

A Teacher in Your Pocket

Cell-Ed delivers relevant, effective and engaging courses to your clients on any cell phone with a live coach to support their success.

No smart phone or internet required.

Why will your clients love Cell-Ed?

Live Coaches

Every learner is assigned a live coach who provides **ongoing, individualized support**. Along with automated coaching and nudging, our live coaches are a key reason why Cell-Ed excels against other remote solutions.



Talking Point #1: Cell-Ed Coaches will support your success.

"You get a live coach, assigned to you, and dedicated to your success, to help you practice, answer questions, and give you support."

What Learners Say:

“

I am so excited to talk with you.
I thought Cell-Ed was only a computer!

I like the teachers.
They sound nice and encouraging.

I also like that you call me—it makes me feel important.

”

Relevant and Actionable

Cell-Ed embeds essential life and job skills in every microlesson. **Each lesson integrates everyday scenarios that adults can utilize immediately.** Our expert content writers align with national standards to ensure each client learns the skills and competencies adults need to thrive.

Talking Point #2: Cell-Ed courses are free and relevant to you.

“With every lesson, you learn life and job skills you can use right away in your daily life and at work.”

- It doesn't cost you anything to participate
- You will earn countable hours toward your CalWORKs Welfare to Work or Refugee Support Services program requirements
- You can brush up on the work skills you need in today's job market

What Learners Say:

“

**The program is great, especially the work series.
I landed a couple of interviews because of it.**

I liked [the lesson] where it tells you about how to act with your boss even if they talk to you in a disrespectful way.

So now, I know better ways to deal with this if it comes up on a job.

When you are out of work, you feel rusty and unproductive, but this class has **helped me identify areas I still need to work on and gives me new ways of thinking.**

”

Radically Accessible

Unlike other options, Cell-Ed is available on any phone, tablet, or computer - **no smartphone or wifi required**. This ensures that all learners can study anytime, anyplace. Cell-Ed also delivers three-minute lessons as they better fit adults' busy daily lives and adults learn best in short, easily-digestible bursts.

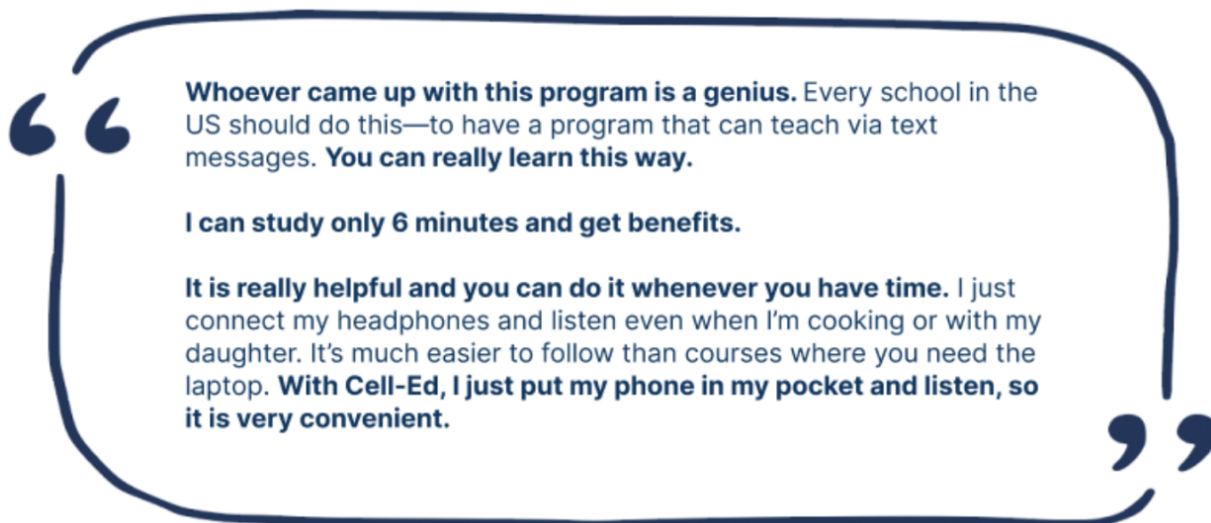
Talking Point #3: Cell-Ed works on any device.

"You don't need the internet, wifi, or a smartphone to learn with Cell-Ed. Each lesson is only 3 minutes long, so you can fit them into your busy day anytime you have a few minutes. You can pick up right where you left off."



- You can study while walking to the bus, making dinner, during a break at work, doing laundry, or on your way home from work
- All progress you make on a course will be saved so that you can continue where you left off, even when you switch devices

What Learners Say:



Proven Effective in Multiple Third-Party Studies



24/7 Skills Gains in a Fraction of the Time

2 year foundational skills gains in just 4 months¹

84% faster skills gains on Cell-Ed vs. other digital and in-person options²



Individualized Learning Pathways

48 percentage point improvement pre- vs. post- assessments³

Increased scores on standardized exams, TABE (Test of Adult Basic Education)⁴



Increased Job Skills and Confidence

97% increase in confidence in using English for work after Cell-Ed⁵

98% annual employee retention rate for associates using Cell-Ed vs. 24% industry-wide retention rate for hospitality workers⁶



Power of Coaching to Nudge and Support

280% increase in engagement after coaching nudges⁷



Radical Accessibility

54% use Cell-Ed's call-in option (no smartphone, wifi, data plan required) vs. the app⁸



Better Engagement

91% learner approval rating vs. 78% and 65% for brand-name apps⁹

Cell-Ed 60-Day Education App retention rates 10X higher than average



¹ [Cell-Ed Randomized Controlled Trial](#), UCLA, Tufts & Oxford Universities, 2014

² Ibid

³ Pearson Study of Employee Cell-Ed Use by Fortune 500 Global Restaurant Chain, 2018-19

⁴ Vanek, Jen and Alison Ascher Webber, "[Field Testing Cell-Ed: MOBILE LEARNING FOR ALL](#)," EdTech Center, World Education, 2019

⁵ Service Employees International Union (SEIU) 1199 Study, Third-Party Evaluation, EdTech Center, World Education, 2019

⁶ Pearson Study of Employee Cell-Ed Use by Fortune 500 Global Restaurant Chain, 2018-19

⁷ Adult Literacy XPRIZE Competition Results of Cell-Ed, XPRIZE Finalist 2019

⁸ Los Angeles Public Library and New York State Office for New Americans (80+ locations total), 2017 to 2019

⁹ Univision Communications National Product Trial 2016, comparing Cell-Ed to major digital English Products (e.g., Rosetta Stone)