



PACE[®]

processing and cognitive enhancement

Licensing Information Kit

Congratulations on taking the first step towards an opportunity that will not only impact your life, but the lives of many kids and adults you will help in your community. There are very few opportunities that can have such a lasting impact on lives while also allowing you to grow a business.

In this information kit you will find:

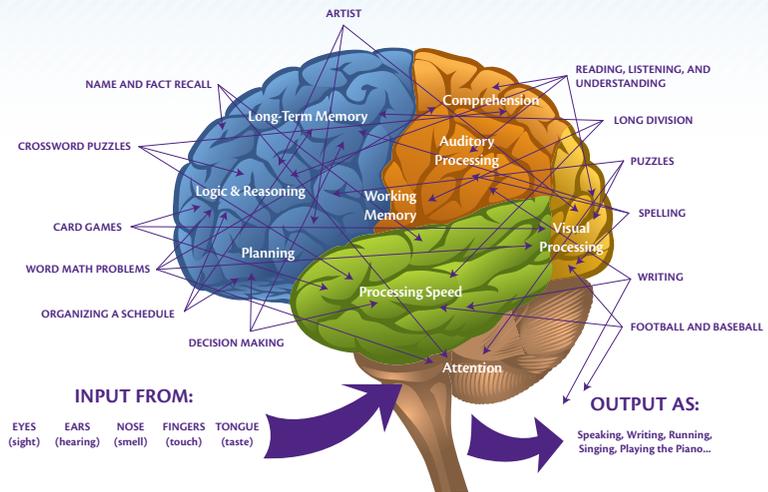
1. What Makes PACE Unique: The Brain Training Industry
2. Who Benefits from Our Programs
3. The Difference Between Brain Training and Tutoring
4. Feel Your Brain at Work: Try a PACE Procedure
5. How Does PACE Training Work?
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The global cognitive training and assessment industry is expected to reach \$11.4 billion by 2026, growing at a rate of 26.6% per year.

1. What Makes PACE Unique: The Brain Training Industry

You may have chosen to research our concept because it was unique and different from other educational services. PACE is actually at the forefront of a rapidly growing industry that we believe is the future of educational services. Our methodology will be a key in how the world helps people of all ages. Experts believe the cognitive training & assessment industry will reach \$11.4 billion by the year 2026.

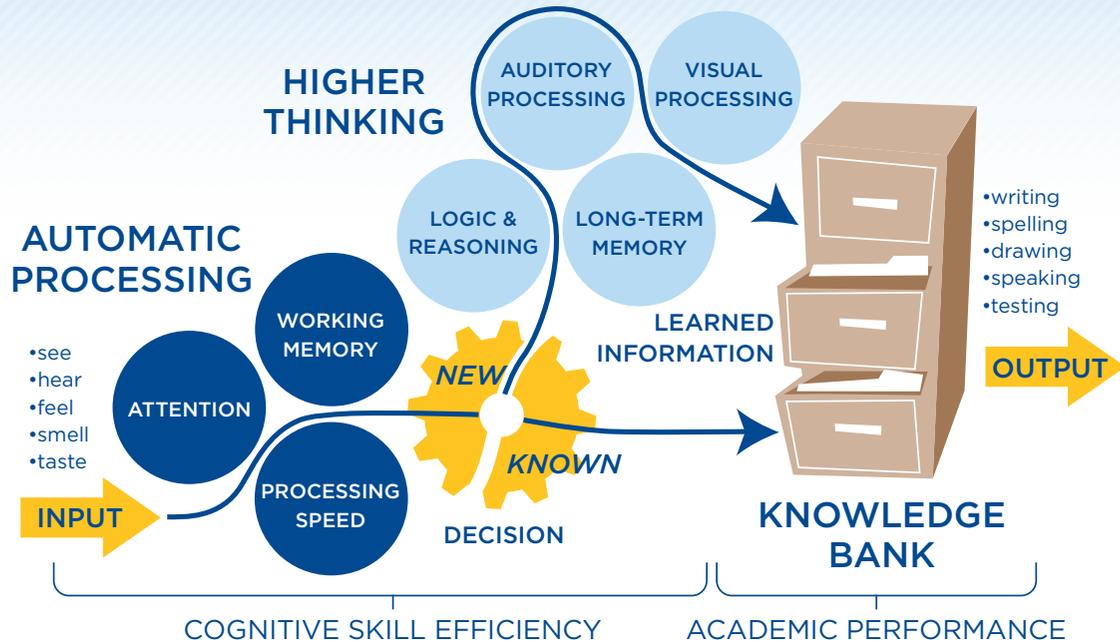


2. Who Benefits from The PACE Program?

PACE can help anyone think faster and more efficiently. What does that mean for our customers? Students we work with make significant gains in memory, processing speed, attention, and more. Our brain training programs change the way students think, and that means every aspect of their life changes. Improved skills give PACE students a huge boost in confidence as well as help to do better academically, athletically, and even socially. Our programs benefit many people:

1. Traumatic Brain Injury: Improve cognitive function after an injury.
2. Preschoolers: PACE can help young learners enter school with a great foundation!
3. "Slow Learner," "ADD/ADHD," "LD," and Dyslexia: We can help improve skills!
4. Struggling Students: Higher performance is possible!
5. High School Students: Universities look for the best! Expand your choices and opportunities!
6. Professionals: Gain an edge on life's demands and on your competition!
7. Seniors: Your loved ones will continue to improve their abilities.

80% of learning struggles are caused by weak cognitive skills.¹



3. The Difference Between Brain Training and Tutoring

In a nutshell, PACE targets and trains the causes rather than the symptoms. Tutoring focuses on reteaching content while PACE focuses on why someone didn't learn the content in the first place. PACE strengthens all major cognitive learning skills first before providing a research-based reading program. PACE develops all of the cognitive skill areas while tutoring solely focuses on stored information, also known as your knowledge bank.

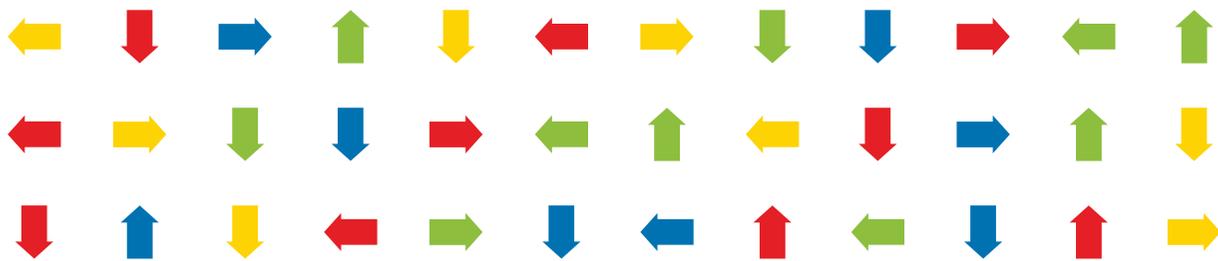
Every activity you perform uses different cognitive learning skills to process information. For example, good reading comprehension requires strong attention skills, processing speed, working memory, logic & reasoning, and visual & auditory processing. These skills are just as vital as the knowledge of reading phonetics.

¹ To learn more about the 80% figure, visit: <http://download.learningrx.com/80-percent.pdf>

“There are no secrets to success. It is the result of preparation, hard work, and learning from failure.” — Colin Powell

4. Feel Your Brain at Work: Try a PACE Procedure

Follow the directions below as a fun way to improve your attention skills, enhance working memory, and build visual processing skills. Each level increases the difficulty by adding a second mental challenge. Don't worry...your brain can adapt and grow! Try it alone or try it with your child.



DIRECTIONS

1. From the top row, moving left to right, call out the color of each arrow without a mistake.
2. Call out the direction of each arrow. Do it without error in 40 seconds. Keep practicing until you can do it in only 20 seconds.
3. Next, call out the direction of the arrows as if they were turned a quarter-turn clockwise. Get that time down to 20 seconds without error. Now comes the fun part...
4. Call out the color of the UP and DOWN arrows, and call out the direction of the LEFT and RIGHT arrows (this requires divided attention). Once mastered, increase the difficulty by saying red for yellow and blue for green. Try substituting different colors. Keep track of your time and stay with it until each exercise flows quickly and smoothly.
5. Finally, call out the direction of the arrow as if red and green arrows were turned a quarter-turn clockwise and yellow and blue were turned quarter-turn counterclockwise. You will find yourself not only doing the familiar ones easier, but mastering each new variation faster as well. This is because your brain is growing new connections to handle the new challenges!

Did you know your brain is capable of having more ideas than the number of atoms in the known universe?

5. How Does PACE Training Work?

PACE is an intense one-on-one cognitive development program. When a student goes through PACE they will receive five to six hours of training per week. Depending on the lifestyle and ability of the parents to participate in the training, we offer two options: The first option shares the responsibility with the parents and the provider as the student will receive three hours of training at the provider's location and three hours will be given for homework each week. The second option is for the PACE Provider to do all the work for five hours a week at their location. Typically, students who do not need help in reading will only go through the PACE Program. The PACE Program by itself is a 12-week program. If the student does need help in reading, then they will need to sign up for 24 weeks of training, which includes Master The Code. The first 12 weeks of training are focused on developing all the necessary cognitive skills and the next 12 weeks are focused on training reading skills using Master The Code.

6. What Results Are Achieved by PACE and Master The Code?

The primary objective of PACE is to make measurable changes in a student's performance during a short period of time. The comparison of test results from before and after 12 weeks of training consistently reveals an average of...

- 7.9 years improvement in auditory processing
- 3.8 years improvement in long-term memory
- 3.4 years improvement in logic & reasoning
- 4.6 years improvement in word attack skills (with Master the Code)
- 3.2 years improvement in working memory
- 2.5 years improvement in visual processing
- 2.4 years improvement in processing speed

By any comparative measure, these are significant improvements. It's an assurance that your students can realize their fullest possible potential.

Did you know that you hit your mental peak at about age 33?

7. PACE Overview

PACE training includes 33 procedures and uses non-academic mental exercises that focus on improving one area at a time. When that skill has been strengthened, additional tasks are added that include other underlying skills. This creates automaticity (habituation) of the main skill, as well as the student's use of multiple skills at one time. Most of the procedures involve a metronome or stopwatch to keep the procedure at intense, regular levels.

PACE strengthens the following skills:

- Short-Term, Long-Term, and Working Memory
- Selective, Divided, and Sustained Attention
- Visual Processing
- Auditory Processing
- Processing Speed
- Logic & Reasoning

These are the skills most needed for reading, spelling, math, and the ease and speed of learning in school and on the job.

Students all start at the same level. During the first week, the trainer's main goal is to take the student through each procedure to find the exact point at which the student is challenged. At the end of two weeks, the trainer will look back, evaluate the student's progress, and then design a training schedule that is the most challenging for the student.

Training includes two testing sessions, one before training begins and one after training. With pre- and post-testing we can compare the effectiveness of training. Many parents are happy with results that average a 3.6-year change in all the deficient skills tested. If the student needs additional help, or the parents would like to have certain skill areas strengthened even more, training can be extended in 10-session increments as long as the student continues to make big improvements.

A PACE training kit for each student contains the materials (workbook, stopwatch, games, cards, metronome, etc.) needed to do the procedures. During training sessions, the trainer sits across from the student at a small table. Each session may include four to eight procedures, depending on where the student is within their training schedule.

8. Master The Code Overview



Many parents are looking for reading help for their child, something that many traditional tutoring centers offer. So how does Master The Code differ? Results! Our reading results are unmatched by any other reading program. The government spent \$200 million to find out why people fail to read. Using that research, we created a reading program that does two things: First, it corrects the underlying cause of why the student couldn't read—cognitive skill weaknesses. Next, it gives them a systematic reading program that makes reading easier. Not only do we get incredible results, but we provide the best value for parents looking for reading help.

To learn more, go to: www.masterthecode.com

Master The Code (MTC) was created because of the need, as a remedial reading program, to break bad reading habits and establish correct reading skills quickly (within three months).

LEARNING CLUES

Even if the code is taught sequentially and completely in a good reading program, a student who has a severe auditory processing deficiency is not able to concentrate adequately, works too slowly, has poor memory skills, cannot create good mental images, or exhibits poor retention of the information they've been working with, and will have difficulty learning to read.

LEARNING BREAKTHROUGHS

When these critical skills are strongly in place, students learn quite rapidly. Master The Code is designed to remediate these problem areas. How that is done, and what MTC has to offer, is reflected in the following feature highlights.

Master The Code is properly sequenced. In order to handle the complex logic of our alphabet code, a child must have mastered each level of complexity in carefully sequenced steps. Master The Code uses a unique methodology. Like PACE, Master The Code procedures actually embed the English reading code deep in the student's memory so its use is automatic. These training techniques include:

Master the Code focuses on phonemic awareness, a key skill needed to improve reading fluency.

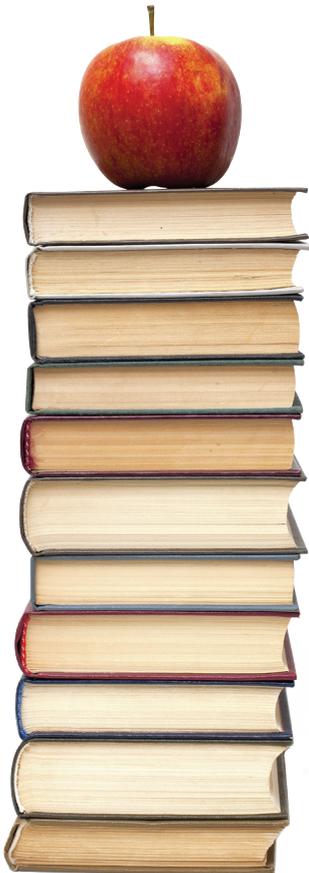
Master The Code (Continued)

IMMEDIATE FEEDBACK

One-on-one training allows for on- the-spot encouragement for correct responses and correction of errors.

CONCENTRATION

The training drills require the student's full attention. That brings faster results because of less time off task.



SEQUENCING

Introducing the information and tasks, from simple to complex, in small enough steps so that new material can be mastered quickly and easily.

STRETCHING

Constantly pushing the student's training activities to more demanding levels that challenge or stretch their skills to improve.

LOADING

Adding a task on a task, thereby forcing the mastery of skills at a subconscious level (automaticity).

Using Master The Code's techniques, and making the sequence of spelling and reading instruction agree with the logic of our English alphabetic system, results in the most rapid mastery of spelling and reading.

Students will be amazed. Parents will be amazed. You'll be amazed.

In fact, you'll be astounded at the way your students eagerly leap into reading after years of struggle and resistance.

“Your premium brand had better be delivering something special or it’s not going to get the business.” — Warren Buffett

9. How Can I Provide PACE and Master The Code?

PACE and Master the Code have been systemized to easily be provided by professionals, educators, and parents. But there is an art to huge improvements. That’s why we require everyone who’s providing PACE to attend our PACE Seminar. We have PACE and Master The Code trainings throughout the year. To check on our current schedule, please visit: <http://pacetutoring.com>.

A PACE Seminar lasts for two and half days. We provide you with most of the materials needed to start your own PACE business. Here is a list of materials you will receive:

- PACE and Master The Code Trainer’s Kit
- Gibson Cognitive Test Battery, including access to Digital Gibson Test of Cognitive Skills
- PACE Administration Manual
- Extra Training Supplies
- PACE and Master The Code Training DVDs
- Consultation Training DVD
- Introduction to PACE DVD
- PACE and Master the Code Marketing Brochures
- Online access to Client Management Hub for student management and test entry
- Access to digital supplemental training via BrainSkills

WHAT YOU WILL NEED TO PURCHASE OR PROVIDE:

- Advertising
- Training table and chairs
- A computer and printer
- Student Kits

The cost of training for a Single PACE License is \$3,900 and a license for PACE with Master The Code is \$5,500. (This includes materials mentioned above.) You will also need to pay for travel and accommodation costs. If you would like more information about registering for a PACE and Master The Code Seminar and you would like to see our agreement, please call us at 719-955-6708.

Be sure to watch the Introduction to PACE video at:
<http://pacelearningskills.com>



10. Is PACE Licensing Right for Me?

We require all PACE applicants to have at least a four-year degree. If you do not have a four-year degree, you may apply for approval based on your work experience, history, and training or teaching experience with children and adults.

PACE licensing is only available to individuals in the United States and Canada. Outside of the US and Canada, we offer our international product, BrainRx. Please go to brainrx.com to learn more. If you are interested in running a full business and opening a learning center, please go to <http://learningrx-franchise.com> to learn more. To be approved for a PACE license, you will need to be located in an approved zip code, with availability determined based on franchise agreements which have already been signed and offer protected areas for cognitive training through LearningRx. If you are interested in learning more, contact our sales team at 719-955-6708 for PACE licensing details and availability.

Call us today for more information at 719-955-6708

You'd never get this testimony from a tutoring center...

"There are so many positive changes, but one of the most significant changes is that [Joey] can now remember things, such as details from his day at school, homework assignments and what he is supposed to do, and even classmates' names! Homework is no longer the never ending drama that existed from first through the beginning of fourth grade.

He is able to complete written assignments at school during class time, which was always a weekly complaint from the teachers. His behavior has changed a lot...no more silent lunches! He even made it to the spelling bee at his school, which boosted his self-esteem tremendously.

His attention span has increased significantly...PACE training is the only thing that has helped. There are still challenges, but [he] is now more confident and capable of handling them. Before PACE, we were just floundering in the dark trying to find anything that would help our son. Thank you so much!"

— S.R. Mother of Joey, age 10



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