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
Welcome to Arieu!

We'll send you tips and techniques every day that will help you become a great public speaker. Learn and practice on your own time, with information that's ready when you are. It's public speaking made private.

This is how it works: Every morning, we'll send you a paragraph that you'll have to explain. You'll find different public speaking exercises and articles. We'll also provide you with questions and exercises so you can test your new skills and practice whenever you can. And we will also send you our new video tutorials.

Arieu - Every day.

*Note: We have a minimum of 10 users to continue this project. If you can't join, we'll contact you. Thank you for your support.*

*By signing up, you agree to our Terms of Service.*
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.
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