

Are your teams ready for *#Digital Transformation?*

Revolutionize your enterprise's training with Artificial Intelligence and custom learning

TRAINING FOR A CHANGE IN TIME BECAUSE...



47% OF JOBS ARE AT RISK OF AUTOMATION

The most demanded professional profiles today did not exist 10 years ago, or even 5. Besides, the rhythm of change in the market keeps accelerating exponentially. It is key that workers are involved in a "**continuous learning**" dynamic to quickly re-adapt to the labor market's needs.



40% OF ENTERPRISES CLAIM THAT EMPLOYEES DO NOT HAVE THE APPROPRIATE SKILLS

The current education system, without changes in the last 100 years, has not been able to evolve at the rate of the needs of the labor market and digitalization. This produces a huge imbalance between professional training and demanded skills.

THAT IS WHY NEW TOOLS ARE NEEDED

WHAT IS CAPABALL?



IT IS AN E-LEARNING PLATFORM THAT TRAINS FUTURE PROFESSIONALS IN DIGITAL TRANSFORMATION TOPICS. WITH ITS ARTIFICIAL INTELLIGENCE ALGORITHM, IT CREATES A PERSONALIZED, UPDATED, CONTINUOUS, AND FUN FORMATIVE EXPERIENCE.

Machine Learning for Human Learning

Capaball gets machines (technology) helping the growth of better humans.

The platform designs a **learning experience** for each user, paying attention to their knowledge, needs, development degree of their abilities in a concrete subject and training style.



The user will have the most novel content from the most prestigious sources and the internet's most relevant experts, in one platform. Everything is filtered and cured according to their needs.

Capaball revitalizes learning with progress control tools, with comparative metrics and with formative emails to motivate its users and promote their self-learning.

NEW WAYS TO LEARN

MOBILE DEVICES HAVE BECOME ESSENTIAL, AND LEARNING THROUGH THEM HAS COME TO STRENGTHEN KNOWLEDGE THROUGH SHORTER STUDY TIMES: **MICROLEARNING**. THEY CAN HAPPEN AT ANY TIME AND PLACE.



LEARNING THAT IS ADAPTED TO NEW TECHNOLOGY



Micro Learning

Learning based on fragmented contents in a short period of time that adjust to the attention span where the human brain remains focused. **Benefits:** more attention from the users, improvement of knowledge retention and optimization of time or productivity.



Casual Learning

Informal learning consists of identifying learning moments outside of class or work, in the bus ride home, in waiting rooms, cooking... **Benefits:** more personal and flexible. The user chooses how and when they learn, depending on the available time they have.



Social Learning

Social learning consists of knowledge exchange within a community. It allows the user to feel part of the group, contribute to others' learning and be nourished to learn. **Benefits:** strengthens individual and critical thinking, increases knowledge and retention, promotes productivity.

How does Capaball work?



1. Initial Test

Capaball's Artificial intelligence starts by getting to know the user to create the personalized plan. Through a brief questionnaire, and depending on the professional rank, area, industry and digital maturity, the algorithm will be able to recommend which are the abilities that better suit the user's profile.

2. Abilities

To acquire the necessary digital competences, 21 abilities that are constantly evolving according to the users and new market trends have been created. The most popular are: Digital Innovation and Transformation, Personal Management and Development Agile Methods.



3. Artificial Intelligence

Capaball's Artificial Intelligence permanently searches for formative content on the Internet and uses Deep Learning and Machine Learning algorithms, which have hundreds of variables, to select it. Additionally, it recommends the most innovative and updated content that better suits the user's profile.

4. Content

Capaball has 3 types of content: open (prestigious sources like Harvard Business Review, Medium, TED, etc.), own creation and exclusive or licensed by other providers. They have different formats so that the user can consume them at different times, like podcasts, videos, web, webinars, etc. Languages: English and Spanish.



5. User Feedback

Every time the user visualizes content, **Capaball's** algorithm collects their feedback, either because they value it with *Like*, *Dislike* or *Favorite*, or because of the time dedicated to each of them. That way, the algorithm learns to improve every user's experience in a personalized manner.

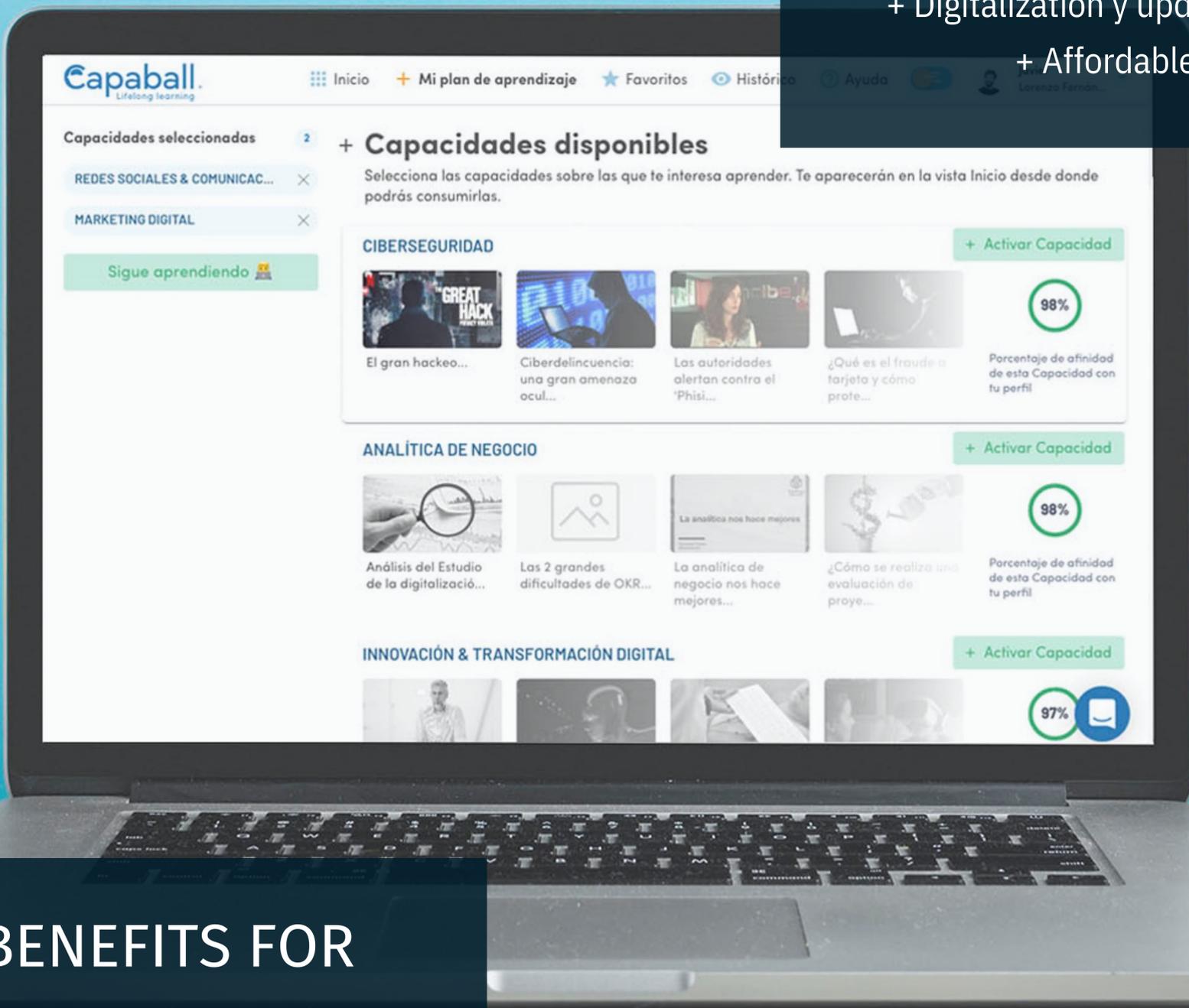
6. Social Learning

The platform allows the user to share their learnings from **Capaball** in social media and instant message channels like Whatsapp, Facebook, LinkedIn and Twitter. This promotes the production of knowledge exchanges, establishing of debates, or even start collaborations.



BENEFITS FOR THE ENTERPRISE

- + Productivity
- + Engagement
- + Talent retention
- + Digitalization y updates
- + Affordable

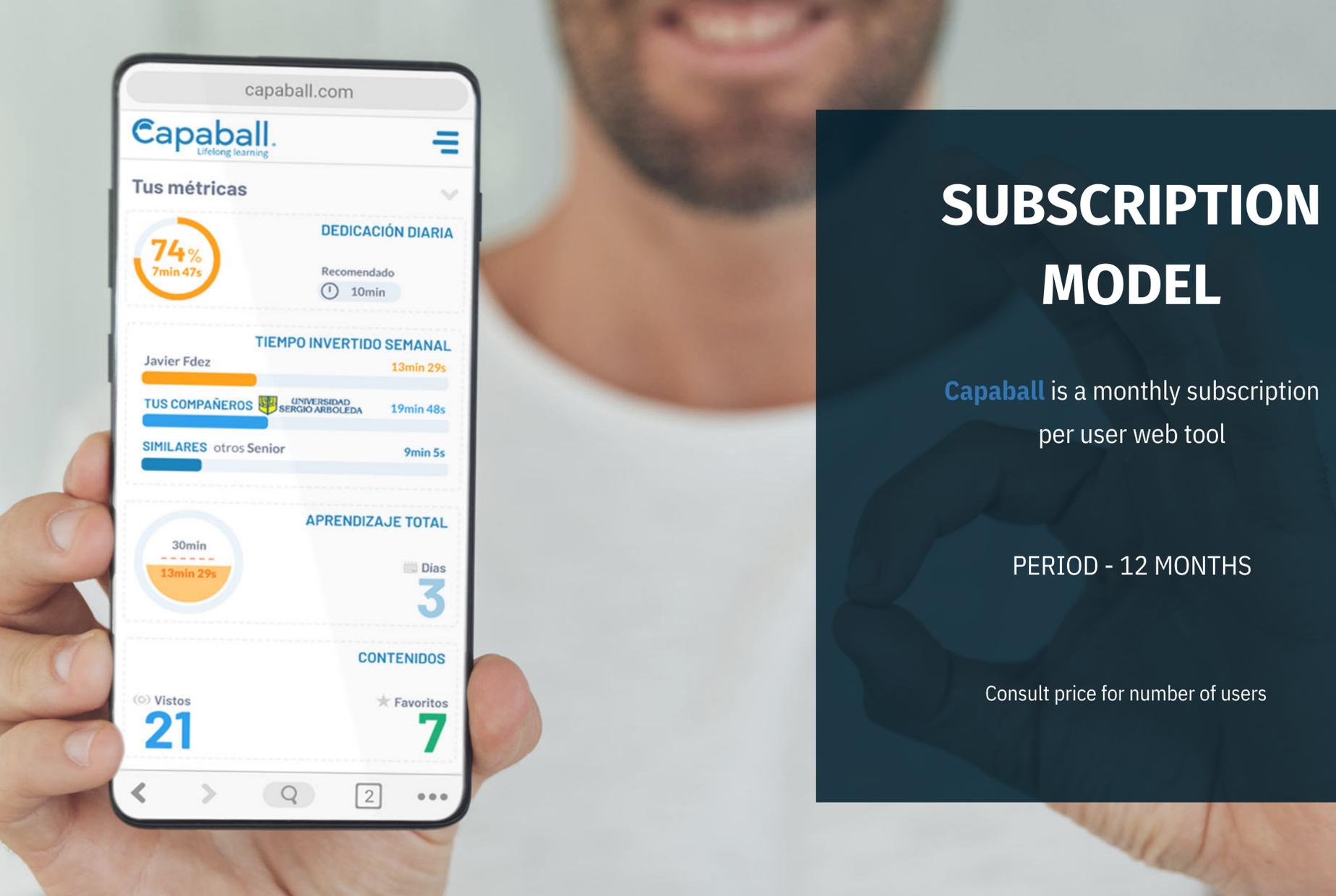


BENEFITS FOR EMPLOYEES

- + Personalization
- + Flexibility
- + Recycling
- + Employability

"There is only one thing worse than not training your employees and letting them go. Not training them and having them stay."

Henry Ford



SUBSCRIPTION MODEL

Capaball is a monthly subscription per user web tool

PERIOD - 12 MONTHS

Consult price for number of users

LICENSE INCLUDES:

- Face-to-face or digital onboarding
- Personalized plan
- Unlimited content and consumption
- No capability limit
- Monthly use report
- Support and reminder emails
- Digital security with updated protocols
- Access to the platform's future functionalities.

We are proud of having offered **more than 5.000 online formative learnings per month** to enterprises.

Other relevant data about **Capaball**:

75 min

Average time dedicated to learning per user

71%

Of users certify that it contributes applicable knowledge to their professional day-to-day

8/10

Users recommend **Capaball**

SOME OF THE CLIENTS THAT TRUST CAPABALL



Why Capaball?



CURRENT

Artificial Intelligence permanently looks for formative content



PERSONALIZED

Based on the user's learning rhythm, needs and preferences



FUN

Dynamic learning with progress control and motivation tools



CONTINUOUS

Unlimited content so the user never stops learning

#NeverStopLearning



Capaball
Machine learning for human learning

www.capaball.com

 644 677 449

 @Capaball

 @capaball

 644 677 449

 @capaball

 hello@capaball.com