

LECTRIM

Addressing short attention spans

by strategically pruning lectures

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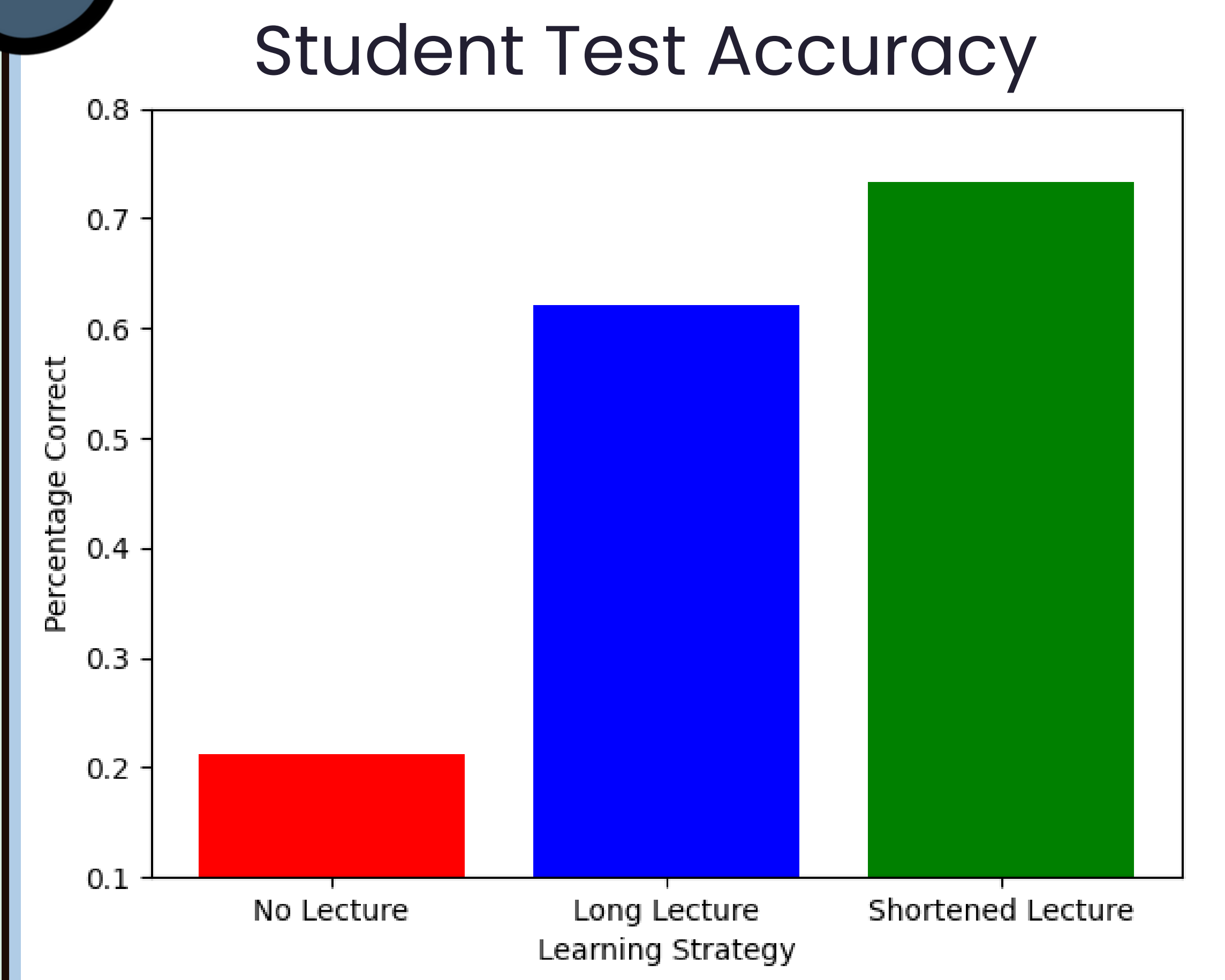
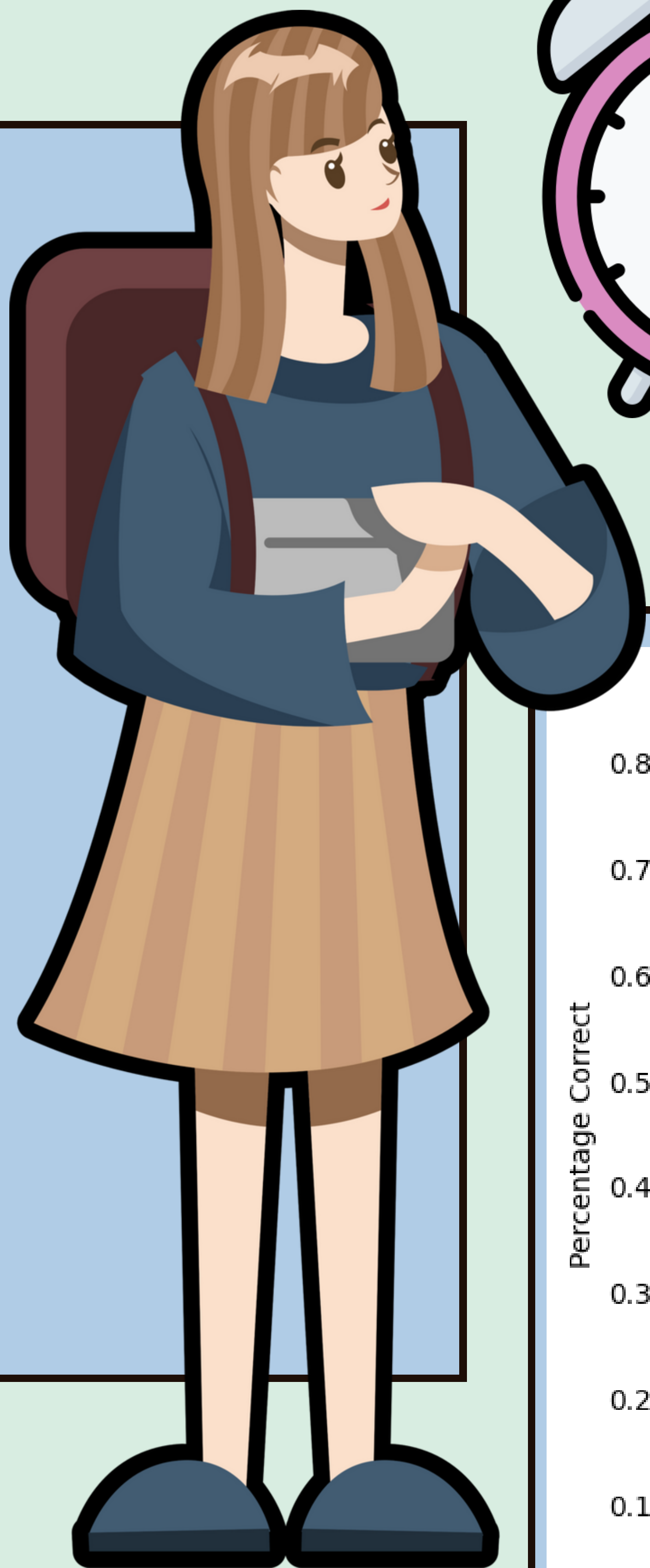
HMW

How might we improve the education of 9th grade+ students who have experienced a significant reduction in attention span?



Key insights

- Lectures are most effective in the first 5-15 minutes
- Teachers want more independence
- Students feel pressed for time outside of class



Traction Experiment

- Shorter Videos peak interest to a greater extent.
- Shorter Videos are more effective in the 6-10 minute range.
- Too short of a video may be information sparse.
- Increased frequency of Words Per Minute does not affect comprehension

UVP

- Dynamic Speedup
- TikTokifier
- Subway Surfers

- School Districts
- First 3 Hours Free
- \$1/Hour of Video Conversion

Future