



## PRESS RELEASE

### Language Training Solutions, Phoenix Capital brings Ardor Learning from Silicon Valley to Italy

**The exclusive partnership makes Phoenix Capital the first and only Italian distributor of the innovative digital language training solution with a human touch**

Verona, December 3, 2024 – Phoenix Capital announces a new and strategic partnership with **Ardor Learning**, a Palo Alto-based company pioneering in the field of online language training with a human touch. Thanks to this commercial agreement, Phoenix Capital **becomes the first and only distributor in Italy** of Ardor Learning's e-learning platform, **MyEnglish**. This addition further enriches the training offerings of **Phoenix Business School**. It marks an important step in the internationalization of Phoenix Capital, following the launch of the Innovation Outpost at **INNOVIT** in San Francisco in February 2024.

**Ardor Learning** was founded in Silicon Valley, in Palo Alto, California. The content was initially developed by **Oxford University Press** and later acquired by Ardor Learning to create an advanced language training platform that seamlessly integrates cutting-edge educational technology with the prestigious university's content. The platform provides a unique, innovative, personalized, and effective approach. Focused on the **business world**, **Ardor's MyEnglish** improves learning outcomes for companies and institutions worldwide through a platform that offers high-quality language courses in e-learning format, backed by **personalized human support** via the exclusive **Dynamizer service**.

**Ardor Learning** is already present in several international markets, including the United States, Canada, Spain, China, Japan, and India. This partnership further expands its offering in Italy, where the demand for business language training is steadily growing.

**THE ARDOR METHOD, A "Dedicated Personal Trainer"**. Each language project is assigned a teacher who continually supports, motivates, and guides the learners. This approach leads to superior learning outcomes compared to fully digital e-learning methods, with completion rates **exceeding 70%**, well above the industry average.

**THE PLATFORM**. The **personalized support offered through Dynamizer** ensures targeted and motivating learning; **flexible, customizable content** ideal for addressing specific business needs (such as Finance, HR, and Communication...); a **blended learning** approach combining

e-learning with one-on-one and group courses to maximize results. Lastly, **progressive tests** monitor students' skills and improvements, with a focus on achieving business outcomes.

**PHOENIX BUSINESS SCHOOL.** The agreement with Ardor Learning enhances the personalized, modular training offerings of **Phoenix Business School**, targeted at clients in the insurance, banking, payments, and innovation sectors.

In addition to the five main training areas – Organization, Finance, Management, Communication, and Innovation – where 28 courses are available, this collaboration offers another educational opportunity to improve language skills and foster professional growth in an international context.

*“Our goal is to help Italian companies improve communication and efficiency by offering them a scalable, affordable language platform that also provides measurable results - said **Giulio Fezzi, President of Phoenix Capital** -. We are excited to bring Ardor Learning to Italy, a solution that combines top-quality content with human support, creating a unique and highly innovative learning experience”.*

**PHOENIX CAPITAL, CORPORATE PROFILE - Phoenix Capital Iniziative di Sviluppo** has been operating since 2008, alongside its technology subsidiary **Atlantis Next**, as a center for management consulting, corporate finance, and technological and operational services aimed at business development and process optimization for banks, insurance companies, insurance brokers, payment operators, and businesses.

Phoenix drives and supports innovation projects with the new **Phoenix Innovation Center**, acting as a bridge between the startup and innovative SME world, industrial operators, and venture capital tools. Founded in Verona, Phoenix Capital now also operates in **Rome, Milan, and Luxembourg**, with a presence in Lausanne and a newly opened representative office in San Francisco through its partnership with Innovit. Phoenix Capital facilitates and implements economic, social, and cultural relationships through the interaction of businesses, institutions, and people, using a locally focused approach open to exchange with national and international realities. ([www.phoenixcapital.it](http://www.phoenixcapital.it))

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