



# Reshaping Education for the Business World

with our content alchemy!

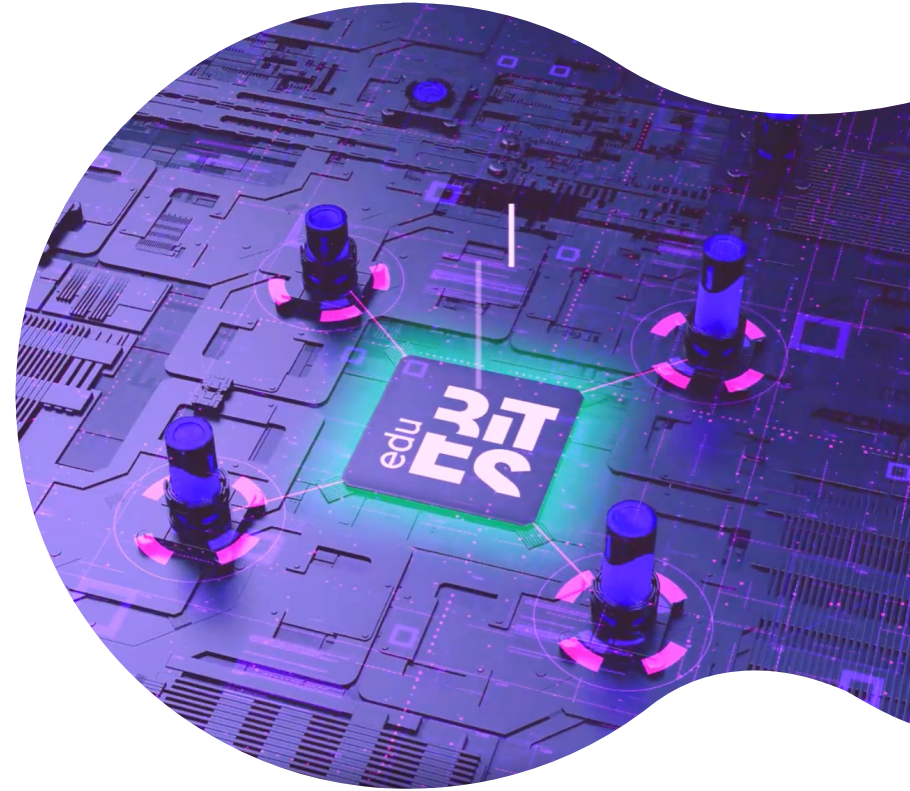
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We build Corporate Learning Solutions as a Service – and at scale



“Foot note”: In a world awash with content, learning features and didactics discussions, the future of learning, and *especially* Corporate Learning, is in the curation and creation of programs, technologies and modalities that cut through the noise and provide businesses and learners, tailored learning journeys. ClaaS is an approach to corporate education that solves real business problems and helps individuals to develop the skills that matter.

# Agenda

## 1. eduBITES: WHY

- Companies are overwhelmed with too much unstructured learning contents & every day new learning features. And need to tackle the ongoing didactical discussion “what is the right way to learn?”
- eduBITES provides a turnkey solution for any company wanting a Corporate University or advanced Corporate Learning solution - no hassle, no frills, no worries

## 2. eduBITES: How

- The 4 Cs of eduBITES
  1. Content: eduBITES turns company own content into digitized & actualized learning BITES and provides best in class 3<sup>rd</sup> party contents
  2. Creation: eduBITES uses outstanding synthetic media and AI to reshape and produce eduBITES
  3. Curation: eduBITES curates the perfect customized Corporate University to any company’s needs - the “LEGO way”
  4. Consumption: eduBITES provides a progressive LXP that can be integrated in any existing environment

## 3. Content Alchemy

- “Anything 2 anything”: we can turn any media & content format into any other media & content format – automated & @scale
- Example of turning boring PPTs into engaging contents

## 4. Learner Experience revolutionized

- Mobile first any time
- The “always & anywhere University” enabled by eduBITES

# WHY: Challenges in Corporate Learning

“it's not information overload, it's filter failure that is our primary problem in the modern era.”

–Clay Shirky, NYU–

**1**

**CONTENT IS  
EVERYWHERE**

- We are inundated with content. The market is full of learning content
- Traditional content production is costly, time-consuming, doesn't scale and cannot be updated

**2**

**TOOLS AND  
FEATURES  
ARE  
EXPLODING**

- Every day new learning tools and features are released. Which one's make sense?
- Only isolated tools – no integrated, holistic Corporate Learning solution

**3**

**DIDACTICS  
DISCUSSIONS**

- Live or asynchronous? – or both!
- Employees expect self-directed learning and flexibility in how and when they learn
- Single events and live trainings offer isolated moments and don't scale

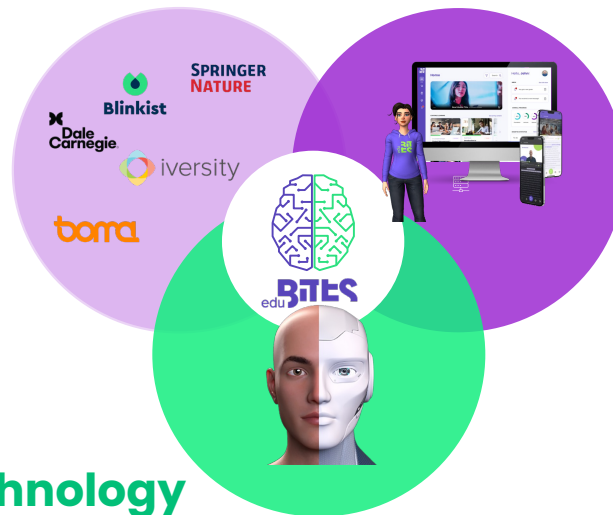


# WHAT: **eduBITES** provides Corporate Learning as a Service – turnkey

## Content

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- Synthesized **company content** itself, best in class **3rd party content** and eduBITES library
- Multi-Modal: eduBITES exist as **video, audio-only** and **text**



## Technology Synthetic media/AI content reshaping

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- Synthetic Media Avatars and Voice Cloning – provide the ability to quickly scale, update, and automate content production
- Actualization overnight, **refresh training materials in real time**
- **AI Summarization** to provide content in any preferred length
- And in **any preferred language**

## Didactics

### Learner Experience Platform & Modalities

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- **Self-paced training** in **bite-sized formats (max 15 min)** that seamlessly integrate into the busy lives of professionals
- Accessible via **any device, at anytime, anywhere**, in a fun, gamified and interactive way

# HOW: The 4 Cs to a Customized Corporate University – just like building Lego

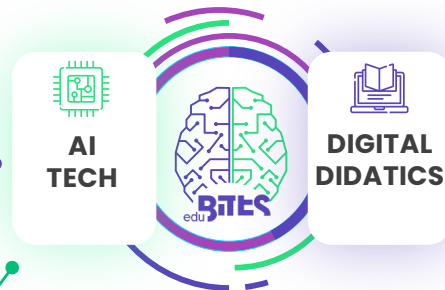
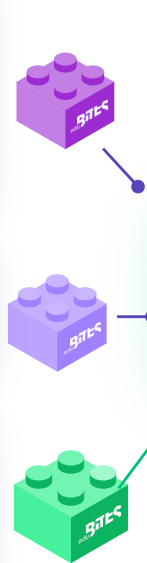


**3rd Party Content**  
we aggregate, reshape and augment external content and publish it on the eduBITES platform

SPRINGER NATURE **boma** **Dale Carnegie** iversity

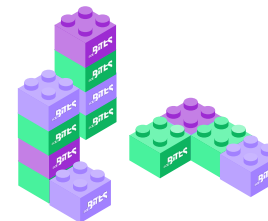
**eduBITES „Originals“**  
we produce customized company BITES

**Company Content**  
we digitize existing company materials. E.g. training material, onboarding material, mandatory trainings, products and services in need of explanation



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

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



Curated programs  
= individual learning paths  
= from a few hours to 2 years  
= truly individual Corporate Universities

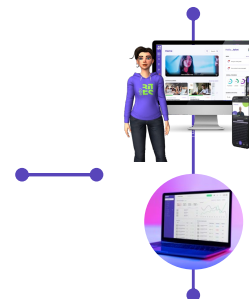


... and with University certifications



## LEARNERS ...

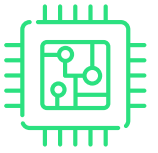
... personalised learning tailored to the individual needs and skills of modern learners



## CORPORATES ...

... scalable, always up-to-date learning content with immediate impact on the company

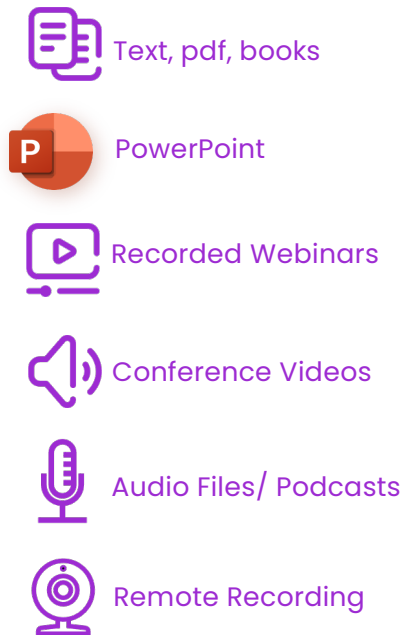
# edu **BITES** our AI EdTech Alchemy



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

**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  
Avaliable Anytime /  
Anywhere

**Output: Synthetic  
Media Avatar  
Video**

Presented by your virtual  
avatar / clone



- 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



... and not only synthetic media: we provide the always perfect modality: from in-person to presenter avatars to 3D tutors

Classic Approach	Classic Approach	eduBITES extension	eduBITES extension	eduBITES extension
				
<b>LIVE IN PERSON</b>	<b>LIVE WEBINARS</b>	<b>STUDIO PRODUCED</b>	<b>AVATAR PRESENTERS</b>	<b>3D TUTORS</b>
<ul style="list-style-type: none"> <li>- <b>Event oriented:</b> Often a single or limited duration event.</li> <li>- <b>Presenter model:</b> 100% speaker powered learning experience.</li> <li>- <b>Audience:</b> Often oriented to top mgt.</li> <li>- <b>High touch:</b> Personal contact can lead to high learner engagement</li> </ul>	<ul style="list-style-type: none"> <li>- <b>Event oriented:</b> Often run as a series or course.</li> <li>- <b>Presenter model:</b> speaker driven learning experience.</li> <li>- <b>Audience:</b> potential to reach a wider audience of learners and participants.</li> <li>- <b>Group focused:</b> format well suited to team-based learning.</li> </ul>	<ul style="list-style-type: none"> <li>- <b>Asynchronous:</b> Produce once; engage an unlimited number of learners for years to come.</li> <li>- <b>High Quality:</b> Professionally produced audio /visual content.</li> <li>- <b>Multi-modular:</b> Content can be consumed as video, audio or text.</li> </ul>	<ul style="list-style-type: none"> <li>- <b>Multi-lingual:</b> make content easily available in any language</li> <li>- <b>Content freshness:</b> easily and affordably update courses.</li> <li>- <b>Scale:</b> reach more learners in more markets.</li> <li>- <b>Speed:</b> produce more courses saving production time.</li> </ul>	<ul style="list-style-type: none"> <li>- <b>Accessibility:</b> 24/7 AI driven Support</li> <li>- <b>Multi-lingual:</b> Learner support in any language</li> <li>- <b>Custom Tutors:</b> 3D tutors based off of selected creators.</li> <li>- <b>Anytime/Anywhere:</b> Learners have access to courses and tutors on their schedule.</li> </ul>

We love synthetic media and AI to offer completely new possibilities to the learner. But sometimes it's the face-to-face contact or spontaneous interaction that matters. eduBITES offers the perfect Learner Journey with the best possible modality: live, asynchronous or both!



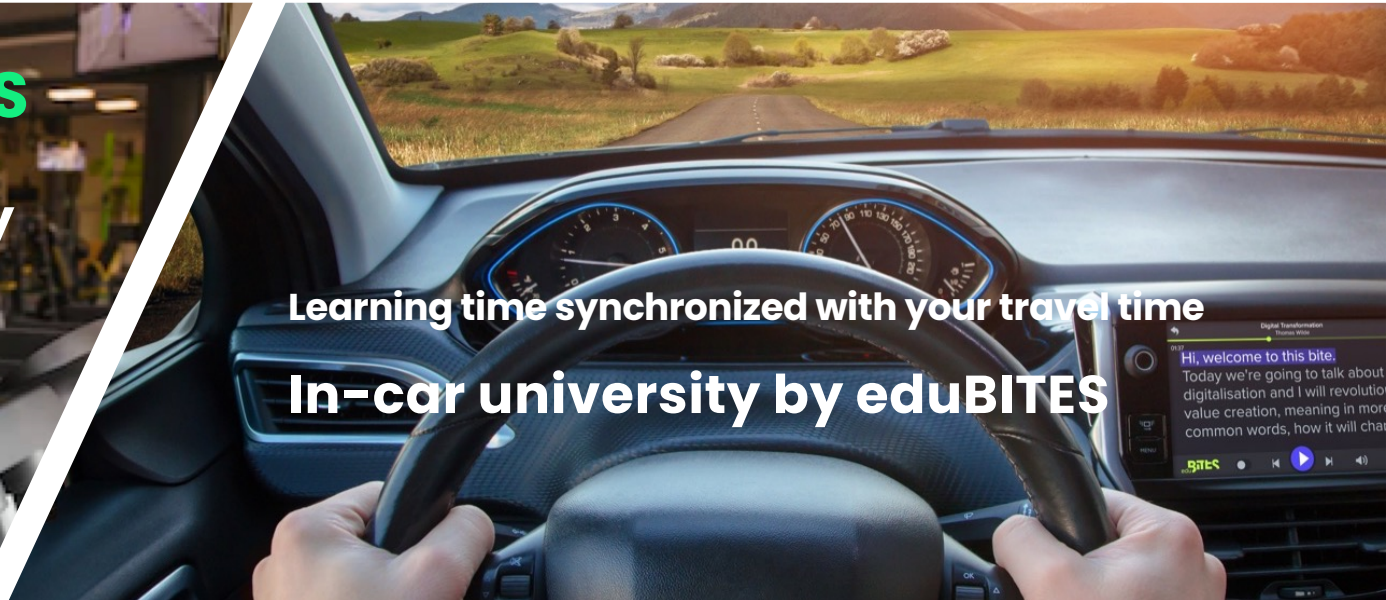


## Learner experience like Netflixing, but interactive

Sign up  
for demo:  
[demo.edubites.app](https://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



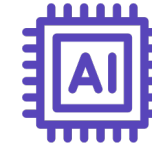
# Why do companies trust edu **BITES** ?



**New Business &  
Revenue Streams**



**Customizable  
Corporate Learning  
solutions**



**Scalable & always fresh  
content via synthetic  
media**



**Education &  
information in one  
solution**



**Everywhere Classroom  
tailored to individual  
learner preferences**



**Business impact  
through asynchronous,  
live & cohort-based  
learning**



# Summary **eduBITES**



## 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

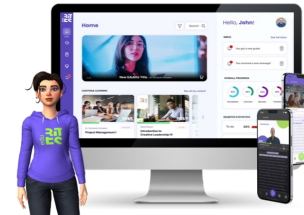
did we do it?

### 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.



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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