

Provide your teachers/academics with a web-based rapid e-learning hosted and managed platform to author and distribute highly interactive courses, revision and homework for their students. No technical skills required. No IT involvement necessary. Learning method simulates one-to-one tutoring. No upfront costs. Pay as you use or by subscription



## What is Qcoach.com?

Web based 'on-demand learning for all' solution that is hosted and fully managed. It has been developed to provide a unique solution for 'subject matter experts' such as teachers and academics to author, publish and manage their own content. This 'software as a service' solution requires no special technical skills and content is produced rapidly and simply.

The Qcoach.com service for schools and colleges is charged on a monthly subscription basis based on total number of students. There is no charge for authoring.

## What learning methodology is used by Qcoach.com?

Qcoach.com has been developed not as a traditional e-learning product but to replicate the one-to-one coaching/tutoring style learning experience:

1. Presents a situation/context by asking the learner to view/listen/read something e.g. view a video recording of a presentation by the teacher
2. Asks searching/probing questions linked to a specific part of the situation e.g. a segment of the video
3. Provides background knowledge and information to assist the student to gain maximum benefit from the learning
4. The student has to provide an answer before the 'tutor' shares their expertise in order for the student to recognise the gaps and learn from the differences
5. Finally the 'tutor' invites the learner to reflect on what they have learnt and what they will do differently
6. Proceeds to the next question(s) linked to the same situation/context
7. Introduces assessment to measure level of achievement

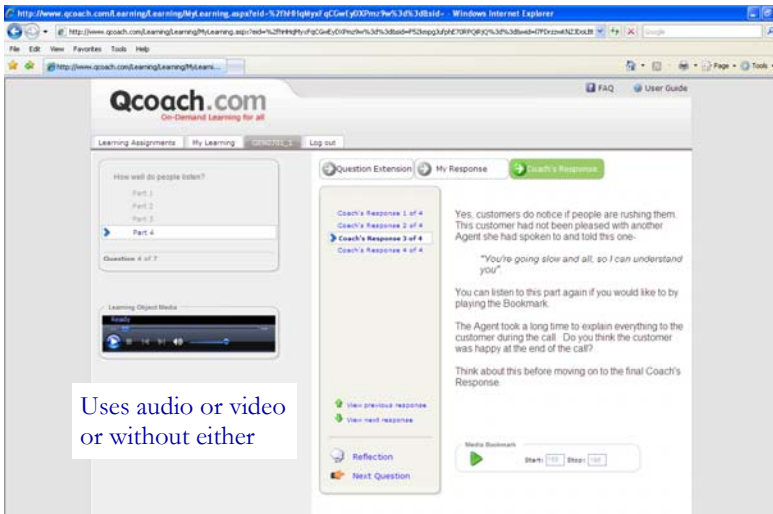
## Qcoach.com uses a 'learning process' which replicates these 7 stages and delivers the following benefits

- Students manage their own pace of learning, duration, frequency and location
- Highly cost effective
- Supplements formal classroom learning with online 'tutoring' to reinforce and deepen
- Adds interactivity (in the form of questions) to a presentation/lecture/talk
- Use for revision to help student achieve higher exam results
- Create courses to Deploy learning anywhere where there is broadband internet
- No technical skills required to create content—only expertise
- Create and deliver learning within a matter of hours. Build libraries of content
- No capital expenditure
- Pay fixed amount each month for unlimited use
- Fully managed, no IT involvement required – use on any PC that is linked to broadband internet

## Using Qcoach.com in your school or college

### The application of 'Assessment for Learning'

Schools and higher education have recognised that effective learning requires the student to become capable of recognising and understanding what success looks like. For example, what constitutes a good essay. This enables the student to self-assess rather than relying on the teacher to provide performance feedback. This is sometimes referred to as 'formative assessment'. There is undisputed evidence that the ability to self-assess leads to higher exam attainment.



What do the experts in this field recommend as the best way to instil the ability to recognise success? It is the use of good questioning that probes, searches and stretches the student in order that the learning comes via discovery. Qcoach.com uses a video recording of a lesson or a lecture (as a presentation) and adds the 'questioning dimension'. Unlike in a classroom/lecture setting where only a small number of questioning interactions will be experienced by each of the students, Qcoach.com courses include the questions and answers prepared by the author. This way every student is challenged and experiences a personal and sustained stimulation that is difficult to achieve with a large class of students.

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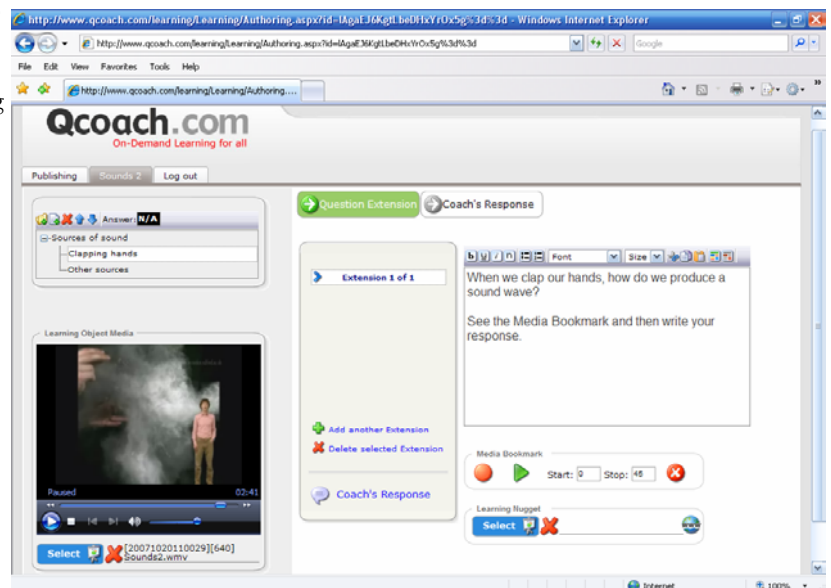
### Use to create online lessons, exam revisions, homework and much more

Imagine being able to have more time available to create individualised learning for students. Providing students that have special requirements with extra tuition. For the brighter students giving them extra lessons online that will stretch them and enable them to reach their full potential. In both cases this would lead to better exam results and therefore more opportunities.

Qcoach.com will provide the school/college with the opportunity to offer that extra support which both students and parents will value and appreciate.

### Easy to author and easy to use

Teachers are able to create their own library of courses without the need of special technical skills. 1) Simply make a video recording of a lesson, 2) Upload into Qcoach.com and 3) Author online by incorporating questions and answers, and attaching study documents such as reference information.



Authoring page — creating courses is both easy and rapid

The lesson is then distributed to the selected students. When the students login from any PC that is connected to broadband internet, they find the courses waiting for them.

### Further information?

Please contact us to discuss how you can use Qcoach.com to enhance learning and exam results in your school/college. We will also be happy to discuss how we will be able to help you with your authoring needs.

## Price List

### What is meant by a Learning Module?

It is a learning unit that will typically require 45 to 75 minutes to complete. Shorter modules can be authored but the price is the same. A course comprises of a number of modules.

For example: Three pieces of learning are authored (A, B and C). We call these Learning Modules. In one month I send 20 of A, 30 of B and 55 of C i.e. a total of 110 modules. What will the cost be?

You will need to purchase a block of 100 and a block of 50. You will have 40 remaining to be used for your next distribution of modules.

### What are the alternative methods in buying the Qcoach.com service?

You can pay for learning modules you have created using the authoring capabilities of Qcoach.com in one of two ways: 1) on a Pay As You Use (PAYU) basis or 2) on a 12 or 24 month subscription contract basis. You can start with PAYU and convert to a subscription contract at any time. The 12 and 24 month subscriptions give you 25% and 50% (respectively) extra modules for the same price as the PAYU option.

### How do I purchase PAYU?

It is easy! All you do is purchase a block of modules as required (see table below.) If you have any left over you use next time you need to distribute learning modules.

### How do I convert to a subscription contract?

You can switch to a subscription contract at the beginning of any calendar month. You choose the most appropriate usage band which will meet your requirements (see table below.) You can move to a larger size band from the start of any calendar month. To move to a smaller size band you need to have been on the existing band for at least 12 months. If in any month you exceed your monthly limit, all you will need to do is purchase PAYU blocks.

### Can I use Qcoach.com on an unlimited basis?

Yes, this is possible and is subject to agreement.

### Do I pay anything for authoring my modules?

Nothing at all. You only incur the charge once you have delivered the module to a learner.

### In what currencies can I pay?

You can pay in Pound Sterling (£), US Dollars (\$) or in Euros (€).

Pay As You Use (PAYU)		12 and 24 month Subscription Contracts		
Block of modules i.e. number of learning modules deployed	Price per block	Monthly Payments	Maximum number of modules per month for 12 month subscription (band)	Maximum number of modules per month for 24 month subscription (band)
50	£300	£300	63	75
100	£550	£550	125	150
200	£1,050	£1,050	250	300
400	£2,000	£2,000	500	600
600	£2,850	£2,850	750	900
1000	£4,500	£4,500	1250	1500
2000	£8,000	£8,000	2500	3000
5000	£17,500	£17,500	6250	7500

**Qcoach.com**  
On-Demand Learning for all