Preliminary remarks about the method

It's an empiric method based on 15 years of experience building teams to reduce HR cost by hiring beginners to switch them to good developers, and give them the keys for their future.

This method can be used to train manager(s) and non-coder to manage coders or to learn to code themselves to build fast prototype. The goal is to be autonomous with coding: from business owners to marketers, we give the appropriate tools and knowledge to help you to achieve your personal goals.

This empiric approach is enriched by different educational experience thanks to university research done in Switzerland for example with the CRAFT labs at EPFL in Lausanne or Neuro-Sciences research. We also integrate element of risk management element thanks to study done by the French research Georges-Yves KERVEN mixing with element of the Simplicity Theory [i] by Jean-Louis Dessalles who is a teacher at the French Telecom School in Paris, forming also coders.
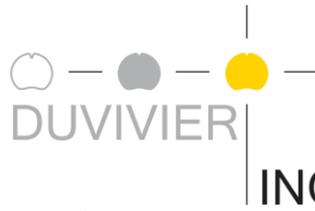
Then this method comes from business needs directly: train beginners to code, reduce maintenance cost by producing a better code, but it's empowered by researches from several sciences from psychology to marketing.

At my own level, I experimented the method in Orange (France Telecom) in France, Edipresse in Switzerland and in my company ThirdBrain SA in Bulgaria without about 40-60 "beginners" switched to good developers.
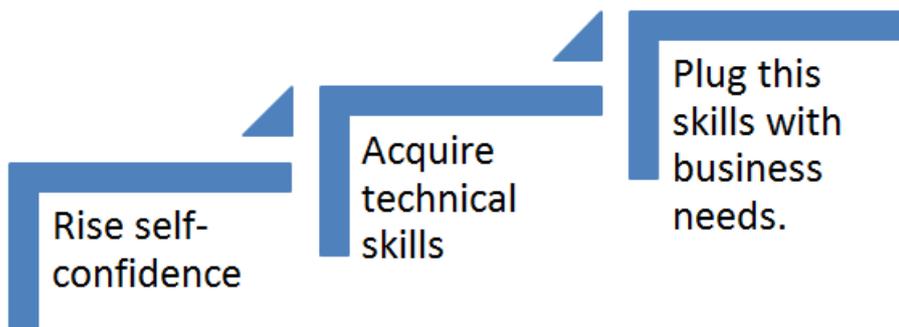
Methods

The common goals and advantages are:

➢ **For the (future) developer or coder**:
- Acquire the knowledge needed to do 99% of the technical job for any company online or for himself. This knowledge is based on PHP, MySQL, Javascript (and several frameworks linked like JQuery for example), HTML, HTML5, CSS 3, basic shell, Linux and Windows server management.
- Be self-confident enough to adapt and continue to learn.
- Produce a code with low maintenance behind, stable and sustainable.
- Learn basic business oriented habit to produce for client or people
- Have basic notions of finance to understand the financial issues of the code produced.

- Business owners and/or Marketer will add coding skills to their business, product management and marketing's skills.

➢ For the company (or the future one) or existing one where the coder is:
   o Have business oriented coders who care about client and people
   o Have coders who understand the company's goal beyond IT
   o Have a coder who is able to choose the right technology for the business needs and finance constraints.
   o Have a code maintainable by others coders.
   o If you are launching a startup or have already a company running :
      ▪ Be able to save a lot of money by doing prototype by yourself
      ▪ Be able to select right technology or to challenge your IT teams on the technology choices.
      ▪ Try different technological approach before important launches…
      ▪ Have a global vision of your business
   o

Rise self-confidence

Acquire technical skills

Plug this skills with business needs.

Rise Self-confidence to solve problems.

Everybody who knows how to read and basically count can be developer. He/she needs only to have a good reading maturity of one language (not necessary English) and the ability to understand the meaning of basic operations like X , +, :, /

But a good coder needs to be self-confident on his capacity to solve a problem to search a turnaround solution when there is a wall in front of him or search for help which is the most important when you have a team of developers : the worst is when a single developer is diving in the code doing bad things and being ashamed to ask help (fear to lose his job etc.)…your start-up can die from that and a company can spend a lot of money to recover commercial or technical damage after.

Then it's essential that developers have self-confidence because they will ask for help when they don't find the good solution or, better, when they feel that the solution they have taken is not the best one. These items can be viewed under also the "Science of the Danger" and/or "Risk Management"[ii] from the company side and need to be understood by the developers. A developer with self-confidence will face better problems when they occur, learn better and be part of a project more than a simple follower. It's become a part of the active risk management chain. It's why beginners are better than "old coders" because they can start from this basis and it's why our method is effective.

On the developer side, the first step "Rise self-confidence" is to give to student the taste of successfully solving a problem, not necessary a coding problem as he/she doesn't know how to code at this point but coming back to classic math problem where he failed by the past is a good way to improve self-confidence by beginning to understand. At this step, "touching" the problem is the key. People need to have 3D object to touch "to solve" problem. Legos used by children is a good start.

We worked when I was at Edipresse with the CRAFT labs in EPFL[iii] – Ecole Polytechnique de Lausanne under M. Pierre Dillenbourg[iv] direction – for others' needs but I took from them a basic common idea: you understand better a problem and find the solution faster if you "touch" the problem. The CRAFT was teaching to logistics people how to organize well their space of work to reduce the miles they were doing in the different storage they had by given them a 3D map of their storage and they were doing "Lego" with that…building in real time their problem and solving it also in real time.

Student in first phase "rise confidence" will face problem and legos. It could be funny to think that

we will learn to code using lego or other 3D part (I hope we could partner with a 3D printing company to have wonderful artefact easily).

The key behind this is to understand that problems are better if you see them. It's harder to think and to make conceptual acrobatic operation than to see and touch.

Acquire Technical Skills

By experience, most of the code produced is always based on the background pattern. If you are working for classic companies doing classic things you or your clients are always entering data in a DB, fetching this data, analysing this data and displaying this data to customers or employees based on some rights you have defined or people will define.

A lot of businesses are only based on the 2 basics steps: register data; display data in a different form at a different moment.

If you are educating yourself in coding from 0, you will spend a lot of time to build a ping-pong game in JavaScript instead of learning the 2 steps before.

It's not useless but you lost time. It's good if you are a 20-year-old, no real social life except seeing some friends at some moment but it's not good if you have already a family with 2 kids waiting for fun time with their mom after school.
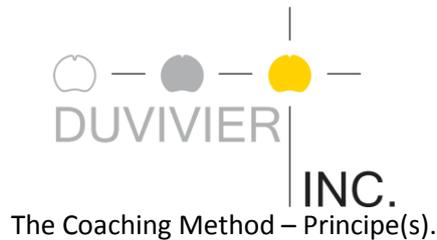
These 5 hours spent to do the Ping-Pong JavaScript game won't give you anything to apply for a real job or won't help you to build your fully automated online registered agent business in Idaho.

These 5 hours will be taken from fun time with your child and you won't have anything. Only the pleasure to see a very sad ball producing some noise around your laptop.

Or do you know that in 1 hour I can teach you how to register data, fetch data and display data with sure method with a very sustainable code. Design, nice display and rich interface will be missing but it's a start.

A lot of coding courses are marketing content to give people the impression they will be a wizard of the code in few minutes by creating a flying pigs jumping on the keyboard but they are losing the core of the reality behind, most of companies will need people able to resolve problems and problems are always data insertion and manipulation, more or less then we will do data manipulation first.

You can be sure that this data manipulation expertise you will have could conduct you to build 3D object using a very good and simple framework like three.js[v] , we will do too…but we will use it to produce a service for customers.

And yes a lot of things could be fun too and fun is good…but the goal is to give you exactly what you need. (See the initial setup meeting later).

Plug Skills with business needs

This course is business oriented but can be also oriented for non-profit organization. We would replace the client by "the people" but the notion held behind is the same: we are producing an application to serve better a problem. The *Internet Stuff* needs to bring better value for the client. If it's not the case, just re-think your project. Indeed "putting something on internet" like you put your shoes on a table is of no value. The first question is "why do you want to do that?" and the answer is not "To gain more money".

Yes, I know that life is better when money comes easier. Who can say the opposite? Or if you think the opposite, just escape this page because we will speak about money and life and money.

Yes you will gain money with your project or with a better job. Right.

But when you have an app to build given as a task by your company or when you are building your project online for yourself. The question is "what is the need I serve or what is the need I create" in the customer's side or in the people side (For "non profit").

And you need to identify the need behind. Need(s) is not really a market study…finally market study often gives only the result we want….few market studies are really done for startup…what could be the market study for a Facebook when Facebook like apps were absent? Facebook has lost a lot of money during many years and is still present only because the VC behind was big and seeing far away but a market study at the time when Facebook was created would have a given a "NO GO" for sure. They had a logic and the logic was simple: we need to have everybody on board, give me the money to achieve that.
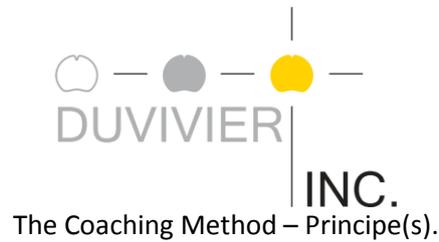
Then I am not speaking about "market study" like a scholar does to please his/her teacher, I speaking of what would be the impact of your code.

Would this code create a need? Would this code solve a problem for a lot of people? Would this code be used by senior or young techno-hipster?

If you put character with a typo of 11 in Arial for Senior, even with the best product you will be out for sure…

If you are writing like your grandma to young techno-hipster fed with "cool things" all day long, what result you could expect from them?

I am speaking of "ethical development" it means that you need to respect your client to succeed. This client could be external (the classic client) or internal (Bob in the ping room at the first floor).

This "ethical development" needs then to care about what client will think, how the client will use your apps.

If you are doing a booking system, to have the display written in Flash is a "non ethical development" because you will put out of your system to all people with an iPhone…you don't respect them. You could answer me back that Apple doesn't respect either his client ejecting Flash from its devices. You forgot that ethic is for you only….it's not a judgment, it's a personal way to act and it's not because X or Z are doing bad thing that you could allow yourself to do the same.

And the good thing with online apps is that online apps which don't respect client, only, die.

How it is organized?

Because it's a personalised cursus which takes your level at beginning and gives you the adequate knowledge to achieve your goals, there are different steps.

Initial interview

The initial interview is done to achieve a full tour of what you are expecting, where you are and where you want to go in term of coding. It's an informal discussion with your coach which aim 3 goals :

➢ Define your start's level in 3 areas : algorithm background, coding, business & marketing
➢ Define your goals: what do you want to do with your coding's sill (or not do).
➢ Define your custom program: what frequency, what timeframe, where?

The initial interview is done to last 30 minutes but we can take more or less depending on the subject(s), your(s) interest and your question(s). I always put 2 hours between 2 interviews then you have the time to speak, ask and exchange…

You don't need a computer, an internet access or any other device during this interview which will be based on an interview. No tests too are done, only an open discussion to better know you and your goals.

At the end of the initial interview, we give you back a forecast of number of hours you would need to achieve your goals.

It could be more or less depending on your progress during the formation.

With your level, your ambition, we will assign you a group of other 3 to 5 students (depending on the themes, the level, the timeframe, your disponibility…) and give you back the schedule along the next month(s).

The timeframe, the frequency will be up to you. We will give you a number of hours and a timeframe. Indeed we know thanks to Neuro-sciences that an adult can't learn fast in a very short time, and a lot of new information need to be absorbed with the time too then it will be up to you to follow this advice or do the job in faster way.
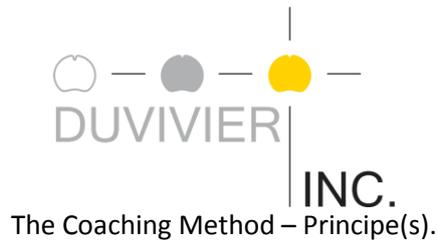
What are the package fees, what I have with?

Please go back to our website for all package or just contact us directly to have a customized package
For our website :

https://www.thirdbrain.academy

Payment facilities

You need to check our website for fees where they are always up to date. Payment need to be done using credit card or check
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Check need to be addressed to **Duvivier Inc**

Payment & Refund policies

A student can stop at any moment but the refund policies are:

- All month started is due after this 30 days period. Payment for monthly courses needs to be received in our bank account, PayPal or other method before the 5th of each month for the current month. Sorry but for security aspect, we don't accept cash.
- Hourly payments and weekly payments need to be done BEFORE the lessons.
- If you are ill, have an incapacity to come and you can easily probe, we will give you free of charge a new slot without any surcharge. Be aware you are reserving slots then it's really important to come but we prefer you healthy at work.
- In any manner, we are speaking about coaching lessons then you will know your coach perfectly and can always phone him, text him for any question. The goal is to a have win/win approach.

[i] http://www.simplicitytheory.org/, Jean Louis Dessalles (Telecom Paris, University of Paris-Saclay).
[ii] « Eléments fondamentaux de Cindyniques », Georges-Yves KERVEN, Economica, Edition de poche (1995)
[iii] http://craft.epfl.ch/
[iv] http://moocs.epfl.ch/a-notre-sujet
[v] Threejs.org