

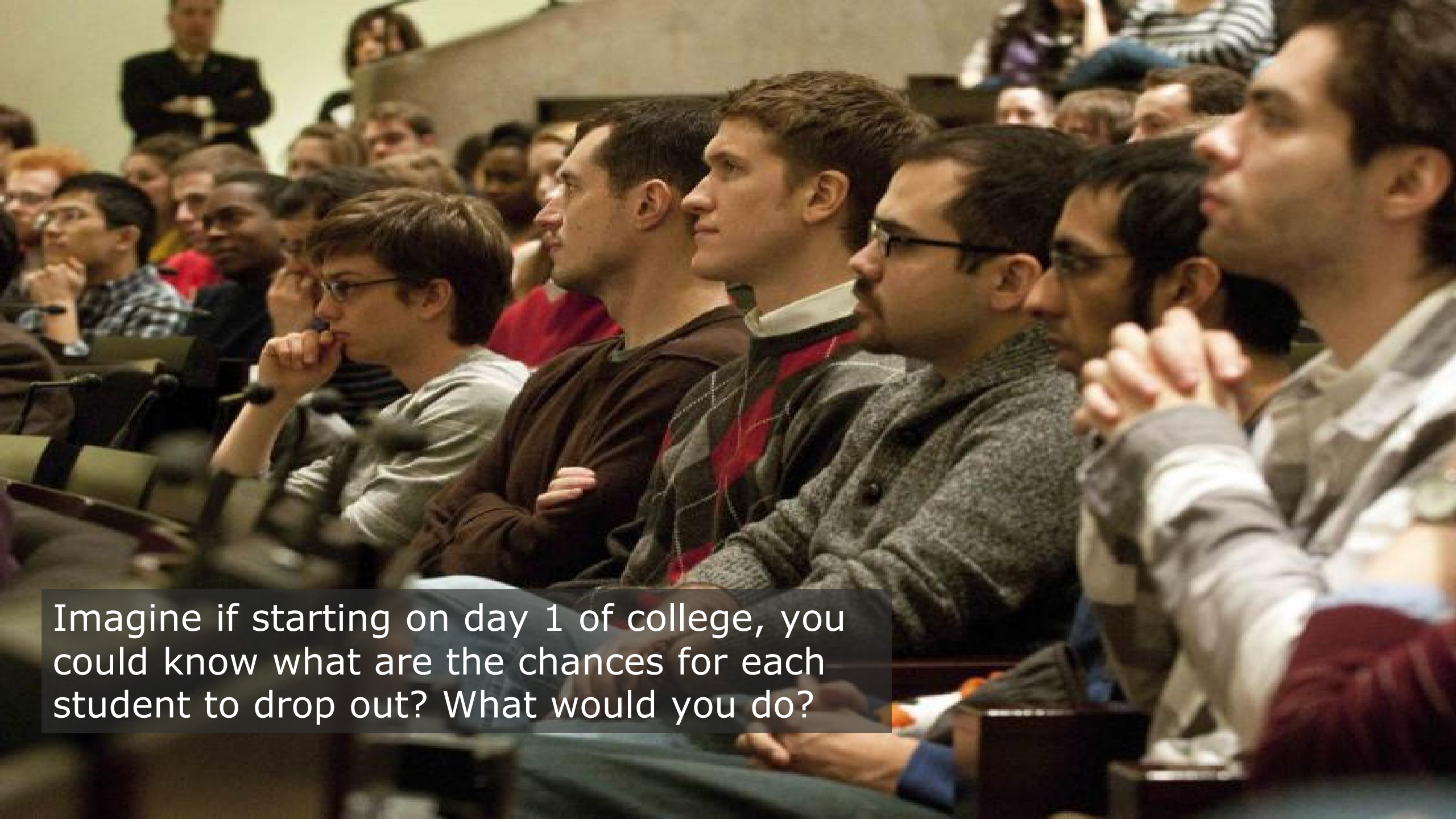


Online Commitment

High Level Proposal

Through Machine Learning and AI Solutions we empower educational institutions to increase their students' success rate.





Imagine if starting on day 1 of college, you could know what are the chances for each student to drop out? What would you do?

Through Machine Learning and AI
Solutions we empower
educational institutions to increase
their students' success rate.

RETENTION - ATTRACTION - STUDENT SUCCESS

Some of the institutions we're working with.



Summer 2018

Leadership Team & Presence



Miguel Molina-Coscolluela
Founder & Analytics Evangelist
+14 years

Computer Systems
Tec de MTY, IESE, Berkeley, MIT
Co-founded another Startup



Armando Alvarez
Co-Founder & Chief Data Scientist
+14 years

Applied Mathematics
ITAM, UNAM
Had already a startup exit



Online Commitment

"Identify vulnerable students with a high commitment to your university to retain them"





Value proposition

This solution allows you to know how committed each student is to your university. We use information that shows the commitment that a student has with the university beyond their academic performance to generate an index.

Based on this index, it is possible to identify vulnerable students with high commitment to the university to establish viable academic strategies of retention

TESTIMONIAL

"" Analytikus has helped us show the potential that artificial intelligence solutions have to optimize the paradigm shift represented by our TEC 21 plan within the context of digital transformation “

Cinthya Quiñones – Transformación Digital ITESM

Problem and benefits

Business driving forces

1) Lack of commitment to the university

2) Lack of indicators of student commitment measurement

3) Failure due to lack of commitment and motivation and lack of knowledge on the part of the students' teachers

Solution

1) Student commitment through an indicator

2) Defining a way to segment and identify vulnerable students

3) Connection with university systems

4) Results displayed on dashboards

Key Benefits

Allows direct impact on the student's personalized monitoring

Direct impact on the failure rate per course

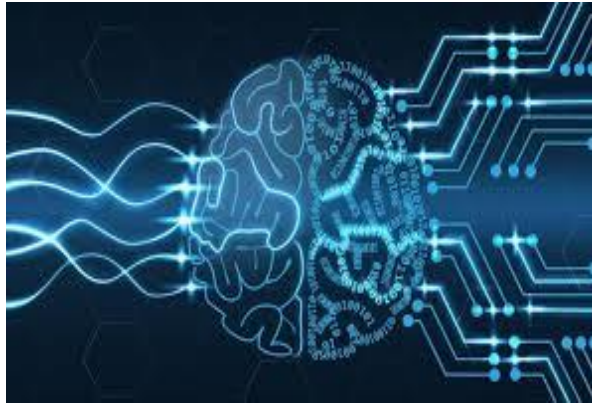
Improve student performance and academic level

Primary Components of the Solution



Integrates information for student commitment

- Connection with different university source systems
- Integration of a single profile per student



Measure the commitment of each student

- Calculate of Statistical Student Engagement Index



Identifies vulnerable groups of students

- Contrast the commitment with the notes of each student
- Identify vulnerable groups: high commitment / low grades, low commitment / high grades



Displaying results on Dashboards

Dashboards to identify vulnerable students

Display in dashboards:

1. Strategic dashboards: Online commitment index

Índice de esfuerzo y compromiso del estudiante
 (Jefes de carrera)

JEFE DE CARRERA
 BOLAÑOS MUÑOZ

PROFESOR
 (Multiple Selections)

International Demo University

Este tablero muestra información sobre el índice de esfuerzo y compromiso del estudiante, según su actividad en la plataforma Online; los valores son acumulados desde el inicio del módulo. Este índice tiene tres componentes principales:

Constancia: Días de acceso, Interacciones directas, minutos de acceso, presentación de trabajos; todo referente al curso en particular
Participación: Mensajes en foros
Actividad: Días desde el último acceso a la plataforma virtual

INFORMACIÓN DEL CURSO

Nombre del curso	Latest Fecha inicio	Latest Fecha fin
52834 - Ciencias Administrativas	20/06/2017	24/10/2017
52832 - Humanidades	09/06/2017	19/09/2017

Los estudiantes se clasifican de acuerdo a su índice de esfuerzo y compromiso y promedio de notas simple del módulo en los siguientes niveles:

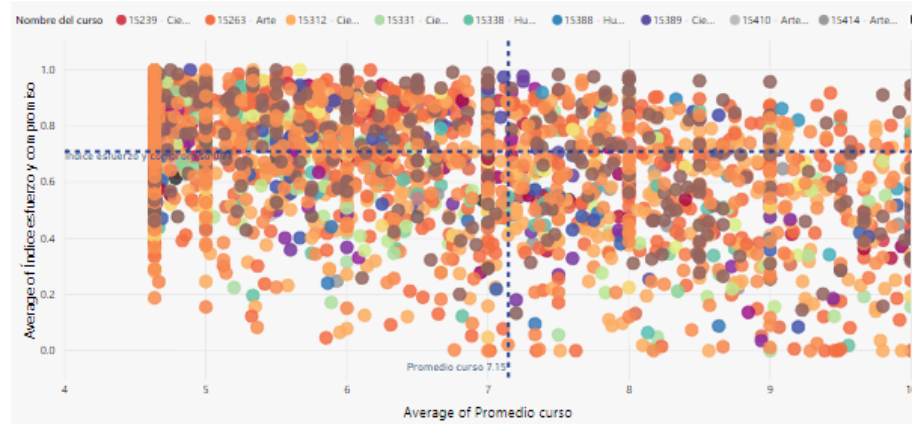
1. Población con alto esfuerzo y altas notas
2. Población con alto esfuerzo y bajas notas
3. Población con bajo esfuerzo y bajas notas
4. Población con bajo esfuerzo y alta calificación



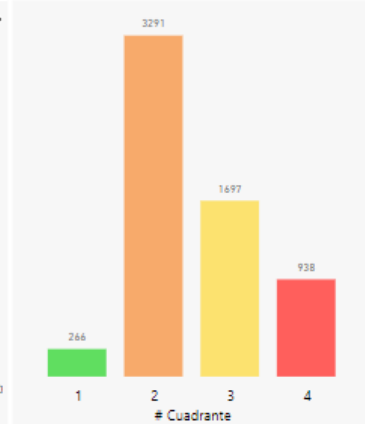
DETALLE DE DISTRIBUCIÓN POR ESTUDIANTE

Curso	Nombre del curso	Nombre del profesor	ID	Periodo	Fecha inicio	Fecha fin	Índice esfuerzo y compromiso	Promedio curso	# Cuadrante	Constancia	Participación	Actividad
15389	15389 - Ciencias de la Co...	CARLOS ESTEBAN	58731	201711	01/05/2017	08/10/2017	0.71	7.50	3	-1.07	-0.82	4.49
15389	15389 - Ciencias de la Co...	CARLOS ESTEBAN	33624	201711	01/05/2017	08/10/2017	0.72	8.00	3	-0.84	-0.79	4.00
15389	15389 - Ciencias de la Co...	CARLOS ESTEBAN	82293	201711	01/05/2017	08/10/2017	0.77	6.50	3	-0.74	0.41	3.59
15389	15389 - Ciencias de la Co...	CARLOS ESTEBAN	29905	201711	01/05/2017	08/10/2017	0.81	4.64	4	0.30	-0.40	2.10
15389	15389 - Ciencias de la Co...	CARLOS ESTEBAN	88809	201711	01/05/2017	08/10/2017	0.82	4.64	4	0.03	-0.39	3.05
15389	15389 - Ciencias de la Co...	CARLOS ESTEBAN	74426	201711	01/05/2017	08/10/2017	0.85	4.64	4	0.48	1.21	0.73
15389	15389 - Ciencias de la Co...	CARLOS ESTEBAN	82218	201711	01/05/2017	08/10/2017	0.90	4.64	2	0.65	0.10	2.45
15389	15389 - Ciencias de la Co...	CARLOS ESTEBAN	82329	201711	01/05/2017	08/10/2017	0.91	4.64	2	1.08	0.43	1.08
15389	15389 - Ciencias de la Co...	CARLOS ESTEBAN	80025	201711	01/05/2017	08/10/2017	0.92	4.64	2	0.83	0.45	1.00

DISTRIBUCIÓN DE ESTUDIANTES POR ÍNDICE DE ESFUERZO Y PROMEDIO DE NOTAS DEL CURSO

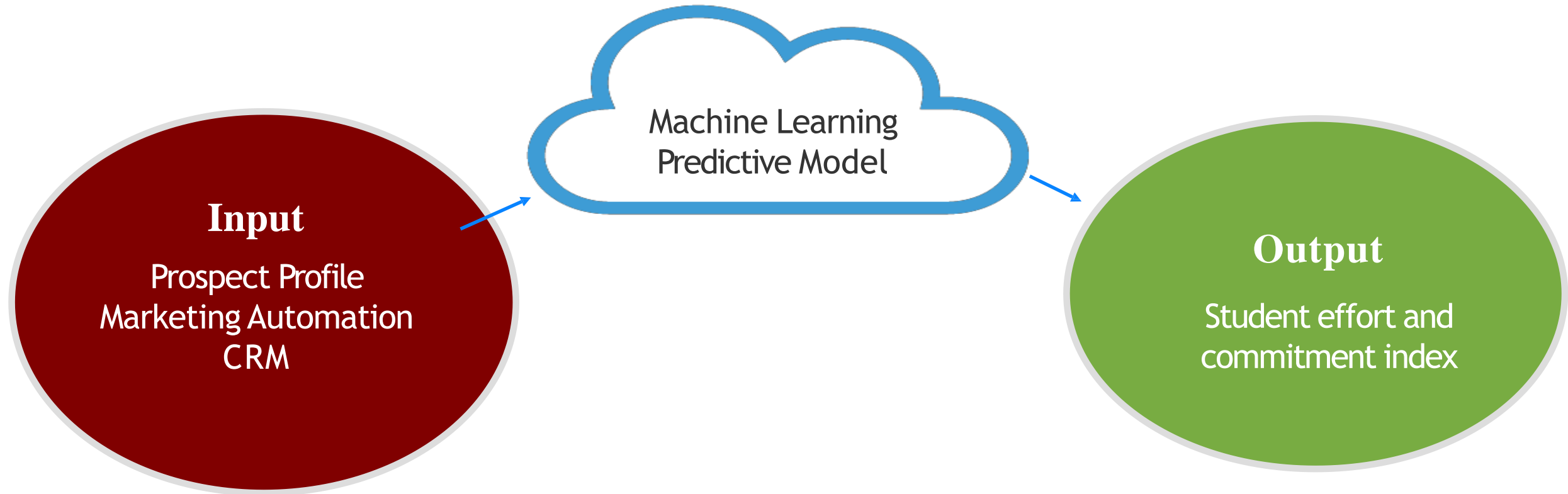


DISTRIBUCIÓN DE ESTUDIANTES POR CUADRANTE



How does itwork?

1. Solution as a service on the cloud
2. Automated intake through connectors
3. Hosting, storage, maintenance calibrations.



Some information we've used in our models

At the beginning of the project, a series of workshops will take place in order to define the potential data to be included. (Below an example of potential data to be integrated).

Presencial Data

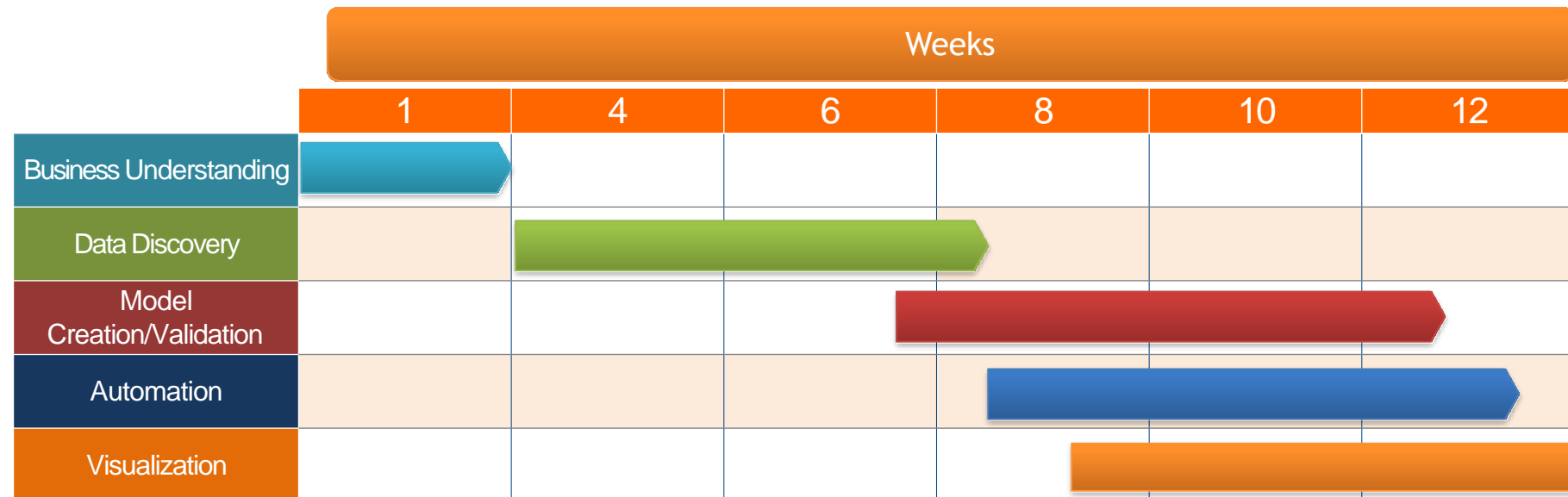
- Access to the campus
- Library access
- Access classrooms
- Access to sports facilities
- Members special teams
- Member of sports teams
- Assistance to special events
- Etc

On line Data

- Number of accesses
- Number of documents
- Number of exams
- Number of files
- Number of assignments
- Number of entries
- Minutes
- Last access
- Task text
- Exams text
- Etc

High Level Project Plan

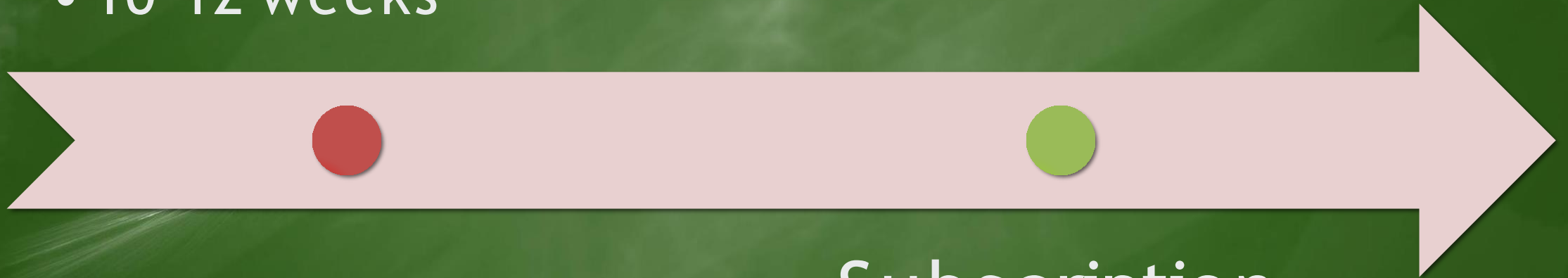
A detailed project plan, will be provided at the beggining of the project (kick-off).



Business Model

Implementation

- 10-12 weeks



Subscription
monthly

THANK YOU

We look forward to further discuss our solutions and vision at your earliest convenience.

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