

Overview:

|  |  |  |  |
| --- | --- | --- | --- |
| **Revenue** | **Employees** | **Customers** | **Market Share** |
| [$16.9 million](https://www.zoominfo.com/c/riiid-inc/415278448) | [117](https://www.linkedin.com/company/riiidglobal/) | [B2B & B2C](https://tracxn.com/d/companies/riiid/__pqoPhGYH9XYXcryODQnsFG5yg8mCimI_Ock63-hQrfQ) | 4 million+ ([March 2022](https://www.kedglobal.com/newsView/ked202203110007#:~:text=The%20startup's%20first%20product%20is,in%20South%20Korea%20and%20Japan.)) |
| **Founded** | **Location** | **Website** | **Funding** |
| 2014 | Setup in: Seoul, South Korea  Present in: Asia, US, South America, Middle Eastern countries | [Riiid](https://riiid.com/) | [$250 million](https://techcrunch.com/2021/05/24/riiid-ai-education-softbank/) (Latest round $175 by SoftBank’s Vision Fund 2) |

Mission**:**

The company's mission is to empower learners through data-driven, scientific methods, helping them exceed their expectations and achieve ambitious goals.

# Description**:**

Riiid is a leading AI solutions provider revolutionizing education through cutting-edge technology. With a focus on global partnerships and a commitment to equal educational opportunities, Riiid's AI tutor solutions, like Santa for TOEIC, have already transformed learning experiences for over a million users in South Korea. Riiid has a team of 60+ top researchers and motion learning engineers who are developing technologies in knowledge tracing and answer correctness with the highest accuracy level. Riiid Labs, based in Silicon Valley, has 43 patents in AI based tools and features. Through their scalable AI technology, they are driving their expansion into new test areas and markets worldwide.

Social Media: [LinkedIn](https://www.linkedin.com/company/riiidglobal/) [Youtube](https://www.youtube.com/channel/UCGYKFQeq0792jmHiwaHS8vw) [Facebook](https://www.facebook.com/Riiidglobal/?locale=hi_IN) [Twitter](https://twitter.com/riiid_global)

Pricing:

[**Digital SAT®**](https://www.rtest.ai/3-day-study-plan/DSAT)

* 3-Day Study Plan: $90
* 7-Day Study Plan: $180
* Individual tests
  + Mini: $30
  + Full: $60

[**SAT ®**](https://www.rtest.ai/3-day-study-plan/SAT)

* 3-Day Study Plan: $45
* 7-Day Study Plan: $90
* Individual tests
  + Mini: $15
  + Full: $30

[**ACT ®**](https://www.rtest.ai/3-day-study-plan/ACT)

* 3-Day Study Plan: $45
* 7-Day Study Plan: $90
* Individual tests:
  + Mini: $15
  + Full: $30

[**PSAT/NMSQT**](https://www.rtest.ai/exam/PSAT)

* Mini: $15
* Full: $30
* Plus+: $45

Products and Services:

[R.test](https://www.rtest.ai/):

* R.test is an AI-powered diagnostic test platform developed by Riiid. It is made to quickly and accurately evaluate students' test-taking techniques and knowledge.
* It uses AI to adapt the difficulty of the questions to each student's individual ability level. This ensures that each student is challenged at the appropriate level and that the test results are accurate.
* It offers students individualized performance feedback. This feedback can pinpoint areas that need work and create a customized study schedule.

[AI English tutor Santa](https://www.aitutorsanta.com/):

* Riiid has released the largest publically available AI education dataset through a data platform called EdNet, which consists of more than 1.3 billion interactions collected from more than 780K students.
* AI tests only the parts where the user is likely to be wrong and offers a personalized path to improve the user's weaknesses through content and lecture recommendations.
* It updates the user's current score on TOEIC as they improve and enables them to view their learning history for effective review.
* It offers multilingual support in languages like Chinese, Japanese, Korean, Thai, and Vietnamese.
* They have integrated ChatGPT into their platform, which expands the range of questions users can ask.
* It has a proprietary deep learning transformer-based assessment model that can determine a user's probability of making correct/incorrect answers and in-time problem-solving.

AI-Based features:

* It assesses a learner's knowledge level and skills based on the interaction data and metadata.
* Patented a deep learning model to predict users' drop-off probability and offer personalized motivation, boosting performance and providing incentives to users.
* It has a recommender designed to identify a user's vocabulary level and suggest new words to fill in their knowledge gaps.
* It models a learner's knowledge level by predicting their ability to solve unsolved questions.

NLP-based features:

* A passage scoring system that can grade long passages based on a specific grading rubric (language learning, rhetoric, case study, etc.)
* Assessment questions can be automatically generated in multiple formats based on natural language.

Computer Vision-based features:

* It has core algorithms to extract information from images of mathematical problems through Metric Learning, Multi-Modality, and Self-Supervised learning and can find the most similar problem in the database.
* It can generate similar mathematical problems using Vision Core and Auto Tagging to increase the diversity and quantity of problems for users to practice.

[OE Saber](https://youtu.be/b5i0d1-n1_Q?si=BmW-W-XMYyiK_VNh):

* AI-powered app for Colombian high school exit preparation
* The app provides personalized learning experiences for five different subjects – Critical reasoning, Maths, English, Social studies, and Neural science.
* It can help you predict your scores for tests.
* It helps you to identify your weaknesses. ([Student Testimonials](https://www.youtube.com/watch?v=b5i0d1-n1_Q))

[Riiid for Classroom](https://youtu.be/-dGxhRjy-Ns?si=9mSQVr747OfU9pBn):

* It assists teachers in producing quizzes using AI in three simple steps.
* Riiid's AI analyzes real-time data and assesses students' level of mastery.
* It provides teachers with data-driven insights into their students' learning. This information can be used to improve lesson plans, identify areas of focus, and track student progress over time.
* Riiid for Classroom can be easily integrated with any Learning Management System (LMS). This allows teachers to use Riiid for Classroom quizzes and insights within their existing workflow.

Founder’s Profile**:**

* [Young-Jun Jang](https://www.linkedin.com/in/yj-young-jun-jang-6b4a3111/): Founder & CEO, Riiid. He did his BS in business administration from UC Berkeley. He also co-founded a digital storytelling platform called Tapas Entertainment. He has experience in software development and digital marketing in the past.
* [Jaewe Heo](https://www.linkedin.com/in/jaewe-heo-3503044a/?originalSubdomain=kr): Co-Founder & Principal Software Engineer. He was responsible for developing Riiid’s AI tutor for English Learning, Santa and is an all-round developer. He has experience in server, web, android and iOS development. He did his bachelors and master's in computer science from Kookmin University.
* [MinSung Noh](https://www.linkedin.com/in/minsung-noh-0ba43a112/?originalSubdomain=kr): Co-Founder & Designer

Strengths**:**

* Product:
  + Riiid's patented vocabulary recommender system helps users expand their vocabulary and improve their language skills.
  + Riiid can predict user's drop-off probability, allowing Riiid to offer tailored motivation and incentives to keep users engaged and improve their performance.
  + Riiid can generate assessment questions in multiple formats using NLP, which helps facilitate efficient and diverse assessments.
  + Riiid models a learner's knowledge level by predicting their ability to solve unsolved questions. This provides an adaptive learning experience, tailoring the content to the learner's abilities and providing personalized feedback.
* Company:
  + Riiid has a strong team of AI researchers and engineers who have developed cutting-edge AI technology for the education industry and has 43 patents worldwide and 15 academic papers on its proprietary AI technology.

Weaknesses**:**

* Product:
  + Riiid's products and services can be expensive, especially for schools and districts with limited budgets.
  + Riiid might face problems with user acceptance and adoption, as some learners might be hesitant to adopt AI-powered solutions and prefer traditional methods.

Opportunities**:**

* Product
  + Riiid can expand its platform to support other tests, reaching a wider audience and helping more students achieve their academic goals.
* Company
  + Riiid can acquire other companies in the education technology industry to expand its product offerings and reach new markets. ([1](https://www.kedglobal.com/artificial-intelligence/newsView/ked202307050011))
* Customer
  + There is a growing demand for personalized learning in the education industry. This is an opportunity for Riiid to expand its market share and reach more students and teachers.

Threats**:**

* Product:
  + Riiid’s product and services heavily depend on just AI based technologies with no social involvement of teachers and peers which makes it less fun for the user’s learning experience.
  + All the assessment systems of Riiid are AI based which can cause unintentional biases leading to inaccurate evaluations and hinder the learning outcomes.
* Company:
  + Riiid should ensure the privacy and security of user’s data to prevent unauthorized access and potential misuse.