THE FINEST TECHNOLOGY

100% mobile-native and 100% cross-channel solution designed and built to look, feel and play just like the best mobile apps that everyone's using on their smartphones and tablets every day. Consigning the LMS paradigm to history, Teach on Mars is the next-gen ecosystem which connects workplace learning with the mobile lifestyle of every individual learner.

THE PERFECT CONTENT STRATEGY

Your learners demand the best and latest content. Teach on Mars has the answer. Build engaging bespoke content yourself or source it from one of our certified content partners using the Teach on Mars mobile-native Authoring Tool. Then combine it with external resources or the best mobile-native off-the-shelf content from our very own Marketplace. You can even add in automatic content curation to roll-out a mobile content offer that really rocks.
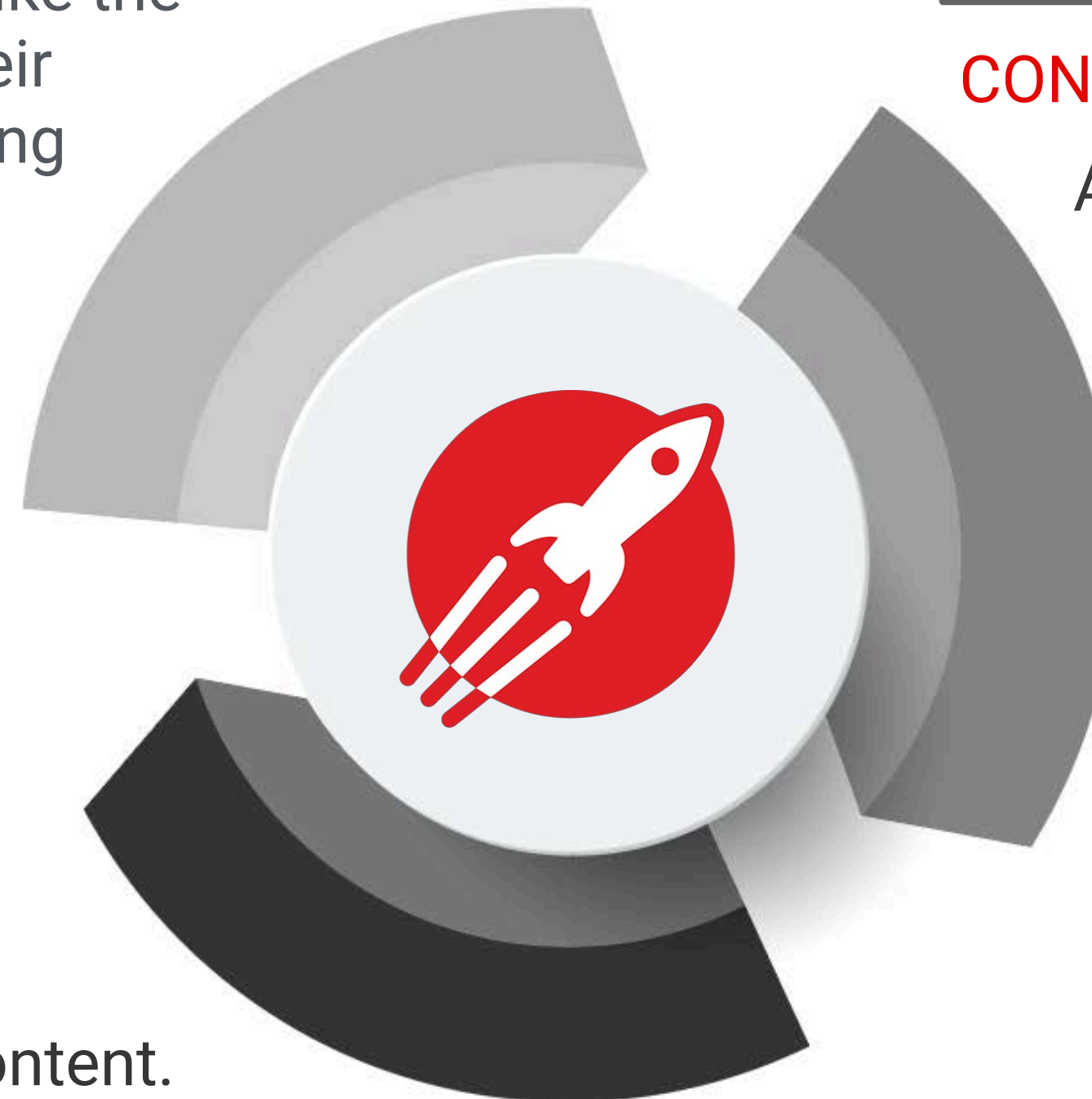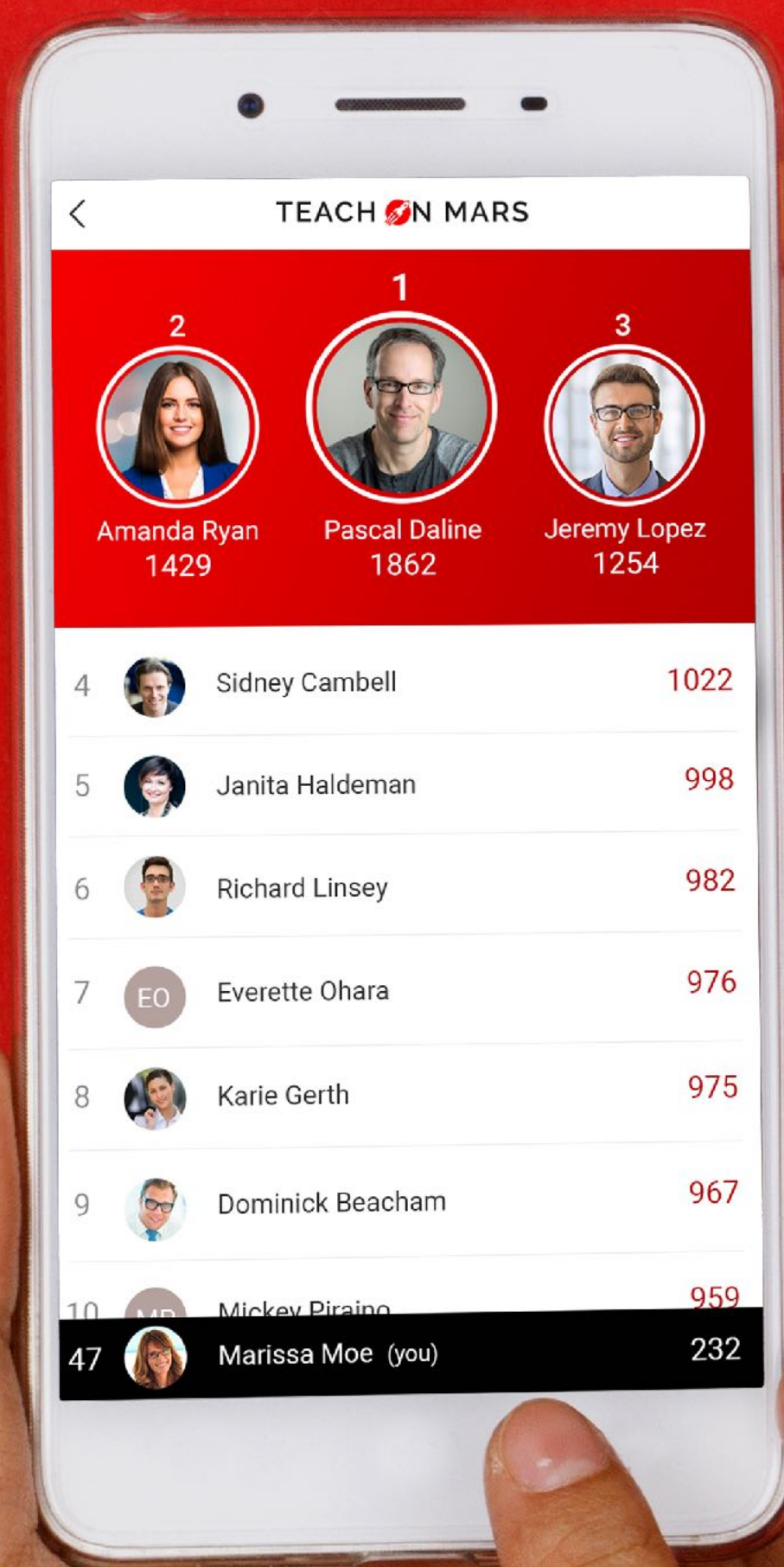
CONSULTING SUPPORT BUILT AROUND YOUR NEEDS

A Teach on Mars *Success Facilitator* will be assigned to accompany you through every stage of your project, from deployment strategy construction through to content creation and downstream ROI reporting to your senior leadership. And our in-app *Onboarding* training program and mobile learning Fab Lab (Europe's first) will make sure your teams get up to speed fast and generate maximum impact on the ground.

THE LEARNER EXPERIENCE

FAST, FLUID AND FUN - THE LEARNING APP YOUR LEARNERS WANT

Designed and built from day one to look, feel and play like the very best mobile apps your learners love, Teach on Mars offers a simple, elegant and smart experience that slots straight into the modern learner's connected, mobile lifestyle. It's social, it's personalised, it's cool... and it will have users coming back to learn a little more and build a better future every day.
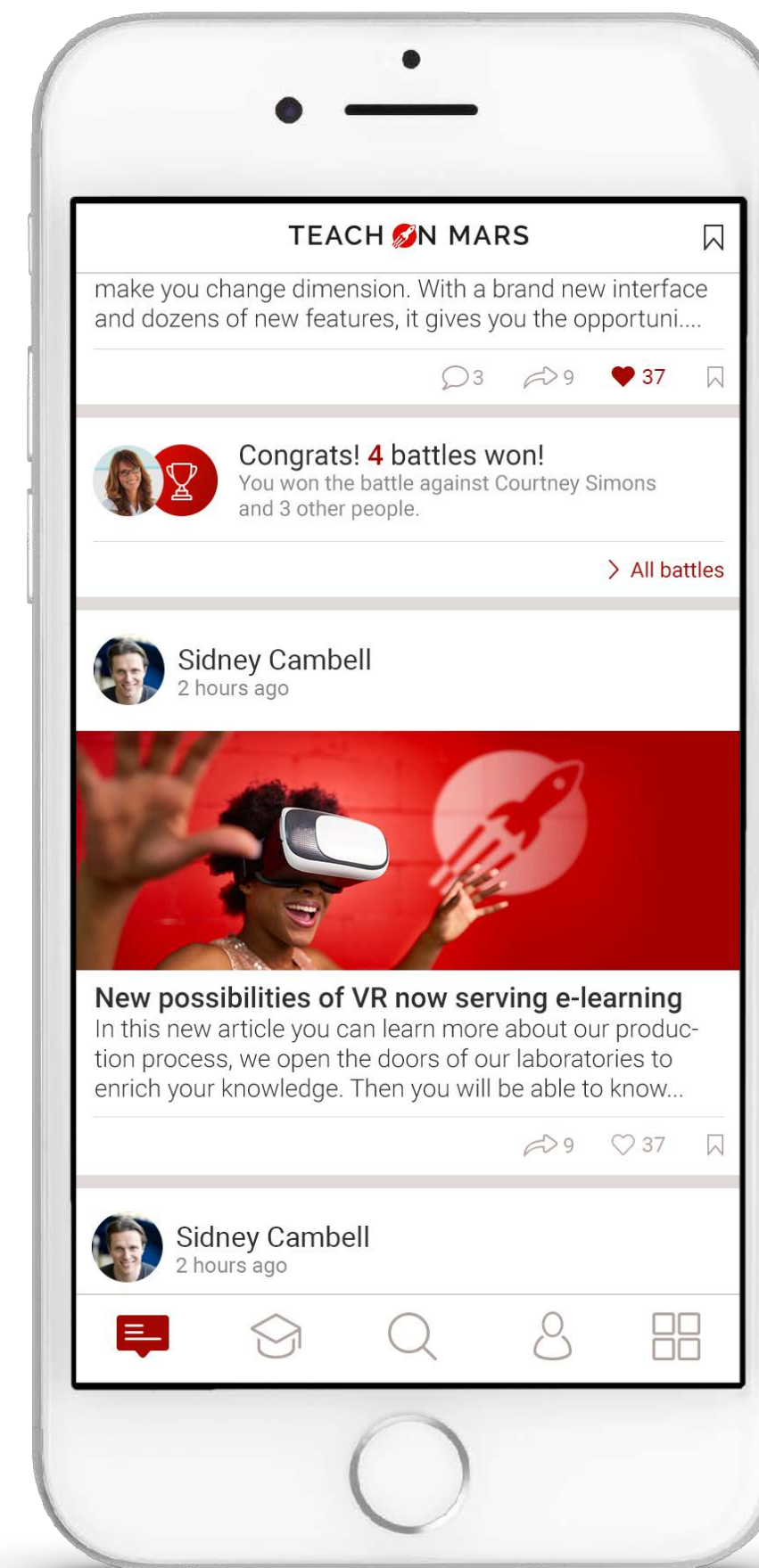
WALL
CREATE A LEARNING HABIT WITHIN YOUR COMMUNITY

PERSONAL NEWSFEED

Multimedia articles, new learning content, images, videos, web-links. Everything that's happening in your learning ecosystem in one easy-to-access place.

COMPETITIVE BATTLES

See direct challenges from other members of the learner community.

PUSH NOTIFICATIONS

Trainer-driven or automatically generated by algorithm.

LIKE, SHARE, BOOKMARK

Social interaction functionality to breathe viral life into your communication content.

RECOMMENDATIONS

Learning activity suggestions custom-selected for the individual learner.

On the phone screen:

TEACH ON MARS

make you change dimension. With a brand new interface and dozens of new features, it gives you the opportuni....

3   9   37

Congrats! 4 battles won!
You won the battle against Courtney Simons and 3 other people.

> All battles

Sidney Cambell
2 hours ago

New possibilities of VR now serving e-learning
In this new article you can learn more about our production process, we open the doors of our laboratories to enrich your knowledge. Then you will be able to know...

9   37

Sidney Cambell
2 hours ago

LEARNING ZONE

QUICK ACCESS

Pick up where you left off with activities in progress.

SHAKE'N'LEARN

Got 5 minutes? Let the app suggest a quick revision activity or learning game.

CATEGORIES

Browsable overview of the full range of content available to you.

BLENDED AND PHYGITAL

Design compelling multi-mode learning architectures with our *Live!* Mode and learn-by-code content.

MICROLEARNING

Pace your own learning with short-form snackable content at intervals you define.

TEACH ON MARS | 5

LEARNING RESOURCES

ENGAGING LEARNER EXPERIENCE AND MULTI-LEVEL GAMIFICATION
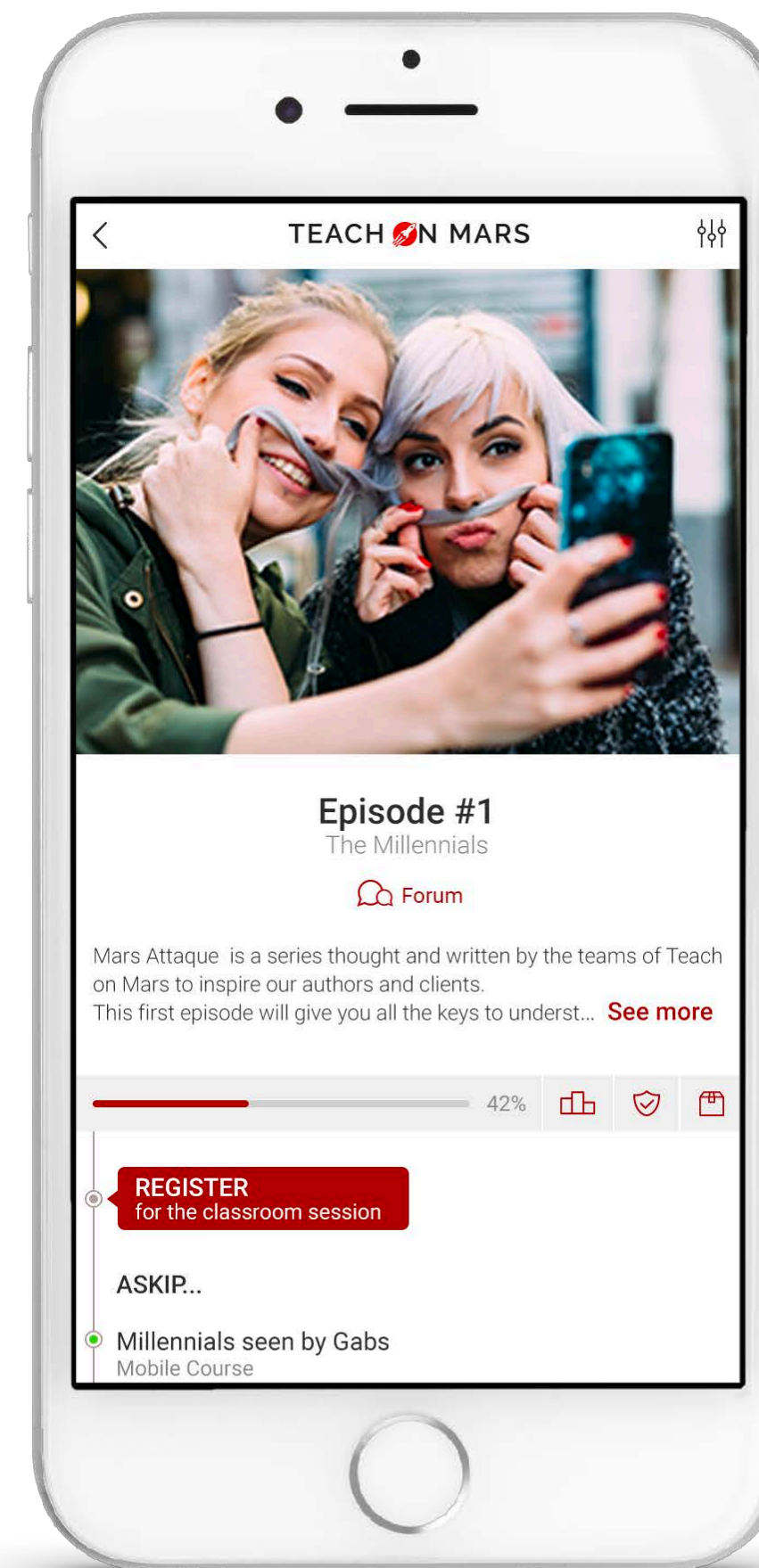
ACTIVITIES & LEARNING GAMES

More than 15 different learning activity formats – all of them fully customisable: courses, games, quizzes, battles, interactive reference cards, surveys, role plays. Access compatible with beacons, QR code or voice command.

LIVE!

A unique augmented classroom mode for Phygital Experiences that rock!

NEXT-GEN CONTENT INTEGRATION

Virtual or augmented reality, video games and other SCORM-compatible third-party web content.

BADGES AND LEADERBOARDS

Motivate your learners to get involved and go the extra mile with a little friendly competition.

FORUM & USER-GENERATED CONTENT

Dedicated learner collaboration and co-working space for asking questions, sharing best practices or just shooting the breeze.

TEACH ON MARS

Episode #1
The Millennials

Forum

Mars Attaque is a series thought and written by the teams of Teach on Mars to inspire our authors and clients.
This first episode will give you all the keys to underst... **See more**

42%

REGISTER
for the classroom session

ASKIP...
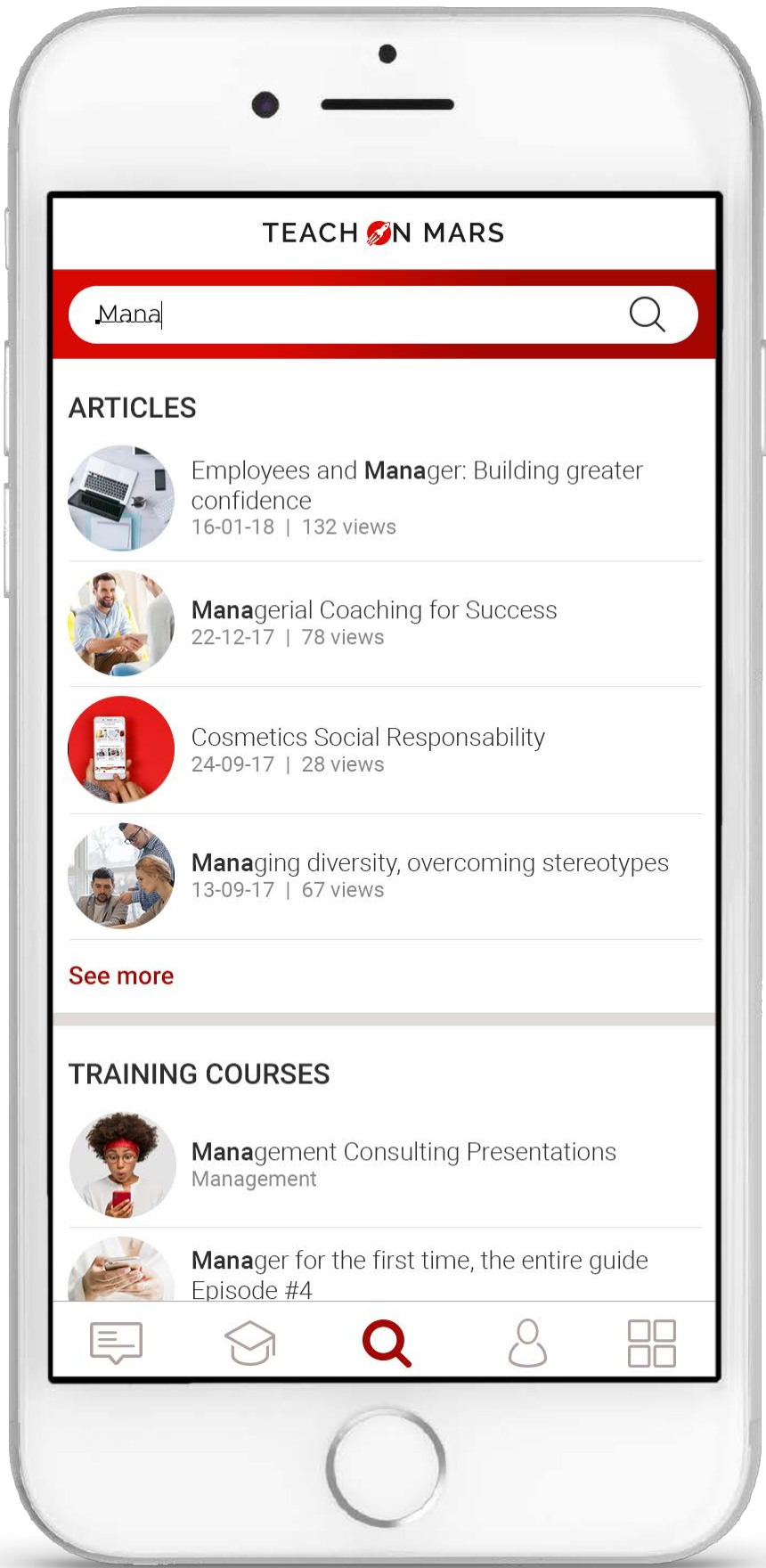
Millennials seen by Gabs
Mobile Course

SEARCH

FIND WHAT YOU'RE LOOKING FOR - FIRST TIME, EVERY TIME

QUICK SEARCH

The best way to go straight to the resource you're looking for.

TRAINING COURSES
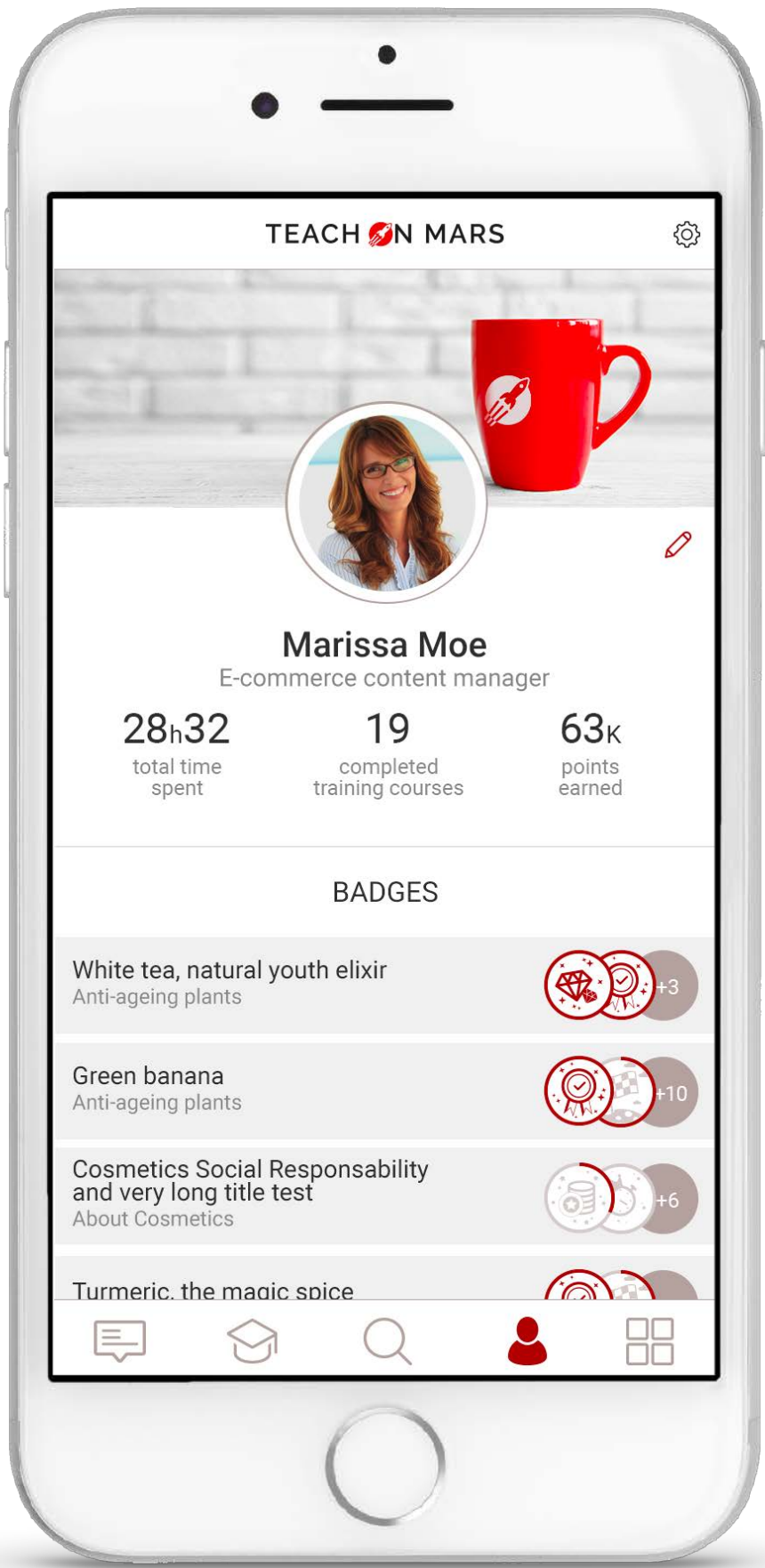
Search through all training courses.

ARTICLES

Now you can search through the content of articles published on the Wall.

LEARNER PROFILE

EVERYTHING YOU NEED TO KEEP YOUR LEARNING EXPERIENCE ON TRACK

LEANRER STATS

Time spent, training courses completed, points scored for each individual learner.

PERSONALISATION

Customise your avatar, update your personal data and preferences, define your push notification frequency.

REWARDS

See at a glance the badges and certifications you can earn in each training course.
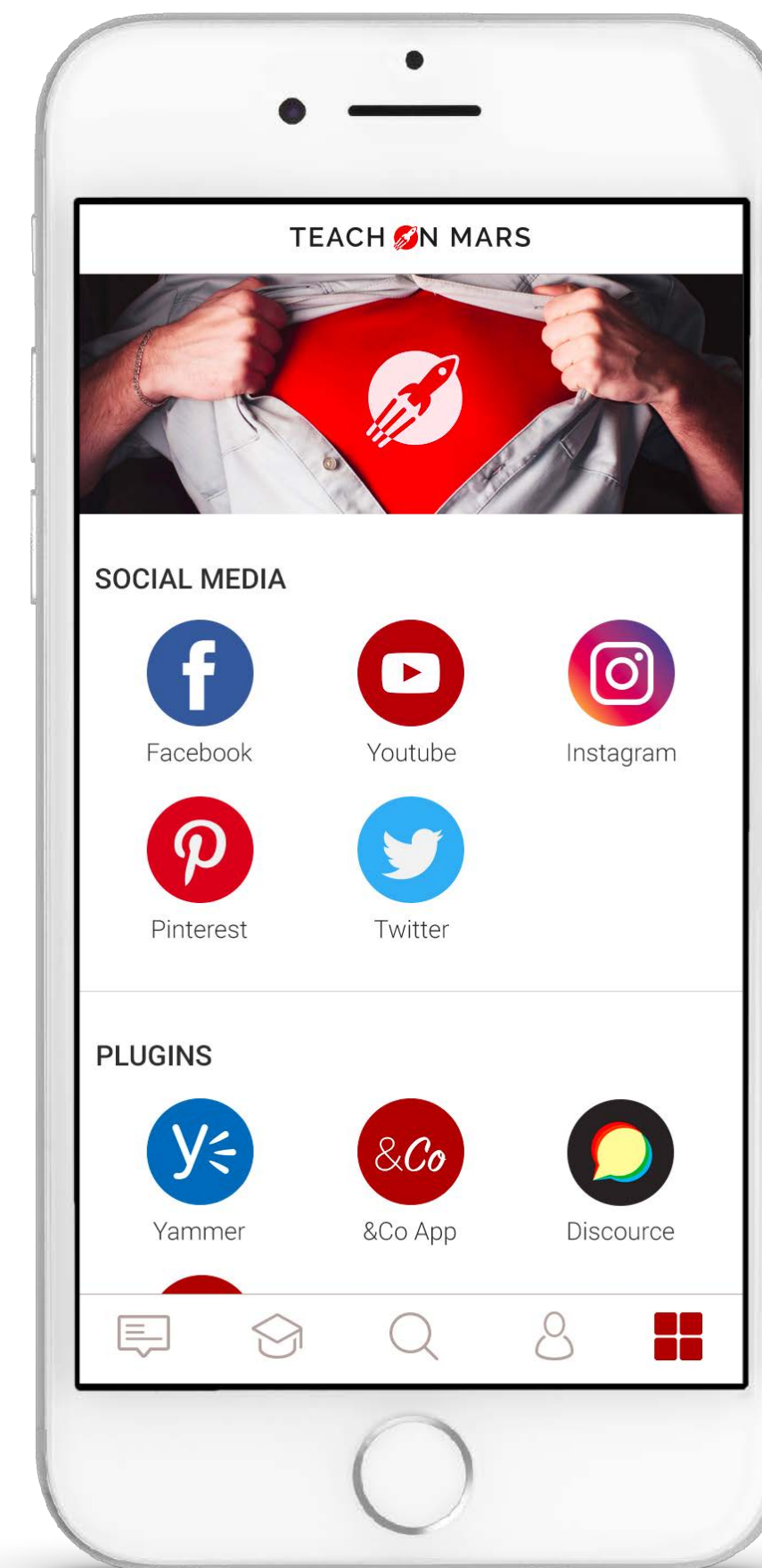
ADD-ONS

THE GATEWAY TO THE REST OF YOUR LEARNING ECOSYSTEM

SOCIAL NETWORK LEARNING

Link direct to the social media pages you want to recommend to your learners.

ADD-ONS

All the plug-ins and extras you could possibly want to enhance your app: discussion forum, electronic product catalog, product comparison applet, proprietary applications.

COMPLEMENTARY FUNCTIONALITY INTEGRATION

Use Teach on Mars' ultra-powerful API to build a fully connected ecosystem where your mobile app becomes the portal to a universe of development opportunities for your learners.

MISSION CENTER

EASY-TO-USE ADMINISTRATION INTERFACE FOR TRAINERS AND MANAGERS

—————

This is where you really build your next-gen learning ecosystem! Mobilise your learner communities and deploy fully optimised mobile-native content at light speed, through your own made-to-measure learning initiatives. It's blended or phygital, multilingual and omni-channel.

Connect your learning ecosystem to your organisation's other tools and digital platforms to ensure consistency and relevance.

Then leverage on-point dashboards and analytics to fine-tune its performance, attain measurable results and drive towards the business pay-offs that go way beyond the traditional scope of learning and development.
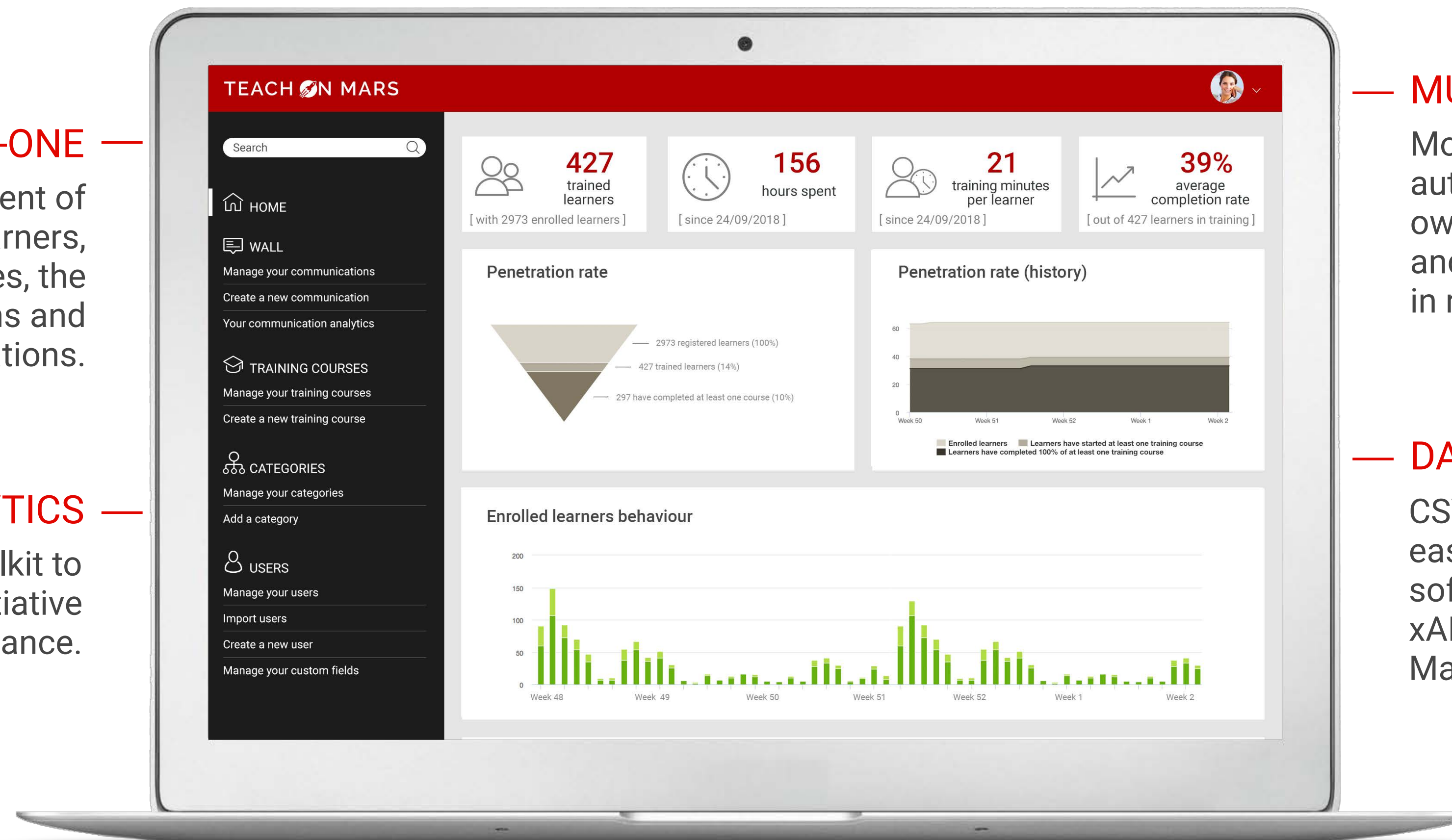
ADMINISTRATION INTERFACE

THE TEACH ON MARS MISSION CENTER - ONE TOOL TO RULE YOUR LEARNING ECOSYSTEM

ALL-IN-ONE

Full-function management of manager accounts, learners, training courses, categories, the Wall, the Forum, *Live!* sessions and Push notifications.

ADVANCED ANALYTICS

Efficient, incisive toolkit to analyse your learning initiative and optimise its performance.

MULTILINGUAL LCMS

Mobile-native, onboard web authoring tool to create your own bespoke activities quickly and easily, then distribute them in real time.

DATA EXPORT

CSV EXPORT functionality and easy connection to third-party software suites (LMS, HRIS) via xAPI, SCORM and the Teach on Mars API.
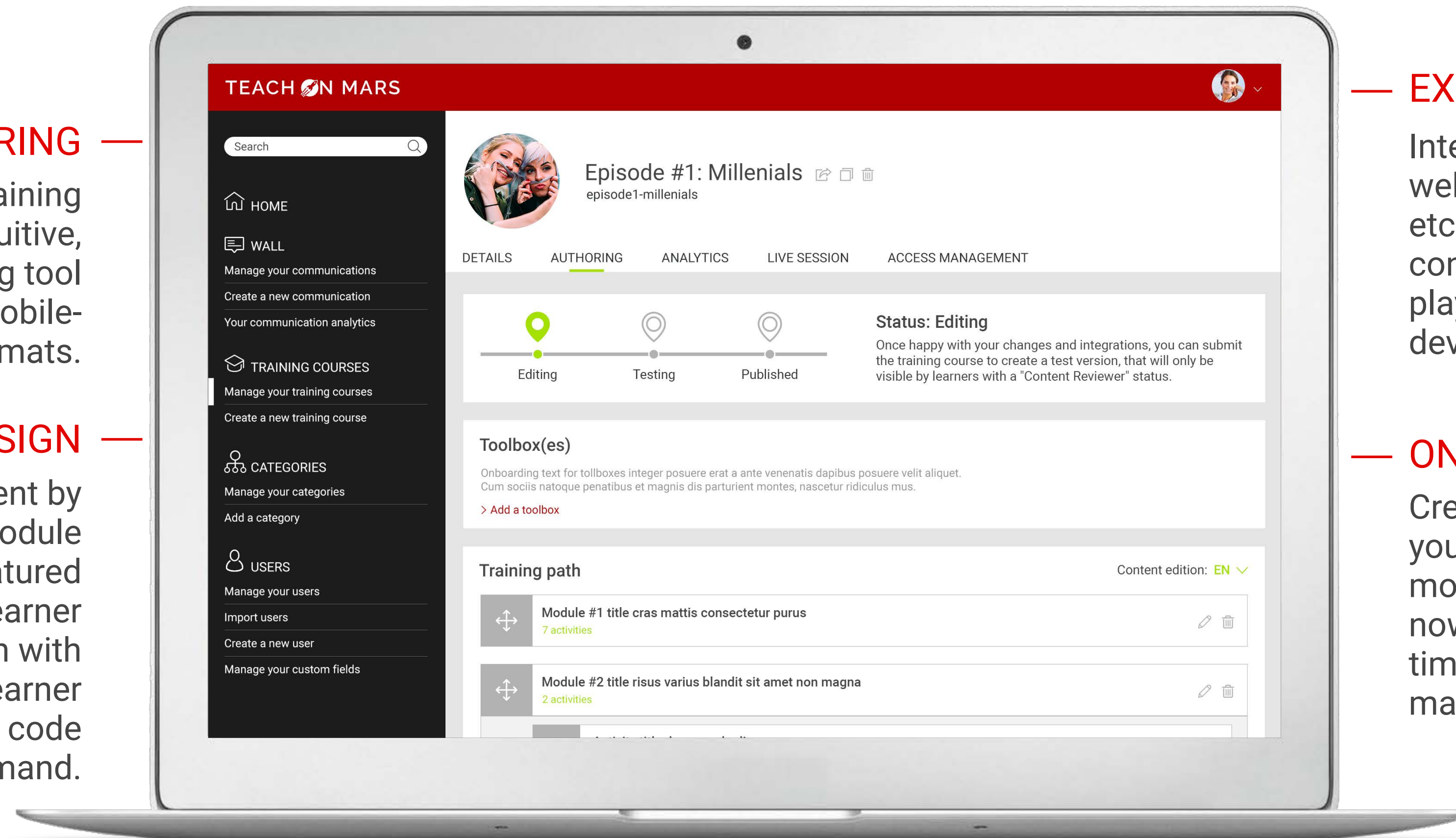

TEACH ON MARS | 11

TRAINING COURSE MANAGEMENT

MOBILE-FIRST CONTENT, LIGHTNING-FAST DEPLOYMENT AND TOP-NOTCH LEARNING ANALYTICS

WEB AUTHORING

Create full-spectrum training courses with our intuitive, multilingual authoring tool boasting more than 15 mobile-native learning activity formats.

INSRTUCTIONAL DESIGN

Programmed-release content by date, access code or prior module completion. Full-featured microlearning mode. Learner Forum. Certification with downloadable certificates. Learner surveys. Beacon and QR code integration. Voice command.

EXTERNAL CONTENT

Integrate SCORM-compatible web activities (VR, video games, etc.) and build in off-the-shelf content designed to look and play beautifully on mobile devices from our Marketplace.

ONE-CLICK PUBLICATION

Creating, testing and publishing your own reference-quality mobile-native training courses is now child's play. And instant real-time content updates are a simple matter of a couple of clicks.

TEACH ON MARS | 12
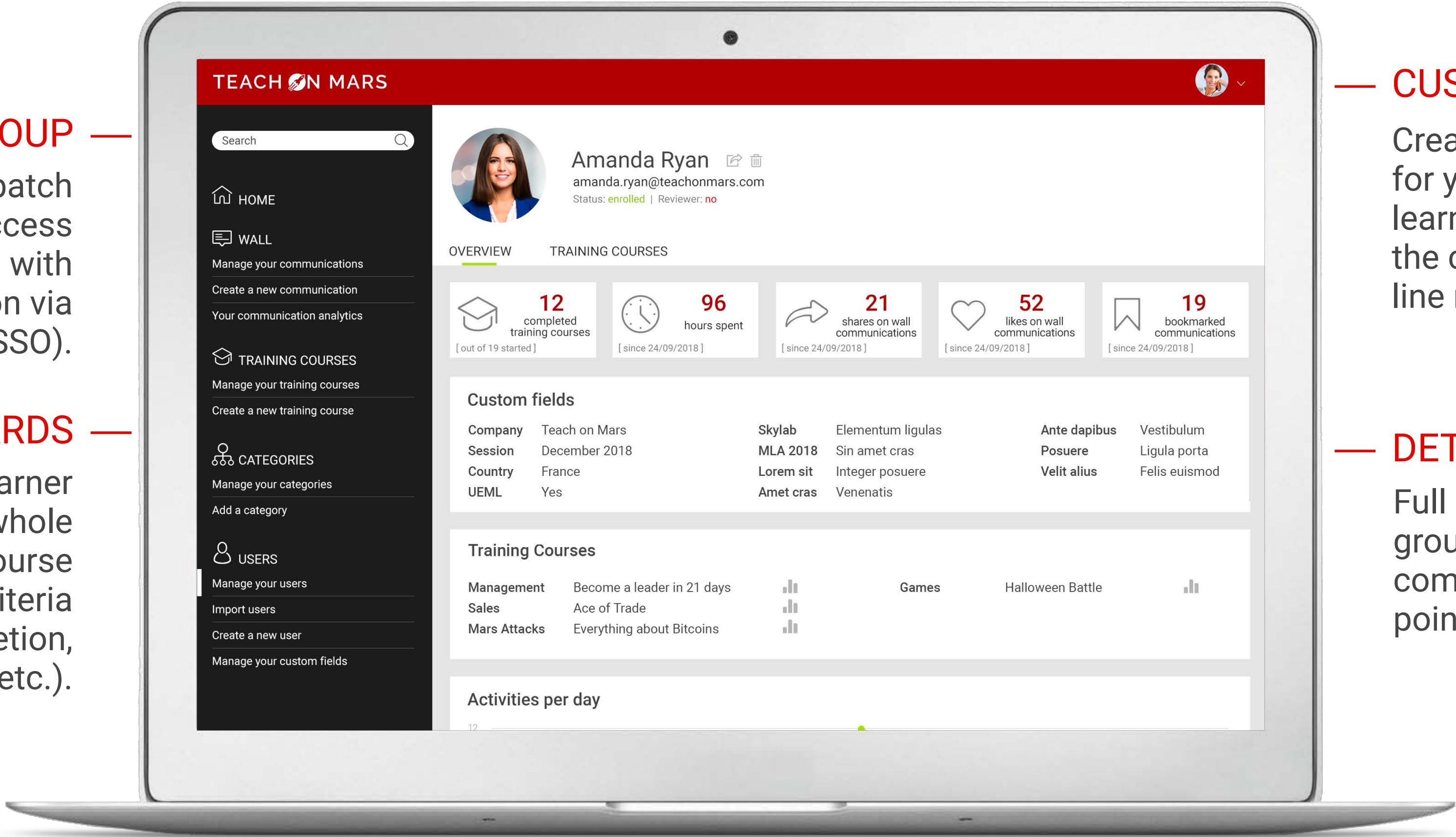
LEARNER MANAGEMENT

POWERFUL BUT SIMPLE TOOLBOX FOR MANAGING YOUR LEARNER COMMUNITY

— BY INDIVIDUAL OR GROUP —

Create single accounts, batch import learners, define access rules. Fully compatible with remote account creation via *Single Sign-On* (SSO).

LEADERBOARDS —

Individual and group learner rankings, across your whole initiative or on a course-by-course basis. Full filtering and rank criteria functionality (course completion, time spent, etc.).

— CUSTOM SEARCH FIELDS

Create the fields that make sense for your organisation and filter your learner populations using exactly the criteria you need: by country, line manager, department, BU, etc.

— DETAILED REPORTS

Full stats per individual and per group: time spent, courses completed, activity on the Wall, points won, certifications, etc.

TEACH ON MARS

Search

HOME

WALL
Manage your communications
Create a new communication
Your communication analytics

TRAINING COURSES
Manage your training courses
Create a new training course

CATEGORIES
Manage your categories
Add a category

USERS
Manage your users
Import users
Create a new user
Manage your custom fields

Amanda Ryan
amanda.ryan@teachonmars.com
Status: enrolled | Reviewer: no

OVERVIEW | TRAINING COURSES

| 12 completed training courses [out of 19 started] | 96 hours spent [since 24/09/2018] | 21 shares on wall communications [since 24/09/2018] | 52 likes on wall communications [since 24/09/2018] | 19 bookmarked communications [since 24/09/2018] |

Custom fields

Company	Teach on Mars	Skylab	Elementum ligulas	Ante dapibus	Vestibulum
Session	December 2018	MLA 2018	Sin amet cras	Posuere	Ligula porta
Country	France	Lorem sit	Integer posuere	Velit alius	Felis euismod
UEML	Yes	Amet cras	Venenatis		

Training Courses

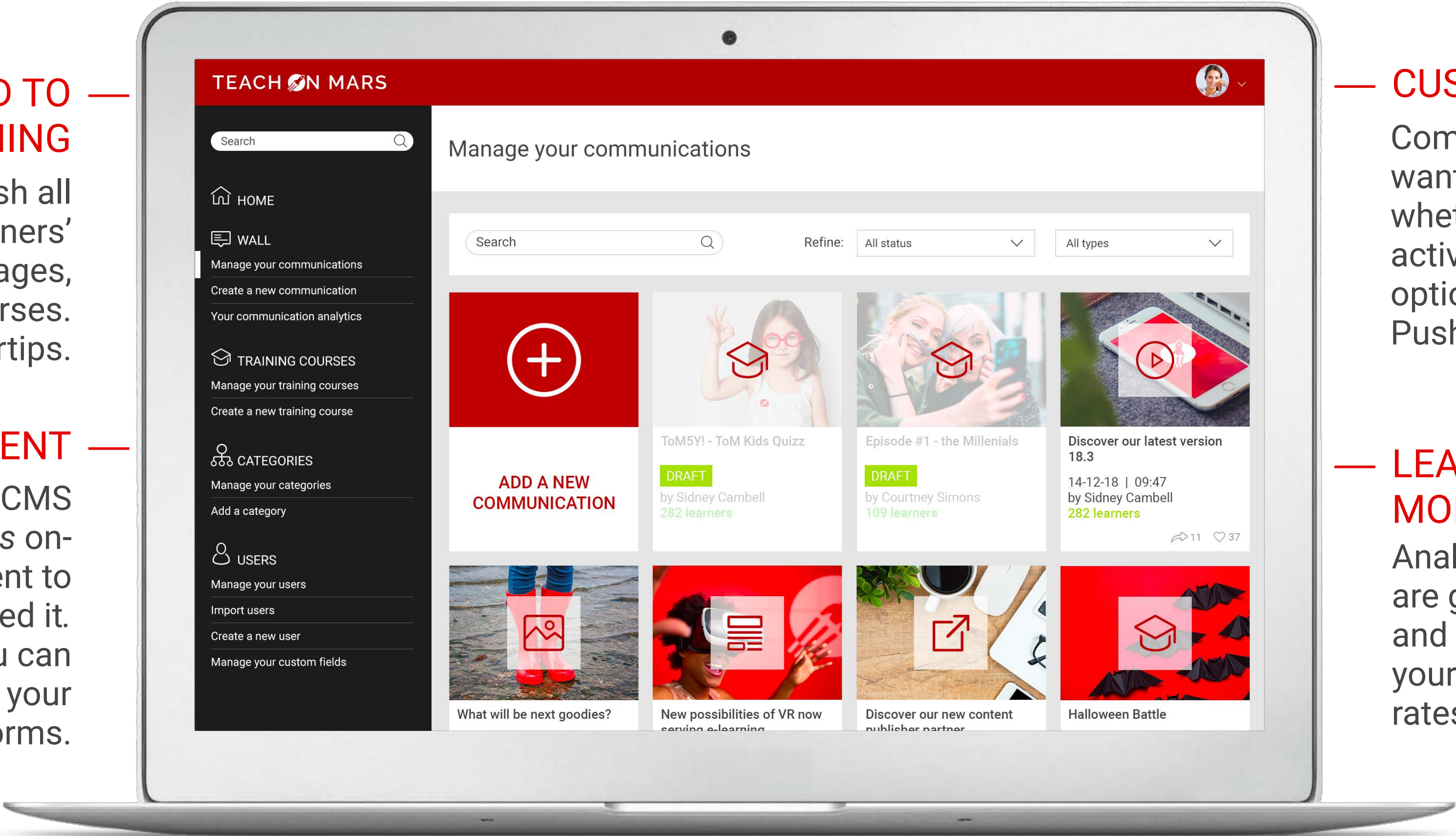| Management | Become a leader in 21 days | Games | Halloween Battle |
| Sales | Ace of Trade | | |
| Mars Attacks | Everything about Bitcoins | | |

Activities per day

COMMUNICATIONS

HOOK YOUR LEARNERS AND MOBILISE YOUR COMMUNITY

EVERYTHING YOU NEED TO COMMUNICATE EVERYTHING

A single admin interface to push all kinds of content to your learners' Wall: full articles, messages, videos, recommended courses. It's all here at your fingertips.

"IN THE FLOW" CONTENT

Use our all-new and intuitive CMS tool to build media-rich *Articles* on-the-fly, and push relevant content to learners exactly when they need it. A couple more clicks, and you can share your content across all your organisation's digital platforms.

CUSTOMISATION

Communicate exactly what you want how you want to. Choose whether to publish in the header, activate learner *like* and *share* options, and send out individual Push notifications if you like.

LEARNER ENGAGEMENT MONITORING

Analyse which communications are generating the best response and apply the lessons to send your take-up and participation rates into hyperspace.

TEACH ON MARS | 14

BEYOND THE TECHNOLOGY

MOBILE CONTENT STRATEGY THAT ROCKS
MADE-TO-MEASURE CONSULTING SUPPORT

———

THE PERFECT MOBILE CONTENT STRATEGY

FROM BESPOKE RIGHT THROUGH TO AUTO-CURATED

Teach on Mars gives you the toolset and the ecosystem you need to build, evolve and optimise the mobile content offer your learners and trainers have been dreaming of. Use our unique, mobile-native content authoring tool to build your own bespoke learning programs - or outsource this work to one of our huge network of certified content partners. Then choose from among the best mobile-native content available via the Teach on Mars Marketplace, or import existing third-party content or external web activities. Teach on Mars even offers fully integrated automatic content curation, to feed the best resources from the internet direct to your learners in real-time.

BESPOKE

Create your own content quickly and easily with our unique, mobile-native **authoring tool**. With optional assistance from Teach on Mars experts or outsourcing to one of our certified content partners.
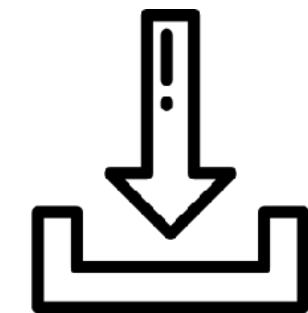
MARKETPLACE

The only mobile-native, off-the-shelf content **marketplace** in Europe. Loaded with more than 100 of the best-quality programmes out there, that you can add to your app in a couple of clicks thanks to our unique distribution model.

EXTERNAL CONTENT

Integrate **third-party content** and web activities created using any authoring tool on the market. Cherry-pick the best of the best to build in exactly the experience you want, where you want it.

CONTENT CURATION

Fully embedded AI algorithm selects and delivers in real-time the **best and most relevant resources** from the web on the themes and topics that matter to your learners.

MARKETPLACE
QUALITY MOBILE-NATIVE CONTENT FOR YOUR APPLICATION

Marketplace by Teach on Mars is Europe's very first dedicated hub for off-the-shelf, mobile-first learning resources. Thanks to our uniquely diverse network of content publishers - including specialist training organisations, digital learning agencies and consulting firms - we can now offer our learner community the widest variety of reference-quality, mobile-native courses ever created, all of them available on-demand for delivery via your own Teach on Mars application.

Much more than just a catalogue of titles, Marketplace by Teach on Mars is an end-to-end environment designed to guide you every step of the way as you engineer and deploy your mobile content strategy.
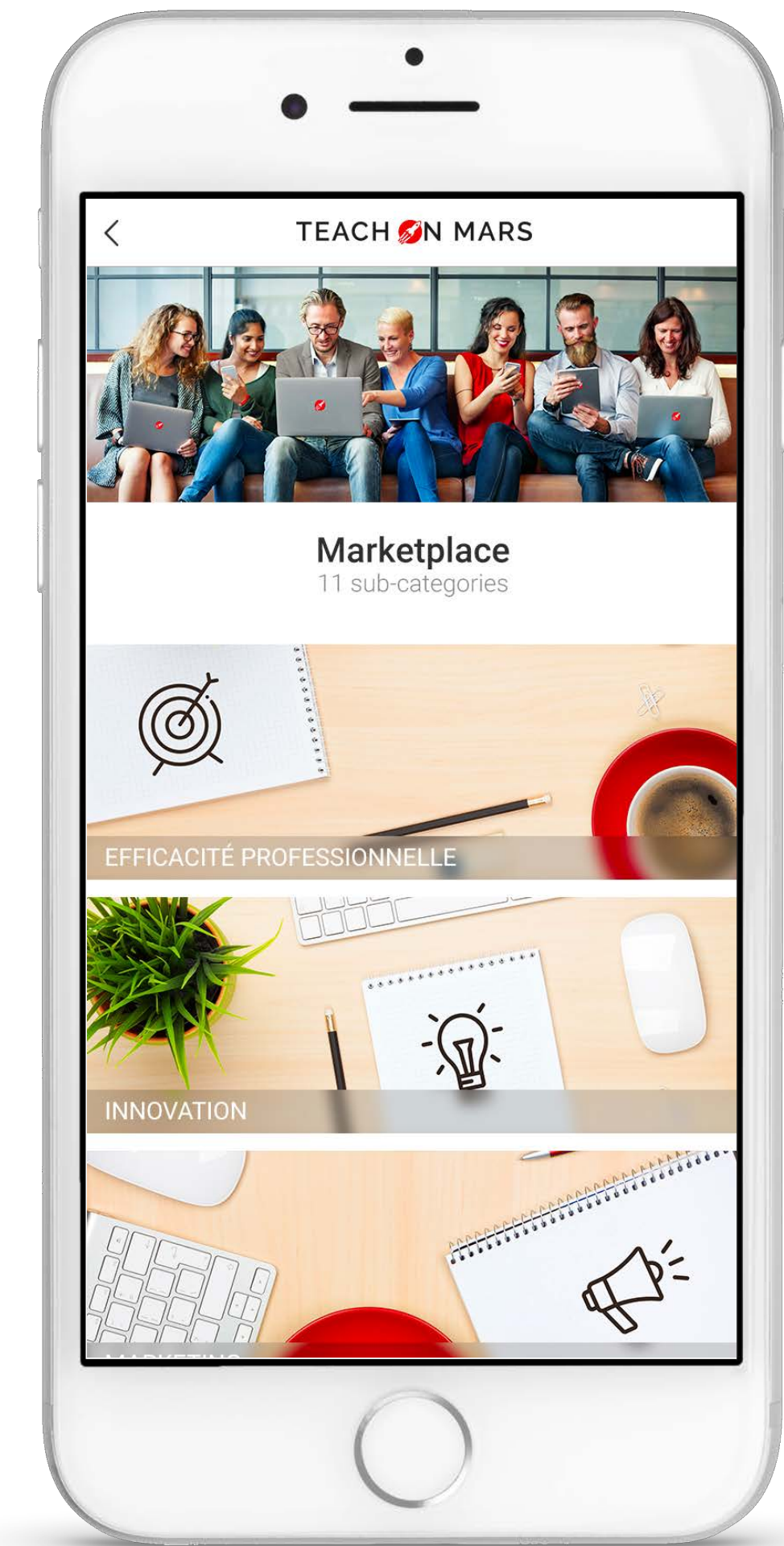Test the best quality resources, preselected by our rigorous benchmarking process.
Browse or promote content via the Teach on Mars application.
Acquire or distribute titles in seconds with our peer-to-peer sharing functionality.

By mid-2019, Marketplace will offer over 150 titles in English and French, covering a wide range of topics: Innovation, Marketing, Sales & Customer Relations, Professional Efficiency , Finance, Regulation, Human Resources, Management, Soft Skills, Personal Development and Sector-Specific.

New titles are being added all the time to Marketplace. And content creators take note - Teach on Mars is always on the look-out for high-quality new training courses, so why not share your mobile content through our ecosystem!
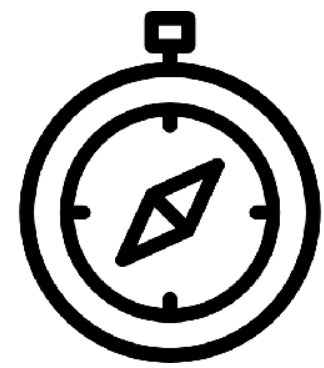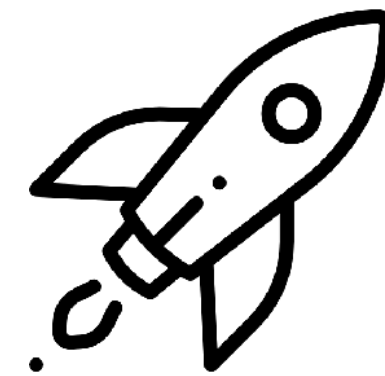
THE TEACH ON MARS SERVICE

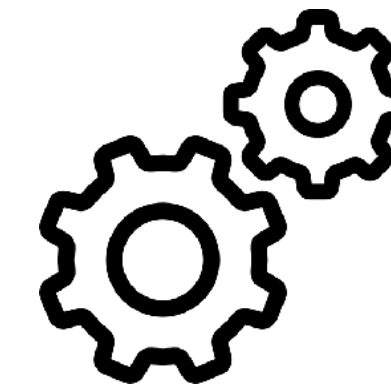## THE SKILLSET YOU NEED TO TAKE YOUR LEARNING TO THE NEXT-GEN LEVEL

SUCCESS FACILITATOR

Your very own dedicated mobile learning expert. Business-tested and performance-oriented, with a laser-lock focus on measurable results on the ground.
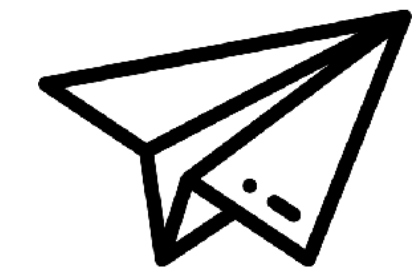
ONBOARDING TRAINING

Full-spectrum training package to get your teams up to cruising speed fast. In-app mobile learning programme, user certification and facilitated user community learning workshops.

FAB LAB

Client teams get complimentary access to our unique co-working environment where weekly sessions facilitated by Teach on Mars experts help you build your first learning content and get to grips with our Mission Center administration interface at warp speed.

CUSTOM WORKSHOPS

Specific mobile learning workshops to home in on performance improvements precisely where you need them. Specialist topics include successful project launch, deployment strategy, impact measurement, blended learning delivery and mobile content authoring.

TEACH ON MARS: THE FUNCTIONAL DETAIL

A DEEP-DIVE INTO THE NITTY-GRITTY OF THE SOLUTION

Want to know exactly what Teach on Mars can do?
Our software bristles with literally dozens of functionalities, so this next section dives into the detail and gives you the low-down on exactly what's under the bonnet of our solution.

APPLICATION AND ADMINISTRATION INTERFACE

A COMPLETE SOLUTION

- **Application**
  - Omni-channel (web, iOS, Android)
  - Mobile-first (mobile-native technology and content)
  - 100% multilingual: interface and content
  - Accessible offline
  - Unlimited training courses
  - Best-in-class off-the-shelf mobile-native learning resources available from the Teach on Mars Marketplace
  - Add-ons: a whole page of the app is set aside for access to integrated third-party tools (e.g. chatbots, digital catalogs, product comparison tools, mini-sites)

- **Administration Interface (Mission Center)**
  - Easy, flexible category-based learning catalog management
  - Embedded, mobile-native LCMS (Learning Content Management System) (Excel™ activity templates + Web Authoring tool)
  - Full-function learner management and access control
  - On-the-fly dynamic content updating, review and publication (*Edit*, *Test* and *Publish* modes)
  - Fully customisable administrator accounts (access rights controlled by super-administrator)
  - Comprehensive learning activity and progress statistics

- **Easy interfacing with third-party software (LMS, HRIS, CRM)** via xAPI, SCORM and Teach on Mars proprietary API.
- **Fully GDPR-compatible**

MAXIMUM CUSTOMISATION
THIS IS THE APPLICATION YOU'RE LOOKING FOR

- **Personalised intro video or image** displayed at app start-up

- **Made-to-measure "Slider" communication header**, launched automatically on the Wall page at every learner connection

- **Bespoke app Home Page**: communications, latest training courses, recommended learning activities, social media, etc.

- **Fully customisable app access**: compulsory or optional login/password; SSO (Single Sign-on); in-app learner account creation (with administrator moderation if required); browse training courses without log-in option

- **Icons, color schemes and background** all 100% customizable

- **Seamless integration of third-party web modules** (websites, user forums, product comparison tools) with optional offline access

- **In-app learning content purchase** functionality

- Define your own **Useful Pages**: Help, Contact Us, About, etc.

- Add your **own web links on the add-ons page**

- Personalise the **graphical environment of learning activities** with the look and feel of your own brand

LEARNING RESOURCES
CONTENT, COMMUNITIES AND CONNECTIONS FOR IMPACTFUL, EFFECTIVE LEARNING

- **Quick access** to content direct from the Wall, the catalog, the Search page or any outside application thanks to deeplinking.

- **More than 15 mobile-native learning formats** embedded in the on-board authoring tool: Multimedia coaching (360° video and VR, sound, images, text, PDF), self-evaluation and profiling questionnaires, learning quizzes in solo and competitive battle mode, role-plays and mini-simulations, missing word games, association and sorting games, memory drills, practical application exercices, learner surveys, quick reference guides.

- Easy integration of **third-party learning activities** with full learning data tracking thanks to SCORM compatibility.

- **Battle Mode**: Challenge fellow learners (selected or random opponent) in our competitive *Quiz Game* activity.

- **Live! Mode**: Unique **augmented classroom** mode for **Phygital Learning Experiences**. Live synchronous activities, real-time results and learner leaderboards, high-engagement facilitation tool.

- **Microlearning Mode**: self-paced learning functionality enabling the individual learner to define on the fly with what frequency learning content becomes available. Increased engagement and motivation, and improved consolidation of new knowledge.

- **Shake'n'Learn** for automatic recommendation of **personalised relevant revision activities**.

- **Learning pathway management**: Restrict access to training course modules by date, by special access code or subject to completion of other modules

- **Multilingual content**: Including full compatibility with "right-to-left" languages (Arabic, Hebrew, etc.).

LEARNER ENGAGEMENT
CREATE, PROMOTE AND FEED THE LEARNING HABIT!

- **Learner profile customisation** (avatar, language, learning pace, personalised settings)

- **Learner leaderboards** that you configure using the criteria you choose (points scored, time spent, courses completed)

- **Badges** awarded for: course completed, flawless performance, flawless course, certification.

- **Training certifications** with downloadable and 100% customisable PDF certificates

- **Learner Forum** for social learning discussion activities. Dedicated Forum for each individual training course.

- **Personalised learning activity recommandations** for each individual learner

LEARNER COMMUNICATION
MOBILISE YOUR LEARNER COMMUNITY LIKE NEVER BEFORE

- **Wall**: personalized newsfeed grouping together all application-related communication received by the learner (multimedia articles, new learning content, images, videos, web-links, challenges received, won and lost).

- **Like**, **Share** and **Bookmark** options on the Wall - just like in the industry-reference general public mobile apps learners love. Like and share content, or record it in your own personal log to read it later at your leisure.

- **Manual Push notifications** to individual learners from the Mission Center admin interface.

- **Automatic Push notification system**: personalised new content and revision activity recommendations, challenges and nudges between learners in *Quiz Game* Battle Mode, microlearning reminders, etc.

- **Full recipient filtration functionality** (enrolled v. guest learners, custom field filters, individual learner communication, etc.).

- **Full-feature on-board tool for multilingual communication creation and management** featuring draft mode, plus duplication and delete options.

- **Drag & Drop CMS tool** for creation of media-rich articles direct from the Mission Center

LEARNING INITIATIVE MONITORING AND OPTIMISATION

THE DASHBOARDS YOU NEED TO MEASURE YOUR IMPACT

- **Stats & Analytics**
  - Penetration rate (learners enrolled, connected, trained)
  - App usage (total time, average time per learner, etc.)
  - Training course status (number of courses published, in Test Mode, in Editing Mode)
  - Learner analytics by course, module and individual activity
  - Individual learner stats
  - Overall Rankings: leaderboards for learners, training courses and custom fields
  - Learner behaviour tracking (first-time learners v. returning learners)
  - Social media activity stats (likes, shares, views on Wall publications)
  - Detailed, question-by-question scoring reports on the *Challenge* activity

- Google Analytics integration (with "Opt out" option for learners)

- **Data export** via CSV, SCORM, xAPI, and Teach on Mars API (data filtered according to custom fields set up by client for their application: learners, groups, trainers, courses, country, region, company, BU, sector, etc.)

AND FINALLY…

ANSWERS TO A FEW FREQUENTLY-ASKED QUESTIONS

How much does the Teach on Mars solution cost?
Pricing depends on the options you choose and the number of learners in your population. Whatever the scope of your project, you will only ever pay for learners who actually take part in training activities.

How will my Teach on Mars project be deployed?
Our teams will work in parallel on the various workstreams, depending on the service and technological options you choose - defining your mobile learning strategy, on creating your learning content and graphic assets, on building and deploying your app and on training your teams.

What operating systems and browsers is the Teach on Mars solution compatible with?
Teach on Mars works with iOS 10+, Android 4.4+, Internet Explorer 11+, Firefox 3+, Chrome 5+ and Safari 5+.

For more information, consult our on-line HelpDesk:
https://support.teachonmars.com

TEACH ON MARS

More Learning Moments. Better Future.

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www.teachonmars.com