



DGTL LEARNER GUIDE

Welcome to 1871 DGTL!

DGTL (“Digital”), powered by Exelon, is 1871’s new learning platform that empowers entrepreneurs with on-demand, flexible, mobile-friendly, expert led content. While this is self-paced, most learners spend about 3 hours per week working through the material.

You’ll be able to move at your own pace through our expert-led lessons, get to know your customers’ pain points, and define the narrow set of features that your first product must have, among many other benefits throughout the course. You will be able to interact with other learners on the platform as well as mentors and members of the 1871 team.

As you jump into the workshops and get acquainted with the platform, notice that the program is structured into three pillars:

- Product Marketing & Strategy
- Startup Business Fundamentals
- Leadership & Development

Each pillar includes major course milestones, which chart the course for the topics of workshops delivered by experts, practitioners, and serial entrepreneurs.

By the end of the course, you will have a well-defined plan to build and launch a bare-bones product or business that you can share with your future customers and begin receiving feedback on it. Plus, you’ll receive a digital badge that certifies their completion of the Explore Track.



LET'S GET STARTED!

TERMINOLOGY

Learner: You!

Manager: The folks leading your organization and tapped you for this pilot

Admin: 1871 team members here to help you through the course!

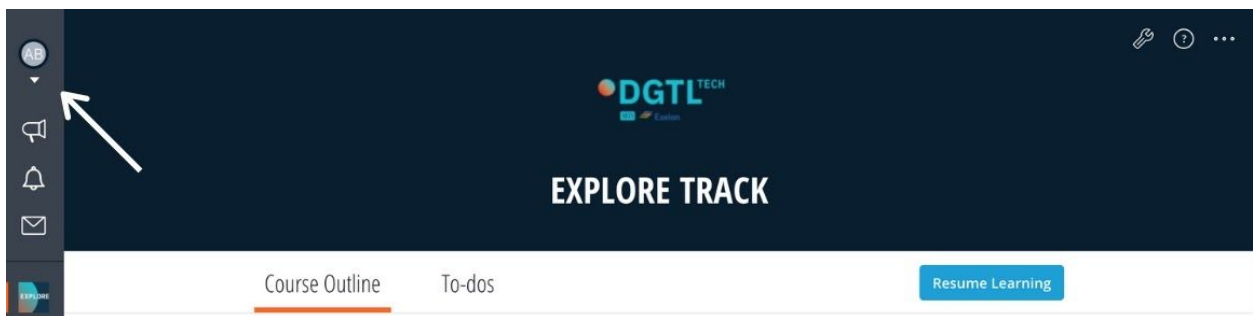
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FIRST THINGS FIRST

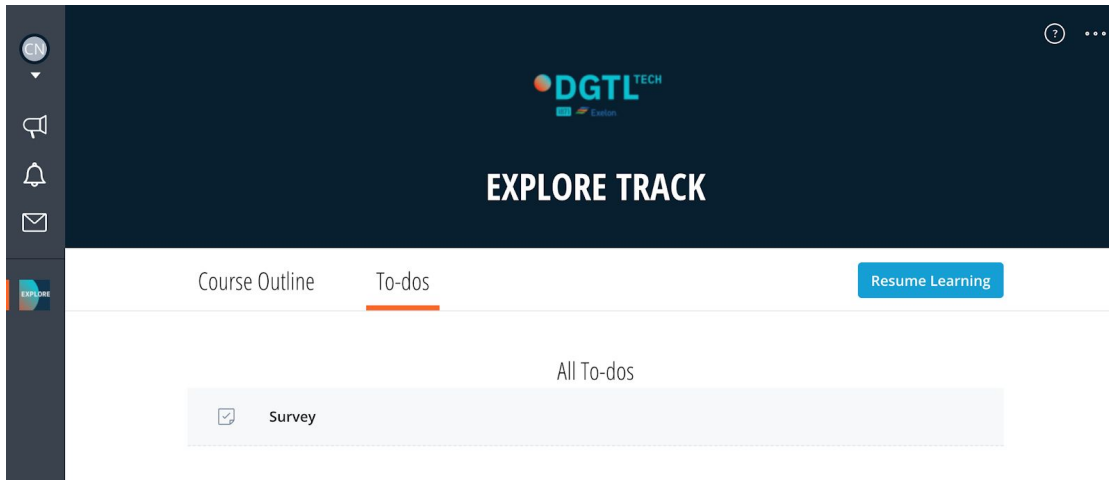
You will receive or have already received a welcome email which provides instructions to log into the platform for the first time

To get started, please complete the following:

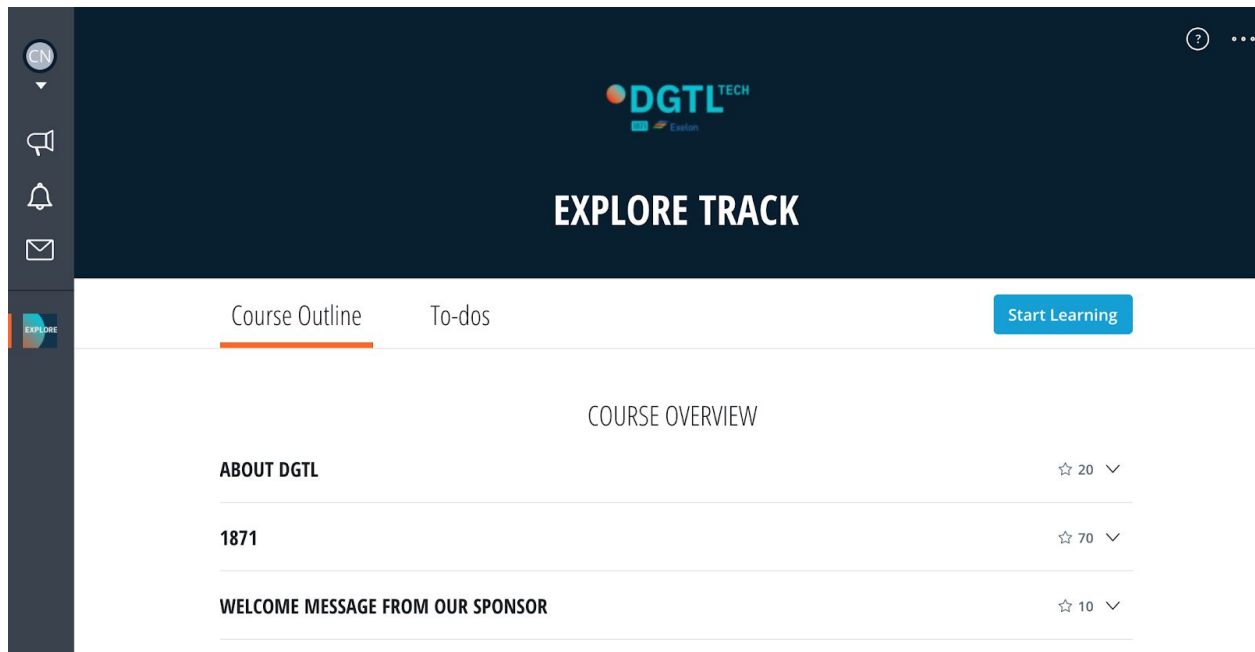
1. Complete your profile - Found by selecting your initials in the upper left corner of your Dashboard



2. Complete the Intake Survey found under the tab. *Please note, all surveys you complete in this platform are anonymous*



3. Return to the **Course Outline** page and watch the introduction videos under the **Course Overview** section



4. Get started! The rest of the curriculum is self-paced and can be watched in any order you choose - happy learning!



FAQ

Can I access the platform on different devices?

Yes! The platform is hosted online and not on an app so as long as you can access the internet via a browser (Safari, Firefox, Chrome, etc.) you can access the platform.

How do I change my password?

Select your profile icon in the top right corner of your dashboard and under **Account Basics** you can update your password.

How do I update my email notifications?

Select your profile icon in the top right corner of your dashboard and under **Email Preferences**, you can select which actions you receive notifications on.

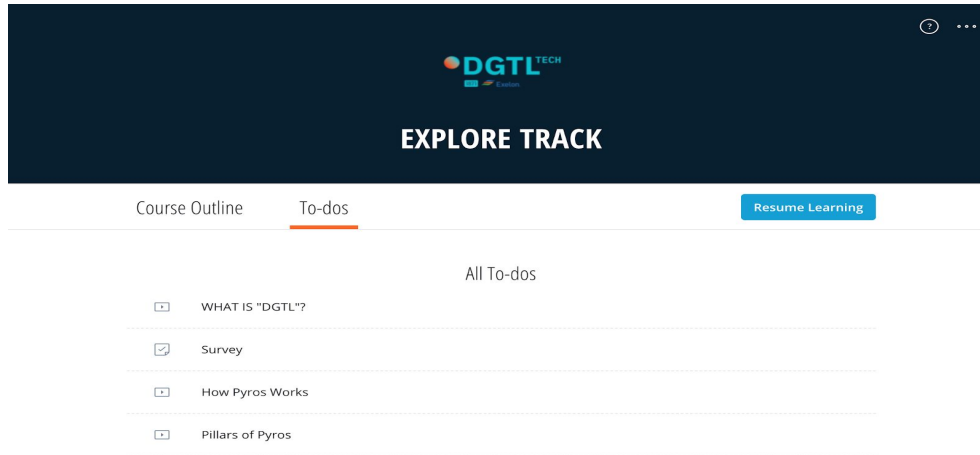
What do the numbers indicate next to each video?

The numbers indicate our points system. Each video is worth 10 points and each survey is worth 15. To be considered to have completed the Explore curriculum, you must watch a minimum of 70% of all videos and complete all videos and surveys on the To-dos page.

Points system

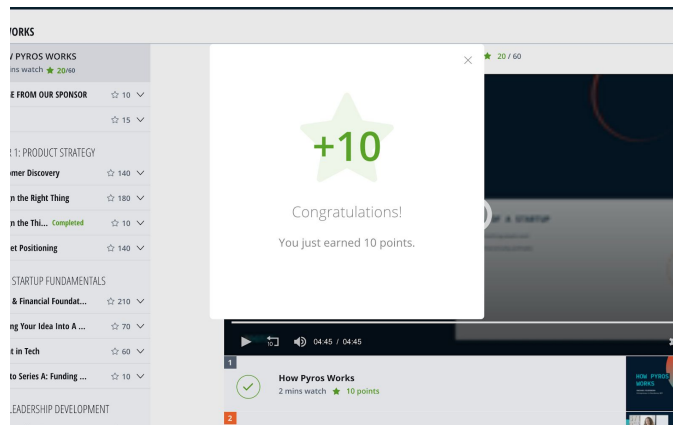
PILLAR 2: STARTUP FUNDAMENTALS	
Milestone 1: Legal & Financial Foundations: Formation	☆ 210 ▼
Milestone 2: Turning Your Idea Into A Business	☆ 70 ▼
Milestone 3: Fluent in Tech	☆ 60 ▼
Milestone 4: Idea to Series A: Funding Options	☆ 10 ▼

To-dos Page

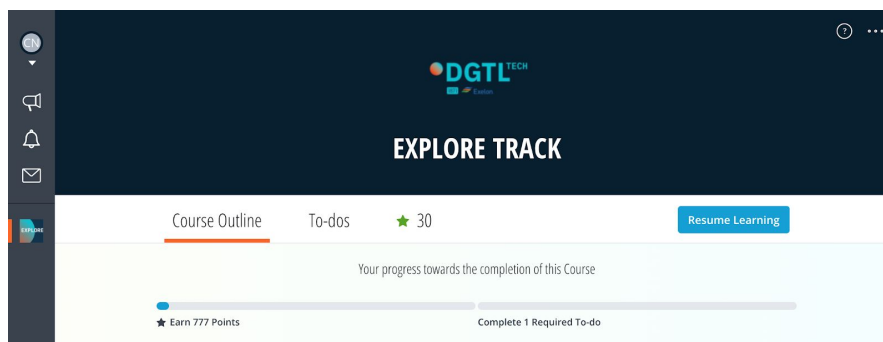


How do I know how many points I have earned?

After each video watched, a pop-up message will appear congratulating you on completing that video.

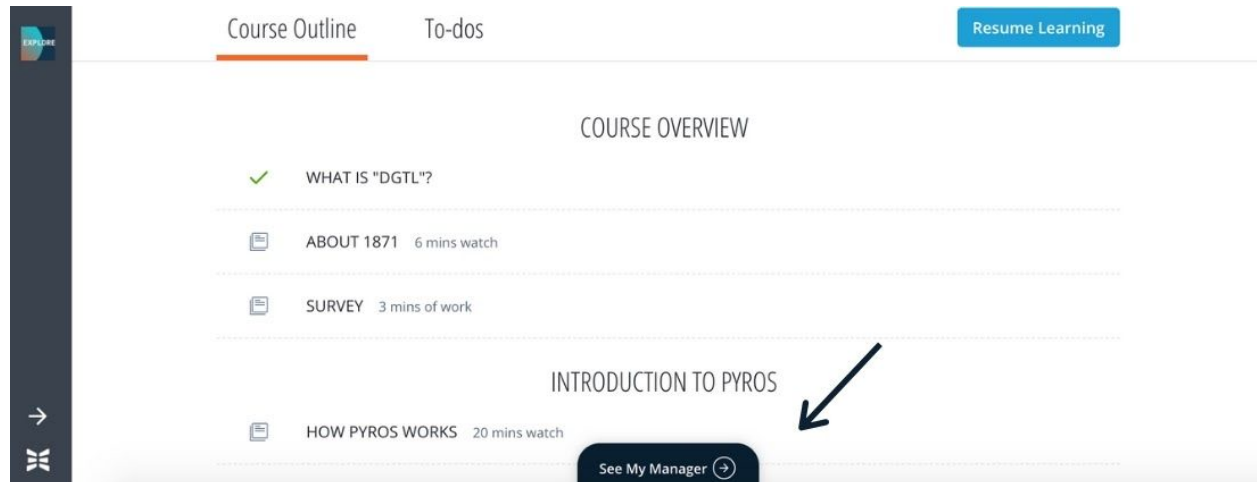


You will also see a progress bar at the top of your Dashboard homepage which will help you track your progress.



How do I contact my Manager?

When you are on your Dashboard homepage, select the **See My Manager** button at the bottom of your screen. This will take you to your Manager(s) profile and you can message them via the envelope icon.



I am having technical difficulties or have a general question, what do I do now?

Go to your dashboard homepage and select the question mark (?) icon in the upper right corner of your screen. You have the option to choose

- Open the DGTL Manager Guide (not recommended for Learners)
- Open the DGTL Learner Guide (what you are looking at now)
- Go to the NovoEd help desk which provides helpful articles to solve many issues or questions you may have
- Email DGTL@1871.com where an 1871 team member will help

How long do I have to complete this course?

You have until January 1st, 2021 to complete this course.

What are these mandatory surveys and why are they important?

You will be required to complete one intake survey and two feedback surveys throughout the pilot time period. The Intake Survey helps us understand who is using the platform as it is our goal to reach as large and as diverse a population as possible. The two feedback surveys are invaluable to the 1871 team to understand your likes and dislikes of the platform and curriculum to improve it for future Learners.

I just completed the curriculum, now what?

Congratulations! You will receive a course completion email which includes a completion badge you can share on social media or anywhere else you want to show off!

You will also have access to the platform for one year after your first log-in. This means you can use this material as reference during your entrepreneurial journey and refresh your knowledge or find inspiration when in doubt until that time has elapsed.

Think you are ready to move onto the next track of the curriculum?

To qualify for the [Build Track](#) they need to have

- Validated a problem worth solving and deeply understand it
- Their business has been introduced to customers
- There are signs that the business is on the right track.

They can learn more about our Virtual Membership, which includes access to DGTL: Build Track, by [scheduling a 1:1](#) with 1871's Experience Team today.

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Questions?

Feel free to message 1871 Team Member; Alysha-Aubrey Bursey, on the platform with any questions you may have or email DGTL@1871.com

THANK YOU!