acl systems

active collaborative learning

BUSINESS CASE

ACL Systems will provide corporate customers with a brain-based learning system that will increase the effectiveness of training while reducing both cost and training time.

MARKET OVERVIEW

The system can potentially address any learning situation. The initial focus will be on the U.S. corporate training market, with an emphasis on situations where complex and dynamic information needs to be mastered. For example:

- Pharmaceutical / healthcare sales
- Complex products manufacturing
- Financial services

U.S. Corporate Training Market

External[1] ($51bn) 38%

62% Internal[2] ($84bn)[2]

Total: $134.39bn
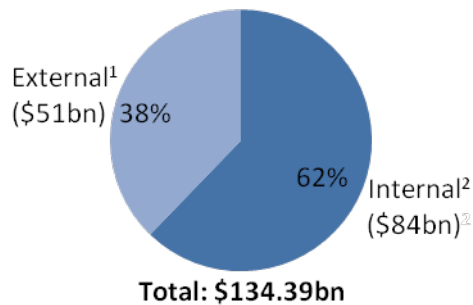
(1) Workshops, vendors, events, etc.
(2) Salaries, development costs, etc.

The U.S. corporate training market is large and fragmented. Corporations are increasingly looking for differentiation on the part of service providers.

Studies suggest that the key criteria for training investment decisions are the ability to "improve business performance" and "reduce time to competence." As a result, there is a need for software tools that target specific business outcomes.

Increasing recognition of the importance of collaborative learning has led to organizations putting a greater emphasis on supporting the structured social learning activities of individuals, teams and learning communities.

PRODUCT OVERVIEW

ACL Systems' *Oppima™* learning system differs from current training offerings in that it is **based on how the brain is built to learn**, and incorporates more than 30 years of advanced research in psychology and brain science.

The system is designed to enable **rapid mastery** of large amounts of complex information and generates automated lessons that are **customized to the individual learner**. User interaction is monitored and analyzed and is used to continually adjust the training for optimal performance.

In addition, the system allows for **collaborative** learning through the matching and sharing of user strategies to enhance asynchronous group learning.

ACL Systems' **outcomes-based approach** targets the desired results of training and how these affect employee performance. The system measures performance not by the completion of off-the-shelf courses, but by the learner's mastery of the subject.

DEVELOPMENT STAGE

ACL Systems is currently working on the development of its prototype software and is interested in talking to customers, market experts and potential investors.

TEAM

Anish Sahni: Former investment banker, Bachelor of Laws from the London School of Economics, MBA from the Tuck School of Business at Dartmouth.

Chris Jernstedt: Professor of Psychological and Brain Sciences at Dartmouth College. Founder of the Center for Educational Outcomes at Dartmouth.

Tiago Calheiros: Former strategy consultant, graduate of computer engineering from Unicamp (Brazil), MBA from the Tuck School of Business at Dartmouth.

CONTACT

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