



Introducing Morf Playbook™ Compliance Training for the Mobile Workforce

Morf Media, Inc. is shaping the future of enterprise compliance training for the mobile workforce. For the first time, a digital compliance training system, Morf Playbook™, provides one to one training to millions on a smart phone or tablet. Now in pilot with more than 100 major companies in the financial services and Mortgage Industry industries, Morf Playbook is proving to be cost-effective and engaging. Morf Playbook offers secure centralized reporting on an individual's progress, course completion and other behavioral data. The platform includes a library of certified courses, and offers an easy to use built-in authoring solution for rapid development and deployment of custom, company-specific policies and alerts. Founded in 2013 by a seasoned management team, the company is based in San Francisco. For more information, please visit www.morfmedia.com.

Morf Playbook™ empowers trainers to rapidly develop, vet, deploy and manage courseware, policy training and proof of examination up to 16 times faster than with traditional learning management systems (LMS).

Designed to support optimal learning, retention and remediation, Morf Playbook digitally presents key learning concepts in 3 minute mini-lessons that level up upon concept mastery – all driven by a fully gamified training engine. As a secure, subscription-based service, Morf Playbook is affordable, easy to purchase, requires no IT management and serves as a stand-alone system. It offers an API that enables fast integration and courseware development for LMS, CRM, HRM, ERP and other platforms.

Morf Media customers are Global 2000 companies running in complex or highly regulated environments, and include the finance, real estate, and pharmaceutical sectors. Morf Media is an early stage company with growing revenues and stable investors. The company's gamification technology received Red Herring's Top 100 award for innovation. Morf Media, Inc. was founded in 2013 and is headquartered in San Francisco, California.



“Based on research from Harvard, Stanford University, our own domain leadership and our enterprise customers in pilot, we are designing Morf Playbook to transform the effectiveness of corporate training, employee engagement and knowledge retention. It is all about making compliance training more effective.”

— Rudi Dietzmann, CTO, Morf Media Inc.

Morf Playbook™ Enterprise Compliance Training for the Mobile Workforce



- **Morf Playbook™** transforms enterprise compliance training for global businesses with distributed and mobile workforces
- **MORF PLAYBOOKS™** deliver mission-critical online training on mobile devices or desktops.
- **THREE MINUTE** mini-lessons optimize complex concept mastery
- **VIRTUAL COACH** supports end user engagement, helps users level up upon concept mastery while reinforcing retention and augmenting remediation
- **SMART DATA ANALYTICS** provide employers with insights into auditable employees' training performance
- **GUIDED BUILT-IN AUTHORING with AUTOMATIC GAMIFICATION** for rapid content creation, expert validation tracking and deployment
- **16X FASTER** to author and deploy content than typical Learning Management Systems
- **PLATFORM LIBRARY** of public courses certified by vertical legal experts available at a Pay-Per-Use
- **PATENTED CLOUD PRODUCT** available anytime, anywhere and sold as monthly per user subscription



Angela Bazigos, chief compliance officer at Morf Media Inc., recently spoke with Ben DiPeitro at the Wall Street Journal about about the importance of having board members trained about compliance, and the necessity of linking executive compensation with a company's compliance goals. Ask us for a PDF of the full story.

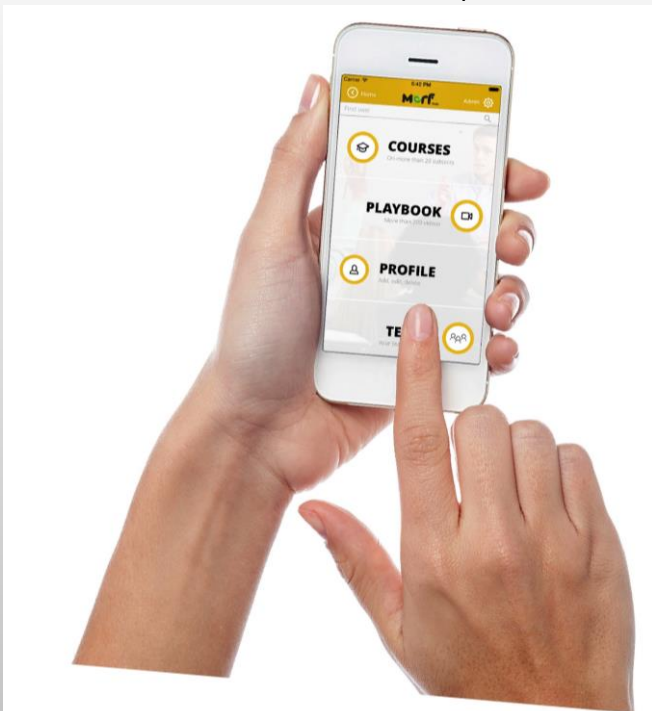
Morf Playbook Delivers Expert Content on An Innovative Platform for the Mobile Workforce



The Morf Platform includes access to the compliance courses in our partner portal. Each course is written and vetted by compliance professionals, attorneys and education specialists and reviewed by Life Sciences Compliance Partners. Each course is approximately 30 – 45 minutes and will include an exam at the end of the course.

Core Compliance Course List

1. FDA INSPECTION PROGRAM OVERVIEW
2. KEY FACTORS FOR A SUCCESSFUL FDA INSPECTION
3. QUALITY SYSTEM READINESS
4. INFORMATION READINESS
5. ORGANIZATION READINESS
6. MANAGE FDA INSPECTION OUTCOMES
7. MANAGING REGULATORY RISK
8. European Data Protection
9. MMExcel Spreadsheet Validation for 21 CFR 11
10. Sexual Harassment in the Workplace



Morf Partner Portal

Companies in the life sciences industries need to have a content learning management system. However; having a training team in place to develop and implement the training is often resource intensive. That is why we have created the Morf Partner Portal. We have partnered with the best training, compliance companies and experts to bring you training at your fingertips. Simply shop our Partner Portal and select the courses or bundles you want. All courses are purchased based on the number of users so you are only paying for what you need. All courses are then loaded into your Morf Playbook Platform making it simpler for your employees to complete an entire training plan. Simple solutions for your training needs.

“I trust you will contact me or any of our team to answer your questions about our platform, our growing library of certified courseware and for partner opportunities. I look forward to doing business with you to turn compliance training into playbooks for serious business.”



Eduardo Cervantes
CEO Morf Media

Morf Media MANAGEMENT

INDUSTRY EXPERTISE



MR. EDUARDO CERVANTES
CEO AND PRESIDENT

Eduardo has led three successful exits. He has managed large and small Cloud and Mobile companies in the US and Europe and provided excellent return to his venture investors. He started his career in M&A with Goldman Sachs and has led technology companies for 18 years.



MS. ANGELA BAZIGOS
CHIEF COMPLIANCE OFFICER

Honored by Stanford Who's Who Registry for contributions to the Life Sciences and Healthcare Industries, Angela has more than 35 years of experience working with companies around the world. Most recently Bazigos was chief compliance officer for Prime Genomics, and held executive roles at Incyte Genomics, and Roche.



MR. RUDIGER DIEZMANN
CHIEF TECHNOLOGY OFFICER

Rudi is one of the top software technology experts in the Silicon Valley, having served as Director of Development for Apple Corporation, CTO at Success Factors, Development Director at Adobe Systems, VP of Engineering at CyberArts, and head of technology at several successful Silicon Valley start-ups.



MS. GINGER BELL
SVP OF E-LEARNING

Ginger is a renowned education specialist in the mortgage banking industry with more than 25 years experience delivering mission critical training and compliance training. Ginger has been awarded the Presidential Award by both the California and the Oregon Association of Mortgage Professionals for her commitment to bringing quality education to the banking industry.



MR. ROY HANIF
FOUNDER MORF USA AND CHIEF REVENUE OFFICER

Roy is an entrepreneur who has launched numerous ventures in Silicon Valley and elsewhere. He has been a part of many successful enterprises, including such notable companies as Oracle Corp., Cisco Systems, PeopleSoft, NC International, Telenor M2M, and most recently, exiting OneDrum, which was acquired by Yammer.



MS. HEIDI WIELAND
VP OF MARKETING

Heidi is an established tech marketing pro with start-up and blue chip experience with companies like AOL (with HP and Apple), 3Scale, Mesagraph (acquired by Twitter Europe) and DataPop (acquired by Criteo), Expertcity/GoToMyPC/ GoToMeeting and Citrix. She is a strategist who gets things done with metrics-driven brand, customer and leadership marketing.

MORF MEDIA EXPERT ADVISORY



DR. ARTHUR BIENENSTOCK
STANFORD UNIVERSITY PROFESSOR

Arthur is a Professor of Applied Physics, Materials Science and Photon Science at Stanford University. He is a policy advisor for The Association of American Universities.

Arthur is also the Special Assistant for Federal Research Policy to the President of the United States.



YU-KAI CHOU
LEADING GAMIFICATION EXPERT

Yu-Kai is rated #1 Gamification Guru in the world by Leaderboard. He is a frequent Gamification speaker at Stanford University, Google, UCLA, and the Danish Innovation Center.

Yu-Kai is the creator of the complete Gamification Framework: Octalysis which is now classical reading on the subject.