

**[Tagline]**

Learn *while* you work

**[Claim]**

Uplevel data science skills with an AI learning partner that delivers micro-lessons tailored to each task at hand.

**[CTA Button]**

JOIN US TODAY

*The Problem*

An upskilled workforce is **crucial** to stay *competitive*. Technologies like data science and AI allow for companies to **optimize** their staff, processes, and decision-making *when leveraged properly*. But these capabilities are continuously **evolving**—and without **the right tools**, it's hard to keep up.

Current e-learning platforms are disruptive and cumbersome. Employees **prioritize** tasks over learning, often seeing them as two **competing** activities. Your team *wants* to master new skills to **improve** their work, but they simply don't have the time. In today's workscape, learning has to be on-the-job and **task relevant**.

*The Solution*

Quick and Effective Upskilling, Backed by Science

- **On-demand data science lessons to keep up with perpetually changing needs:** In a data-centered world, businesses need their teams to functionally understand the data and use those insights to improve company performance. Data science skills require technical expertise, and we're here to help your team acquire it.
- **Just-in-time relevance to immediately showcase your new skills:** Bobolink provides busy professionals upskilling opportunities *within* their tasks, so employees don't have to schedule training that takes time away from work. Because these lessons are task-relevant, users are able to apply their learning—and progress—immediately.
- **Micro-lessons to help busy people find the time:** Microlearning is packaged and delivered in ways that promote real retention. Rather than a single exposure to vast amounts of information, learners get repeated exposure and on-demand access to educational content. Time isn't wasted on material they already know, or irrelevant lessons that don't pertain to their job.

## How It Works

### BITE-SIZED LESSONS TO HELP YOU STREAMLINE YOUR PROCESSES

Our AI-powered companion nudges upskilling opportunities **right when you need them**. Bobolink is **user-friendly**, **intuitive** and custom **curated** for your teams. Just-in-time learning ensures an *uninterrupted workflow*, so you can keep doing what you do best—and do it **better**.

## Our Responsibility to You

We center Responsible AI and Social Equity in collaboration with [AEQUITAS](#), a third-party research lab at Teachers College, Columbia University.

Bobolink is committed to the use of technology for equitable outcomes in a world that reflects real people. We take your privacy seriously and user data is *never* sold to third parties. We know the power of AI can usher in a more just future when utilized fairly, with nuance, and the utmost care.

## Awards

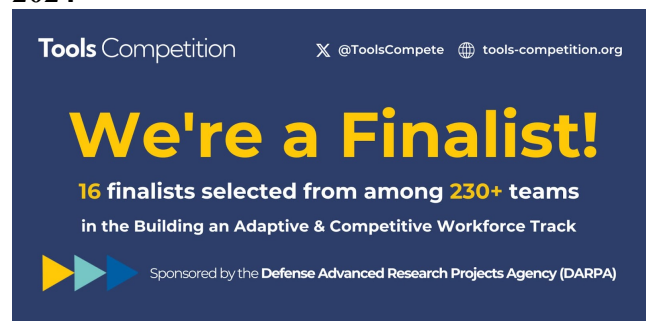
### [New York City Regional Business Plan Competition 2024 \(NYBPC\)](#)



*Category: Learn, Work & Live*

*First Place: Bobolink, [Teachers College, Columbia University](#)*

**[Tools Competition](#) Sponsored by Defense Advanced Research Projects Agency (DARPA) 2024**



## About Us

*Our Story*

Founded by three academics with a desire for change, Bobolink is a strategic remedy to an ailing system. Nicole and Joe met during their Master's in Learning Analytics at Columbia University. Fortuitously, they connected with Software Engineer Jacq who was on a quest for meaningful work. Together, they've developed Bobolink to offer something entirely new—a tool that democratizes knowledge to reach real people everywhere.

**Joe Olson** is a charter school graduate, education enthusiast, and lifelong scholar who went on to earn his PhD in physics. He taught, studied, and kept an eye on the changing world of education. While watching technology outpace academia, Joe spotted a missed opportunity in properly using these tools to deliver fast, cheap, and effective education for all.

**Nicole Pochinki** hails from Argentina and was educated in the United States where she performed research on the science of learning. She later applied this expertise to the EdTech industry with vocational training for immigrant learners, but noticed a profound lack of innovation or success in the industry's available options. Nicole made a commitment to changing the tides.

**Jacq de Beer**'s penchant for startups made him the perfect partner for their team of two. After many years of schooling and disillusionment with the tech world, he sought a purpose-driven role. Originally recruited as an engineer, Jacq's background in B2B and Enterprise SaaS provided a framework that brought his new collaborators' vision to life. We understand education and how humans learn. We're a nimble, growing team led by neuroscientists and engineers. Bobolink is part of a mission to provide *everyone* with the right tools for success.

JOE - PHD HARVARD UNIVERSITY

NICOLE - MS COLUMBIA UNIVERSITY

JACQ - BA PITZER COLLEGE, BS COLUMBIA UNIVERSITY

## Contact

[team@bobolink.ai](mailto:team@bobolink.ai)

## [Socials]

## Waitlist

*Get Started Today*

## JOIN A SELECT GROUP OF FORWARD-THINKING COMPANIES

By becoming an early adopter, your organization will gain a competitive edge using our innovative beta features at cost—that means a chance to influence upcoming developments so Bobolink can launch *your* team into the future.

*Why Join Now?*

- **Competitive Advantage:** Use big data effectively to upskill your teams and maximize their potential, outsmarting the competition.
- **Lead the Change:** Your feedback drives how we continue to develop, and we're determined to innovate based on your teams' real needs.
- **Tailored Support:** Make the most of our customer service and customization that solves your specific inquiries.

*Ready to Transform Your Organization?*

[Join our Waitlist] or [Contact Us] to learn more about becoming an early adopter.