

**Startup EdTech**

**&**

**Educational organization**

**specialized in**

**the cognitive sciences of learning**

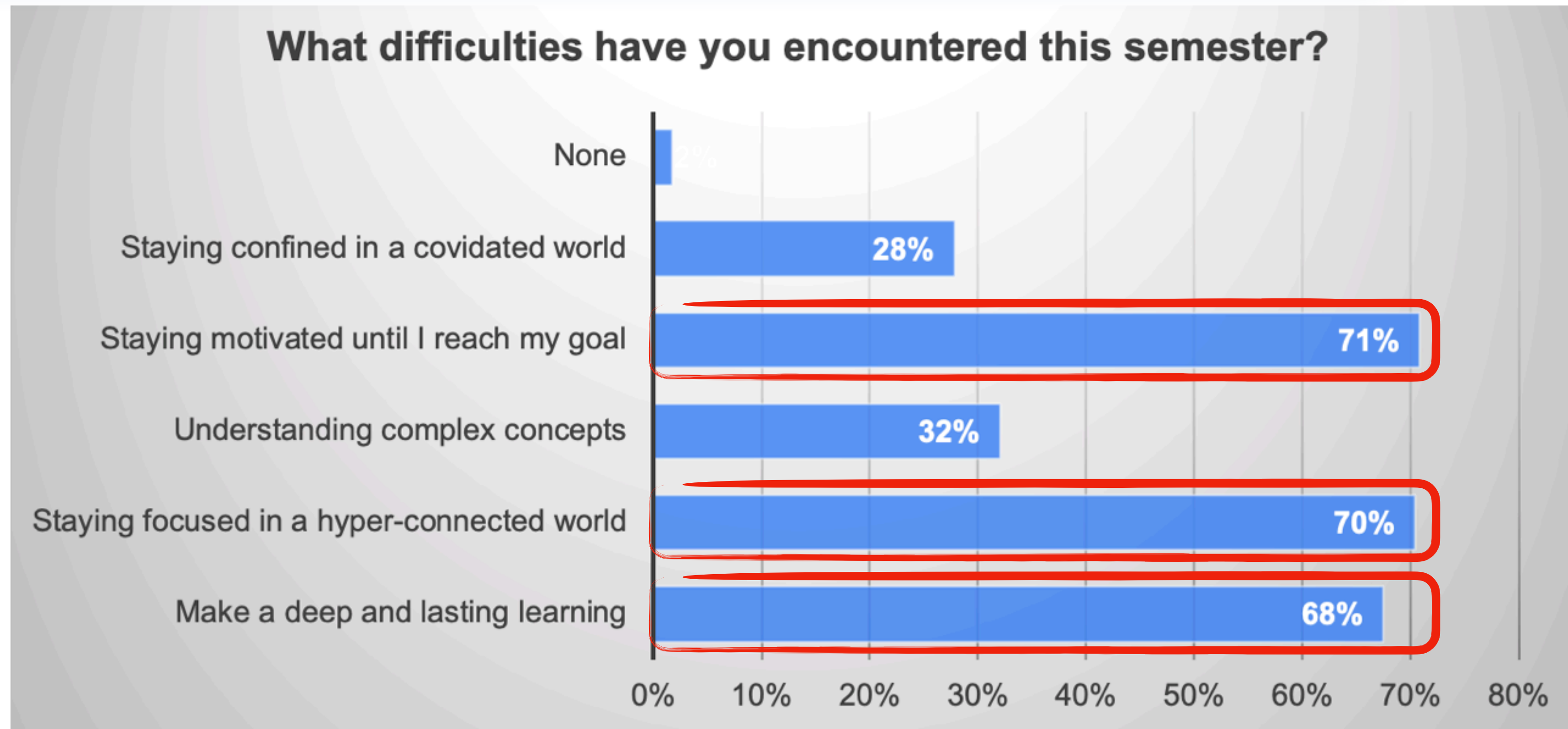
**Viva Technology 2021**

**Hall 1 - D13-015**

# Pain points



## What difficulties do learners face?



Survey of 237 learners / January 2021

2 out of 3 learners say they have difficulty motivating themselves, concentrating and learning.



# How does research change training?

Advances in understanding the brain challenge pedagogy



## Neuroscience

studies the hardware of the brain



## Cognitive psychology

deciphers the brain's software

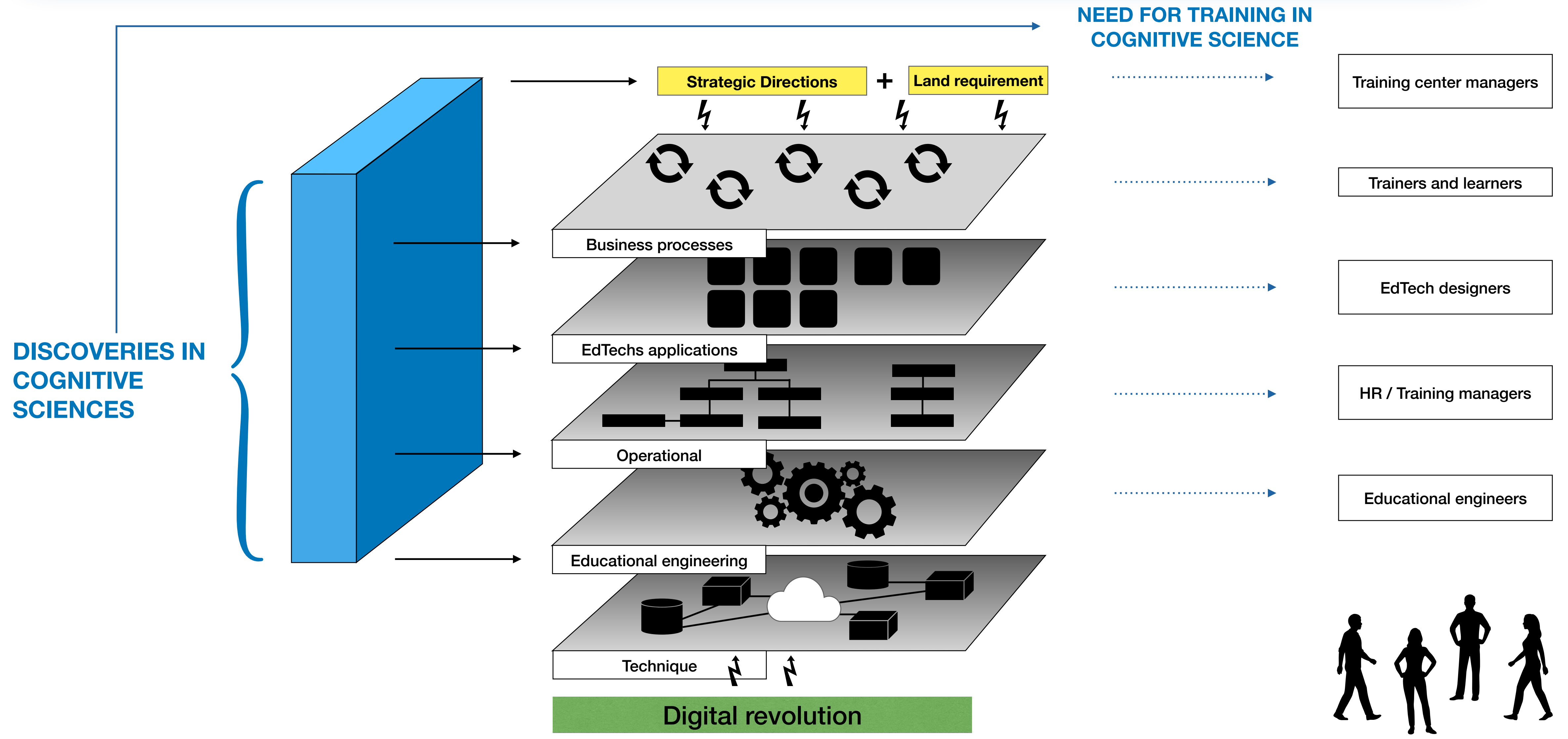


## Cognitive science

explain how to respond to students' difficulties:  
**how to develop motivation, concentration, efficiency**



# How do cognitive sciences impact educational and training systems?



**Who we are**



# Our vision



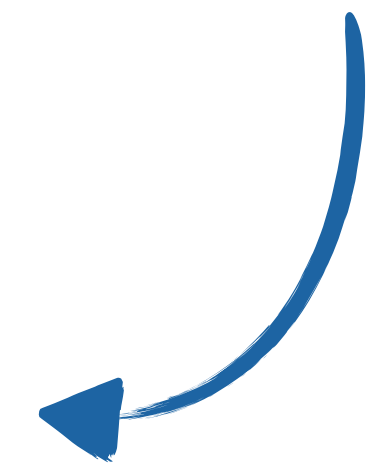
Rely on research on the brain, **cognitive sciences**, ...



...to develop **innovative digital solutions** allowing...



... to **enhance learning** in order...



...to develop the **skills of employees**...



...to **solve the world's problems**.



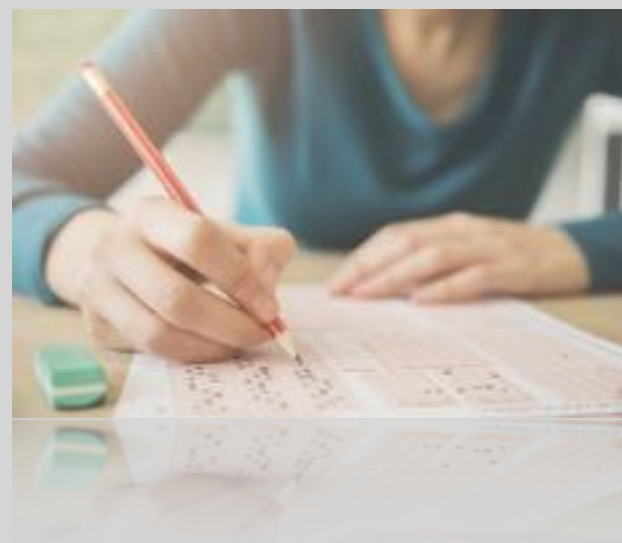
# Our story

**2012**

FEELING THE PAIN POINTS

*Difficulties in preparing for the medical exam*

**Creation of a 1st prototype**



**2018**

CREATION OF N'OUBLIE JAMAIS

*Launching of the project*

*Collaboration with **Emilie Gerbier**, teacher-researcher*



**2019**

DEVELOPMENT OF THE MOBILE APPLICATION

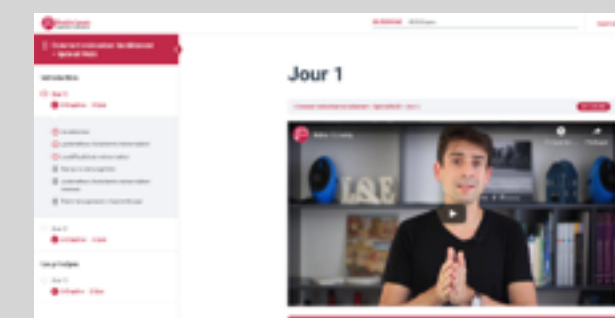
*Launch of the 1st mobile application « **Réviser avec N'oublie Jamais** »*



**2020**

DEVELOPMENT OF TRAINING COURSES

*Launch of the 1st training course « **Training with cognitive sciences** » with Alice Latimier*



**2021**  
GROWTH

**25,000 users**  
**4 training courses**







## Our team



**Fernanda BORJA**

**Co-founder**

Engineer in Health  
Information Technology  
Polytech Grenoble



**Pierre GUILHEM**

**Co-founder**

Educational engineer



**Alice LATIMIER**

**Scientific expert**

Cognitive sciences PhD  
Specialist in learning optimization and  
EdTechs



**Émilie GERBIER**

**Scientific Advisor**

Lecturer at the University of  
Côte d'Azur  
Learning Specialist



With the support of



# Our network



lauréat de



# Products and markets



## Product 1 : « Réviser avec N'oublie Jamais »

to anchor good study habits



**Marketed since  
September 2020**

**N'oublie Jamais** has created a **smart calendar** that calculates the dates of reminders to offer a **differentiated learning path on personal work time.**



**Approved by Emilie GERBIER**

Cognitive sciences PhD

Lecturer at the University of Côte d'Azur

Specialist in learning optimization



# Product 1 : « Réviser avec N'oublie Jamais »

The current functionalities

## Organize learning schedule

10:21

Août semaine 33

dim. 11/08	lun. 12/08	mar. 13/08	mer. 14/08	jeu. 15/08	ven. 16/08	sam. 17/08
	R1 ✓ Les gamètes	R1 ✓ La mitose	R1 Stéréo chimie	R1 Noyau cellulaire	R2 Stéréo chimie	R2 Noyau cellulaire
		R1 ✓ Le cytosquelette	R1 Réactions acide-base	R1 Les ondes	R2 Réactions acide-base	R2 Les ondes
			R2 Les gamètes	R2 La mitose		R3 Les gamètes
				R2 Le cytosquelette		

## Prioritize learning tasks

13:09

### Révisions du jour

22/08/2019

Par Priorité

Les cours sont listés par priorité de révision

- Révision 1  
Isomérisation  
A faire
- Révision 2  
Application des dérivés des fonctions d'une variable réelle  
A faire
- Révision 1  
Le tissu osseux  
Terminée
- Révision 1  
[Cours non nommé]  
Terminée

## Reveal progress

10:21

### Etat de mes connaissances

🍏

📚

- 24 cours Fragiles
- 18 cours Assimilés
- 14 cours Durables

Des révisions sont prévues aujourd'hui

REVISER

## Studying with method

12:00

### MÉTHODE

Initiale Régulière

- ✓ Identification des attendus  
A quoi sert ce cours ?
- ✓ Compréhension  
Comment les informations s'articulent-elles ?
- Optimisation du support  
Comment faire un document simple à mémoriser ?
- Test  
Qu'est-ce que ce que j'ai retenu des étapes précédentes ?

### CARNET DE NOTES

Révision 1

Méthode

Initiale :

- Identification des attendus
- Compréhension

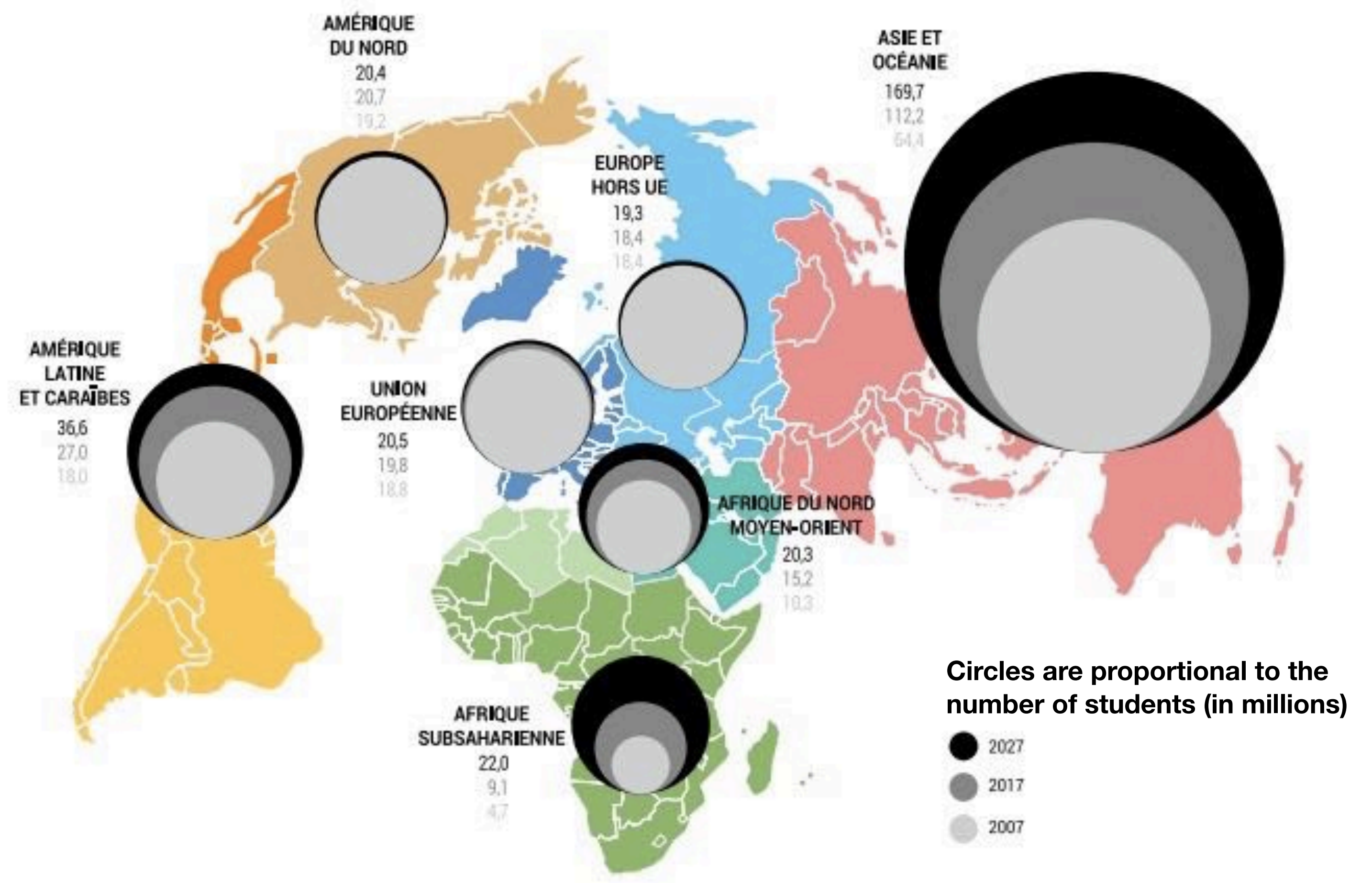


# Product 1: Student Market

**2,7M**  
students in higher education  
in France

**222M**  
students in higher education  
worldwide in 2017

➤ Evolution of the world student population by geographical area (2007-2027)

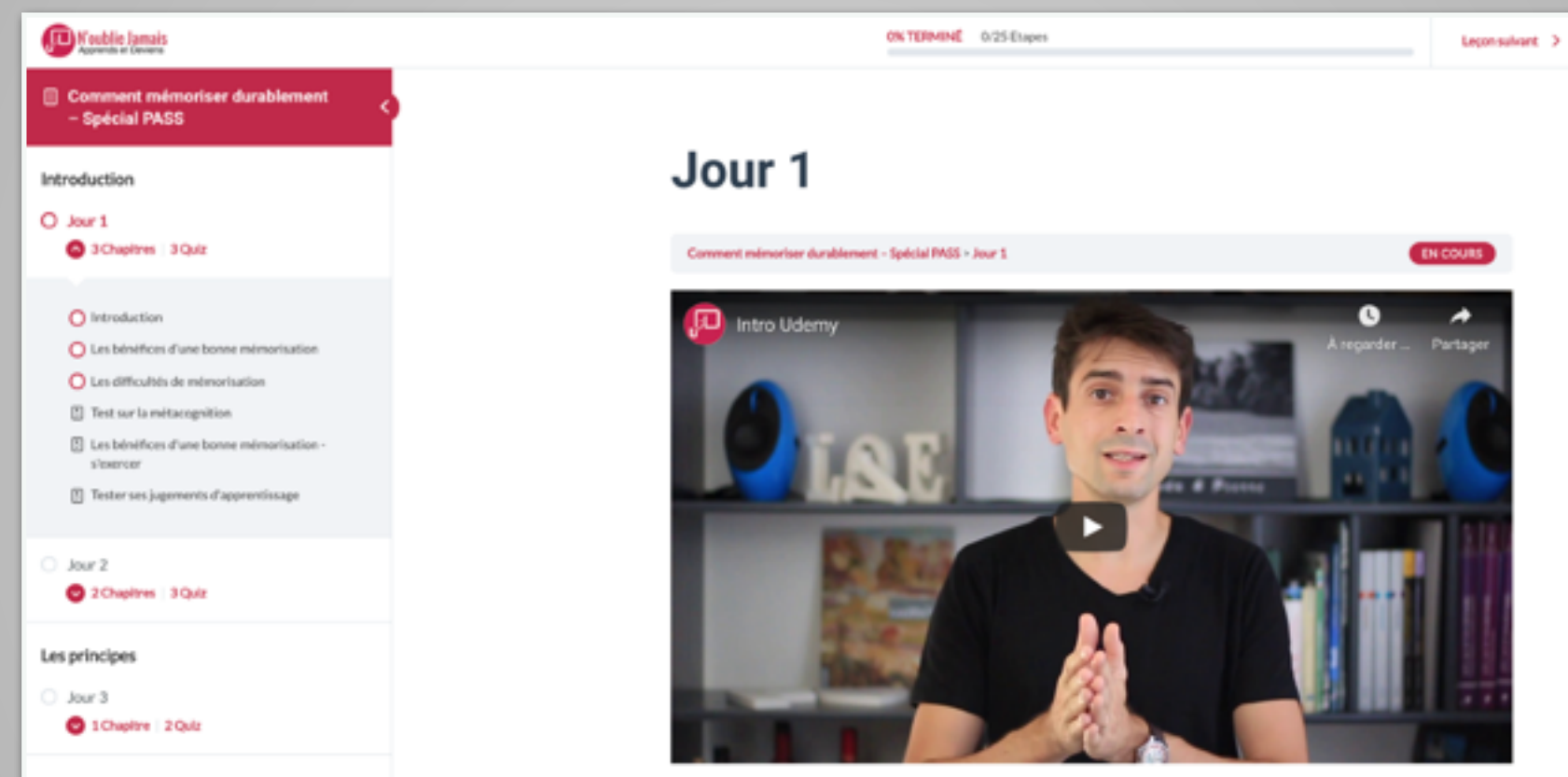


Source : Institut statistique de l'UNESCO (ISU), janvier 2020.



## Product 2: « Training with cognitive sciences »

Innovative digital training for educational teams



**Marketed since  
April 2021**

Offers an **update of teaching skills** on the last 10 years of research on the brain and learning.



**Co-developed with Alice LATIMIER**

Cognitive science PhD  
Specialist in learning optimization, teacher training and EdTechs

### Current key indicators

- POC carried out with the Institute of Training of the Health Executives of the CHU of Poitiers
- Strong interest from targets (several purchases already made)



## Product 2 : E-Learning Market in France

### Key figures

- **17M** trained each year in France
- **85%** of the needs are covered by the private training offer

### Financing of professional training



*The current emulation seems to be more beneficial to new entrants (at ease with digital technology, with little risk in entering a market segment that they are helping to shape) than to traditional organizations, whose adaptation depends precisely on their ability to act: resources, economic interest in adapting, incentives and injunctions from their environment.*

Source : Fédération de la Formation Professionnelle  
<http://ffp.org/comprendre-la-formation>





# Thank you for your attention!

The N'oublie Jamais team

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[Click here to make an appointment in our calendar](#)