



CanniLearn microlearning





About microlearning

What is **microlearning**?

It's **nothing like classroom-based learning**. Learners are no longer stuck at a desk for hours trying to memorize material (only so they can pass an exam).

It's **bite sized** e-learning units and activities that are **engaging** and **enjoyable**.

It's **easy to digest content** that is presented in a way that is simple and also fun.

It's **convenient** and done at the pace of the learner.

It's **entertaining**.



CanniLearn microlearning summary

CanniLearn microlearning

Microlearning is a type of e-learning that increases learner **engagement**, leads to superior knowledge **retention**, and employs better content **management**.

Our microlearning platform consists of 2 parts:



1



Extranet

An extranet is a controlled private network that restricts access only allowing authorized partners.

You can host your training curriculum on the extranet, similar to how a Learning Management System (LMS) works. This includes hosting modules that contain documents, videos, presentations, and other course material.

The curriculum can be shared with and accessed by up to 50 unique partners.

Features:

- Ability to group learners, based on various criteria.
- Deliver brand specific training to the right people.
- Integrates with the mobile app to customize quizzes.
- Customizable reporting (e.g., who hasn't completed training, who failed).

Features



CanniSquad will build the product information decks. Each deck will consist of individual modules focusing on each product.

Each module will summarize **1 to 10 features and benefits of the product.**



CanniSquad will produce product specific **videos summarizing features/benefits** of the product.

Each video will be between 15 to 30 seconds in length.

2



Mobile app

The mobile app is accessed on the device using a username and password.

The mobile platform works in conjunction with what was learned on extranet. The short learning units and quizzes reinforce the curriculum.

Features:

- Uses a question-based format to engage learners immediately.
- Works great for on-boarding and product training.
- Much easier to deliver training quickly while measuring in real-time the mastery level for each user.
- Users receive training in a format of a quick 2-3 minute quizzes (one or more items per day).

- Each quiz = 1 credit



Usage example



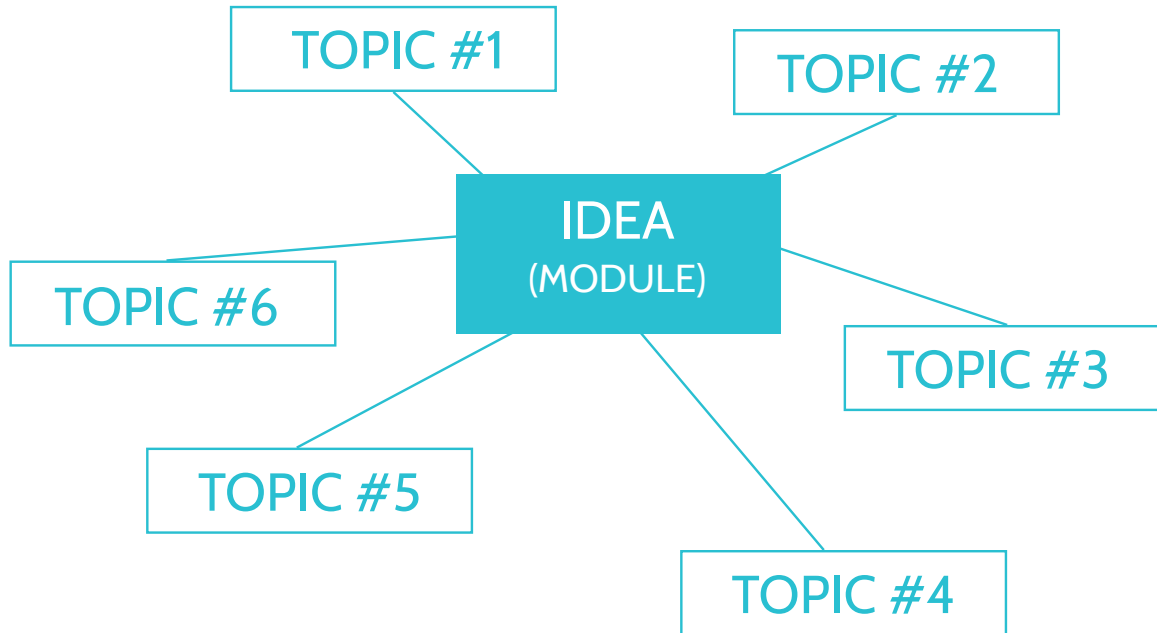
This plan is a usage-based pricing model that allows each person to use up to **90 credits per month**.

- Each user will receive up to 3 quizzes per day x 30 days.
- Test volume is customizable by product knowledge or behavioural skills (recommended 4 quizzes per product).
- Customizable weekly reporting per user showing the level of product knowledge.



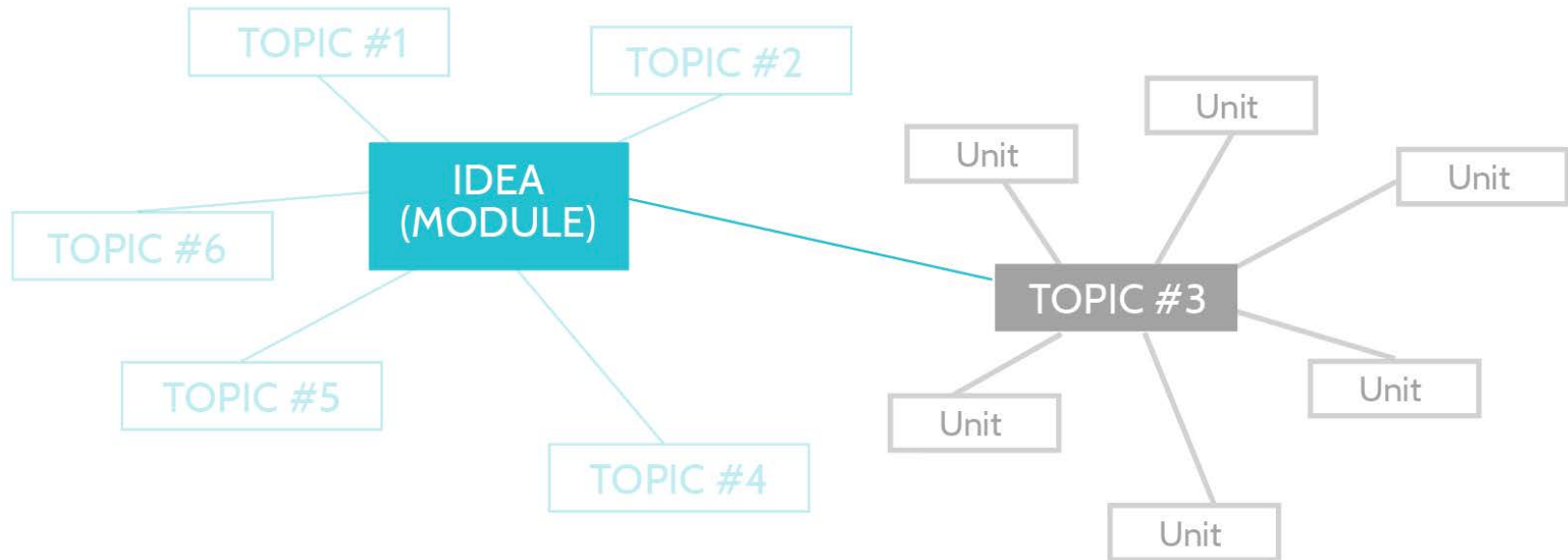
Mapping the curriculum

Building a Knowledge map



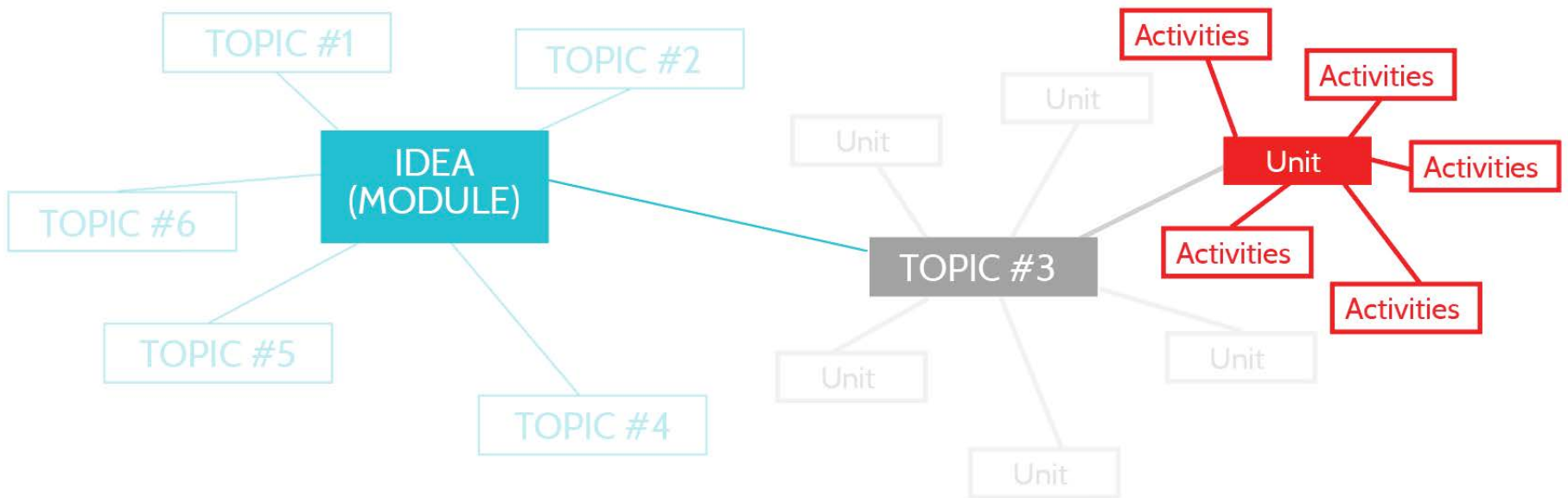
One idea (module) has **many different topics** to help the learner understand the concept of a particular idea. This is done using short learning activities.

Building a Knowledge map expanding



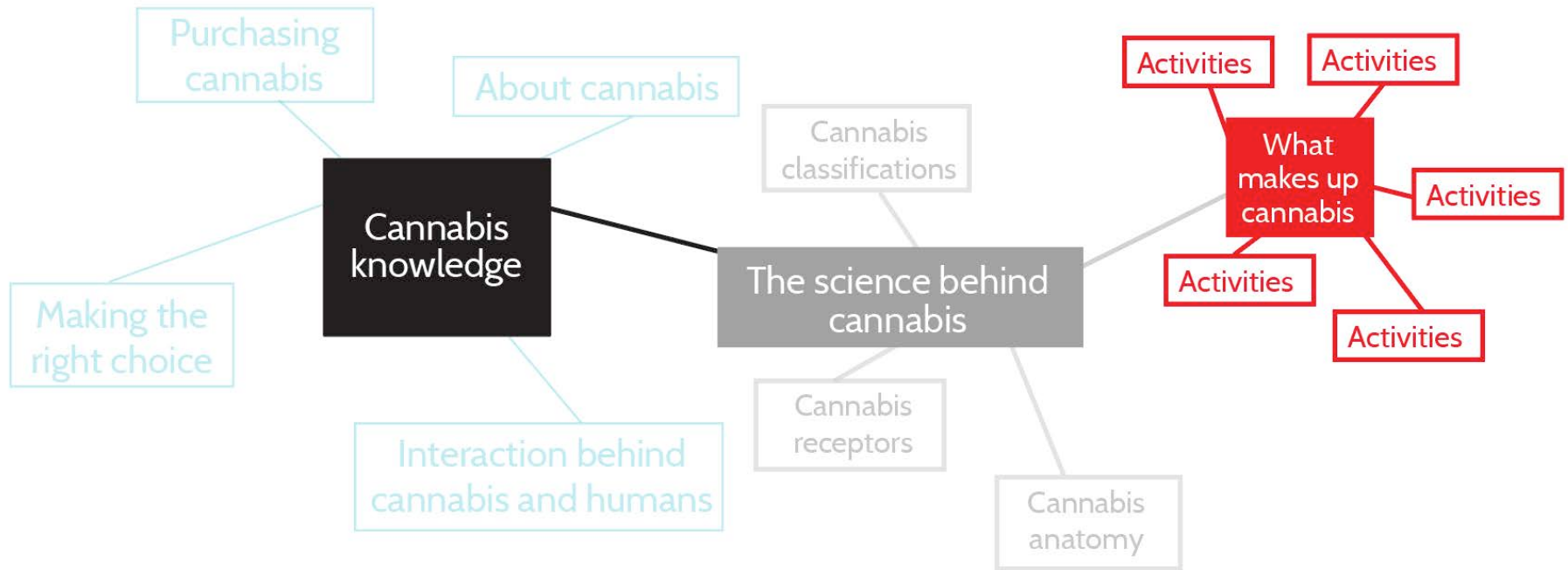
Multiple units that focus on the same topic help to better understand the idea.

Building a Knowledge map expanding further



The learner must master each area before moving on. The learner must complete the current activity in order to unlock the next unit.

Building a Knowledge map cannabis example

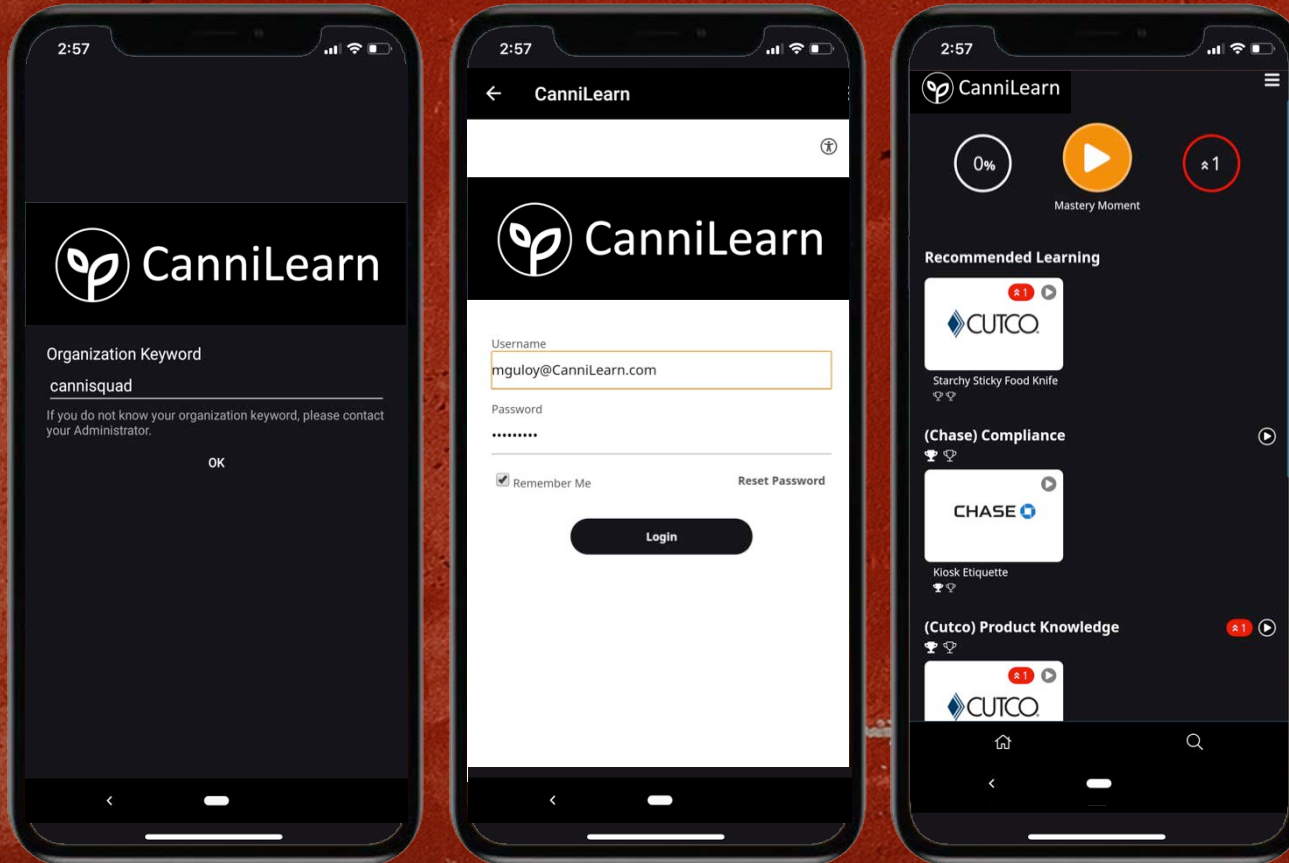


Activities: multiple exercises, quizzes and games reinforce the parts that make make up cannabis knowledge.



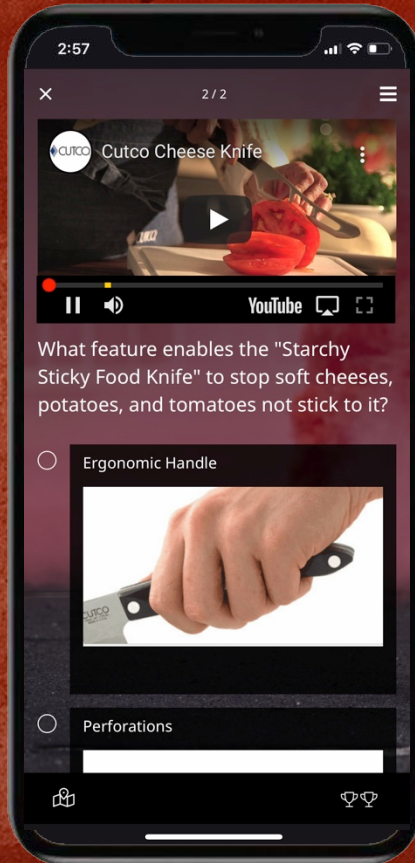
Mobile app example

Logging in to the app



Download the app from The App Store and Google Play store and login

Examples of activities



Video activity

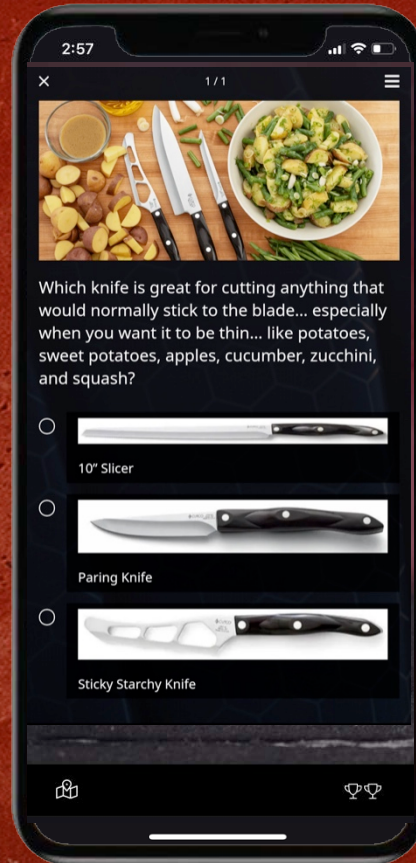
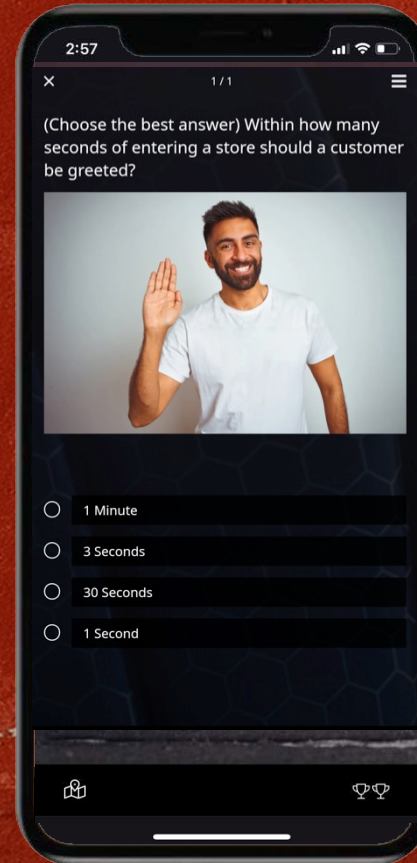
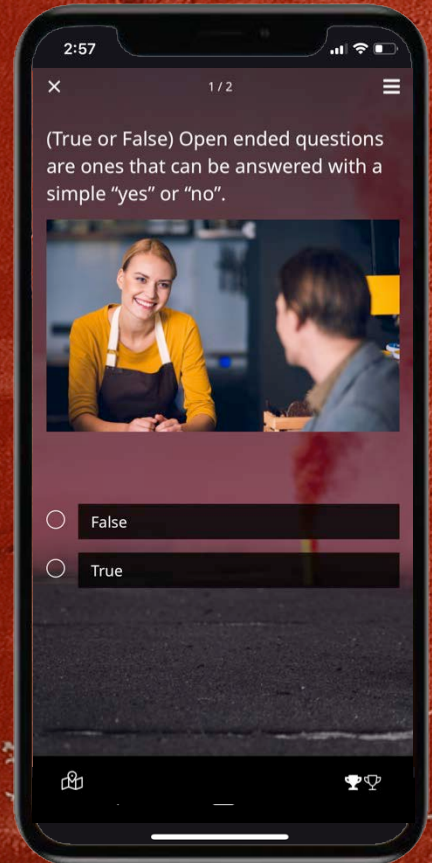


Image activity



Multiple choice activity



Yes/No activity



Reporting

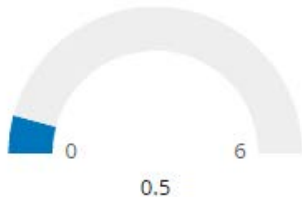
Reporting summary

Overview

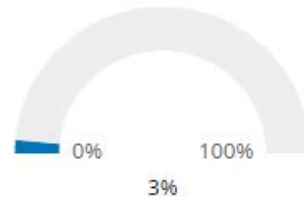
 **78**
Learners

 **71**
Module Assignments

Avg. Mastery Level



Module Assignments in Mastery



Illustrative example of the reporting dashboard showcasing the number of active users, history of activity uptake, and module completion.

Activity History



Module Assignment Mastery History



Learner engagement summary

Learner Engagement

14% ↓ 7

Engagement
Last 7 Days

23% ↓ 9

Engagement
Last 30 Days

3% ↓ 9

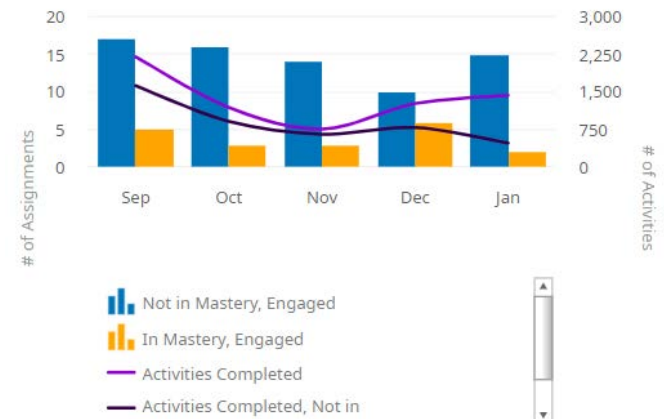
Modules in Mastery
vs 30 Days

33

Modules Not Started

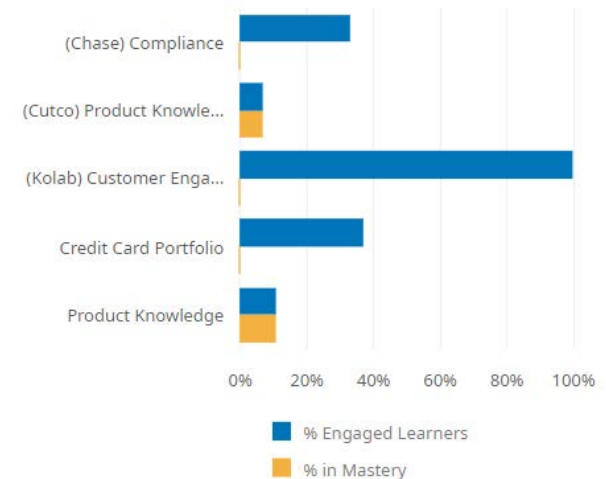
Illustrative example of learner engagement, broken down by engagement and mastery.

Engagement and Mastery

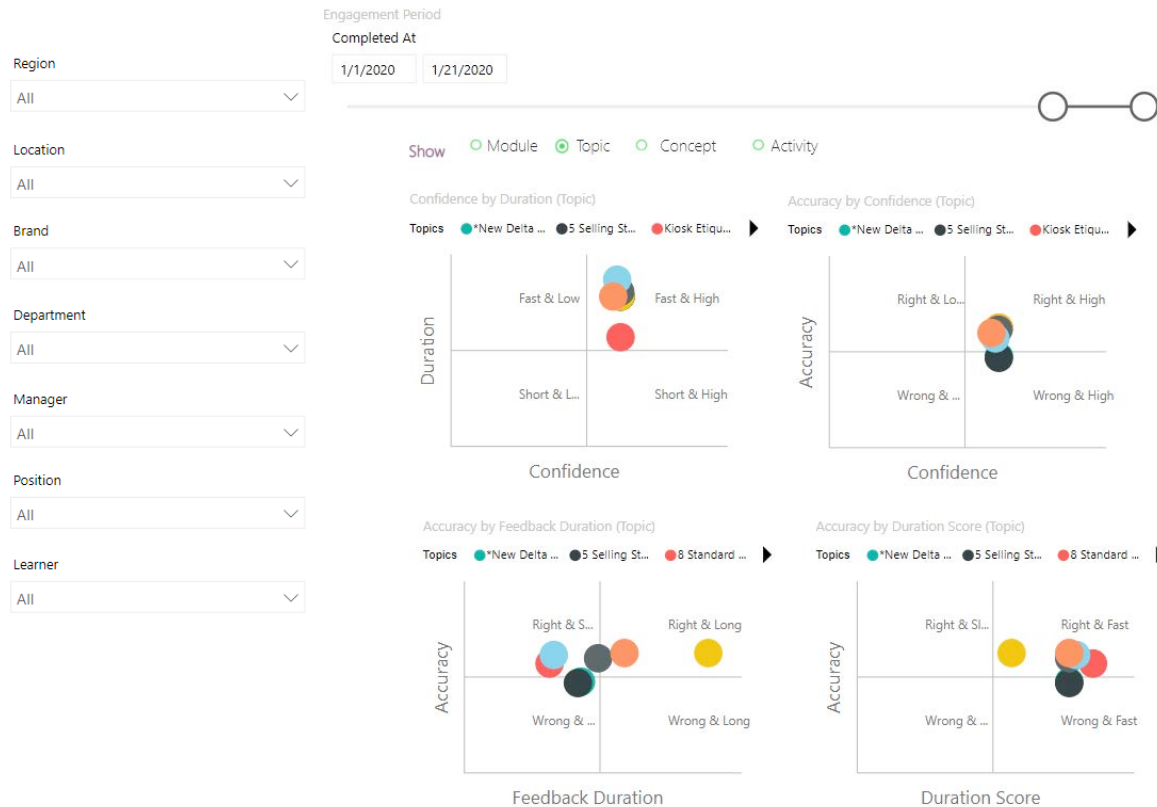


Engagement and Mastery by Module

Last 30 Days

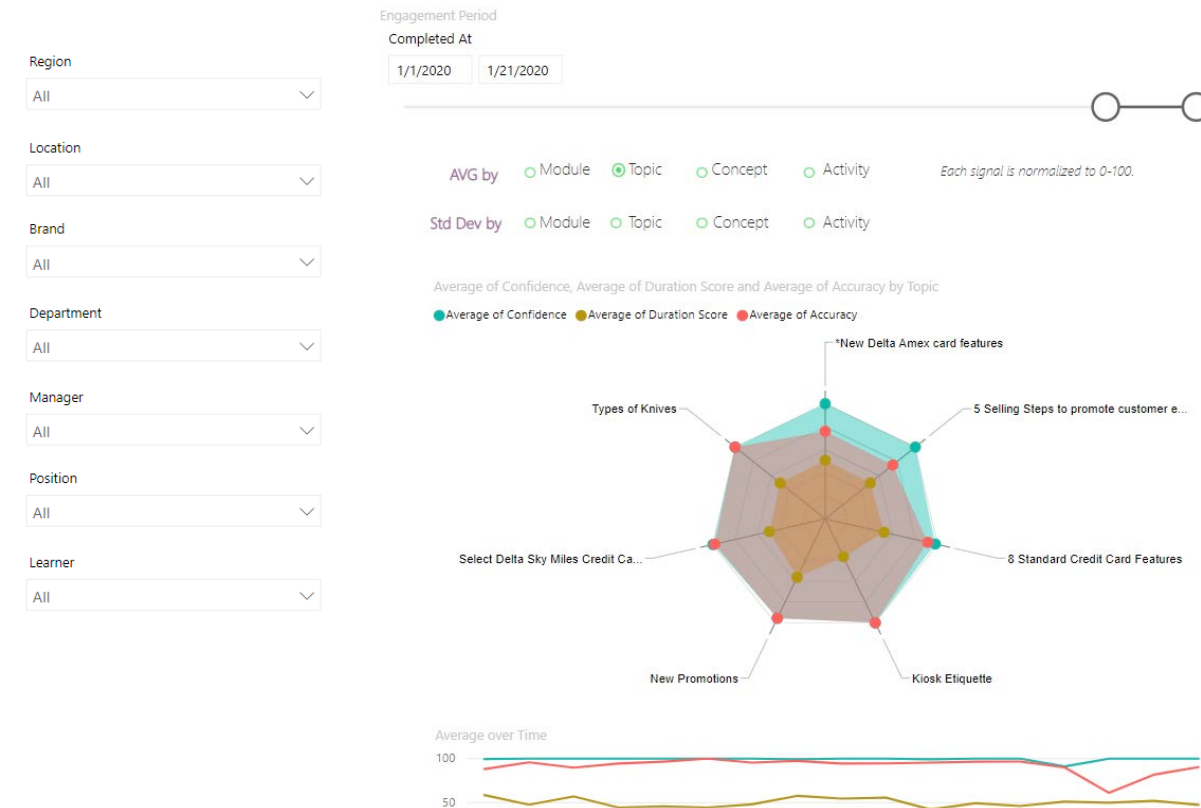


Other examples of reporting capabilities



Visual representation of participants **confidence** when answering questions and the duration to complete individual **mastery** levels.

Proficiency analysis



Outer edges
= High score

Outer edges show
confidence +
accuracy levels



**Super high
engagement**

How to increase **engagement**

Be convenient

Engage with learners on any device.

Stick to quick sessions

Only 2-5 minutes each.

Engage daily

Engage with learners on any device - reduce the training time.

Encourage the learner

They can see they are becoming a master and feel they have made progress.

**90%+
DAILY
ENGAGEMENT
BY LEARNERS**



Recap

Microlearning ensures employees have the knowledge **top-of-mind**



Fits in

2 - 5 minutes at a time, accessible in modern ways to fit into people's daily routine.



Engages

Fun and engaging content drives high levels of adoption and participation.



Measures

Reports on where knowledge and confidence gaps exist – these are leading indicators of risk within the business.



Thank you

www.cannissquad.com

