












Layup increases  
corporate eLearning  
engagement  
**up to 400%**

Research shows 90% of  
employee engagement is lost in the  
first 12 seconds\*

## Why?

-  Courses are forced
-  Outdated Content
-  Poor LMS Solutions
-  Evaluated through exams
-  No peer support

## With Our Solution...

-  Deploy quick, with minimum resources
-  Engage better, with higher satisfaction rates
-  Better retention, increase in overall ROI
-  Better execution, faster results

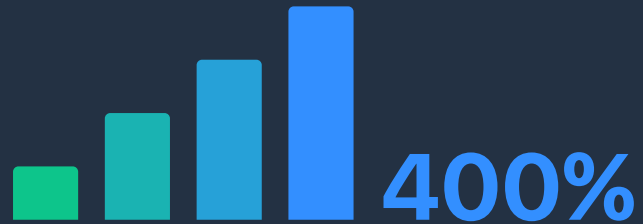
\* Deloitte - 2018 Global Human Capital Trends

\* Telegraph Science - Modern humans have shorter attention span than goldfish

## Features

-  **Elasticity and Scalability**  
Layup runs on an elastic cloud environment allowing for easy scalability from one to a billion users a day.
-  **Continuous Updates & Developments**  
Layup is built on a single code base using a multi-tenancy architecture. This means all platforms receive updates faster and at the same time.
-  **Social Media & Gaming**  
Layup awards points for completing questions, participating in discussions, and reading the library. These aspects tie up into performance reviews giving employees plenty of encouragement to keep going.
-  **Responsive Design**  
Layup is optimized to be accessible via multiple devices to be used at the users convenience.
-  **Analytics & Reporting**  
Layup tracks each employees progress and can measure their operational impact, driving efficiency across the organization.
-  **Inbuilt Content Management**  
Layup admin account has an in-built content management module for you to create content, upload documents, and build interactive tutorials on-the-go.
-  **White-labelled Product**  
The entire system is fully customized to reflect your corporate identity and can be localized to support your language preferences.

# Stats



Anti-money Laundering increased by 400% - 2014

- 2000 (4k hours) 2015
- 2500 (16k hours)



Keels employee,  
8 courses in a day



Ideas Shared 17 vs. 301



Up to 7000 Discussion Threads  
Bitcoin knowledge shared



Within 6 months,  
top 5 users surpassed  
10,000 points max on rank up



AIDS awareness trained  
600 People 5 days



Two interns coordinating the  
entire platform across  
251 branches