



TILE®



24% of Yemen has internet.

64% of Yemen has a phone.

5 billion people don't
have internet access.

By 2021:

2.5 billion internet users,

5 billion cell phone users.

**MOOCs don't fulfill their promise.
Not accessible and not effective:
5.5% completion rates.**

Digital education often doesn't work. Platforms are at fault.

Four criteria for digital education:

- 1. Meet you where you're at.**
- 2. Meet your attention span.**
- 3. Engage you.**
- 4. Options.**

What if we taught with text messages?

The first SMS course, ever.
(s/o to Babson and USC)

What is an SMS course?

**~1,000 characters, 30-60 days, every AM
Content, additional reading, response**



Our pilot (100 people):

89% loved it

72% enjoyed it as much or more than a MOOC

75% said text messages should be used more

The research (Stanford, Penn State, Accenture, UPenn):

Texts keep students more interested, engaged, and better at learning than online courses.

Daily texts from brilliant people.
Accessible to anyone.

**The first text message university
and learning platform.**

**\$9 courses taught by professors
1 semester = 1-3 courses**

Not replacing a college course.
A whole new medium, and thus
a whole new platform.

Four criteria for digital education:

- 1. Meet you where you're at.**
- 2. Meet your attention span.**
- 3. Engage you.**
- 4. Options.**

High Price



Accessible

Inaccessible



Low Price

Why is text message education the future? Content + behavior change.

Four case studies.

Reducing summer melt.

Distributed workforce onboarding.

Police brutality training.

Sexual harassment prevention.

Our vision:

**Hyper-personalized on-demand learning
plus instant feedback through NLP.**

What's next?

Building courses + using the platform.

Working with professors and universities.

Nonprofits, HBP, companies.

Thank you.

www.arist.co