

# Quitch

**Your Knowledge Companion**

Engage. Educate. Retain.

[www.quitch.com](http://www.quitch.com)



# The challenge I faced...

**Engagement:** students are surrounded by distractions.

**Student retention:** on average 25% of students drop out of each university subject within the first four teaching weeks.

**Failure rates:** educators don't receive feedback on student performance until it's too late.

# Solution



A mobile platform that helps teachers and trainers improve learning outcomes by motivating learners in a fun and accessible way.



**Learning is fun and accessible.**



**Immediate, actionable feedback.**

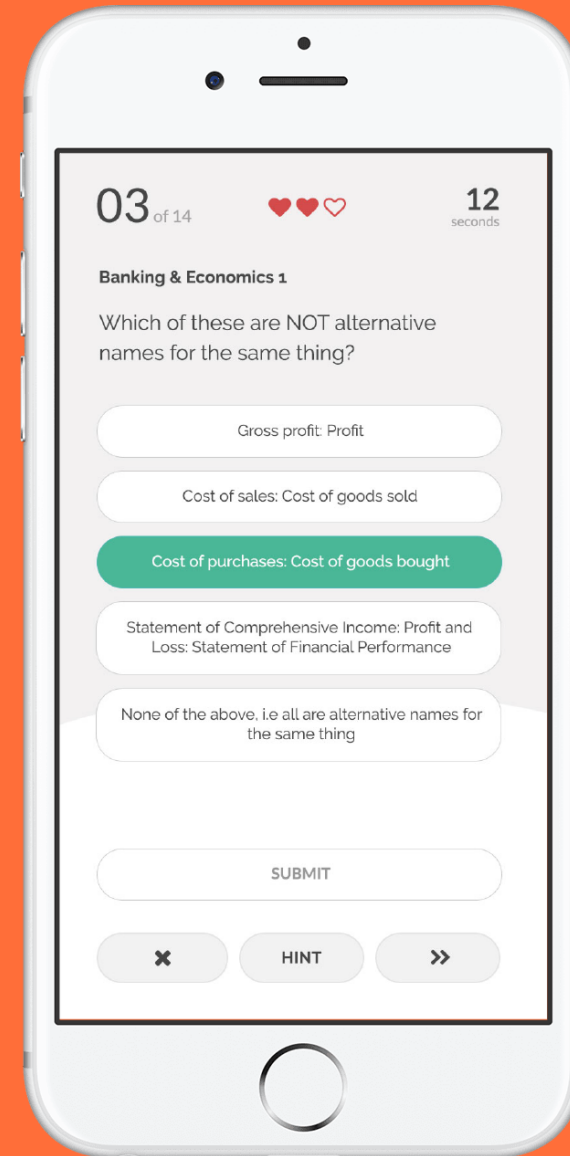


**Easily identify areas of difficulty.**

# Product

## App

- point attribution and scoring
- timed questions
- competitive leaderboards
- achievement badges
- progression analytics
- push notifications

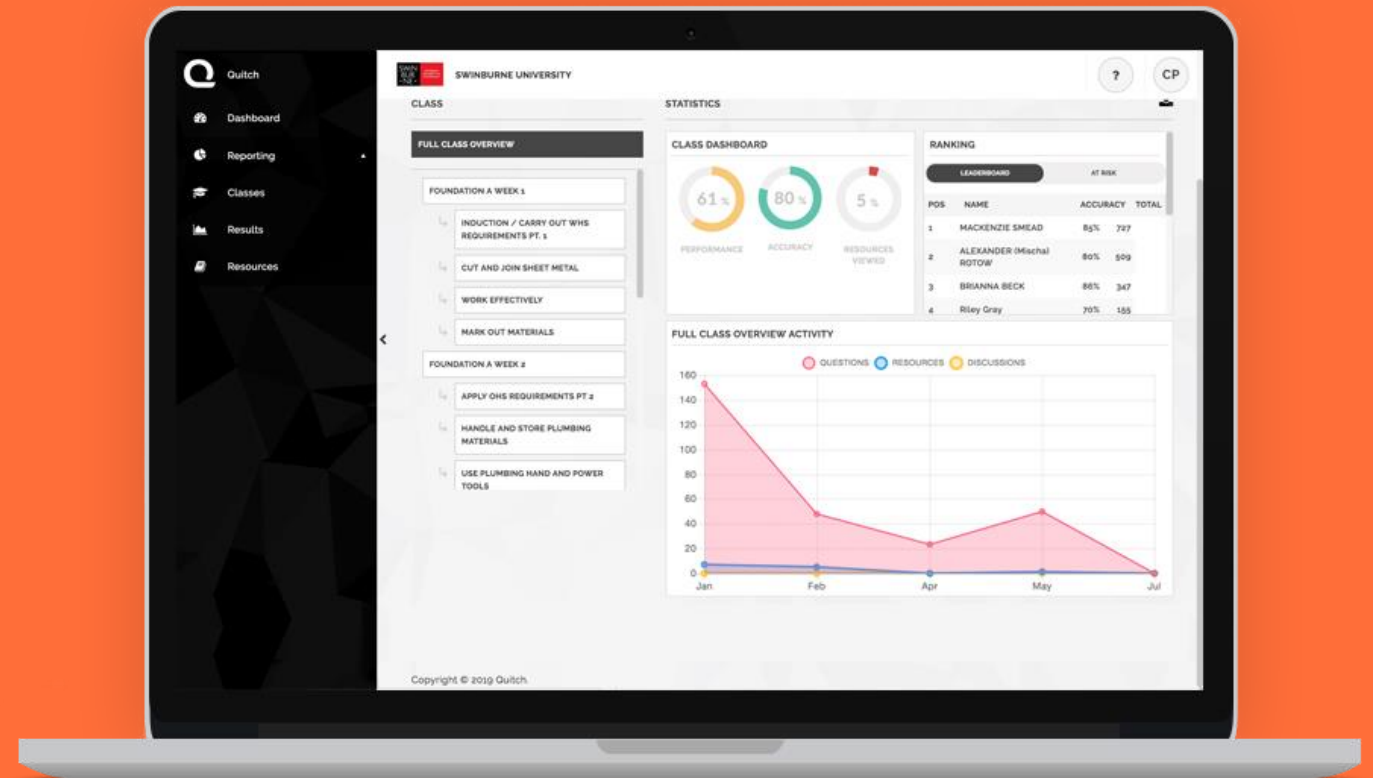


# Product



## Web platform

- real time analytics
- multiple question formats
- announcements
- resources
- bulk upload
- cloud-based

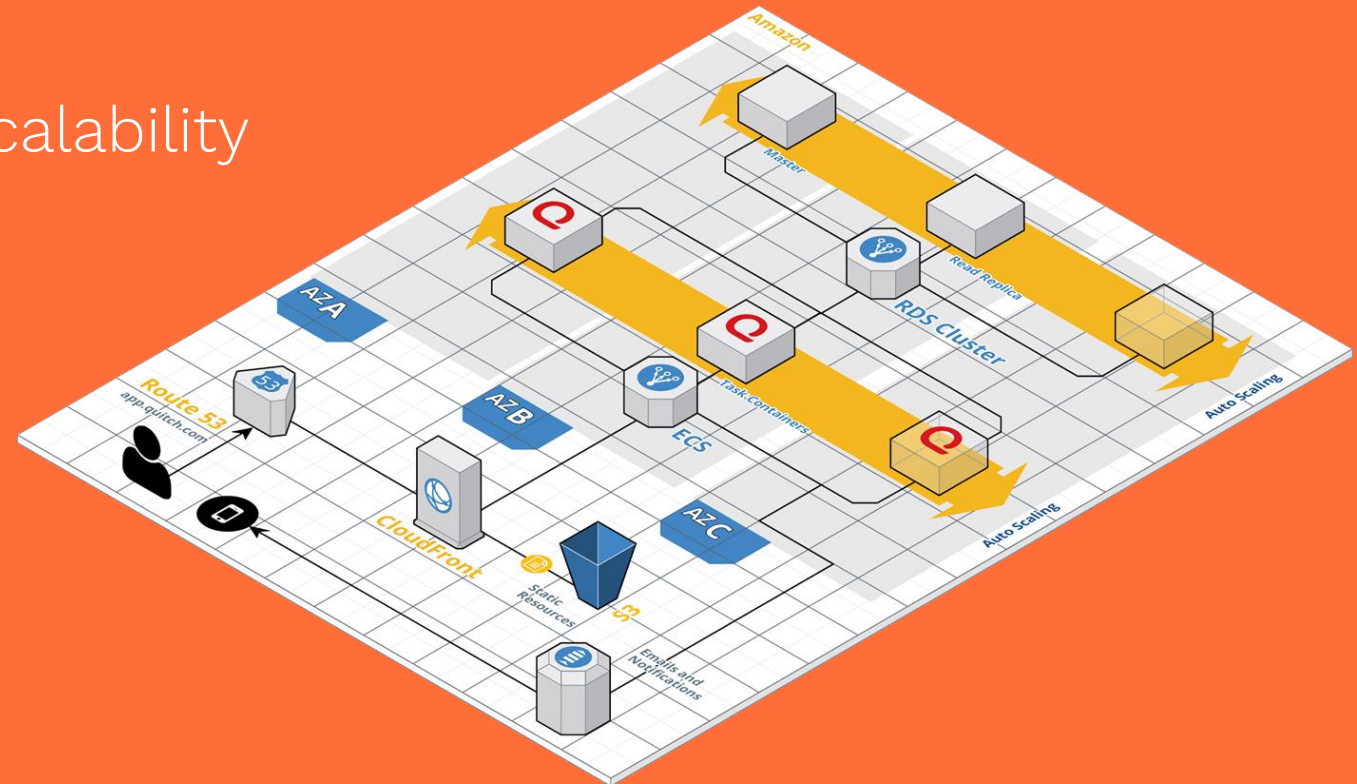


# Infrastructure



## Secure, Scalable and Highly Available

- utilises containerisation for scalability
- data is encrypted at rest
- hosted in AWS Sydney region
- annual penetration testing
- data segregated by tenant
- built using cloud formation



# Product market fit



Educational  
institutions

Professional  
associations

Corporate  
sector

# Market adoption



THE UNIVERSITY OF  
MELBOURNE

+30

100+

Universities across the world have requested trials, identifying a true market need.

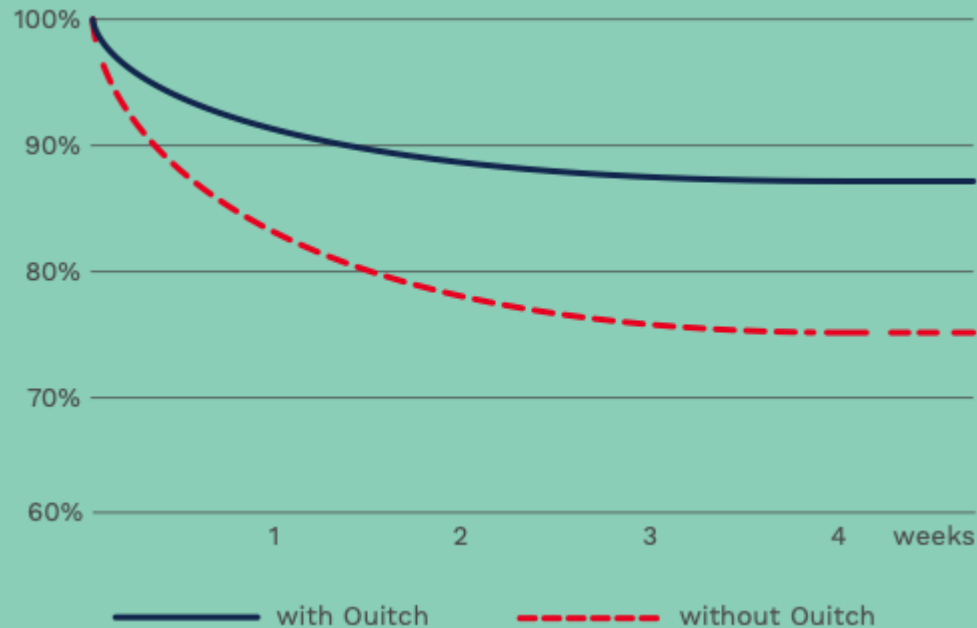




# Competition

- Other e-learning apps on the market (Kahoot!, EdApp, Duolingo), don't seek to solve the same problem as Quit, to help educators enhance their teaching approach and the early identification and support of struggling students.
- A content neutral platform, pour any type of learning content into Quit.
- Quit was designed by students and built by educators.

# Evidence based



12%

improvement in  
retention and  
engagement

7%

improvement  
in overall  
comprehension

**'Using a gamified mobile app to increase student engagement, retention and academic achievement'**, *International Journal of Educational Technology in Higher Education* 2017 14:31 [bit.ly/2CXIGWE](http://bit.ly/2CXIGWE)

# Feedback



“Quizlet has given us the capacity to engage the students more effectively and to see how they progress with their understanding of topics.”

Dr Mahdi Miri Disfani–Academic,  
Infrastructure Engineering,  
University of Melbourne

“...engagement was fantastic with 90% of the cohort using the resource extensively. Students really enjoyed the convenience of it being accessible on mobile devices.”

Phil Hancock–BCom MCom W.Aust., FCPA,  
ACA, Associate Dean, The University of  
Western Australia

# Press & Awards



WINNER

*People's Choice Award*

**Pause Fest**

2018

WINNER

*Educational Technology Award*

**Australian Financial Review**

2017

WINNER

*Innovation in Accounting*

*Education Award*

**American Accounting  
Association (AAA)**

2017

30+

awards and  
featured articles

# Team



Grainne Oates  
**CEO & Founder**

Matt Weston  
**CTO**

Sandra Campos  
**Customer Success  
& Support Manager**

Meghan Horwood  
**Financials**

Chantelle Perera  
**Experience  
Designer**

Jessica Pitcher  
**User Interface &  
Graphic Designer**

Victoria Thavamani  
**Developer**

Craig Baird  
**Developer**

Business Development personnel (located in Australia)

Advisors: Oji Udezue (Atlassian), Jane Hewitt (UniLodge), Reed Leighton (Leighton O'Brien), Gary Symons (NAB Wealth)

# QuitCh

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