

PelotonU MESSAGING MAP

July 28, 2017



01

CURRENT SITE

pelotonU.org

THE GOOD

Tone

PelotonU's tone of voice achieves a nice balance of knowledgeable yet conversational.

360 Tour & Video Testimonial

These interactive elements allow potential students to dive deeper into the PelotonU experience.

THE BAD

Lack of Benefits

Tangible benefits and clear solutions are not presented to the reader until "Programs."

Identity Crisis

Is PelotonU a scholarship or a university? Is there any relation to Peloton College?

THE UGLY

The Quiz

Prospective students who may be eligible in the future by acquiring a new job or moving closer to a PelotonU location are prematurely "failed" by the eligibility quiz.



02 |

OBJECTIVES

pelotonU.org

PelotonU is...
TRUSTWORTHY

With the recent closures of ITT and the Iron Yard and constant negative press surrounding fraudulent curriculums, PelotonU must be the voice of fact, reason and integrity.

PelotonU is...
INNOVATIVE

Austin is home to a thriving and ever-changing start-up culture. The website will reflect PelotonU's progressive approach and unwaivering commitment to help those succeed within the higher education system.

PelotonU is...
COMMUNITY

Just as the Peloton name alludes to strength in numbers, the power of this program lies within the willing students and mentors who come together to challenge and better each other for 12 hours every week. PelotonU's site will showcase this community and give a clear action call to those who belong.



03

APPROACH
pelotonU.org

QUESTIONS?

Can I afford to go back to school?

Will I be able to keep up with my school work and family/friends/work?

What if I have trouble with the course or online system?

Are online degrees useful/accredited?

ANSWER:

PelotonU makes my college experience affordable, personable and successful!



04 |

MESSAGE MAP

pelotonU.org

HOME

DECLARATION STATEMENT

HOW DOES IT WORK?

TESTIMONIALS

CONTACT/FOOTER

- **DEBT-FREE SCHOLARSHIP**

Financial Structure
Donate Opportunity
Apply Now

- **CO-LEARNING EXPERIENCE**

Advisors & Student Engagement
Co-learning Space
Testimonials
Apply Now

- **DEGREES**

Offerings
Customizeable Plans & Transfers
Accreditations



PelotonU.com MESSAGING

August 31, 2017



[HERO image]

UN-COMPLICATE COLLEGE

Get the support you need to achieve an affordable & accredited degree.

Yes, you can do this—work full-time, go to school, and further your career. **PelotonU is a nonprofit study center designed to help working students earn affordable and accredited degrees.** As a student member, you'll receive all the perks of an online university but with the added support of tutoring, innovative study space, and a personal coach to cheer you on towards graduation.

How does it work?

[SUPPORT]

CHOOSE YOUR SCHEDULE AND PACE

We're behind you the whole way. PelotonU offers access to the highest accredited online degrees within state-of-the-art study centers across Austin. Students schedule time per week working on assignments in a club-like environment created to motivate and excel learning. Each center provides peer collaboration, financial aid assistance, customized degree plans, onsite tutoring and mentors to keep you and your grades on track.

[testimonial VIDEO EMBED]

Meet Clay

PelotonU student member

Bachelor of Arts in Business, graduated May 2017

[Button LINK to PROGRAM] Experience the Program

[SCHOLARSHIP]

EARN A DEGREE WITHOUT EXTRA DEBT

Most Texas students graduate with over \$27,000 in educational loan debts. We believe it's time to rethink affordable education. As a nonprofit organization, PelotonU works with government grants, donors and employers to find our students the best



HOMEPAGE CONT.

financial aid possible. One year of schooling through our program costs only \$5,500 per year. No hidden fees or extra books to buy. [\[LINK to ABOUT/DONATE\]](#) Learn more about PelotonU's pricing.

[infograph]

Average cost of college courses per year:

PelotonU	\$5,500
Texas State University	\$11,039
University of Phoenix	\$13,966

[infograph/quote]

With our financial aid assistance, 70% of PelotonU student members pay less than \$3,000 per year for their degree.

Want to finance your future? We help with everything from FASFA forms to Pell Grants. The first 6 weeks is completely free.

[\[Button LINK\] Find me Financial Aid](#)

[STUDIES]

PUSH YOUR CAREER TO NEXT LEVEL

While many online schools offer low quality courses at inflated costs, PelotonU partners with the best nonprofit online education programs in the country, ensuring each degree is accredited and in-demand in today's workforce.

Popular Degrees

[icon] Bachelor of Arts in Management

[icon] Bachelor of Arts in Communication

[icon] Bachelor of Arts in Healthcare Management

[\[Button LINK to PROGRAM/DEGREES\]](#) See all Degrees

[TESTIMONIALS]

WHAT OUR STUDENTS SAY

[quote slideshow? 7+ quotes]



HOME PAGE CONT.

[optional: PRESS/NEWS]

WHAT OTHERS SAY

[full article links or quote slideshow?]

[CTA]

Try out the first 6 weeks of PelotonU's Program free.

Hurry! Spaces are limited.

[Button LINK] Sign me up



PROGRAM

[EXPERIENCE]

FAST-TRACK YOUR DIPLOMA -

Online speed with in-person support

No more juggling classes or unnecessary testing. With the best self-paced learning curriculums available, PelotonU student members focus on one class at a time. Master a course and move on quickly or discuss tutoring options in weekly meetings with your personal College Achievement Advisor. A little support goes a long way towards graduation:

[infograph]

Average time for a PelotonU student to achieve

Associate's degree 9-12 months

Bachelor's degree 2.5-3 years

[infograph]

Percent of students who earn a diploma on time

PelotonU 81%

Texas Community Colleges 14%

Texas 4-Year Public Colleges 52%

[MISSING QUOTE section on coaching/mentoring or coach spotlight]

[EXPERIENCE Cont...]

STUDY SMART -

Convenient locations & flexible hours

PelotonU's study centers are more like coffeehouses than classrooms. For 8 hours each week, students work on class assignments and meet up with other members in a relaxed yet focused environment. Pick from one of our two, easy-access Austin locations and study anytime with all-day, late evening and Saturday hours. See our space.



PROGRAM CONT.

[Google Map Tour EMBED]

Central
500 East St. Johns Ave
Suite 1460
Austin, TX 78752
M-TH 9a-9p
F-S 9a-5p

South
2901 Montopolis Dr
Austin, TX 78741
M-W 4p-8p

Want to take a tour? Stop by or check out our next kickoff session. It's free!

[Button LINK] Sign up now

[DEGREE OFFERINGS]

PERSONALISE YOUR PLAN- 100% Doable Degrees

PelotonU offers student members Bachelor's degrees from the highest accredited nonprofit colleges, including Southern New Hampshire University and Western Governor's University. The affordable, flexible courses are designed to help busy, working professionals advance in top-earning industries. Your PelotonU Coach will help you develop a personal degree plan and explore career opportunities.

Popular Degrees

[icon] Bachelor of Arts in Management

[icon] Bachelor of Arts in Communication

[icon] Bachelor of Arts in Healthcare Management

All Degrees

Teachers College

- Bachelor of Arts in Interdisciplinary Studies
- Bachelor of Arts in Special Education
- Bachelor of Arts in Science
- Bachelor of Arts in Mathematics



PROGRAM CONT.

College of Business

- Bachelor of Science in Business Management
- Bachelor of Science in Business
 - Human Resource Management
 - Information Technology Management
- Bachelor of Science in Sales and Sales Management
- Bachelor of Science in Marketing Management
- Bachelor of Science in Accounting

College of Information Technology

- Bachelor of Science in Information Technology
 - Network Administration
 - Security
 - Software
- Bachelor of Science in Software Development
- Bachelor of Science in Health Informatics

College of Health Professionals

- Bachelor of Science in Nursing
- Bachelor of Science in Business – Healthcare Management

Want something different?

Credits earned online can be transferred to traditional campus universities, saving our students an average of \$20,000 within their first two years of school. Find out more.

[Email capture, Button LINK] Download a course catalog

[ELIGIBILITY]

GET IN THE PROGRAM

Think you're ready for PelotonU? Our eligible students:

[icon] Have a high-school diploma or GED

[icon] Are currently employed full-time.

[icon] Make their own schedule at a PelotonU study center

Try the first 6 weeks absolutely free.

Meet with a personal College Achievement Advisor to develop a degree plan and refresh your math, reading and study skills alongside students just like you. Hurry, spaces are limited.



PROGRAM CONT.

[kickoff timeline]

Week 1 - Kickoff orientation

Week 2 - Meet your College Completion advisor

Week 3 - ?

Week 4 - ?

Week 5 - ?

Week 6 - ?

Week 7- Start College



ABOUT

[Button LINK] Sign me up

BETTER TOGETHER- The Peloton Way

When cyclists race closely together, they create a 'peloton' or group that is able to defy headwinds, empowering riders to travel much faster as a team than alone. At PelotonU, we believe online schooling will change the world. Any student with the will and drive to graduate from college can earn a degree, regardless of geography or economics. When we support each other, we not only learn faster but achieve much more than we ever could by ourselves.

[callout]

PelotonU provides working students a pathway and support system to graduate on-time with low-to-no debt.

[FINANCIALS]

FINANCIAL TRANSPARENCY - 100% of your contributions support working students in Austin, Texas.

As a nonprofit organization, PelotonU relies on donations to provide one-on-one coaching, financial aid, innovative study



ABOUT CONT.

spaces and ongoing support for students balancing college, work and life. Total costs for our student program are only \$5,500 per year. Check out our financial track record:

Guidestar [LINK]
2016 Year in Review [LINK]
990 for 2015 [LINK]
990 for 2014 [LINK]

Help us continue to motivate and educate hundreds of college-bound students in central Texas.

[Button LINK] Donate Now

[NOMINATE]

**Know someone who could benefit from PelotonU?
Nominate them here.** *[LINK- Join Peloton]*

SPONSORS AND TRUSTED PARTNERS

[insert sponsor logos]

MEET THE TEAM

[insert pics/bios]



DONATE

Over 90 Students, 45,000 study hours, 703 college courses, 40 laptops, 2 locations, and 27 fully accredited diplomas served.

100% of our funding comes from donors like you.

Help us support thousands of Austin students achieve a college education. As a nonprofit, every dollar you give is used to provide one-on-one coaching, financial aid, innovative study spaces and more to hopeful graduates.

Sponsor a Student

[icons?]

\$30 - One month of student recruiting events & resources
\$50 - One month of study center rent & student resources
\$100 - One month of personalized coaching
\$150 - One new student laptop

\$458 - One month of student scholarship & support

\$1,500 - Six months of student scholarship & support
\$5,500 - Twelve months of student scholarship & support
[Donate BUTTON]

[Donate BUTTON, monthly donation option] Give _____ to PelotonU.



CONTACT

PelotonU
512-553-2338
info@pelotonu.org

[Google Map locations EMBED]

Central
500 East St. Johns Ave
Suite 1460
Austin, TX 78752
M-TH 9a-9p
F-S 9a-5p

South
2901 Montopolis Dr
Austin, TX 78741
M-W 4p-8p

[JOIN FORM EMBED]