

Quitch

Your Knowledge Companion

An introduction to Quitch

Founded in 2015, Quitch is the brainchild of Dr Grainne Oates, an accounting academic who was tired of seeing her students fail the same subjects year in, year out—no matter what she tried. Students were often distracted by their digital devices—they were more interested in social media and games than learning.

Instead of trying to fight against the lure of mobile technology, Grainne decided to use it to her advantage. With this in mind, she developed Quitch—a mobile learning platform designed to improve retention and boost performance through game-based techniques.

Quitch is now a vital learning tool for educators and trainers in universities, colleges, businesses and associations across the globe.

The right fit

Can Quitch really work for your organisation? Yes!

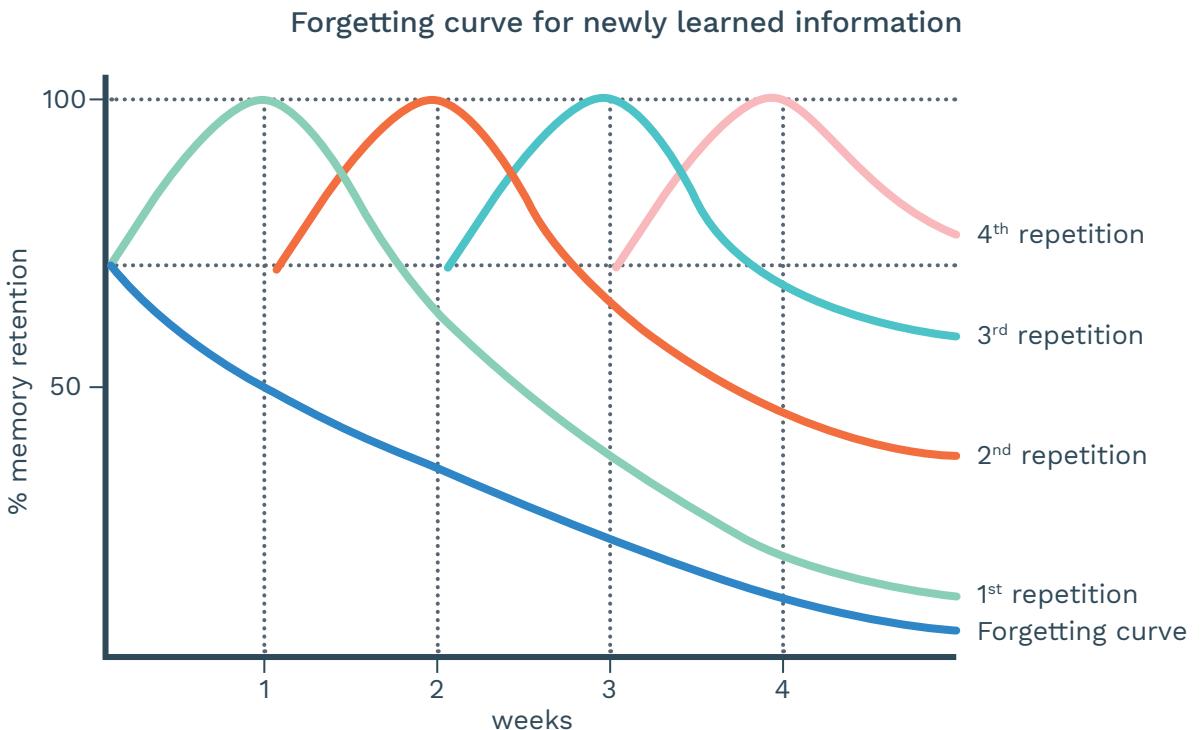
Because Quitch is content neutral, it can be used to the benefit of almost any organisation where learning is required.

Students respond well to Quitch because they're easily able to test their knowledge level without fear of failure. It's the ideal tool to use throughout the teaching period to reinforce key content as it's being taught.

Our reporting tools enable teachers to see in real-time which topics students are struggling with, as well as identifying the students that are most at risk.

Quitch is also a simple and effective way to send reminders about upcoming exams or other assessments. Send announcements straight to your students' mobile phones with recommendations to review specific topics in the app.

Through continued testing and close relationships with our customers, we've learned the most effective ways to implement Quitch for your type of organisation.



Backed by science

Quitch uses a tried and tested learning technique that has been around for almost two centuries. It's called 'spaced repetition learning', and it's tied to Ebbinghaus' Forgetting Curve, which shows that our brains naturally forget information over time. Spaced repetition learning, which is entrenched in Quitch's gameplay, combats our natural tendency to forget.

The Quitch Approach:

- Break down new learning material into bite-sized chunks
- Revise regularly through short bursts of rapid-fire gaming
- Gradually increase the interval between revision sessions, committing the information to your long-term memory through the practice of active recall

Our handy 'set-and-forget' scheduling and announcement tools allow you to send notifications when new content gets released, as well as reminders to revisit topics whenever it's required.

Proven to work

Our approach is proven by research and supported by continual testing and iterating. When originally in development, the Quitch app was tested rigorously with both students and teachers.

Today, we maintain close connections with customers in a variety of industries to make sure we have clear data on the impact Quitch has on learning outcomes.

The facts

An initial study into Quitch's success found that:

- students who used the app performed 7% better overall, and
- the implementation of Quitch in a class was associated with a 12% higher student retention rate than a class without Quitch.

The recent introduction of Quitch in the VET sector has been found to spark conversation and increase engagement for students learning plumbing and carpentry.

A professional association has recently endorsed Quitch and has rolled the app out for all its participants. They have found it to be an extremely helpful tool for those who are constantly on the go (as busy, high-achieving individuals generally are!). Upon surveying the participants who used Quitch, it was found that 88% of respondents were interested in using Quitch to study for other subjects, and 78% said it helped them to understand the course content.

Testimonials

We make every effort to seek out useful feedback from our customers and their users, and we often hear how much difference Quitch is making. Here are some of the things our users have said about us:

“Using Quitch was helpful because it actually reminded you to do a bit of study, not just complete assignments...I’d come across questions I didn’t remember learning about, which served as a prompt to go and look it up in a textbook or check lecture notes...it tells you ‘this is what you’ve missed.’”

– Chemistry student at Swinburne

“I’ve used Quitch at home...I think it’s a pretty cool idea—it’s easy to use. It’s good to have those little weekly refreshers...It’s a good follow up.”

– VET Plumbing student

“It is practical, quick and understandable.”

“It gave me the ability to study using my phone on the train. I also loved that it provided commentary around correct and incorrect answers which is important in multiple choice exams.”

“I was able to catch up on knowledge anywhere and everywhere.”

– CPA participants

What next?

Get in touch to find out about our subscription models and fee structures. Send through an email to hello@quitch.com, or visit our website at www.quitch.com.

Awards

- 2018 Winner—People’s Choice Award—Pause Fest
- 2017 Winner—Educational Technology Award—Australian Financial Review
Winner—Innovation in Accounting Education Award—American Accounting Association (AAA)
Finalist—Merit Award, Community services (Australian National Finals)— iAwards
Finalist—Mobility Innovation of the Year (Australian National Finals)—iAwards
Finalist—Start-up of the Year (Australian National Finals)—iAwards
Merit Award—Community services (State of Victoria)—iAwards
Winner—Mobility Innovation of the Year (State of Victoria)—iAwards
Winner—Start-up of the Year (State of Victoria)—iAwards
SXSW—G’Day USA—Start-up trade delegation to Austin, Texas
- 2016 Austrade, Australia Unlimited—Landing Pad—three-month residency in Singapore
Bronze (Oceania Region) for the QS/Wharton Business School ‘Reimagine education’ awards
Honorable Mention in the 2016 ACODE/Pearson Technologically Enhanced Learning Awards
Finalist—‘Thought Leader of the Year’—Australian Accounting Awards
Innovation Award—for the most innovative educational tool introduced into the classroom
Sponsored by the Chartered Accountants of Australia and New Zealand (CAANZ). Awarded at the Accounting and Finance Association of Australia and New Zealand (AFAANZ) annual conference, 3rd-5th July, Gold Coast, Australia.
- 2015 Vice-Chancellor’s Teaching Excellence Award (Higher Education), Swinburne University of Technology
- 2014 Office of Teaching and Learning nomination for ‘Approaches to the support of learning and teaching that influence, motivate and inspire students to learn’, Swinburne University of Technology
- 2012 Faculty of Business Award for Excellence in Teaching, Swinburne University of Technology
- 2006 Prize, first place, MBA program Business Strategy unit, Swinburne University of Technology

In the media

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- Kivivali, Lea (2017) '[Could Gaming Change the Way Students Learn](#)', [Swinburne News](#), 7 August 2017.
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- Dodd, Tim (2017) '[Top Higher Education Achievers Named in AFR Awards](#)', [Australian Financial Review](#), 30 June 2017.
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- Dodd, Tim (2017) '[Academics turn smart phone addiction into a powerful new learning tool](#)', [Australian Financial Review](#), 5 March 2017.
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- Anonymous (2015) '[And Another Thing](#)' (Editorial comment), [The Sunday Age](#), 6 December 2015.
- Elder, John (2015) '[No Drop Outs: How Smart Phones Encourage Homework](#)', [The Age](#), 5 December 2015.