



## Teach on Mars and Inria form a partnership on learning in the age of artificial intelligence

*Teach on Mars, the European leader in mobile learning, and Inria, the French National Research Institute for Computer Science, today announced the signing of a partnership on the integration of smart algorithms to offer learners, trainers and organisations more effective learning. Integrating artificial intelligence (AI) into the Teach on Mars solution will boost training capabilities and make training strategies more functional while at the same time reducing the cost of training programmes.*

The software publisher Teach on Mars is a pioneer in the mobile learning market, having developed the first ever mobile-first digital learning platform in 2013 to enable employees to use their smart phone as a learning companion to learn anytime, anywhere and on any device. The company is now the European leader in the mobile learning sector, with 80 staff, more than 130 major clients (70% of whom are listed on France's CAC 40) and a network of 50 international partners. To consolidate its European leadership, Teach on Mars is pursuing its expansion as well as developing partnerships and a research and development programme.

With this new partnership, Teach on Mars and the Inria Sophia Antipolis – Méditerranée research centre are set to work together on research into AI while continuing their joint research and development initiatives in the field of learning. The partnership will begin with a collaboration with the Wimmics research team which specialises in web applications.

### **Continue joint research and development**

The two partners have formalised their desire to pool resources to facilitate the emergence and application of new smart algorithms for learning. AI will make it easier both to understand training needs and to develop and recommend personalised training courses tailored to each learner's skill and knowledge levels, learning preferences and time constraints.

AI will also help trainers to develop content that is relevant and motivating through automatic indexing of learning materials. Learning strategies will be better tailored to the needs and objectives of learners and organisations. The learning ecosystem in organisations will function better and cost less, thanks in particular to tips on optimising the time spent on training. With this "time to competency" approach, AI will act as a springboard for learning strategies, making them more functional while lowering the cost of training programmes.

### **Generate synergy between the worlds of business and research**

The strength of this partnership lies in the synergy between the complementary know-how of Teach on Mars and Inria. By combining their expertise and resources, the two organisations offer a solution that closely matches the needs of learners, trainers and organisations. This agreement will allow Teach on Mars to benefit from the value-creating models and algorithms developed by Inria, while allowing Inria to verify its research in real-life data and environments and support Teach on Mars' ambitious projects. This partnership is an excellent example of breaking down the boundaries between business and research, and an illustration of the dynamic innovation ecosystem in Sophia Antipolis.

### **What they're saying**

*"I'm delighted to announce this partnership with Inria. It was a natural progression, since AI has ushered in a new era in learning. In an age of hyper-personalisation, the integration of smart algorithms is a crucial step in better enabling users to upskill and lowering the cost of training programmes, which benefits learners, trainers and organisations. I am convinced of Inria's*

*added value in improving the agility of the Teach on Mars solution,"* says Vincent Desnot, co-founder and CEO of Teach on Mars.

*"This partnership is part of our policy of supporting deep tech digital start-ups and will enable us to strengthen our ties with Teach on Mars. We take particular pride in pooling our expertise and resources with the European leader in mobile learning. The complementarity of the expertise between Teach on Mars and the Wimmics project team, which is jointly affiliated with the French National Centre for Scientific Research (CNRS), Université Côte d'Azur and Inria, will result in significant new advances and innovations that represent the jobs of tomorrow,"* points out Maureen Clerc, director of the Inria Sophia Antipolis – Méditerranée research centre.

Download Teach on Mars' press release and images in the Press Room:

<https://www.teachonmars.com/fr/press-room/>

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## About Teach on Mars

Teach on Mars publishes a next-generation digital learning platform for businesses. Natively mobile and social, the platform uses the latest advances in AI to deliver relevant content to users every day and accelerate the development of their competencies.

Having won many awards in France and internationally, the company is the European leader in the mobile learning sector and has offices in Sophia Antipolis, Paris, Milan, London, Brussels and Casablanca. Since setting up business in 2013, Teach on Mars has rolled out its solution to more than 130 prestigious international clients in more than 20 languages and 90 countries around the world. Today, Teach on Mars, its 80 staff and 50 international partners work with businesses who wish to set up their own next-generation training ecosystem. Teach on Mars firmly believe that modern businesses must take strong action for the planet, which is why they donate 1% of their annual turnover to educational projects on the United Nations' Sustainable Development Goals.

To find out more, go to: [www.teachonmars.com](http://www.teachonmars.com)

Download our application from App Store or Google Play

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## About Inria

Inria is the French National Research Institute for Computer Science. World-leading research and technological innovation are part of its DNA. Inria's 3,500 researchers and engineers live their passion for digital across nearly 200 project teams, most of which are jointly affiliated with our academic partners, particularly major research universities and the CNRS. Within those teams they explore new avenues, often through interdisciplinarity and in collaboration with industrial partners to meet ambitious challenges.

As a technology institute, Inria supports the development of numerous software products, sometimes making a global impact via the opensource model. Because technology start-ups are powerful channels for research outcomes, Inria also supports entrepreneurial risk-taking and start-up creation (Deeptech). Firmly established on major university campuses and in industrial ecosystems, the Institute is at the heart of the digital revolution.

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