CoVince
ADVENTUROUS LEARNING

Background

Fun and effective learning brought together in a high-tech adventurous learning platform
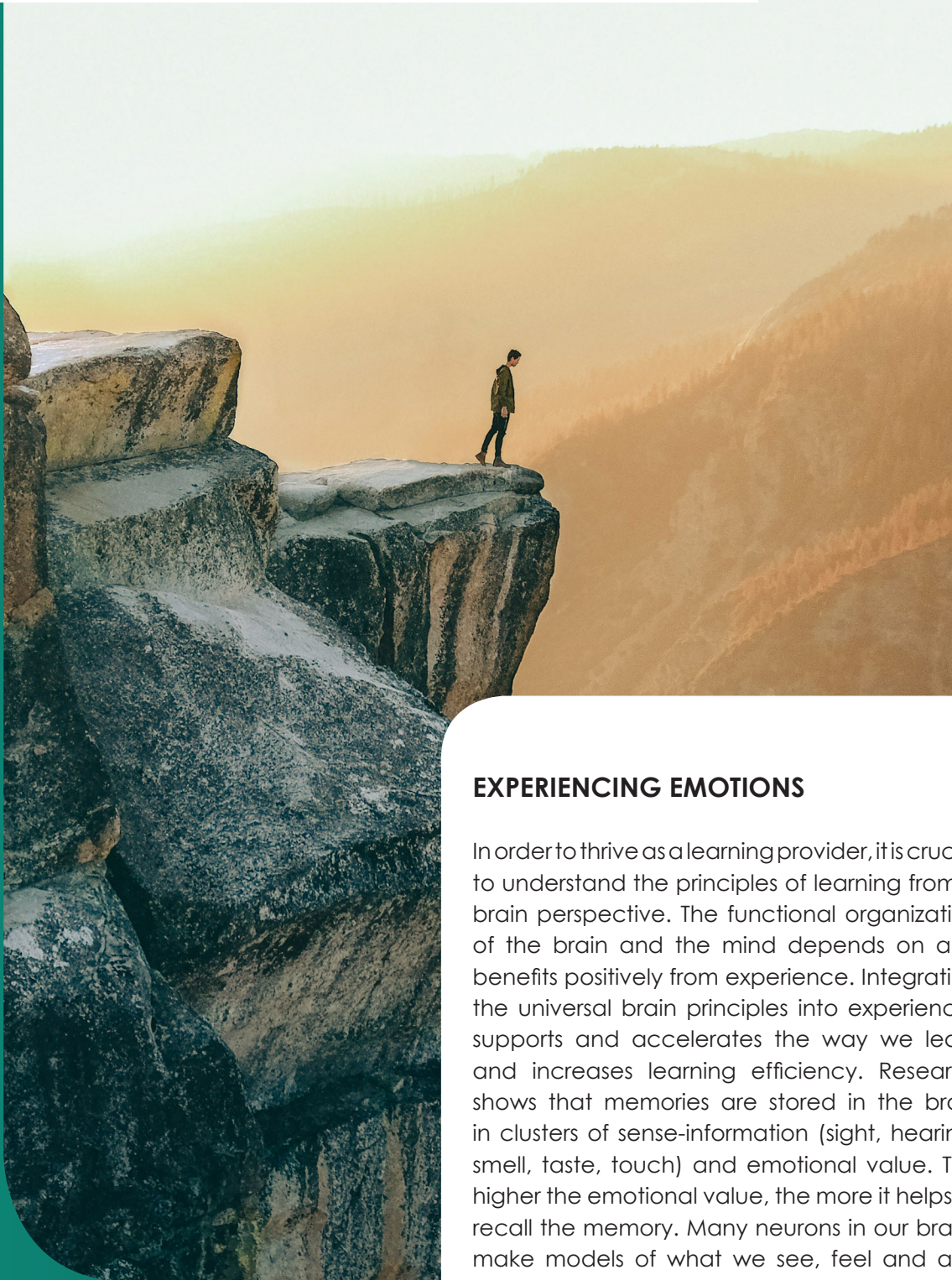
*CoVince **Learning** platform combines psychology, technology and experience, enabling users to learn and grow by multi-sensory experiences.*

"Education is the most powerful weapon which you can use to change the world" - Nelson Mandela. Nowadays we have the possibility to learn and share and to create a better world together using new technologies. We built a place where we connect people and help them with learning and development, to innovate socially with new technologies. Making it possible to learn at any and every place in the world in a personal, effective and fun way. But most importantly, making education possible for everyone; young, old, rich, poor, physically or mentally healthy or disabled. Since today's challenges are no longer exclusive to one region or country we are all equally responsible for becoming a part of the solution. New immersive technologies will help us achieve this goal.

Learn with the EVA-brain model: Emotion, Visualisation and Association

VALORIZING VISUALIZATIONS

Sight is an important sense information for our brain. Visualization is a powerful way to make connections, discover patterns and improve recall of information from the long term memory. 90 percent of information transmitted to the brain is visual and processed 60.000 times faster in the brain than text. Visualization helps us communicate our main ideas faster and deliver the insight, rather than some raw information that readers will need to process further. This way our message becomes more compelling and persuasive. Furthermore, when visualization is paired with a story, the message resonates even more with the audience. A Stanford study found that 63 percent of participants could remember the stories told, but only 5 percent retained a single statistic number. Accompanying facts with a story increases the overall message memorability.
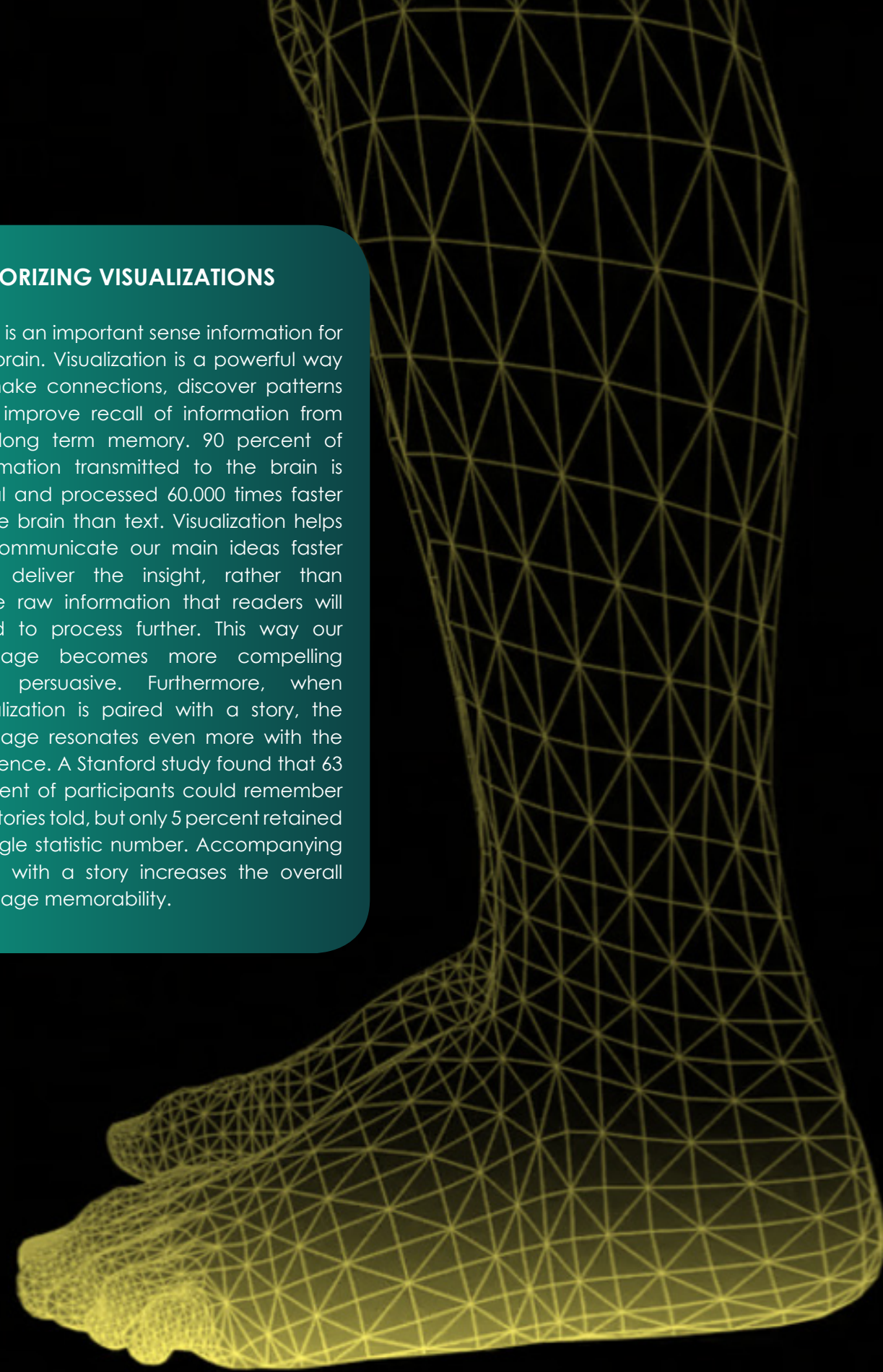
EXPERIENCING EMOTIONS

In order to thrive as a learning provider, it is crucial to understand the principles of learning from a brain perspective. The functional organization of the brain and the mind depends on and benefits positively from experience. Integrating the universal brain principles into experiences supports and accelerates the way we learn and increases learning efficiency. Research shows that memories are stored in the brain in clusters of sense-information (sight, hearing, smell, taste, touch) and emotional value. The higher the emotional value, the more it helps to recall the memory. Many neurons in our brains make models of what we see, feel and are: your brain makes an image of everything that you experience.

ACTIVATING ASSOCIATIONS

Two important learning mechanisms are 'Hebbian learning' and 'Embodied cognition'. Hebbian learning is about associative learning; you store things together that happen together, a well-known example is Pavlov's dog. In contrast, embodied cognition involves learning through physical experiences. As an example: "During cooking, we smell and taste and we remember where the cutlery and the plates lie." With embodied cognition, many physical processes are activated at the same time. The current state of technology makes it possible to stimulate senses in countless ways and to increase emotional value for a higher learning return. A useful visual technique for effective and associative learning is mindmapping. Mindmapping is an extremely valuable technique acquired and used in the learning process. The mindmap allows individuals to "organize facts and thoughts" in a map format which helps to assimilate new information, to think and to develop their conceptual schema.

background

EVA Brain Model

Valorizing
Visualizations

Activating
Associations

Experiencing
Emotions
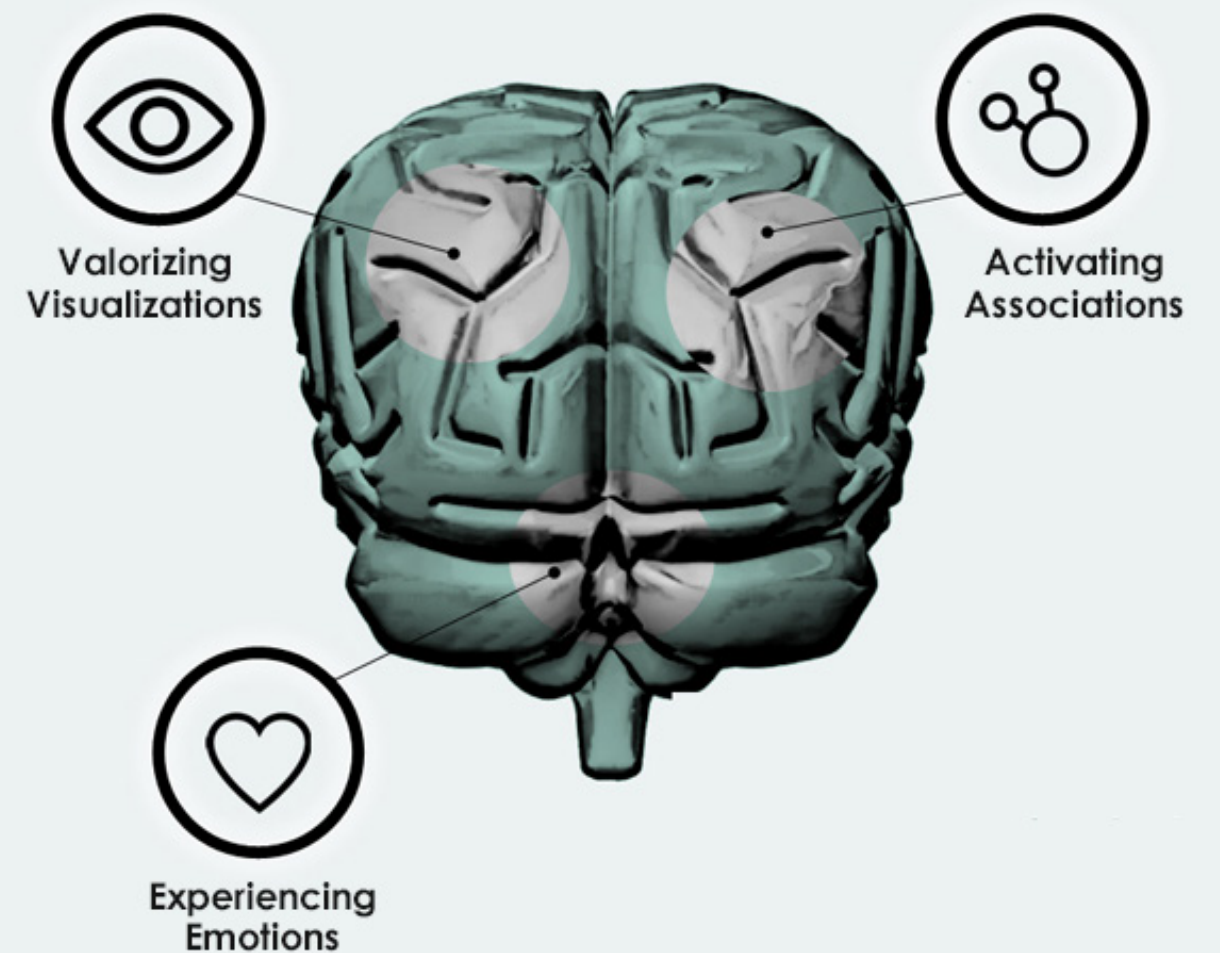
the platform

EMERGING AND IMMERSIVE TECHNOLOGIES IN 1 ACCESSIBLE PLACE

We are all born with an adventurous spirit— we learn and grow by experience. **CoVince** accelerates people development through its Adventurous Learning platform for learning social and practical skills. Now adventurous learners, educational parties and tech companies can use this unique platform which combines psychology, technology and experience in one accessible place. The NextGen one-stop-shop for experiencing, creating and sharing the ultimate learning experience using high-tech technology for making learning Adventurous and more effective, in one Lifelong Learning Environment.
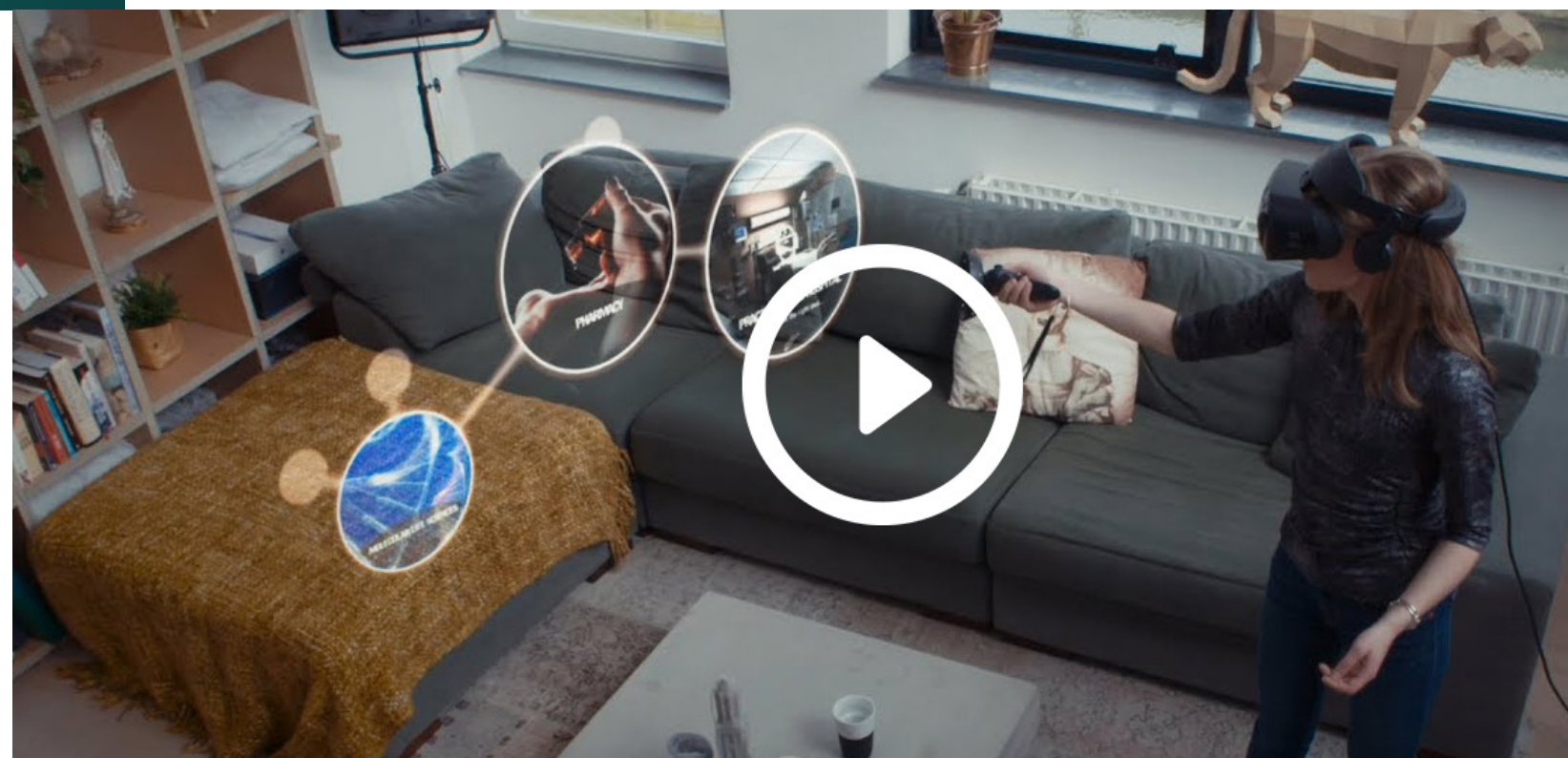
SEAMLESS JOURNEYS THROUGHOUT ALL DEVICES

The **CoVince** platform is made seamless for every device. Start on your smartphone and switch with your personal account to devices like laptop, tablet or luxe VR/AR headsets. **CoVince** is available on Android, IOS, Oculus, Windows.

With the help of new technology, it is possible to improve and enrich learning, to create full and immersive experiences and stimulate all senses. New technologies enable optimal use of universal brain principles, learning mechanisms and techniques to accelerate learning of new skills.

CoVince integrated emerging and immersive technologies of virtual reality, artificial intelligence, and pods in which heat, smell and wind can be generated. **CoVince** applies multiple learning techniques such as mind mapping and spaced repetition. Different types of sensors to create personal learning journeys, to provide personalized feedback with objective and real-time measurements feedback, instead of delayed feedback, which has less impact. The whole structure of the platform is based on scientific research with a full understanding of the brain principles of learning and developmental psychology.
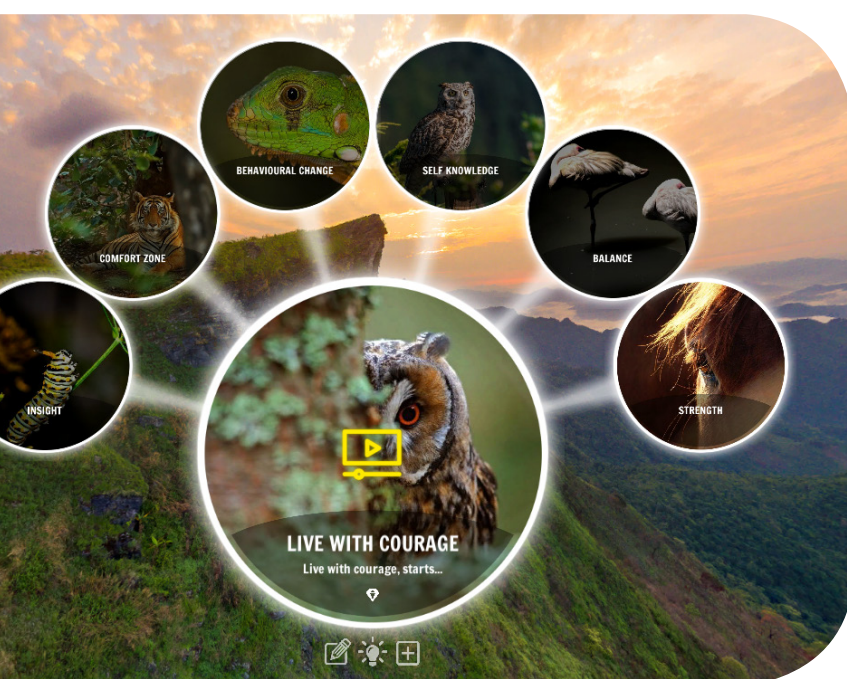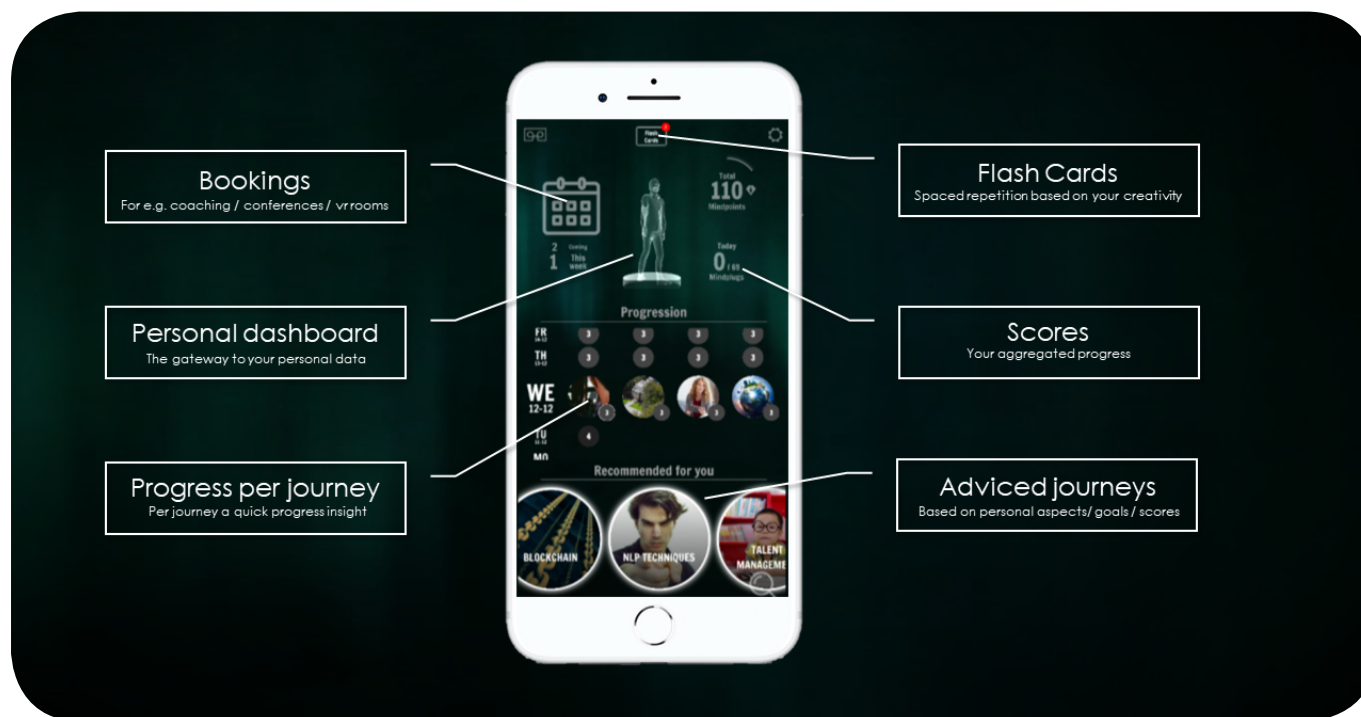
the platform

LEARN SOCIAL AND PRACTICAL SKILLS

CoVince accelerates learning and people development through next generation learning adventures; personal, measurable and unforgettable

Based on brain laws about emotion, visualization and associative learning you can practice in VR, the theory is visualized and personal data are measured. This allows you to develop social skills, theoretical knowledge and practical skills.

LEARN AND GROW THROUGH PERSONALIZED EXPERIENCES

Making learning more fun and effective. Personalized with phases of theory, simulated practice, measurements & insight, learning objectives. Personally generated data and feedback are used to learn more effectively, targeted and offer customized content based on your learning style, personal aspects and goals. Learn with your **digital self**, your friends and family in the virtual world.

Journey possibilities:
• Communicating with different target groups; conversation techniques; advice, bad news and feedback.
• Information provision in various areas of new legislation and regulations.
• Training with physical component; operating equipment, scenarios.
• Organization awareness of innovation projects (mindset, support, creativity).

Bookings
For e.g. coaching / conferences / vr rooms

Personal dashboard
The gateway to your personal data

Progress per journey
Per journey a quick progress insight

Flash Cards
Spaced repetition based on your creativity

Scores
Your aggregated progress

Adviced journeys
Based on personal aspects/ goals / scores
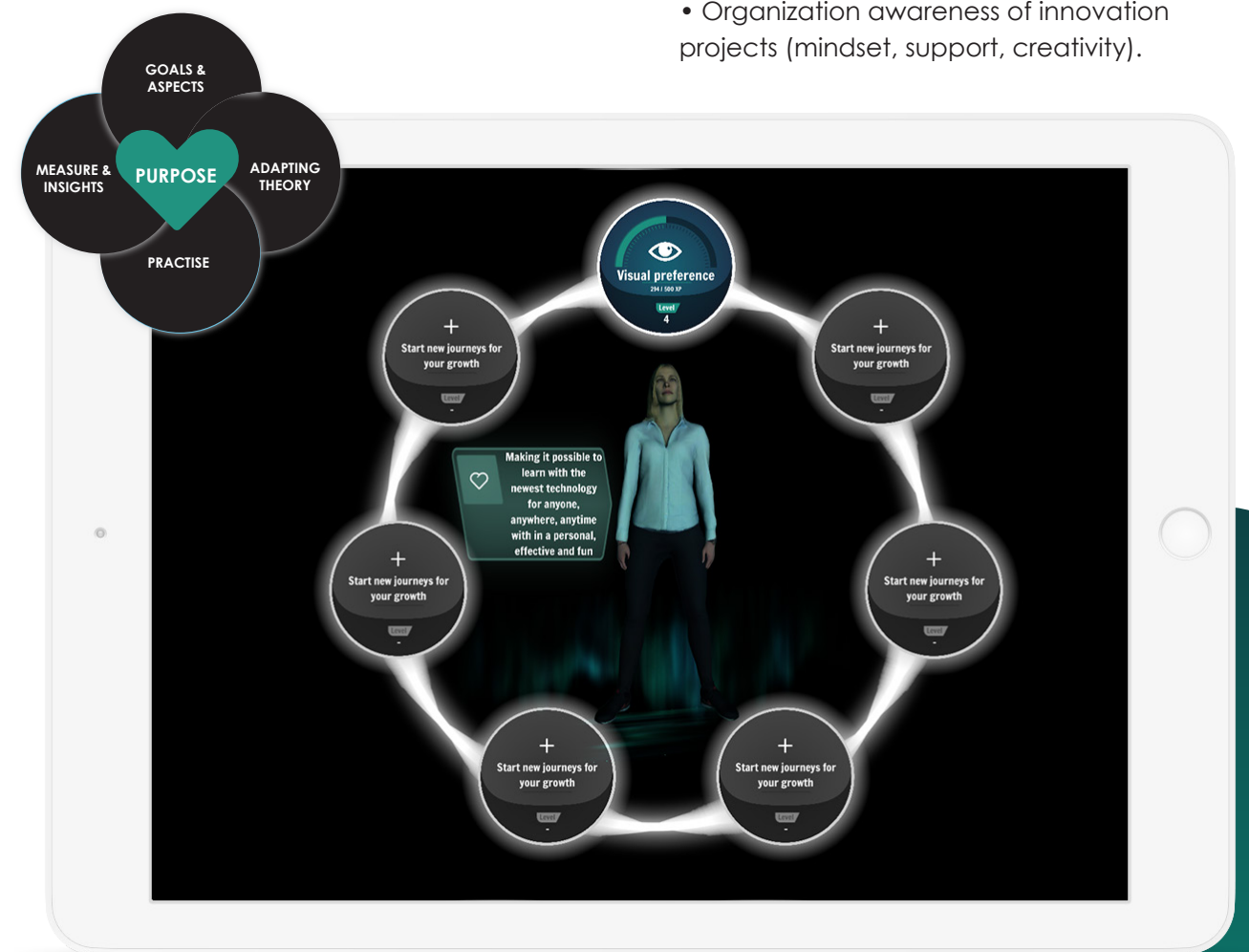
LEARN THROUGH A VISUALIZED MINDMAP

Start your journey and choose your own path. You can experience your journey through 'mindplugs' in one seamless mindmap. Each mindplug is an adventurous learning experience.

ADVENTURE STORE:
CREATE AND GET REWARDED

The **CoVince** platform offers (educational) parties the opportunity to create their own learning journeys and make them available to the market from the Adventure store (for sale). This way a return on investment and a broader market potential can be achieved. It is made accessible to everyone and we stimulate high-quality learning experiences.

CoVince offers learning journeys at pay per use, prices can vary based on the provider from free to 2000USD. In the next stage we offer a monthly 'all you can learn' model (like Netflix). In addition, **CoVince** offers a self-management environment for shielded journeys (shielded from other parties).

STARTER	MEDIUM	GRANDE	ENTERPRISE
1 author	3 author	8 author	15 author
30 users	150 users	500 users	500+ users
1 community	10 community	50 community	150 community
Access to own journeys	Access to own journeys	Access to own journeys	Access to own journeys
x	5% discount in public store	10% discount in public store	15% discount in public store
I Want Starter	I Want Medium	I Want Grande	I Want Enterprise

MANAGE YOUR LEARNERS IN A SHIELDED ENVIRONMENT

Want to give your entire organization a boost? **CoVince** self-management environment lets you create and manage the adventures for your learners. Create groups and make your own journey accessible only to your organization. Promote your journeys in the store when quality is approved.

BE A JOURNEY CREATOR

Our advanced content-management system (CMS) makes creating fun. Upload content, configure mindmaps, upload media, create avatar conversations and easily click avatar interactions together.

TELL YOUR STORY THROUGH A VISUALIZED MINDMAP

Creating immersive learning experiences is very hard to do. Especially when you want to make learning more personal and engaging using new technologies like AI/VR/AR/Sensoring. We make it easy to tell your story paired with visualization which is capatured in a mindmap, to resonate even more.

Create both a single learning experience and entire learning journeys with the CMS containing configurable templates, VR environments, 3D models, conversation models, measurements etc. **CoVince** provides configurable options for various kinds of learning styles; real personalization. We objectively measure and collect data to provide personalized feedback, learning goals and learning content.

WHY START NOW

The domain of EduTech has grown exponentially with the emergence of enabling technologies that were driving e.g. the segment of MOOC's (Massively Open Online Courses). Also other experiments and developments in the field of EduTech have yielded a very large and diverse landscape of EduTech companies. Taking into account the lessons learned from that first wave of EduTech solutions, **CoVince** has developed a NextGen EduTech solution, that differs from others:

One-Stop-Shop
Learn, create, share and earn immersive learning journeys with the newest technologies. With an innovative CMS system and thru the Adventure Store.

One Accessible Place
Supports seamless learning for smartphone, laptop, virtual or augmented glasses anytime and anywhere. Keep track of progress on all devices with your personal account.

Smart Flow To Grow
Combining theory, (simulated) practice and real time measurements and objective and profiled feedback. Get insights on your progress and growth.

Human Centered
Focused on accelerating the individual's learning and development based on personalized aspects (strengths & weaknesses) goals, measurements, content, theory and practice.

Shielded Use
Use learning journeys only within your organization. Hidden for other people.

Scientifically Based
Based on scientific research and universal brain principles, learning mechanisms and techniques for accelerating and increasing return on learning.

CoVince is also a perfect starting point for many new features to be added to our unique solution for keeping it on the cutting edge of EduTech developments.

Learning by doing!
Bring your e-learning to the next level.

E-LEARNING	COVINCE
x	Performance support
x	Measurements
x	Simulated Practice
Knowledge tests	Knowledge tests
Theory	Theory
Basic learning	Immersive learning

START YOUR ADVENTURE!

Bring your adventurous spirit back to life with **CoVince**: Download **CoVince** in the Oculus Go Store, Android Play Store or Apple App Store and **start your journeys now**.

GET IT ON Google Play

Download on the App Store

the platform

BUILDING BLOCKS TO CREATE YOUR JOURNEY

An innovative Content Management System which combines and connects the newest technologies (virtual reality, artificial intelligence, augmented reality, sensoring, 360 videos) and devices to create, learn and share NextGen learning journeys. You can experience your journey through the mindplugs below in one seamless mindmap. Each mindplug is an adventurous learning experience. Or you can create your journey by combining the mindplugs below into one mindmap. Each mind plug has its learning advantage, and with the right combination a fantastic return on learning can be achieved.
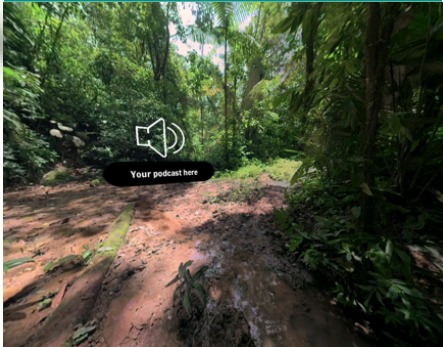
AUGMENTED REALITY

Augment your place

Blend the real and digital world by adding interactive augmented reality like visual layers, text, smell, audio.

AUDIO PODCAST

Tune up your audio

Your audio podcast is enriched by adding different kinds of visualizations such as VR and AR. Change the environment based on your audio.

VIDEO 360

360 degress videos with your phone

Experiences 360 degrees videos with your smartphone or VR headset. Navigate and get interactions thru hotspots like video, text, audio.

CHALLENGE

Challenge your knowledge

Minigames to challenge and test knowledge; the quiz show, find the parts, multiple choice, conversations with AI, audio games, fill in the blanks.

BOOK LIVE SESSIONS

Share knowledge in virtual and real life

Book all kinds of sessions: coaching, conferences, classes. An one-on-one or group session, a virtual session or on a location somewhere in the real world.

MOBILE VR

VR on your smartphone

Virtual reality experiences in 360 degrees and modeled environments including interactions such as conversations with avatars and real time feedback.

PREMIUM VR

High quality VR experiences

Full immersive virtual reality experience; walk around, pick up objects, get measured, real time feedback and easily adapt to and interact with the environment.

GATHERING

Meet in the virtual world

Invite other learners and meet in the VR world with your own scan. Chat with each other, record your audio, present your slides and teleport thru different worlds.

VIDEO

Knowledge bites thru microvideos

A filmed or animated microvideo which also can be experienced in the virtual world e.g. on a screen in cinema, on the beach, in the jungle etc.

HOLOGRAM

Learn with your 3D scan

Learn and interact with your own avatar! Use it in your learning experiences. Your avatar can walk, dance, talk and gets smarter thru artificial intelligence.

the reason

Benefits for learners and creators

For Learners: Turning boring studying in personalized, adventurous and effective journeys; more fun when doing a training and retaining the knowledge better. Powerful tools from (life) purpose to fulfilment all in one place. From learning presentation skills to welding.

For Educational Parties: No big investments to use the newest tech (VR/AR/AI/Smart Sensoring) through our easy to use journey builder, sell training journeys across the world in our one-stop-shop and benefit from increasing revenue and scalability.

For Tech Companies: Making difficult-to-find point solutions scalable and profitable by adding them to training journeys and share revenue. **CoVince** integrates the newest tech, so tech parties can profit from scalability and findability.

Problem solving and enrichment

Learning frequently has a negative association, we make learning fun and valuable!

Various research implies that default e-learning is easy for the HR department to buy and deliver, but the actual use by the employees is minimal (10%-25%).

SUBJECTIVE FEEDBACK

Trainers, co-workers or other persons have their own interpretation and feedback which can be colored. And the trainee has their own associations with the persons giving the feedback. **CoVince** objectively measures and collects data to provide personalized feedback, learning goals and learning content.

TEACHER/TRAINER SHORTAGES

A considerable decline in the number of people wanting to be teachers is threatening to leave our classrooms dangerously close to crisis point. With a more effective learning environment, teacher shortage can be reduced, and the job can be a more inspiring challenge. Not teaching the same stuff each year, paperwork, preparation etc., but basics on the platform and the teacher in a coaching role, for more in-depth (life) coaching and added value.

DIFFERENT LEARNING STYLES

Each learner has its own style, from more visualto more audio, from more theoretical to more practical. A trainer cannot adopt all ofthese styles for all trainees in their class. **CoVince** provides configurable options for different kinds of learning styles; real personalization.

HIGH TRAINING COSTS

For training several things are needed. Classrooms for getting together, expensive equipment / environment for practicing physical learning, actors for learning communicating. These are expensive and involve travel time etc. **CoVince** makes it possible to provide things virtually, therefore various costs can be reduced.

LACK OF FUN INTERACTIVE CONTENT

Don't underestimate the delight in having fun when learning. Appeal to playful natures when you design learning content; solve puzzles or problems, play games, watch humorous videos etc. **CoVince** enables designing fun content that call for learners to interact with other learners across the globe, to creatively use new technology, and solve authentic problems. The possibilities for engagement are endless when learners can see that what they do can be applied to real-life situations.

NOT ACCESSIBILITY FOR ALL

CoVince is made seamless for every device from anywhere in the world in one accessibe place. For example, it's possible to start on your smartphone (with or without a VR HMD) and switch to more expensive devices; laptop, luxe VR headset etc.

EXPENSIVE/UNREACHABLE LOCATIONS

CoVince enables users to learn and grow through individual and multiplayer experiences in the real and the virtual world, from any place (on earth) and in space.
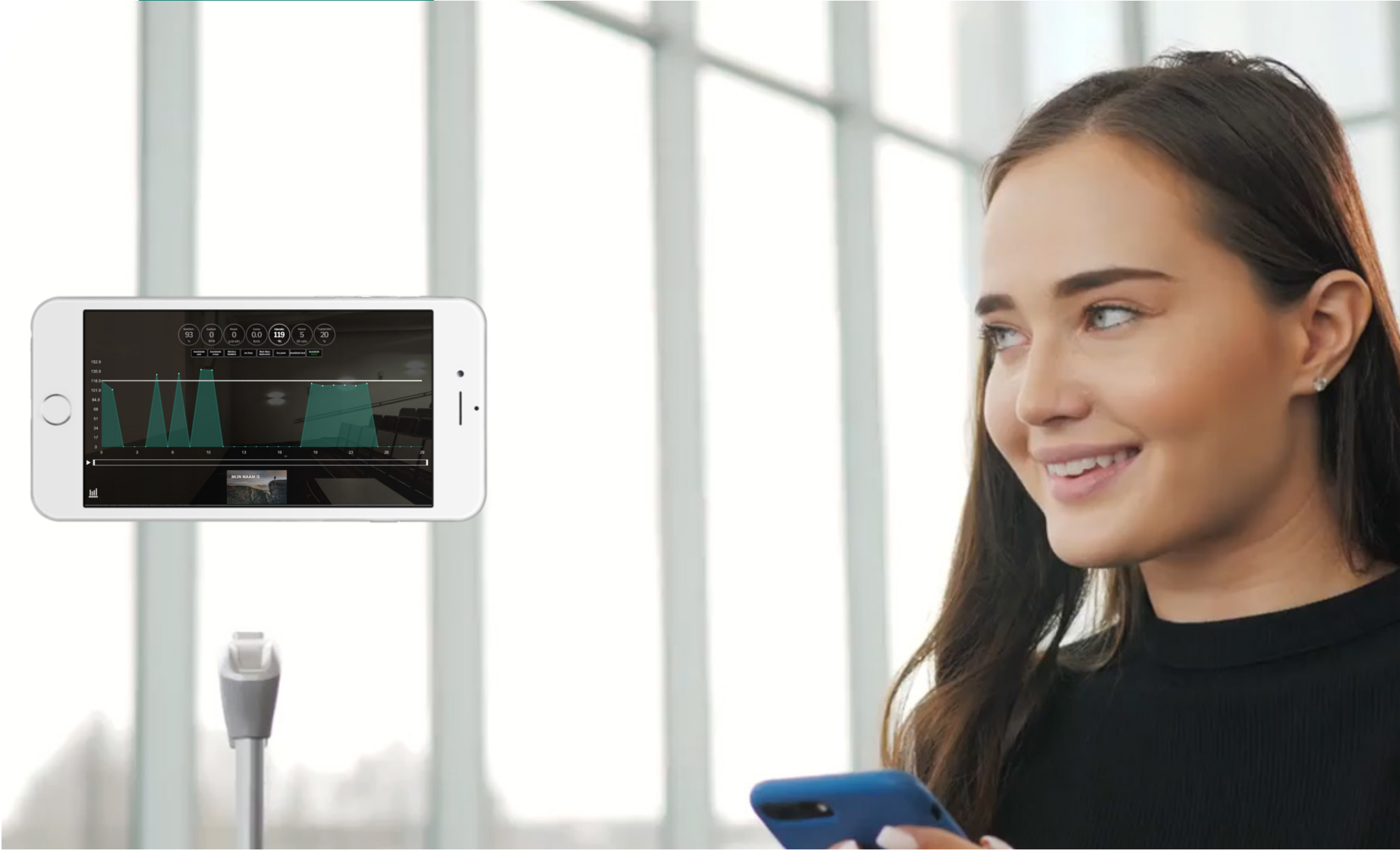
DIFFICULT TO CREATE AND SHARE

We make it easy to create a learning experience with a content management system (CMS) containing a configurable template, VR environments, 3D models, conversation models, measurements etc.. Furthermore it's possible to upload your own videos, 360 videos, VR etc.

Start Your Adventure

GET IT ON Google Play | Download on the App Store

the company

Melanie van Halteren
Founder / Chief Adventure Officer

Melanie.van.halteren@covince.com
+31(0)6 102 099 64

Richard van Tilborg
Founder / Chief Executive Officer

Richard.van.tilborg@covince.com
+31(0)6 510 174 92

Mission

CoVince was founded in 2017 by **Richard van Tilborg** and **Melanie van Halteren** to make learning fun and effective through adventurous learning for anyone, anytime, anywhere. Nowadays we have the opportunity to create a better world together with the help of emerging and immersive technologies.

In order to achieve this goal, social innovation is of vital importance. A positive mindset and the basic skills we call ACSI; Ability to Adapt, Creativity, Social Collaboration, Information Processing. These are the basic skills of today and the future. In order to achieve this goal, we use the EVA-brain model: Experiencing Emotions, Valorizing Visualizations and Activating Associations.

With these principles we accelerate people development through next generation learning adventures; personal, measurable and unforgettable. From (life) purpose to fulfilment. Together (Co) we prevail (Vince).

Contact

If you need further information, please do not hesitate to contact us at **melanie.van.halteren@covince.com** or **richard.van.tilborg@covince.com** and check out our latest updates on **www.covince.com**.