MIGRATION GUIDE

Switching from *Coursera for Business*.

Both train workforces. Only one is built to make training stick. Here's what's the same, what's different, and how to move without disruption.

Why teams switch

- **Retention, not catalog.** Coursera optimises for course breadth; Future Proof optimises for what each learner still knows months later.
- **One adaptive engine** diagnoses, schedules review before forgetting, and repairs misconceptions per learner.
- **Transparent price.** Future Proof from **$1.20/learner/mo** vs Coursera enterprise commonly $25–50/learner/mo.
- **Board-ready analytics** — retention, decay forecast, at-risk, compliance — out of the box.

Where Coursera is still strong

University-branded certificates and a very large public catalog. Many customers keep Coursera for breadth and integrate its activity into Future Proof analytics via xAPI.

The 4-step migration

1. **Export your Coursera activity**
   We ingest your learner roster, completion history, and any SCORM/xAPI records. Your content stays yours.
2. **Map content to the knowledge graph**
   We decompose your syllabus into concepts and prerequisites — automatically. No re-authoring.
3. **Run a 90-day parallel pilot**
   Future Proof runs alongside Coursera for a cohort. You measure retention head-to-head, not completion.
4. **Decide on the evidence**
   Keep Coursera for catalog breadth if you like; most teams move adaptive learning + analytics to Future Proof.

> **Zero rip-and-replace.** Future Proof runs alongside your current stack. Import your content, measure for 90 days, decide from real data.