# Putting the ROI in AI

## Maximizing Content Creation Efficiency

ATD LIVE WEBINAR

# Engageli
Created by educators | Founded in 2020 | ~$50M in backing to date

## Lindsey Seril
**CONTENT MARKETING MANAGER**

- 8+ years of experience in content, technology, and learning science
- Formerly taught children and adult learners in K-12 and higher education settings
- Holds BA in Education and MA in Social Psychology
- Passionate about bringing active learning to any classroom

## Dan Avida
**CO-FOUNDER & CEO**

- Chairman & CEO of EFI
- CEO and Co-founder of Decru
- Board member of Coursera upon the company's inception
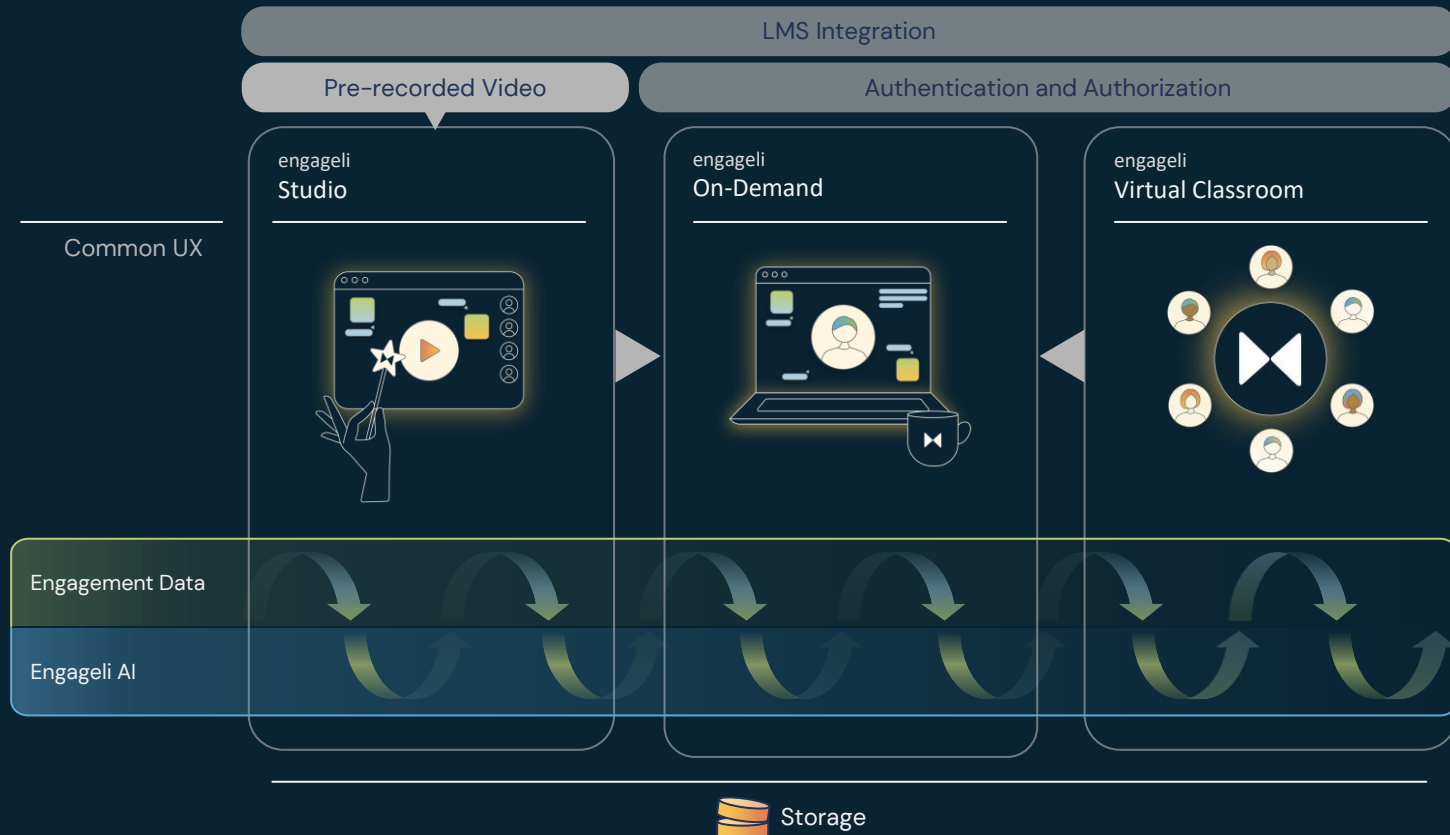- General Partner, Opus Capital
- Board member of SolarEdge

## Daphne Koller
**CO-FOUNDER & BOARD MEMBER**

- Former Professor of Computer Science at Stanford University
- Co-founder, Co-CEO / President of Coursera
- Founder and CEO of insitro
- TIME Magazine's 100 most influential people (2012) and 100 most influential in AI (2024)

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# The Engageli Platform



LMS Integration

Pre-recorded Video

Authentication and Authorization

engageli
Studio

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On-Demand

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Virtual Classroom

Common UX

Engagement Data

Engageli AI

Storage

# Enterprise L&D typically creates **100–500 hours** of content annually

Source – ATD Research, Chapman Alliance, CLO Magazine, eLearning Industry

| Industry Benchmarks | Time (hours) |
|---|---|
| **Technology and Finance** | **200-500** |
| **Healthcare and Pharma** | **150-400** |
| **Retail and Manufacturing** | **100-300** |

# Time to create **1 hour** of interactive e-learning content

Source – ATD Research, Chapman Alliance

| | |
|---|---|
| Instructional Design | 40-80 hrs. |
| Content Development | 20-40 hrs. |
| Graphics and Animation | 40-60 hrs. |
| Audio Production | 10-20 hrs. |
| **Interactivity Development** | **40-80 hours** |
| Quality Assurance and Testing | 10-20 hrs. |
| Project Management | 10-15 hrs. |

# The research on **active learning**

# The impact of **active learning**

## Talk Time and Test Scores

Legend: Talk Time — Test Scores

- 80%
- 60%
- 40%
- 20%
- 0%

**Level 0**
- 5% (Talk Time)
- 45% (Test Scores)

**Level 1**
- 57%
  11.4X increase from Level 0
- 64%
  40% increase from Level 0

**Level 3**
- 63%
  12.7X increase from Level 0
- 70%
  54% increase from Level 0
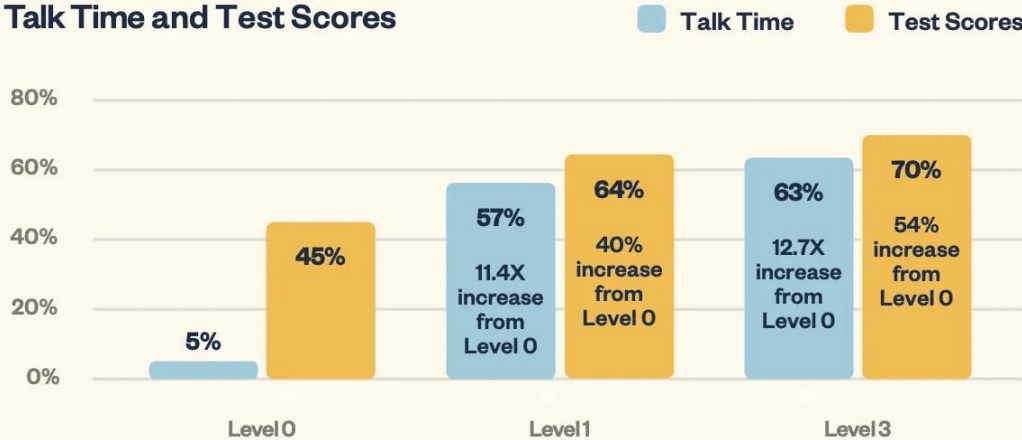
## Nonverbal Engagement Incidents

- 250
- 200
- 150
- 100
- 50
- 0

**Level 0**
- 14

**Level 1**
- 172
  12.29X increase from Level 0

**Level 3**
- 219
  15.6X increase from Level 0

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# Engageli Studio: AI that helps you **do more**

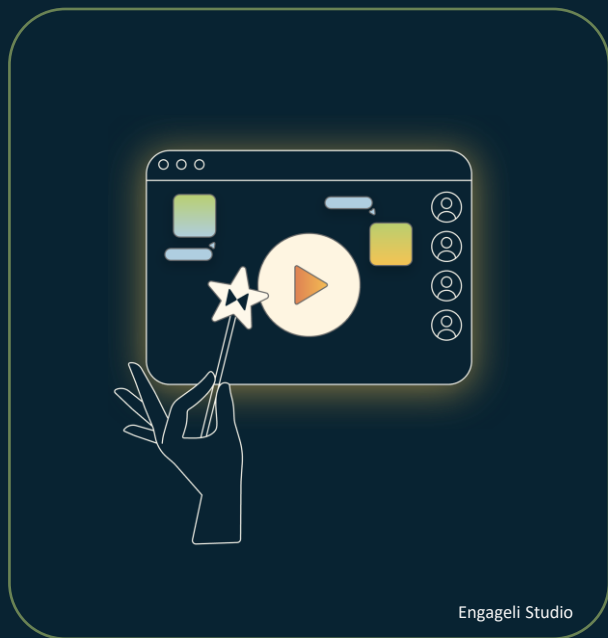| | |
|---|---|
| Asynchronous content per year | 1000 |
| Desired interactivity | 30% |
| Time to produce 1 hour of interactive content | 20 |
| Efficiency gains | 50% |

**75**
weeks
of production time
saved per year

# **Engageli Studio:** AI that helps you **do more**



Engageli Studio

# **3 clicks**

**to turn video** lectures into interactive experiences

✔ Analyze audio and content

✔ Chunk video into logical micro-lessons

✔ Auto-generate and insert polls, quizzes, and activities

✔ Easily develop learning paths

✔ Track learner completion and engagement data

# Engageli Studio demo: course creation flow
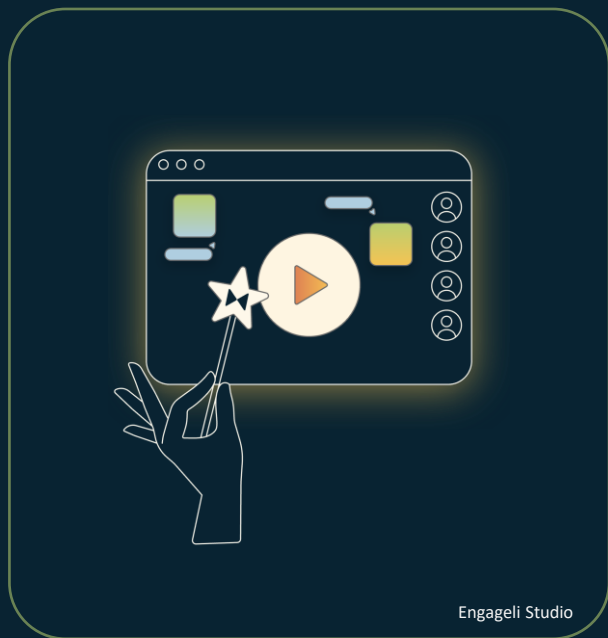


Engageli Studio

**Step 1:** Create an account and upload your video

**Step 2:** Review and add to your course

**Step 3:** Publish and share your course

# Easily track completion and performance

# Real–world applications of Engageli Studio

| Focus Area | Customer Application |
|---|---|
| **Pre-Training Engagement** | • Deliver flipped learning models and interactive course previews to boost preparedness before live sessions.<br>• Monitor engagement and automate personalized outreach. |
| **Organized Content Access** | • Create structured playback rooms for tutoring and foundational skills reinforcement.<br>• Segment resources by learner group or topic. |
| **Automated Knowledge Checks** | • Auto-generate quizzes based on training videos to reinforce knowledge, track comprehension, and integrate results into LMS systems or client reporting. |
| **Interactive Learning Libraries** | • Transform guest speaker events and sales training content into evergreen, interactive assets with embedded assessments. |
| **Rapid Asynchronous Deployment** | • Build modular, self-paced content quickly to support rolling starts, onboarding programs, and IT system training initiatives. |

# Secure your free trial and join the Engageli Studio Showdown: course creation contest!

Prizes for top creators

## 1st Place
$500 Amazon gift card

## 2nd Place
Apple Airpods Max

## 3rd Place
$250 Amazon gift card