

simplem

**AI-driven engagement
management service**



We help to improve educational process and academical results by analyzing non-verbal metrics with Simpleem AEI technology



AEI - artificial emotional intelligence

Engagement in online learning plays an important role*:

1

**Improve academic
performance**

2

**Enhance students
retention**

3

**Adapt LMS to
remote teaching**

There are no easy-to-use solutions to analyze engagement



A cloud platform with AI-driven technology, where users can measure and analyze non-verbal skills and improve them

Save time and money

when hiring

Improve business-metrics*

when manage education

Increase productivity

when teach/study/work

* For example: retention, NPS, LTV etc.

Why now?



Engagement becomes the most important criteria for business success because of the human capital and customer relations growing influence

Customer experience (CX)
defines a business success

3X the shareholder returns

Employee experience (EX)
is the new standard

18% increase in EBITA
2X greater ROIC

Share of **satisfied** their
talent management

5% employees



Engagement and satisfaction
define business **success** in
distance learning.

Implementation **our solution** to
online schools **helps to achieve:**

+10%

Academic
performance

+35%

NPS

+15%

Retention

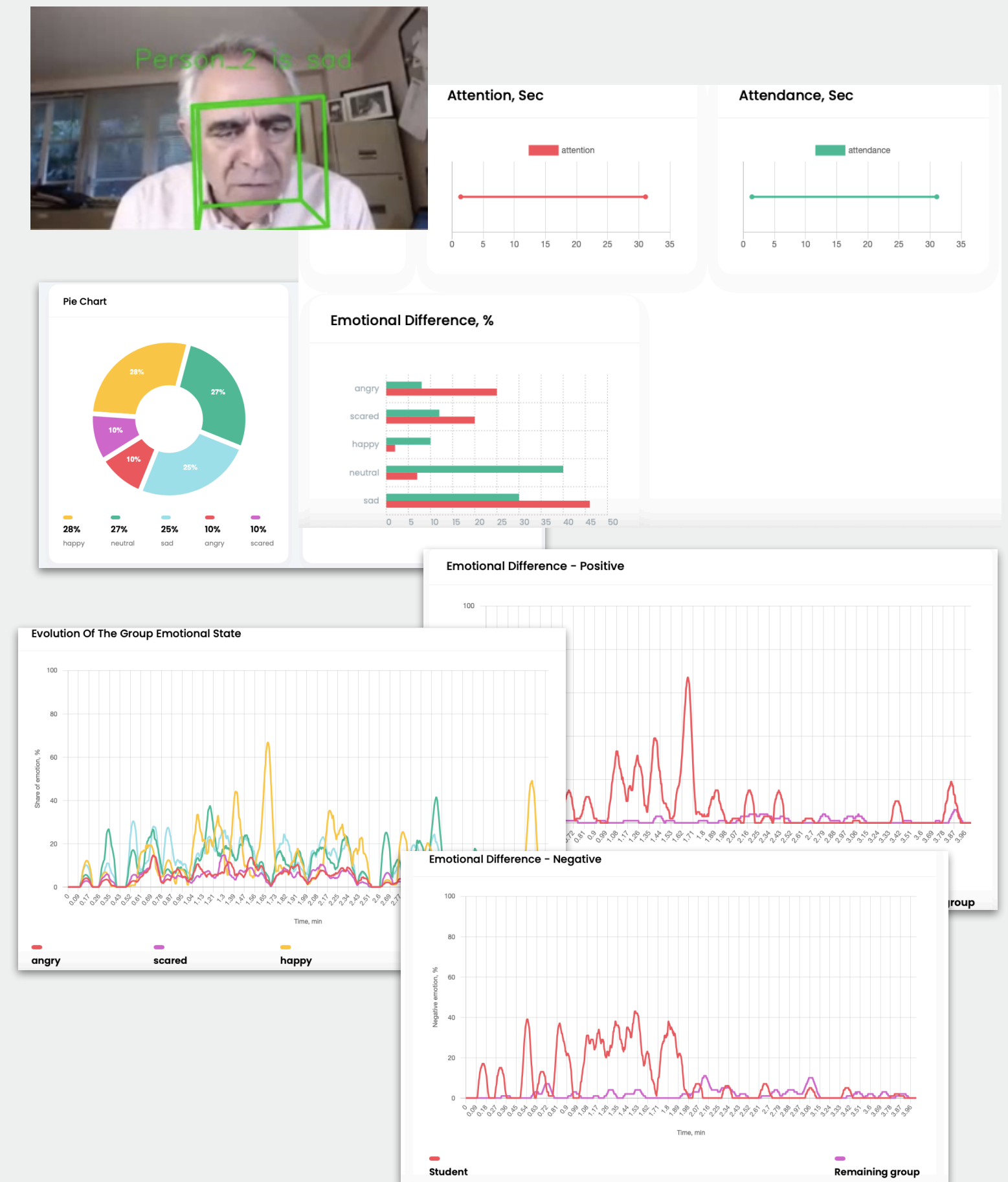
+21%

LTV

How it works?



1. A user uploads a video or recording of the online-meeting
2. Detect every person on video (face recognition);
3. Detect attendance;
4. Detect the emotional state of every person;
5. Detect attention of every person;
6. Compare engagement level between every participant and a total group;
7. Compare with results/KPI/business metrics and build correlations;
8. Show infographics and recommendations that help to improve the efficiency.
9. Our solution can be used autonomously (web-platform) or can be integrated via API.



Competitors



	Simpleem	EDR* Services (Affectiva, NVISO, Noldus etc.)	Yva.ai	Motivation/survey tools (15five, Peopleforce, Culture Amp etc.)
Automatically	+	+	+/-	-
Analyze non-verbal interactions	+	+/-	-	-
Group and personal analysis	+	-	+/-	+/-
Recommendation System	+	-	+	+/-
Can be used for hiring	+	-	-	-
Has special products for education	+	-	-	-

* EDR - emotion detection and recognition

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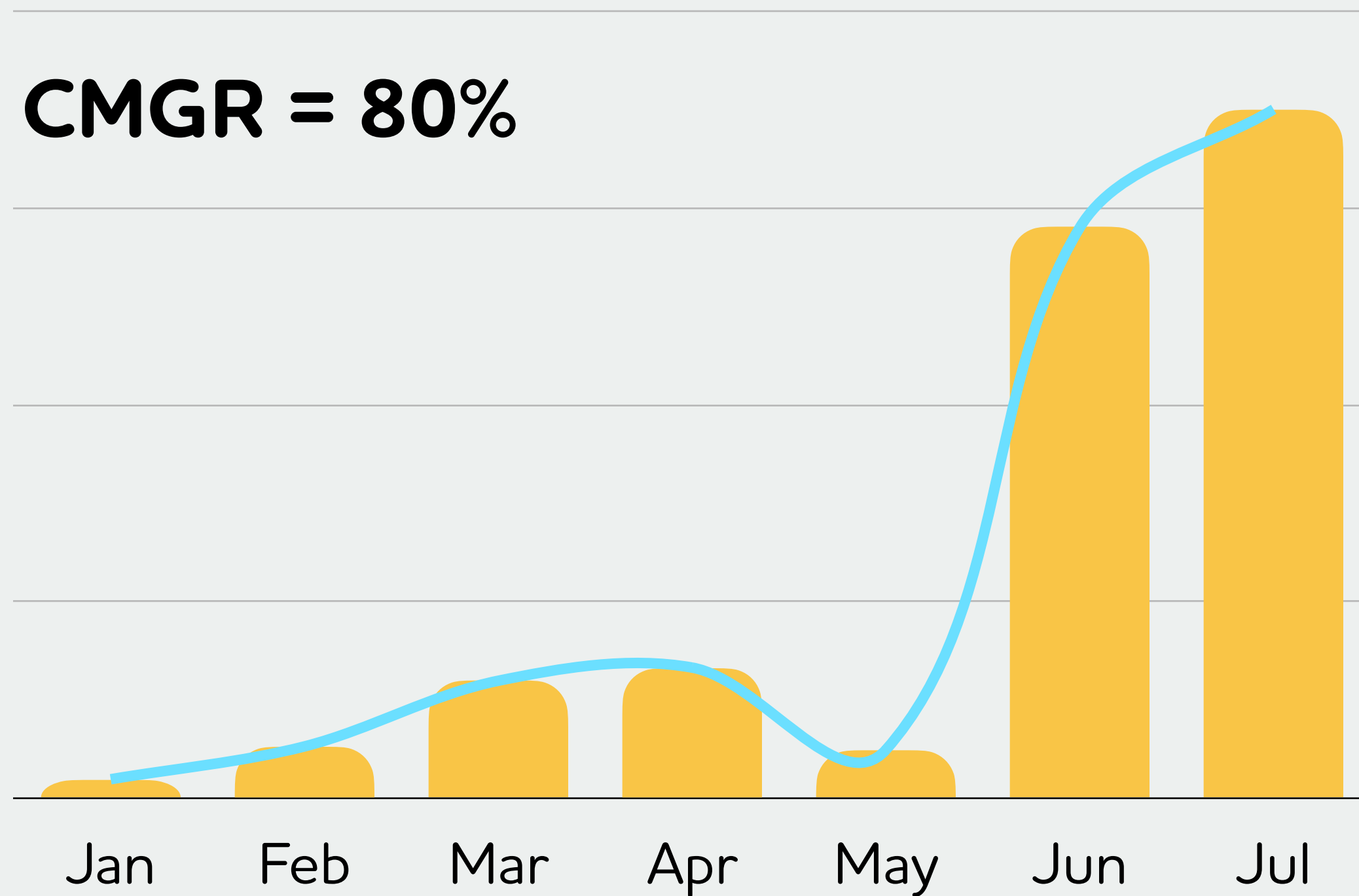
info@simpleem.com

Website: <https://www.simpleem.com>



Start Jan, 2021

CMGR = 80%



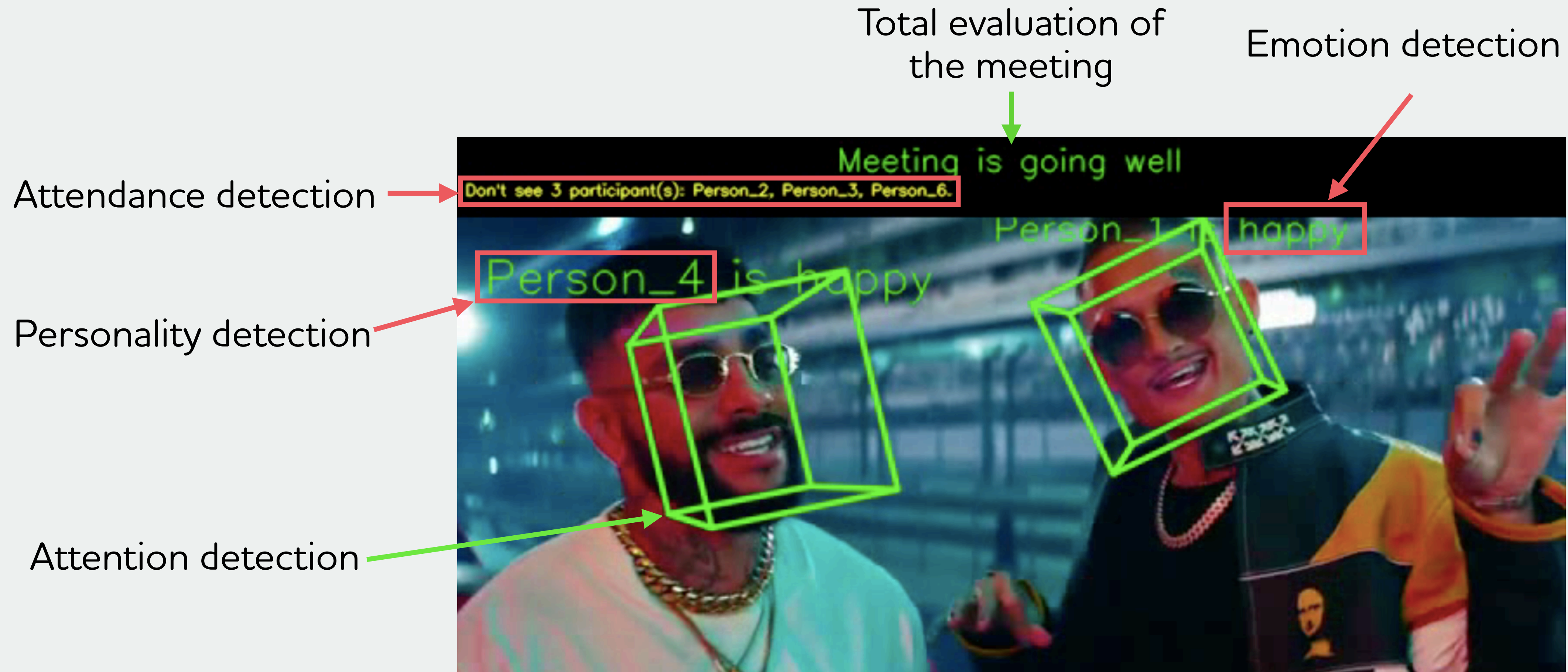
Raised \$200 000 (SAFE)

from JointJourney

Invitation to the interview

Berkeley SKYDECK

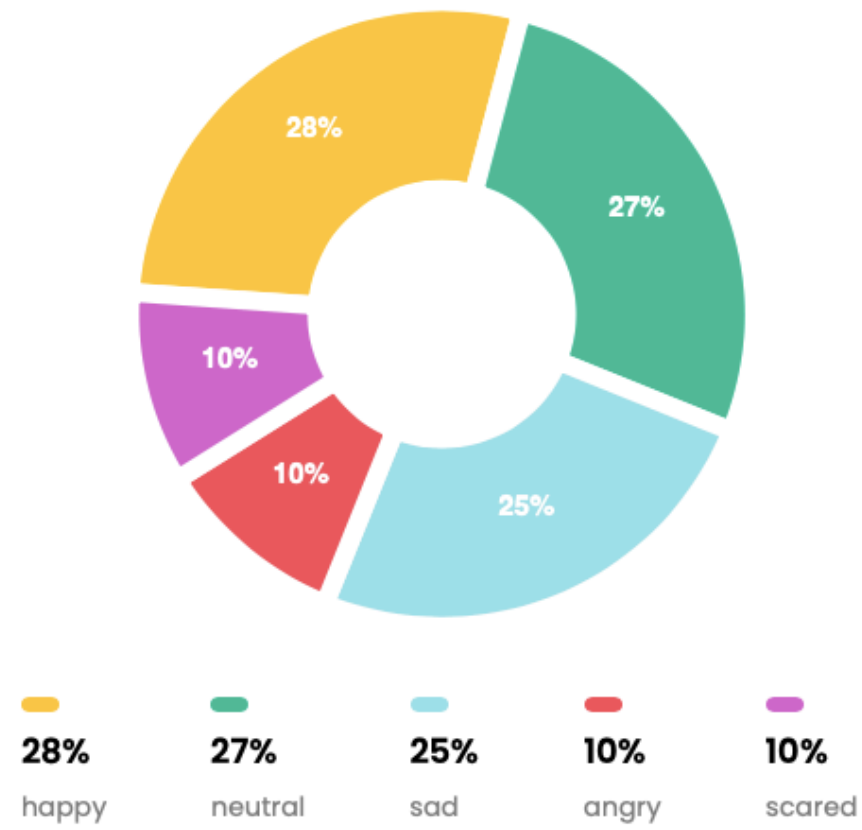
Technology. How it works



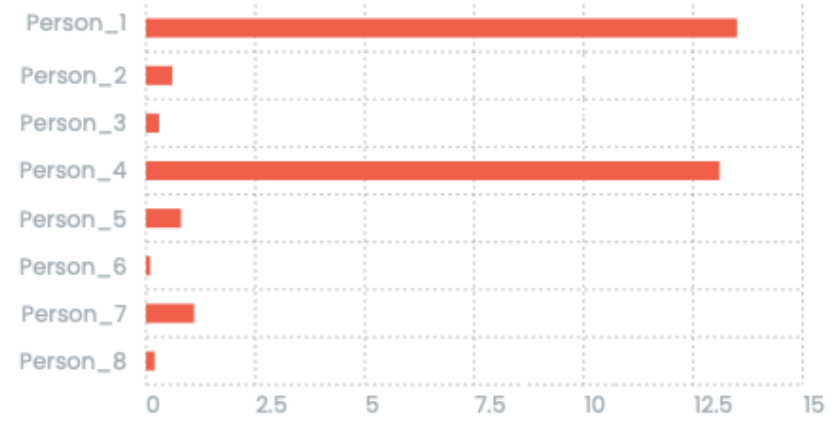
Web-platform. Analysis and visualization



Pie Chart



Participant's Attention Score



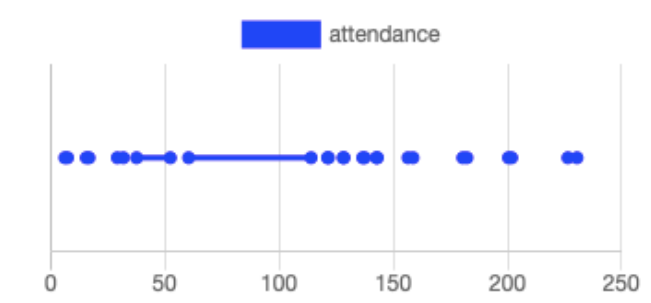
Photo



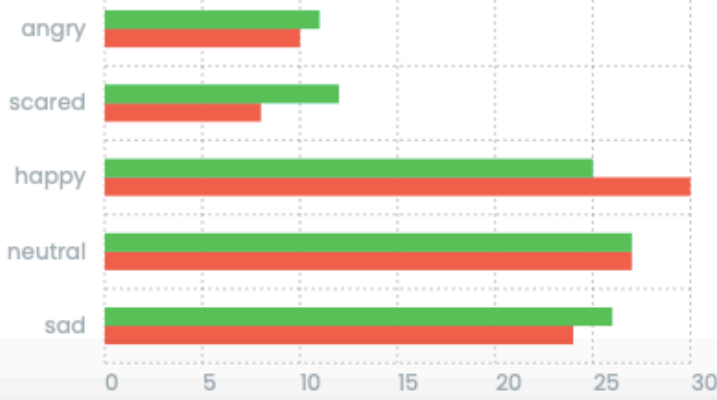
Attention



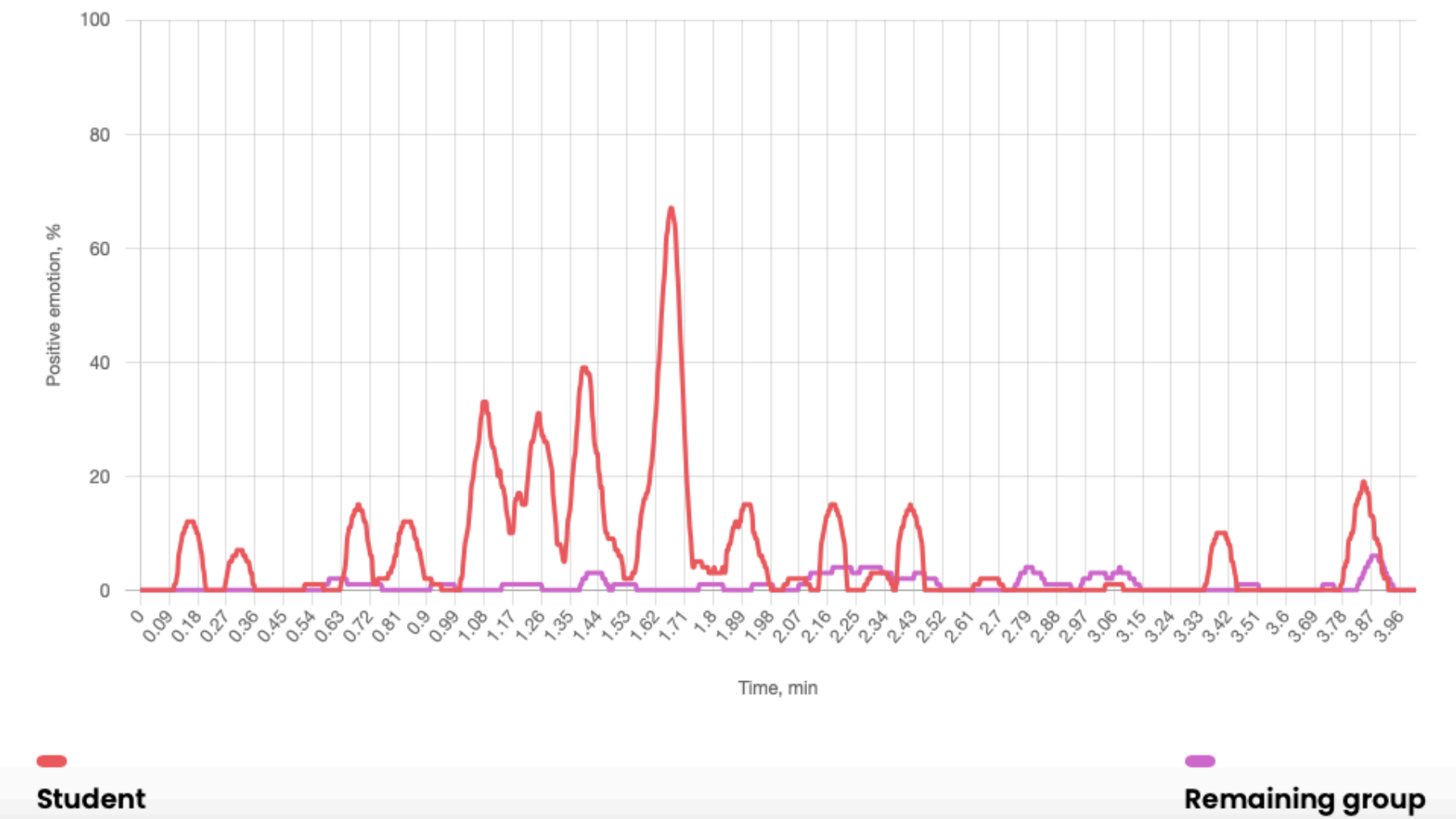
Attendance



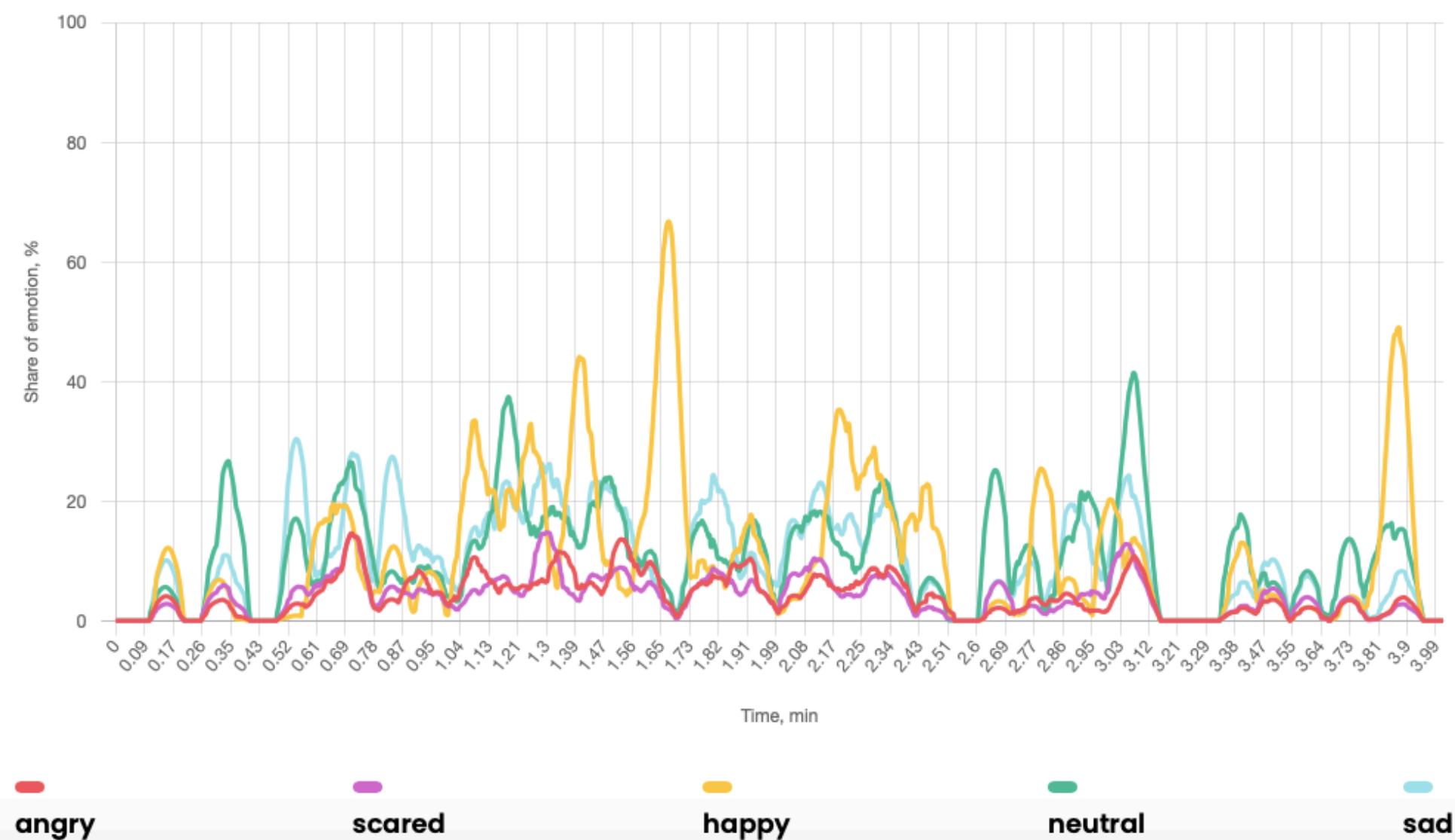
Emotional Difference



Emotional Difference - Positive



Evolution Of The Group Emotional State



Emotional Difference - Negative

