

How LearnHub Works

LearnHub is built from a collection of educationally focused user-driven communities and is composed of three mutually beneficial layers. We use a mixture of user-generated content, professional partnerships, and Educomp Solutions Ltd's wide library of educational material to offer the content you'll find on LearnHub.

Layer 1

The first layer is a publicly accessible free content collection. It is your place to find fun trivia and concept attainment games, focused lessons, discussions, debates, tests, and useful tools for finding education information, like colleges in Canada. By contributing free content to this layer one build ones reputation as a trusted online educator and draw traffic to the second layer of the site – the marketplace.

Layer 2

The second layer contains educational courses (comprised of a collection of focused lessons) and tutoring in a marketplace environment. Instructors have more control at this level of whom they want to share their content. Students must be enrolled in a course before they can



see the lessons, and instructors must approve all enrollments. Instructors are able to offer courses for free, or charge per student. Private or group tutoring sessions will also be available at this level; again charging for this is at the discretion of the instructor.

Layer 3

The final layer consists of restricted areas for groups and organizations. Content posted at this level will only be accessible to certain users of the site. Live tutoring sessions are also available on this level along with fully integrated ecommerce support. This section of the site is ideal for schools, businesses, authors, or anyone else looking to create a community for their students/employees/readers to connect with each other.

Key Features of LearnHub

During LearnHub's initial development, we looked into our past and studied our previous project's strengths and weaknesses. Our goal to create an open-ended community-oriented learning platform that was both user friendly, and useful. From this goal, LearnHub was born, creating a place for instructors to teach, students to learn, and people to connect.

Lessons create the core of LearnHub's content. Our high-end Lesson Editor emulates a word processor, making it easy to create lessons to share your knowledge with other users. It's easy to add pictures, flash, links, and more to create top quality content.

Courses allow instructors to create a structured curriculum of content by using the features LearnHub offers. By using access restrictions instructors are in control of who enrolls, and can decide to offer a free course, or set a cost per student.

Live Tutoring allows instructors to tutor students online using a White Board system. Connect via web cams, microphones, share documents, and write on a white board. Much like a course, instructors can choose to offer tutoring for free or for a fee.

Workspaces are provided to each registered user, acting as a both a central working environment and a user profile. Workspaces give users a place to draft lessons, courses, tests, and games before they are published, while the profiles allow users to share a bit of themselves with other LearnHub users by providing a brief biography, sharing some of their favourite things and uploading an avatar.

User Driven Topical Communities provide groupings of knowledge in one central place, making it easier for users to find the information they are looking for. From Algebra to Zoology, users can join existing communities, or create a niche for themselves.

Localized Languages allow users to create content in whatever language they feel comfortable in. LearnHub is a multi-national site with zero restrictions on language.

Videos are an engaging way to spread knowledge, and we recognize that. We've partnered with Fliqs to provide our users with top quality video plug-ins

that allow them to stream videos larger, faster and with better quality than ever.

Presentations allow users to import their existing presentations onto our system where they are automatically converted to a Flash format. We understand that many of our users already have education presentations ready and we wanted to provide them with the easiest method of getting their content onto LearnHub so they can share it with the world.

Discussions give users a place to share an opinion, ask questions, discuss news, or expand on lessons with other members of the community. Users can read any posted discussion, but must join the community before they can start or join into a discussion.

Debates create a space for users to share, and defend their viewpoint on hot topics. Colour coding postings allow users to see at a glance who agrees, and who disagrees with their position. Again, all users can read debates, but in order to participate you'll have to join that community.

Tests allow both students and teachers to evaluate the level of learning on a particular subject. By developing a user-friendly testing feature, teachers can create multiple-choice tests to quiz their students and assign comments based on how they score. Students also benefit from the test feature by getting feedback to ensure they are correctly applying their lessons.

Trivia Games are a fun way for users to gain knowledge, as well as show off their expertise on Learnhub's High Scores Board. The trivia game randomly cycles through user-submitted trivia questions tracking both the number of questions answered, as well as the number of questions answered correctly.

Concept Attainment Games are a fun and unique way of teaching abstract concepts like logic or energy to students. Players are given examples to place in the 'supporting' or 'opposing' categories and must determine what concept is being presented based on which examples support the mystery concept, and which oppose.

The **Marketplace** is a public bulletin for instructor made courses and online tutoring. This self-service, user generated space gives instructors control over which courses and services they choose to promote.

Authority ratings track how engaged and respected each LearnHub user is. Creating courses, lessons and test all raise one's authority level, as well as participating in debates and discussions or leading communities. Users can also rate lessons and courses to boost or weaken the creator's authority rating. Authority helps users build an online reputation for themselves, as well as protects students by offering them a view into which instructors are most likely to offer them value for their time and money.

Activity Feeds are a live tracking of all activity on LearnHub. They provide information on the creation of courses, new users joining, lesson ratings and much more.

Social Networking allows users to connect at a variety of levels. Not only can teachers who want to teach connect with students who want to learn, but educators can connect and collaborate with other educators to create new and meaningful discussions. As the saying goes – two heads are better than one.

LearnHub History

LearnHub is the brainchild of Savvica Inc, a young, energetic start up located in downtown Toronto with a mandate to improve education on a global level by lowering the barriers to online education.

The journey started in 2004 when Malgosia and John Philip Green co-founded Savvica Inc. and shortly after developed Nuvvo - the first self-serve Learning Management System (LMS) for individuals and organizations. Launched in December 2005, it quickly attracted thousands of users, and has since hosted thousands of diverse courses in a multitude of languages.

In 2006 John and Malgoisa decided to head south to San Francisco to hone their skills while working for some of the Valley's hottest start ups. It was at this point the two were first introduced to Shantanu Prakash, the Managing Director of Educomp Solutions Ltd; India's largest online educator. He had been impressed by what he had seen on Nuvvo and was excited about taking the product to the next level.

After much discussion, Educomp became the primary investor of Savvica, providing the capital that was needed to develop LearnHub. In the fall of 2007 John and Malgosia returned to Toronto to put together a team of rails developers. Working at lightening speed they launched learnhub.com in a matter of months.

LearnHub builds on the best of what was Nuvvo, with a host of new features, creating a community-oriented platform where instructors are empowered to teach, students are empowered to learn, and everyone is empowered to connect.

Meet our Team

Executive Team

Malgosia Green

Founder and CEO

Malgosia's core competencies lie in product management, marketing, and operations. She loves making things efficient, with the least amount of effort. Most recently, Malgosia worked as Director of Product Management for one of Silicon Valley's hottest startups. Malgosia graduated from the University of Waterloo with a degree in Systems Design Engineering.

John Philip Green

Founder and CTO

John is an experienced software technology leader. A rare veteran of the Ruby on Rails community, John has built and launched 6 major sites built in Rails over the past 2 years. John and Malgosia have worked together for 3 years, with John serving most recently as Director of Engineering. John graduated from the University of Waterloo with a Bachelor of Mathematics in Computer Science.

Advisors

James Pitkow

Adventurer, Investor, Entrepreneur

James has served as an advisor to several Internet companies, including WhereOnEarth (acquired by Yahoo!), eGroups (acquired by Yahoo!) and Direct Sights (acquired by Pathfire). James is acknowledged as a leading

expert in the fields of web characterization, information retrieval, and human computer interaction. In addition to serving as a LearnHub advisor, James is currently working on some early stage projects and investments.

Barrie Bennett

Associate Professor, OISE/UT

Barrie is a known and respected academic currently researching and teaching out of the Ontario Institute for Studies in Education at the University of Toronto. Barrie's current research interest relates to teacher thinking/learning/action focused on instructional practices, and what effects this has on student learning. He is also interested in educational change, and has authored many books on instruction and methodology.

Drew Green

VP Sales and Business Development, SHOP.com

Currently Drew is responsible for SHOP.COM's CPO, CPC and CPM media programs and all partner operations and development. Drew has extensive experience advising media and technology companies in addition to Savvica Inc and LearnHub, including Verified Person and CPC Productions.

Norm Green

Education Consultant

Norm has enjoyed a long career in education with his passion for instruction residing at its core. Over the past 10 years Norm, along with his wife Kathy, have worked closely with an international network of schools, focusing on instructional strategies for student and teacher success. Including: university faculty training, leadership development,

and management of change in schools. Most recently Norm has been writing and speaking on Cooperative Learning and its impact in the school system.

Chairman of the Board

Shantanu Prakash

Managing Director, Educomp Solutions Ltd.

Shantanu founded Educomp in 1994 and has seen it grow to become India's largest k-12 education company; receiving the distinction of 'future titan' by *Outlook Business Magazine*. Shantanu is also a board member for the Learning Leadership Foundation a not for profit organization which seeks to learn and adopt best practices in education into Indian schools.