



CIITTA ACADEMY  
POWERED BY CIITTA

# Solutions Portfolio



Only **CIITTA Academy** has  
**the experience, strength, structure, technology and talents**  
to support your **digital education** program, in all its stages and  
moments.

We have proven experience in the reality of the African continent,  
which enables us to **prepare the content in such a way as to add as  
much as possible to the demands of developing countries.**

Our objective is, through knowledge and focus on **young people and  
women, to help fight hunger and poverty, through the sustainable  
strengthening of agriculture and livestock.**

# CIITTA Academy CIRCUIT

4 axes with a systemic view  
and  
actions focused on learning  
success

- Diagnosis
- Educational Project
- E-learning
- Microlearning
- Social Networks - Chatbot
- Games and Gamification
- Immersive Learning
- Videos and Podcasts
- LMS Studion.MX

**Development  
and  
implementation**



**Educommunication**



**Operation**



**Assessment**

- Processes
- Tutoring and Monitoring
- Retention
- LMS Studion.MX
- Dashboards

- Marketing Kit
- Drawing Power
- Engagement
- Retention
- Digital Showcase

- Reaction
- Learning
- Impact
- ROI

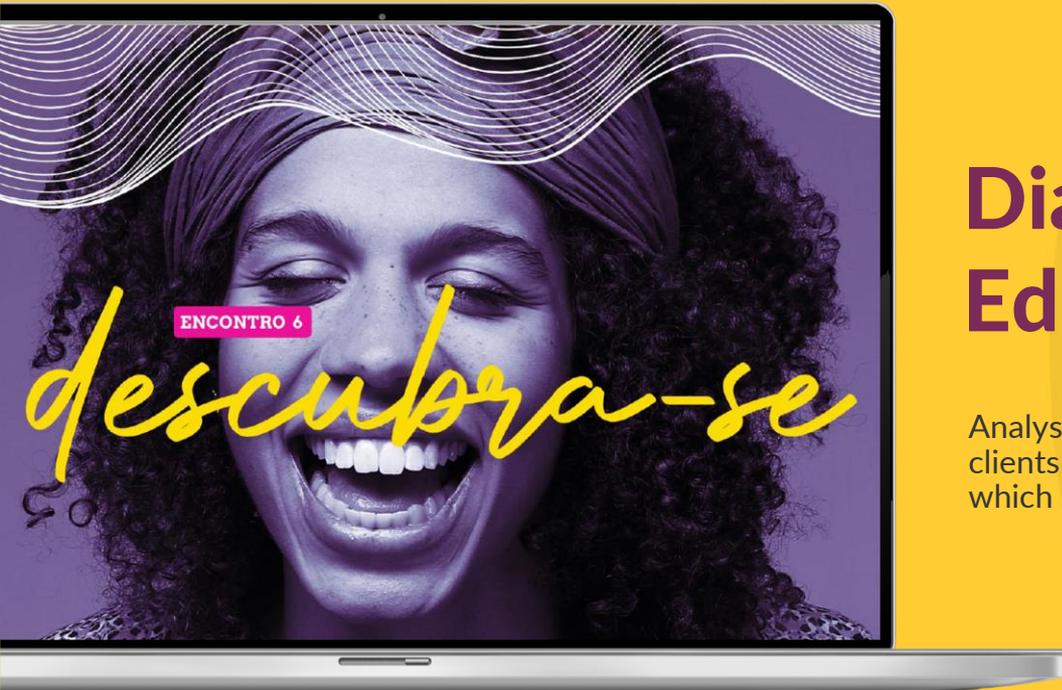
**AXIS 1**

# DEVELOPMENT AND IMPLEMENTATION

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Everything to build or turbocharge your  
ODL





# Diagnosis and Educational Project

Analysis and diagnosis methodology applied to support clients in their governance of educational solutions - which can be delivered in Pocket or Custom version.

# Diagnostic and Educational Project Model



## ENTENDENDO O DOCUMENTO

Agora que você já sabe para que esse guia metodológico foi construído, queremos que leia com muita atenção a frase a seguir:

**VOCÊ É AUTOR DESTE MATERIAL!**

Isso mesmo.

Você que faz parte da Unidade Gestão de Soluções e Transformação Digital e também você que não faz!

Você que é parte da equipe educacional do SEBRAE, mas também você que não é, mas quer colocar uma solução educacional digital para rodar. Você que é um de nossos fornecedores e nos apóia para fazer nossos planos acontecerem.

Se este guia chegou até suas mãos, é porque de alguma forma você irá participar da complexa cadeia que dá vida às soluções de educação dessa instituição e, portanto, **você é autor deste material!**

Sua participação como autor ou autora deste guia acontece na prática.

1. Tome posse do conhecimento compartilhado aqui!
2. Espalhe o que aprendeu, o que funcionou, o que fez e faz sentido.
3. Questione, critique e, então, ofereça novos pontos de vista para o que não faz mais sentido (estamos todos conscientes de que um documento estático não é capaz de dar conta do dinamismo que move as coisas "lá fora").

# E-learning

Single HTML page with textual content, images, illustrations and interactive resources from the framework library.

[Access a course](#)

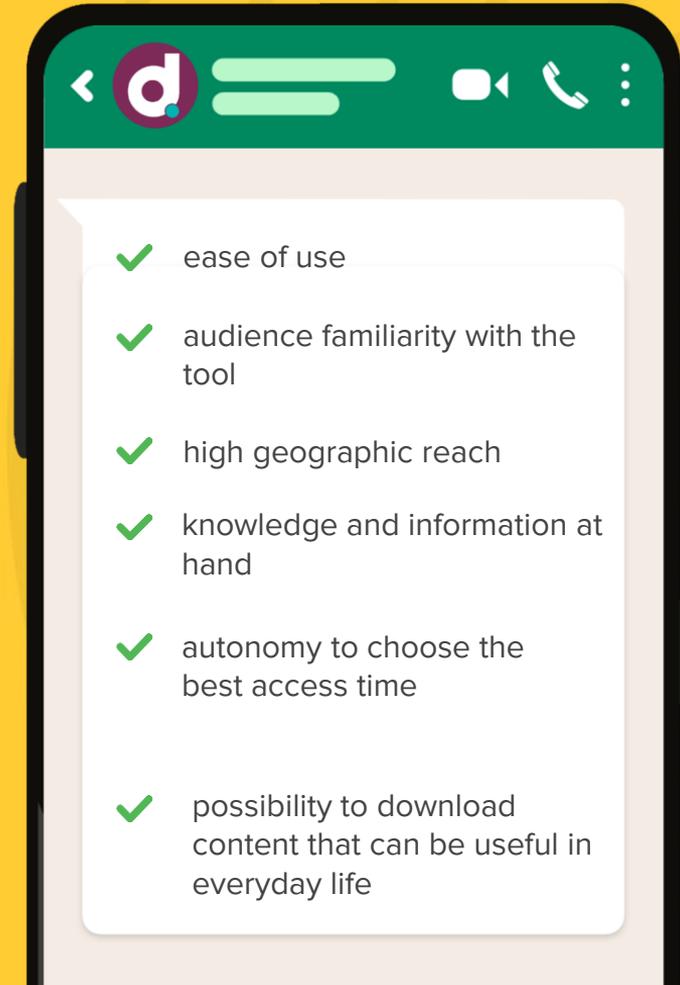


# Courses via Telegram or WhatsApp

The courses will be made available by Telegram or WhatsApp through a chatbot tool.

Access to the course works right in the app and is driven through a decision tree.

[Access a course](#)





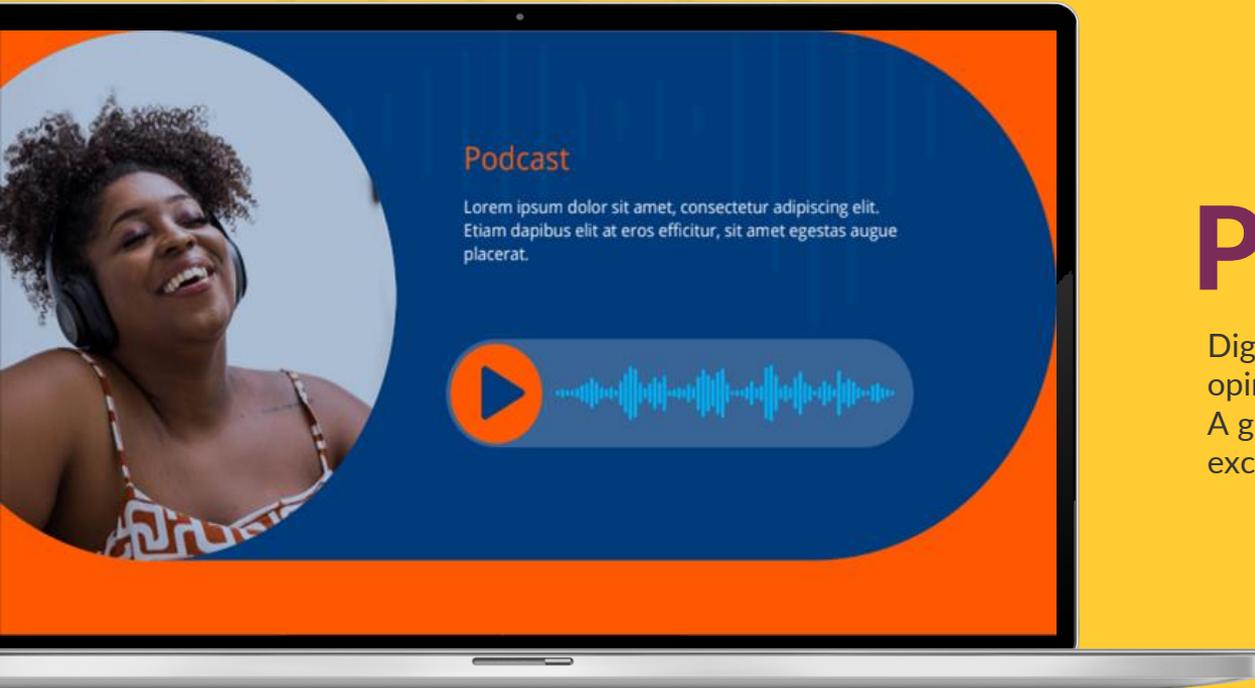
# Infographic

Use of graphic-visual elements (photography, drawing, diagram) integrated with short texts and numerical data working as a complement or synthesis of information.

# Videos

Audiovisual resource that can take different formats according to the content: graphic animation, video-class, testimonial, interview, etc. It can have voiceover or just soundtrack.





## Podcast

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam dapibus elit at eros efficitur, sit amet egestas augue placerat.



# Podcast

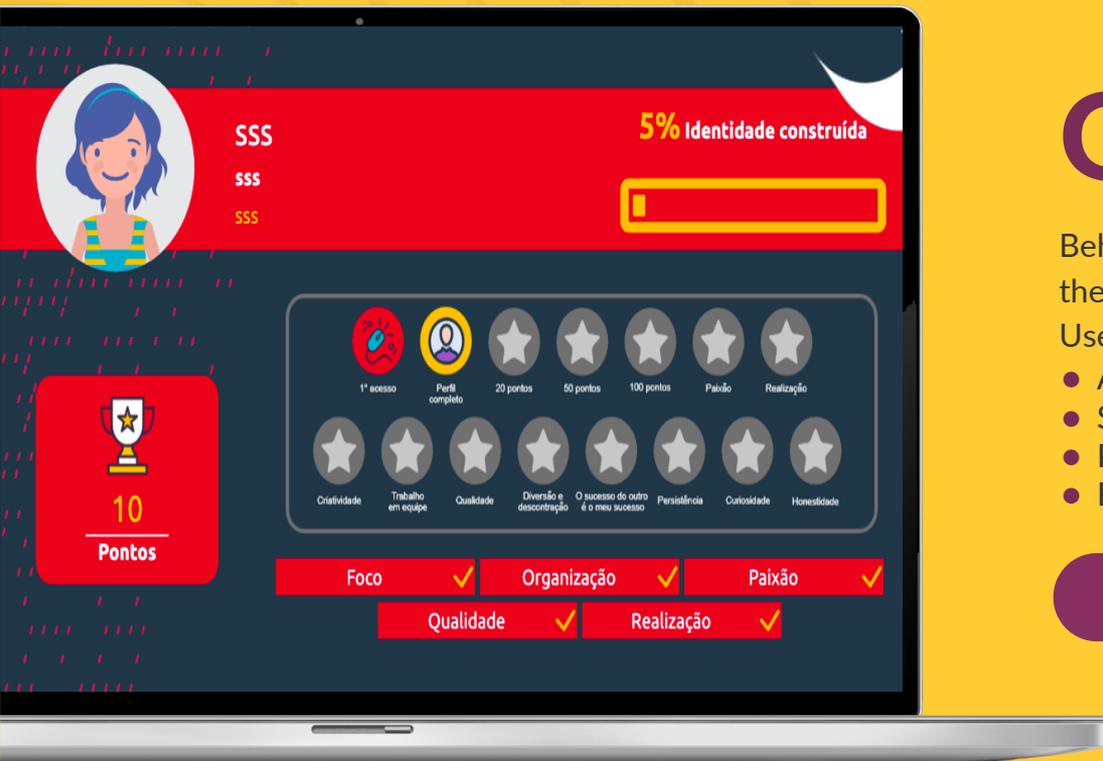
Digital audio file that exposes content or opinions, using sound resources and narration. A great choice amidst the eyestrain caused by excess screens!

# Live classes

Educational solution organized in three stages:

- Upon enrollment, students access a Tutorial, Video Presentation, Toolkit, and "Warm-up" Diagnostic Assessment.
- For greater effectiveness of the live moment, we developed support materials, such as a script and content map indicating the use of these resources and activities by the instructor.
- Finally, participants carry out a satisfaction survey via a questionnaire tool and receive an e-book on the topics covered throughout the course.





# Gamification

Behavioral strategy present in games but applied to the educational context.

Uses features such as:

- Avatar
- Score
- Progress bar
- Feedbacks

[Know a case](#)

# Storytelling

Engaging narrative strategy, with lots of visual elements, affective appeal and conflict resolution.

[Know a case](#)





## Renata, a Ocupada

### Sobre a consultora

Leema: "Gosta de sonso e já vive muito ocupada".

#### Perfil demográfico:

32 anos, está se graduando em Secretariado Bilíngue, estudando à noite (Trabalha de dia). Casou com Fábio, um contador e tem uma filha de 4 anos. Mora em uma cidade grande, mas com várias dificuldades em termos socioeconômicos.

#### Personalidade

Renata não aprecia muito as mudanças. Prefere fazer as coisas de seu modo. É uma pessoa agradável e altruísta, mas um estralado de acomodação já lhe causa caro no pé.

#### O que sua líder sugere para ela

"A Renata nunca tem tempo para nada. Mas em grande parte porque precisa ser muito organizada".



Quantidade de consultorias nesta pessoa  
Primeiro mês de 61.000 consultorias (15% das Semanas)



Produtividade deste segmento



Participação deste segmento no receita total



Nível de persistência:



Tipo de motivação

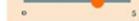


Obstáculos/Dificuldades

Renata não tem muito tempo para dedicar à consultoria, com seus estudos e sua filha de 4 anos.

Habilidades de Internet

Tem alguma dificuldade de usar internet, mas está disposta a aprender e uma das patroas de uma casa que ela faz facina a ajuda.



Motivação:

Renata precisa de constante repulção externa para se manter a fazer estas. Se não fosse seu marido incentivá-la sempre nos estudos não teria tido a estudar.

### Ela e a Natura

Sua história com natura  
Começou a vender Natura quando tinha 25 anos para ter um dinheiro extra para si mesma. Depois de 7 anos percebeu que poderia levar mais a sério a consultoria e dedicar mais quando viu uma amiga dedicar-se totalmente. Não sabe ao certo quanto quer ou pode ganhar, mas tem vontade de prosperar sem fazer disso sua carreira principal.

Desempenho como consultora

Nunca passou por exercício mas já foi indisciplinada em algumas ocasiões com maiores problemas. Tem uma ótima performance como Semante, chegando por vezes a 80% (quase Renate).

Habilidades de consultoria

Naturalmente Renata gosta de planejar e trocar ideias. Ela entende bem a mecânica de promoções e a importância de ter um estoque.



# Educational Games

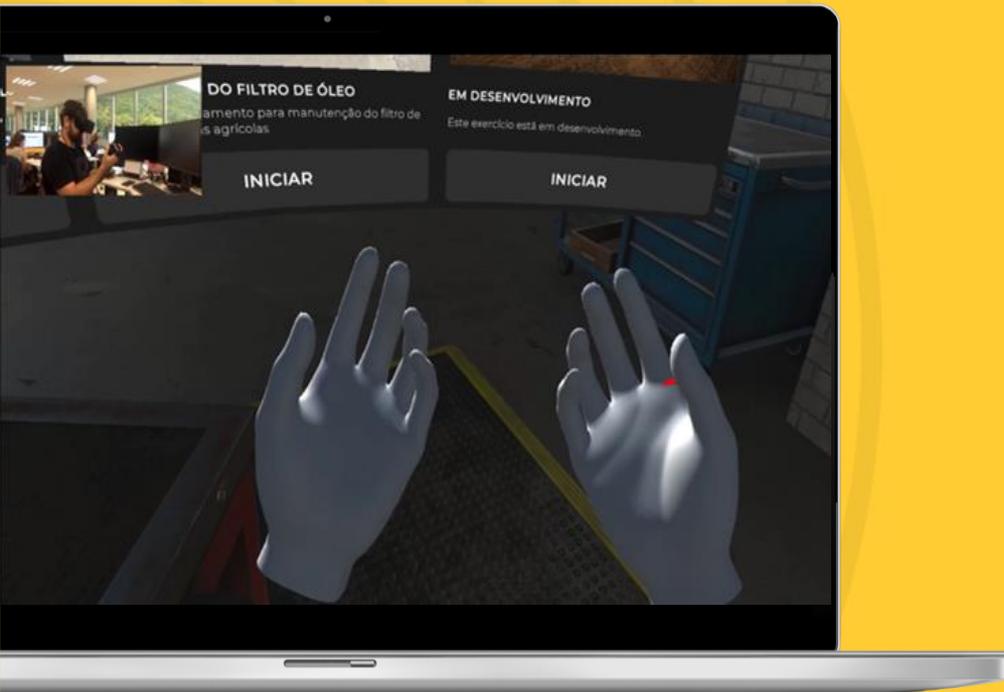
Games in which mechanics and content promote the creation, assimilation and sharing of knowledge among an audience, providing a greater level of involvement in learning solutions.

# Augmented Reality

Technology that allows the virtual world to be mixed with the real one, enabling greater interaction and opening a new dimension in learning.

Know a case





# Virtual Reality

Technology that uses visual and sound effects to create a virtual immersive environment. It uses an interface, such as VR glasses, to simulate a situation or a place and make the person feel inserted in it, interacting in their learning process.

[Know a case](#)

**AXIS 2**

## **EDUCOMMUNICATION**

Spot-on strategies and actions  
for attraction and greater  
engagement



# Media Kit

Set of pre-ready communication pieces, in the form of personalized templates with the company's graphic identity, which CIITTA Academy delivers to the client for their own marketing/publication.

Pieces:

- Marketing e-mails
- cards for Telegram or WhatsApp
- social media posts
- digital banner for internal channels





# Student Drawing

Planned Educommunication action based on data, which seeks to identify and attract the ideal student profiles, using a microtargeting campaign for media, social networks, direct marketing (e-mail mkt, Telegram, WhatsApp, etc.) and content.



# Student Retention

Service where we build an Educommunication strategy that uses digital channels to impact groups of students with encouraging messages.

The argument is based on market intelligence content - in bulletin format -, automation of marketing e-mails, Telegram or WhatsApp cards, videos, podcasts and other formats, such as infographics and gifts.

AXIS 3

# OPERATION

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Putting your T&D  
program into practice

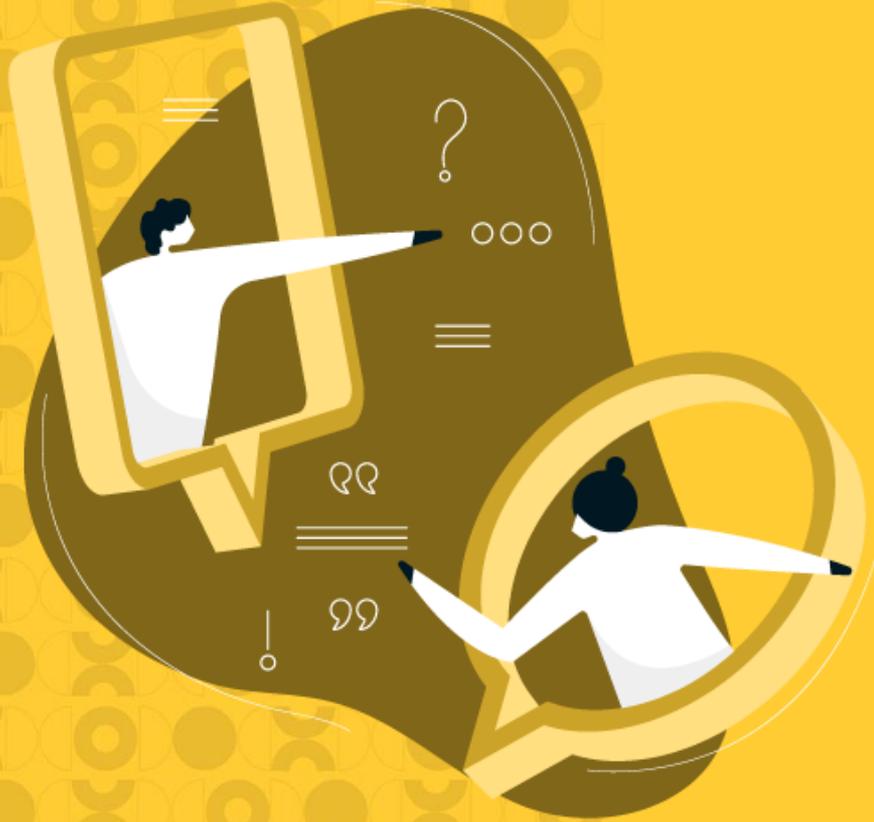


# Educational Management

The service that delivers everything for the success of the ODL operation: our mediation supports the student both in their content queries (through Tutoring) and technical and more formal questions (through Monitoring).

All of this allows the client to plan, organize, coordinate, monitor and control pedagogical, technological, administrative and informational processes, based on real-time monitoring reports and dashboards.





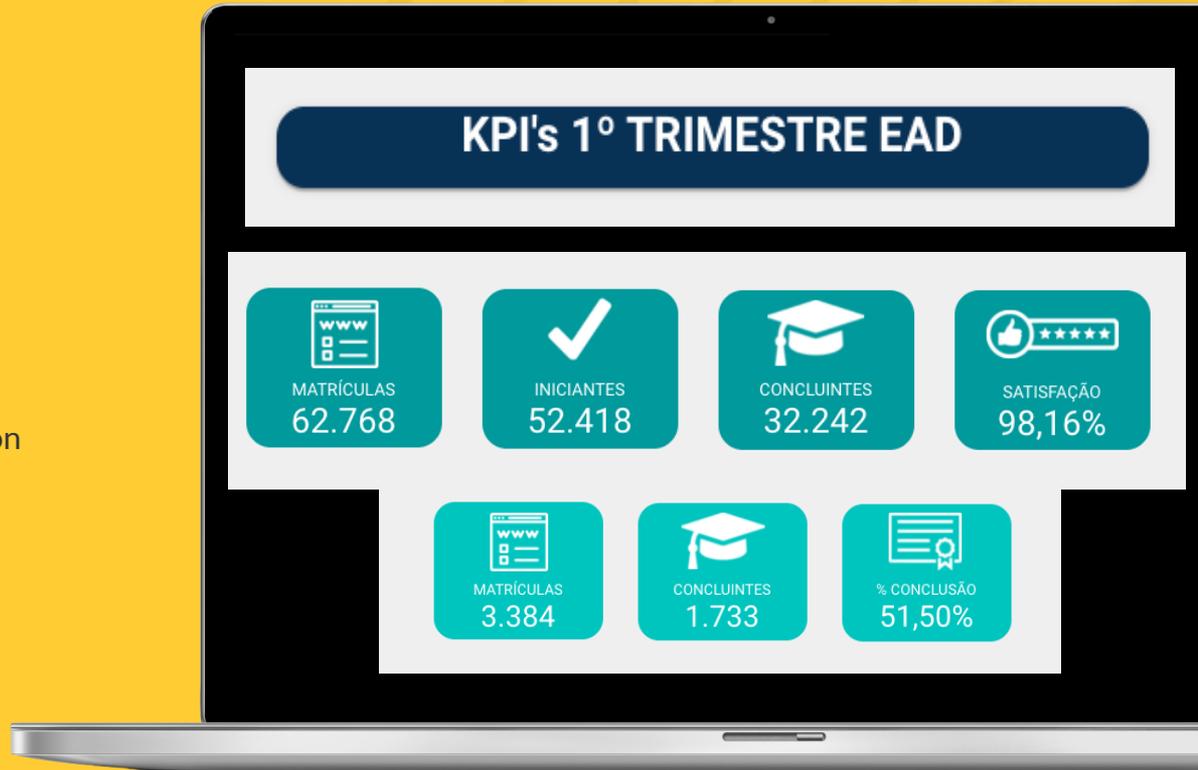
# Online Consulting

Personalized consultancy service, as a complementary action to ODL courses, with the purpose of providing participants with remote assistance to solve practical doubts on how to apply the knowledge of the courses in their daily practice.

Participants will be able to schedule the service online with an expert advisor.

# Dashboards

Data organized and presented in order to facilitate different decision-making in relation to training and engagement actions.

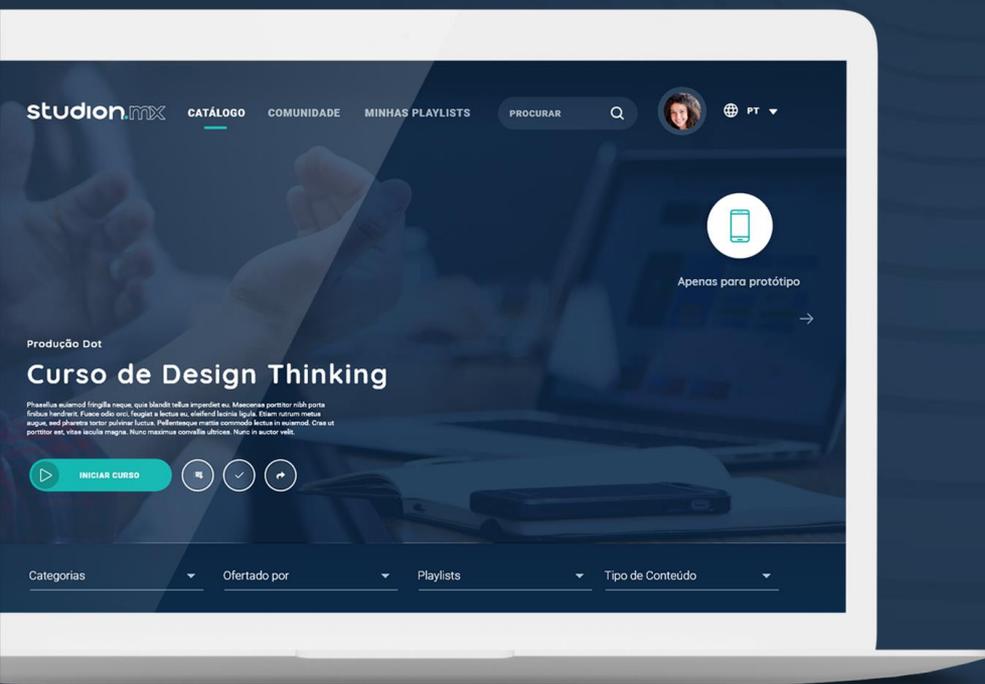


# Digital Showcase

Multifunctional platform that concentrates different educational approaches, such as: microlearning via chatbot, courses, games, live classes, etc. Allows high level of data and information management. Developed with UX for greater usability of the student and administrator of the courses.

Know a case





# Studion.MX

## Multiple learning experiences

- Accessibility options: high contrast mode, support for screen readers and tools to increase or decrease font size.
- Fully responsive (mobile friendly).
- Support for major browsers (Chrome, Firefox and Microsoft Edge).
- Studion.MX is a cloud-hosted LMS SaaS (software as a service), in a high-capacity framework.

[Watch the demo](#)

**AXIS 4**

# ASSESSMENT

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Metrics and data for accurate  
analysis of results



# Reaction / Learning

Assessments that allow measuring both the student's learning level and their perception of the applied content.



# Impact / Insights / ROI

Describes the results achieved during and immediately after completion of the course. It analyzes whether the training had an impact on the participant's life and on the environment around them, in relation to the applicability of knowledge, search for new courses and performance improvement.

In addition to signaling improvement insights for the entire Learning Circuit, this step also allows to assess the ROI.



# Observatory of Best Practices

It is a networked communication and intelligence operation coupled with the educational project.

## Functions

Tracking what is best done in the use of products, documenting cases and disseminating them in a didactic and motivational format.

## Results

Generation and strengthening of a knowledge network aimed at improving the use of products and, consequently, better perception of the brand in the marketplace.



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