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Overview:

|  |  |  |  |
| --- | --- | --- | --- |
| **Revenue** | **Employees** | **Customers** | **Market Share** |
| [$448.8K](https://getlatka.com/companies/cognii)(2022) | 2-10 | B2B | N/A |
| **Founded** | **Location** | **Website** | **Funding** |
| 2013 | Boston, Massachusetts,  United States | <https://cognii.com/> | [Total Raised](https://www.cbinsights.com/company/cognii)  [$870K](https://www.cbinsights.com/company/cognii) |

Mission**:**

“Cognii's mission is to use advanced technology to enhance education quality and accessibility, creating a new, conversation-driven online learning experience for all stakeholders, including students, teachers, administrators, parents, and governments.“ [*(About)*](https://www.cognii.com/about#:~:text=At%20Cognii%2C%20our%20mission%20is,can%20lead%20to%20educational%20advancement.)

# Description**:**

Cognii is a leading AI-based educational technology provider for K-12, higher education, and corporate training. They collaborate with educational institutions to create innovative online programs, offering an award-winning Virtual Learning Assistant. This AI tutor engages learners in natural language conversations, providing personalized, adaptive learning. Students write and explain their answers, receiving instant feedback for concept mastery. Cognii's automatic essay scoring, validated through research and user satisfaction, enhances learning outcomes, reduces teacher grading time, and makes scalable, engaging education more cost-effective.[*(About)*](https://www.linkedin.com/company/cognii/about/)

Social Media: [Youtube](https://www.youtube.com/Cognii) [Twitter](https://twitter.com/cognii) [LinkedIn](https://www.linkedin.com/company/cognii)

Pricing:

Not provided by the vendor. The overall pricing model is based on different factors such as personalization, extra features required, total users, and deployment type.

Products and Services:

1. Cognii LEARNING PLATFORM
   * This platform is a convenient, standalone solution that seamlessly integrates the Cognii Virtual Learning Assistant for students and Cognii Analytics for instructors
   * Offers AI-based learning support, with 24/7 access to feedback and tutoring, straightforward course setup and login, no need for technical integration, and user-friendly content authoring templates.
2. Cognii Virtual Learning Assistant

* Personalized tutoring conversations with immediate scoring and feedback for open-response answers, focusing on higher-order thinking skills.
* Offers personalized coaching for improved understanding and continuous formative assessment.
* Successfully field-tested with a 95% student satisfaction rate, applicable across grade levels and subjects, powered by the Cognii Assessment Engine.

1. Cognii ASSESSMENT ENGINE
   * Utilizes AI for precise assessment of ideas in short written answers, powered by unique Natural Language Processing technology.
   * Evaluates deep understanding and critical thinking, delivering accuracy similar to human scoring.
   * Offered as part of a Virtual Learning Assistant or as a standalone tool, adaptable for various subjects and applicable from grade 3 and beyond.
2. Cognii ANALYTICS
   * Provides real-time insights for educators in the Cognii Learning Platform, offering high-resolution data for personalization and intervention.
   * Identifies knowledge gaps and mastery at the concept level, with graphical overviews at various levels (class, student, question, or specific concept).
   * Allows educators to review Cognii-student interactions, offers downloadable reports, and seamlessly integrates within the Cognii Learning Platform.
3. INTEGRATION OPTIONS
   * LTI integration option for most standard LMSes, ensuring compatibility.
   * Hassle-free quick start with Cognii's hosted solution or API-based integration for a seamless user experience.
4. **AI tools Used**
   * Employs Natural Language Processing (NLP) for personalized tutoring and immediate feedback.
   * Utilizes AI and NLP for highly accurate assessment of written answers.
   * Conversational AI technology is used to engage students in personalized tutoring conversations, with immediate scoring and feedback on written answers to open-response questions

[(Products)](https://cognii.com/products)

Founder’s Profile**:**

* [Dee Kanejiya](https://www.bing.com/ck/a?!&&p=9d520398d90c403fJmltdHM9MTY5ODAxOTIwMCZpZ3VpZD0xNWJkMzBjYS0wMTgyLTZjOWMtMTE2NS0yMzY1MDA1ZjZkNDgmaW5zaWQ9NTIyNw&ptn=3&ver=2&hsh=3&fclid=15bd30ca-0182-6c9c-1165-2365005f6d48&psq=dee+kanejiya&u=a1aHR0cHM6Ly93d3cubGlua2VkaW4uY29tL2luL2thbmVqaXlh&ntb=1) , the CEO and founder of Cognii, established the company driven by his passion for creating technology with a meaningful social impact. With 20+ years of expertise in AI, speech recognition, natural language processing, cognitive science, and education tech, Dee's background encompasses doctoral research in language modeling and intelligent tutoring systems. His notable contributions include the invention of the latent syntactic-semantic analysis method using tensor-based language representations. Before founding Cognii, Dee played essential roles at Nuance Communications and Vlingo Corporation, pioneers in virtual personal assistant technology for smartphones. Dee holds Master's and PhD degrees in Electrical Engineering, and he's dedicated to enhancing the accessibility and quality of education. As an innovation leader, he frequently speaks at AI in Education conferences.

[(other notable Business partners involved in Cognii)](https://cognii.com/team#:~:text=Dee%20Kanejiya%20Dee%20is%20the%20founder%20and%20CEO,developing%20innovative%20technologies%20with%20a%20real%20social%20impact.)

Strengths**:**

* **Product**
  + Very broad application(Cognii's solution is offered through an API, allowing it to be easily integrated with learning platforms including LMS and MOOCs, thereby expanding its reach)
  + Using advanced AI and NLP, Cognii offers open-ended assessment technology to evaluate essay-type answers.
* **Company**
  + Attracted investment from the National Science Foundation.
* **Customer**
  + The assistant is embedded with ongoing formative assessment and has a 95% student satisfaction rate in extensive field-testing.

Weaknesses**:**

* **Product**
* Cognii’s products and services are not available in all countries. They are primarily focused on the US market and have limited availability in other countries
* **Company**
* Cognii’s pricing model is not publicly available and can be expensive for some businesses and educational institutions.

Opportunities**:**

* **Product**
  + Add multilingual content to reach new markets and expand audience
  + With the increasing use of open-response questions in standardized tests, Cognii's tool can position itself as a valuable resource for students preparing for high-stakes exams.
* **Company**
  + Cognii can expand its business by expanding to other continents, such as Asia, Europe, and Africa. This would allow them to reach more students and teachers and help them improve their literacy skills.

Threats**:**

* **Customer**
  + The adoption of AI-driven education tools may vary by region and institution. Cognii needs to address potential adoption barriers.