Reshaping Education for the Business World
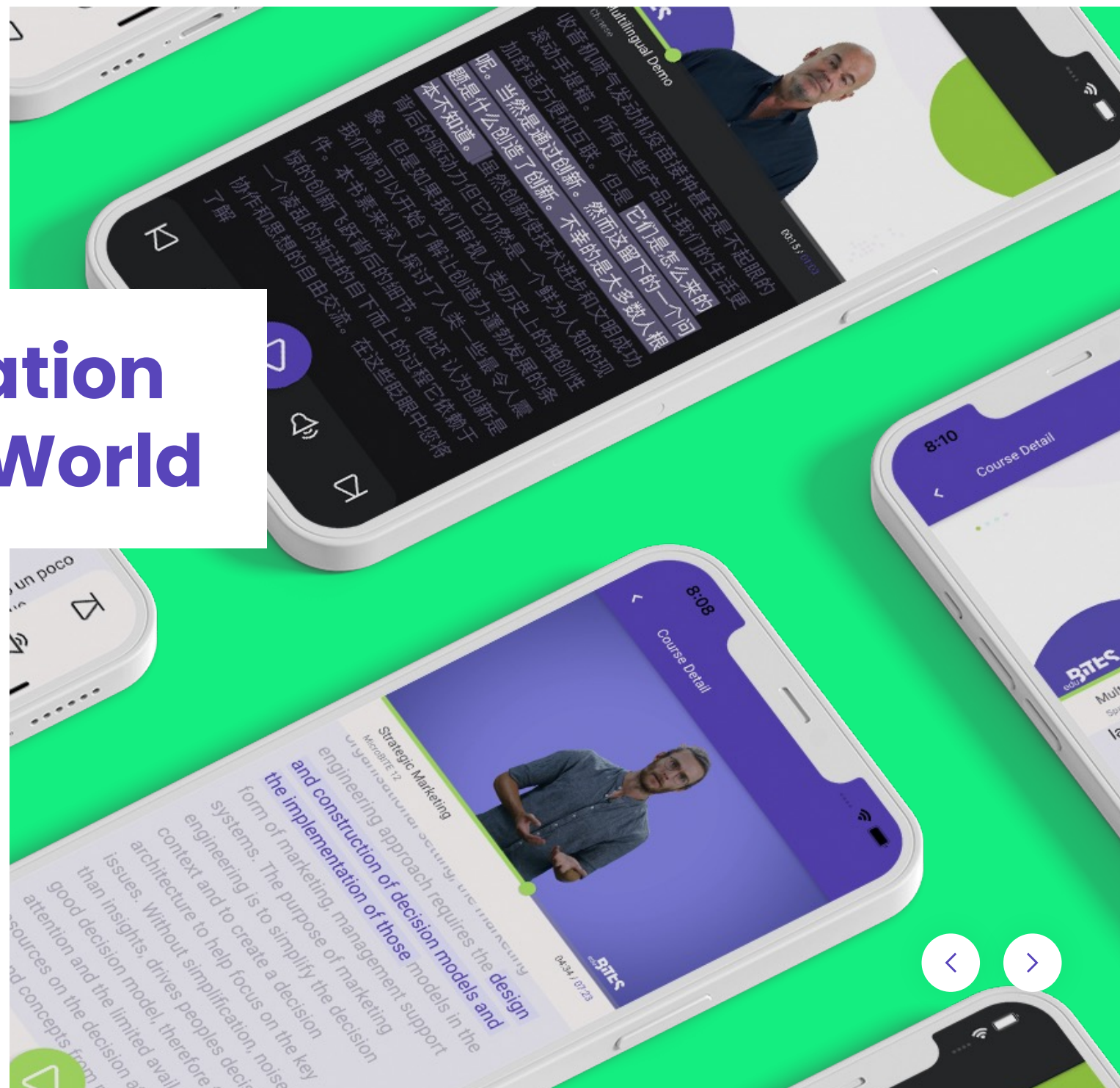
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Berlin, June 2022

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.

- **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.

- **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.

- **Outstanding team:** Together more than 50 years of accumulated education & technology industry knowledge. Significant experience in education, gaming, AI, and growing and exiting startups.

01/21
founded

Strong Corporate Partners and Content Partnerships

9
FTEs

1.4m€
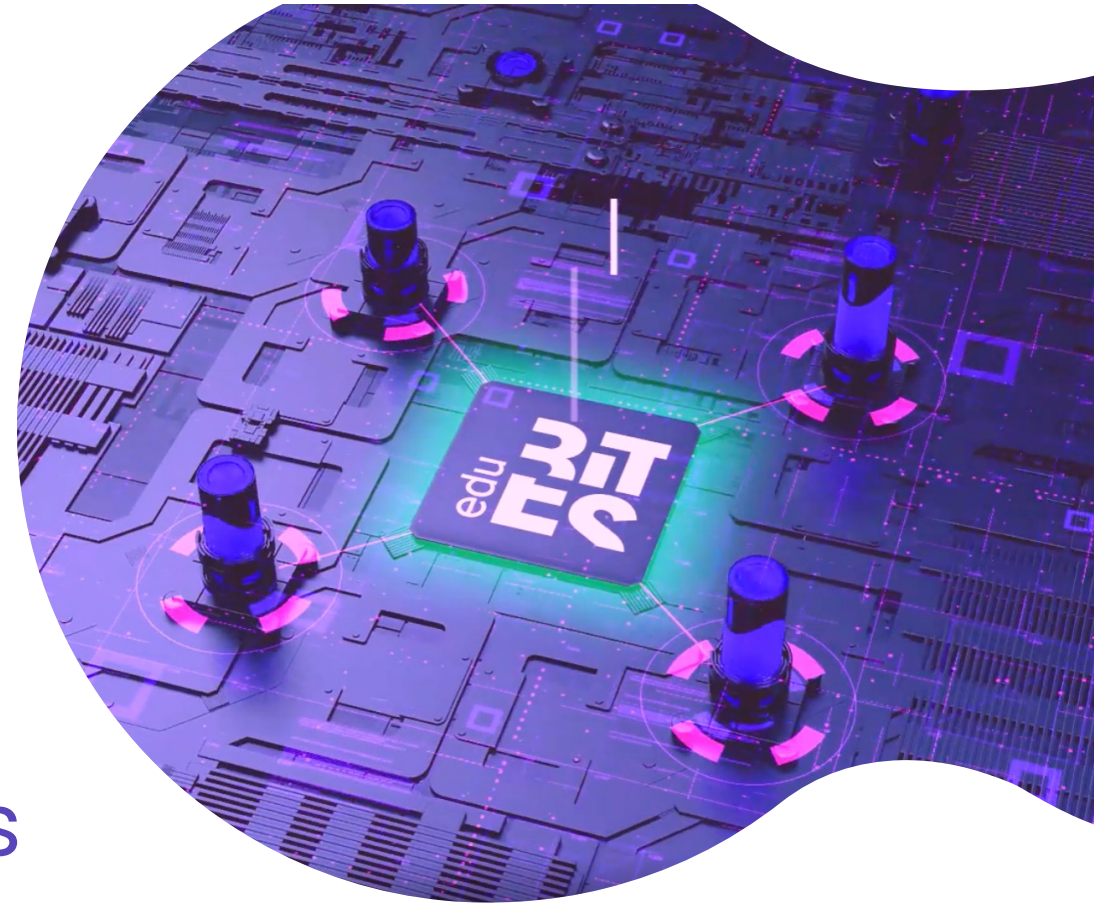invested by founders

›1 m€
rev in 2022

10X potential for the years to come

eduBITES

We build Corporate Universities at scale - Corporate learning as a Service (ClaaS)

Problems

Corporates face tremendous need for employee upskilling

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

Content owners lack monetization options for significant amounts of their content

Solutions

Customizable Corporate Learning Solutions (ClaaS)

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

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.

New Business & Revenue Streams for content owners

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

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.

+
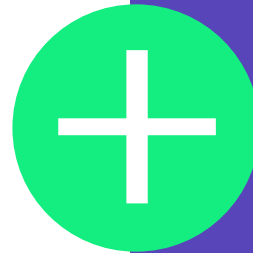
LEARNER EXPERIENCE PLATFORM

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
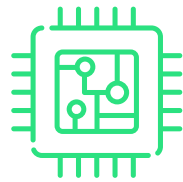
3rd Party Content

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

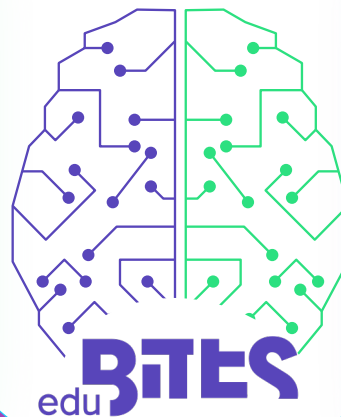**eduBITES „Originals"**

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 DIDATICS

- 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
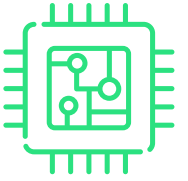
CORPORATES …

… 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

Text, pdf, books

PowerPoint

Recorded Webinars

Conference Videos

Audio Files/ Podcasts

Remote Recording

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 | **500 Million**

PowerPoint presentations daily | PowerPoint Users Worldwide

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

AI Summarization
Giving you the TLDNR Version

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

3

24 / 7 Service Avialable Anytime / Anywhere

10 Facts About Time Travel
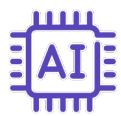
Multilingual
Multilingual video output form any language to any language

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

1

2

The Flux Capacitor
Our AI powered "Content Alchemy"

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

- PPTx as Video with avatar persenter
- PPTx as Video with audio voiceover
- PPTx as audio only
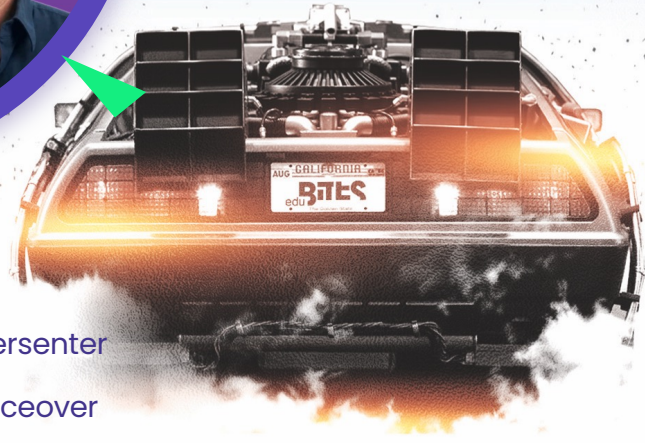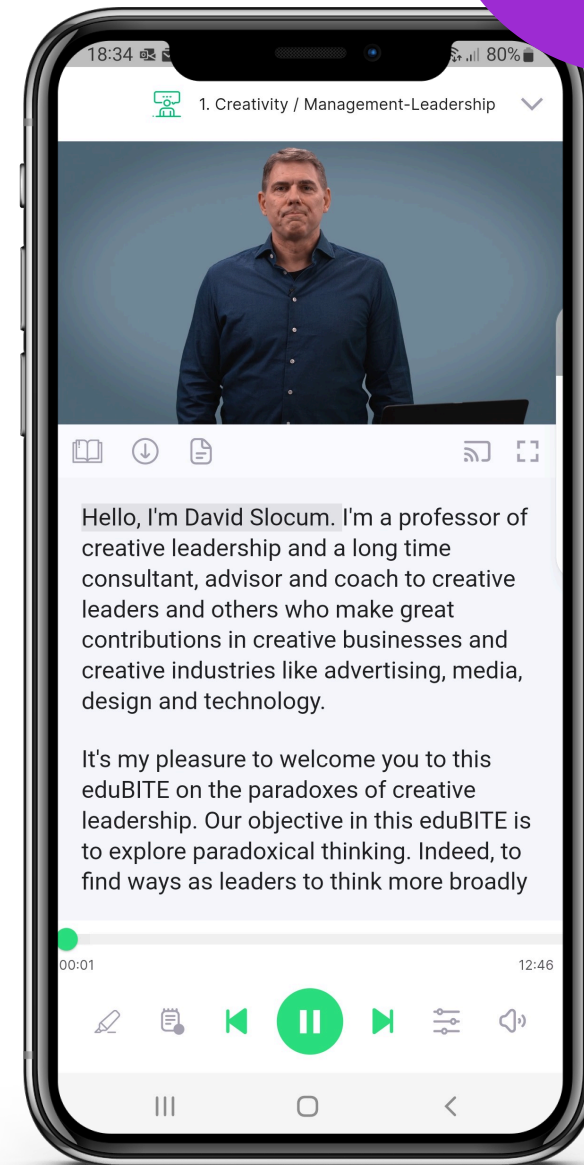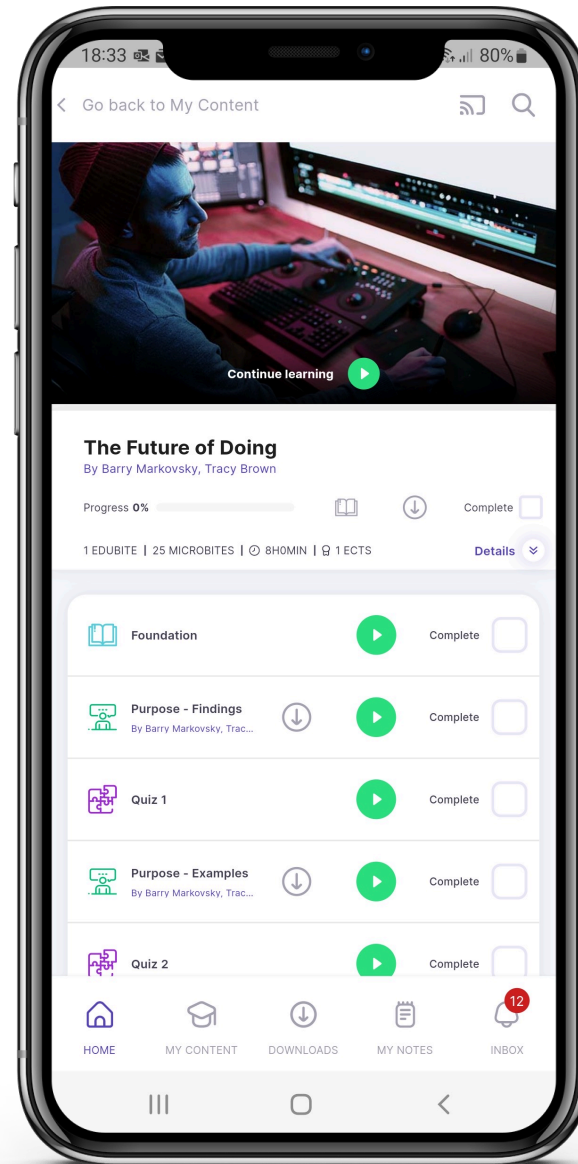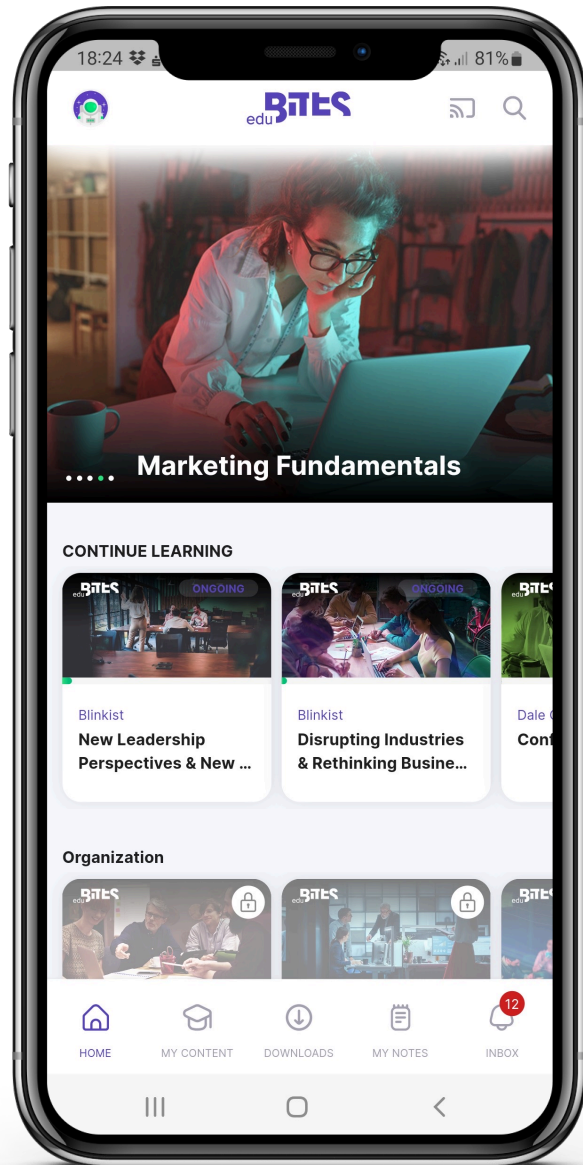
Market | Why now
The pandemic has accelerated the huge momentum for both clients and investments into AI-driven EdTech

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

Global education & training expenditure
- 2000: $2,8T
- 2005: 3,5T
- 2010: 4,2T
- 2015: 5,2T
- 2020E: 5,4T
- 2025F: 7,3T

Share of digital education spending
<4%

Corporate e-Learning
13%
CAGR 2021-2027

Global Corporate e-Learning Market
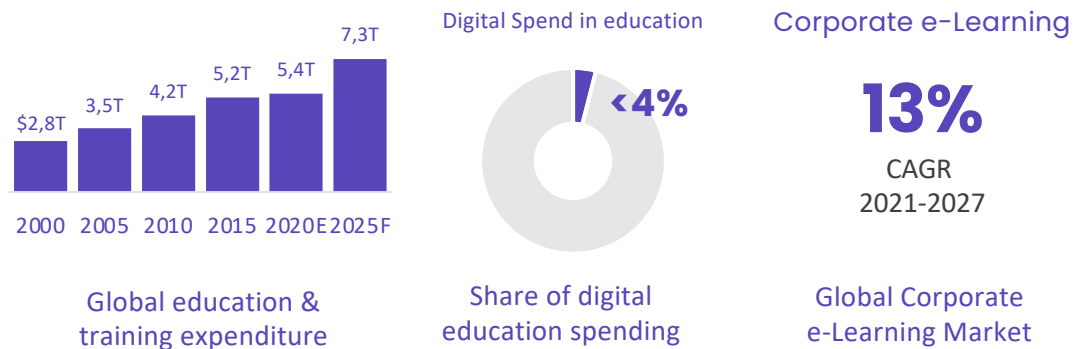
2. Huge momentum for digital and AI Pandemic accelerating development

EdTech spend will nearly double in the next 5 years
- 2020: $227B
- 2025: $404B

AI spent in education
- 2020: $0,8B
- 2025: $6,1B

200%
In 2020 vs. 2018 at $16B
Venture Capital Investment in EdTech
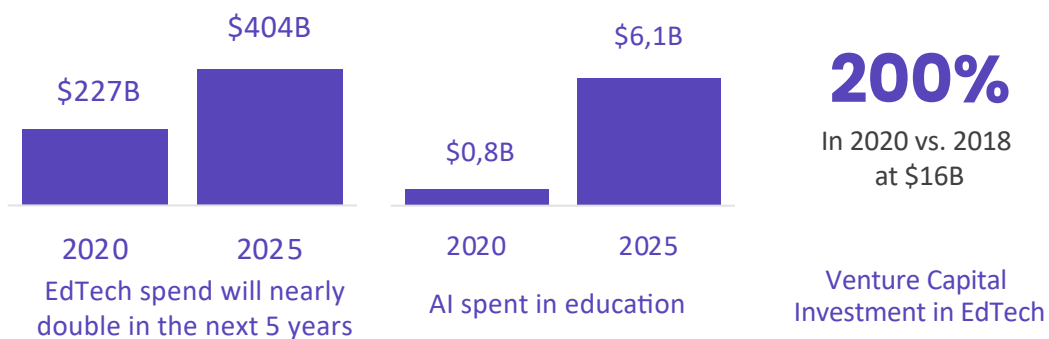
3. Strong necessity for corporates to upskill

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

- Time constraints: 35%
- Budgetary constraints: 23%
- Executive mgmt buy-in: 16%
- Demonstrate ROI of training: 14%
- Gain learner buy-in: 12%

Average Learning Budget per Employee
- US $1.071
- GER €1.236
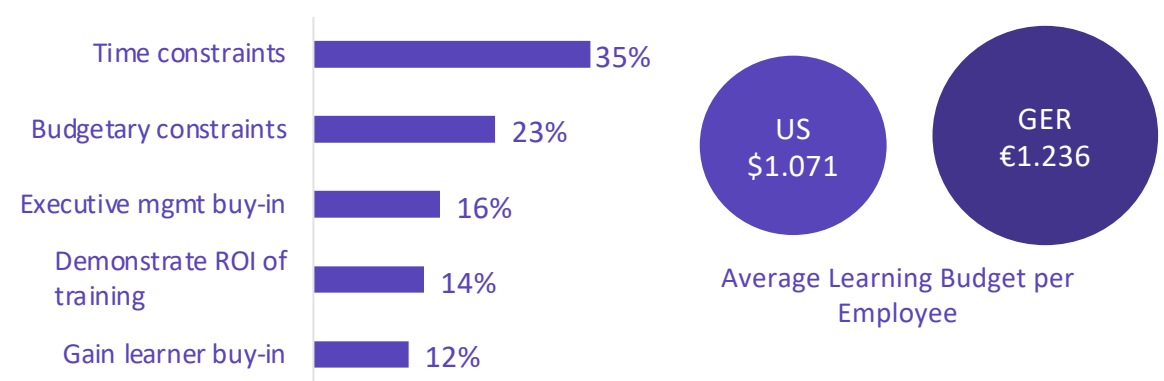
Competitive Analysis

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	✔	✔	✔	✔	

edu BITES
Education Tech Stack

Content Atomization & Distribution Pipelines

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

eduBITES Stack
edu BITES
amazon web services
- 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
Microsoft Azure Cognitive Services
SONIX
IBM Watson
Synthesia
Amazon Polly
Google
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

eduBITES

Monetization, target groups and selected clients

B2B2X	B2B

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

Dale Carnegie

DEKRA DIGITAL

PREMIUM SPEAKERS

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

SPRINGER NATURE

iversity

Vogel Business Media

Blinkist

dfv Mediengruppe

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

thjnk

majorel

Deloitte.

SiXT

cobrainer

SCHAEFFLER

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.

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

	2022	2023	2024	2025	2026
Revenue	**1.326.850**	**3.908.672**	**7.866.725**	**15.347.918**	**25.497.720**
CLaaS	1.326.850	3.705.192	6.877.277	12.710.879	19.712.885
B2B2C	0	203.480	989.448	2.637.039	5.784.835
Expenses	**2.721.740**	**4.839.859**	**6.907.446**	**10.420.976**	**15.485.441**
CoGS	685.317	1.089.885	1.913.146	3.648.916	6.127.414
Personnel	1.381.830	2.779.870	3.730.900	4.963.807	6.329.615
Contractor	360.000	420.000	480.000	840.000	1.080.000
Other costs	294.593	550.104	783.401	1.328.254	1.948.412
Result	-1.394.890	-931.187	959.279	4.926.941	10.012.279
%	-105%	-24%	12%	32%	39%

Use of funds

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

Contentmanipulation and -aggregation
- Initial invest in reshaping, augmenting + accrediting partner content such as Springer Nature, iversity or Premium Speakers etc.,
- 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 large and SME corporates
- eduBITES has built a client & partner pipeline of 17 companies Sales cooperations with partners (e.g. Cobrainer, Dale Carnegie etc.)
- Customer success team + ongoing consultation to increase CLTV
- Support content partner in B2B2X marketing

Team – expertise in education and scaling businesses combined with AI and gaming

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

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

Patrick Wheeler
CIO
drives innovation

Formerly CTO / CEO / CPO & digital product 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
CPCO
product & 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

Investment Highlights
eduBITES is ideally positioned to scale, driven by cutting edge technology and market momentum

B2B2C and B2B
eduBITES sales speed is increased by working with partners and clients in the B2B2X and B2B space. While simultaneously expanding the eduBITES content library.

Multiple revenue streams
The diversification of income streams – based on the same technology – across content alchemy to ClaaS subscription model reduces risk

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..

Highly skilled team
Consisting of business, development and content experts experienced in building teams, startups and exiting companies. Our skillsets blend education expertise with AI and gaming beyond Europe (e.g. significant market experience in China).

Well-known first clients
We are attracting big-name clients (Dekra, Majorel, Schaeffler, SIXT, Dale Carnegie, …) through our value proposition and combined team experience.

eduBiTES owns the educational business formula

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

Let´s reshape business education together!

Prof. Dr. Marc Drüner

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