



**CORONATRAINER WILL TRAIN, TEST & CERTIFY  
THAT YOU KNOW ABOUT CORONAVIRUS.  
COUNTRIES, COMPANIES + INDIVIDUALS NEED IT **NOW.****



**THE CORONATRAINER PRODUCTION TEAM HAS MADE  
THE WORLD'S TOP REMOTE LEARNING  
FOR EMERGENCY SKILLS**

**[SEE DAISY RIDLEY OF STAR WARS IN OUR TRAILER](#)**

**WE ARE BRINGING OUR APPROACH TO CORONAVIRUS  
BUT IS OUR APPROACH EFFECTIVE?**

ELSEVIER

Contents lists available at ScienceDirect  
journal homepage: [www.elsevier.com/locate/resuscitation](http://www.elsevier.com/locate/resuscitation)

# Resuscitation



EUROPEAN  
RESUSCITATION  
COUNCIL

Original paper  
The school Lifesavers study—A randomised controlled trial comparing  
the impact of Lifesaver only, face-to-face training on school Lifesaver  
with face-to-face training, and an app-based training and attitude  
UK school children

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Methods: Randomised controlled trial of 2  
Secondary outcomes: 3 and 6  
Results

their device support training. Users 'resuscitate' a victim of cardiac arrest  
Methods: Randomised controlled trial of 2  
Secondary outcomes: 3 and 6  
Results

**29% MORE EFFECTIVE**

**THAN TRADITIONAL FACE-TO-FACE CPR TRAINING**



American Heart Association  
**Resuscitation Science**

Resuscitation Science Symposium 2019 Home  
**Session 08 - Late Breaking Resuscitation Science**  
07 - Heart Class - A Novel, Interactive Cpr Training Film  
Retention Compared To Standard Training In High School

November 16, 2019, 4:45 PM

**FORMAL MEDICAL RESEARCH IN USA:  
OUR HEART CLASS CPR FILM =**

**46% MORE EFFECTIVE**

**THAN TRADITIONAL SCHOOL CPR TEACHING**

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**Disclosures**

**L.E.Brown**: n/a. **A.L. Moore**: n/a. **M.Moore**: None. **D.Liu**: None.

**Abstract**

**Introduction:** CPR training in schools is essential for public health. In August 2018, HEART CLASS, an interactive film, was used to teach 287 9<sup>th</sup>-graders in 10 states; however, large variations in CPR training exist across the country. **Methods:** In August 2018, HEART CLASS was used to teach 287 9<sup>th</sup>-graders in 10 states; however, large variations in CPR training exist across the country. **Results:** High-quality CPR was performed by 77% of students in the majority of U.S. states; however, large variations in CPR training exist across the country. **Conclusions:** HEART CLASS was used to teach 287 9<sup>th</sup>-graders in 10 states; however, large variations in CPR training exist across the country.

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# PROBLEM + SOLUTION

- CoronaTrainer is a unique medical training product.
- It combines an interactive film platform with a world-leading crisis simulation and training methodology from a BAFTA-winning team.
- It will train you, test you and give you a certificate of completion.
  
- There are a billion Coronavirus YouTube videos and web pages out there.
- CoronaTrainer will be better than those because it will:
  - **SIMULATE THE STRESS** of a real-world crisis with dramatic films
  - **TEST** whether you understand and remember what you're watching
  - **DETECT** whether you're touching your face (using your device camera)
  - **Be a COMPLETE DOCTOR-CURATED COURSE** giving you a complete overview
  - **GIVE YOU A CERTIFICATE** when you successfully complete the course
  
- Do our training apps look like standard computer-based training? No. Look at this...

**THIS IS A  
TYPICAL CHOICE  
FROM ONE OF OUR  
TRAINING APPS**

**FILMED LIKE YOU'RE THERE.  
PEOPLE LOOK AT YOU AND  
ASK YOU WHAT TO DO**

**WHAT NOW?**

**YOU MUST MAKE  
LIFE-OR-DEATH  
DECISIONS -  
GET IT WRONG  
AND SEE THE  
CONSEQUENCES**

**> TELL HER TO GET SOME WATER**

**> TELL HER TO CALL FOR AN AMBULANCE**

**04:95**

**AND THE TIMER MEANS  
YOU MUST DECIDE FAST**

# CONTENT OVERVIEW

## WHITE SECTION

- Get an overview of the crisis and what the virus IS. Learn not to panic.

## GREEN SECTION

- What to do in normal life. How to do surgical-grade hand washing. All about gloves.

## AMBER SECTION

- What to do in lockdown. Protecting vulnerable members of your family. Symptoms of COVID-19. All about face masks. How to put face masks on - and take them off.

## RED SECTION

- What to do if YOU have COVID-19 - or if a family member does.
- Enter your age and medical condition to see an overview of what you can expect.
- The danger signs that mean you need hospital.

## GOLD SECTION - GET YOUR CERTIFICATE

- Done all the sections correctly? Feel accomplishment as you get your certificate.

# CUSTOMER SEGMENTS

## HEALTH SERVICE PRODUCT

- CoronaTrainer works for health services worldwide as a mass training product.
- A health service would pay a licence fee for general use in its territory.

## B2B PRODUCT

- CoronaTrainer works for corporate customers in the UK, US, Canada, Aus, NZ.
- Corporate customers would pay a licence fee per certificate issued

## CONSUMER PRODUCT - ORGANIC MARKETING ONLY

- CoronaTrainer will be available for consumer customers - but this will be organic only, with no marketing spend.
- Anyone can play and learn for free; they only pay if they want a certificate.



# TEAM INCLUDES

## **MARTIN PERCY**

- **BAFTA British Academy Award--winning director - and almost certainly the world's leading director of remote learning apps for emergency skills.**

## **YATES BUCKLEY**

- **Technical Partner and Founding Partner at UNIT9, winner of AdAge's 2019 Global Production House of the Year.**

## **DR LORREL TOFT M.D., F.A.C.C.**

- **Associate Professor of Medicine at University of Nevada Reno School of Medicine. One of the world's top authorities on the teaching of emergency skills to members of the public.**
- **Other medical authorities in the UK are keen and will be confirmed as the project moves ahead.**



**COMPANIES NEED CORONATRAINER FOR THEIR EMPLOYEES  
NATIONS NEED IT FOR THEIR CITIZENS  
INDIVIDUALS NEED IT FOR THEMSELVES  
PEOPLE ARE DYING. LET'S MAKE THIS NOW.**