

# Certificate of completion

## Davorin Kacian



has successfully completed the **HP LIFE e-Learning**  
course on “**Marketing benefits vs. features**”

Through this self-paced online short course, totaling approximately 1 Contact Hour, the above participant actively engaged in an exploration of how to determine the most compelling benefits of the participant’s product or service for the target market, and an exploration of how to use a word processing template to create a flyer.

Presented March 28, 2014

A handwritten signature in black ink, reading 'J. Weisschuh', written over a horizontal line.

Jeannette Weisschuh  
Director, Global Education Strategy  
HP Sustainability & Social Innovation

A handwritten signature in black ink, reading 'Rebecca J. Stoeckle', written over a horizontal line.

Rebecca J. Stoeckle  
Vice President and Director, Health and Technology  
Education Development Center, Inc.

Certificate serial #1099201-811