



Meet Sidekick: build top-tier learning experiences 80% faster with AI →

BASED ON LEARNING RESEARCH AND AI FROM:

Stanford



What is Arist?

- **The world's leading microlearning tool** — backed by behavior change, retention, and performance research
- Easily create and deliver interactive microlearning, pathways, and comms **directly in Slack, Teams, and SMS**

BACKED BY RESEARCH FROM:

Stanford



TRUSTED BY LEADING TEAMS:

Baxter

servicenow



intel



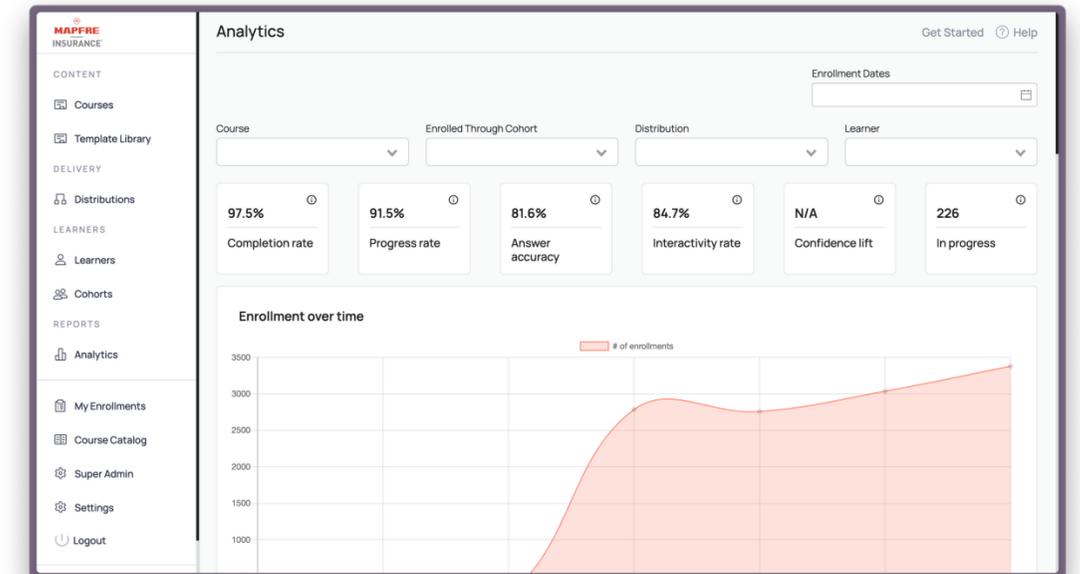
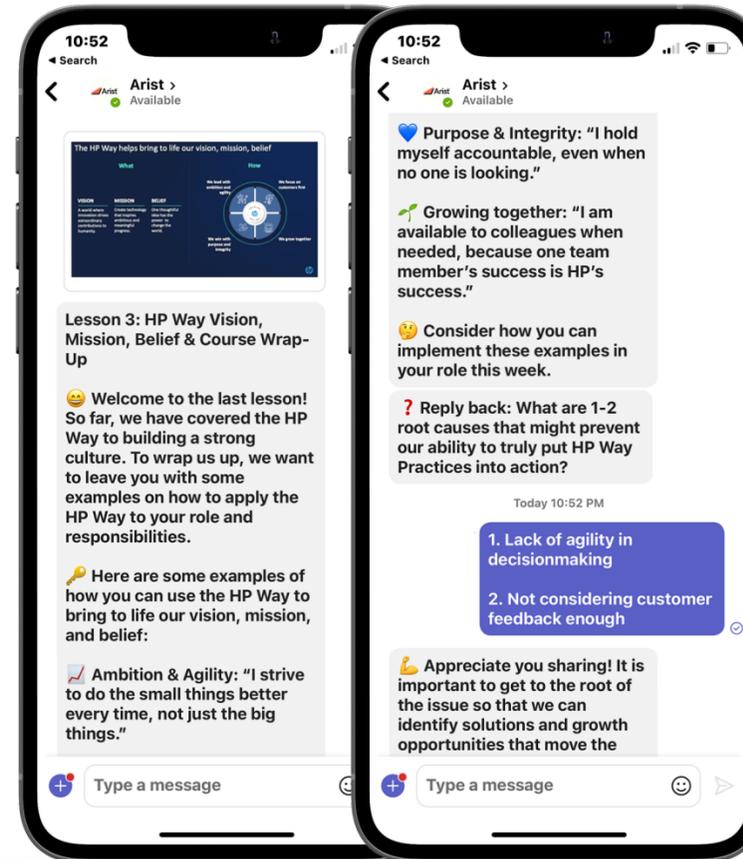
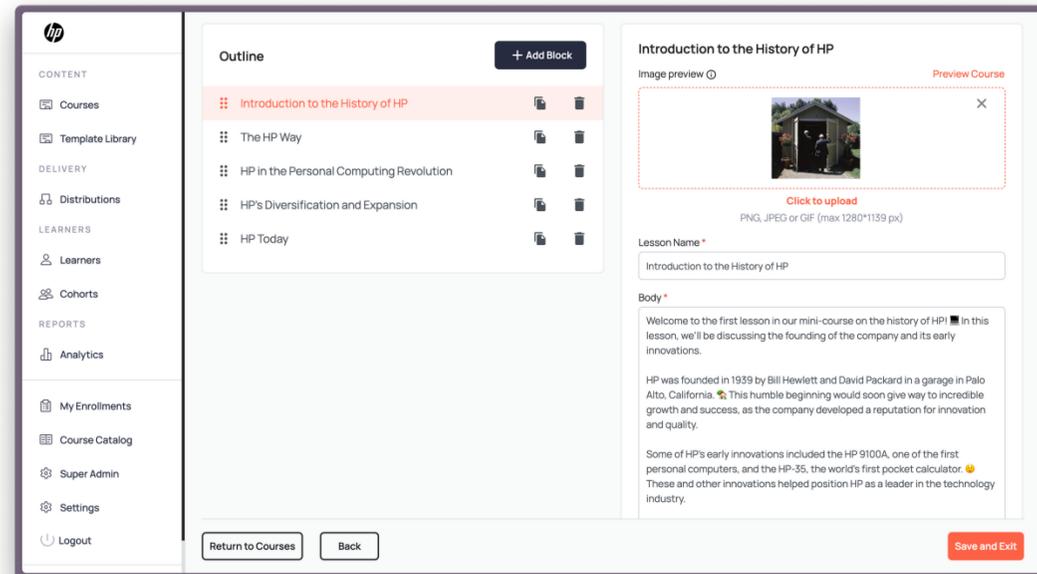
amazon

**DuPont
Sustainable
Solutions**

cruise



How it works



1. Build

- Build your own or let us help
- **Add media, quizzes, links, etc.**
- 75+ customizable courses

2. Deliver

- Push to the right cohorts
- QR, link, code, or catalog opt-in
- **Intelligent recommendations**

3. Measure

Built-in confidence tracking

- Integrate with HRIS and LMS
- Auto-compliance + reminders

Our course model

- 1 Media file
- 2 Core content
- 3 Questions or exercises
- 4 Instant feedback
- 5 Follow-up content

Inspired by leading research

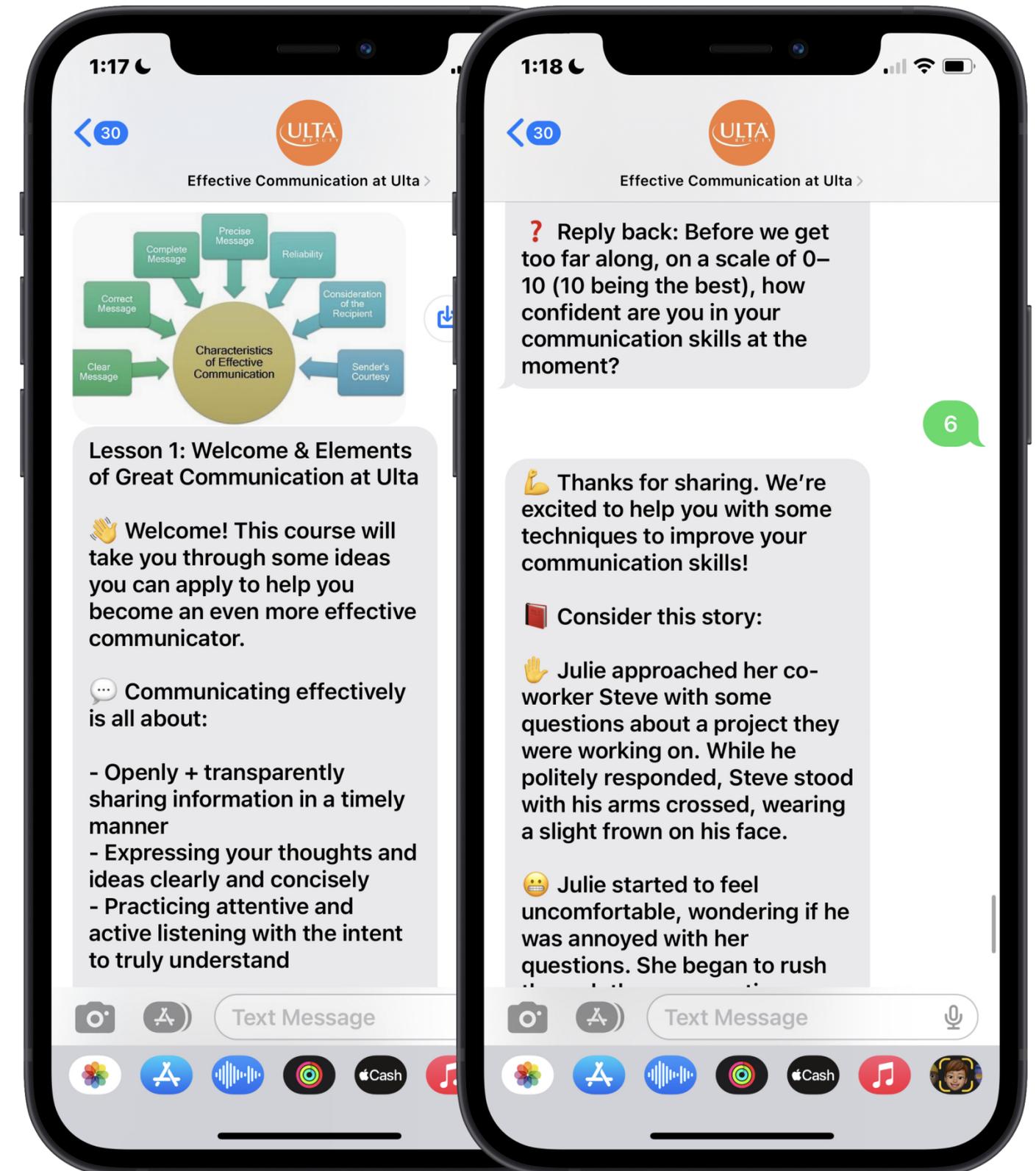
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HARVARD
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Penn
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What is Sidekick?

The world's first course creation AI.

We trained OpenAI's GPT on our proven message-based learning model to create an automatic course builder.

Today, it takes >40 hours to create one course.

Sidekick makes that 10 minutes, saving L&D teams thousands of hours per year.



EXAMPLE

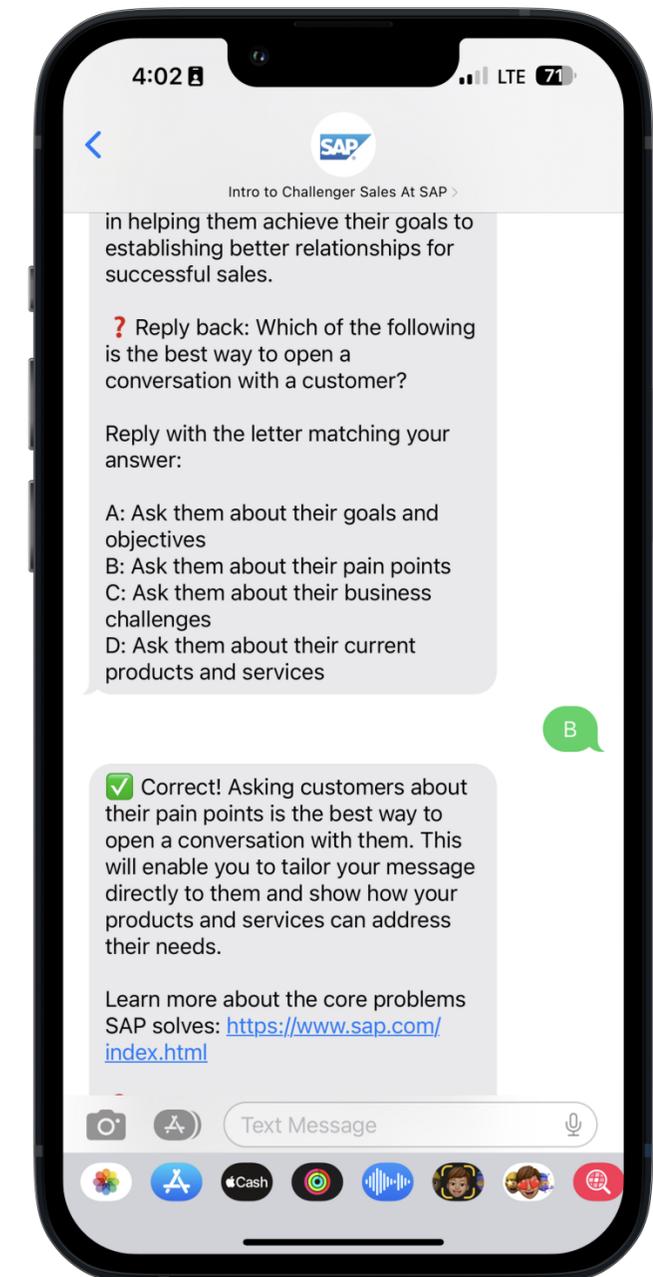
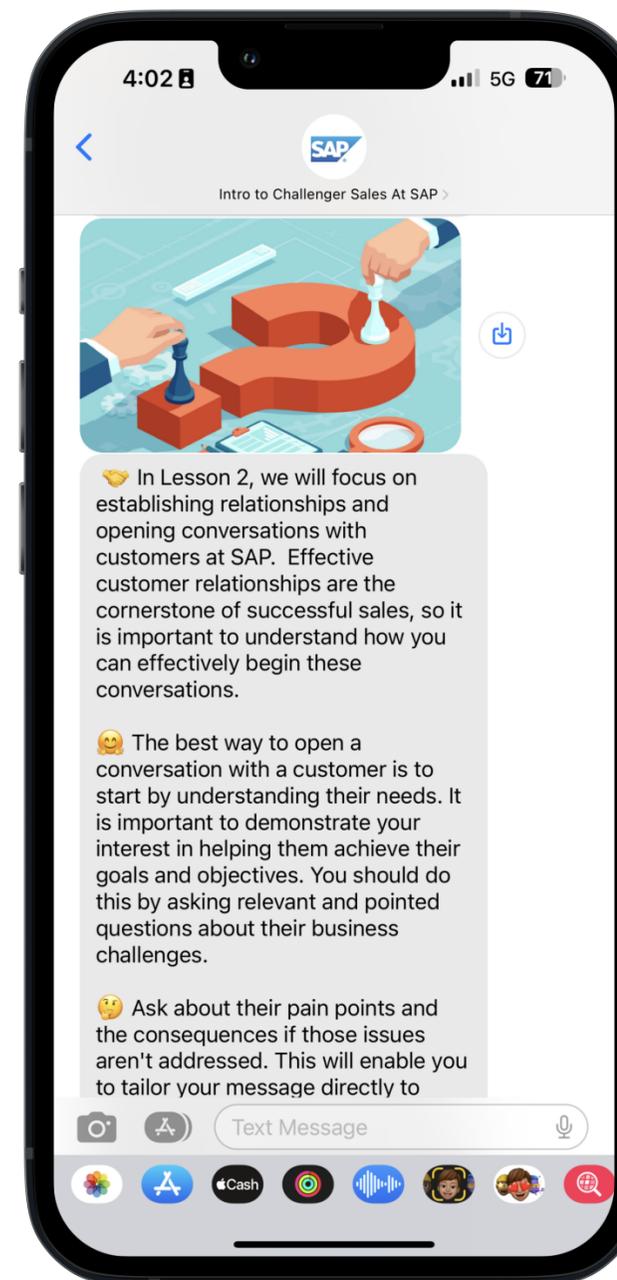
Intro to the Challenger Sales Methodology at SAP

How Arist helps: rapidly deliver bite-size courses on the challenger sales method to all SAP salespeople via Teams and SMS.

Target outcome: 10% increase in ability to apply the challenger sales methodology to their daily jobs without spending hours of training on an LMS or VILT.

What the experience looks like →

This course was generated by Sidekick, Arist's built-in AI course creation assistant.



How to use Sidekick: Best Practices

Sidekick pulls from information from all over the web to generate course content, so your team will still need to review and edit it to ensure accuracy.

- Include relevant images or GIFs
- Ensure the content is aligned and relevant to the topic, and verify for contextual clarity
- Make sure the content is grounded in specific context & relevant examples to learners
- Cut out any repetetitive language and consolidate for simplicity

Learn how to use Sidekick: arist.link/sidekick-guide

Let's try it out!

Demo walkthrough:
arist.link/sidekick-demo

Let's compare time spent on building & taking longform L&D courses versus message-based courses built on Arist + Sidekick:

Longform L&D course creation timelines

Average hours to completion (hours)

67

Instructor-led (classroom)

55

Instructor-led (virtual)

177

Moderate engagement level
(games, activities, simulations)

Average module length (minutes)

23

Instructor-led (classroom)

25

Instructor-led (virtual)

20

Moderate engagement level
(games, activities, simulations)

Message-based microlearning course creation timelines

Average hours to completion (hours)

2

AI drafted, human edited

8

Human edited

Outcomes via daily lessons in messaging apps (5 minutes a day)

90%

learner satisfaction rate

95%

lessons opened in 3 minutes

30%

confidence lift in performing role

Business impact of using Sidekick

Time saved for employees

133,000 employees

Total number of training hours: 40 hours / year
Average time saved with Arist: 4 hours / year
Total time saved: 532,000 hours
Average all-in hour rate: \$27

Total estimated time savings: \$14,364,000 / year

Resources saved for L&D team

40 courses developed per year

All-in cost to develop a course today (~40 hours of coordinated work): \$8,000
Total all-in cost to develop a course in Arist (using Sidekick): \$1,000

Total estimated cost savings: \$280,000 / year

Tools removed

Miscellaneous content libraries

LinkedIn Learning, Udemy, Franklin Covey

Total estimated cost savings: \$2,970,000 / year

A look into the future with AI

Sidekick by Arist (✓)

AI-developed courses and nudges based on core outcomes (OpenAI partnership)

Goal: faster custom course creation

Automatic content conversion

Translate your existing content in SCORM, PPT, PDF or Video format into message-based courses in minutes.

Goal: make your learning more effective

Customize Sidekick to your organization

Generate for your employees by training Sidekick on proprietary information.

Goal: save time on learning operations

Intelligent learning

Automatically recommend and surface personalized learning experiences for employees to meet their unique needs.

Goal: meet employees' real-time needs

Key Takeaways

- Sidekick gives your learning team superpowers by helping them build courses much faster
- It works for any type of foundational, action-oriented training and any corporate audience: from onboarding and leadership development for managers, to customer service training for frontline workers
- This is just the first step in how we will use AI to help learning teams be more effective
- AI will help us drive more real-time, dynamically generated experiences for learners

Generate your own course using Sidekick:



Thank you!

If you'd like to use **Sidekick** in your organization, request a demo here: arist.link/demo

Customers: please reach out to your client success manager for Beta access!

Additional resources:

- Read our white paper: arist.link/whitepaper
- Try an Arist sample course: arist.link/trial

Contact: maxine@arist.co

Appendix: FAQ

How can I use Sidekick in my organization?

Use Sidekick in our product to generate courses and then edit the content right in our course builder.

You can then use Arist to launch it to any audience over SMS, Slack or Teams.

What does the set-up process look like?

Platform set-up takes 5 minutes, followed by a concierge onboarding.

SSO, Teams, and Slack integrations are designed to be 1-click, pending your IT team approval.

When should I use Sidekick?

Use Sidekick to generate a course draft for any type of corporate learning, then edit.

Arist's Content Library is filled with 75+ highly curated courses that are fully built out and ready to be delivered.

What are Sidekick's current limitations?

Sidekick helps your team build courses, but it doesn't replace a learning designer's job completely.

You'll need to check for accuracy, provide deeper context where lost, and ensure it's customized for your audience.



Built with enterprise security and full wage & hour compliance, even on personal devices.



Arist supports 100+ languages and our course experience is fully WCAG/ADA-compliant.

Appendix: Use Cases

Nuanced, collaborative

ILT/VILT

Cultural onboarding

Exec. development

Team building

Complex situations

Complex, very in-depth

LMS/LXP/VR

Technical training

Product training

Tool training

1:1 coaching

Action-oriented, continuous, fundamental, **at scale** (80%)

Slack, Teams chat, SMS [Arist]

Pre-boarding

Foundational DEI

Compliance

Wellness

Func. onboarding

Core people skills

Leadership basics

Cybersecurity

Re-boarding

Career dev.

Future skills

Customer service

Appendix: Arist vs. other delivery methods

Example: **Coaching for Managers at Intel** (optional experience for ~250 learners)

LMS course + LXP pathway

Format: 2-hour long SCORM experience + LXP pathway with additional articles and resources

Time to create: 40 hours

Limitations: inaccessible without accessing the LMS or an app, limited long-term retention and data capture

Outcomes: ~20% adoption and completion, low satisfaction rates, no trackable confidence lift (short-term or long-term)

VILT experience

Format: 3 hour-long live sessions via Zoom (30 min. lecture, 30 min. group work each)

Time to create: 30 hours + facilitation

Limitations: requires live facilitation and time blocks for busy managers, limited individual feedback and follow-up

Outcomes: ~50% adoption, high satisfaction rates and engagement during session, no trackable long-term confidence lift

Arist course

Format: one interactive lesson/day via SMS or Teams over 2 weeks (5 min. per day)

Time to create: 8 hours

Limitations: no collaborative experience for learners

Outcomes: >90% adoption and completion (content was pushed + automated reminders), **85% satisfaction, 30% lift in confidence in skill**