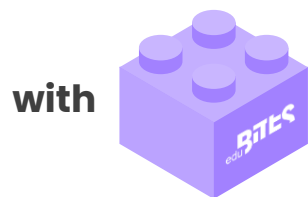# eduBITES

Reshaping Education for the Business World

with the Lego blocks of Corporate Learning
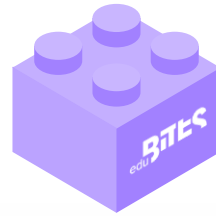
Prof. Dr. Marc Drüner
www.edubites.com

marc.druener@eduBITES.com
0049 151 18440018

Berlin, November 2021

What´s the eduBITES story?

WHY did we do it?

New education solutions required

Need for upskilling: Job requirements change in face of rapid development

War for talent: Education supporting career progression required to attract and keep talent

High cost: Upskilling talent often comes at the cost of time-consuming programs that are hard to combine with full time job

Production resources: producing quality educational content is costly and time-consuming while the shelf-life is limited

HOW did we do it?

Modularization of education (Lego bricks)

Deconstruction of educational programs and content into small chunks of max. 15 min. of length

Augmentation of content to match 1 ECTS point (= 1 eduBITE = 1 lego brick) application of didactical framework and AI to enhance learner experience

Reassembling of eduBITES to suit the needs of individual learners and corporations

WHAT is the proposition?

EdTech reengineered Corporate Learning

Innovative learner platform mobile first, gamified, multi-modal, multilingual, learner-centric

Didactics to suit the needs of busy employees: bite-sized, self-paced, applicable, rewarded with university mini-degree

Content designed close individual employees' and companies' skills gaps with infinite number of individual learner tracks

WHOM do we target?

Corporates and content owner / communities

Companies: eduBITES is the solution for Corporate Learning in modern times – for the individual learner, the employee and the needs of the corporation.
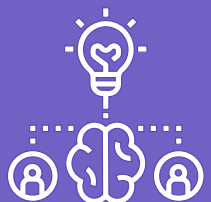
Content Partner: eduBITES provides new monetization possibilities for content owners and communities.

02 CONTENT

The Heart

We atomize, extrapolate meaning, summarize, enrich and redeploy as polymorphic content (video, audio, avatar, text, multimodal)

03 TECHNOLOGY

The Brains

We provide unseen educational technology using avatars, synthesis technology and multilingual translations
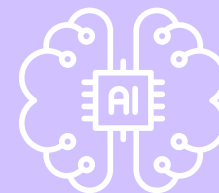
01 DIDACTICS

The Nervous System

We construct programs and courses to suit corporate and learner goals based on the eduBITES method through core loop mechanics, reduced cognitive load via bite-sized segmentation, and direct application to company challenges

eduBITES

The eduBITES education DNA for tomorrow's businesses: innovative Didactics, scalable Content and an exceptional Tech experience

eduBITES — The Lego Bricks of The Educational World

Academical Study Programs
like MBA, Master, Bachelor

+ and Non-Academical 3rd Party Content

Deconstruct classical study programs

Example:

1 Master

= 120 ECTS

= 120 eduBITES

we also deconstruct partner content and transform it into eduBITES
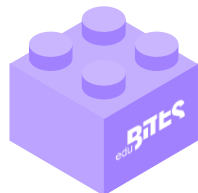
1 eduBITES = 1 ECTS

Configure New Study Programs

assemble the singular eduBITES

curate academic new (mini) programs, technologically summarize external content

Lots of Specialized, For-Degree & Non-Degree Certificates …

Example: Lego Collections

The Content Revolution
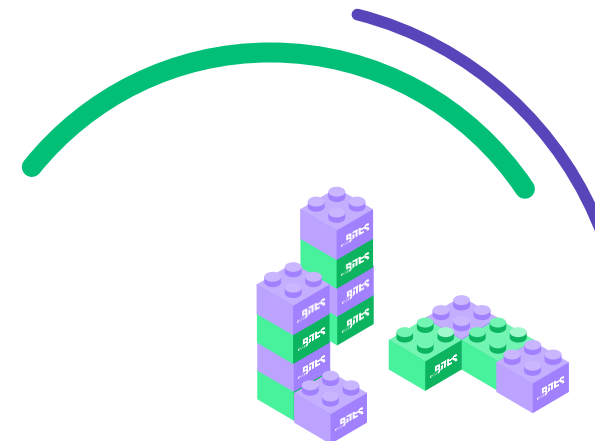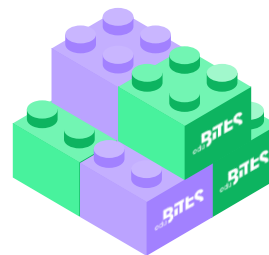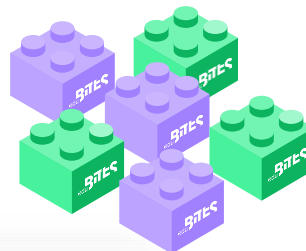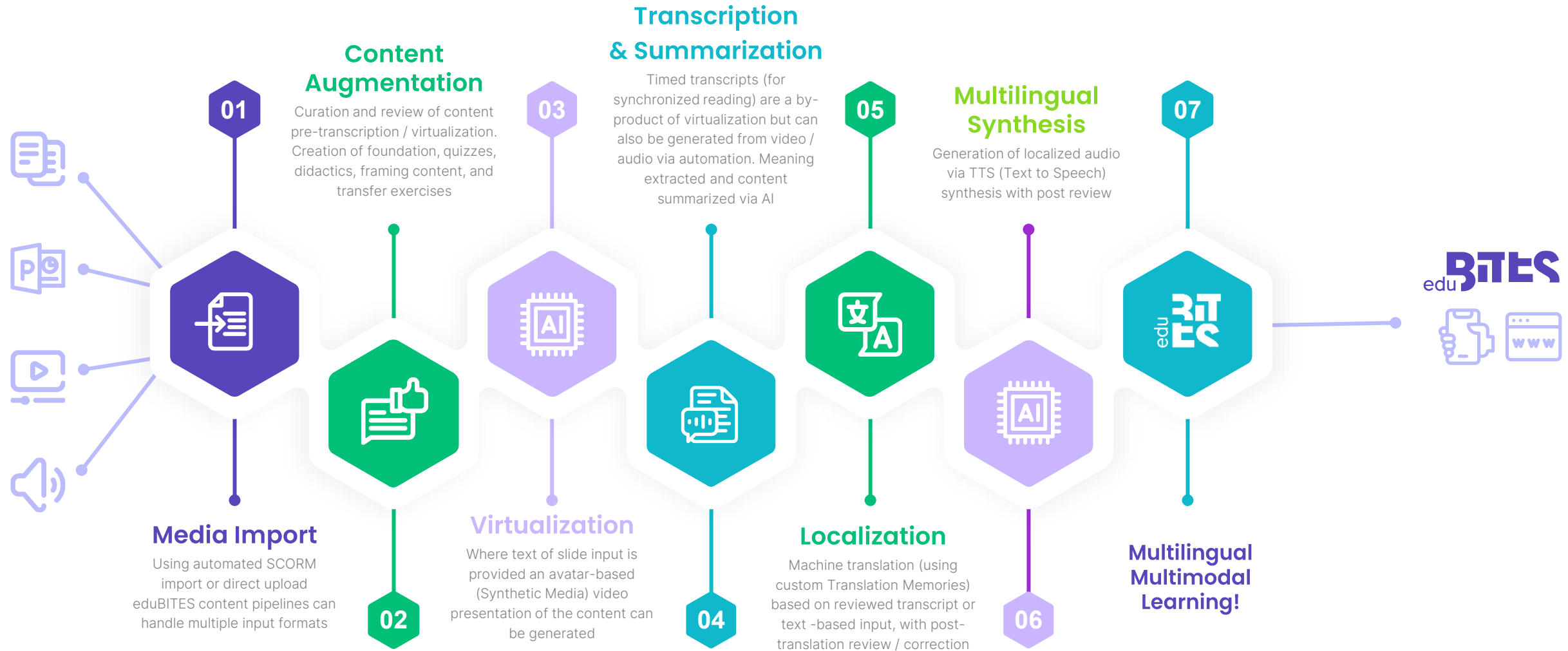
A multimodal, multilingual learning experience realized via content atomization, automation, and AI

01

Content Augmentation

Curation and review of content pre-transcription / virtualization. Creation of foundation, quizzes, didactics, framing content, and transfer exercises

03

Transcription & Summarization

Timed transcripts (for synchronized reading) are a by-product of virtualization but can also be generated from video / audio via automation. Meaning extracted and content summarized via AI

05

Multilingual Synthesis

Generation of localized audio via TTS (Text to Speech) synthesis with post review

07

edu BITES

Media Import

Using automated SCORM import or direct upload eduBITES content pipelines can handle multiple input formats

02

Virtualization

Where text of slide input is provided an avatar-based (Synthetic Media) video presentation of the content can be generated

04

Localization

Machine translation (using custom Translation Memories) based on reviewed transcript or text-based input, with post-translation review / correction

06

Multilingual Multimodal Learning!

AI Tech

eduBITES builds on cutting edge synthesis, avatar, machine translation & AI technologies

Video to Audio to Text

eduBITES can translate any kind of format into Audio and Text

Text to Audio

eduBITES can synthesize Text to Audio and thus make any content an Audio experience (audioBITE)

Text to Video

eduBITES can synthesize Text to Video (Synthetic Media) and thus transform any content an AI Generated Avatar Video experience (smartBITE).
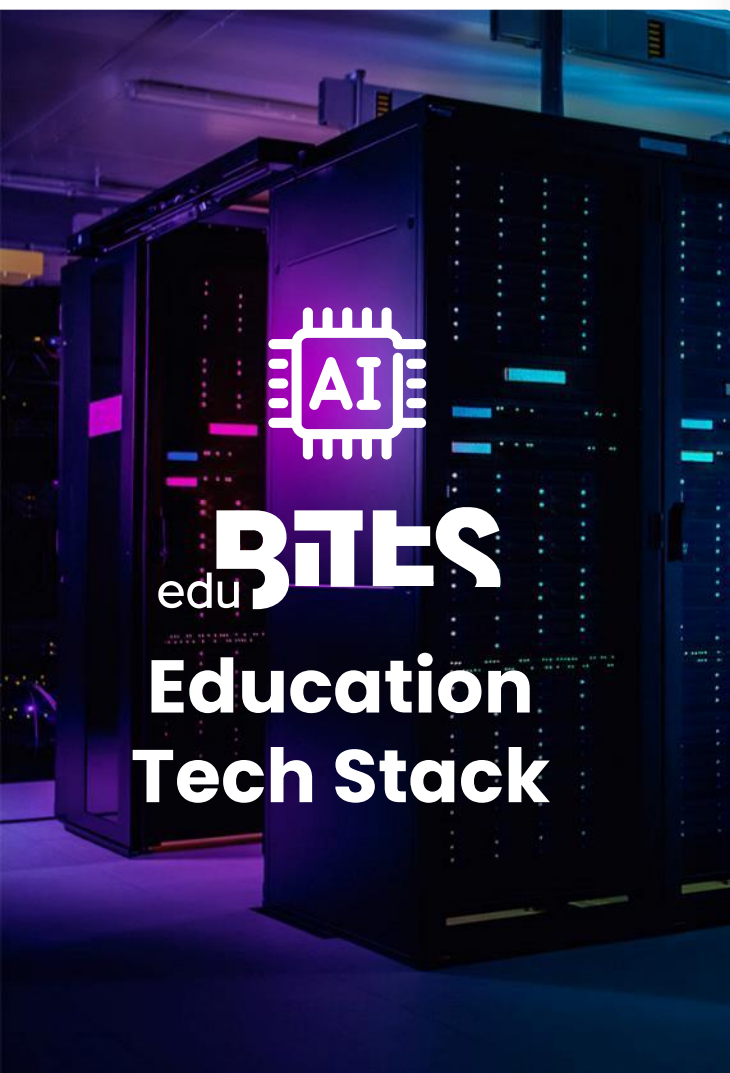
Any Language!

Based on synthesis and machine translation technology, any kind of content can be translated into any language.

Via eduBITES, any course in any source language can be transformed into a multilingual education experience.
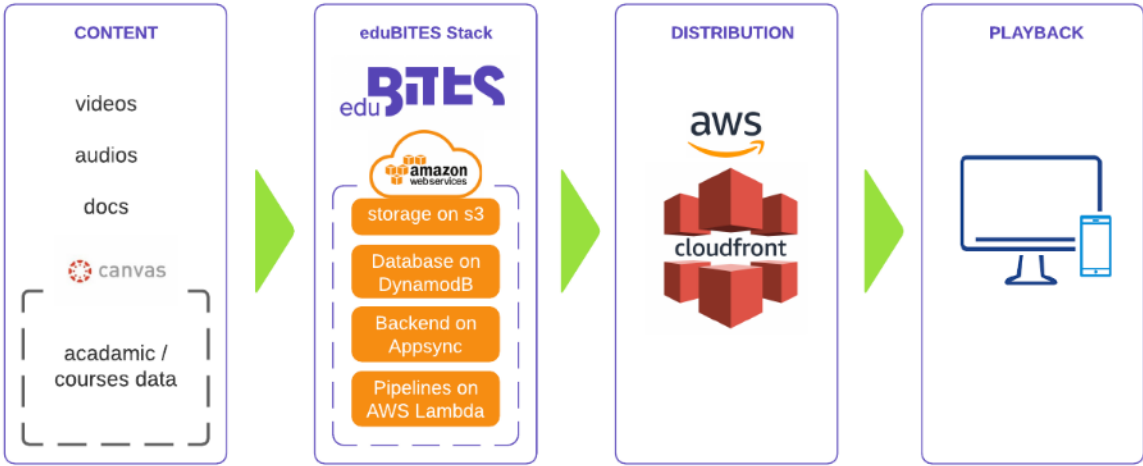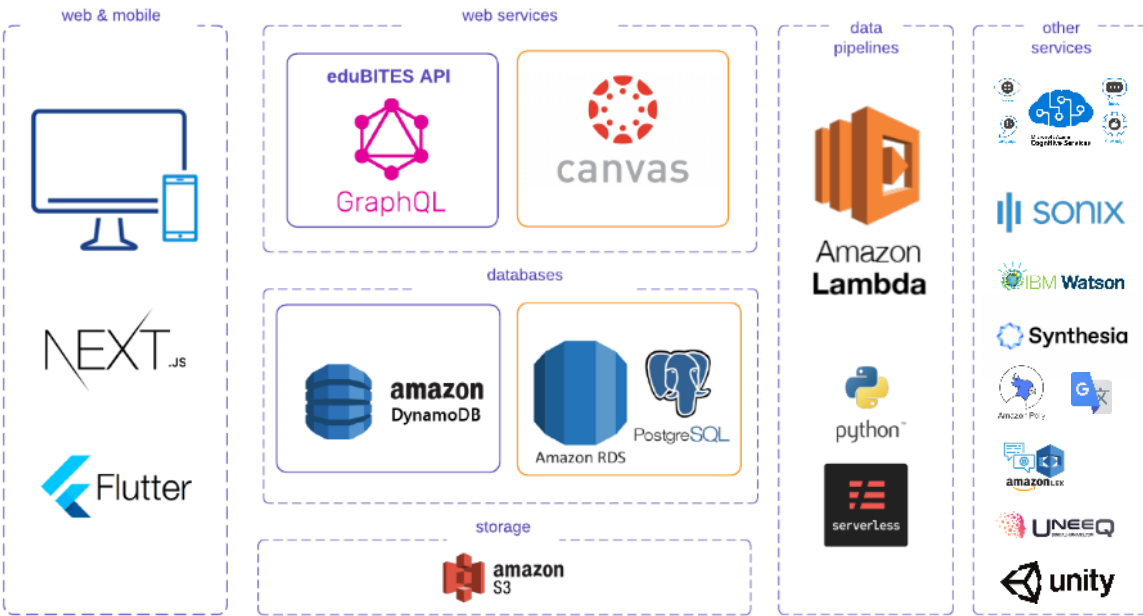
Avatars, AI, Lip-Sync

- Flexible repurposing of content
- Dynamic, real-time content updates
- Reusability of content
- True real-time, adaptive, student-driven learning, powered by AI
- 24/7 real-time responses to student questions
- Asynchronous content becomes hybrid content
- Tremendous cost savings

edu BITES
Education Tech Stack

Content Atomization & Distribution Pipelines

CONTENT
- videos
- audios
- docs
- canvas
- acadamic / courses data

eduBITES Stack
edu BITES
amazon webservices
- storage on s3
- Database on DynamodB
- Backend on Appsync
- Pipelines on AWS Lambda

DISTRIBUTION
aws
cloudfront

PLAYBACK

What's under the hood

web & mobile
NEXT.js
Flutter

web services
eduBITES API — GraphQL
canvas

databases
amazon DynamoDB
Amazon RDS — PostgreSQL

storage
amazon S3

data pipelines
Amazon Lambda
python
serverless

other services
Universience Cognitive-Services
sonix
IBM Watson
Synthesia
Amazon Poly
Google Translate
amazon Lex
UNEEQ
unity

Built to scale using best-of-breed technology

Built to evolve using service-oriented architecture (SOA)

Built for compatibility with market leading LMS used by Large Enterprises, Universities, and academic institutions to support B2B objectives and demand

canvas   moodle   Blackboard

eduBITES for Corporates

CORPORATES

OUR PRODUCT

- eduBITES offers corporate learning solution for both, the learner and the corporation. eduBITES´ technology & didactics fit perfect the day of the busy learner and with the transfer work, real corporate problems are solved

MONETIZATION

- Packages based on no. of employees, contents, formats and certificates
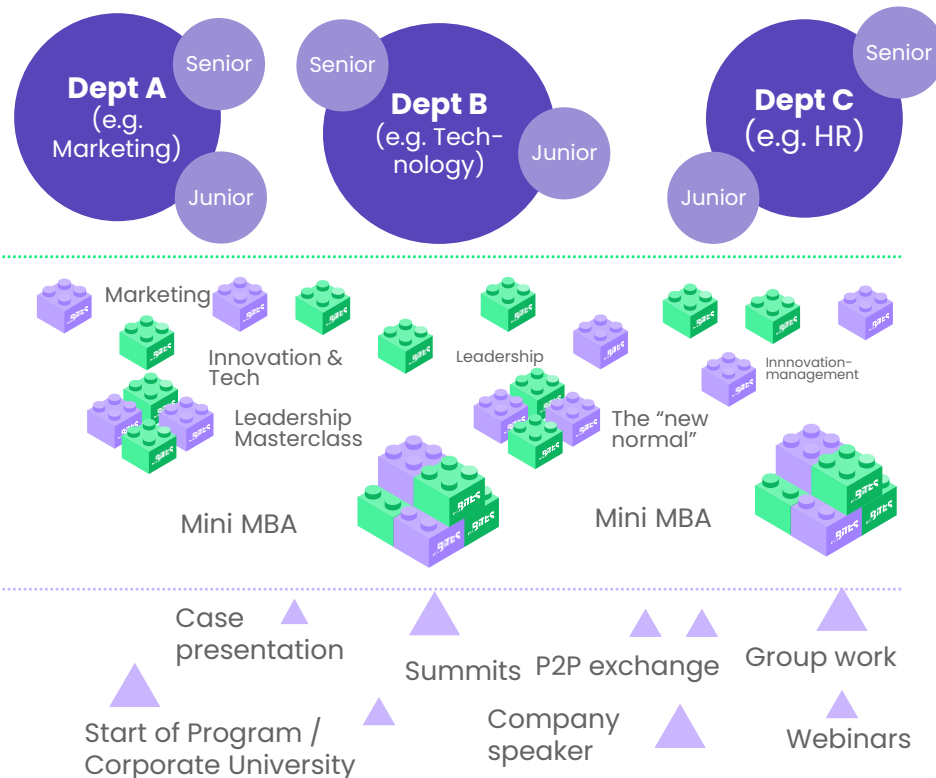
HOW IT WORKS

Target Groups

- eduBITES Corporate Universities can be customized to the individual needs, the respective hierarchy and business area

Asynchronous Content

- eduBITES offers a strong content library fulfilling most of today´s business and transformational needs
- eduBITES can be specifically produced to the needs of the client corporation
- Cost efficiency due to synthetic media and audio-centric content

Live interaction formats

- eduBITES supports all existing live formats in the corporation
- Additionally, all desired live formats can be provided by eduBITES and it's partner network

Dept A (e.g. Marketing) — Senior, Junior

Dept B (e.g. Technology) — Senior, Junior

Dept C (e.g. HR) — Senior, Junior

Marketing

Innovation & Tech

Leadership Masterclass

Leadership

The "new normal"

Innnovation-management

Mini MBA

Mini MBA

Case presentation

Start of Program / Corporate University

Summits

Company speaker

P2P exchange

Group work

Webinars

BENEFITS

- Close skills gap: large number of highly relevant topics
- High flexibility: bite-sized programs can be easily combined with full time job
- Immediate impact on company via transfer exercises
- High incentive for employees to complete thanks to university-accredited degrees
- Low cost of digitizing and scaling company knowledge into studyable eduBITES

eduBITES for Content / Community Partners

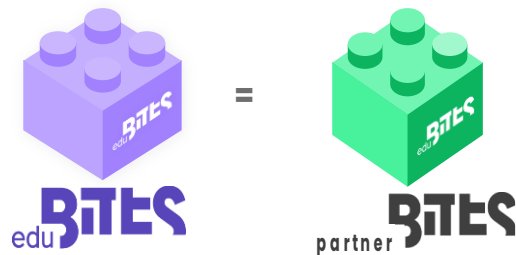## CONTENT OWNERS / COMMUNITIES

OUR PRODUCT

- eduBITES turns partner/community content into studyable programs by repurposing and augmenting partner content, applying our didactical framework to it and rewarding the final product with an ECTS point.
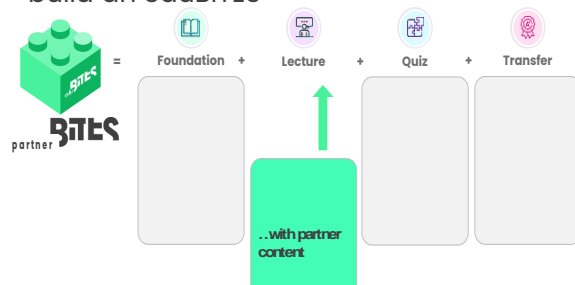
MONETIZATION

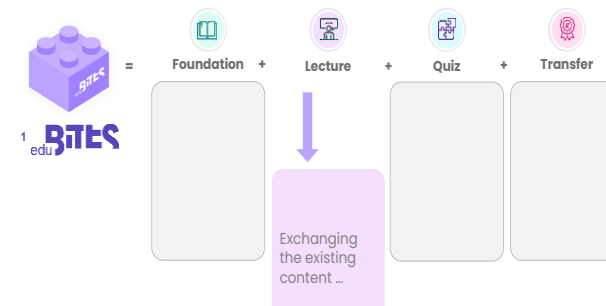- Revenue share for new programs sold by partners and eduBITES

HOW IT WORKS

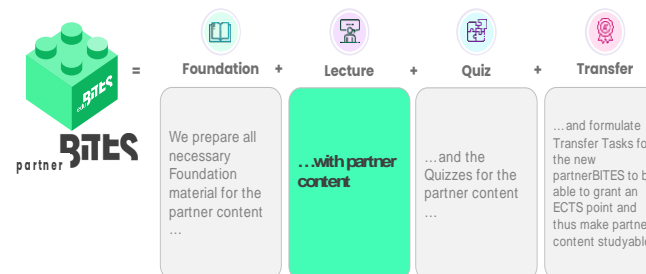How do we build partnerBITES based on original eduBITES

eduBITES = partnerBITES

Step 1: instead of using eduBITES existing content …

eduBITES = Foundation + Lecture + Quiz + Transfer

Exchanging the existing content …

Step 2: … we use the partner content to build an eduBITES

partnerBITES = Foundation + Lecture + Quiz + Transfer

…with partner content

Step 3: … and prepare foundation, quizzes and transfer work to make it university-accredited

partnerBITES = Foundation + Lecture + Quiz + Transfer

- Foundation: We prepare all necessary Foundation material for the partner content …
- Lecture: …with partner content
- Quiz: …and the Quizzes for the partner content …
- Transfer: …and formulate Transfer Tasks for the new partnerBITES to be able to grant an ECTS point and thus make partner content studyable

BENEFITS

- **Increase the lifetime value** of customers/monetize community: with an attractive additional high-quality educational offering
- **Extend product portfolio** based on existing content without extra work
- **Reach out to new target groups:** By providing content to eduBITES platform, partner content can be marketed to corporates, university students and individuals.
- **Increase the shelf life** of content with minimum invest, with AI-powered tools

eduBITES achievements to date

B2Corporations

B2Partner

Status

- Launch of first corporate universities
- Strong pipeline with market leading clients, in total 12 potential clients in discussion

Status

- First augmenting of partner content into eduBITES
- Reselling of these partner contents into corporate universities

eduBITES Team — the people behind ...

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. Professor for innovationmanagement and marketing since 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

Conny Lohmann
COO
makes eduBITES happen

Formerly CEO & consultant (ASK HELMUT GmbH, trommsdorff + drüner). 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

Patrick Wheeler
CPTO
invents & executes the incredible tech experience

Formerly CTO / CEO / CPO & digital product & service technical designer. Deep experience in VR / AR / XR, 3D, AI, as well as gaming & gamification, design thinking, e-learning, & China digital markets (building a platform with 60 million users). 24 years industry experience in both multinationals and startups.

M.Sc. Digital Media Design - The University of Edinburgh

Mark Hansen
CCO
content 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

Business Plan & use of funds

Summary BP eduBITES			2022		2023		2024
Revenue							
Founding Partner SMI			736.575	-13%	641.125	-37%	404.513
B2B Corporate Universtiy			1.358.909	365%	6.317.986	103%	12.840.501
B2B Partnerships			961.564	360%	4.420.085	142%	10.713.812
B2B University Partners			-		673.900	82%	1.225.800
B2S Schools			-		933.296	248%	3.248.049
B2C Launch			-		228.780		5.251.367
sum			3.057.048		13.215.171		33.684.043
Costs							
eB Production			640.500	-13%	557.500	26%	703.500
Accreditation & Transfer Fee			275.134	332%	1.189.365	155%	3.031.564
Marketing			247.250	310%	1.012.569	300%	4.052.633
Human Resources			3.064.301	129%	7.030.602	83%	12.899.704
Freelance Support			340.000	94%	660.000	55%	1.020.000
Infrastructure & IT			104.900	344%	465.800	56%	726.500
Equipment			288.228	-31%	198.281	71%	339.210
Other Services (Legal, Finance, …)			27.500	765%	238.000	28%	304.000
MISC (Office support, rent, infrastructure, …)			269.460	135%	632.754	83%	1.160.973
sum			5.257.273		11.984.871		24.238.084
Result			- 2.200.225		1.230.300		9.445.958
Result (%)			-72%		9%		28%

- eduBITES follows an aggressive technology-driven growth path and brings success factors & technologies from other industries into the education market
- eduBITES needs growth funding in order to
  - Further develop AI technology and improve overall product
  - Rollout to all target markets, starting with B2B in 2022
  - Internationalize the offering
  - Increase team with a focus on tech & product and sales team
- Economies of scale come from:
  - Highly reusable content: eduBITES can build a high number of company and employee-specific programs based on recombining existing eduBITES, thereby creating customized learning paths
  - Technology/Platform: highly scalable platform can serve large number of users and clients; multi-instance setup designed to serve different markets with low costs of adaptation
  - Avatar/Synthesis: low production costs and increase of content lifetime relevancy through continuous updates and the use of AI + avatars
  - Didactical approach: focus on highly scalable asynchronous learning units with few optional synchronous live interactions
  - Automated solutions to generate & evaluate content

EDUBITES OWNS THE EDUCATIONAL BUSINESS FORMULA

$$f(\text{digital educational transformation})$$

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

LET´S RESHAPE EDUCATION TOGETHER!

PROF. DR. MARC DRÜNER
MARC.DRUENER@EDUBITES.COM
+49 151 18440018
WWW.EDUBITES.COM

eduBITES – at a glance
Summary

- Founded as GmbH in Feb 2021, eduBITES reshapes learning for the modern world.
- Based on a unique mix of technology, didactics and content, eduBITES provides digital, self-paced, multimodal, location independent, mobile first and context responsive educational experiences that are tailored to the learner's preferences.
- Target markets / clients include Corporate Learning and Content Owners. Universities, Schools and Private Learners are to follow.
- eduBITES has so far been financed by 900k€ invested by the founders in 2020/2021 and a bridge financing and equity of another 1m€ (0,2m€ by new employee, 0,3m € by Steinbeis Ventures).
- Close before official market launch, eduBITES has built a client & partner pipeline of 17 companies.
- It's outstanding team with experience in gaming, AI and growing and exiting startup has more than 50 years of accumulated education industry experience.

founded February 2021, 9 FTEs	1,4 Mio.€ invested by Founders
First Corporate Partners and Content Partnerships	€ 3,1 Mio. € Rev in 2022 (1 Mio.€ already under contract)
Employee Incentive/ Equity program in place	10X potential for the years to come

eduBITES Shareholder

Prof. Dr. Marc Drüner	36 %
Carsten Rasner	36 %
Conny Lohmann	5+5 %
Patrick Wheeler	5+5 %
Mark Hansen	3 %
Steinbeis Transfergesellschaft	5 %