

Reshaping Education for the Business World

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Berlin, May 2022



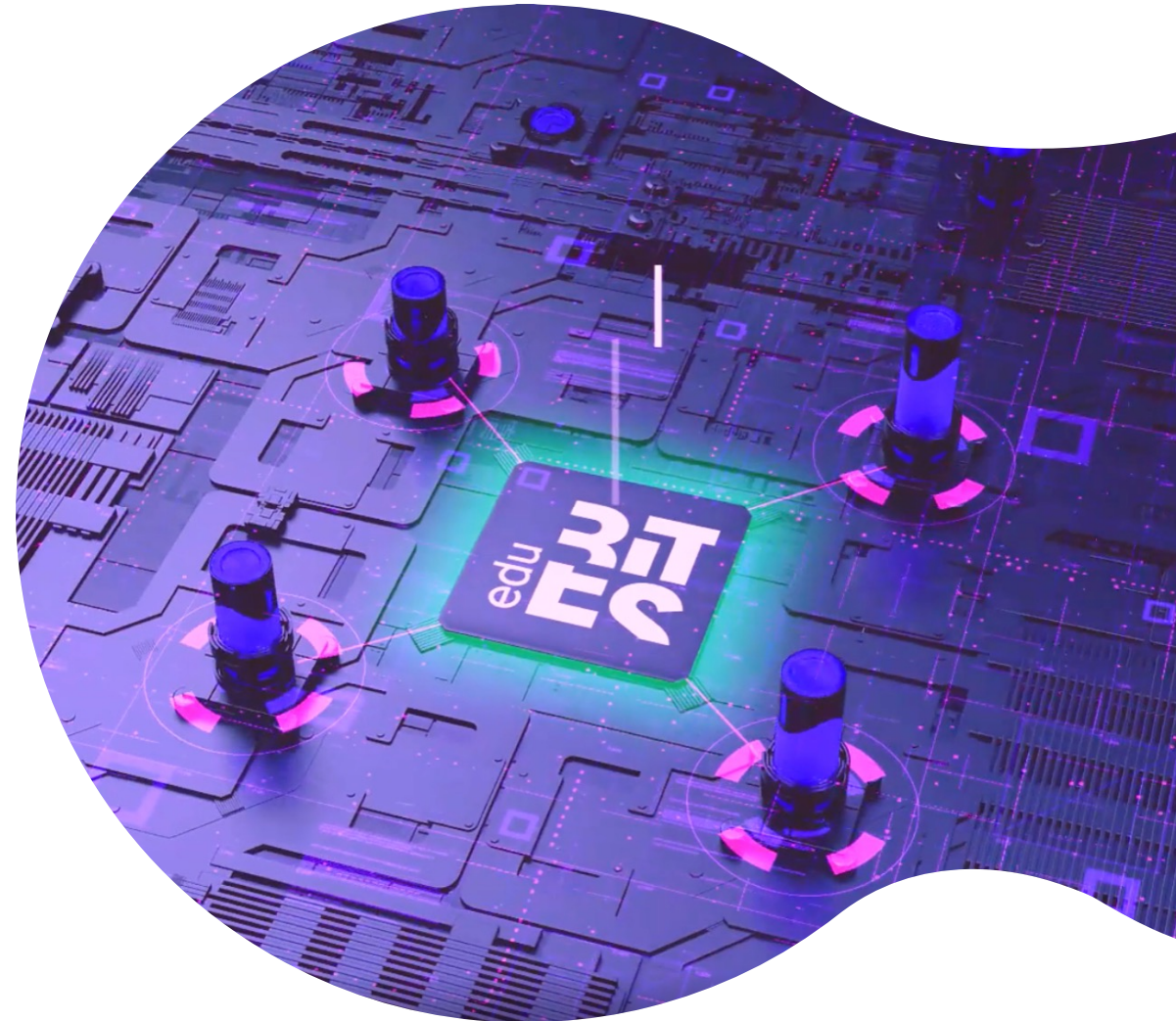
eduBITES | summary

- Founded in Jan 2021, **eduBITES** is pioneering AI application in education and content atomization.
- **Ultimate Corporate Learning Solution:** eduBITES provides scalable, engaging, digital education experiences that are tailored to the needs of corporates and learner preferences.
- **New Business & Revenues:** eduBITES allows content owners to reshape and digitize their knowledge, content, and training material into engaging, scalable learning experiences. While providing their customers access to the learner experience platform eduBITES. Opening new revenue streams and business models for their existing content.
- **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.
- **Outstanding team:** Together more than 50 years of accumulated education & technology industry knowledge. Significant experience in education, gaming, AI, and growing and exiting startups.



We are the modern content alchemists.

Serving corporates with the ultimate Corporate learning as a Service (ClaaS) solution and providing new monetization to content owners.



Problems

Corporates face tremendous need for employee upskilling

Content owners lack monetization options for significant amounts of their content

Busy professionals find it hard to integrate learning into their life

Traditional content production is costly, time-consuming, and cannot be updated

Diverse learning tools are required to satisfy the complex needs of a company

Solutions

Customizable Corporate Learning Solutions (ClaaS)

eduBITES provides Corporations with the most advanced & customizable corporate learning offering.

New Business & Revenue Streams for content owners

eduBITES helps content owners to realize new monetization opportunities for their existing content.

Classroom everywhere tailored to individual learner preferences

eduBITES easily integrates: bite-sized learning on any device and in the right modality: video, audio, text. AI-based content summarization adjusts content length to a learner's available time. True on-demand learning with 24/7 support.

Scalable & always fresh content via synthetic media

We can transform any content format (video, audio, text, PPT) into new formats (video, audio, text, PPT). We do this via content atomization and the subsequent use of synthetic media (presenter Avatars, 3D Tutors, voice cloning etc.)

Education & information in one solution

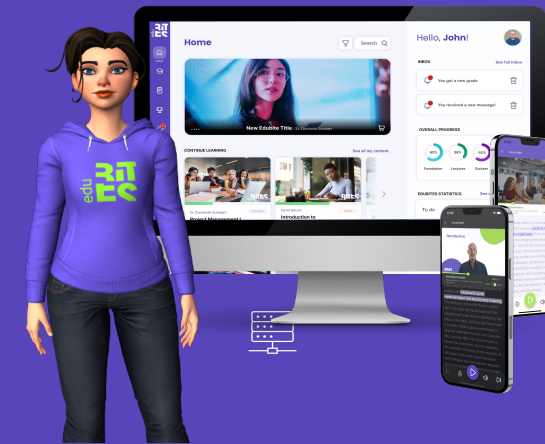
By combining customizable employee education and company specific information, we empower employers to personalize the re/upskilling programs their employees need to be successful on the job.

The **eduBITES** product 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. And content owners to monetize their content

eduBITES

The ultimate learning solution

3rd Party Content

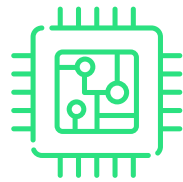
we aggregate, reshape and augment external content and publish it on the eduBITES platform

eduBITES „Originals“

we produce high quality eduBITES

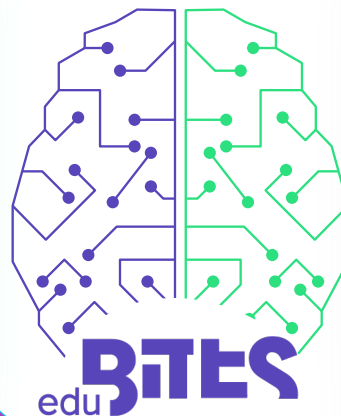
Company Content

we digitize existing company materials or training content to make it consumable under the eduBITES technological and didactic proposition



AI TECH

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



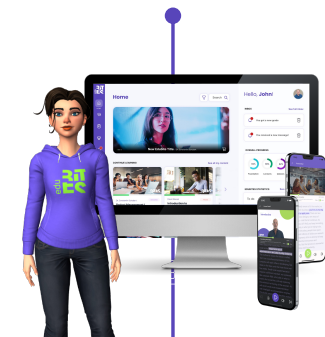
DIGITAL DIDACTICS

- Bite-sized, self-paced
- Core loop mechanics
- Company challenges
- University mini-degrees
- Content aggregation and augmentation



LEARNERS ...

... personalised learning tailored to the individual needs and skills of modern learners, Bite-sized & Self-paced

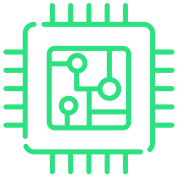


CORPORATES ...

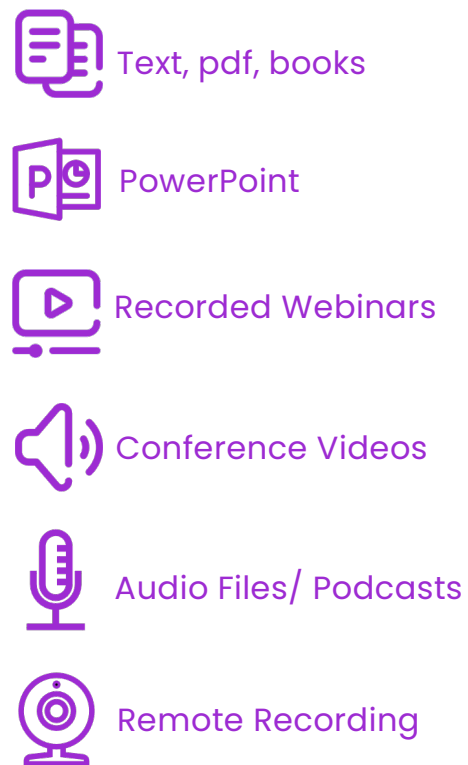
... truly scalable, always up-to-date learning content with immediate impact on the company through live & cohort based learning, self-paced asynchronous courses, and real company transfer tasks



eduBITES our AI EdTech Alchemy



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
extraordinary via AI

35 Million

PowerPoint
presentations
daily

500 Million

PowerPoint Users
Worldwide
daily

Input:

Boring PowerPoint or
old PPT that needs to be actualized



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

24

24 / 7 Service
Avaliable Anytime /
Anywhere

2



The Flux Capacitor

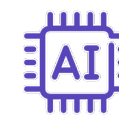
Our AI powered
"Content Alchemy"

Output: Synthetic Media Avatar Video

Presented by your virtual
avatar / clone

10 Facts About Time Travel

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



AI Summarization

Giving you the TLDNR Version

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



Multilingual

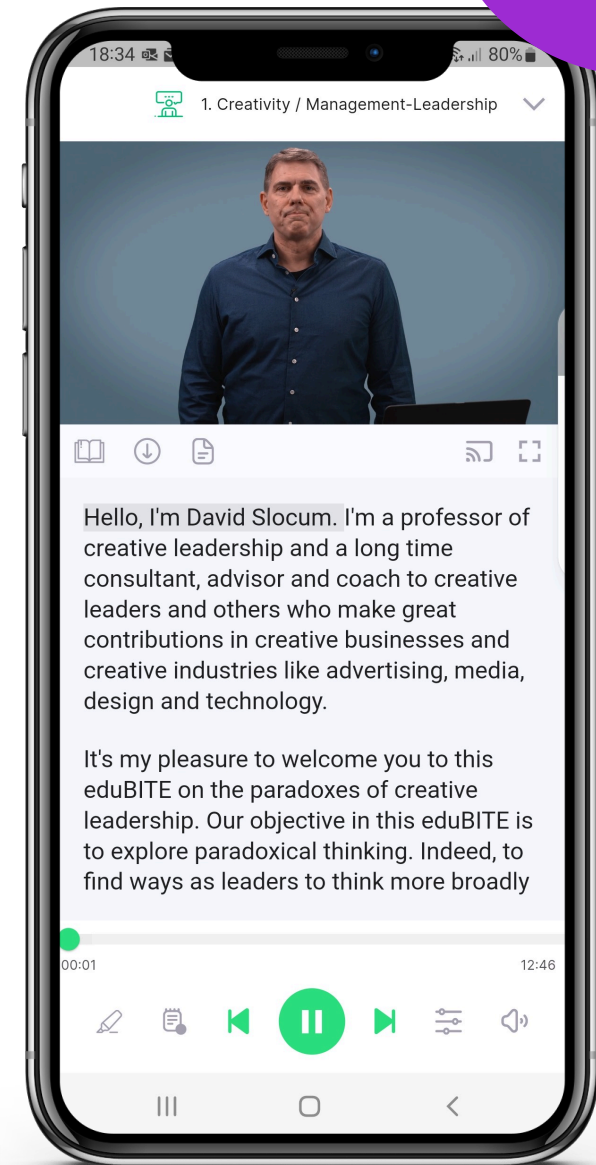
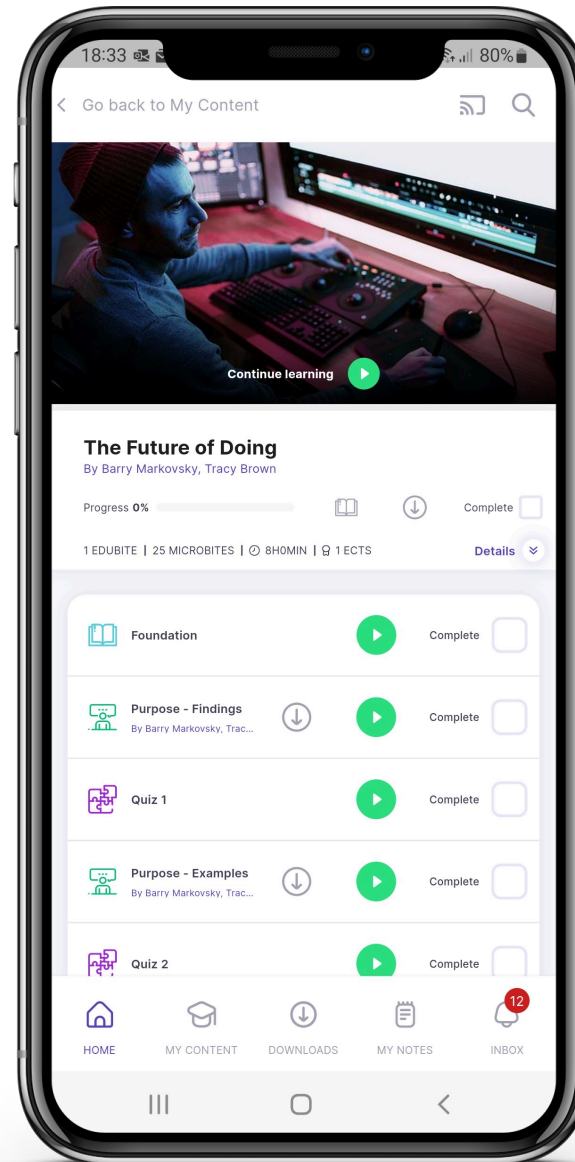
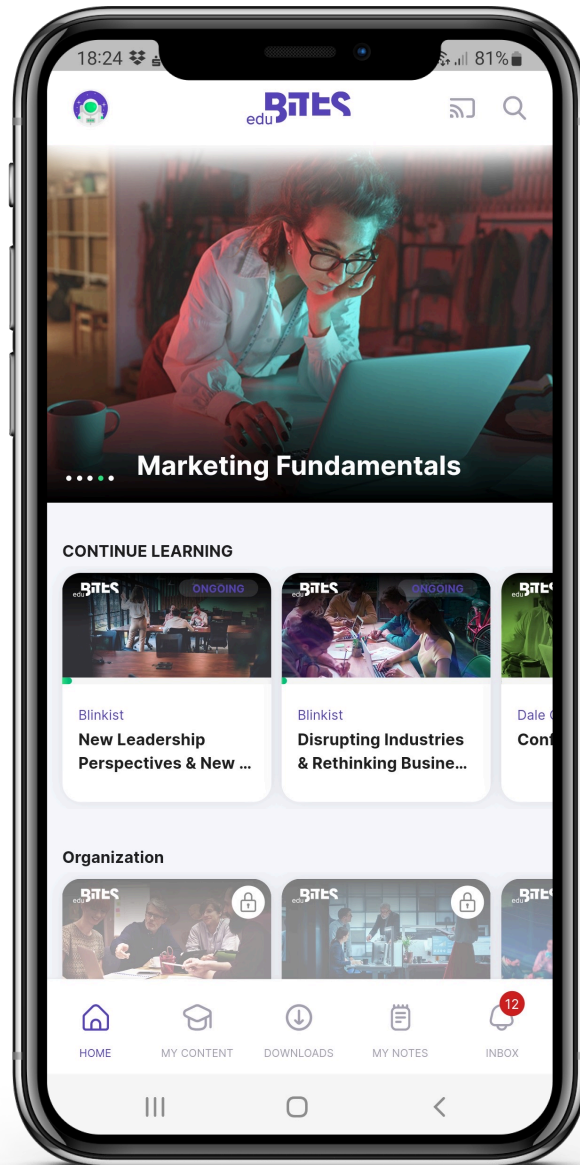
Multilingual video
output form any
language to any
language



eduBITES

Learner experience like Netflixing, but interactive

Sign up
for demo:
demo.edubites.app



B2B2X

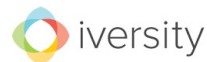
Training Provider

- Enable scalability of trainings. Reduce runtimes of projects, Shortening of training times
- Reduce dependency on trainers in live webinars
- Improving the learner experience through different media and self-directed and paced learning
- 3D Tutors for 24/7 support



Publisher

- Creation of new media products / formats based on existing content
- Increase shelf-life of contents, overnight actualization of content
- Offering of new usage situations for existing customers and opening up completely new customer segments
- New monetization opportunities



B2B

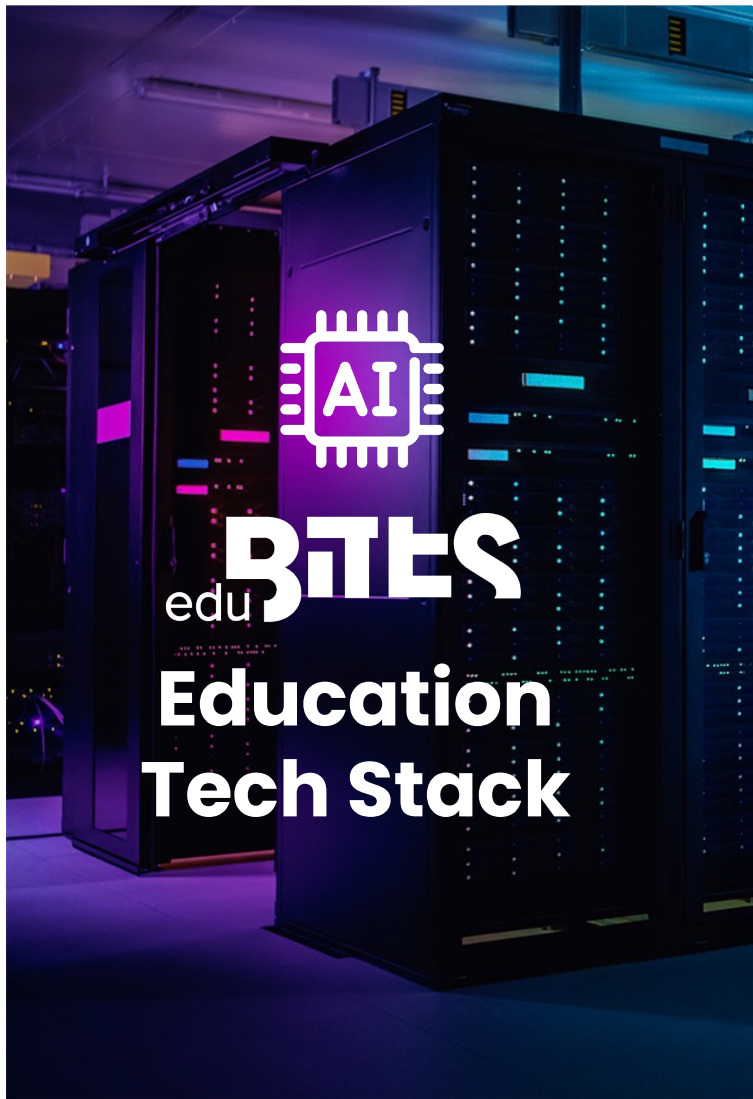
Large(r) Corporations

- 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

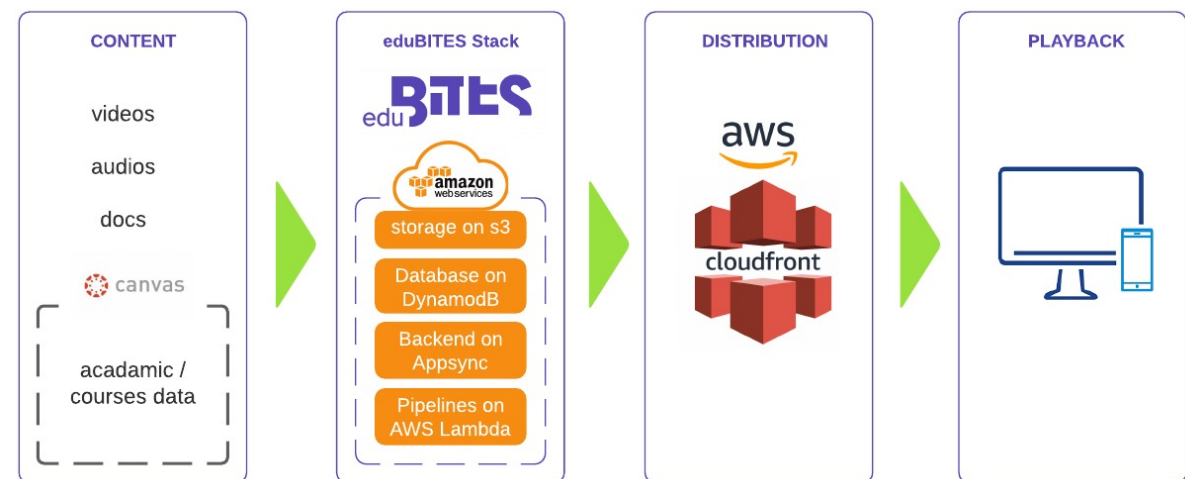


SME (Outlook)

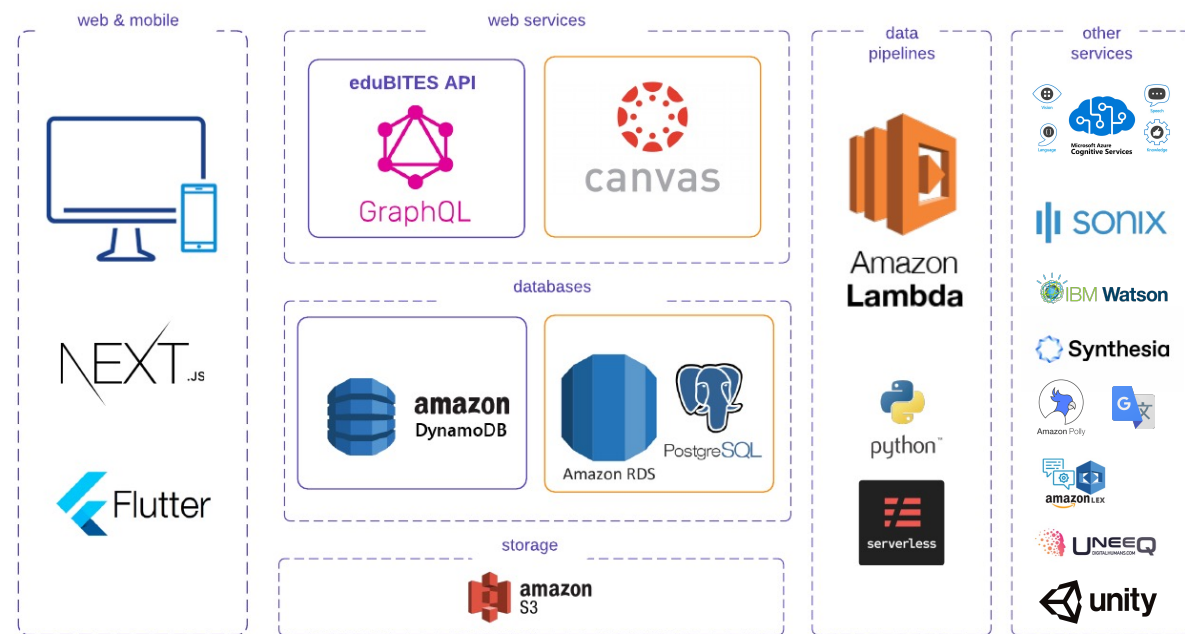
- Smaller companies will be addressed in a direct B2B sales model after content ramp up of eduBITES library
- AI based democratization of Corporate Learning.



Content Atomization & Distribution Pipelines



What's under the hood



Built to scale using best-of-breed technology

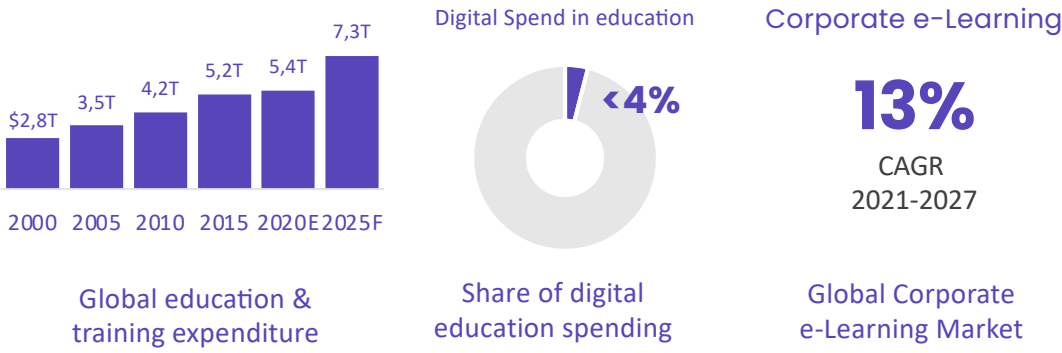
Built to evolve using service-oriented architecture (SOA)

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

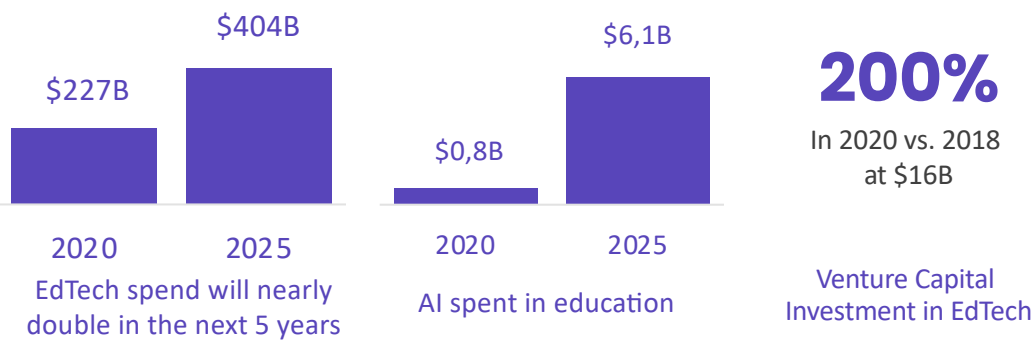
Market | Why now

The pandemic has accelerated the huge momentum for both clients and investments into AI-driven EdTech

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



2. Huge momentum for digital and AI
Pandemic accelerating development



3. Strong necessity for corporates to upskill

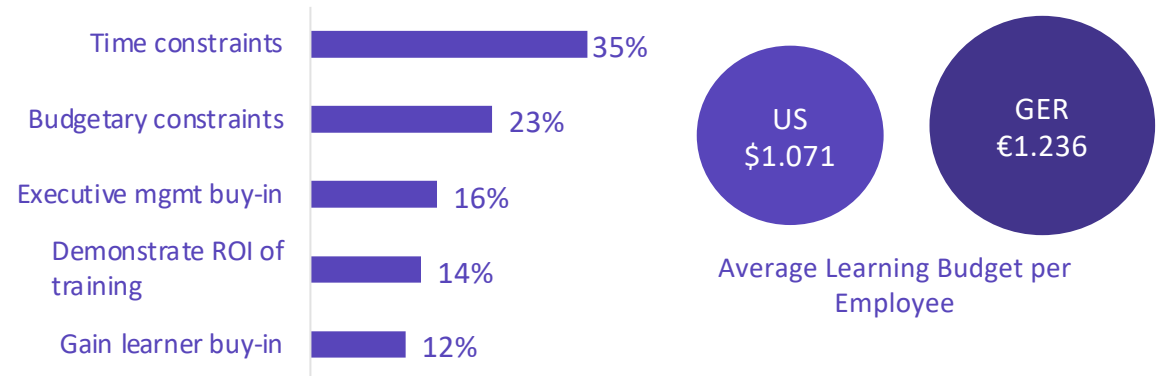
34% of jobs will be transformed by automation, 43% in Germany

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



Competitive Analysis

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

					
Learner Experience Platform	✓	✓	✓	✓	
Content library / aggregation	✓	✓	✓	(✓)	
Custom company course creation	✓		(✓)	✓	
AI content reshaping & synthetic media	✓				✓
Certification	✓	✓	✓	✓	

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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