

# HowToo Media Kit

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# Contact

For any media inquiries, please contact:



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# About HowToo

## Short Description

HowToo is the world's most accessible learning tool, making it possible for people everywhere to create digital learning at the standard of the world's best educators.

## Long Description

HowToo unlocks company expertise by helping everyone on your team create digital learning at the standard of the world's best educators.

Our learning studio lets you create advanced courses using the best frameworks from the science of learning. It's also the first tool to meet the WCAG AA 2.1 standard, making it accessible to every customer and team member.

With a huge library of frameworks and ready-to-go content, you're just minutes away from unlocking your organisation's expertise.

# Logo Guidelines

When written, HowToo is a single word, no space, with a capital H and a capital T, and two o's.

## Correct

HowToo

## Incorrect

~~howtoo~~

~~Howtoo~~

~~How Too~~

~~Howto~~

~~How To~~

## Visual Use



For use on black or navy backgrounds only



For use on white backgrounds only

For further guidance, please refer to our brand guidelines, available at <https://www.howtoo.co/media>

# The HowToo Story

Starting out, Lisa and Jenny's mission was to transform the way people learn. Together, they built the highly successful, industry-leading learning design agency, [Savv-e](#), focusing on delivering exceptional quality and service with every project.

Now with over 20 years of experience, 200+ clients and over 50 awards under their belt, Jenny and Lisa know a thing or two about what makes great learning experiences.

Seeing a gap in the market for an eLearning authoring tool that could allow anyone to build professional-quality eLearning courses, they set their minds to creating HowToo so that others can use the same processes and smarts that they do.

Unlike other authoring tools, HowToo offers true ease-of-use, a science-based approach to learning and is the first tool to reach the WCAG 2.1 Level AA standard of digital accessibility. Winning multiple grants from the Australian government in 2020 has also allowed us to pursue our plans of incorporating Artificial Intelligence into the HowToo tool to further assist our creators to build the most effective and meaningful learning experiences.

With our first customers signing up even before our launch in February 2020, HowToo has gone from strength to strength ever since, promising to provide a much-needed shake-up to the eLearning industry.

# Meet the Co-Founder: Lisa Vincent

Lisa Vincent is one of HowToo's two female founders. She is an entrepreneur specialising in learning, design and technology, with degrees in economics, human relations and is a Graduate of the Institute of Company Directors.

Cutting her teeth in senior HR and learning roles with major corporates, Lisa teamed up with Jenny Bartrop in 2000 to build Savv-e, Australia's leading digital learning agency. Over the past 20 years, Savv-e has achieved incredible success and profit, building an outstanding reputation with the largest corporates, multinationals and Government agencies in Australia.

With a keen understanding of the eLearning industry, Lisa and Jenny began developing HowToo in 2018 after making a large pre-sale to a long term Savv-e customer. Since then, Lisa has taken on the role of CEO for HowToo, working closely with the team to take HowToo from idea to reality to the product's launch in February 2020.

Lisa's leadership and direction has achieved significant early traction for HowToo, including recently closing out HowToo's first round of investment funding, totaling AU\$2.5 million. She was a finalist in the MPowered pitch competition, won the HR Tech Fest Clash Competition in 2019 and is a regular guest on Startup Daily, webinars and podcasts. In 2021, Lisa was selected as a Heads over Heels portfolio Company CEO.

Lisa and Jenny are the recipients of a number of Federal Government grants including Accelerating Commercialisation, Boosting Female Founders and Innovation Connections.



Lisa Vincent [[LinkedIn](#)]  
Co-Founder & CEO

# Meet the Co-Founder: Jenny Bartrop

Jenny Bartrop is one of HowToo's two female founders. She is an entrepreneur specialising in learning and instructional design, with degrees in science and psychology.

Excelling in instructional design roles in both agencies and major corporates, Jenny teamed up with Lisa Vincent in 2000 to build Savv-e, Australia's leading digital learning agency. Over the past 20 years, Savv-e has achieved incredible success and profit, building an outstanding reputation with the largest corporates, multinationals and Government agencies in Australia.

With a keen understanding of the eLearning industry, Jenny and Lisa began developing HowToo in 2018 after making a large pre-sale to a long term Savv-e customer. Since then, Jenny has taken a leading role in the company, infusing HowToo's design with her learning expertise.

Jenny's leadership and expertise has contributed significantly to HowToo's signature in-built learning intelligence, as well as the development of Artificial Intelligence-powered features.

Jenny and Lisa are the recipients of a number of Federal Government grants including Accelerating Commercialisation, Boosting Female Founders and Innovation Connections.



Jenny Bartrop [[LinkedIn](#)]  
Co-Founder & Product Owner