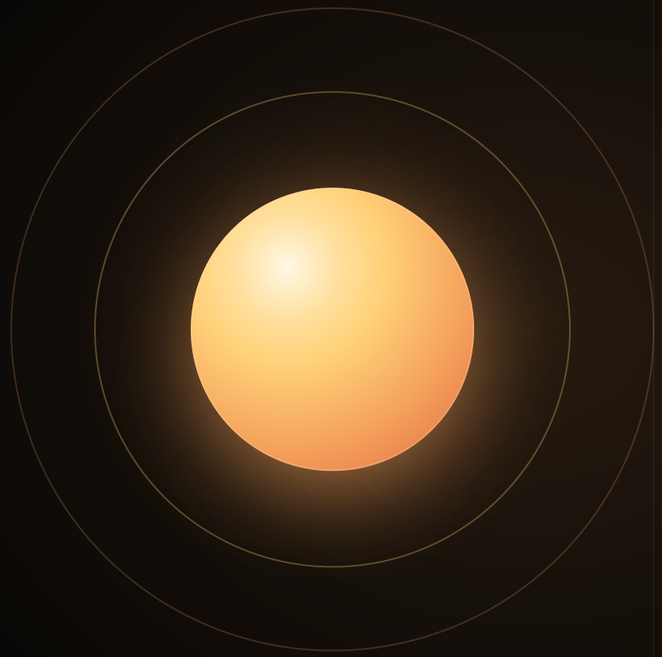
BEORIGIN · A CWI STUDIO PRODUCT

Your best expert. Personal to every *learner.*

BeOrigin captures what your experts know and the way they explain it, then brings it to every learner as personal, AI-led learning — in their own voice.

- AI tutor in the expert's voice
- Narrated lessons
- Adaptive assessments
- Learner memory



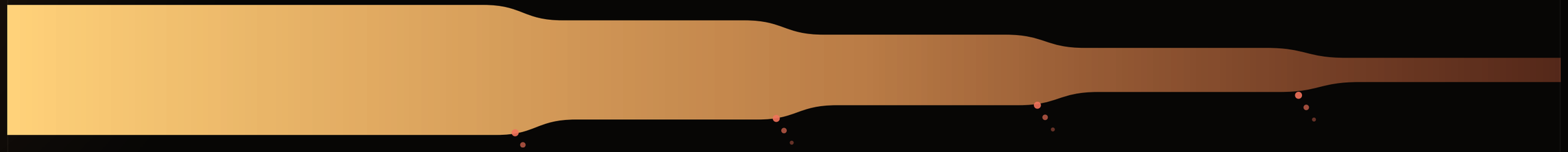


THE EXPERT IS SPEAKING…

FOR EVERY ORGANISATION

Five hand-offs. Knowledge *leaks* at each one.

From business to HR, to content, to trainers, to managers — each pass loses some of what the expert knows.



SOURCE	HAND-OFF 01	HAND-OFF 02	HAND-OFF 03	HAND-OFF 04	HAND-OFF 05
The expert	**Business unit**	**HR / L&D**	**Content team**	**Trainers**	**Managers**
22 years of judgement	Raises a training need	Interprets it, finds the experts	Turns expert input into slides	Learn it before they can teach it	Re-explain how the work gets done
— EVERYTHING THEY KNOW	— PASSED ON	— DROPS THE URGENCY	— DROPS THE EXCEPTIONS	— DROPS THE JUDGEMENT	— DROPS THE WHY

150–300 hrs

to build one hour of conventional training

20–30 hrs

of each manager's month, spent re-teaching

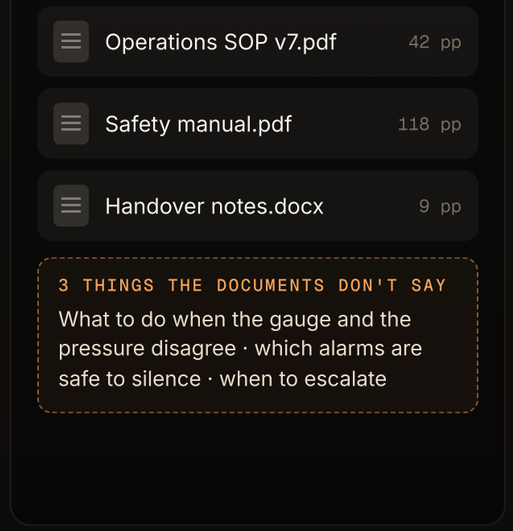
With BeOrigin: one conversation.

The expert talks once. Nothing they said is dropped on the way to your team.

Hour figures are industry estimates

Clone the expert, not just the *slides.*

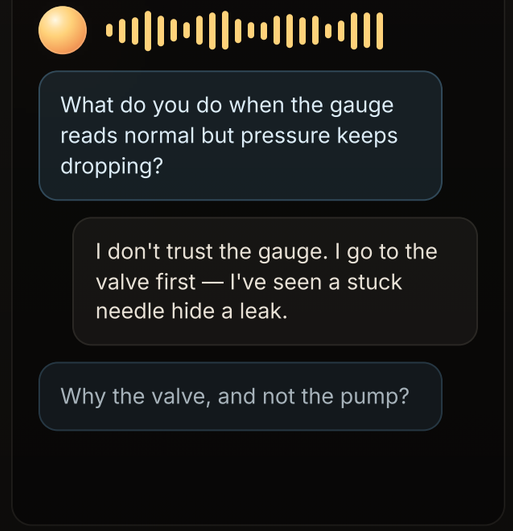
It reads what's written down, interviews the expert for what isn't, then builds a clone that teaches and tests.



STEP 01

Reads your documents

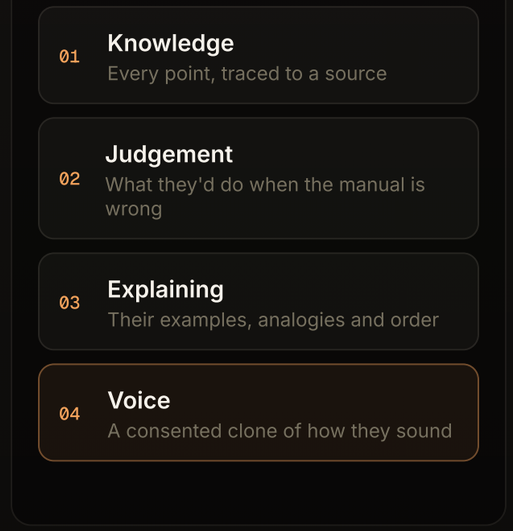
Learns what is already written down, and finds what it leaves out.



STEP 02

Interviews the expert

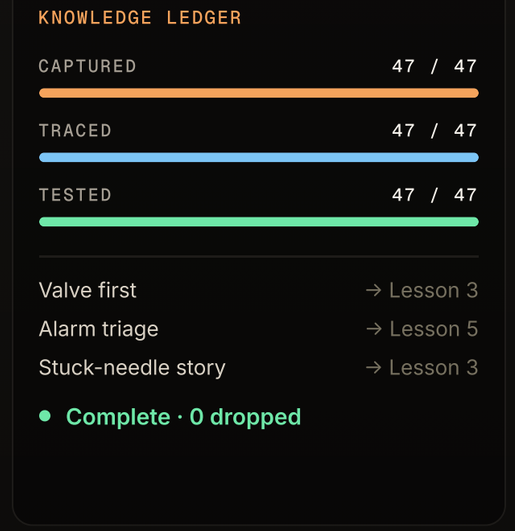
A voice conversation with follow-ups, until the judgement and exceptions are on record.



STEP 03

Builds the clone

Their knowledge, judgement and way of explaining, traced into every lesson.



STEP 04

Teaches and tests

A conversational expert anyone can ask, then a check on real scenarios.

Example: a chief engineer's knowledge, captured

One layer, built from your *best teaching.*

It serves learners, teachers and your academic or L&D team — inside the courses and channels you already run.

FROM YOU

01 Lectures & recordings

02 Notes, SOPs & course material

03 Your expert's way of teaching

04 Academic or SME review



BeOrigin knowledge & persona layer

Their content, their way of explaining, and a memory of every learner.

FOR LEARNERS

Personal help at any hour, in the expert's voice

- AI tutor for doubts
- Lessons in the expert's voice
- Adaptive study plan
- Personal tests
- Progress dashboard

FOR TEACHERS & MANAGERS

Faster feedback, and see who is stuck

- Answer-sheet evaluation
- Batch insights & actions
- Scenario checks

FOR ADMINS & L&D

Visibility across every course and batch

- Course & batch health
- Content review status
- Adoption & cost

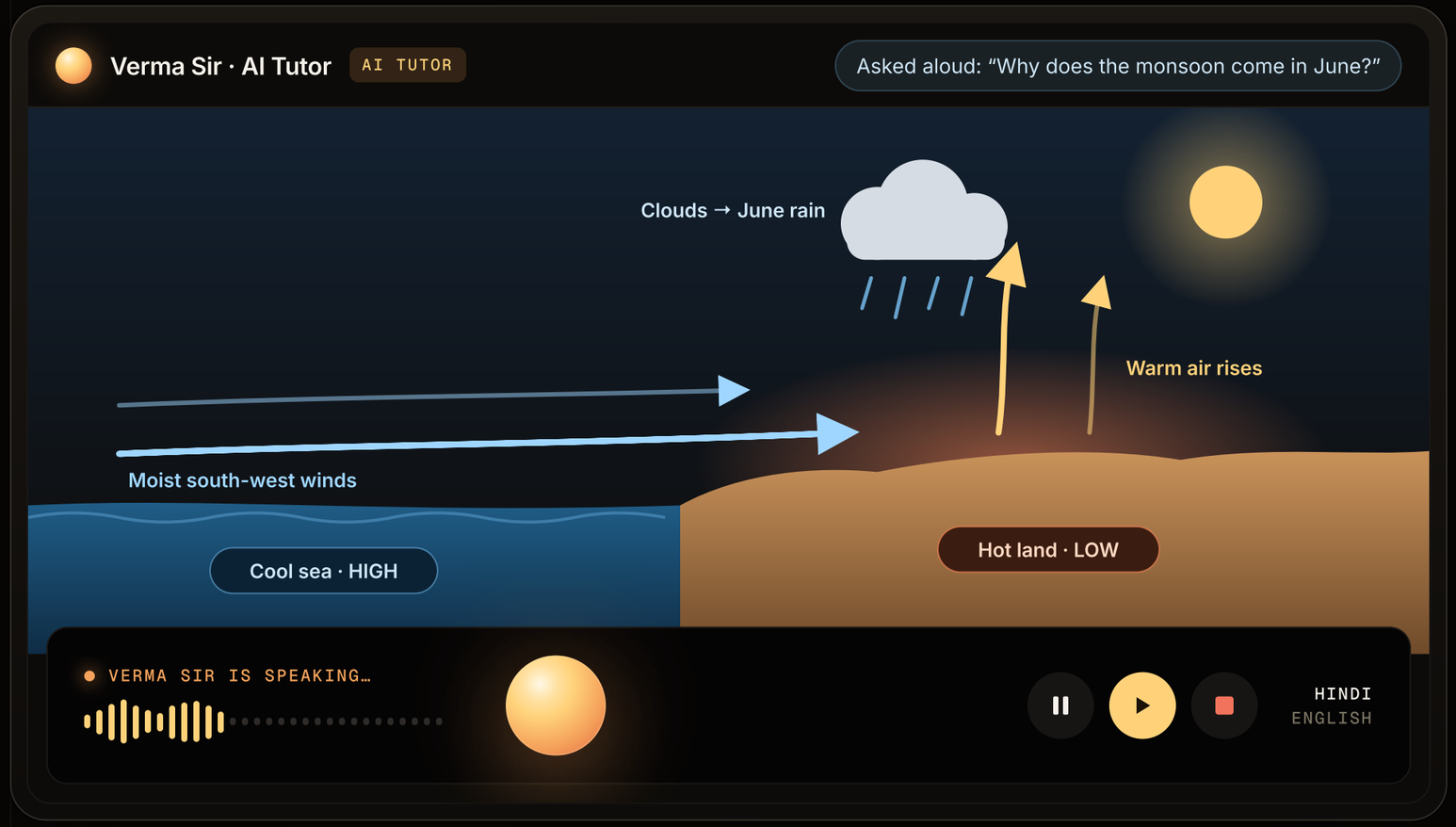
Delivered inside your existing courses, LMS and channels

FLAGSHIP · AI TUTOR

FOR LEARNERS

An AI tutor with your expert's *voice.*

Their knowledge and way of explaining — available to every learner, one-to-one, at any hour.



Their way of explaining, captured

Not just answers: their examples, analogies and teaching sequence.

Grounded in your content

Answers come from your lectures and notes, not the open internet.

Personal to every learner

Remembers each learner and adapts how it explains.

One-to-one, at any hour

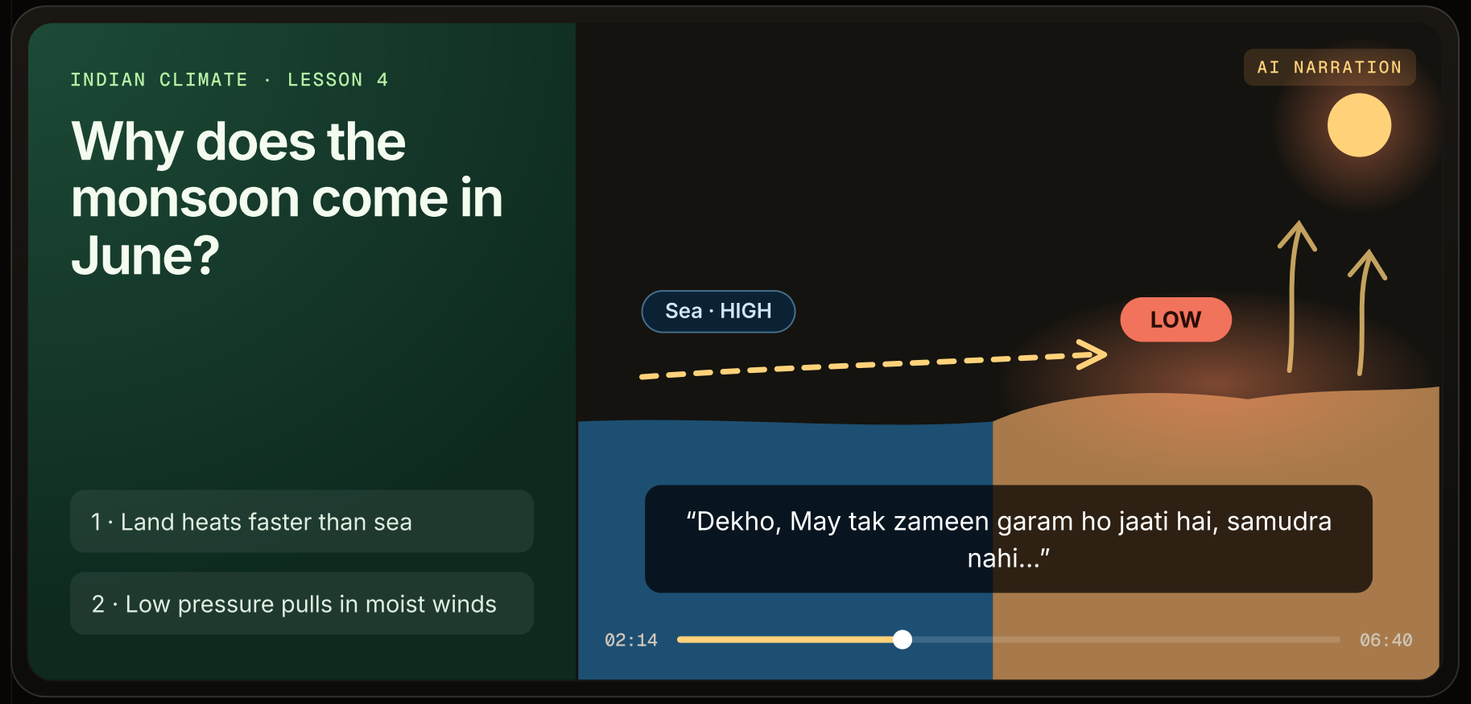
Every learner gets personal time with your best teaching.

NARRATED LESSONS

FOR LEARNERS

Lessons in the expert's voice and *style.*

Structured, quality-checked lessons with their narration and explanation approach built in.



Source material → Lesson development → Narration → Quality review → Published

1 **Their voice and approach**
Narration and explanation style configured for your expert.

2 **Checked before release**
Every lesson passes a quality review, with your sign-off.

3 **Connected, not standalone**
Each lesson links to practice, assessment and the tutor.

<10 min to build a complete course with videos — not months.

Lesson frame is an illustrative mock-up

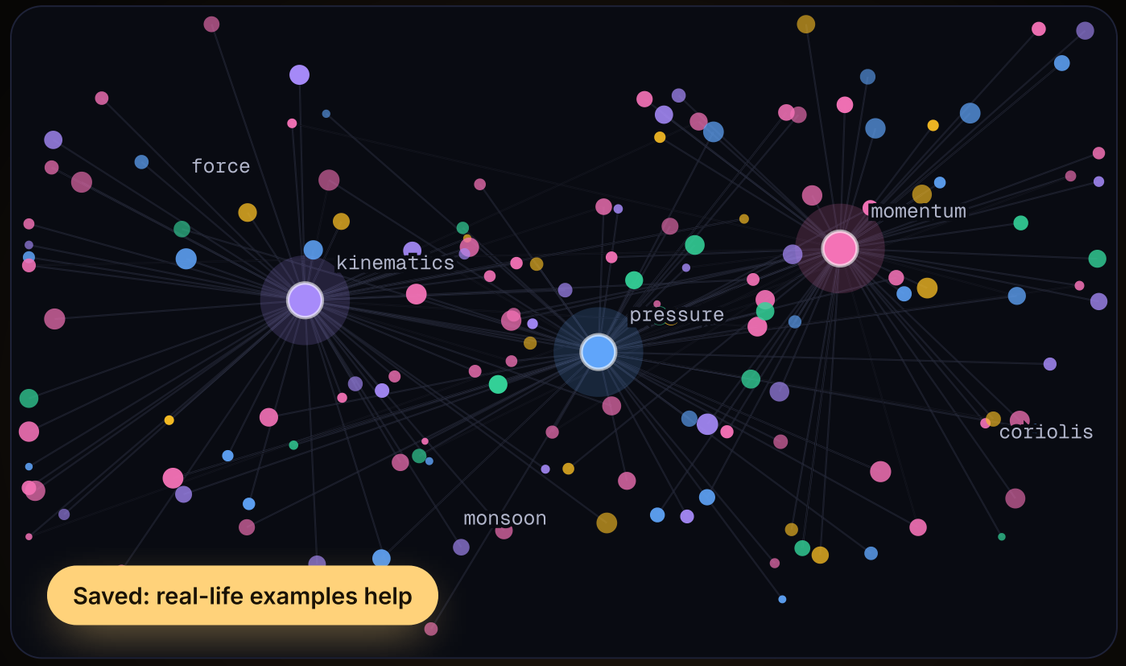
It remembers how each learner *learns.*

The tutor keeps a memory of every learner — and teaches them that way next time.

EARLIER

"Please explain this using a real-life example."

Priya, learning the Coriolis effect



WEEKS LATER

"What are western disturbances?"

"Remember the January rain at a Delhi wedding? Let's start there."

Starts with an example, without being asked

Concepts understood | Recurring mistakes | Past questions | Preferences

- Every interaction updates the memory. The next explanation adapts.

ADAPTIVE STUDY PLAN

FOR LEARNERS

A study plan that *evolves* with the learner.

Learning history becomes a clear answer to “what do I study now, and next?”

INPUTS

Target exam
UPSC CSE Prelims 2027

Syllabus
Indian Geography

Available time
2.5 hours a day

Completed
Physiography, Drainage

Backlog
Climate notes, lesson 2

Latest assessment
Pressure belts: weak

Priya's plan · this week

ILLUSTRATIVE

TODAY 3

NEW · ADDED
Recap: pressure belts and Coriolis
20 min

Lesson: monsoon mechanism
35 min

Practice: 8 questions
15 min

UP NEXT 2

Western disturbances

Rainfall distribution

Practice: western disturbances
12 min

BACKLOG 1

Climate notes, lesson 2
3 days overdue

REVISION 1

Peninsular rivers
Day-7 review

Drainage patterns
Day-14 review

WHY IT CHANGED

Priya missed 2 of 3 Coriolis questions on Thursday. The monsoon lesson depends on it, so a short prerequisite recap now comes first.

ADAPTIVE ASSESSMENTS

FOR LEARNERS

Tests shaped by the learner's *journey.*

Learners set the test. What they've struggled with decides the questions.

Create a test

TOPICS COMPLETED

✓ Physiography ✓ Drainage ✓ Climate & monsoon ✓ Soils

Vegetation

DURATION	DIFFICULTY	FORMAT
30 minutes	Moderate	MCQ + 1 written

QUESTIONS DRAW ON

The selected syllabus · Priya's previous errors · difficulties raised in tutor sessions

SIGNALS FROM THE LAST 2 WEEKS

3×	Coriolis vs pressure gradient	practice
2×	Asked the tutor about jet streams	tutor

Generate my test →

QUESTION 3 OF 15 · CLIMATE

After crossing the equator, the south-east trade winds reach India as south-west winds. What mainly causes this change in direction?

A Pressure gradient force

B Coriolis force

C Friction with the Western Ghats

WHY THIS QUESTION IS HERE

It rechecks a weak concept: Priya confused Coriolis with the pressure gradient in Thursday's practice.

THEN Results → Targeted practice → Updated study plan

PROGRESS DASHBOARD

FOR LEARNERS

Where they stand, and *what next.*

Across the course: what is strong, what keeps going wrong, and the next best step.

P **Priya** Indian Geography · UPSC CSE TARGET: PRELIMS 2027

Overview | Topics | Tests | Doubts

Syllabus covered	Average test score	Study time this week	Doubts resolved	Overdue
9 / 21	64%	14.5 h	37	2 tasks
	▲ 9 pts in 8 weeks	Plan: 17.5 h	6 by voice	Oldest: 3 days

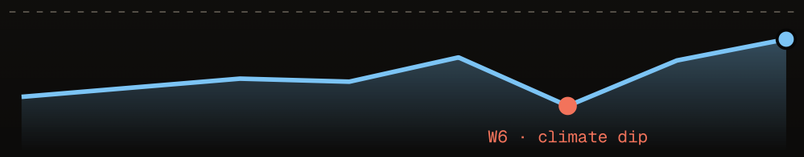
TOPIC MASTERY

Physiography	82	Strong
Drainage	76	Strong
Soils	63	Building
Climate	56	Building
Monsoon	44	Weak
Vegetation		Not started
Population		Not started

Mastery = share of related questions answered correctly, weighted to recent attempts

TEST SCORE TREND

– SCORE · · TARGET 70%



RECURRING MISTAKES

4×	Coriolis vs pressure gradient	practice, test
2×	Jet streams left out of answers	written
2×	Rain-shadow side of the Ghats	tutor

DO NEXT

EACH FROM AN INSIGHT

Coriolis mistake, 4 times	**Rewatch the 4-min explanation**	Watch
Monsoon mastery at 44	**10 targeted questions**	Practise
Jet streams missing	**Rewrite answer with feedback**	Write
Climate notes, 3 days overdue	**Finish 20-min revision**	Revise

This week's plan **11 of 15 done**

ANSWER EVALUATION

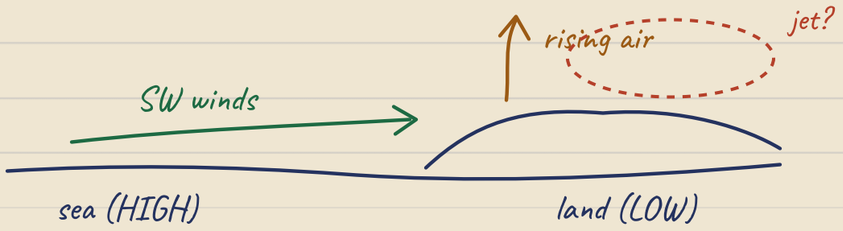
FOR TEACHERS

Handwritten answers, *marked in minutes.*

Learners upload written answers. Teachers review suggested marks and feedback instead of grading from scratch.

Q. Explain the mechanism of the Indian monsoon. (10 marks)

The Indian monsoon is a seasonal reversal of winds. (1) In summer the land of north-west India heats much faster than the Indian Ocean, so a low pressure area forms. (2) The ITCZ shifts north and the south-east trade winds cross the equator and become south-west winds. These moist winds give rain to most of India from June to September. (3) In conclusion, the monsoon is very important for agriculture. (4) ^



Scanned · Priya · Climate test · Page 1

Marking breakdown

4.5 / 10

①	Differential heating	2 / 2
②	ITCZ shift, wind reversal: why the winds turn is missing	1.5 / 3
③	Conclusion is generic; diagram unlabelled	1 / 3
④	Jet streams, Tibetan plateau: omitted	0 / 2

IMPROVE NEXT TIME

Add one line on the westerly jet moving north of the Himalayas, and sketch the two monsoon branches.

TEACHER REVIEW

Suggested 4.5 → adjusted to 5. “Credit the ITCZ point more.” The teacher approves before Priya sees it.

✓ Approve & release Adjust marks

BATCH INSIGHTS

FOR TEACHERS

See where each batch is *stuck.*

Topic-level insight for faculty, with the evidence behind every alert and an action one tap away.

GS Geography | All batches | Last 30 days | ILLUSTRATIVE



Monsoon · Batch B3

- Top doubt: why winds turn after crossing the equator
- Wrong answers cluster on “pressure gradient”
- 38 students missed it two or more times

B3 MONSOON ACCURACY · 4 WEEKS



SUGGESTED ACTIONS

Schedule a recap on Coriolis and the monsoon	Schedule
Assign mentor support to the 38 students	Assign
Push a 4-min explainer to Batch B3	Send

ACADEMIC VISIBILITY

FOR ADMINS & L&D

Course and batch health *at a glance.*

Completion, engagement, results and content status across every batch — for academic and L&D leadership.

Course completion	Weekly active learners	Average test score	Doubts answered by tutor
61%	74%	58%	3,240

BATCHES · GS GEOGRAPHY

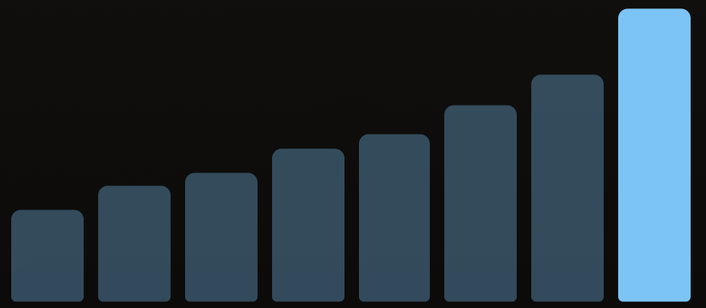
ILLUSTRATIVE

BATCH	LEARNERS	COMPLETION	ACTIVE	AVG SCORE	STATUS
B1 · Online Hindi	420	68%	81%	63%	On track
B2 · Online English	380	59%	72%	57%	Watch
B3 · Offline centre	410	52%	66%	51%	Needs support
B4 · Weekend	260	64%	77%	60%	On track
B5 · Foundation	310	57%	70%	55%	Watch
All batches	1,780	61%	74%	58%	

CONTENT REVIEW

42 approved · **6** in review · **1** flagged

TUTOR USAGE · 8 WEEKS



Doubts asked per week, all batches

The experts you can't afford to *lose.*

A few people in every organisation hold the real manual in their heads. BeOrigin keeps it — and lets anyone ask.

CE — **Chief engineer**
22 years at sea
RETIRING IN EIGHT MONTHS

SL — **Senior sales lead**
11 years, top of the board
PROMOTED TO HEAD A REGION

PL — **Project lead**
4 years on the account
ROTATING OFF NEXT SPRINT

Chief engineer's clone · 22 years at sea · demo

English | Hinglish

The gauge reads normal, but pressure dropped twice in an hour. Do I carry on?

Don't trust it. Two drops in an hour? Go to the valve first. I've seen a stuck needle hide a leak for a whole watch.

FROM THE INTERVIEW · SOP 4.2 · PAGE 12 · SCENARIO: WHEN GAUGES LIE · ▶ HEAR IT · 0:13

And which alarms can I safely silence on night watch?

USE CASES: Crew readiness · Sales onboarding · SOP changes · Project handovers · Compliance refreshers · New-hire ramp-up · Shift handovers · Classroom tutoring

Every answer is built from the expert's own words and your documents

NEXT STEP

WORKING TOGETHER

Start with one *pilot.*

One course, batch or team. Agreed content, agreed measures — and a clear read on value before you scale.

YOU BRING

- Your expert — one conversation
- Course or training content
- Academic or SME review
- Learner access

TOGETHER

Personal learning support
Faster feedback
Clear academic visibility

CWI STUDIO BRINGS

- BeOrigin: AI tutor & narrated lessons
- Learner memory & adaptive tests
- Dashboards for every role
- Setup, integration & support

PROPOSED PILOT

One course, batch or team · agreed content · agreed evaluation criteria

MEASURED TOGETHER

- Learning improvement
- Useful doubt resolution
- Adoption
- Delivery cost

TALK TO US

EMAIL aniket@cwistudio.in

CALL Book 30 minutes ↗

WEB cwistudio.in