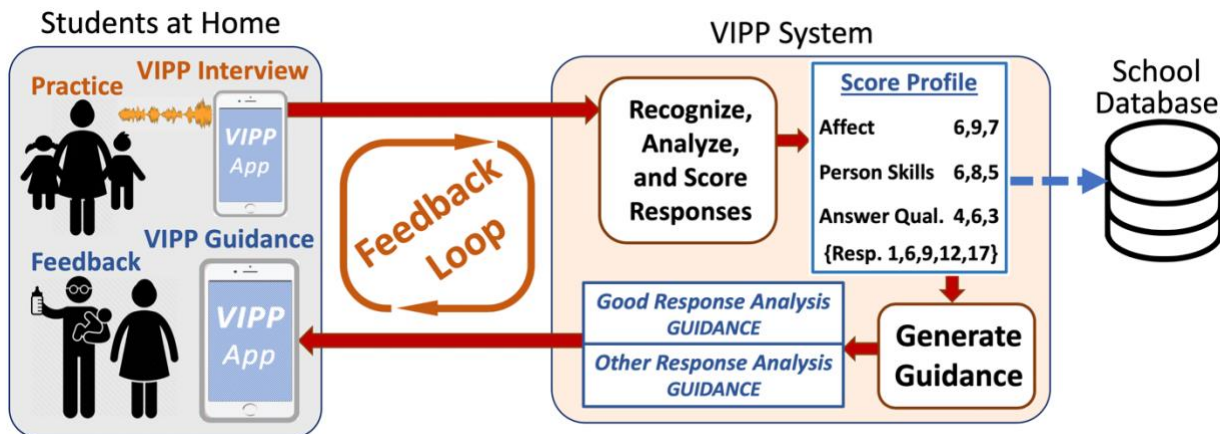


Virtual Interview Practice Profiler Product Concept



Virtual Interview Practice Profiler (VIPP) will empower first generation college students to practice and improve hard-to-measure skills that employers value.

AMI is developing the Virtual Interview Practice Profiler (VIPP) to empower first generation college students to practice job interviews and receive guidance from a virtual coach on how best to illustrate their grit and ambition. VIPP will meet students where they are—on their mobile devices—offering 15-minute practice interviews whenever they like. Students will receive immediate, actionable feedback on how to share their stories to demonstrate their communication, collaboration, and problem-solving skills in ways that employers value.

VIPP uses spoken language technology within interactive task simulations, including situational judgement tasks, built and validated by AMI with National Science Foundation funding. VIPP extends and refines the *Profile of Attitude, Communication, Energy, Skills* (PACES) prototype, which is available on the Apple App store as an unscored demo: search for “AMI PACES” and download the app, enter your email, and use the password: *8/partner*. While the PACES demo will not provide guidance or feedback, it will give a feel for the simulated interview experience.

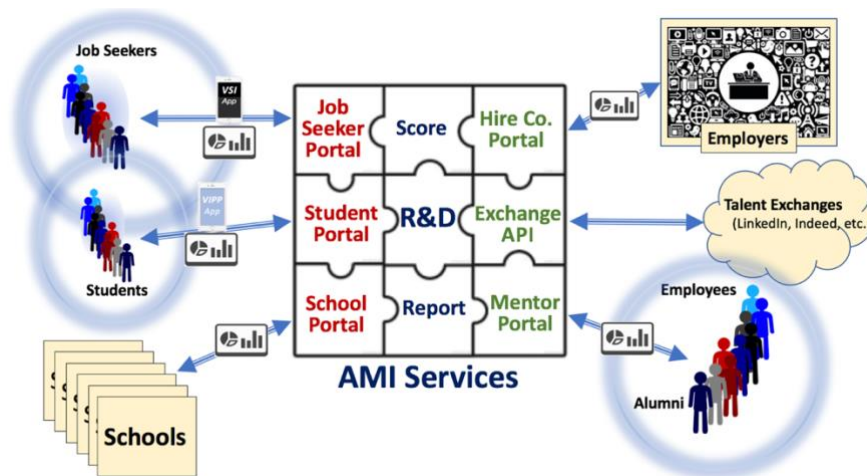
To transform PACES into VIPP running on both iOS and Android, AMI will:

- Design and implement a Guidance interface with video feedback and model audio examples that reference the student’s own answers, then enlist first generation students as beta users.
- Refine the Interview and Guidance interfaces based in part on students’ in-app feedback about which elements are confusing and which are most helpful.
- Refine and extend algorithms that automatically score spoken interview responses and generate guidance on communication, collaboration, and problem-solving skills.

AMI’s initial focus is on building out VIPP for first generation students in colleges and workforce training programs that partner with community colleges. While AMI sees the value of VIPP as a broad-based tool, applicable to all students and job seekers, there are specific societal benefits for first generation students and graduates:

- VIPP empowers students who are often underrepresented in certain professions to independently practice interview and other non-academic skills.
- VIPP helps reduce barriers to opportunity and attainment for underrepresented students.
- VIPP helps refine or redefine *career readiness*. AMI will use this opportunity to engage students, colleges, training programs, and employers to shape, articulate, and measure important non-academic skills.
- VIPP provides longitudinal data to colleges on their students' non-academic abilities, which the schools can then use to design and improve career readiness initiatives.

Ultimately, VIPP will serve and support an ecosystem of 1) individual students, adult learners, and job seekers, 2) higher education institutions and career-technical education programs, as well as 3) employers, online talent platforms, and job recruitment and placement organizations. As illustrated below, this ecosystem will be designed around the shared goal of empowering ALL learners and jobseekers to pursue their desired careers.



AMI's Virtual Interview Ecosystem (the "VIPP" network)

About Analytic Measures Inc.

Analytic Measures Inc. (AMI) is a small, employee-owned education startup that applies strong data science and advanced technologies to accelerate learning. Our team of 10 includes native speakers of six languages, hailing from three continents. We share a passion for creating tools to improve literacy and communication—the uniquely human skills that all learners need to make progress in school and at work. Team AMI brings extensive experience in artificial intelligence, education, psycholinguistics and psychometrics to design and build automated performance assessments. At AMI, we collaborate with educators around the globe to optimize new technologies to empower learners. Learn more at www.analyticmeasures.com and if you're interested in partnering with us on VIPP, please contact Shilpi Niyogi (shilpi.niyogi@analyticmeasures.com).

