it has been fascinating to be a part of the evolution of corporate learning and development. He has seen multimedia training evolve from audio/videotape/workbook packages, to PC- and LAN-delivered training, to the sophisticated eLearning solutions of today.

About Game On! Learning:
Game On! Learning™ provides inspired online game-based learning courses that create unmatched learner engagement and produces learners who will immediately and confidently apply their newly acquired business skills on-the-job. Our revolutionary “serious games” feature a highly interactive, animated video game design, fun competition versus colleagues, learner-individualized feedback, and real world learning scenarios.

**Interview conducted by:
Lynn Fosse, Senior Editor**

CEOCFO: Mr. Austin, would you tell us the concept behind Game On! Learning?

Mr. Austin: The core focus is on corporate training, particularly for large organizations. A great deal of training has been shifted to online delivery over the last decade. What organizations are finding is that their workforce’s appetite for traditional online training (“elearning”) is rapidly diminishing. Game On! Learning offers comprehensive business skills training in critical skill areas that are designed as online video games. The employee becomes the main character, going through a variety of skill-based scenarios. In this training, they are practicing the skills as much as 95% of the time they are competing against their colleagues. This type of training is attracting a great amount of interest in the corporate training field, simply because it addresses many of the challenges that large organizations face in training their workforces.

CEOCFO: Has the concept been tried before or are you aware of any competitors who are attempting the same idea that you have?

Mr. Austin: The gamification of learning is something that is relatively new. Many people may have heard the term “gamification” as it relates to creating a more engaging experience for their website or for customer interactions. There is a lot of focus now on increasing the time customers spend on a company’s website by creating a more engaging experience. As it relates to online corporate learning, this is comparatively new. To our knowledge, Game On! Learning has the only comprehensive business skills game-based elearning that have been released in the U.S.

CEO CFO: What is the biggest challenge in making the courses sophisticated enough on the gaming side for people to engage beyond the fact that it is just a game?

Mr. Austin: That is a good question. For us it is more than just making training fun. The game and the ability to compete against colleagues is something that we use to attract, engage and hook the learner. The real value of training this way is that employees learn the skills much more deeply than they can using conventional forms of training. In these learning experiences, an employee may spend nine to eleven hours in training on a specific skill over a four to six week period. They are actually practicing the skills about 95% of the time. Game-based online learning is much better at not only keeping folks engaged, but also acquiring and internalizing the skills. The game simulator gives them much more precise feedback in terms of what they are doing well and where they need remediation. When employees complete the training, they have not only enjoyed the learning experience and found it to be very memorable, but they are very confident about their ability to perform those skills back on the job.

CEO CFO: When you speak with potential customers do they 'get' the concept immediately? When is the 'aha' moment?

Mr. Austin: I think the 'aha' moment is usually when an organization looks at the actual learning experience in the courses we provide. It is not only more effective in terms of the performance outcomes, but lowering the travel costs associated with corporate training. They may have played a computer game or two but until you actually see the learning experience (which we usually provide in a virtual meeting), that really provides the 'aha' moment. They 'get' it. They see how their people can learn better, and how it is more engaging.

CEO CFO: How do you reach potential customers?

Mr. Austin: When you are in a new segment of corporate training and you are a relatively new business, the big-

gest challenge is to get the word out so that organizations with needs in this area know you exist. We certainly focus on our website presence and making ourselves easy to find at www.gameonlearning.com. We also publish white papers which we make available through our website and relationships we have with many of the publishers in the corporate training industry, such as *Training* magazine, *Chief Learning Officer*, *Training + Development*, and others. We do webinars to educate the market. The last one we did in January was very highly attended. We did it in conjunction with *Training* magazine and about 1,900 people registered. We also have a busy schedule of industry conferences this year that are focused on corporate training and performance improvement. We are getting great traction and lots of interest from our target market. The majority of our current staff are senior business development people that we call "Game Changers". As we generate interest for an organization we assign one of our Game Changers to follow up with them to determine if there is a need we can meet and if so on what timeframe. We are totally committed to our mission, which is to significantly boost the effectiveness of corporate training in the U.S.

CEO CFO: What is the revenue model?

Mr. Austin: We license our training on a "per seat" basis, meaning that we work with an organization to determine how many people they want to put through a course over a certain timeframe. They then license seats for that course which they consume over a year's time. The number of seats they purchase determines what level of quantity discount they receive. The price point per seat is roughly what companies pay on a per person basis for a two-day workshop. We send the employees through the course in groups of 20 to 40 to create the competitive aspect of the training.

CEO CFO: Your website shows testimonials from companies whose names are well known. Where do you

go from here? What is the plan for the next couple of years?

Mr. Austin: Great question. We currently have about 200 corporate and government clients. The results have been astonishing. My whole career has been in corporate training, but I have never seen feedback and results like we currently receive from learners. Our mission is to grow our presence in the U.S. and make an impact in helping Fortune 1000 companies increase the effectiveness of the training they provide their workforces. If we are successful in doing that, we will be very successful as a provider of business skills training. Our people are very senior in our industry. We are at our point in our careers where it is just as important to "make a difference" as it is for us to be successful as a business. It sounds altruistic, I know, but

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- Bryan Austin

that is how we feel about our mission. The response so far has been outstanding.

CEO CFO: Why should the business and investment community pay attention to Game On! Learning?

Mr. Austin: What makes us stand out is that we offer a very unique way to train employees that work for large organizations, specifically in areas where they need to improve certain key business skills – like the ability to communicate persuasively or improve their personal productivity. We provide a completely different way of building those skills, and the reaction has been exciting. We look forward to adding new courses in the future. In economic times that are still lean for many organizations, it has never been more important to increase the effectiveness of a company's workforce. Any company that can translate the value of improving performance into business results should invest time to see what impact this may have for their organization.