



NovoEd Integrates Social, Collaborative, and Analytical Learning

NovoEd
Best Advance in Social Learning Technology
March 2018



Company Background



Company At-a-Glance	
Headquarters	San Francisco, CA, USA
Year Founded	2011
Revenue	Private company
Employees	40
Global Scale	North America, Europe, Asia
Customers/Output, etc. (Key customers and services offered)	Learning experience software for Comcast, IDEO, Stanford, ING Bank, Nestle etc.
Industry	Education Software
Website	www.novoed.com

Value Proposition

The NovoEd Learning Platform is an online collaborative-learning environment that replicates in-person training through seamless integration of content with social activity and small-group work. Organizations with critical training programs that must be online because of logistical, cost or feasibility reasons can use NovoEd to craft an effective online pedagogy. Many of the programs cover leadership development, innovation/design thinking or crucial subjects that can be scaled by organizations once they are freed from the constraints of in-person training.



One NovoEd customer, the design firm IDEO, achieves breakthrough educational impact by running IDEO University on the NovoEd Platform with the goal to teach human-centered design to the world. The flagship program is Insights for Innovation, which teaches the skills, mindsets and processes for uncovering insights, leading to innovative and creative solutions. This program has been taken by thousands of people around the world. Most of them would not have otherwise had an opportunity to be trained by IDEO.

The program consists of five modules that can be completed at each participant's own pace over six weeks. Each module consists of short instructional videos, sharing experiences through discussions and applying knowledge gained on actual projects. The key elements that make this learning experience effective are:

- **Self-assessment and reflections.** Participants set their own learning paths and goals for this learning experience.
- **Experiential assignments.** Participants practice applying human-centered design principles in their organizations through applied assignments.
- **Peer-to-peer feedback:** In addition to feedback from instructors and mentors, this program also unleashes the power of their fellow learners' perspectives.

Product or Program Innovation

The innovation of the NovoEd Learning Platform is its unique approach to social and collaborative learning. Participants can be guided through a sequence of experiences and interact with their peers. They can complete individual assignments as well as group assignments with four to seven other members of their cohort. Assignments can be activities where participants apply what they've learned to their working environments and report the results, which can then be shared for feedback from peers, teaching staff and mentors.

The combination of those features give flexibility to learning designers, such as IDEO, to develop a course to craft the learning experience they want to achieve. With NovoEd, learning designers can create rich aspects of in-person training experiences: divide people into small groups, have them work together deeply on an issue, and reconvene and share their work.

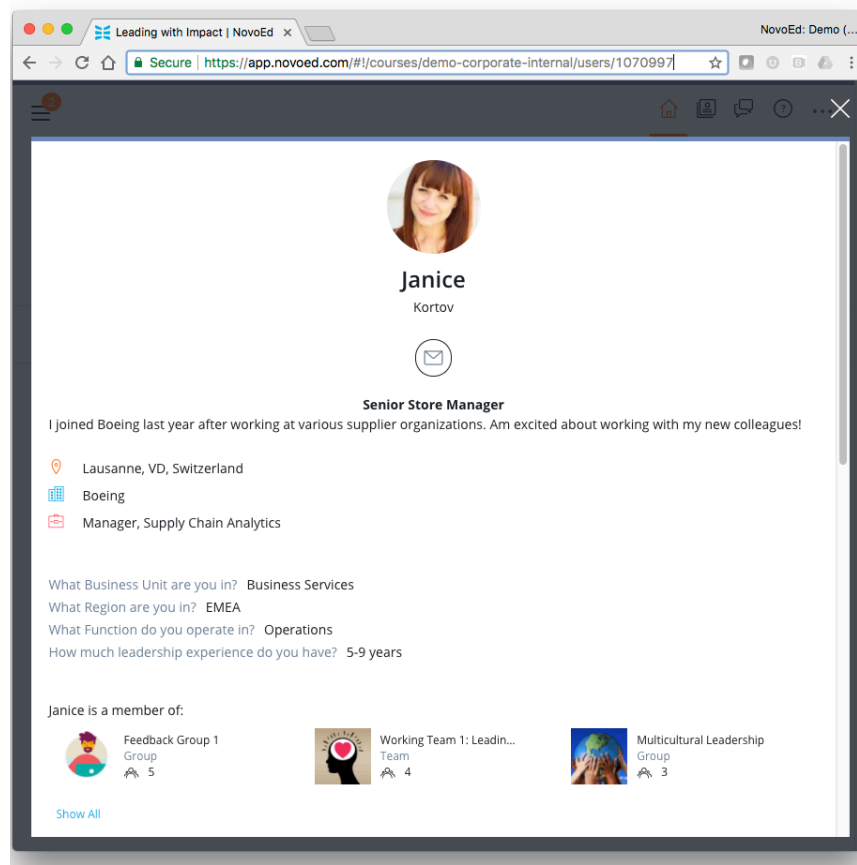
Unique Differentiators

The NovoEd Learning Platform is incorporates social, collaborative, experiential learning from the ground up. Most other platforms attempt to bolt-on social activities, which then

tends to be isolated and not interwoven in the platform Here are five key aspects of NovoEd's social features:

1. **Learner profiles.** Each participant has a LinkedIn-style profile for their learning activities, including profile questions specific to each course, groups and assignments, and a clickable list of discussion comments. This profile enhances the social experience where hyperlinks to people, content and groups can be followed.

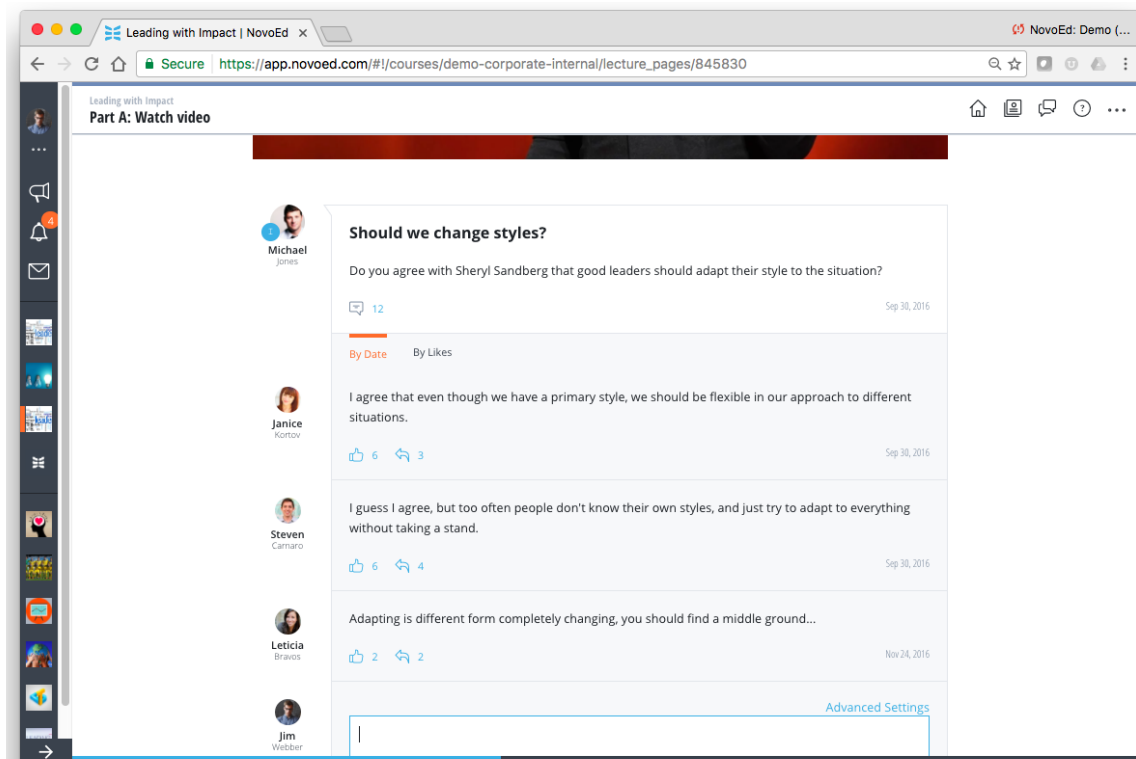
Figure 1: Learner Profile



Source: NovoEd 2018

- 2. Embedded discussion threads.** In addition to centralized discussion boards, NovoEd allows for embedding specific-discussion threads next to learning content, providing immediate social conversation around that topic and allowing for uninterrupted flow of learning without taking the learner to a distracting and complex discussion board area.

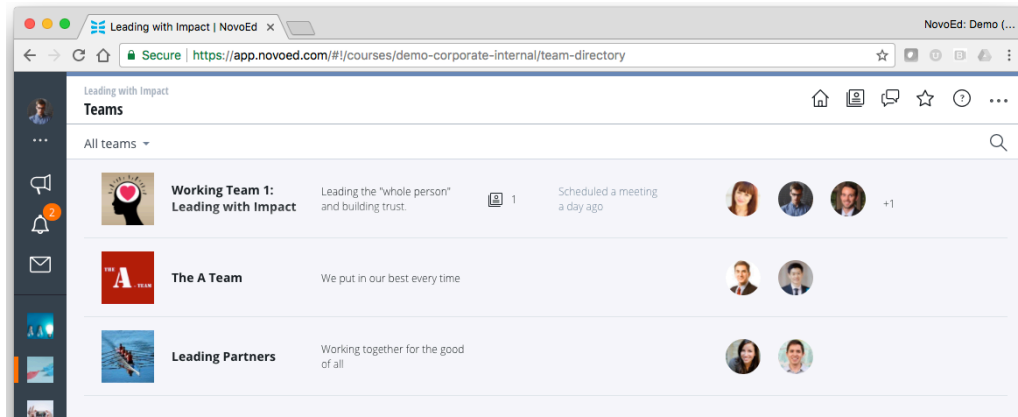
Figure 2: Embedded Discussion Threads



Source: NovoEd 2018

- 3. Team formation.** Teams of four to seven people provide the optimal peer-learning experience. NovoEd allows for self-formed teams, administrator-defined teams or algorithmically determined team formations.

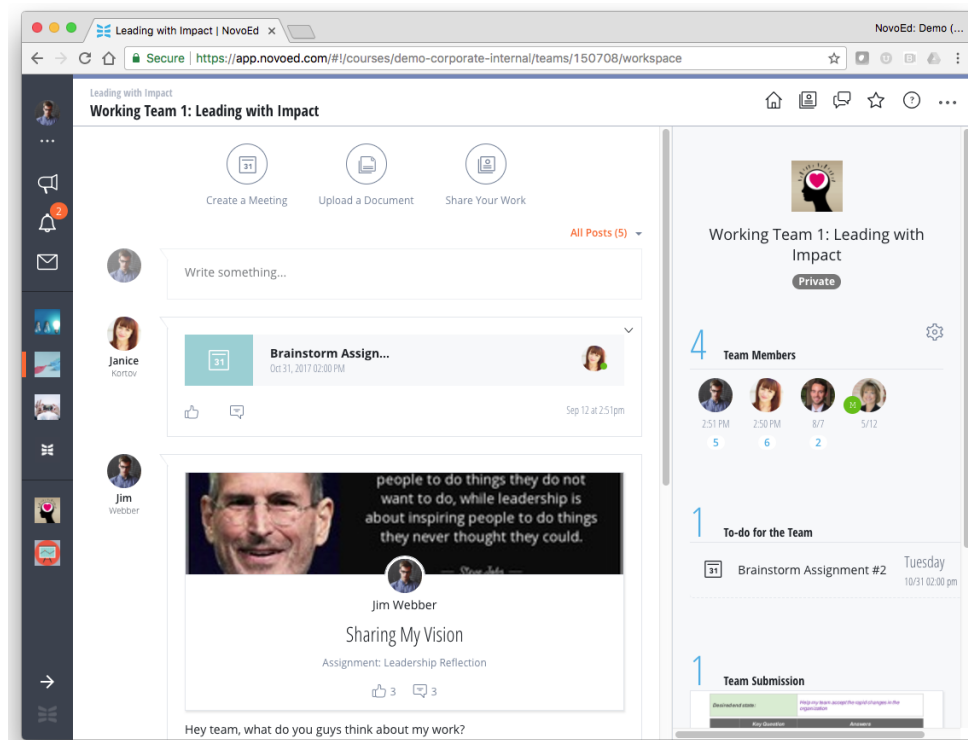
Figure 3: Team Formation



Source: NovoEd 2018

4. **Group workspaces.** Each team or group has a private-collaboration space where they can hold discussions, schedule live meetings, share documents and links or solicit assignment feedback from each other. This method allows online collaboration typically seen only in classrooms.

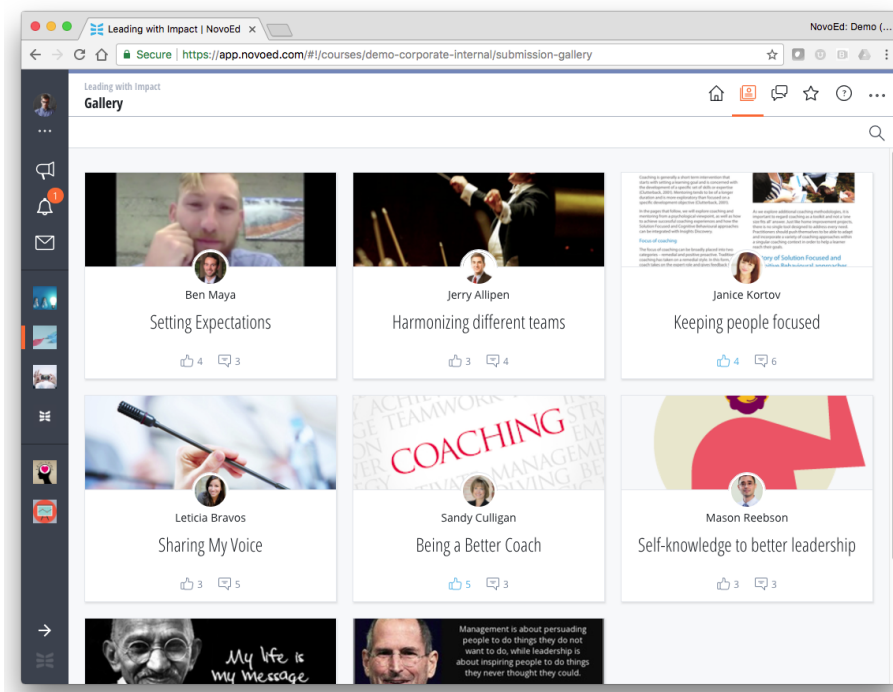
Figure 4: Group Workspaces



Source: NovoEd 2018

5. **Project assignments.** NovoEd allows for open-ended, multimedia assignments that can solicit text, documents, photos or videos, providing flexibility for learning designers to build the most appropriate exercises. These materials can be shared with the course in public galleries where peers can comment, or they can be submitted to a more-structured evaluation process.

Figure 5: Project Assignments



Source: NovoEd 2018

While many platforms strive to provide aspects of those features in some form, the NovoEd Learning Platform combines them into an integrated whole, so the features can interact and collectively create a seamless social, collaborative-learning environment.

Measurable Results

The NovoEd Learning Platform is used by learning designers in such organizations as Stanford Graduate School of Business, Wharton, Comcast, GE and IDEO to craft more engaging and-effective learning experiences. The programs NovoEd customers create are measured in a variety of ways, including the work produced in applied assignments. Thus, in addition to learning outcomes, performance can be directly evaluated throughout the course.



Here are some measurable benefits from a Fortune 50 telecommunications customer for a leadership-development program that was run for a 241-person pilot on the NovoEd platform:

- 85% cost reduction vs. in-person training, making it feasible to increase the learning population.
- 95% course-completion rate, based on those who were active in the first week of the program.
- 94% of learners reported greater awareness of their own leadership style and 87% reported gaining additional real-world experience in applying their leadership skills.

Here are some results from a program run by a Fortune 500 international bank that created a program to increase customer centricity:

- Online group collaboration in cross-regional groups across three continents; 85% of participants reporting good interactions with colleagues (one of the goals of the program)
- 50% increase in knowledge of derivatives financial markets, as measured by pre-test and post-test, before and after the five-week program
- 94% participant satisfaction rate

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