Make learning happen

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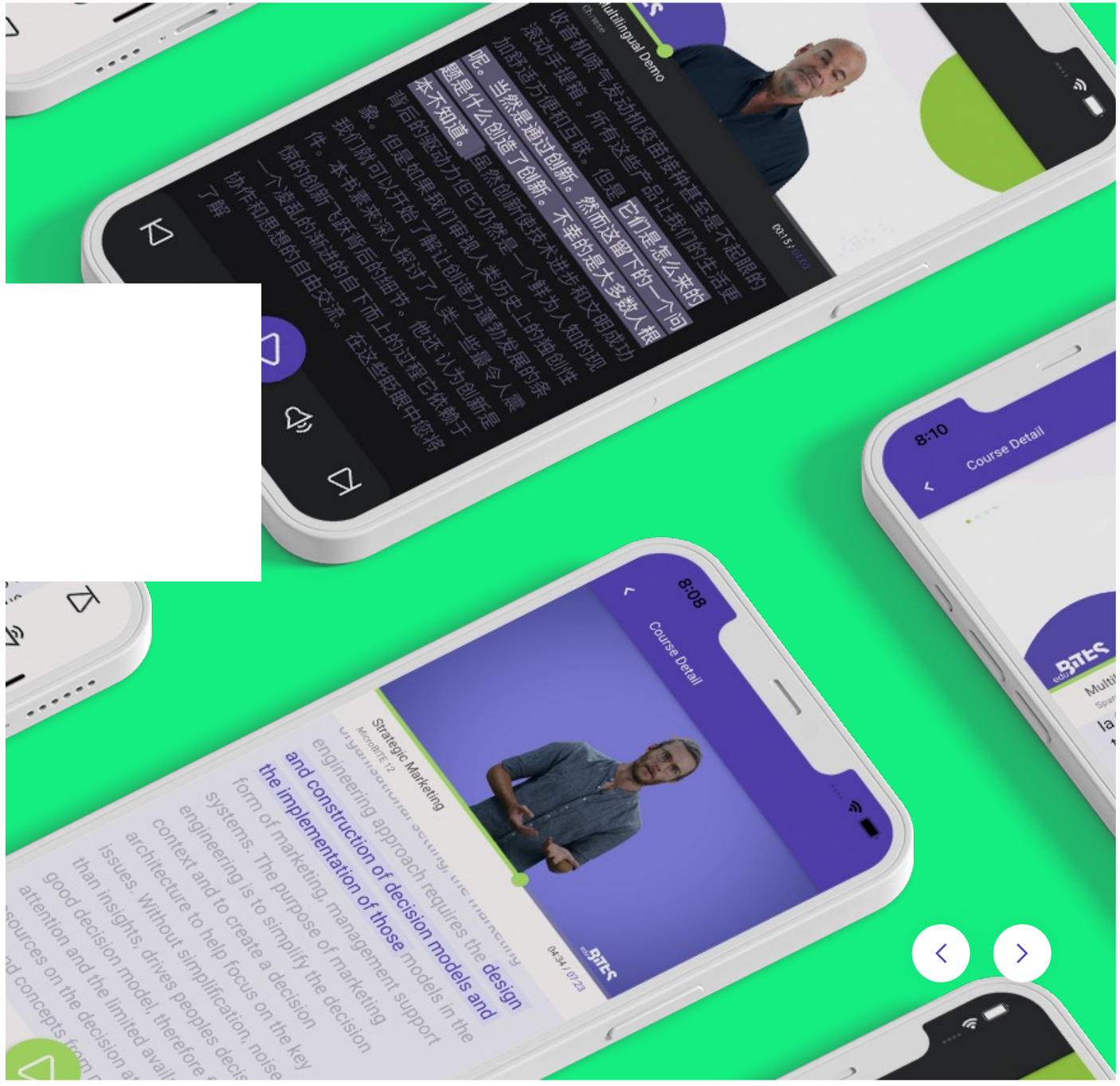
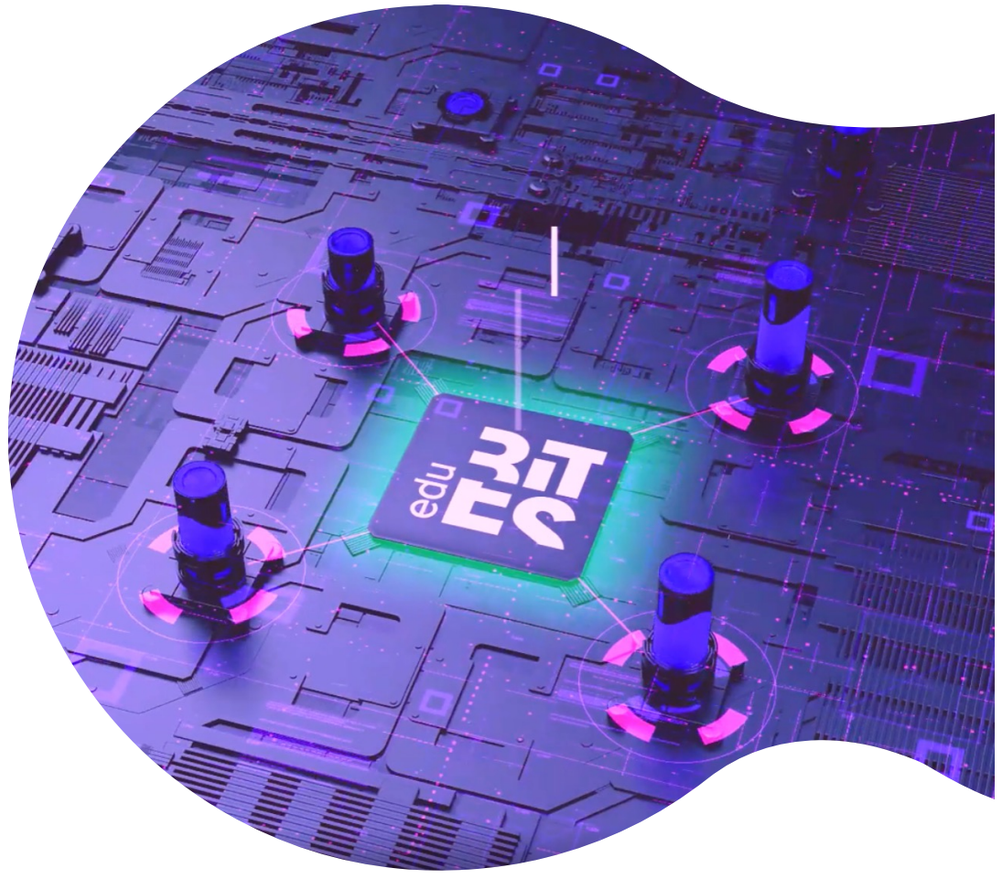
Berlin, September 2022



We build Corporate Learning Solutions as a Service (ClaaS)

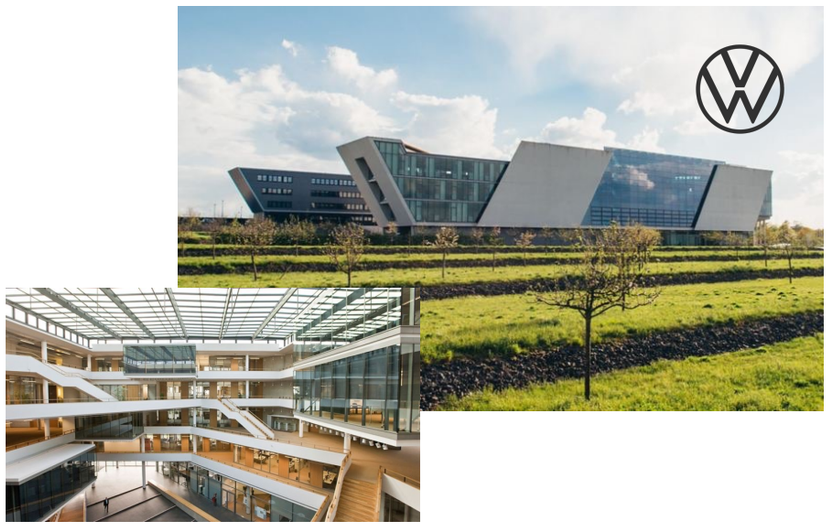


“Foot note”: In a world awash with content, learning features and didactics discussions, the future of learning, and *especially* Corporate Learning, is in the curation and creation of programs, technologies and modalities that cut through the noise and provide businesses and learners, tailored learning journeys. ClaaS is an approach to corporate education that solves real business problems and helps individuals to develop the skills that matter.

WHAT is eduBITES offering: customizable, scalable Corporate Universities as a Service

THEN

In the past only major corporations could afford their own corporate university. The classic “brick and mortar“ approach…

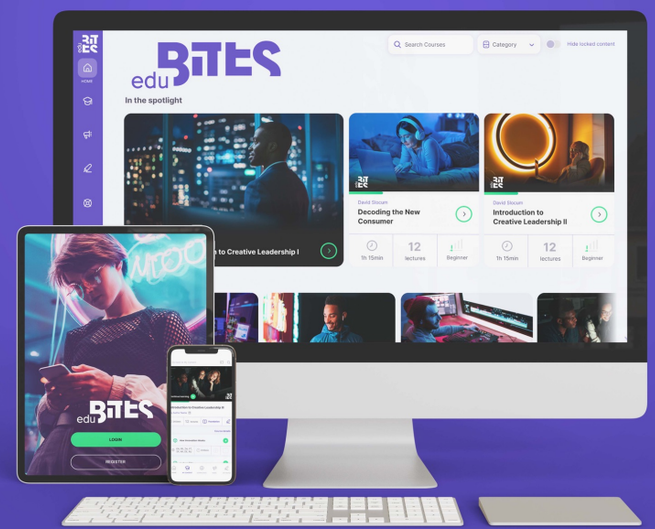


Volkswagen University in Wolfsburg, Germany

NOW

With eduBITES, ANY corporation can have their own customizable digital Corporate University.

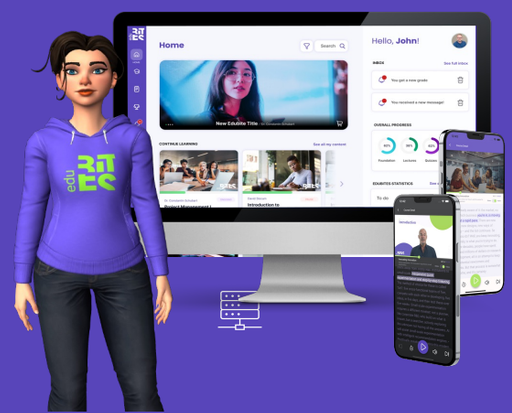
Turnkey solution: Custom-branded platform, tailored content, impactful didactics and leading AI-based Education Technology.



What is the product? eduBITES consists of 2 main pillars

CONTENT ALCHEMY

By combining AI tech with digital didactics, we empower content owners and companies to transform their existing content into engaging, interactive, digital learning experiences



LEARNER EXPERIENCE PLATFORM

Our cutting edge learner experience platform helps corporates to seamlessly integrate learning into the busy lives of their employees - learning happens

HOW: The 4 Cs to a customized Corporate University – just like building Lego

Content sources → **Creation** of eduBITES using Synthetic Media & AI → **Curation** of eduBITES on corporate-specific programs → **Consumption** via an innovative LXP

3rd Party Content

we aggregate, reshape and augment external content and publish it on the eduBITES platform

SPRINGER NATURE · boma · Dale Carnegie · iversity

eduBITES „Originals“

we produce outstanding own eduBITES

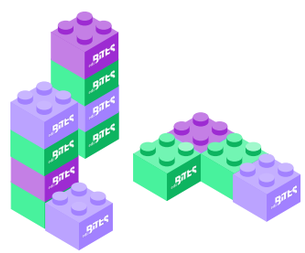
Company Content

we digitize existing company materials. E.g. training material, onboarding material, mandatory trainings, products and services in need of explanation

- Bite-sized, self-paced
- Company challenges
- Content aggregation and augmentation

AI TECH · **DIGITAL DIDATICS**

- Synthesis technology
- Avatarization
- Transcription
- Machine translation
- AI Summarization
- Natural language processing

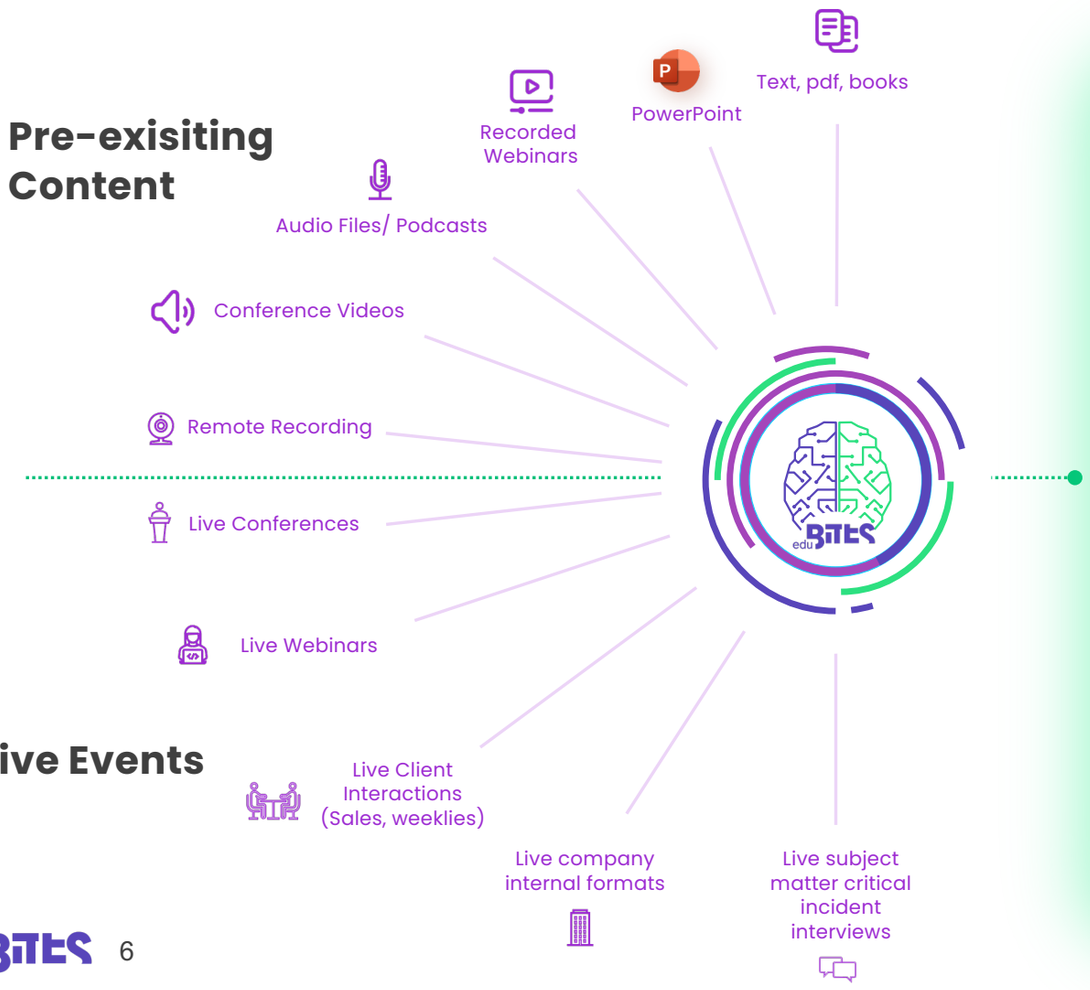


Curated programs
= individual learning paths
= from a few hours to 2 years
= University certifications

LEARNER EXPERIENCE PLATFORM

eduBITES turns existing & live contents into engaging learning BITES

Turning any content - through our AI EdTech alchemy - into engaging, personalized digital experiences



Multi-modal

AI transcription and content dissection enable content delivery in any format tailored to the learner's preference: audio, video, text or any combination. We transform "any format into any other format".

Avatarization

Any content can be presented by a generic or personalized avatar

Any language

Machine translation of source language to multiple target languages and presentation via multilingual avatars

Any device

From mobile phone to desktop and screencast to TV

Any length / AI Summarizations

AI-based meaningful content summarizations of any formats (Video, Audio, Text) to fit the time learners have

Interactive

Our AI-powered 3D Avatars / Tutors can understand and answer learner questions at any time in any language

Content example PowerPoint: Back to the future

Making the ordinary or old PPTs extraordinary via AI

35 Million
PowerPoint presentations daily

500 Million
PowerPoint Users Worldwide

24 / 7 Service
Avialable Anytime / Anywhere

Input:
Boring PowerPoint or old PPT that needs to be actualized

- With 100% scripted text
- PPT with bullet points only

The Flux Capacitor
Our AI powered "Content Alchemy"

Output: Synthetic Media Avatar Video
Presented by your virtual avatar / clone

3

10 Facts About Time Travel

AI Summarization
Giving you the TLDNR Version

PPT by eduBITES: any length to suit the needs and time of any audience

Multilingual
Multilingual video output form any language to any language

- PPTx as Video with avatar persenter
- PPTx as Video with audio voiceover
- PPTx as audio only

Why: Challenges in Corporate learning

1 CONTENT IS EVERYWHERE

- The market is overwhelmed with learning content
- Traditional content production is costly, time-consuming, doesn´t scale and cannot be updated

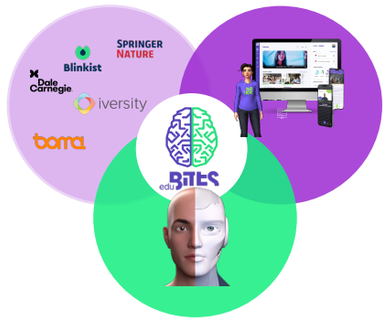
2 TOOLS AND FEATURES ARE EXPLODING

- Every day new learning tools and features are released. Which one`s make sense?
- Only isolated tools – no integrated, holistic Corporate Learning solution

3 DIDACTICS DISCUSSIONS

- Live or asynchronous? – or both!
- Employees expect self-directed learning and flexibility in how and when they learn and all modalities

The secret sauce of eduBITES



eduBITES offers a holistic Corporate Learning solution – turnkey, as a Service, customized, no hazzle, no frills

Content

- synthesized company content itself, best in class 3rd party content and eduBITES library
- Multi-Modal: eduBITES exist as video, audio-only and text

Technology

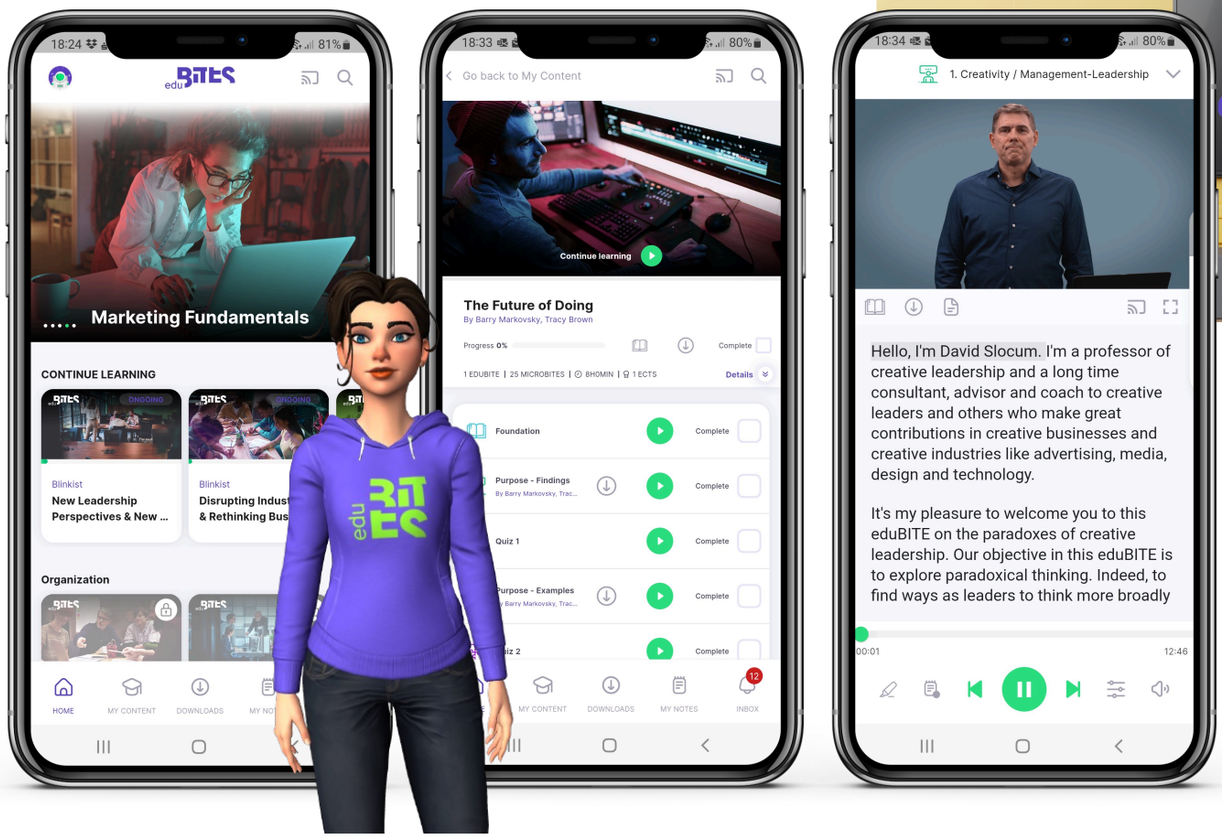
- Synthetic Media Avatars and Voice Cloning – provide the ability to quickly scale, update, and automate content production
- Actualization overnight, refresh training materials in real time
- AI Summarization to provide content in any preferred length
- And in any preferred language

Didactics

- Self-paced training in bite-sized formats (max 15 min) that seamlessly integrate into the busy lives of professionals
- Accessible via any device, at anytime, anywhere, in a fun, gamified and interactive way

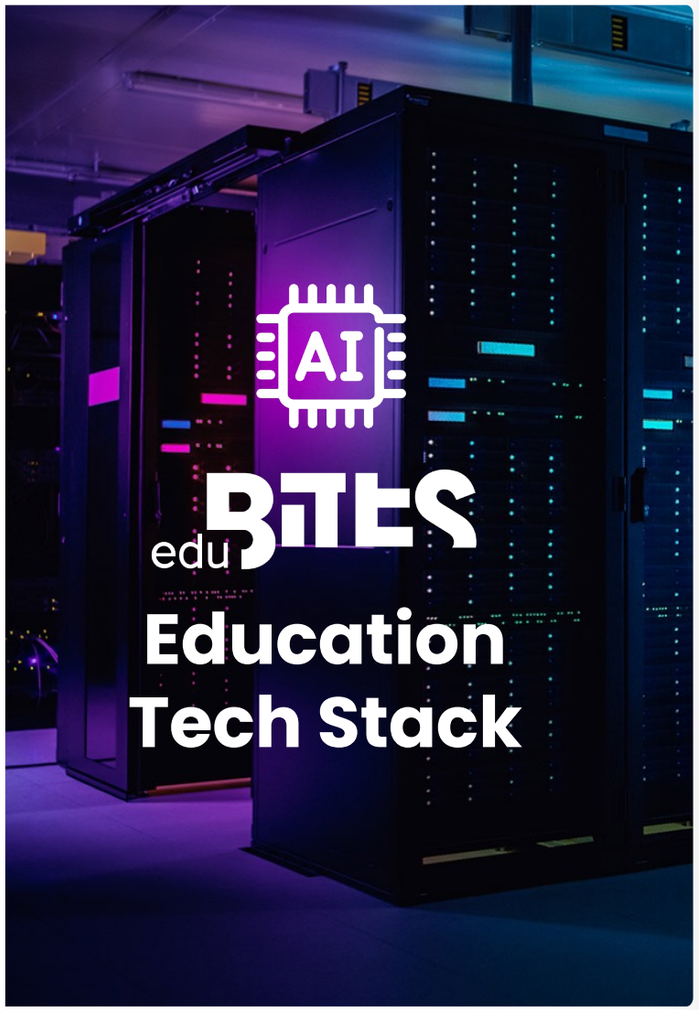
eduBITES

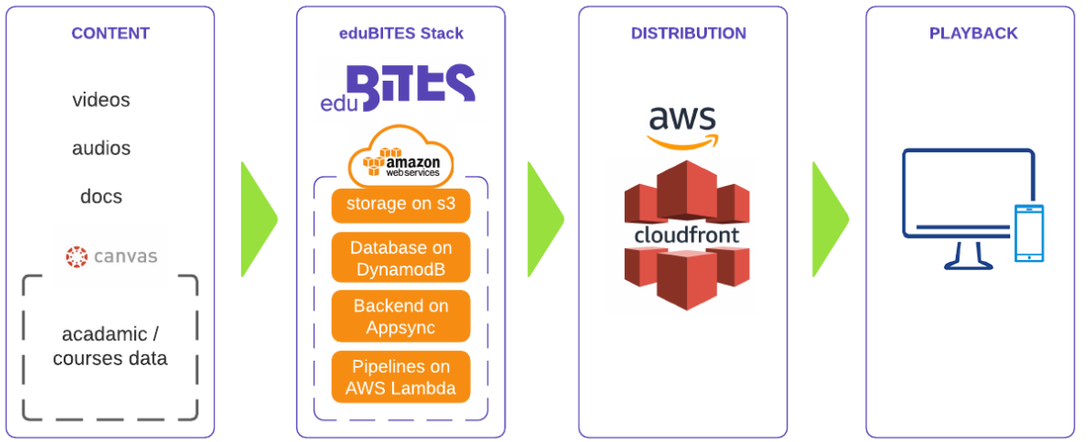
Learner experience like Netflixing, but interactive

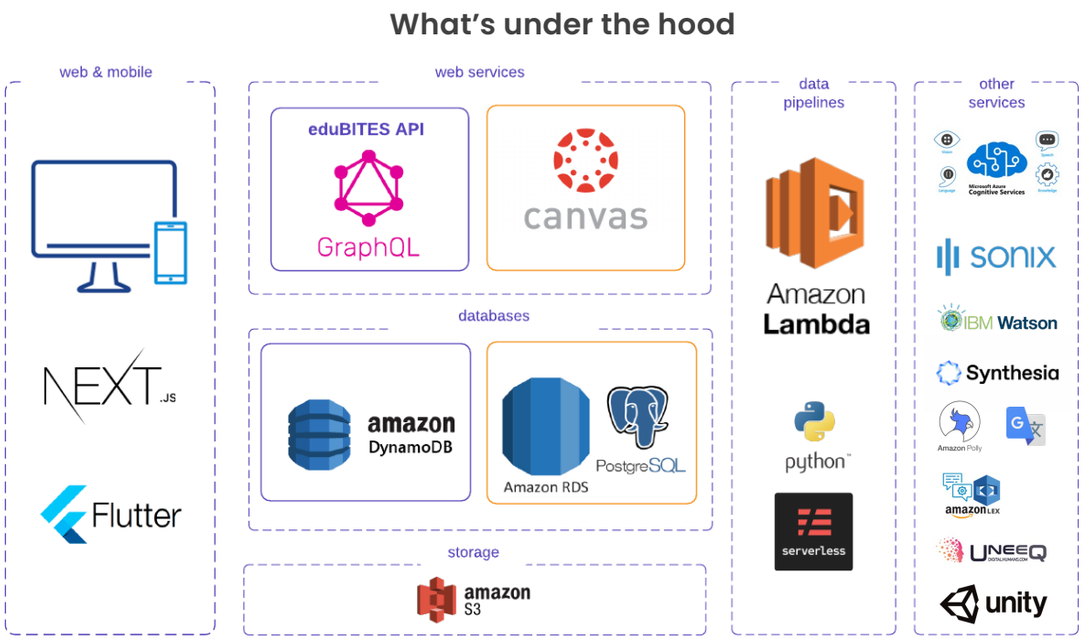


Sign up for demo:
demo.edubites.app

Content Atomization & Distribution Pipelines







Built to scale using best-of-breed technology

Built to evolve using service-oriented architecture (SOA)

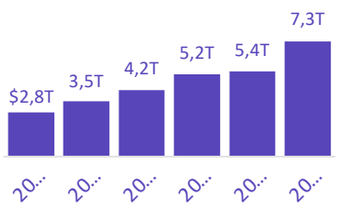
Built for compatibility with market leading LMS and business tools

Competition – eduBITES outpaces competition by combining custom content with aggregation and applying AI content reshaping and synthetic media

	eduBITES	LinkedIn	Masterplan.com	SAP Litmos	Rephrase.ai
Learner Experience Platform	✓	✓	✓	✓	
Content library / aggregation	✓	✓	✓	(✓)	
Custom company course creation	✓		(✓)	✓	
AI content reshaping & synthetic media	✓				✓
Certification	✓	✓	✓	✓	

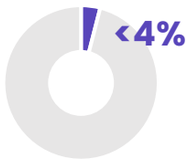
Market - the pandemic has accelerated the huge momentum for AI-driven EdTech. Companies finally understand the benefit of digital

1. The education market is huge and rising, yet digital still accounts for <4%



Global education & training expenditure

Digital Spend in education



Share of digital education spending

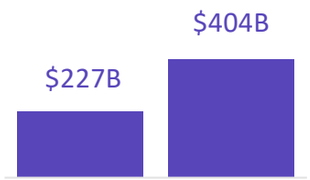
Corporate e-Learning

13%

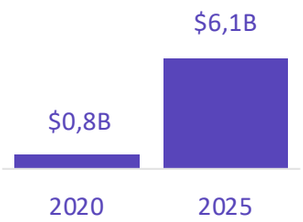
CAGR
2021-2027

Global Corporate e-Learning Market

2. Huge momentum for digital and AI Pandemic accelerating development



EdTech spend will nearly double in the next 5 years



AI spent in education

200%

In 2020 vs. 2018 at $16B

Venture Capital Investment in EdTech

3. Strong necessity for corporates to upskill

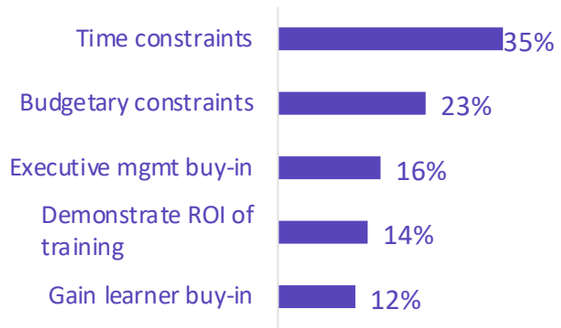
34% of jobs will be transformed by automation, 43% in Germany

2,5-5 years Half-life of skills is now

79% of CEOs fear lack of skills will harm company development

51% of large companies outsource custom content creation and **28%** of these planning to increase this number in 2022, content creation remains one of the key cost drivers of e-learning

4. Main concerns to upskill employees: Time and money



Average Learning Budget per Employee

Pricing and selected clients

Pricing Model: eduBITES runs a monthly subscription model

Small

Set up
- Technical Set Up

Monthly Subscription
- Access to learner experience platform
- Access to 100 microBITES
- 50 seats

4.9k € set up /
from 3k € p.m.

Medium

Set up
- Technical Set Up
- 1 custom avatars
- 12 custom company microBITES

Monthly Subscription
- Access to learner experience platform
- Access to 500 microBITES
- 200 seats
- 5 custom microBITES per month
- 5 custom avatars p.y.

22k € set up /
from 15k € p.m.

Large

Set up
- Technical Set Up
- 2 custom avatars
- 48 custom company microBITES

Monthly Subscription
- Access to learner experience platform
- Unlimited access to microBITES
- 1.500 seats
- 5 custom microBITES per month
- 10 custom avatars p.y.

52k € set up /
from 45k € p.m.

Clients

- Equip employees with latest knowledge, re-/upskilling
- Establishment of a modular, digital first corporate university
- Standardize and update product trainings, onboardings and information across regions, accounts, departments
- Improve the employer brand and reduce churn

Business Plan: we're seeking approx. 2,5 Mio. €

	2022	2023	2024	2025	2026
Revenue	**891.902**	**3.998.157**	**9.140.706**	**18.910.230**	**31.963.932**
CLaaS	466.127	2.174.057	5.378.763	11.122.002	17.758.250
B2B2B	425.775	1.824.100	3.440.750	6.439.850	10.773.425
B2B2C	0	0	321.193	1.348.378	3.432.257
Expenses	**2.117.998**	**4.310.057**	**7.202.172**	**11.778.479**	**18.025.070**
CoGS	447.244	1.100.340	2.033.041	3.711.715	5.981.322
Personnel	749.685	1.957.299	3.282.526	4.746.841	6.324.980
Contractor	560.000	480.000	600.000	1.200.000	1.440.000
Other costs	361.069	772.418	1.286.605	2.719.923	4.278.768
Result	-1.226.096	-311.900	1.938.535	7.131.751	13.938.862
%	-137%	-8%	21%	38%	44%

Use of funds

Tech + Development

- Internalization and growth of tech team
- Invest in core IP in AI content augmentation
- Product improvement
- Rollout + customization for multiple clients and countries

Contentmanipulation and -aggregation

- Initial invest in reshaping, augmenting + accrediting partner content
- Improve automated content pipelines via SCORM, LTEs and APIs
- Test and refine in order to scale partner content reshaping, augmentation + remote production of customer content

Sales, Marketing, Customer Success Team

- Direct sales with focus on SME corporates
- eduBITES has built a strong client & partner pipeline and strong sales cooperations
- Customer success team to increase CLTV

Team – strong expertise in corporate education and scaling businesses

Prof. Dr. Marc Drüner

CEO

founder & first eduBITER

Formerly Founder & CEO of trommsdorff + drüner since 2000, a Data-driven consultancy. Exit in 2016 with 120 employees. Professsor for Innovationmanagement and marketing for 22 years and founder of several data & tech driven start ups. Prior to that, marc started his career with Roland Berger.

Diploma in Industrial engineering and PhD in Marketing, TU Berlin

Stephan Balzer

Co-CEO

Co-CEO & business master

More than 20 years of experience in cultural and business innovation, bringing TEDx and Singularity University Summit to Germany and having hosted more than 80 conferences. Founder of Boma, a global education and impact network and CEO of the creative consultancy Red Onion.

Diploma in Media Consulting- Technische Universität Berlin

Conny Lohmann

COO

makes eduBITES happen

Formerly CEO & consultant (ASK HELMUT GmbH, TD Reply AG). Deep experience in building companies and teams, scaling digital products, digital strategy, experience economy, international markets. 13 years industry experience in consultancies and startups.

Diploma Business Administration- Humboldt University

Giancarlo Rios

CTO

executes the incredible tech

Wrote the first lines of code for edubites 1,5 y ago. Big Data & Business Intelligence technology lover. Formerly Lead-, Software- and Data-Engineer at idealista, Phone House, Grupo Santander, Noaris.

Master in Big Data & Analytics, Master in Informatics Engineering, Technical Engineering Computer Management, University Carlos III de Madrid, Spain

Mark Hansen

CPO

product master

Previously Managing Director / Product Manager of Germany's leading external art and language education organization. Background in content production, product and curriculum development, UX and Visual design. 12 years experience in the German education industry.

MFA- Bauhaus-Universität Weimar

Justin Beard

CCO

content master

Co-founder and Managing Director of InterACT English a social business working in K-12 education. Extensive experience in content production including video, text, audio. 10 years experience developing executive education programs with clients like the European School of Management and Technology (ESMT).

MA- Cultural Education
BFA - Theater

eduBITES | summary & investment highlights

- **eduBITES** was founded in 2021, by a team of dedicated education, tech and business experts who recognized the historic demand in the corporate market for high quality digital learning.
- **Ultimate Corporate Learning Solution:** eduBITES provides scalable, engaging, digital education experiences that are tailored to the needs of corporates and learner preferences - 24/7 and around the world.
- **Unrivalled content alchemy:** eduBITES has developed a remarkable tech stack powered by an AI-driven content pipeline, which can turn any kind of content (PPTX, audio, pdf, video) into multi-modal, multi-lingual, interactive experiences. Delivering a scalable, engaging and personalized digital learning experience.
- **AI and synthetic media:** Ready for high scalability, speed and a plethora of use cases through the development of unique AI-driven content pipeline transcription, machine translation, natural language processing, meaning analysis, deep categorisation and application of synthetic media

01/21
founded

Strong Corporate Partners and Content Partnerships

9
FTEs

1.4m€
invested by founders

app. 0,9 m€
rev in 2022

› 30 m€
rev in 2026

eduBITES **owns the educational business formula**

$$f(\textit{digital educational transformation}) = \frac{(\boldsymbol{Context}\ 24/7 + \boldsymbol{Content}365) + \sum_{n=1}^{\infty}\left(\sin^{-1}(\boldsymbol{Mobile})\right)^{4}}{\sum_{n=1}^{\infty}\left(a_n\ \boldsymbol{Snack\ bite}\frac{lms}{data} + b_n\ \boldsymbol{Mobile}\frac{als\sqrt{\delta}}{data} + \frac{in\ person}{3}\boldsymbol{Audio}\right)}$$

Let´s make learning happen!

Prof. Dr. Marc Drüner

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