



A H U R A

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**PERSONALIZED INSTRUCTION FOR ALL USING ARTIFICIAL INTELLIGENCE**

SEED STAGE



# TEAM



## Bryan Talebi

CEO | Co-Founder

- 15 years of sales leadership experience
- Notable companies: Bizzabo, Zocdoc, Sols
- Started career at 16 years old working for NASA



## Sasha Raskin

Head of Content & Partnerships | Co-Founder

- 10 years of experience building careers as a literary agent
- Worked at UTA representing international best selling authors
- Began college at UC Berkley at age 16 in Cognitive Neuroscience



## Dan Bersak

Technology | Part Time

- 15 year career in technology innovation
- Holds 4 Degrees from MIT and Yale
- Served as CTO at various companies leading to successful exits



## Barnaby Bienkowski

VP of Engineering | Co-Founder

- Over 10 years of Silicon Valley experience
- Lead Intel's self driving car unit
- Specialty in creating and scaling global software



## Mikhail Gervits

Head of Design | Co-Founder

- Over 15 years of digital product and marketing experience
- Notable clients: Viacom, Nike, IBM
- Holds degree from Rhode Island School of Design



## Sofia Trexler

Business Analyst





## PROBLEM



**49M**

US employees need  
to be retrained

Source: Pew Research



**800M**

Jobs Lost Globally  
To Automation By  
2030s

Source: PwC



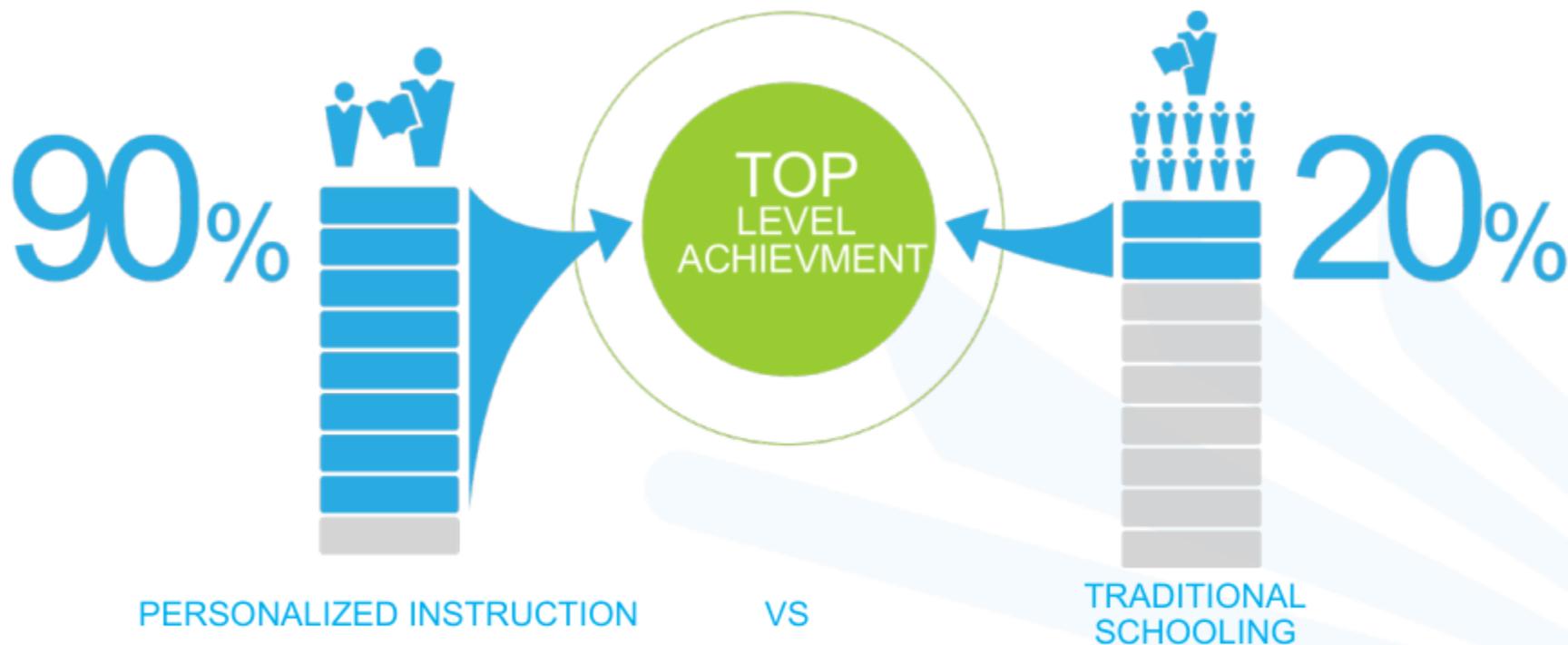
**84%**

Students Withdraw  
From Online Courses

Source: edX Four Year Study



## Top Achievement Rates



90% of students learning through one-on-one instruction attain a level of achievement reached by only the highest 20% of students in conventional classroom conditions.

Bloom 1984



## AHURA has the solution



### TREND

brick and mortar  
education to online  
learning



### WHY

Online learning is  
scalable and affordable



### PROBLEM

The outcomes are poor,  
completion rates are low



No one has fixed this  
issue, but Ahura's  
technology can



## AI web platform where users access personalized learning tools



**Faster Learning Track**  
With customized content



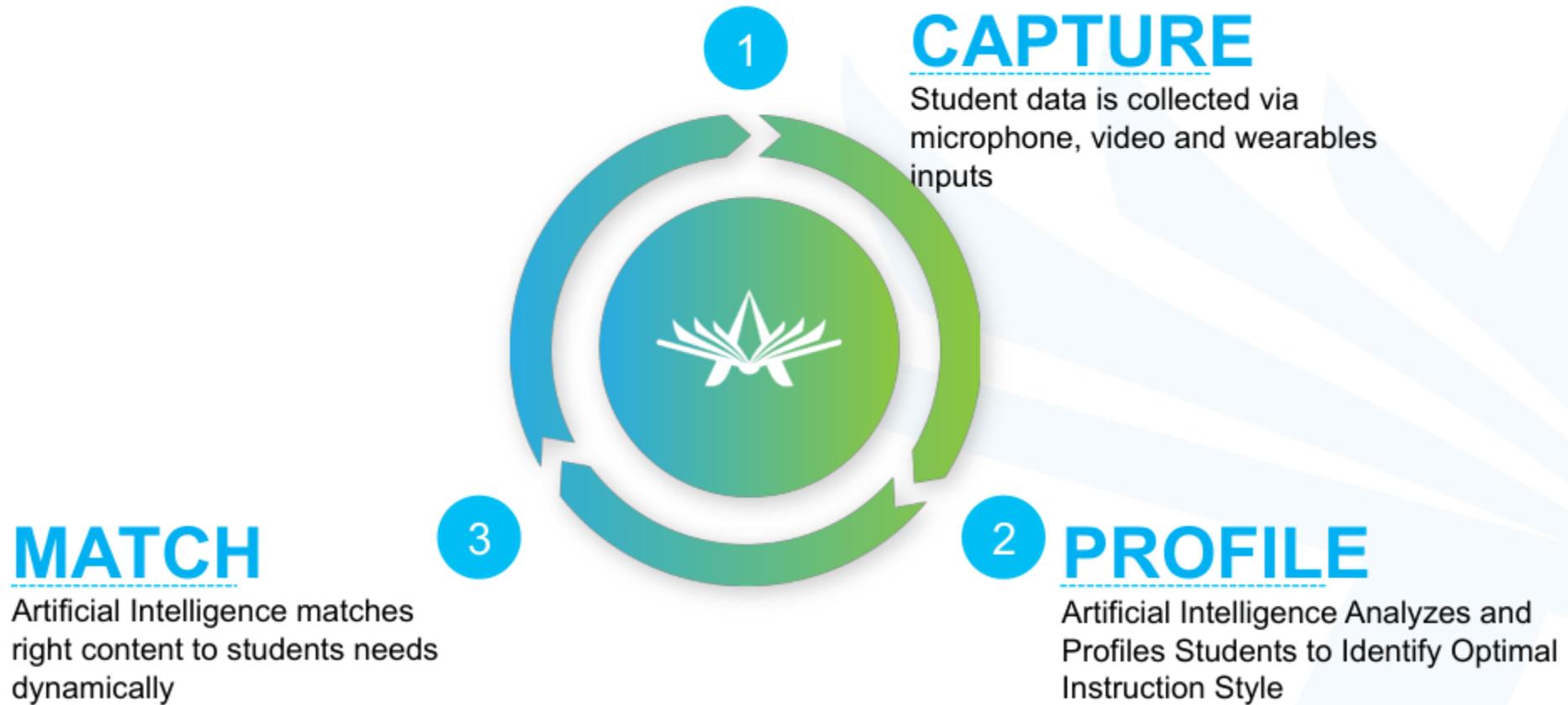
**Increased Retention of Material**  
With targeted intervention



**Reduced Costs**  
With AI available at scale



## Personalized Retraining With Artificial Intelligence





# Demo



IN PERSON DEMO AVAILABLE UPON REQUEST

\* Functionality for Backend view only



# PRODUCT



Facial tracking



Emotion recognition



Posture and movement



Voice and tone recognition



Monitors for distractions



Lack of engagement



Chatbots offering assistance



Video adaption (Replay and slow downs)



Alternative content recommendations



Pause suggestions



Gauge retention and understanding



Find gaps in knowledge to then supplement



Self surveys for understanding and future improvements

## FACULTY DASHBOARD



Classroom level statistics



Student ranking based on performance and engagement



Statistics dictating motivation, learning style, and risk

## STUDENT DASHBOARD



Forum and student interaction



Statistics on self performance, progress, general knowledge, and improvement areas



## State of Artificial Intelligence

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**Companies Focus  
On AI Technology**

**334%**

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Increased AI Mentions in Company transcripts from 2015-2017

Source: Bloomberg

**Global Workforce Is  
Not Prepared For  
Future Jobs**

**70%**

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Global workforce lacking necessary skills

Source: Pew Research

**Corporations  
are investing in  
their employees**

**32.5%**

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Annual growth in Corporate Job Retraining. Increase in U.S. training spend from 2016 to 2017

Source: Training Magazine Annual Report



## MARKET SIZE

## Market Opportunity



**Total Addressable Market**  
Total Training Spend of U.S. Businesses 2017

Source: Training Magazine



**Serviceable Available Market**  
U.S. Spend on eLearning training tools 2017

Source: Training Magazine



**1% Share of Market**  
Student Technology Spend on Ahura

Source: National Center for Education Statistics  
National Association for College Stores



# PRODUCT ROAD MAP





## BUSINESS MODEL: SOFTWARE-AS-A-SERVICE



**\$15**

Cost Per  
Lead



**\$2,152**

Cost Of Acquisition  
Per Customer



**\$18,000**

Average  
Customer Value



**\$39,600**

Life Time  
Customer Value

	PREDICTIVE AI	FACE & HEAD TRACKING	FACIAL EXPRESSION ANALYSIS	NATURAL LANGUAGE PROCESSING	VOICE EMOTION RECOGNITION	AT-RISK RANKING	TARGETED INTERVENTION
 <b>AHURA</b>	✓	✓	✓	✓	✓	✓	✓
 Querium	✓			✓	✓		
 fishtree	✓				✓	✓	
 KNEWTON   alfa	✓			✓		✓	✓
 <b>CENTURY</b> INTELLIGENT LEARNING™	✓			✓			✓
 versal					✓		



SEED ROUND  
FUNDING

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**\$3M at \$10M Post Money  
Valuation**

-  1. Deliver Product to 3 LOI's
-  2. Sales & Marketing to Generate Revenue
-  3. Continued Product Development

