



**Contact:** Chris Bush  
**Location:** Santa Cruz, CA  
**Email:** info@monarchmedia.com  
**Tel:** 831-457-4414  
**Website:** www.monarchmedia.com



U. S. DEPARTMENT OF HEALTH AND HUMAN SERVICES  
National Institutes of Health



National Institutes of Health Commercialization Assistance Program  
(NIH-CAP)

## Company Profile

**Industry Sector:** Online Training and Learning

**Company Overview:** Monarch Media has been a leading provider of custom online training and mobile learning solutions for more than 15 years. We develop highly interactive, engaging eLearning courses, as well as the software platforms to deliver them, including learning management systems (LMS), content management systems (CMS), mobile apps, and more. Our focus is on improving people's health, job skills, and well being through effective online skills training.

**Target Market(s):** Government agencies, corporate training departments, universities, and nonprofits with a training or educational mission

## Key Value Drivers

**Technology\*:** MEDFAC is a mobile app developed to help patients suffering from IBS and other digestive disorders track their fiber and fluid consumption as part of a dietary self-management plan developed in consultation with their physician or dietician. The Monarch Skills Training Platform (MSTP) is an open-source system we developed to effectively deliver online learning content. The MSTP lets organizations train their stakeholders through videos, social media tools, information feeds, documents, and other learning resources. It allows delivery to PCs, tablets, and smart phones simultaneously with only having to upload the content once.

**Competitive Advantage:** Monarch Media's focus on combining instructional design, technology, and user interface design allows us to produce effective online and mobile learning solutions. We specialize in skills training, which requires an approach that combines modeling, practice opportunities, assessment, and sharing to effectively teach online.

**Plan & Strategy:** Seeking strategic partners to provide subject matter expertise and distribution.

## Management

### Leadership:

Chris Bush, President and CEO  
Claire Schneeberger, Chief Innovation Officer  
Nandu Madimchetty, Chief Technology Officer  
Peter Schneeberger, Treasurer

## Product Pipeline

MEDFAC is in the alpha prototype phase, with an advanced Web-based prototype and a preliminary backend database developed to power the app. Full product launch is expected in the fourth quarter of 2014.

MSTP is a product that has recently been launched and is currently in use by an initial customer in the agriculture industry to train farmers in agriculture best practices.

