

# Building skills through mobile fun

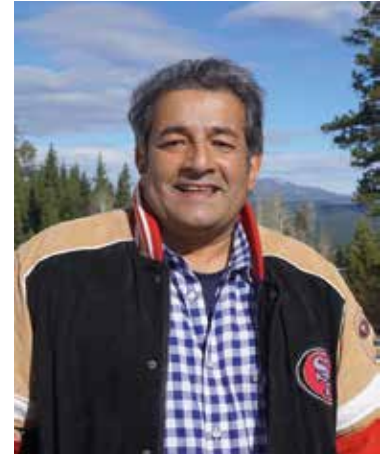
*Morf Media USA Inc., a leading company in mobile talent development, has developed a way to capitalize on the mass presence of smartphones in the workforce. They have recently released their Morf Playbook app to great success, which is expected to hit the 500,000 user mark during 2016. According to Roy Hanif, Morf Media USA Founder, the enterprise App has enjoyed success in the B2B space thanks to its innovative platform and convenience, which allows users to share information, rate their peers and compete in teams, as well as develop key skills and knowledge at their own pace in a fun intuitive environment. Some of the largest companies in the U.S. have signed up, we will see the corporate world change the way employees Work, Play and Live!*

Founded in 2013 as a result of a research project in Australia, today Morf Media has a privileged stance as the leading talent development system on smartphones, thanks to a platform engineered by world-class developers and world-renowned business behavioral guru and TED speaker YuKai Cho.

In 2014, Roy Hanif —Morf Media's US founder— came aboard the project, bringing with him his broad experience in tech startups. He has been primarily involved in investor management and business development for companies as successful as Oracle, Peoplesoft, Cisco Systems, Vodafone and Telenor during their early development stages, as well

as exiting several startups, most recently exited Onedrum to Yammer, which was acquired by Microsoft.

"We have a competitive talent management program. It has mobile training capabilities with very useful features like smart dashboards, rapid course up-loaders based on SCORM, information sharing, employee rating and social features, and is intended for millennials and the mobile workforce, which spans over 100 million people in the US alone," Mr. Hanif says. Engagement with users has been key for the success of the Morf Playbook, which is expected to reach the coveted 500,000 user landmark this year.



The first appeal of the platform developed by YuKai Cho is that it's very intuitive, Mr. Hanif says. "It is not difficult for a person to use. The platform allows the content to be broken down into small chunks so that, instead of reading a 300-page manual, a user can learn key facts in 3 minute chunks while in waiting rooms, coffee houses and travelling," he says.

Following a successful partner sales and major accounts model, the Morf Playbook App has mainly targeted companies in the life-sciences and financial sectors, due to the growing need for mandatory compliance training for their employees. Through Morf Playbook, people can develop key skills on their smartphones instead of sitting in front of a computer screen for hours. The App is Easy, Fast and Fun to use.



**Morf** Media

Morf Media USA Inc.

2225 E Bayshore Rd,

Palo Alto, CA 94303

USA

Webstie: [www.morfmedia.com](http://www.morfmedia.com)

Email: [roy@morfmedia.com](mailto:roy@morfmedia.com)