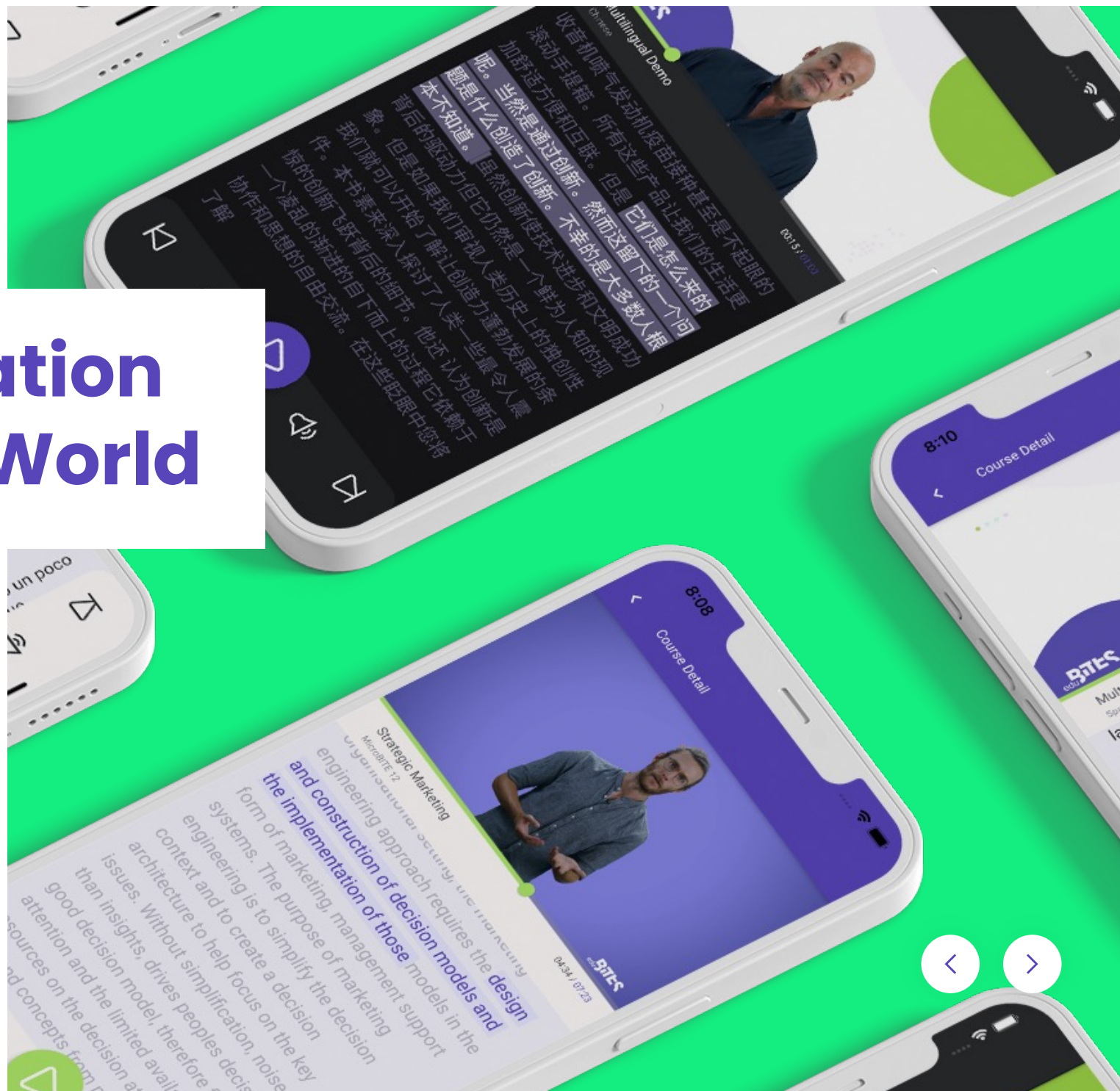




# Reshaping Education for the Business World

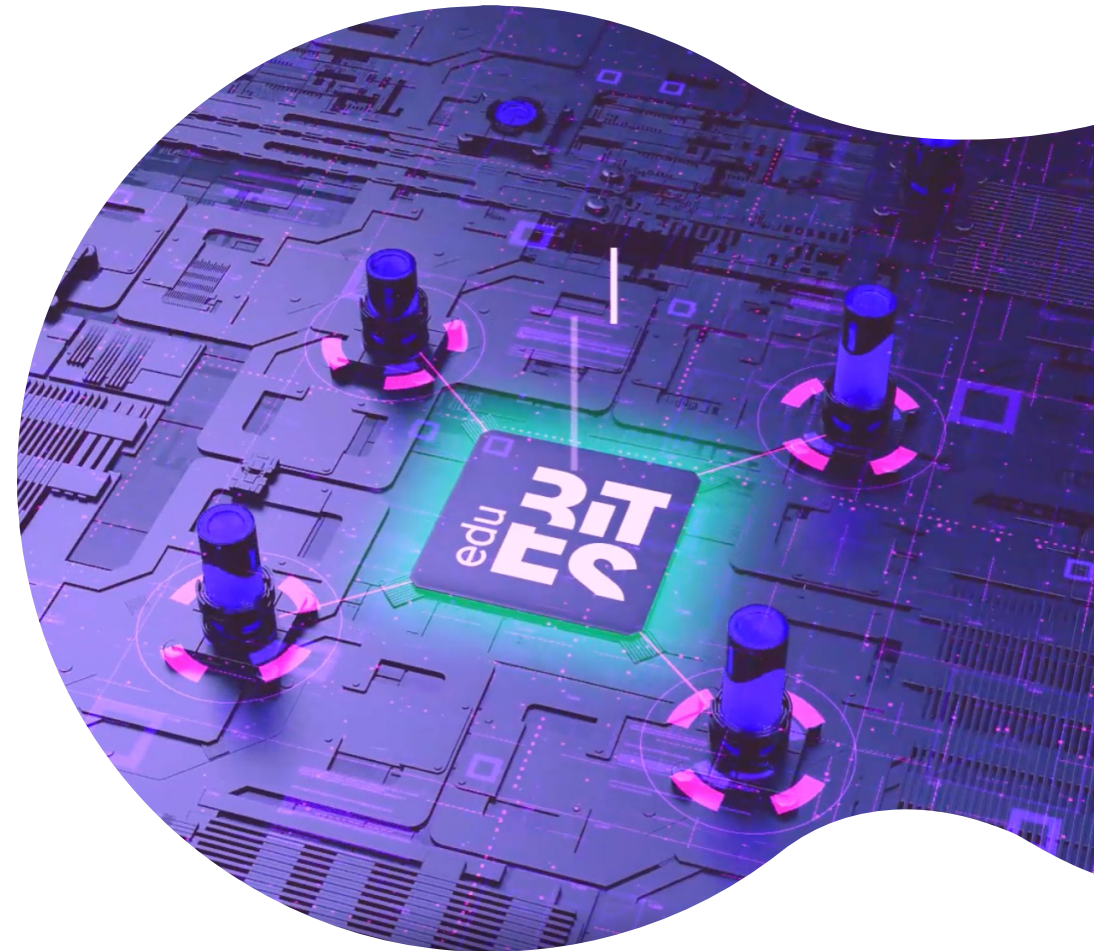
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Berlin, July 2022





We build Corporate  
Learning Solutions as a  
Service



# 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

Single events and live trainings offer isolated moments and are not available to everyone

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

# Solutions

## **Customizable Corporate Learning Solutions (CaaS)**

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.)

## **Offline & Online, in person or Avatars**

A blend of live events and asynchronous learning provides maximum impact over a longer period of time

## **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.

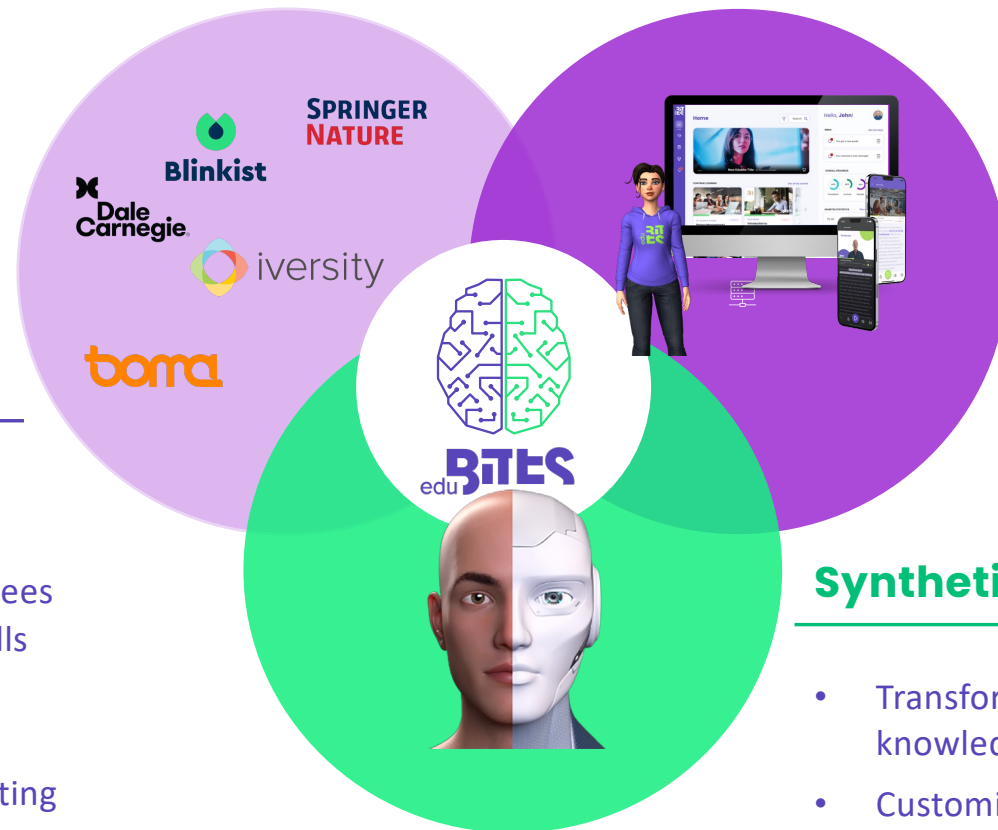


# edu **BITES** CORPORATE LEARNING AS A SERVICE

combines progressive tech, didactics and content in one solution

## High quality content

- Access a variety of high quality educational content
- Tailored to the individual employees ' needs and closing employee skills gaps.
- Custom-generated content, specifically tailored to tackle existing company or industry challenges.



## Learner Experience Platform

- Self-paced training in bite-sized formats that seamlessly integrate into the busy lives of professionals
- Accessible via any device, at anytime, in a fun, gamified and interactive way
- Contents are context-optimized to suit the learner's preferences and needs – multi modal, multi-lingual with summary options

## Synthetic media/AI content reshaping

- Transform company content (PPT etc.), un-document company knowledge into engaging, digital learning experiences
- Customize and emotionalize learning experiences with custom company avatars
- Refresh training materials in real time
- Amplify the impact of your content, with our avatar + multilingual and multimodal capabilities

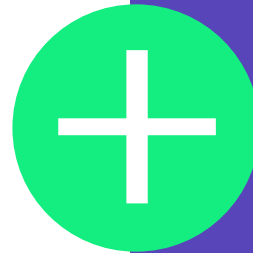


The **eduBITES** product consists of 2 main pillars



## CONTENT ALCHEMY

By combining AI tech with digital didactics, we empower 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.

# eduBITES

## The ultimate learning solution

### 3rd Party Content

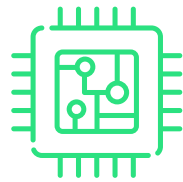
we aggregate, reshape and augment external content and publish it on the eduBITES platform

### eduBITES „Originals“

we produce high quality eduBITES

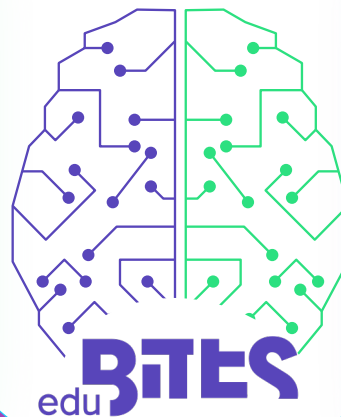
### Company Content

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



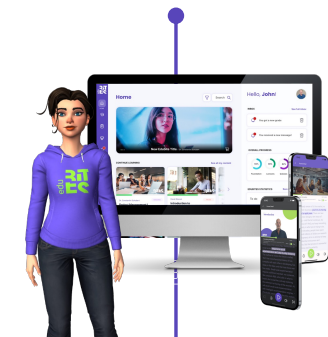
### DIGITAL DIDACTICS

- 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

## The always perfect customized Corporate University

3rd Party Content,  
e.g.

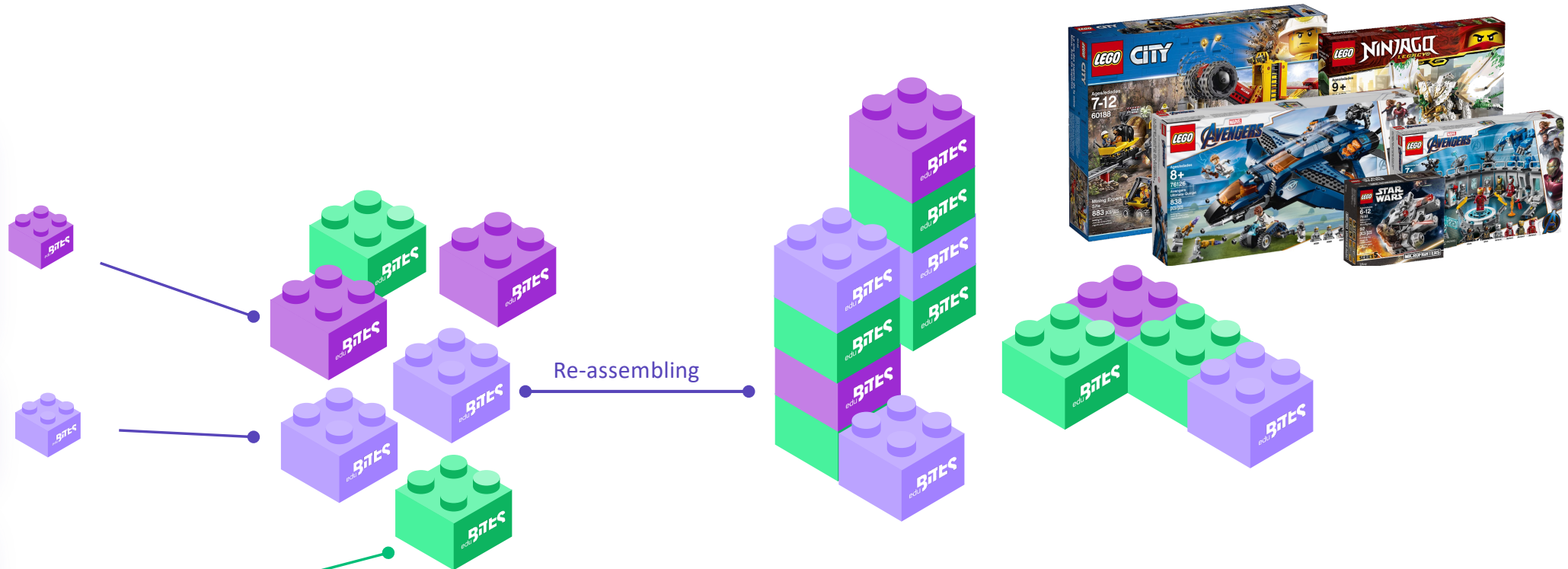


eduBITES „Originals“

we produce high  
quality eduBITES

Company Content

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



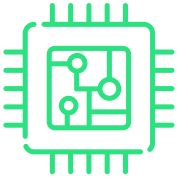
Curated programs tailored to company  
needs and employee skills  
= individual learning paths  
= from a few hours to 2 years  
= truly individual Corporate Universities

... and with University certifications





# 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

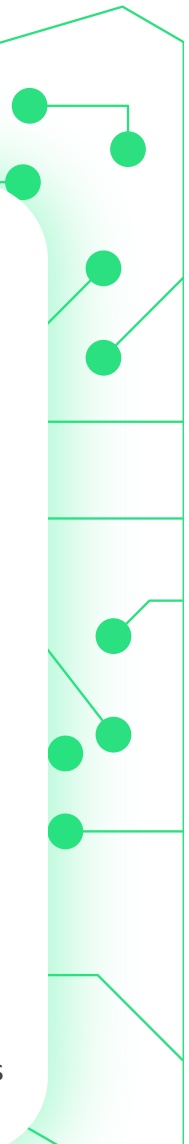
From mobile phone to desktop and screencast to TV

## 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

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



**The Flux Capacitor**  
Our AI powered "Content Alchemy"

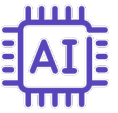
24 / 7 Service Available Anytime / Anywhere

**Output: Synthetic Media Avatar Video**

Presented by your virtual avatar / clone



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

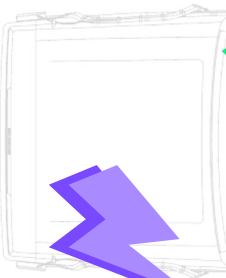
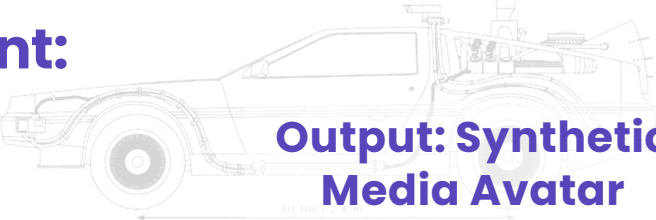


**AI Summarization**  
Giving you the TLDNR Version

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



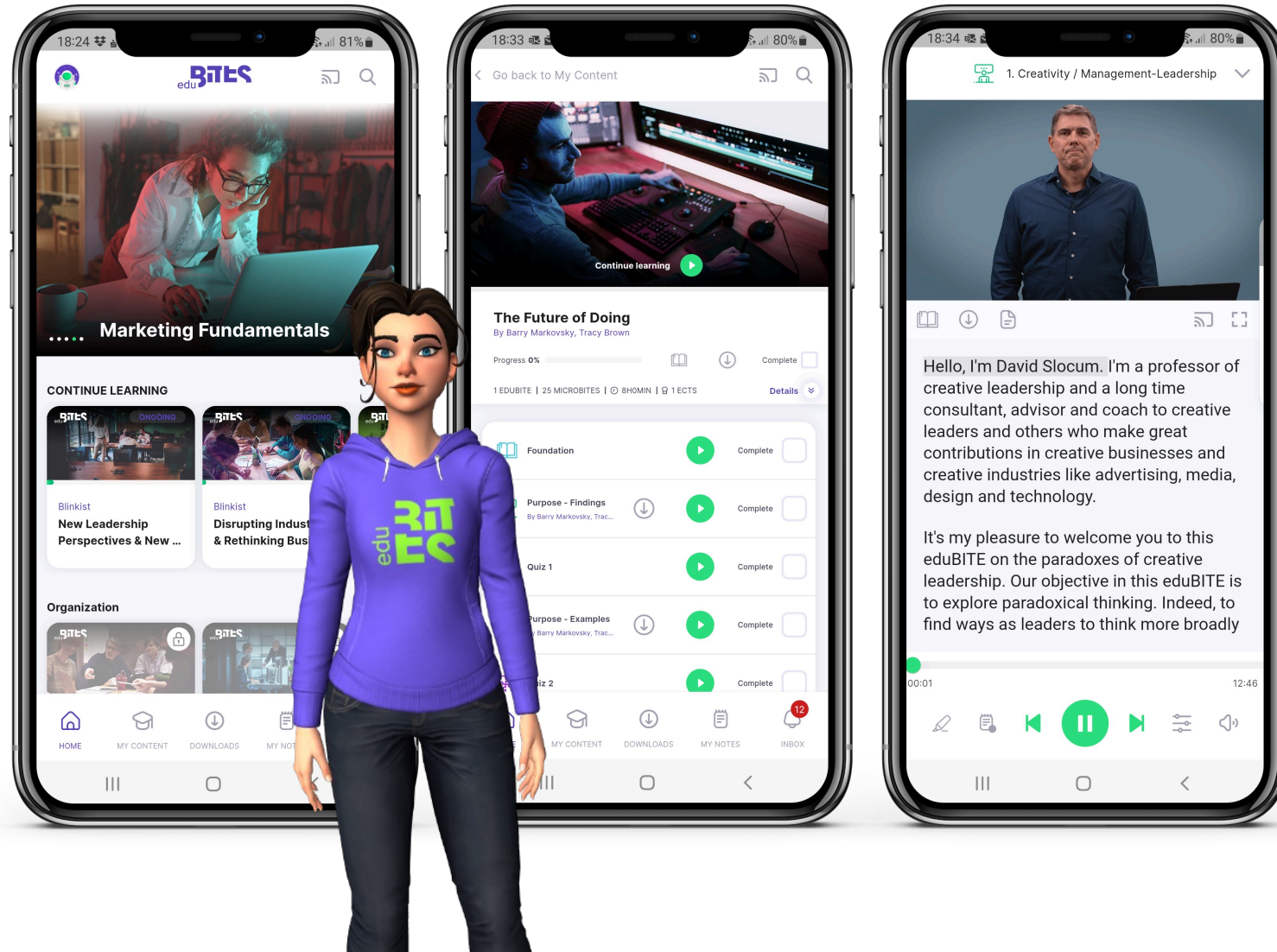
**Multilingual**  
Multilingual video output form any language to any language





# Learner experience like Netflixing, but interactive

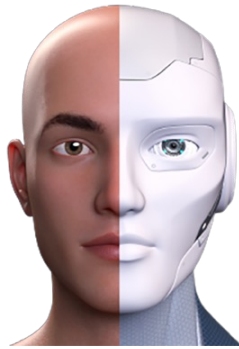
Sign up for demo:  
demo.edubites.app



- ✓ **Self-paced**  
bite-sized content with meaningful didactics, no lecture is longer than 15 minutes
- ✓ **Any device**  
from mobile phone to desktop and screencast to TV
- ✓ **Multi-lingual**
- ✓ **Any modal**  
Learners chose the modality to best suit their preference: audio, video, slides, text or any combination
- ✓ **Any length**  
Our AI summarizes contents of any formats (video, audio, text) to fit the time learners have
- ✓ **Interactive**  
Quizzes + 3D Tutor (?)



# WHAT IS UNIQUE ABOUT OUR PRODUCT?



## SYNTHETIC MEDIA + AI

Combine studio production with the use of synthetic media allows eduBITES to generate content at a fast pace, refresh it anytime and at a reasonable cost.



## CUSTOMIZATION TO COMPANY NEEDS

From 'avatarizing' your CEO to reshaping your company knowledge or making 3<sup>rd</sup> party applicable for your company to - we tailor the entire journey to your individual company's and learners' needs and integrate with your existing programs.








## ACCESSIBILITY FOR LEARNERS

We are 100% dedicated to making knowledge accessible and consumable – therefore we adapt all contents to the preferences of the learner, from language, modality, device...



# 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	✓	✓	✓	✓	

# Summary: what are the **eduBITES** benefits for Corporations?



## WHY did we do it?

### Modern education requires new solutions

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

**Battle for talent:** Meaningful Professional Development is required to attract and keep talent

**High cost:** Upskilling talent often comes at the cost of time-consuming programs that are hard to balance with a busy workday

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



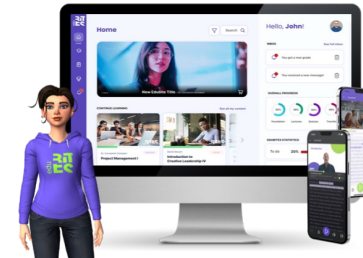
## HOW did we do it?

### Modularization of education (Lego bricks)

**Deconstruction** of educational programs and content into small chunks of 5min, 10min or max. 15 min. of length

**Augmentation** of content to accredit it with ECTS points. We apply our didactical framework and AI to enhance the learner's 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, practice-oriented, rewarded with university mini-degree

**Content** designed to close individual employees' and companies' skill gaps with infinite number of individual learner tracks based on an outstanding AI EdTech platform

## B2 Corporations

## WHOM do we target?

### From Big to small Corporates

**Companies:** eduBITES is the solution for Corporate Learning in modern times to attract and retain talent

**Makes companies future-proof:** Future proofs business by focusing on what makes the difference – the people!

**Scalability for both technology and content:** eduBITES integrates with all your existing systems, while the content is made to scale. And it rolls out to all levels, departments and regions.



**eduBITES** owns the educational business formula

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

**Book a Demo and let us show, how your own Corporate University will look like!**

Prof. Dr. Marc Drüner

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