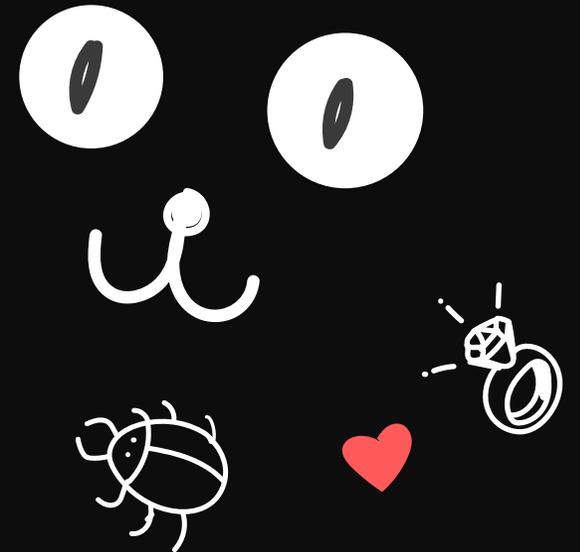




Brian

The AI teaching assistant that fits in students' pockets.



What is Brian?

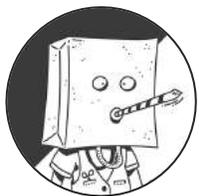


Your AI teaching assistant that enables ...



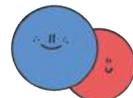
Educators ...

- ... to create engaging content at ease
- ... to gain meaningful insight into the learning process
- ... to optimize the learning experience based on learning analytics



Learners ...

- ... to have fun and stay engaged
- ... to learn from and with their peers
- ... to reach higher learning goals



Questions	Average Time Spent	False	Correct	Total Answers	Difficulty Index
What are SDLC models available?	82 sec	100	23	123	8.12 Hard
What is verification and validation?	61 sec	99	5	104	5.15 Medium

With Brian, you ...



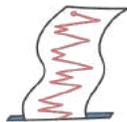
... build an active learning experience powered by AI



... achieve higher levels of student engagement



... boost collaboration and promote content-related exchange



... gather impactful learning analytics and optimize your teaching



Existing course material

&



Artificial intelligence

- Key concepts identified
- Questions created
- Explanations added
- Examples provided



With Brian, you ...



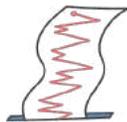
... build an active learning experience powered by AI



... achieve higher levels of student engagement

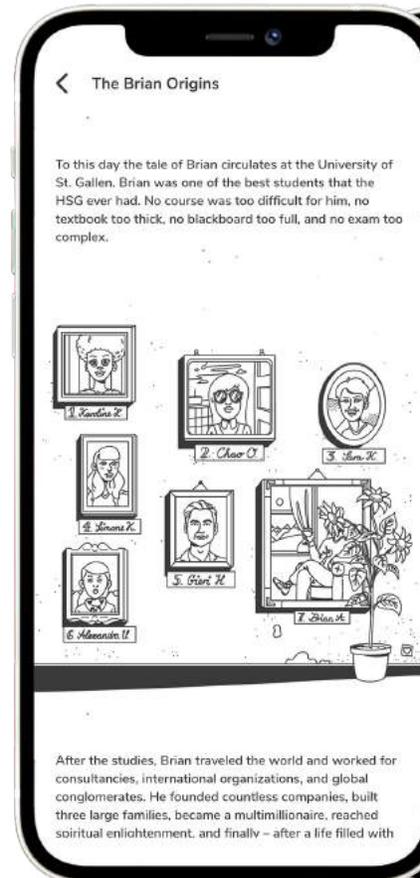


... boost collaboration and promote content-related exchange

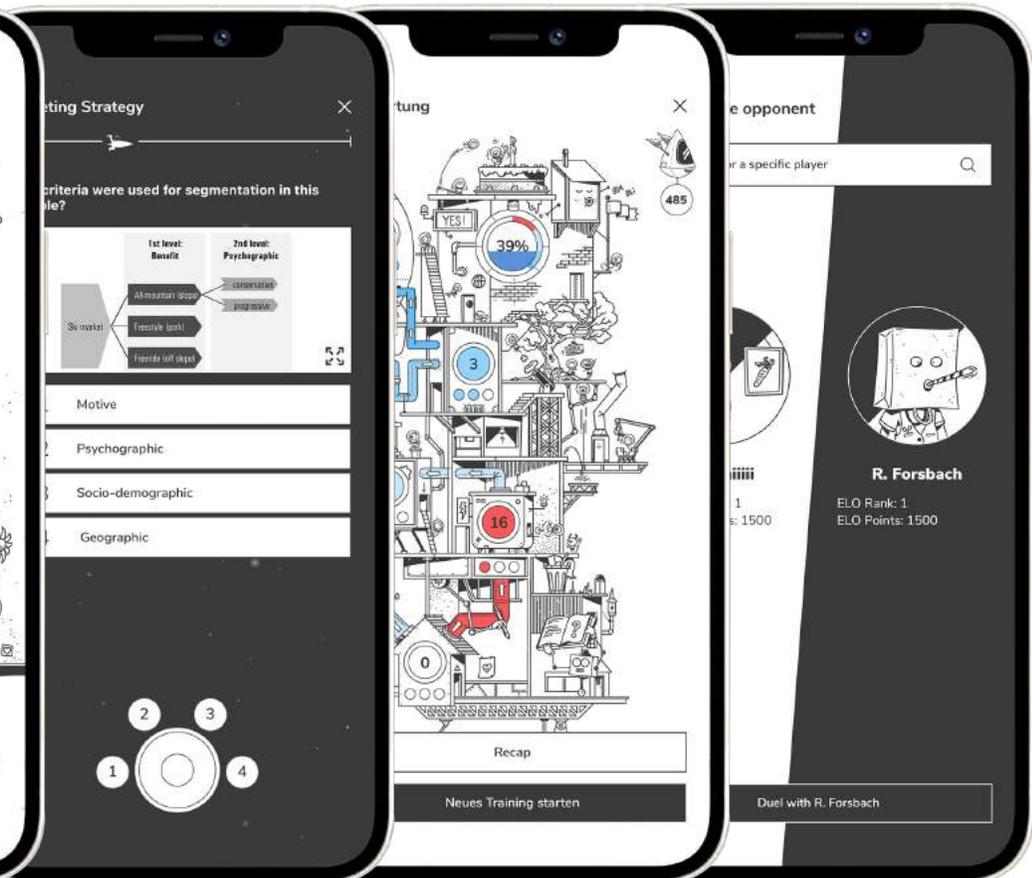


... gather impactful learning analytics and optimize your teaching

Storytelling



Rewards



Spaced Repetition

Multiplayer

With Brian, you ...



... build an active learning experience powered by AI



... achieve higher levels of student engagement



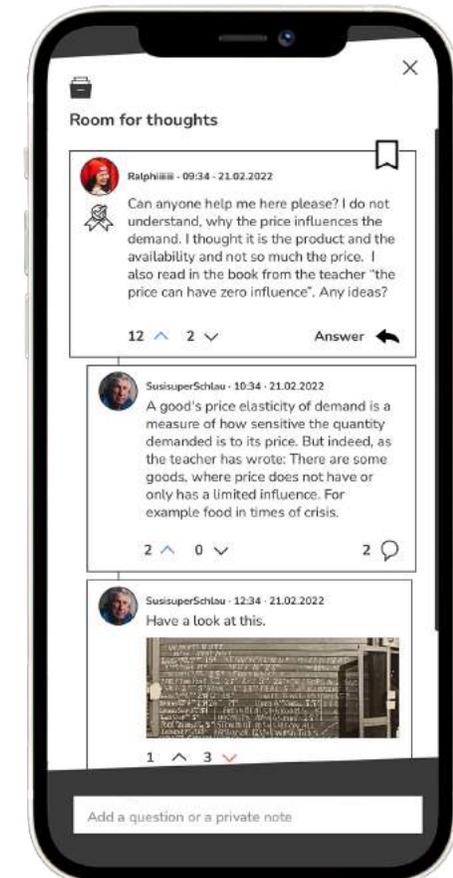
... **boost collaboration and promote content-related exchange**



... gather impactful learning analytics and optimize your teaching



 **New Rewards**
BWL HS2020
Lukas and 11 others are grateful for your contribution. You earn 120 points.
21.02.2023 - 09:34



Room for thoughts

Ralph [redacted] - 09:34 - 21.02.2022
Can anyone help me here please? I do not understand, why the price influences the demand. I thought it is the product and the availability and not so much the price. I also read in the book from the teacher "the price can have zero influence". Any ideas?
12 ^ 2 v Answer

SusisuperSchlau - 10:34 - 21.02.2022
A good's price elasticity of demand is a measure of how sensitive the quantity demanded is to its price. But indeed, as the teacher has wrote: There are some goods, where price does not have or only has a limited influence. For example food in times of crisis.
2 ^ 0 v 2

SusisuperSchlau - 12:34 - 21.02.2022
Have a look at this.

1 ^ 3 v

Add a question or a private note

With Brian, you ...



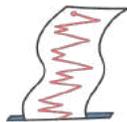
... build an active learning experience powered by AI



... achieve higher levels of student engagement



... boost collaboration and promote content-related exchange



... gather impactful learning analytics and optimize your teaching



Brian

The screenshot displays the Brian learning platform interface. At the top, there's a navigation bar with the Brian mascot logo and a 'Training' section. Below this, the course 'Business Administration' is shown for the semester 'FS22' from '14 Feb, 22 - 25 Aug, 22'. The interface includes several key metrics: 1248 Active Students, 239'420 Total Hours Learned, 3 232 020 Total Answered, and 67% Progress. A line graph titled 'Progress in Percentage' shows the progress over time from Week 17 to Week 24, reaching 43% by Week 22. Below the graph, there's a table of questions with columns for 'Questions', 'Average Time Spent', 'False', 'Correct', 'Total Answers', and 'Difficulty Index'. The table lists three questions related to SDLC models, verification and validation, and software scope.

Questions	Average Time Spent	False	Correct	Total Answers	Difficulty Index
What are SDLC models available?	82 sec	100	23	123	8.12 Hard
What is verification and validation?	61 sec	99	5	104	5.15 Medium
What is mean by software scope?	60 sec	90	20	120	3.15 Easy

Can Brian deliver what it promises?



"What elements of the course particularly contributed to your learning success?"

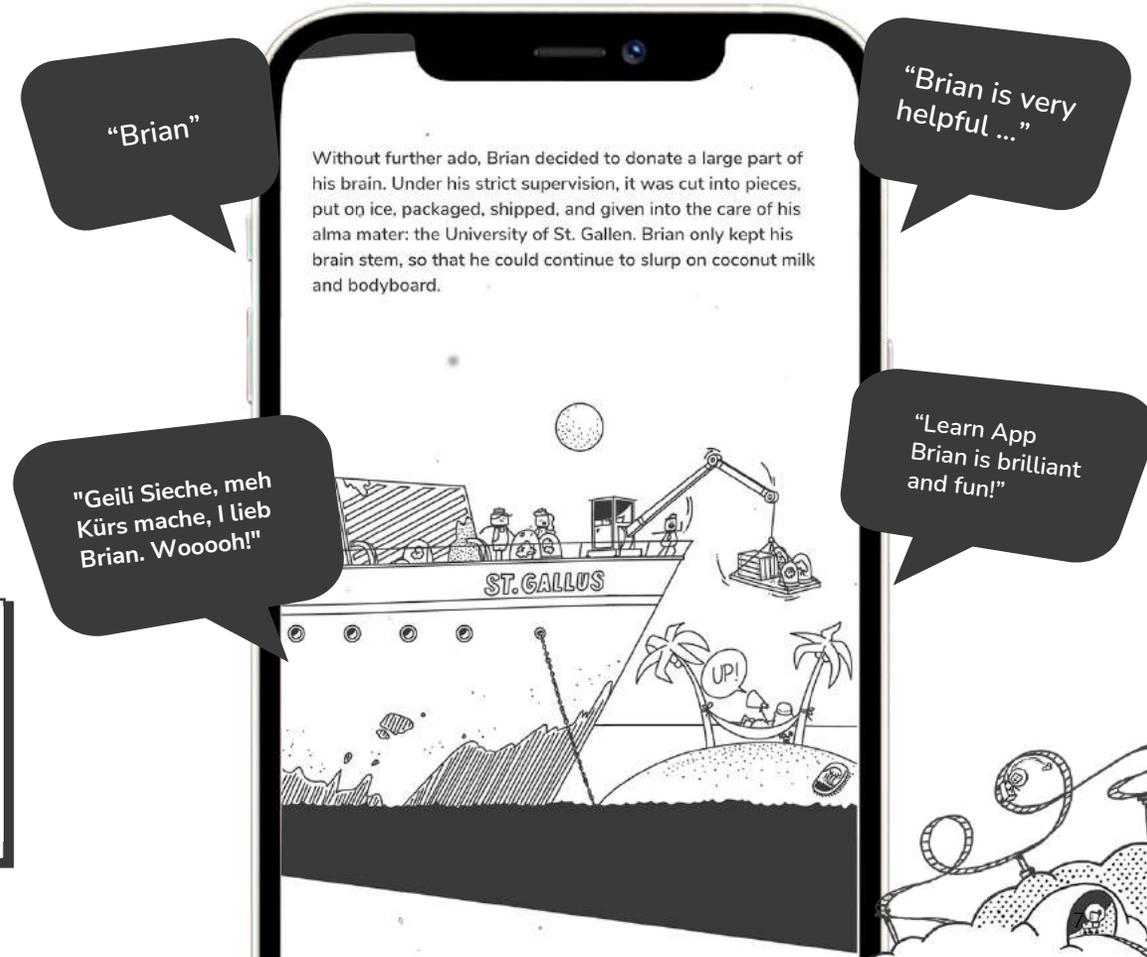
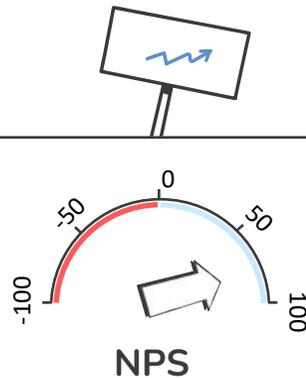


- **Bespoke Storytelling**
- **SSO** (Single Sign On)
- API for **automatic course allocation**

- > 20 classes
- > **15'000'000** answers collected / year
- Monthly Active Students > 2000
- **Net Promoter Score (NPS) = 77** (n=1118)

Selection of courses

- Business Administration
- Economics
- Introduction to Liability Law
- Russian
- ...



Can Brian deliver what it promises?



University of St. Gallen

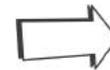


Examples

- **Business Administration**
- Economics
- Introduction to Liability Law
- Russian

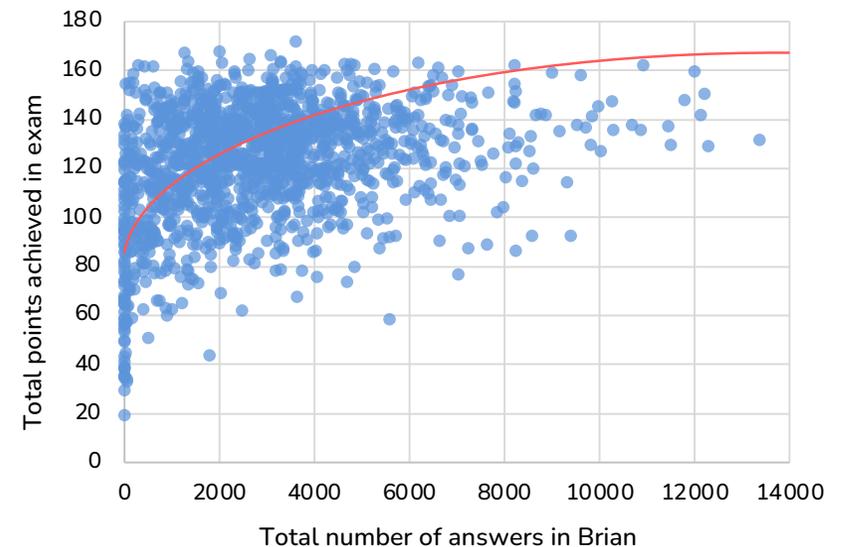
- **98.2% of all students were using Brian** despite being not mandatory
- **4'196'890 answers** collected by 1484 students.
- Monthly/Weekly Active Users (MAU / WAU) = 1064 / 729
- 20% of students use Brian daily

- Brian had a **positive impact on the exam** (21.5% R^2 ; $p < .001$)
Read more [here](#).



Total points achieved in exam by total number of answers in Brian

$R^2 = 0.215$



“Business Administration”
Fall 2021

Can Brian deliver what it promises?



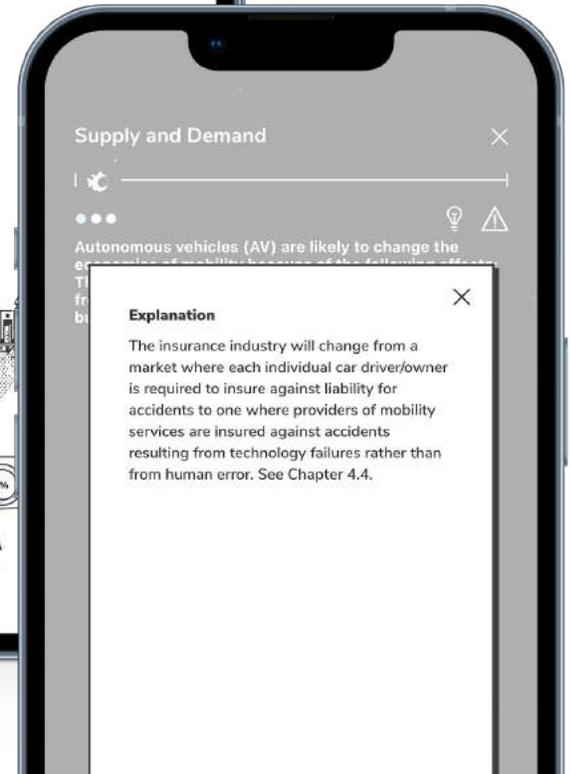
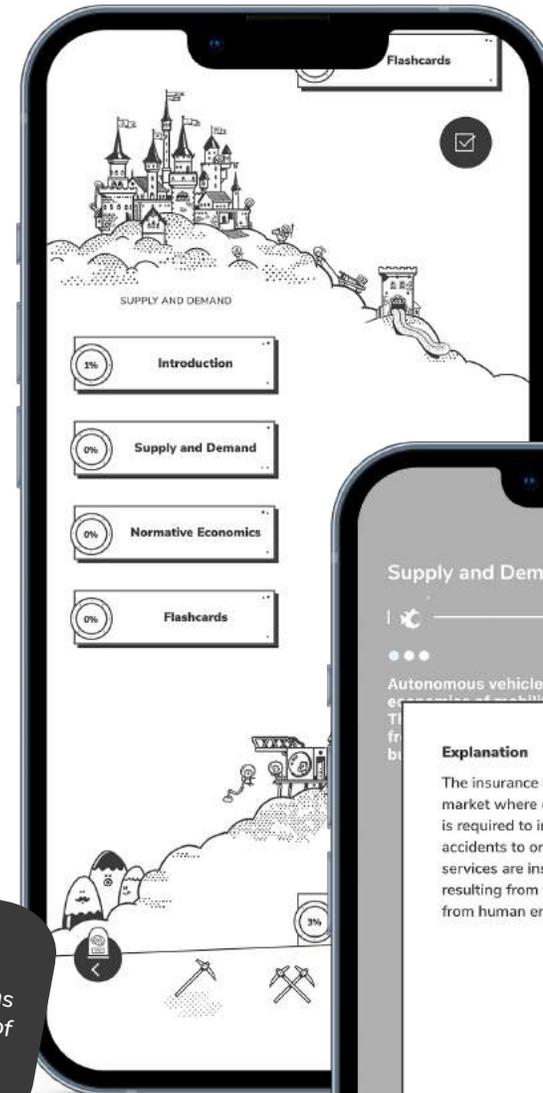
Examples

- Business Administration
- **Economics**
- Introduction to Liability Law
- Russian

- 1'068'325 answers collected by 1377 students
- Content was added on a weekly basis
- Existing course material is a paper-based workbook

“Economics”
Fall 2022

“I love your app. It makes learning fun and rewarding as well as reduces the amount of time wasted on my phone.”



Can Brian deliver what it promises?



Brian



University of St.Gallen



Examples

- Business Administration
- Economics
- **Introduction to Liability Law**
- Russian

“Introduction to Liability Law”

Spring 2022

- Applied Law Class
- Instead of classical knowledge transfer, **application-based learning**
- 31'094 questions answered by 79 students
- **∅ 2 hours: average time spent learning** for this class on Brian



Can Brian deliver what it promises?



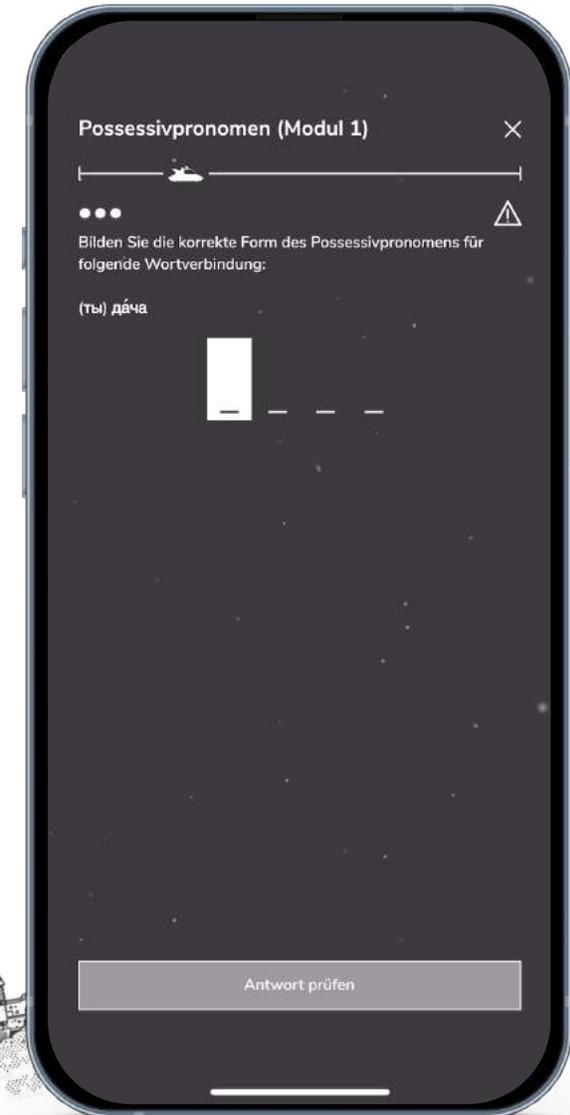
Examples

- Business Administration
- Economics
- Introduction to Liability Law
- **Russian**

- **Language Class** (HSG offers >5 other languages on Brian)
- **91'124 questions answered**
- **89 active students**

"I can finally motivate my students to study during the semester. Normally, my course is only a minor and at the lowest priority."

Daniel R.



“Russian A1”
Spring 2023

Can Brian deliver what it promises?



Zürich University
of Applied Sciences

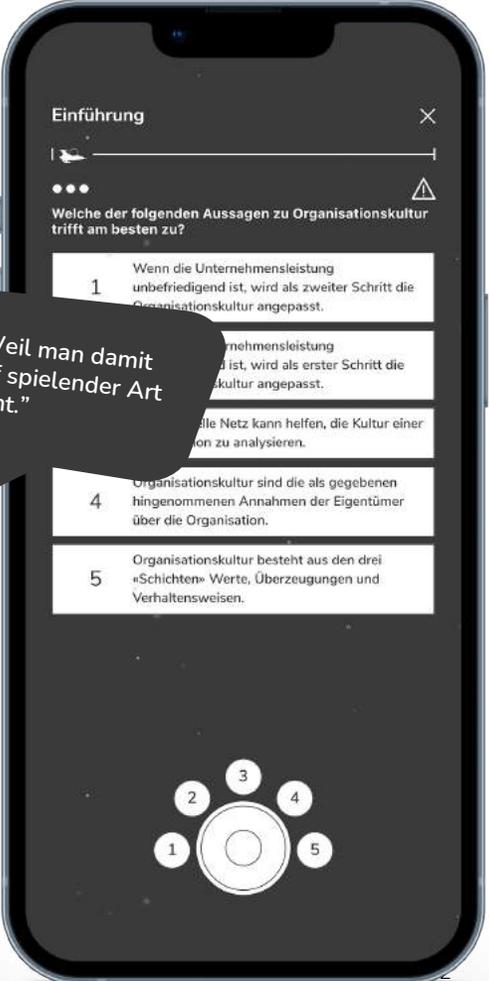


“Ich wünschte mir, das würde auch für die Multiple-Choice Fragen der Fächer Wirtschaftsrecht, Mikro-Ökonomie und Mathe 2 (und 1) geben.”

“Das Lernen mit Brian hat wirklich Spass gemacht.”



“Weil man damit auf spielender Art lernt.”



“Ich habe fast täglich damit gelernt und bin alle Fragen und Fallstudien mehrfach durchgegangen.”

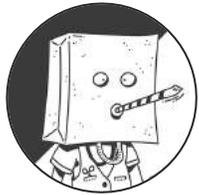
- Login via SSO (Single Sign On)
- **Bespoke storytelling** immerses students
- Course structure on Brian mirrors teaching rhythm

- **Annual increase of student adoption** (+ 67%; 2022 vs 2023)
- 118'831 answered questions per semester
- 193 active students

- **Net Promoter Score (NPS) = 69** (n=78)

“Strategy”
Spring 2023

Can Brian deliver what it promises?



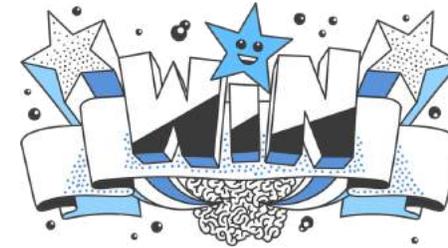
- Login via email
- Course allocation via invitations
- Standard intro story

- Successful pilot **1 week of EN class**
 - **25 pupils** (14-year-old)
 - **5827 questions answered**

„You can learn everywhere“

„It's easy to learn because it's on the phone“

It's fun!



“What did you like about Brian?”

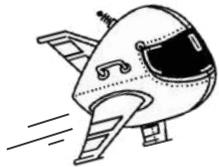
“The **quick** learning”



Curious, but sceptical? Talk to our clients!

Let us know if you would like to speak to one of our existing clients and partners.

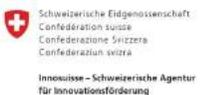
We are happy to introduce you.



Zürich University
of Applied Sciences



Brian





Can Brian prove increased Learning Success?

At the University of St. Gallen, the number of questions answered in Brian has a positive impact on how many points are achieved on the exam ($F(1.1439) = 394,908, p < .001$)



The study reveals a **correlation** between the **number of questions answered and the number of points achieved in the exam.**

21.5 % (adjusted R^2) of the variance of the points on the exam are explained by the natural logarithm of the number of answered questions in Brian.

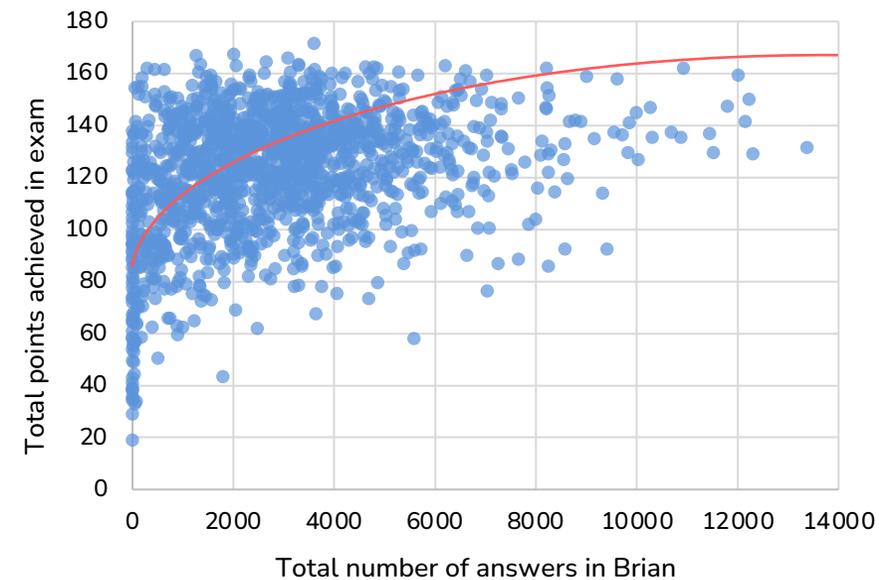
Consequently, Brian has a strong effect ($f = 0.523$) on exam scores (Cohen 1992).



Students who studied with Brian delivered better results than their peers.

Total points achieved in exam by total number of answers in Brian

$R^2 = 0.215$





Brian

What login services do we support?

From easy access via email to tailor-made SSO (Single-Sign-On) services.

Via Email

The easiest way to implement Brian is via email. Faculty as well as students log in with their existing email addresses. After verification of the email, the user gets access to Brian.

In addition, certain domains can be whitelisted, so that all users from an organization get access, exclusively and automatically.

Via SSO

In addition, Brian can integrate with your established Single-Sign-On service. This allows lecturers and students to login using their existing credentials.

One of the significant benefits of using this login option is that users can maintain complete anonymity while interacting with Brian. Neither their name, password nor email is transferred. Upon successful login, our servers receive only a unique identification number and the authorization to grant users access to Brian.

Via LTI-Integration

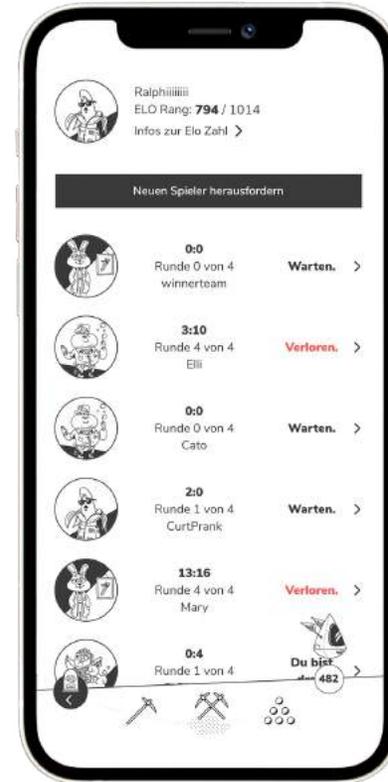
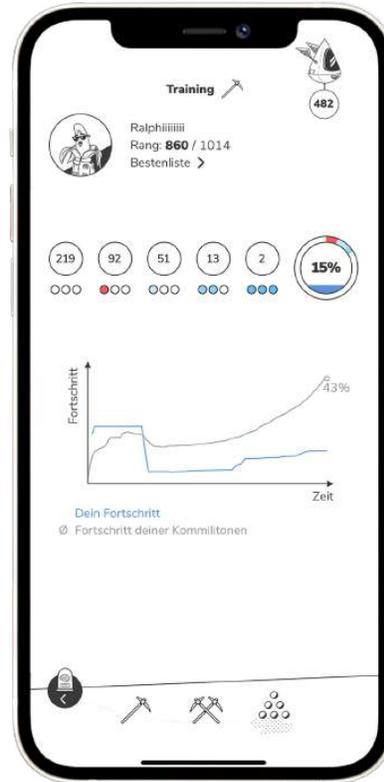
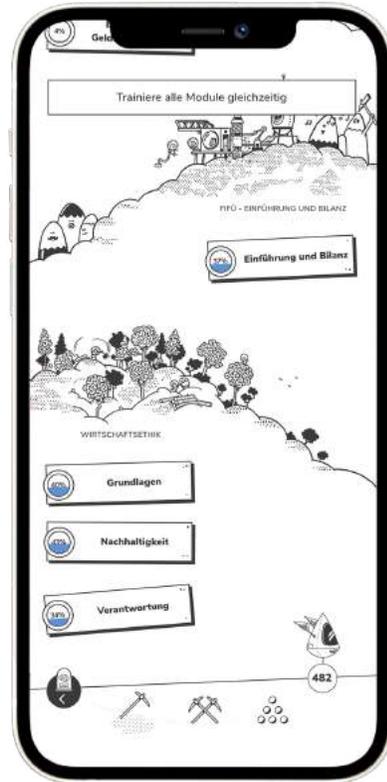
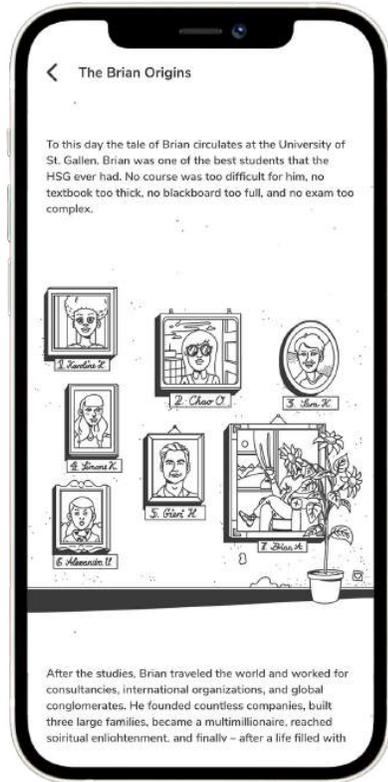
Brian is also capable of communicating directly with your existing LMS system.

LMS systems offer interfaces that enable direct login and other course-related information. As a result, Brian can be directly accessed by teachers and students in the LMS.



Why is Brian so much fun?

Storytelling, points, leaderboards, multiplayer & mini games – a gamified user experience.

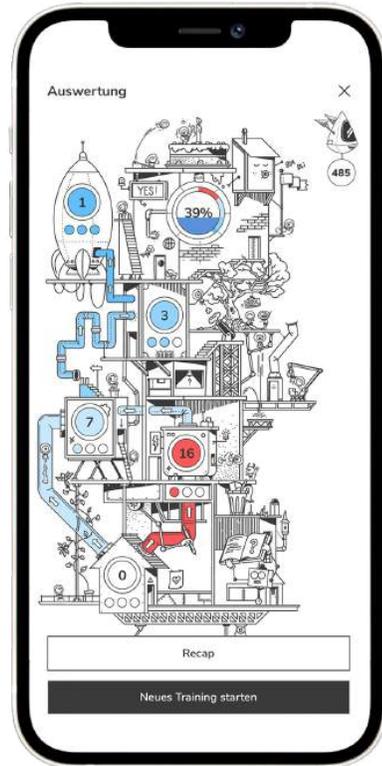


4 / 5

”Studying with Brian actually makes fun!”

What is the Learning Approach?

Pedagogically verified methods: Questions with spaced repetition for efficient and sustainable learning.



1. All questions are divided into 5 success levels.
2. The questions are withheld from the user for different lengths of time depending on the category.
3. In this way, learners are only ever presented with questions that are most relevant to them.

1.



Success levels

- It's a hat-trick
- Two in a row
- Once correct
- Wrong answer
- New question

2.

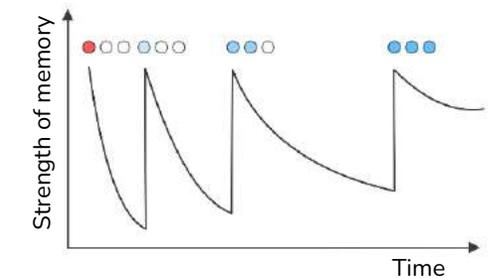


Freeze period

- 🔒 5 days
- 🔒 1 day
- 🔒 7 hours
- 🔒 25 minutes
- 🔒 none

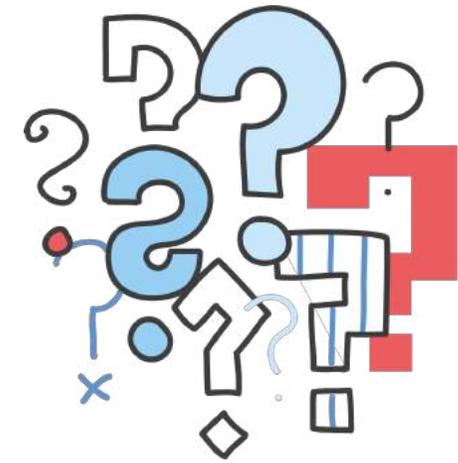
3.

Why?

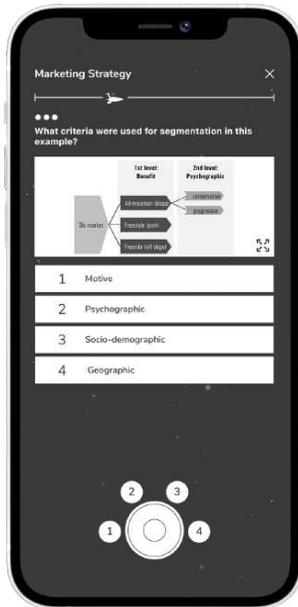


How do the Question Types look like?

Brian questions can take a wide variety of formats – and can integrate images.



Multiple Choice



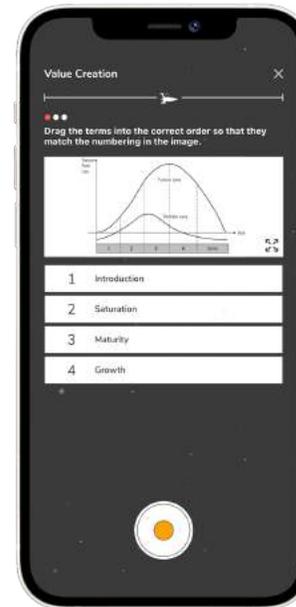
Polls



Crosswords



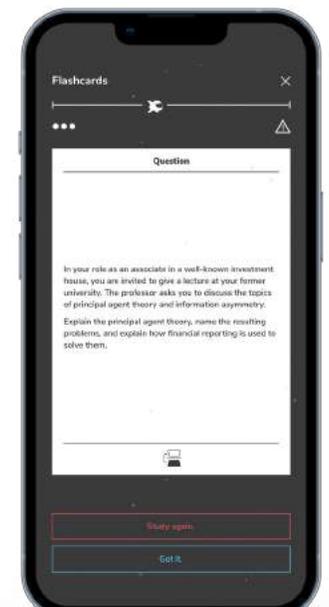
Drag & Order



True / False



Flash Cards

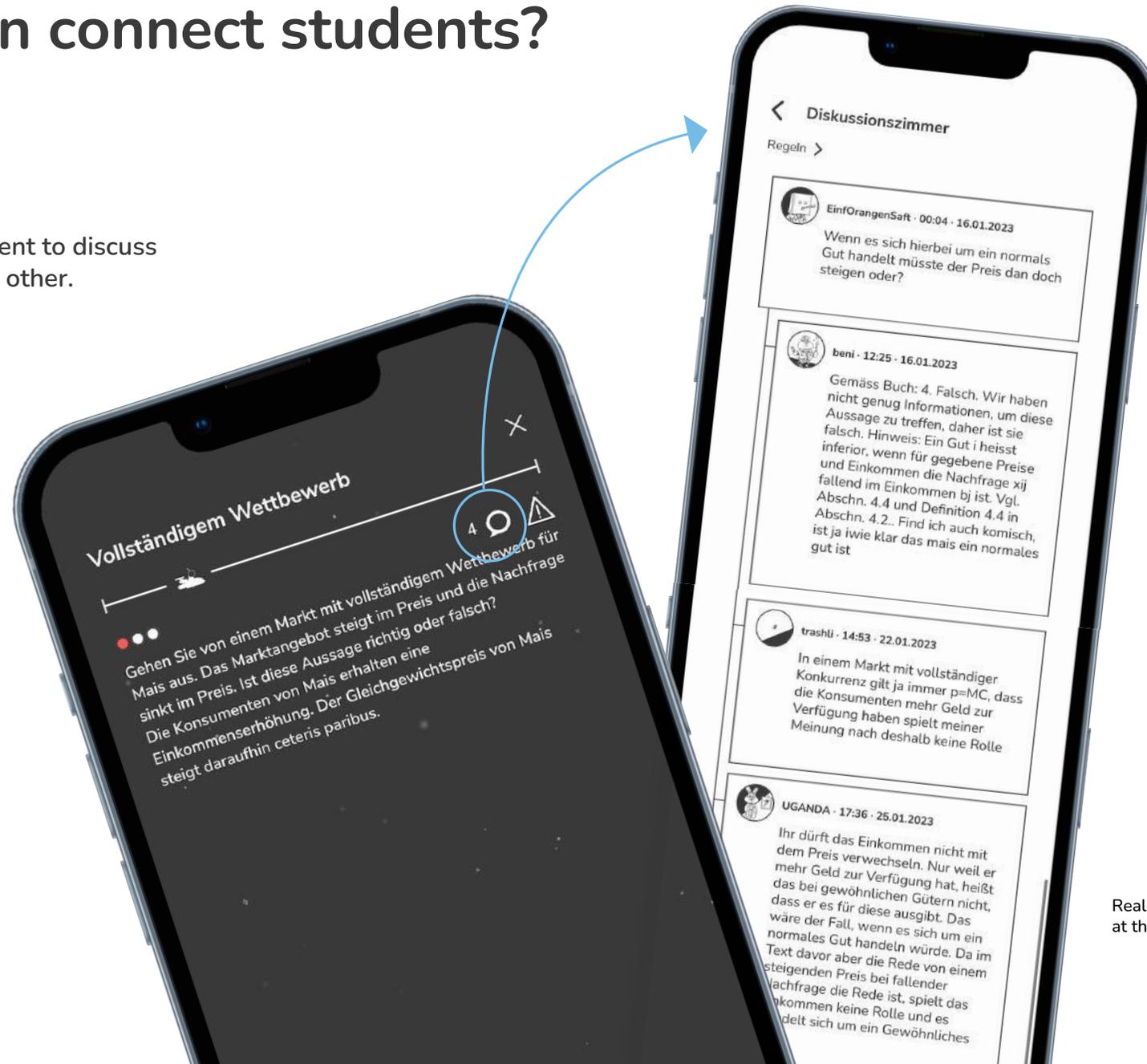
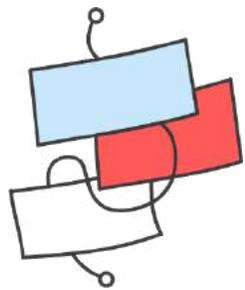


How does Brian connect students?



Through social learning.

Fully automated forums allow student to discuss course content and learn from each other. Student-driven and fuss-free.



Real example in an economics class at the University of St. Gallen

