

# ADAPTIVE-MEDIA®



MARCH 2022



# About A-dapt



**We are a new type  
of start-up**



**With its own AI-based  
adaptive-media format**



**Working on any  
screen with camera**



**Leveraging EDGE AI  
at scale (on device)**



**Providing detailed  
anonymised reporting**



**With potential to scale  
across sectors**

# Life and learning have changed



**COVID has reshaped global commerce, education and health**



**The world is becoming increasingly self-isolated**



**We have entered a new era of screen based dependency**

## THE OPPORTUNITY

For a new cost-effective and immersive browser based digital format that addresses the exponentially growing market for remote education and training

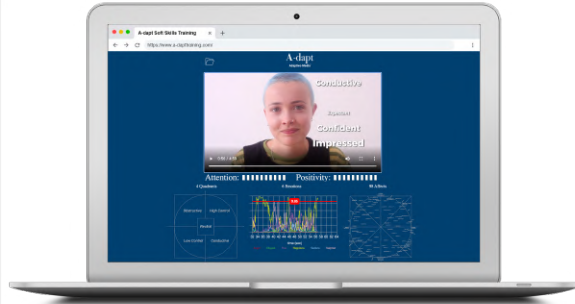


## OUR SOLUTION

Adaptive-Media® is a scalable, cost-effective tutorial format that harnesses the power of video and AI to help people better learn, communicate and collaborate

# How Adaptive-media<sup>®</sup> works

1



**Device side 'Edge' AI perceives the viewer whilst protecting their privacy**

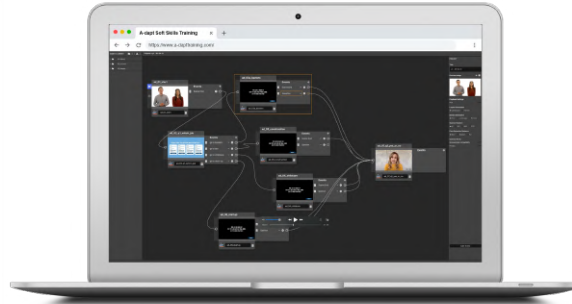
## What it detects

Six emotions, 40 features  
90+ facial affects  
Demographic information  
Age estimation  
Attention, pose, valence

## How it works

750KB auto download  
Browser based AI DNN  
Works on most devices  
No filming or recording  
Fully GDPR compliant

2



**A-dapt develop the adaptive concept, film and build**

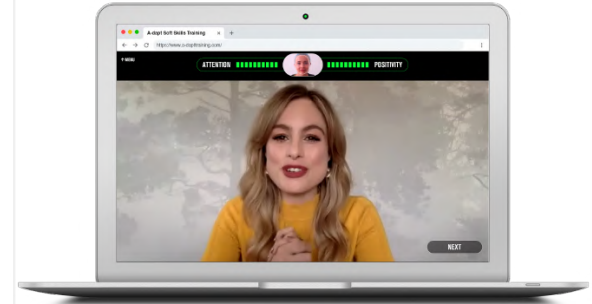
## What it enables

Videos adapt based on  
emotion, attention etc  
Unique learning pathways  
Learning at individuals pace  
1 on 1 video experiences

## How it works

350KB Media Player  
No App plug-in required  
A-dapt film and build  
Cloud based  
Anonymised session reporting

3

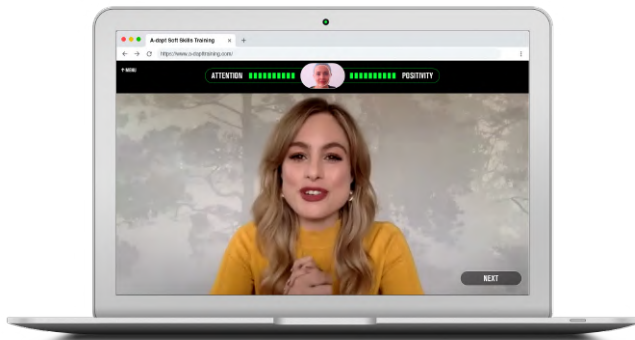


**Enabling innovative immersive learning and marketing formats**

## With numerous applications

Lessons powered by responsive teachers  
Soft skills training tutorials  
Remote cognitive assessments for elderly  
Corporate compliance and training tutorials  
New entertainment and marketing formats

# The Adaptive-Media Interview Coach



**A-dapt**  
Adaptive-Media®

**Nacro**  
WE CHANGE LIVES

**ies** institute for  
employment  
studies

Innovator of the Year

[WATCH VIDEO](#)

Funded by  
**Innovate UK**



# The project

1

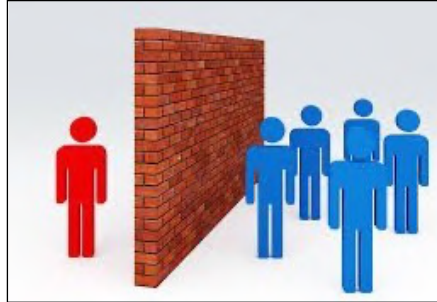
## The Charity

**Nacro**  
WE CHANGE LIVES

Nacro offers young people who don't fit into mainstream education and training, an opportunity to develop the skills they need to go into further education or employment.

2

## The Problem



Disadvantaged young adults often have low esteem and lack confidence. By developing a good set of soft skills, they can dramatically increase their chances of success.

3

## The Solution

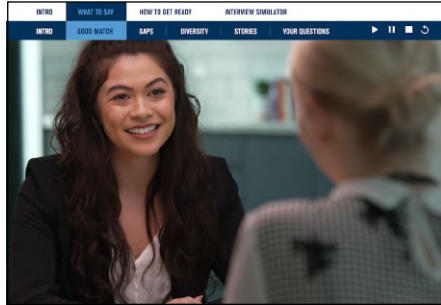


Our solution, The Adaptive-Media® Interview Coach, prepares young adults to give their best possible interview and boosts their self confidence.

# How it works

1

## Interview training



Interactive tutorials show learners what to say in interviews and how to prepare for one. Students learn by answering questions with the help of dozens of real-life interview scenarios.

2

## Interview simulator

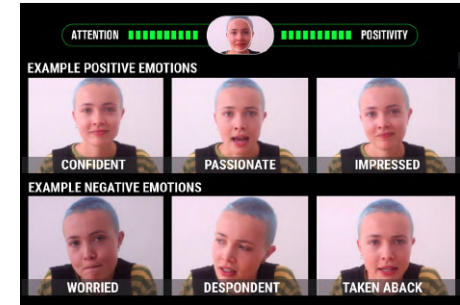


Our key innovation combines interactive video, with a live window for the user to see themselves and an innovative real-time feedback positivity and attention UI feature.

[TRY THE DEMO](https://a-dapttraining.com)

3

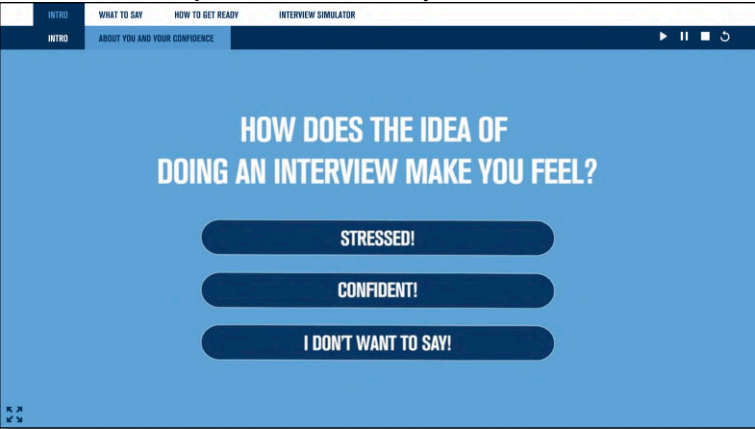
## AI analysis



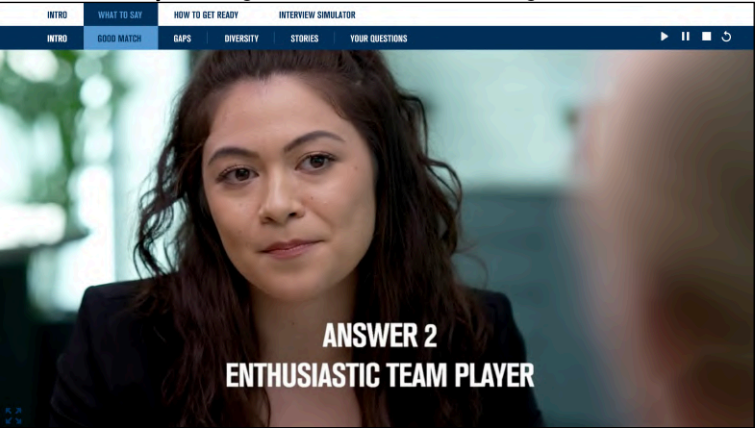
Our deep neural network uses scientifically validated data sets for facial analysis for basic human emotion, attention, sentiment analysis and 98 expressions.

# THE ADAPTIVE-MEDIA INTERVIEW COACH

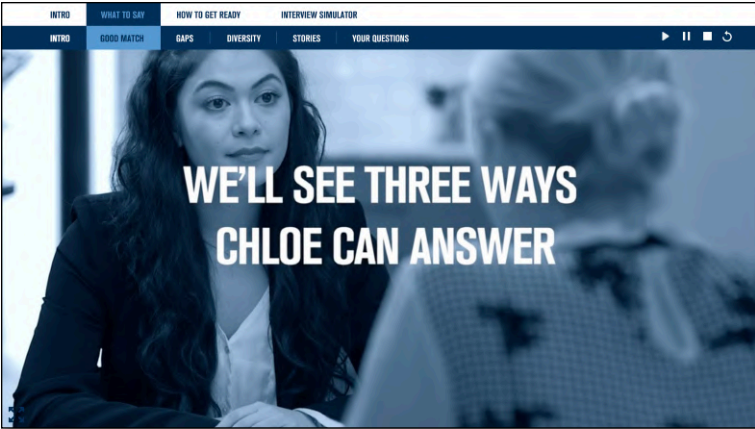
1 Students are asked questions about how they feel about interviews



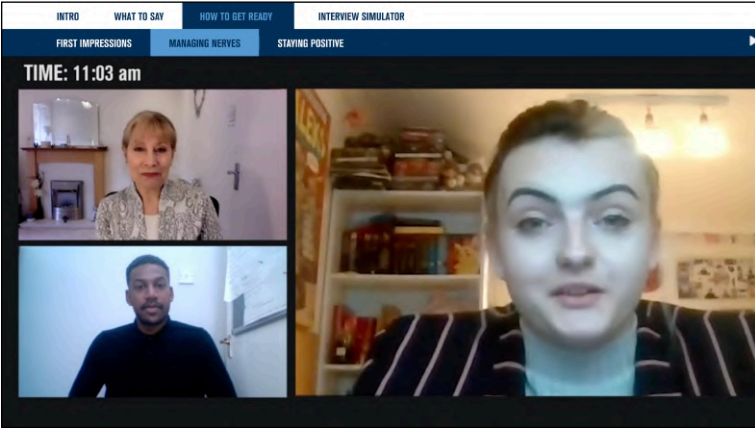
3 Students learn by deciding which is the best answer to give the interviewer



2 The first section of the interactive video training focuses on learning what to say



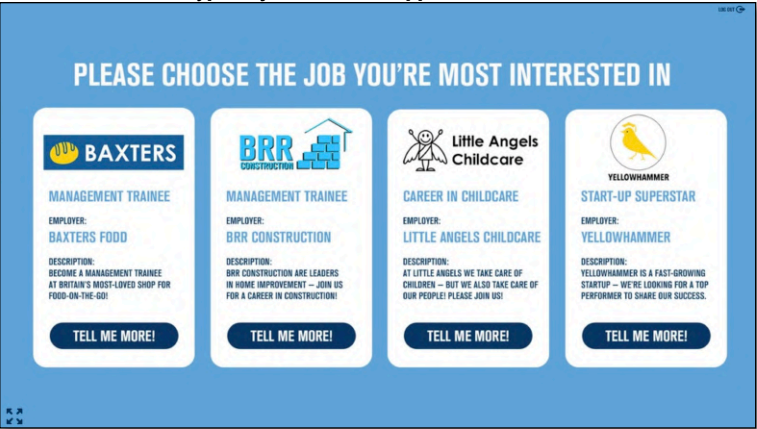
4 Discovering proven techniques for common issues such as managing nerves





# THE ADAPTIVE-MEDIA INTERVIEW COACH

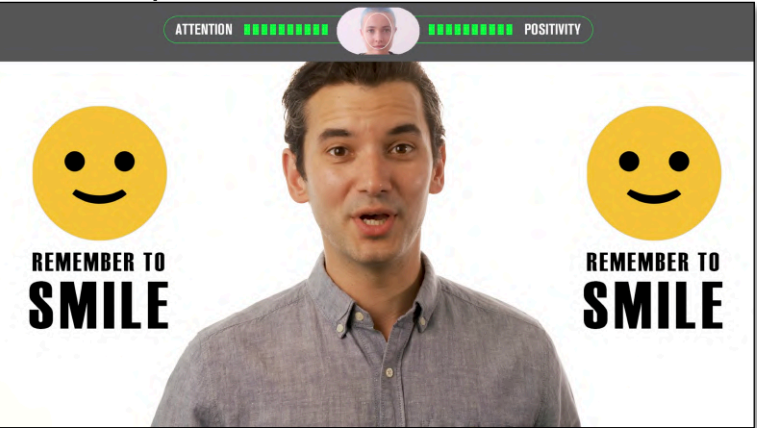
5 Students select the type of job that most appeals to them



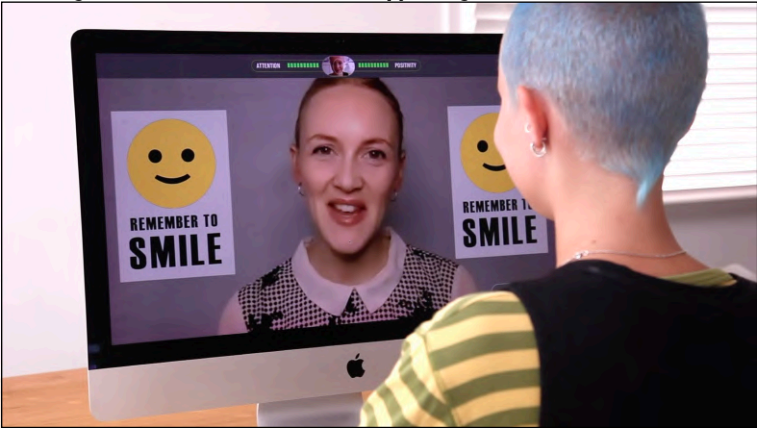
6 They are given a video introduction to the job by an interviewer



7 The co-hosts explain to the students how to use the interview simulator



8 Enabling them to visualize themselves appearing more confident in an interview



# Evaluation

1

## Approach



Cluster randomisation approach involved two groups of learners, one in each of two learning centres (Totton / Sheffield).

The Institute for Employment Studies collected baseline information covering personal characteristics and demographics including functional skills level and pre-training employment experiences.

2

## Results



For students that completed the study our Soft Skills expert found:

- Increase in attention + **15%**
- Increase in positivity + **22%**
- Increase in engagement + **39%**
- Increase in confidence + **40%**
- Increase in quality of answers + **54%**

3

## Testimonial



Lisa Capper, Director of Education at Nacro Education.

<https://youtu.be/xV1qndetPpg>

The Adaptive-Media Interview Coach is being developed in 2022 to help Nacro students learn to improve their all-round confidence.

# Case study - Focus Pocus



**FINALIST**



**Best COVID-19 Innovation**

- Sherpa.AI
- XPrize
- A-dapt International
- AstraZeneca



Focus Pocus is a perceptive digital owl that uses Edge AI to measure and reward learner attention. It does this without filming, recording or using facial recognition. To start, the parent inputs the child's age range, level of attentiveness and session time. When they allow the device camera, Focus Pocus wakes up and measures their child's attention for the duration of the exercise. Future developments include the first fully adaptive Maths video lessons that will adjust and branch based upon the performance of the individual.

**DEMO:** [www.focuspocus.ai](http://www.focuspocus.ai)

**VIDEO:** [https://youtu.be/\\_A6r8X\\_WGWA](https://youtu.be/_A6r8X_WGWA)

Funded by  
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# Recent traction

1

## UK Global Innovation



The GBIP programme, gave A-dapt exposure in North America, a region that dominates EdTech. 9000 applied for the original IUK grant with only 80 EdTech focused winners, and of these, just 15 were selected for GBIP.



2

## CreaTech Ones to Watch



The 'Ones to Watch' list is published annually by the Creative Industries Council (CIC), with support from Digital Catapult, Facebook and UKRI (AHRC), to highlight breakthrough CreaTech businesses from across the UK.



3

## Press coverage



A-dapt has garnered positive press coverage in both UK National and EdTech press for its innovations. This has all been achieved with minimal investment conventional 'PR' and comms.





# CONTACT

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