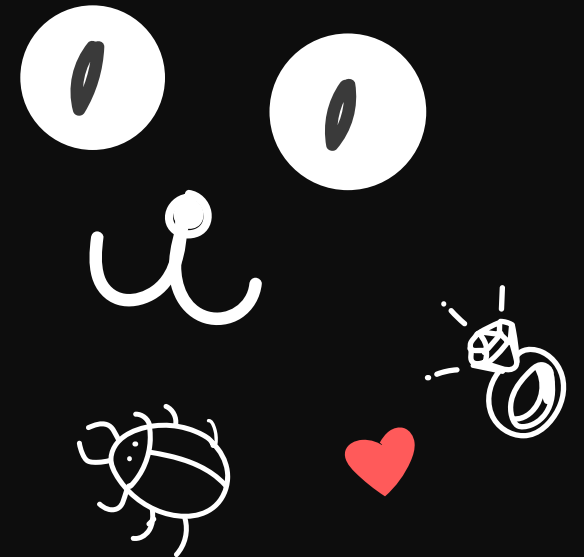




# Brian

The social learning platform for students and teachers to perfect studying.



# Do you remember the old times?

Education has been live, interactive, and social.





Brian

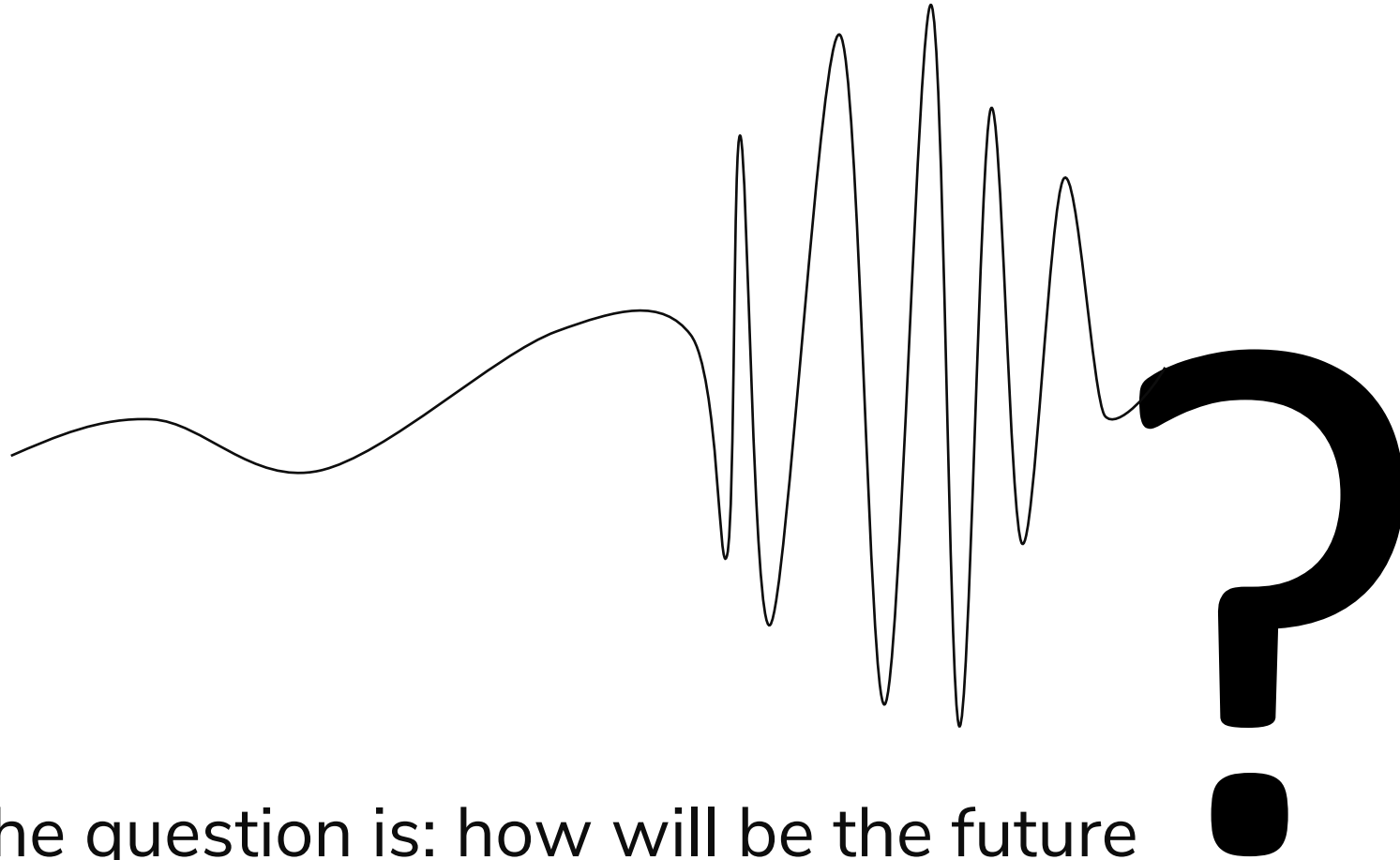
# And how does it look now?

COVID-19 has caused both unprecedented disruptions and massive changes to education.



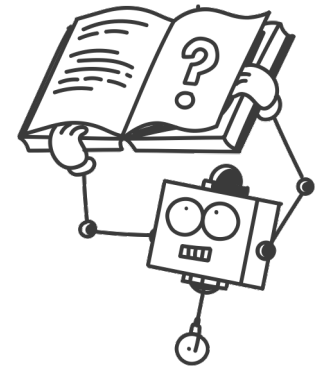


Brian



But the question is: how will be the future

Not all of the changes are necessarily the changes we want in education.



Please share your thoughts with us using the chat function. You have around 1 minute.



# It's THE time to rethinking education.

At Brian, we believe in a combination of the most efficacious elements of the digital and physical world.



We believe in

1

Fun learning

2

Efficiency and effectiveness

3

A personalized learning experience

4

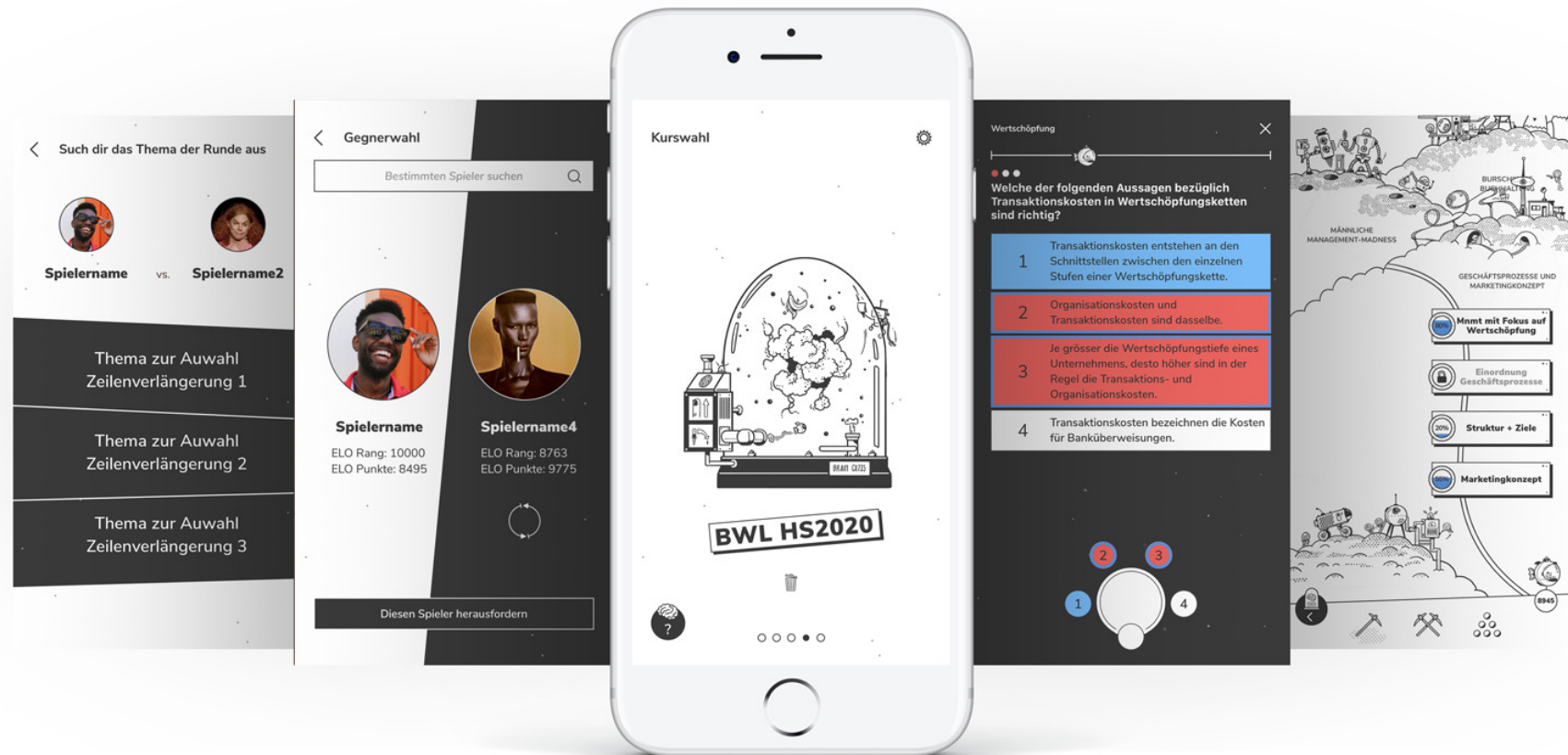
Social interaction



Brian

# Brian – developed with TIL, teachers and students.

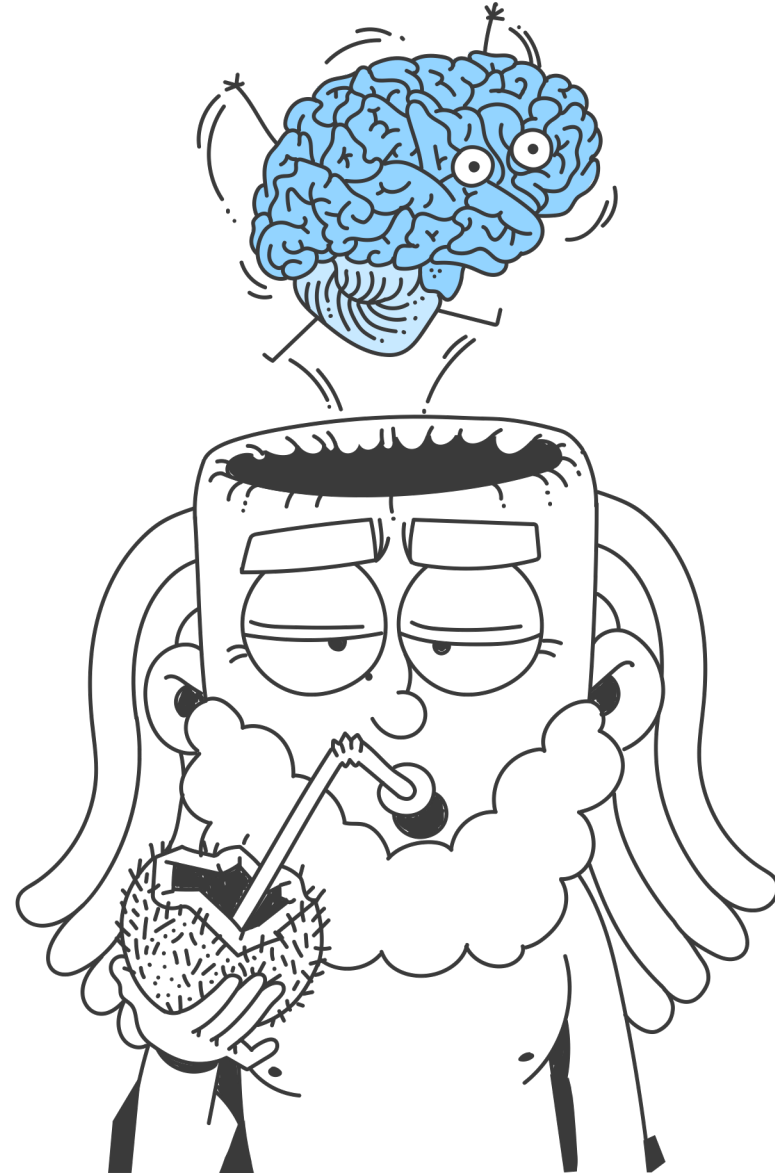
It's an application that allows its professors and students to study with the ease of a social, competitive, digital game.





Brian

Hello!  
I am Brian.

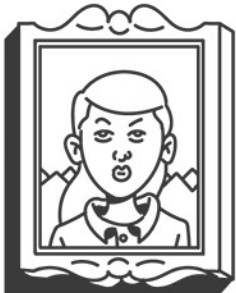




1. Karoline K.



4. Simone K.



6. Alexandra U.



2. Chao O.



3. Sara K.



5. Gieri H.



7. Brian A.



# A former student.

One of best.

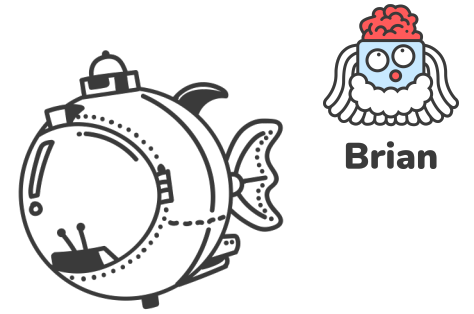
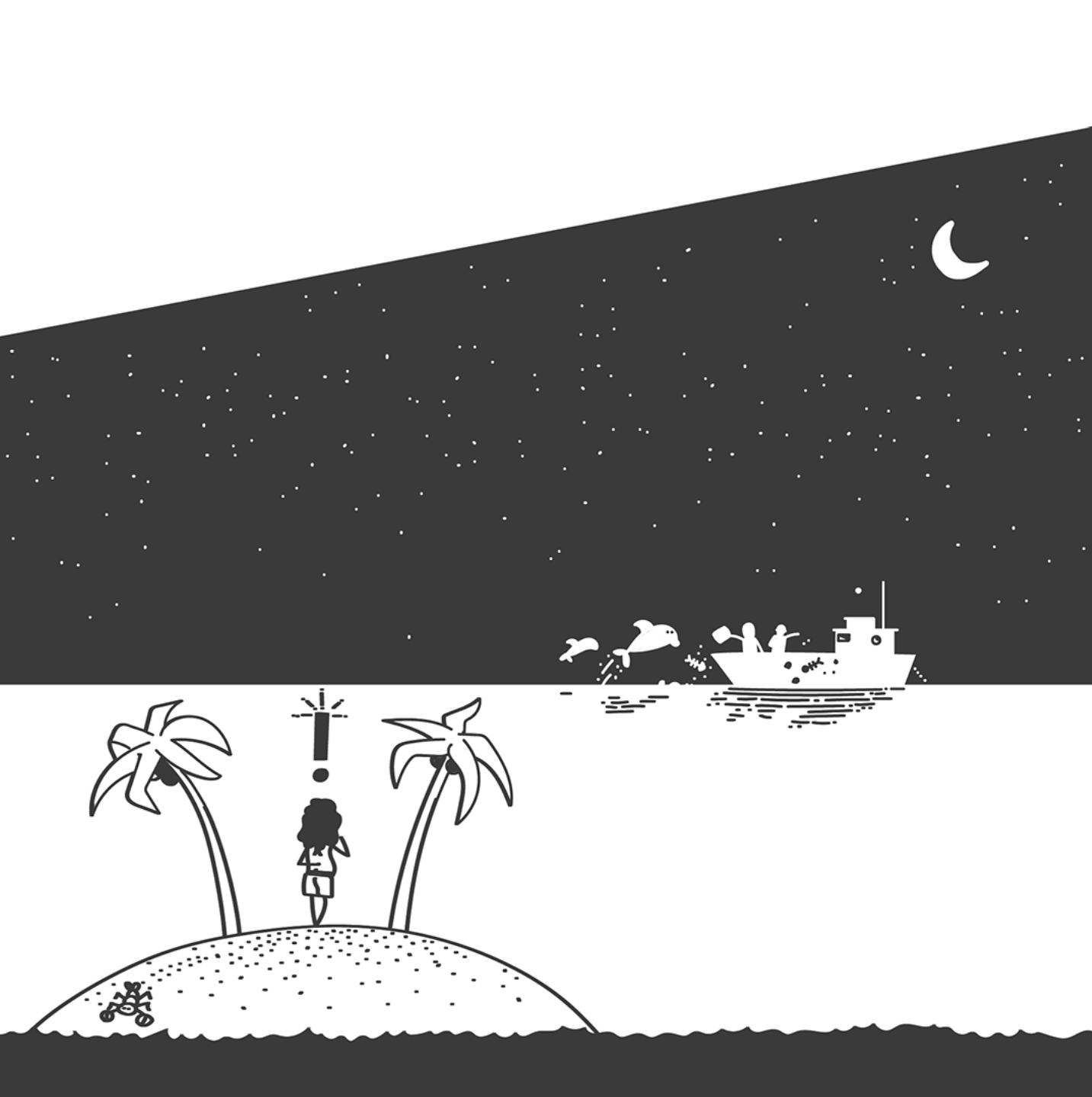




# A Genius.

Sublime in all senses.





Brian

But one day...



Brian



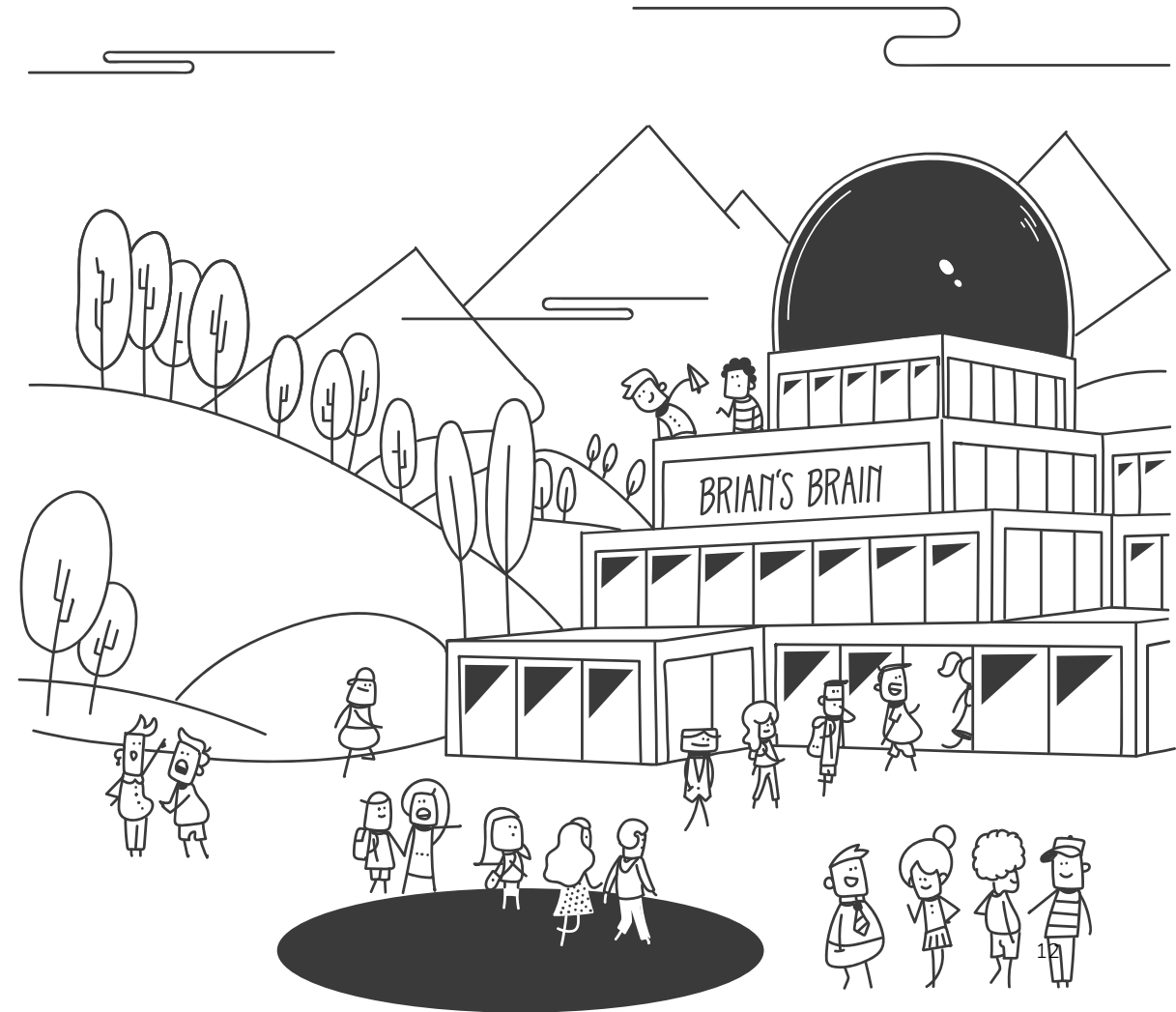
... he decided to donate his brain.



Brian

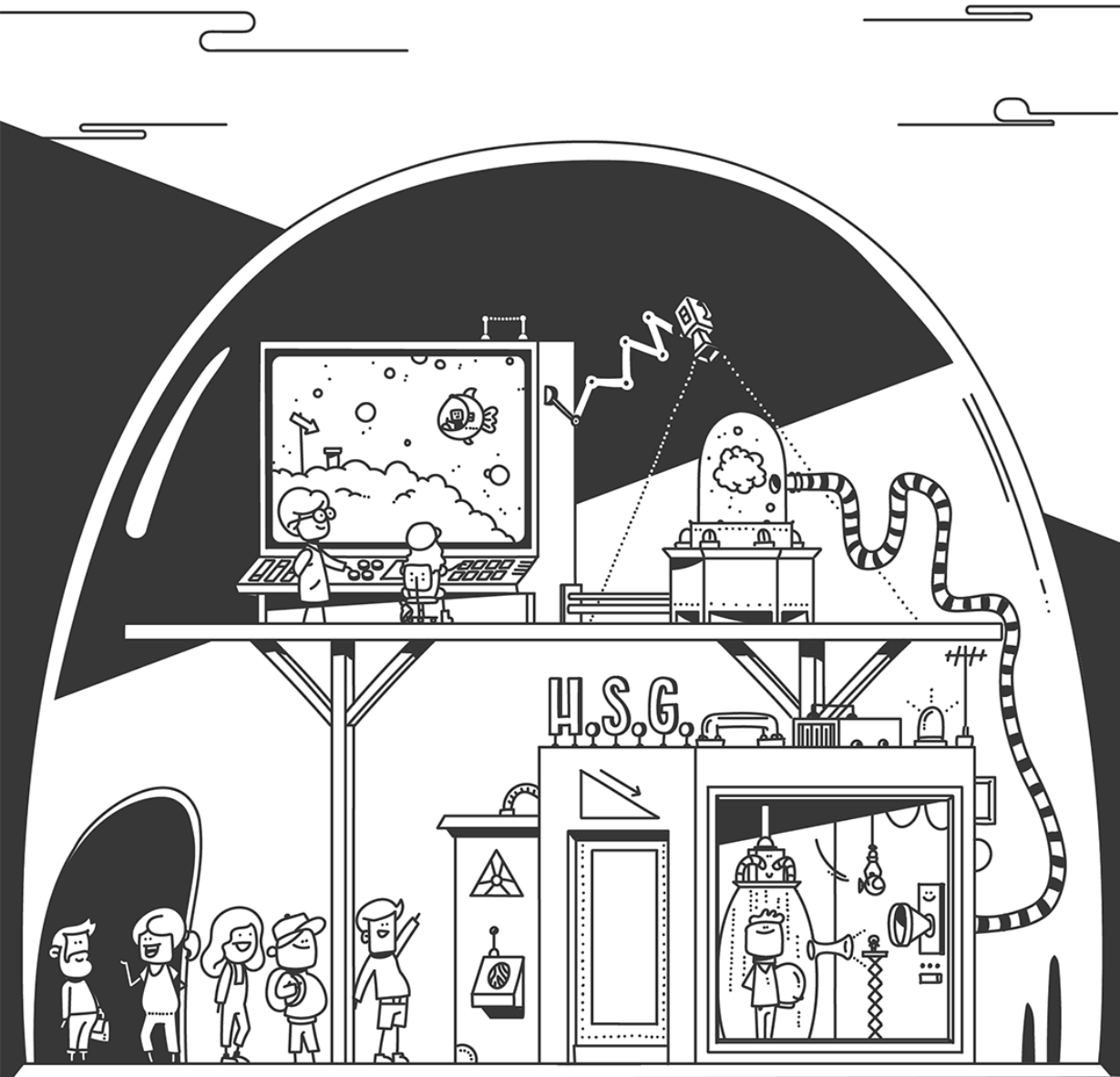
# The Epiphany!

A brand-new learning center.





Brian



# Really? How?

The Human Shrinking Generator.  
Entering and leveraging Brian's Brain.

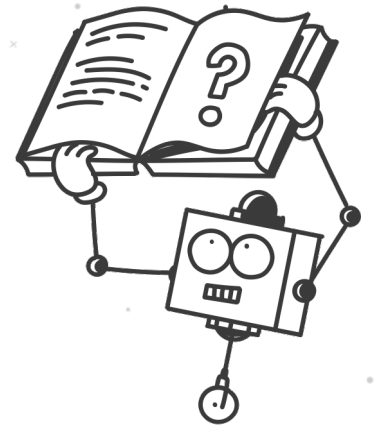
# Time for a Question.

What effect does the story have on you?

And it might have for students and their learning behavior?



Please share your thoughts with us using the chat function. You have around 1 minute.





**Brian**

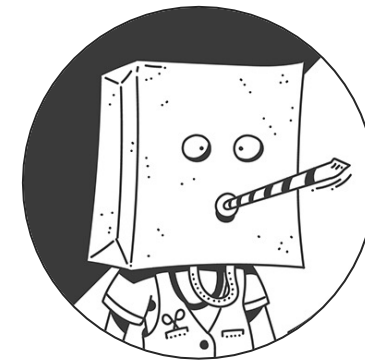
# What's the benefit of Brian?

With two distinct profiles, Brian serves both professors and students simultaneously.



## For professors

- Extensive feedback tool on teaching performance.
- Actionable insights to enhance the learning process.
- Outperforming 3<sup>rd</sup> party provider of external content.
- Innovative teaching format.



## For students

- Gamified learning experience.
- An efficient and effective learning aid.
- A personalized learning experience.
- Social.

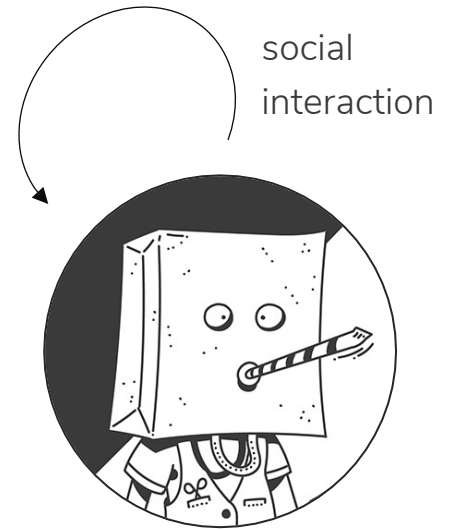
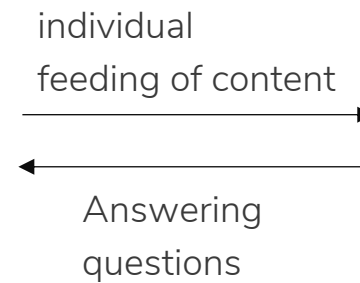
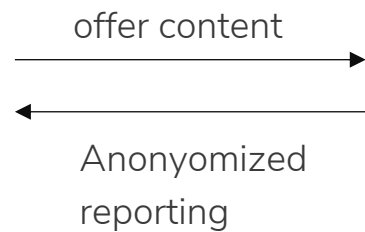


# How does it work?

The teachers feed the app and remain always in control of the content.



**Professors**

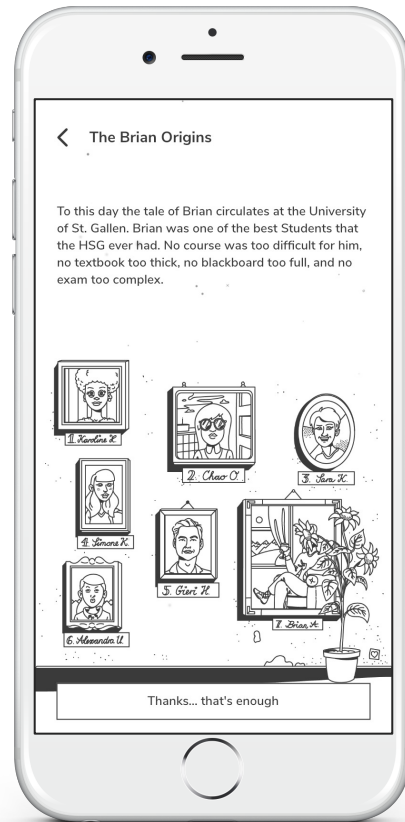


**Students**

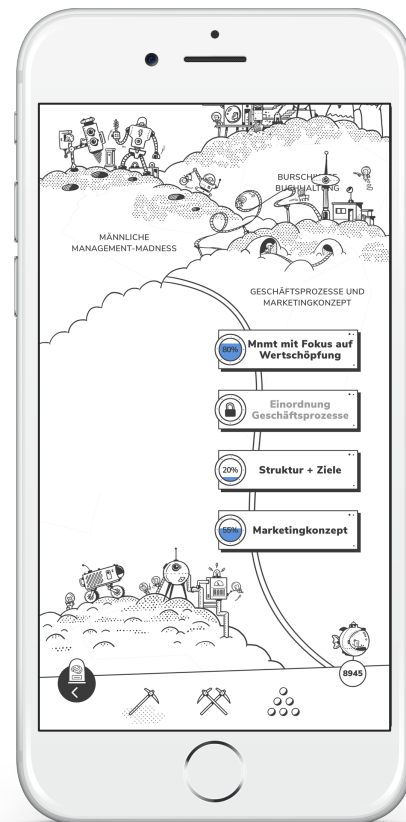


# 1. The fun part – Gamification

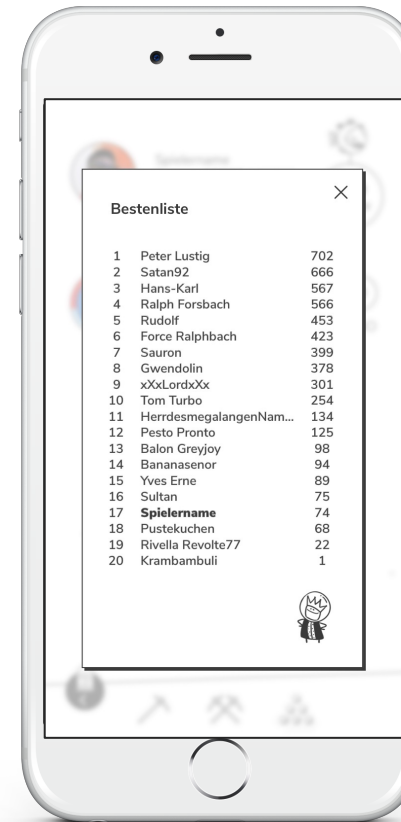
Storytelling, points, leaderboards & multiplayer ensure that students enjoy learning.



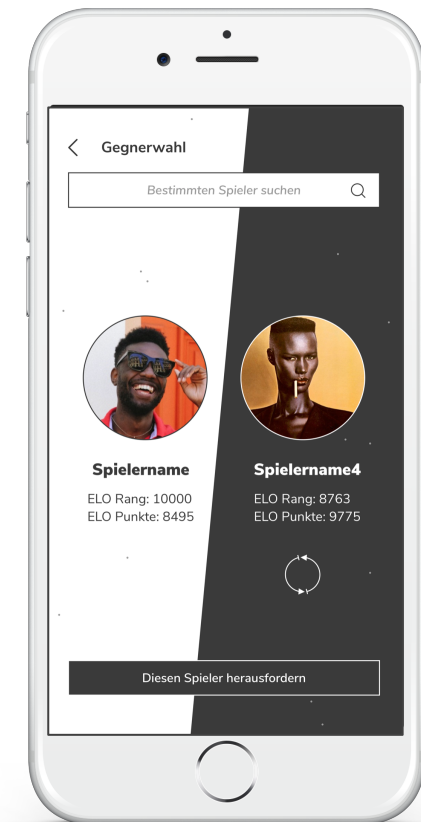
Brian's Origins



The entire course in one world



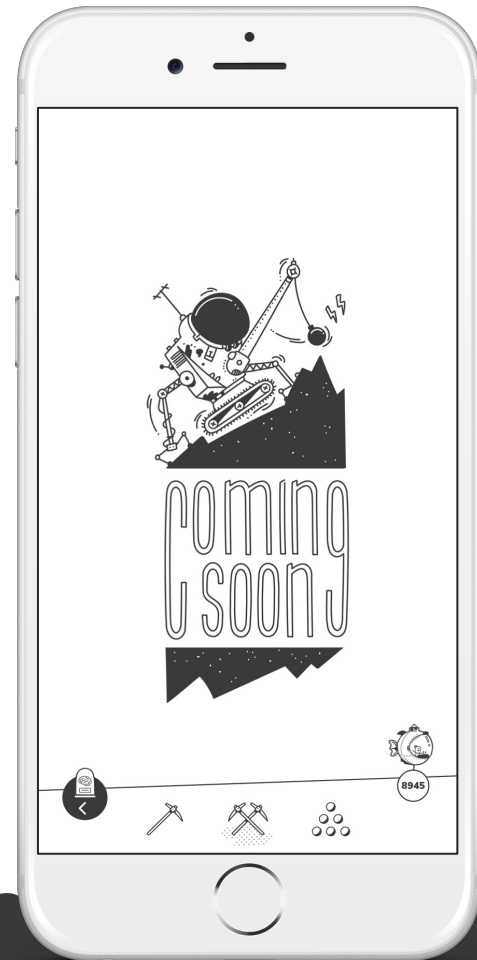
Leaderboard



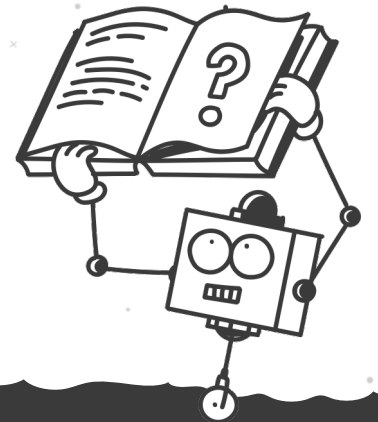
Multiplayer

# Time for a Question.

What **games** would you think are suitable to enhance the learning experience and efficiency?

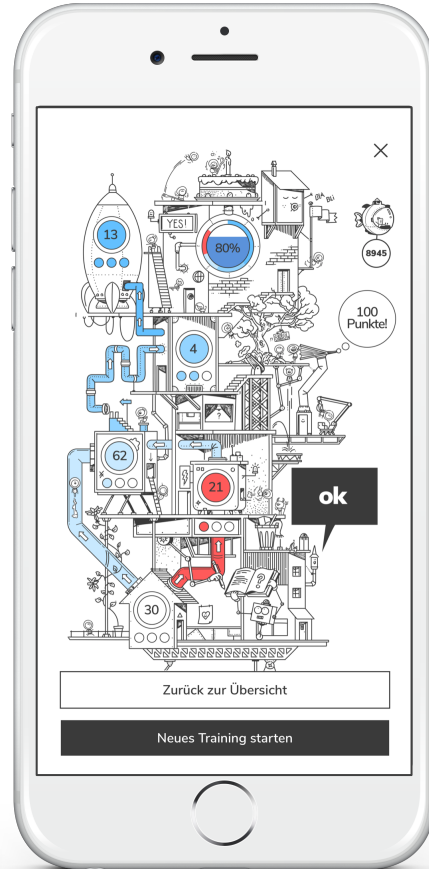
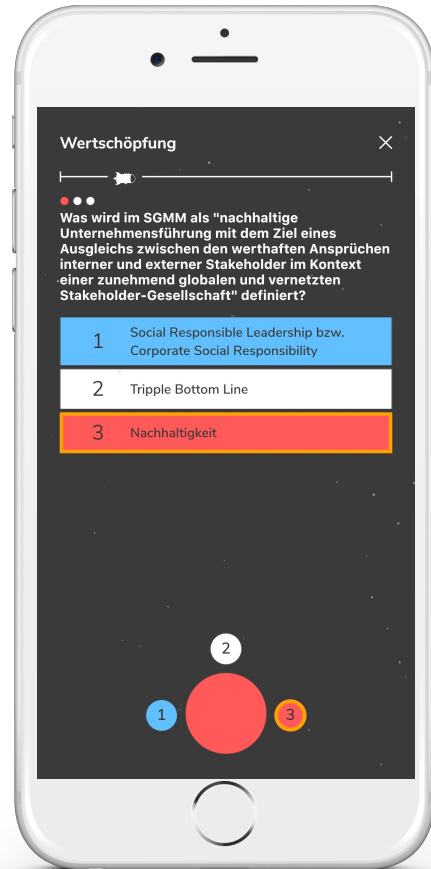


Please share your thoughts with us using the chat function. You have around 60 seconds.



# 2. Flash cards as a means of learning

Brian uses the evidence based learning technique Spaced Repetition for efficient and sustainable learning.



## 1. Success levels

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

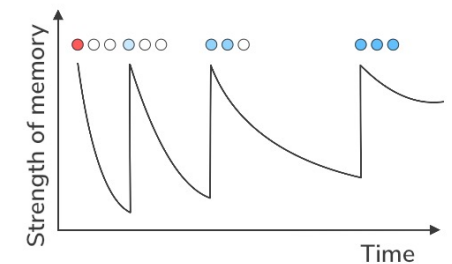
## 2. The logic

- It's a hat-trick
- ↑ ●○○ Two in a row
- ↑ ●○○ Once correct
- ↑ ↓ ●○○ Wrong answer
- ↑ ○○○ New question.

## 3. Freeze period

- It's a hat-trick 🔒 5 T
- Two in a row 🔒 1 T
- Once correct 🔒 7 h
- Wrong answer 🔒 25 min
- New question. 🔒 0 s

## 4. Really?? But why?

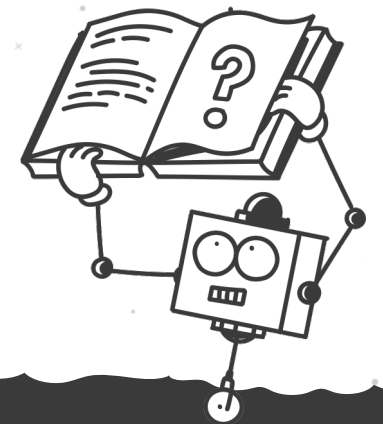


# Time for a Question.

Flash cards as a means for knowledge transfer.  
Ingenious or outdated? Other ideas?

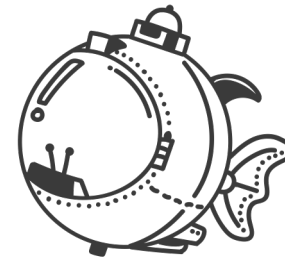
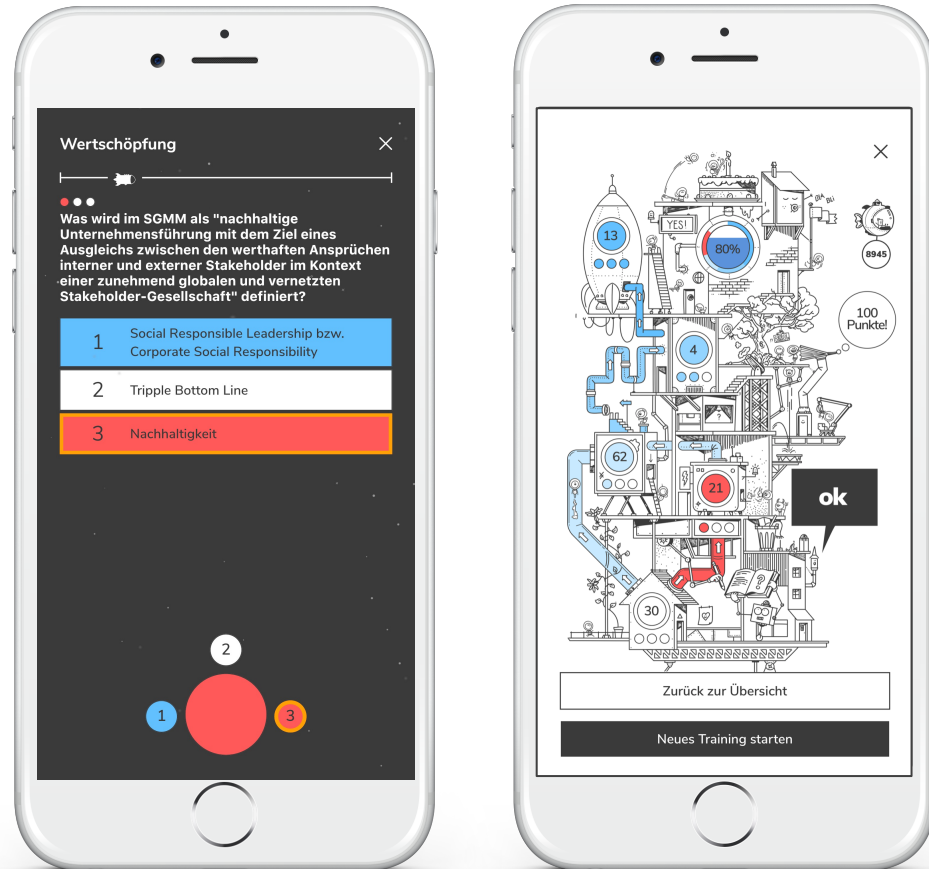


Please share your thoughts with us  
using the chat function. You have  
around 60 seconds.



### 3. The personalized learning experience.

Thanks to our algorithm, students learn individually based on their level of knowledge.



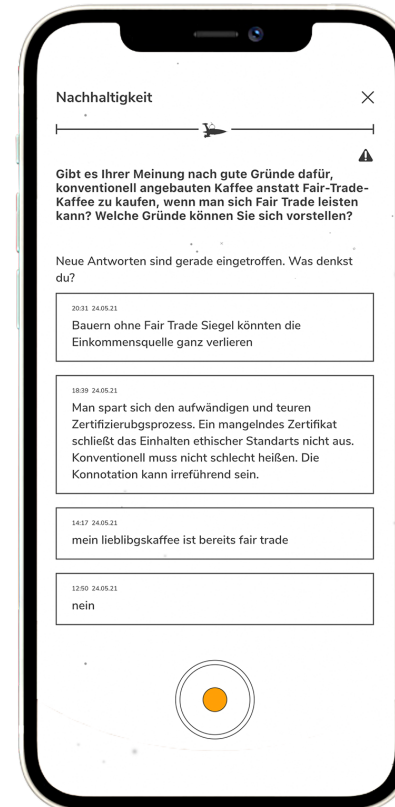
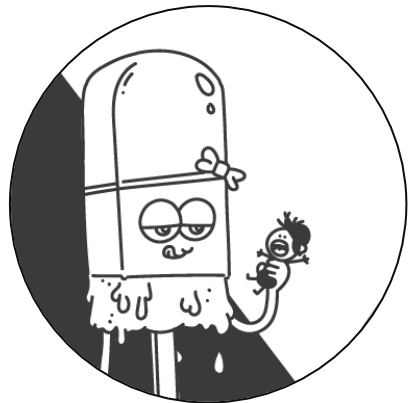
- A training set consists of 20 individual questions.
- The personal learning progress is always visible.



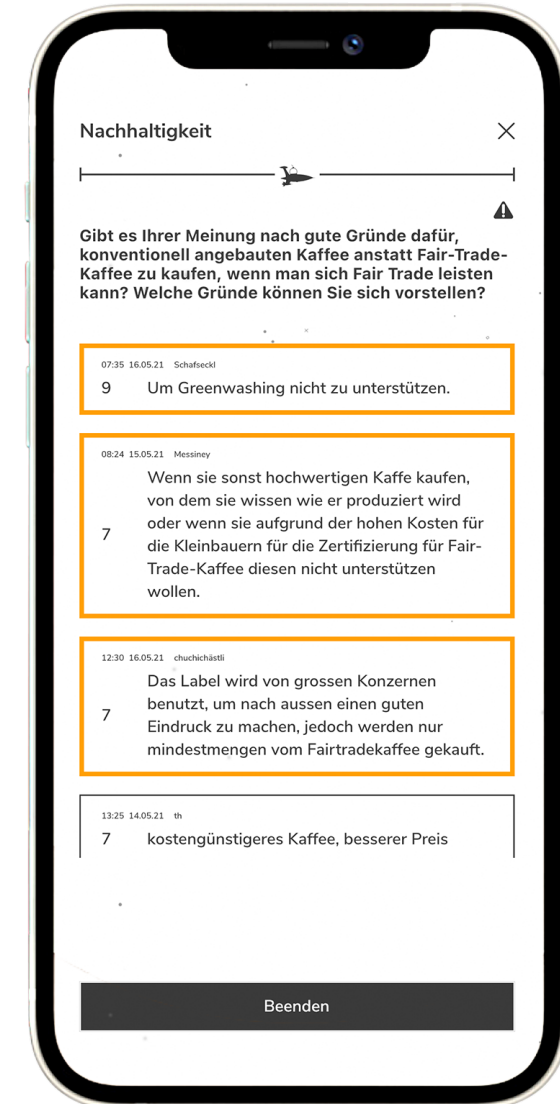
Brian

## 4. The social interaction within Brian.

Open-ended questions allow for an exchange of views between students.



Voting Process

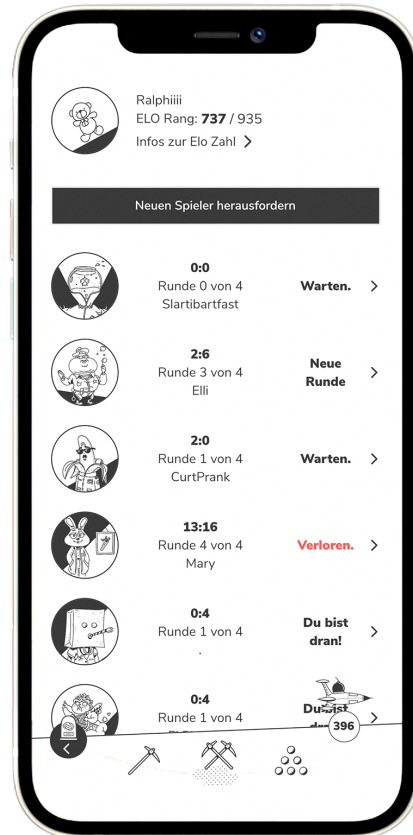


Results

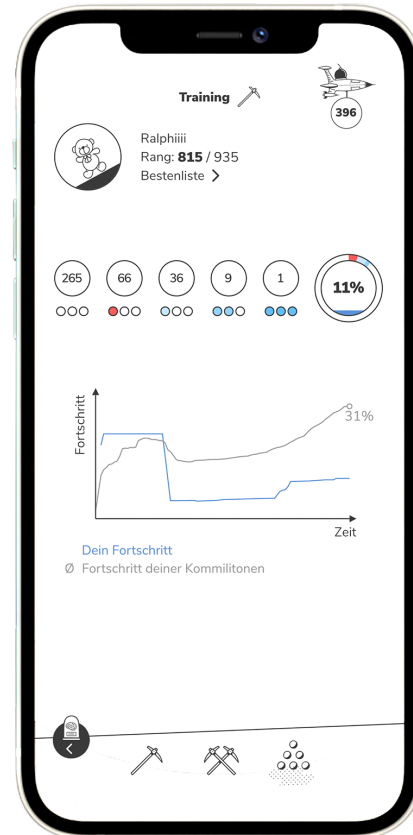
# 4. The social interaction within Brian

A multiplayer, a leaderboard and the progress of peers are making learning less lonely.

Multiplayer



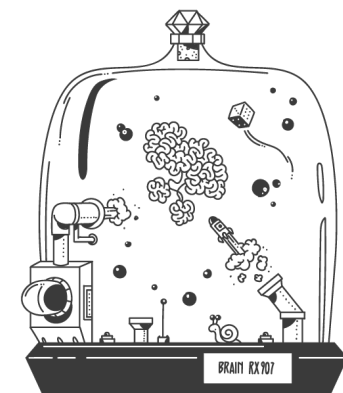
Statistics



Leaderboard

Bestenliste

795	Shadelius	507
796	Frankly	506
797	D.J.T. 2024	492
798	Giulia	491
798	SGMMmakesmehigh	491
800	A.B	463
801	chrigi	456
802	telefish	452
803	Nikita	448
804	Ratpack5400	437
805	Luc	433
806	corinski	426
807	verena	421
808	R163	419
809	Michael	418
810	rover	414
811	nobesc	409
812	jungmin666	406
813	Chiara	402
813	ZL1	402
815	<b>Ralphiiii</b>	396
816	Jo	389
817	Reflexivo	385
818	Paul Samuelson	383
...	...	...
919	Luca	0





# What have we achieved so far? The numbers.

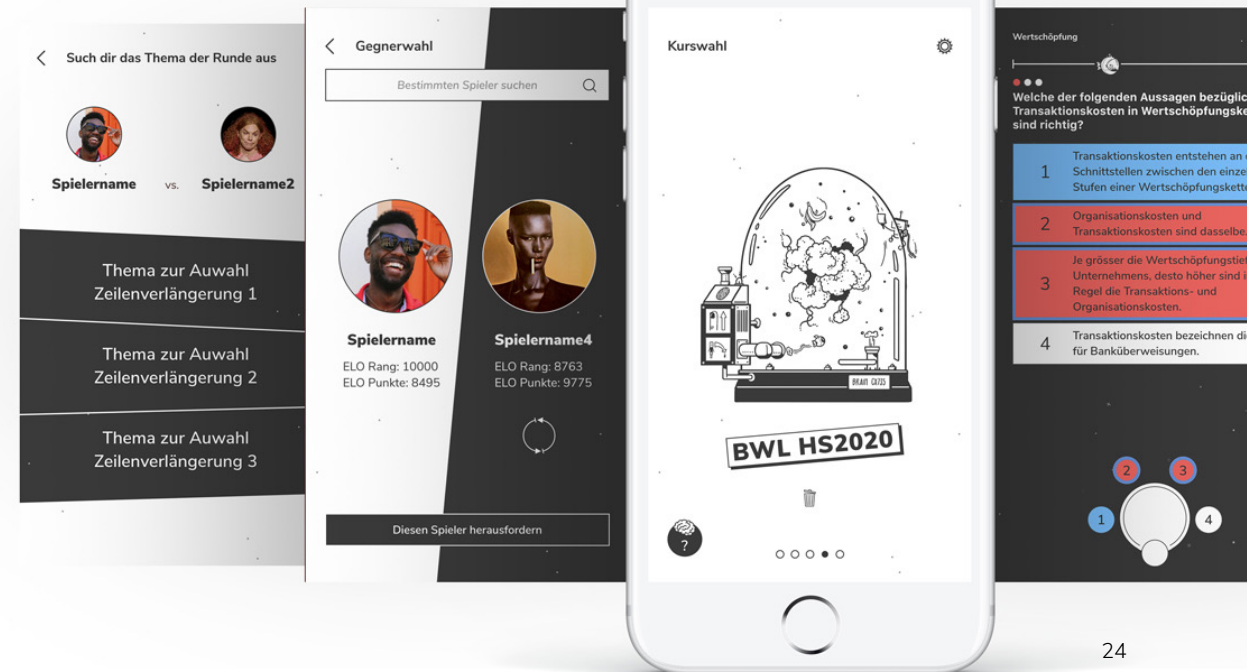
Our first semester at the HSG has been exciting. The statistics tell their own tale.



## The statistics

At the University of St. Gallen we accompanied one course during one semester. Our results:

- 3'600'000 answers collected.
- On average, every student has been answering 1800 questions.
- >90% of all students in the class were using Brian.







Brian

# What have we heard so far? The rumors.

Top of Mind (TOM) feedback has been overwhelming.



Universität St.Gallen

## Official course evaluation

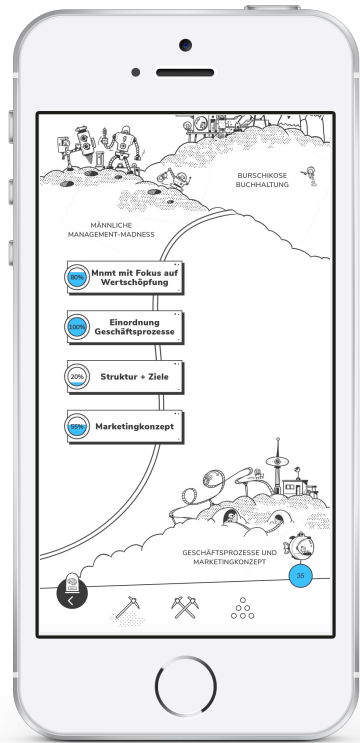
„Welche Elemente des Kurses haben besonders zu Ihrem Lernerfolg beigetragen?“

- „Brian“
- „v.a. die Lernapp Brian“
- „Lernapp Brian, genial und macht Spass!“
- „Brian ist sehr Hilfreich um Sachen zu repetieren.“
- „Brian (App) ist wirklich hilfreich, um zu üben.“
- ...

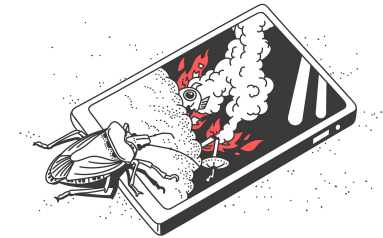


# Stop telling! Please show me the app.

Allow yourself to dive into the world of Brian using an HSG test account.



[www.brian.study](http://www.brian.study)



1. Download the app:
2. Login with HSG email address using the following:

Username: `testuser01.brian@unisg.ch`

Password: `Test_123_Test`

3. And tell us what you think: `info@brian.study`



**Brian**

# Planned features for Brian

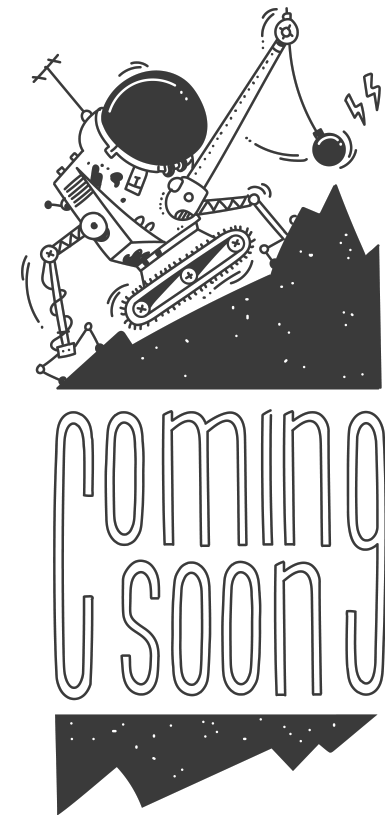
Novel and groundbreaking functionalities for teachers and learners to enhance the scope of use.

## 1 Advanced question mode – from flashcards to open questions

More complex and varied question types allow instructors to better map their course content. The goal is to enable fully AI driven natural language processing (NLP)

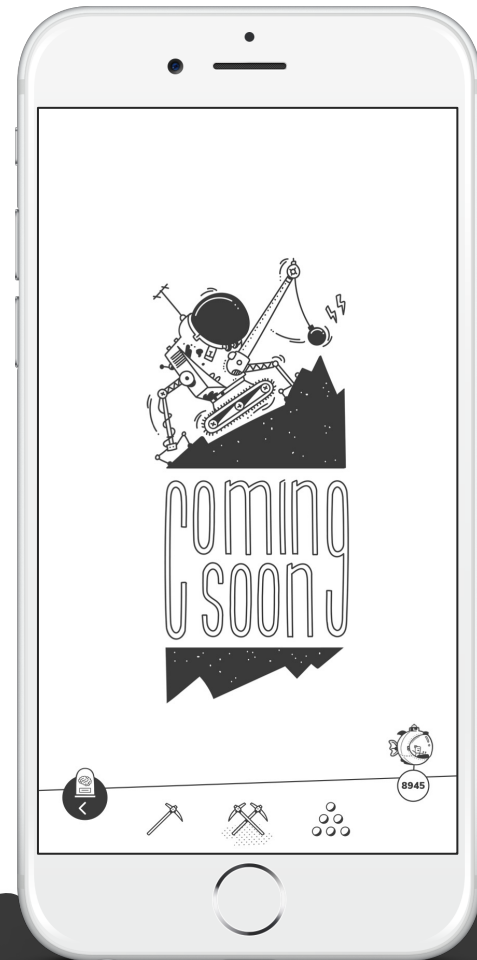
## 2 Prosumption – The development of a social platform by and for students

Further development of the app's front end will allow students to help fellow students and enrich course content, among other things - a necessary feature to expand Brian's social and collaborative components.

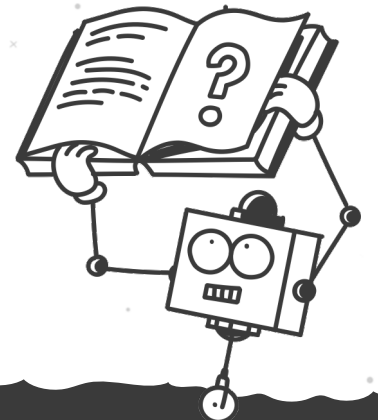


# Time for a Question.

What **features** do you fancy?



Please share your thoughts with us using the chat function. You have around 60 seconds.





**Brian**

# Let's embark together!

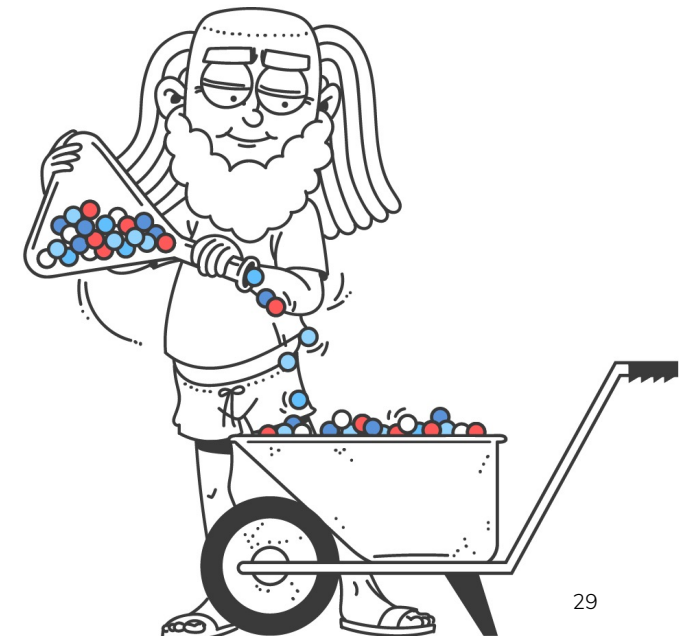
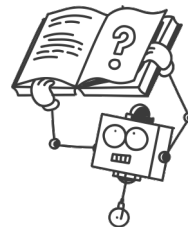
We would like to get to know you, form partnerships, and create mutual value.

We are still young and eager for knowledge. Thereby our goal is to create meaningful collaborations with teachers and institutions.

So please feel free to reach out to us. Try Brian yourself. No strings attached and no obligations.

We would like to get to know you and ask you about your thoughts, and your educational ambitions.

***We might be heading the same way?***





**Brian**



# Contact us.



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Co-Founder  
+41 76 394 71 14  
ralph@brian.study

