

Learning should
be as simple as
a text a day.



The text message learning platform

One of Fast Company's 2019 World-Changing Ideas

www.arist.co

"Course material
by text message is
... a revolutionary
experience for
learners."

- *Learning Designer, EdX*

Learning built for the way we live.

Why are text messages so effective?

Along with breaking down and condensing information - leaving only the most important and relevant content - texts also meet us where we're at: on our phones.

Text messages are a more scientific, relevant, and novel approach to learning for students of all kinds.

90%

of students in Arist research pilots loved their text message learning experience.

Yet no one is teaching with text messages.

Unfortunately, text message learning has been continuously overlooked by most learning organizations.

Working with professors at Babson College and USC, Arist launched the world's first text message course as an experiment in May 2018.

The results immediately indicated that text message learning had incredible potential.

Not only did 90% of students love their text message learning experience, but over 70% enjoyed the experience more than taking a video course.



USC University of
Southern California

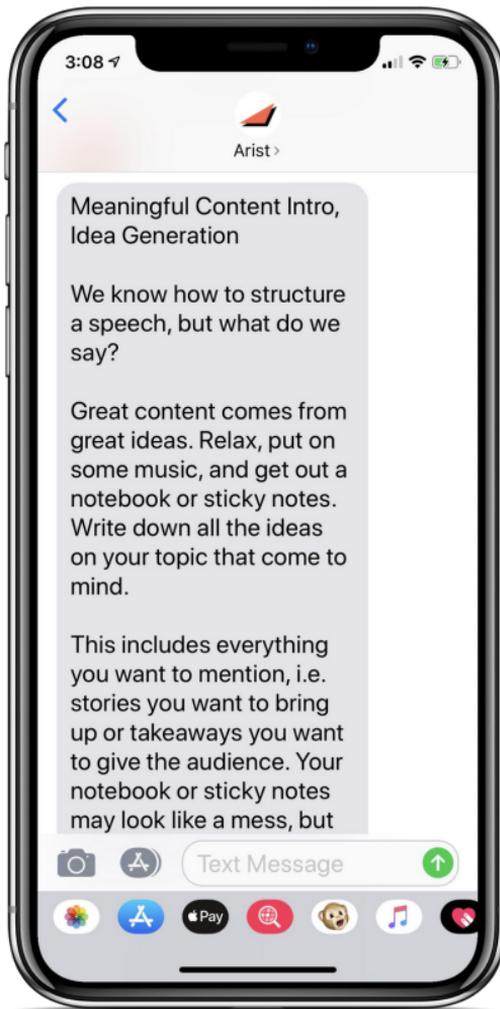
And video courses aren't working.

Video courses - the current standard for digital learning - have remarkably low completion rates and are unsuitable for the busy lives of most students and employees.

Furthermore, internet speeds in the US are 10 times higher than the global average, meaning that consuming high-bandwidth video courses is prohibitive for the vast majority of people.

92%

*completion rates for Arist courses,
versus 5% or lower for most video-
based online courses.*



Try a free course:
lrn.st/trial



How does a text message course work?

Text message courses consist of no more than 1,000 characters (one or two extremely well-written paragraphs) delivered to you via text, WhatsApp, or WeChat every morning over 30 to 60 days.

Texts typically conclude with an assignment or thought exercise, keeping students engaged on a daily basis. Assignments may be reviewed by a bot or employee.

1:1

For every course deployed on Arist, we donate one to students in need.

Arist empowers text message learning.

Arist is the text message learning platform. We help institutions and companies create, embed, manage, and assess text message courses for their students, customers, and employees.

Any organization can white-label the Arist platform for a variety of use cases, including onboarding, compliance training, reinforcement, and many others.

Already, Arist is being successfully used and piloted by cutting-edge organizations such as KGA and Harvard Business Publishing.



More Human. More Resources.

A case study: **KGA, Inc.**

As one of the leading HR firms in the United States, KGA serves some of the nation's most prestigious institutions.

As part of its commitment to innovation and disruption, KGA recently developed the first text message corporate harassment prevention course, run exclusively on Arist's platform.

The course, which exceeds state standards, saves companies time and money while improving employee engagement and retention.

Thanks to Arist, KGA is helping create safer, more thoughtful, and more efficient workplaces.

Use Arist for your organization.

Make your digital training more effective, engaging, and easier to use by embedding text message learning with your company or institution.

Arist can seamlessly integrate with your existing LMS or learning workflow and also supports single sign-on, meaning that set-up is effortless and nearly instant.

Better yet, our team is here to help at every step of the way, offering content and technical support 24/7.

Request a demo:
arist.co/work



Our super-simple pricing.

Arist is \$3/month/user, which includes:

- A complete platform license with white-labeling and SSO integration
- Robust course tracking and assessment tools
- Unlimited course creation and deployment
- Unlimited customer support

The best part? There's no licensing fee, meaning you can get started immediately.

We also offer bulk discounts for organizations with 500+ users.

Want to use Arist on a per-course basis? Reach out to michael@arist.co.

Now for a few use cases.

#1 Professional Development

ex. Leadership and Public Speaking

For many organizations, the hardest part about professionally developing employees is to find time, keep workers engaged, and stay consistent in teaching self-improvement.

Past Arist clients have created courses such as Leadership and Public Speaking, delivered entirely through text. With text message courses, employees are kept accountable to build positive habits on a daily basis.

In a Leadership course, for example, users were asked to name goals they would like to accomplish by the end of the program, evaluate themselves as a leader, name top strengths and weaknesses, and assess their team across a variety of criteria.

#1 Professional Development

(continued)

In a Public Speaking course, users were asked to introduce themselves to strangers on the commute to work, give a small speech to friends, practice quick pitches, and play speaking games, with incredibly positive results.

This same framework can be adapted for organizations to teach everything from Agile Methodology and Productivity to Sales and Time Management.

2:48



Arist >

Day 6 - How to Speak Up

How do I speak up? When in doubt, use a standard assertiveness statement using 3 elements:

I notice...

I felt...

I want...

Consider this conversation:

"I notice that when we were at the meeting you made a comment about pregnancy. You said something like; "I think we



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#2 Compliance Training

ex. Harassment Prevention

Despite the importance of compliance training, students and employees often have a hard time finishing and retaining compliance course content, creating work environments that may be liable or unsafe.

Thankfully, compliance training by text is not only cheaper, but dramatically more effective in terms of content retention and end-user satisfaction.

Moving forward, organizations are using Arist's platform to create courses covering everything from machine operation safety to federal regulations, delivering compliance training in digestible bite-size chunks instead of all at once.

4:57



Arist >

Day 17 - Our Bodies, Our Minds

Where do you get your energy from?

We talked earlier about how energy is a resource. We have to use it wisely.

With respect to physical energy, we can improve it by noticing any early signs of energy depletion. Other improvements in physical energy come from taking regular breaks and sleeping and eating in ways that align with what our bodies need.

We can boost emotional



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#3 A Better Workplace

ex. Mindfulness and Stress Management

It's no secret that work can get hectic and become a major source of stress for employees.

Topics such as Mindfulness or Stress Management aren't learned but practiced on a daily basis, and their consistent nature and simplicity makes them ideal for text message learning.

By teaching Better Workplace courses through Arist, organizations can take a proactive approach to creating a low-stress and high-happiness workplace culture.

In fact, employees have resoundingly said that text message courses make them feel happier, healthier, and calmer after just a few weeks. A little calm goes a long way.

2:39



Arist >

Welcome to the Arist
Traction Gap course!

Let's start with a simple
question: Why do so many
startups fail?

We've all heard the
success stories - from
Bezos to Gates - but the
reality is that over 80% of
startups fail. The biggest
reason?

They were building
something that nobody
wanted.

My name is Bruce
Cleveland and I've worked
at transformative
companies like Oracle



iMessage



#4 Book Conversion

ex. The Traction Gap and Just Start

We all love to read, but not all of us have the time. In fact, a lot of us are guilty of rarely reading past chapter one.

Experts have famously said that the best way to read a book is one chapter at a time. Using Arist, authors can condense key insights from their books and blogs into simple, easy-to-read courses.

Want your employees to read the book your CEO wrote? Think a book on inbound marketing, economics, or paying it forward would move mountains within your organization?

Condense each chapter into a text message course covering the most important takeaways. It's brief, thorough, and efficient way to deliver vital content to your employees.

#5 Onboarding

ex. job and product training

It's easy to wince when we hear the word "onboarding." Sometimes, it can be long, cumbersome, and inefficient. But whether it's new software to use internally or product offering to sell externally, there's always a lot to learn.

Onboarding through Arist is a great way to turn complex information into bite-sized pieces that stick. Have a new employee starting soon? Send them a course on company culture, norms, and terms to know.

Is there a new product offering coming up? Have your sales team wake up to tidbits about the product along with exercises on how to sell it to customers.

With onboarding through Arist, a new job, product, or task becomes just a little more familiar.

#6 Distributed Workforces

Use Arist to train complex teams.

It's hard enough to get employees to take a course when they're all in the same office. Unfortunately, remote employees face even greater difficulties with corporate training.

Arist's is perfect for distributed teams. By receiving content each day in a widely accessible medium, workers can now learn faster than ever - from anywhere.

Have engineers placed in eight different cities and four different countries?
Running a fleet of truck drivers who need to take courses in safety and etiquette?
Did a video course seem ineffective for a small army of cashiers, waiters, or warehouse employees?

For anywhere where workers aren't together or work takes place offline, Arist is the ideal learning solution.

Backed by experts and thought leaders.

Arist is made possible by an all-star network of advisors and supporters, including:

Brett Schilke
Director of Innovation,
Singularity University

Caryl Stern
CEO, UNICEF

Lauren Rinkey
Professor, USC's The Leap

Craig Masback
Former CEO,
USA Track & Field

Mark Rice
Provost, Babson College

David Spiro
Co-founder, ReelDx

Larry Israelite
Former L&D Lead,
Liberty Mutual

We envision a world
where barriers to
knowledge don't exist,
and where anyone can
learn from brilliant
professors and experts
with just their phone.

We want to make
learning a new skill,
understanding a new
culture, or exploring a
new field of study a
seamlessly embedded
part of each day: as
easy as receiving a text.



Email our CEO:
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