

Who We Are & What We Do

At Stemuli, we're redefining how students learn and prepare for the future by integrating academic content and career readiness into an AI-powered video game. After a decade of co-designing with students, we've seen firsthand that engagement skyrockets when learning aligns with personal interests and career goals. Video games are the most powerful medium for blending fun and learning, and our AI-native game engine takes it even further with hyper-personalized, lifelong user journeys.

How We Think About Learner-Centered in Our Design Process

Understanding our learners is at the core of everything we do. We run co-design groups, incentivize student feedback, and continuously evolve our tools based on real-time user insights. By prioritizing learner interests, we've identified the missing engagement factor that traditional education lacks.

Accessibility is also Stemuli's non-negotiable in order for students to thrive—we adhere to Web Content Accessibility Guidelines (WCAG) and Web Accessibility Initiative (WAI) standards. Our multi-modal AI design ensures students always feel supported, across any device and platform, with a system that proactively adapts to their progress in real time.

Stemuli's commitment also doesn't stop at graduation. Our companion AI features—the Infinite Learning Loop and Intelligent Learning companions—extend beyond high school, offering continuous support as students navigate careers, evolving roles, and lifelong learning.



Why **Learner-Centered** is Important in Our Product

Stemuli's mission for students? Our product bridges the gap between education and workforce demands via gameplay and intricate game worlds hyper-personalized to the student. **By personalizing learning paths, we acknowledge that every student starts from a different place and needs tailored support to thrive.** At Stemuli, we're leaving the outdated one-size-fits-all model behind, helping students transform their learning from a passive experience into an active one. Students build confidence, resilience, and the critical skills needed to own their future.

“The kids are interacting with each other; they’re experiencing the math content on a more exciting level because they’re already in video games on a daily basis. So if we can kind of compete with what they’re already engaging with outside of the educational world—and bring that world into education—and [they] enjoy learning the math process, and get more into the content, and go deeper into the content... That’s what I really love about the game.”

— Whitney Bass, 8th grade math teacher, Alabama Destinations Career Academy