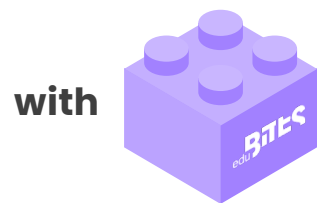




Reshaping Education for the Business World

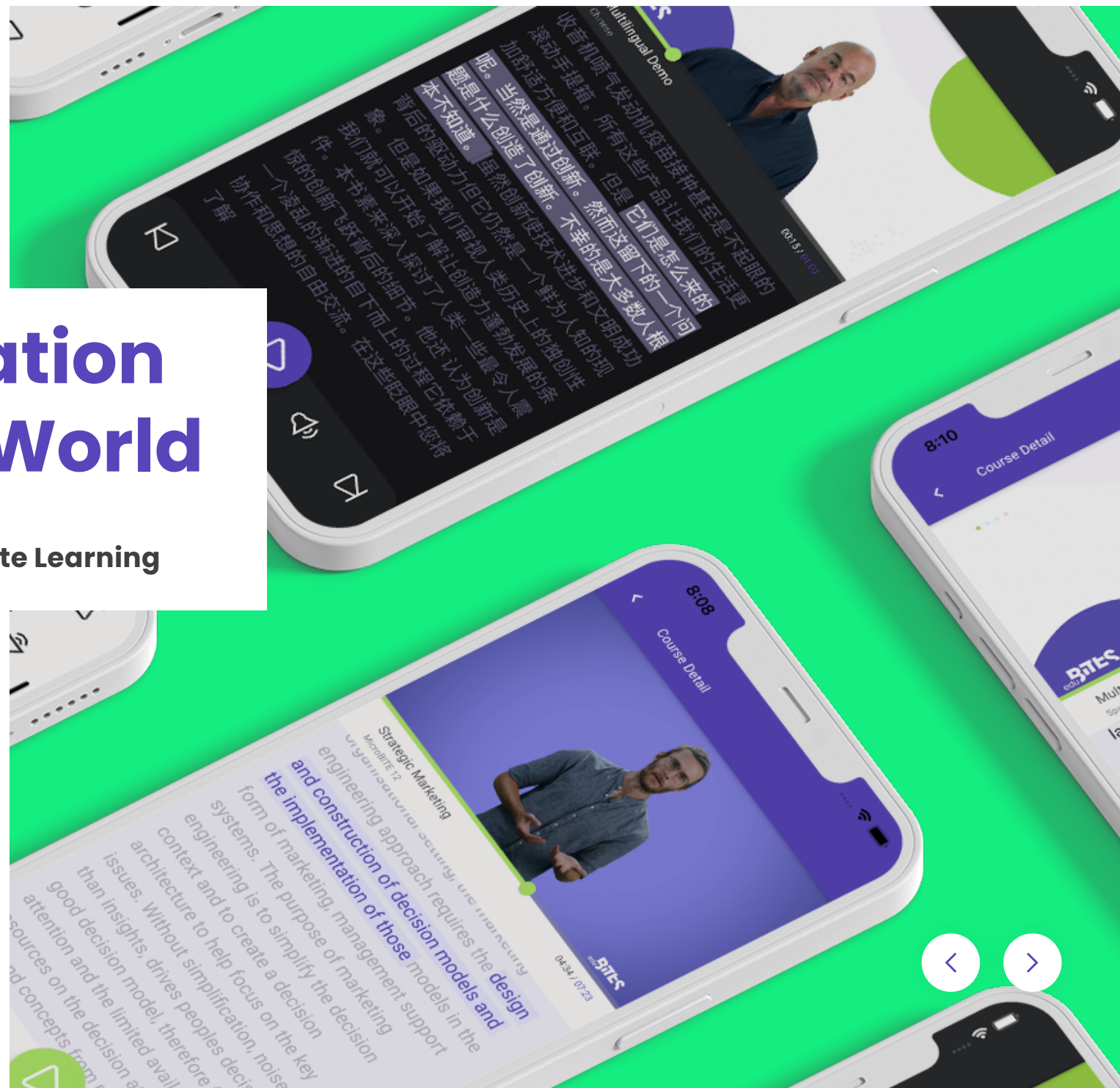


with the Lego blocks of Corporate Learning

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Berlin, January 2022



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 eduBITES = 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



B2 Partners



B2 Corporations

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.

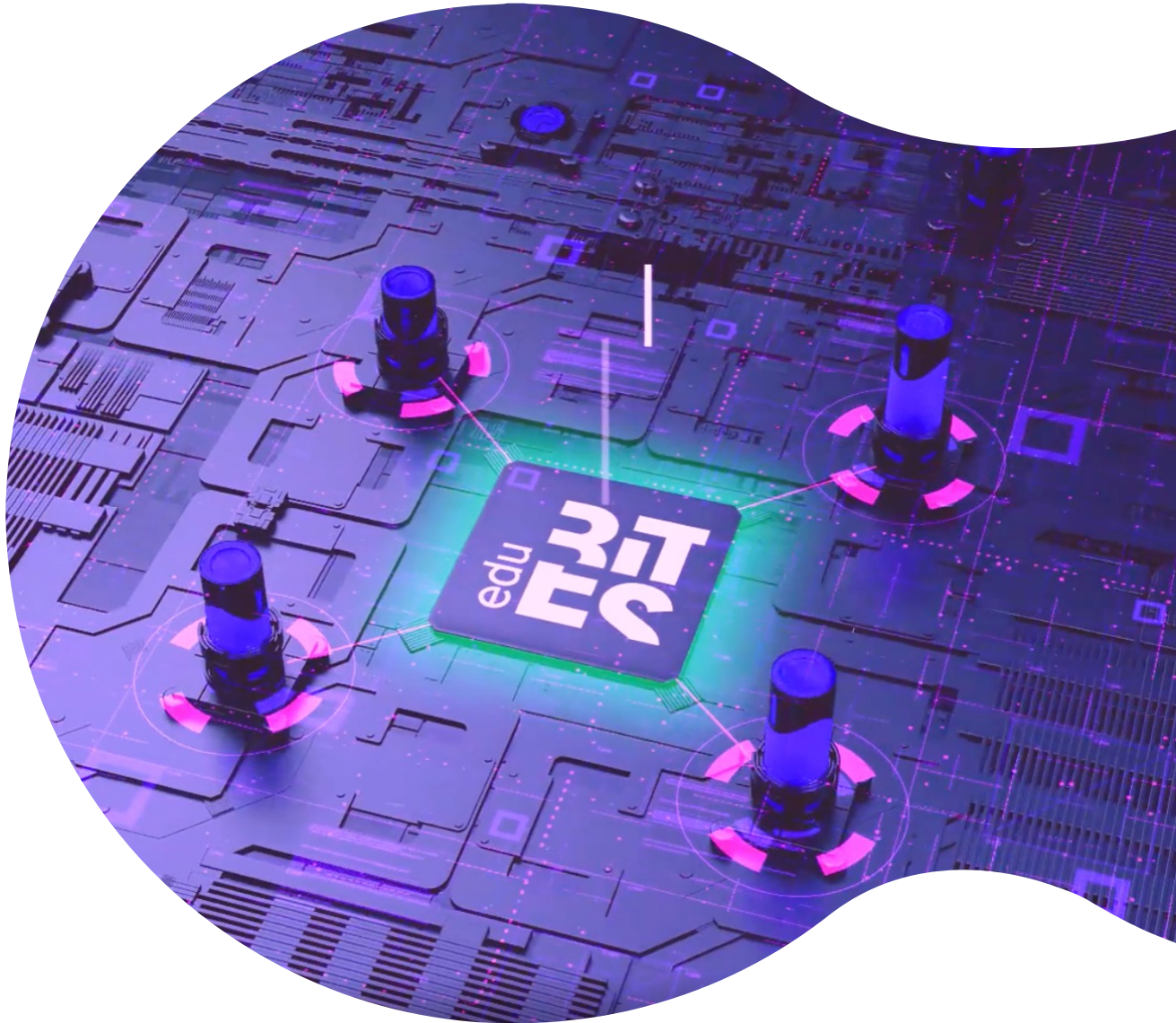
Content Partner: eduBITES provides new monetization possibilities for content owners and communities.



is an AI-powered corporate learning solution tailored to corporate needs and employees' skills.

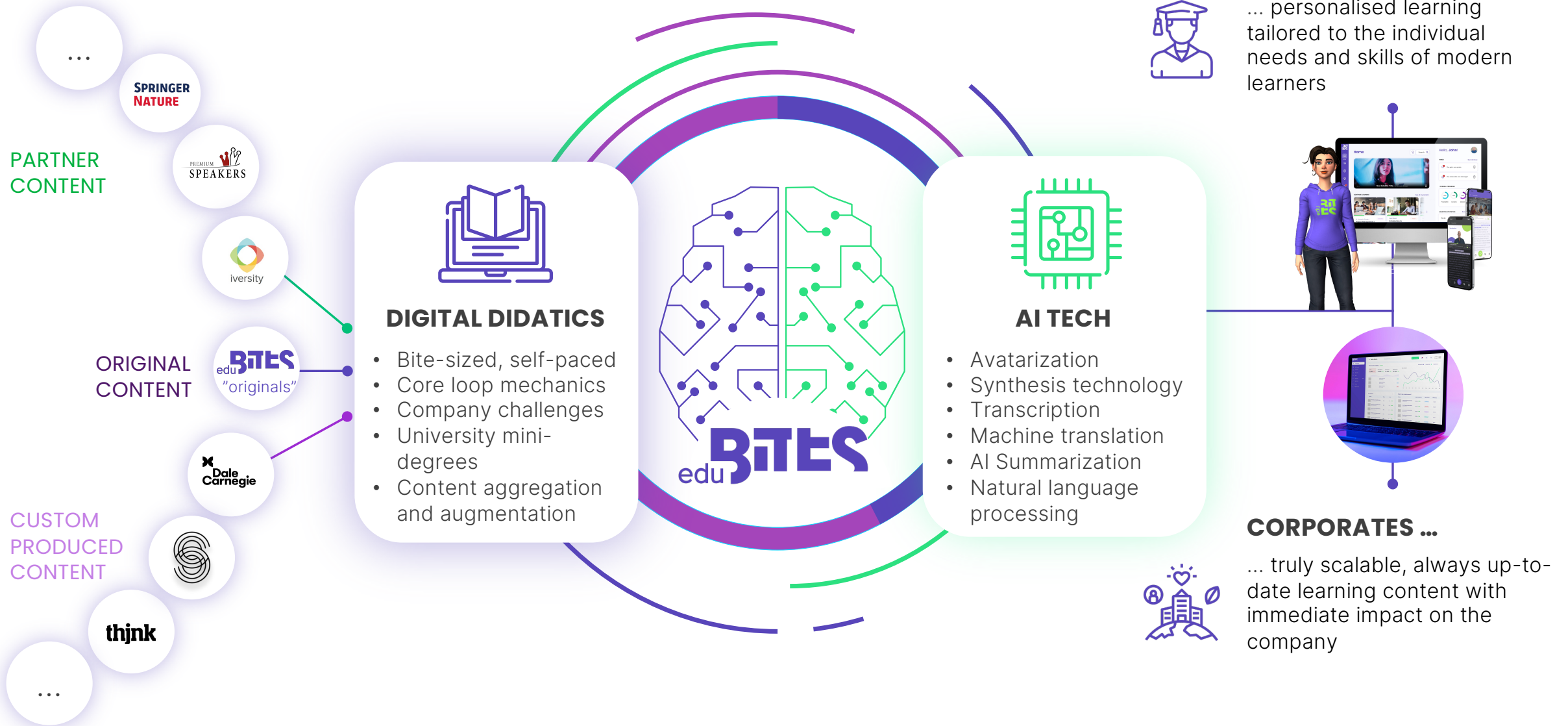
eduBITES combines bite-sized and challenge-based learning with university mini-degrees to ensure direct application of skills and immediate impact on the company while reducing training costs.

eduBITES works with 3rd party content owners to reshape, augment and continuously update their content via AI, making partner content university-accreditable and providing it in the most learner-centric, mobile first, Avatar supported and truly scalable way.

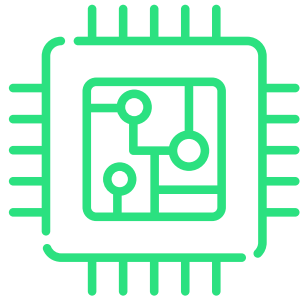


eduBITES

The ultimate learning solution



The AI EdTech revolution



AI TECH

- **Low Cost / Highly Scalable:** AI enables rapid deep analysis and repurposing of underutilized corporate knowledge pools for training purposes
- **Always Fresh:** Course delivery via intelligent synthetic media (avatars + AI + speech synthesis) means training content can be continuously updated and is always “fresh”
- **Any Format:** AI transcription and content dissection enables course delivery in any format; audio, video, text
- **Any Language:** One source language to multiple target languages via Machine Translation and speech synthesis / multilingual capable avatars.
- **Time variable:** AI sentiment and meaning analysis, combined with AI summarization enable the learner to select meaningful summary versions of lecture content to fit the time they have
- **Always on:** Natural Language Processing means that AI powered avatars can understand and answer learner questions at any time in any language.



Tech Platform

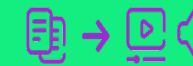
Cutting edge technology to provide 100% learner centricity with true real-time, adaptive, learner-driven education, powered by AI



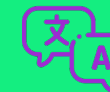
Bite-sized



Gamified



Video, audio, text



Any Language



Any device



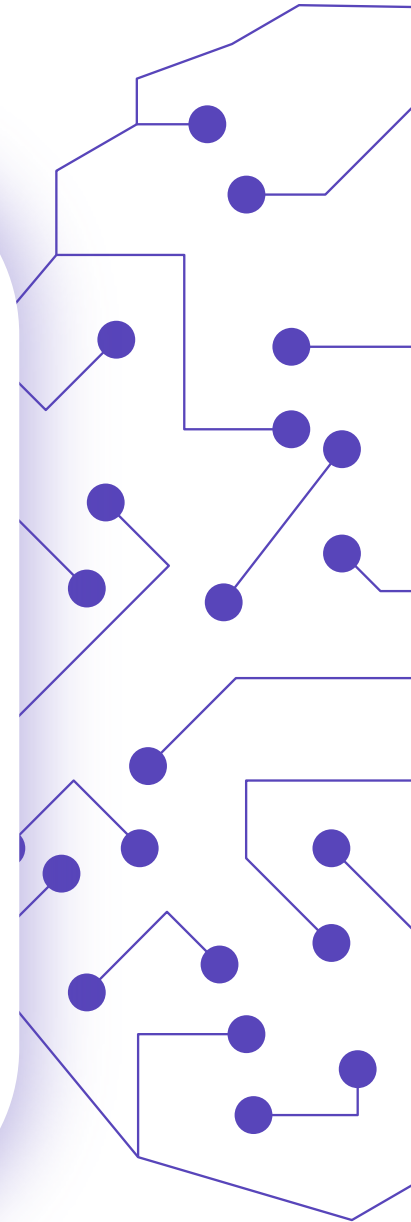
**AI Summarization,
24/7 response**

The didactic revolution



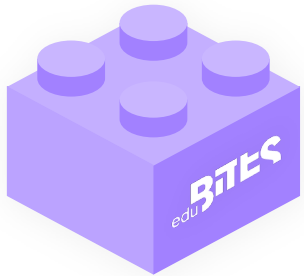
DIGITAL DIDACTICS

- Seamless integration into busy schedules of employees: via bite-sized, self-paced lectures taught in a multimodal, multilingual way on any device
- Immediate impact on company: via transfer exercises that ask learners to apply newly gained knowledge to company challenges
- High incentive to complete: thanks to University accredited-mini degrees and application of core-loop mechanics
- Personalized: Curated learning paths based on organizational and individual needs



eduBITES Methodology

4 pillars approach derived from 20 years experience in education assure both learning transfer and direct company impact



1 eduBITES

=

1 ECTS
European
Transfer Credit
system



Foundation

Self-Learning /
Self-study time

Goal: scaffold
learners through
foundational
knowledge and key
concepts.

Formats: YouTube
videos, podcasts,
scientific journals
and news articles.



Lecture

microBITES content
(divided into 5-15 minutes
each)

Goal: To provide learners
with insights and
expertise from top
lecturers and content -
easy to consume way,
any place, any modality

Formats: all BITES may
include audio, video,
slides, interviews.



Quiz

self assessment
after each
lecture

Goal: For
learners to
immediately self
assess their
knowledge.

Format: various
types of quizzes



Transfer

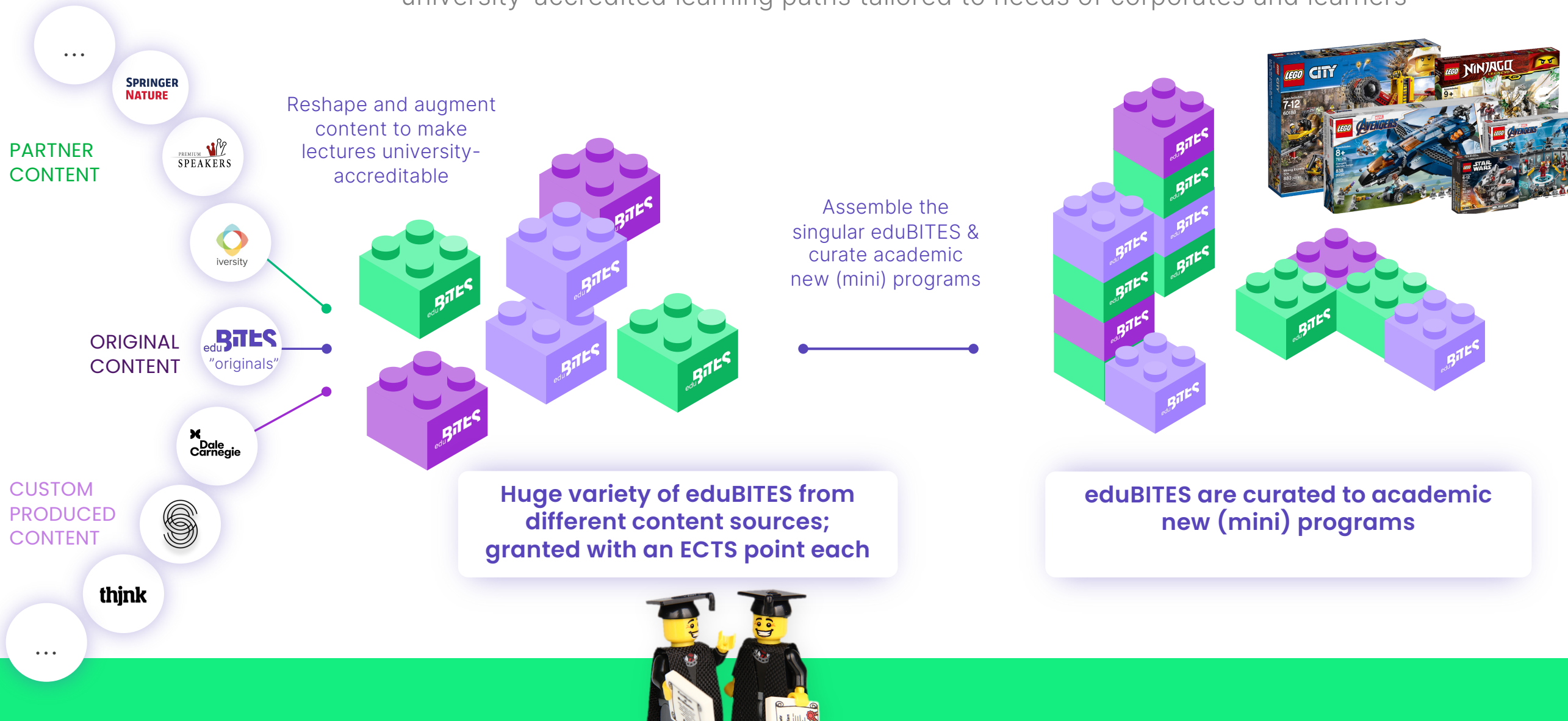
Reflection and assessment,
applying of newly gained
knowledge

Goal: To provide learners a
point of reflection and for them
to apply the acquired
knowledge to their business
context.

Format: structured company
challenges and assignments;
execution in cohort- or team-
based approach to foster peer-
to-peer exchange.

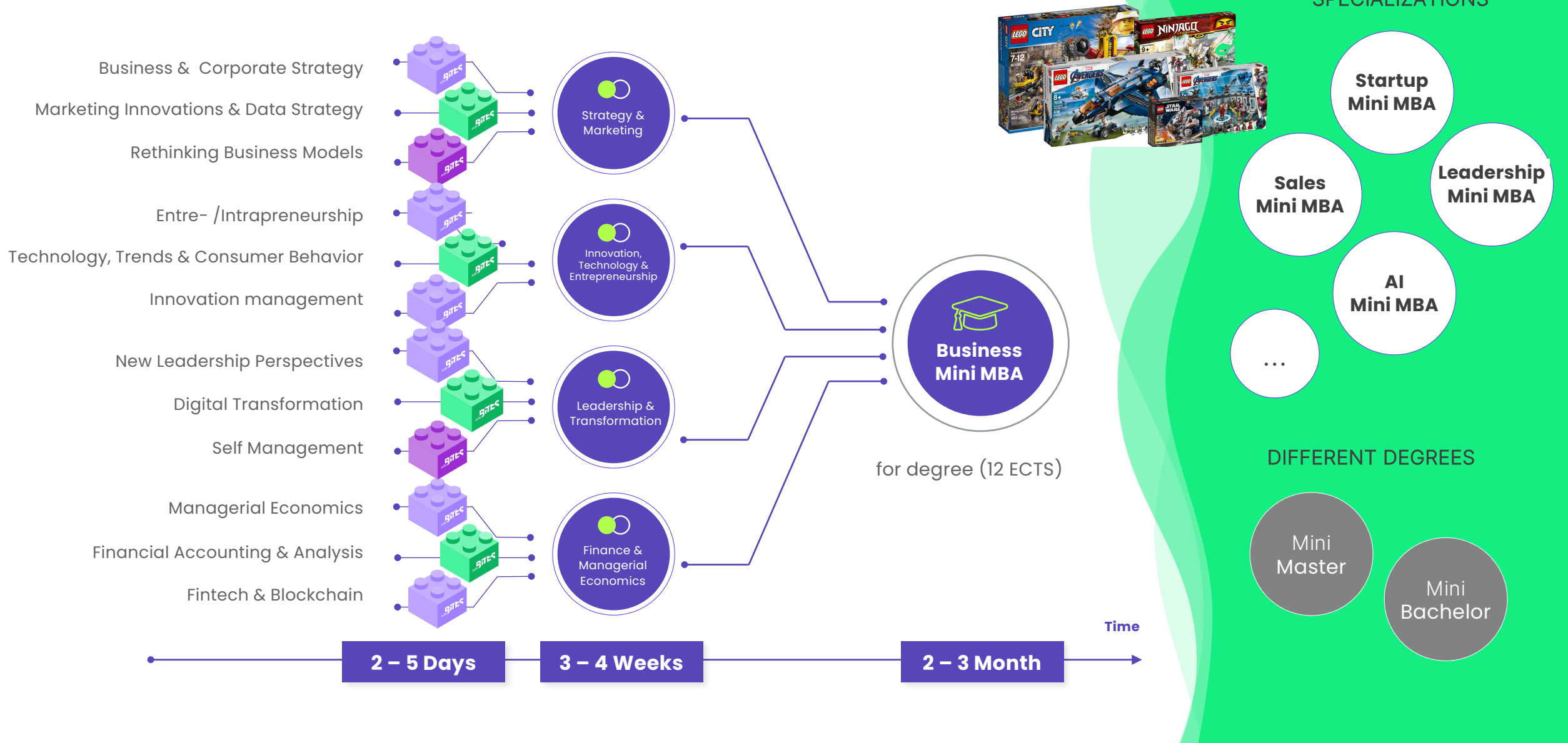
eduBITES the Lego Bricks of the education world

eduBITES reshapes, augments and reassembles partner contents to offer fully modular, university-accredited learning paths tailored to needs of corporates and learners

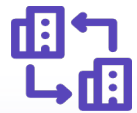


Example of a Mini MBA program

Illustrating the infinite program possibilities for corporate learning



eduBITES Target Groups + achievements



B2 Corporations

OFFERING: eduBITES provides the most advanced didactical, content & AI tech driven corporate learning solutions

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

MONETIZATION: Monthly subscription based on number of employees, content variety, optional custom-productions and live-interactions

think

SIXT

SERVICEPLAN

NETFLIX

MLP

KPMG

breuninger

CANNES
LIONS



B2 Partners

OFFERING: eduBITES turns 3rd party partner & community content into monetizable, studyable programs

- **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:** partner content can be marketed to corporates, university students and individuals
- **Increase the shelf life** of content with minimum invest, with AI-powered tools

MONETIZATION: Revenue share for new programs sold by partners and eduBITES

Dale
Carnegie

dfv Mediengruppe

cobrain

majorel

SPRINGER
NATURE

iversity

PREMIUM
SPEAKERS

The
Power MBA

Blinkist



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 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



Conny Lohmann

COO

makes eduBITES happen

Formerly CEO & consultant (ASK HELMUT GmbH, TD Reply). 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

year	2022	2023	2024	2025	2026
Revenue	1.976.639	3.962.622	6.736.458	12.125.625	23.038.687
Costs	3.763.304	4.915.965	5.371.763	6.983.292	11.731.930
Result	-1.786.665	-953.343	1.364.695	5.142.333	11.306.757
%	-90,4%	-24,1%	20,3%	42,4%	49,1%

eduBITES follows an aggressive technology-driven growth path and brings success factors & technologies from other industries into the education market.

eduBITES will allocate growth funding to ...

- Further develop and extend AI technologies
- Improve overall product to maximise learner & corporate experience
- Increase team with a focus on tech & product
- Start with B2B markets in 2022 and Internationalization from 2nd half of 2022 onwards
- Addressing further markets (Universities, endconsumers) later in 2023

Economies of scale

- **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
- **Didactics:** focus on highly scalable asynchronous learning units
- **Automation:** automated solutions to generate & evaluate content

EDUBITES OWNS THE EDUCATIONAL BUSINESS FORMULA

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

**LET'S RESHAPE BUSINESS EDUCATION
TOGETHER!**

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