

BrawMind: Protecting University Revenue by Preventing Student Attrition



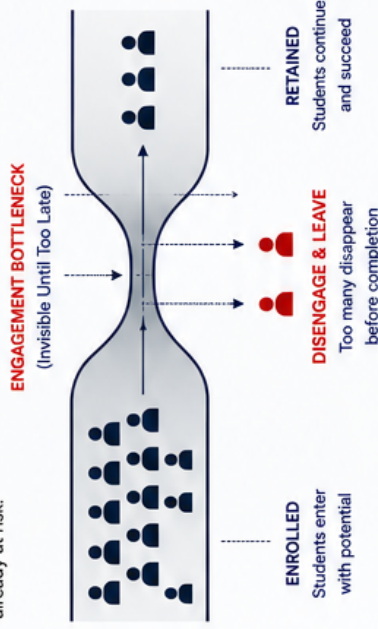
BrawMind

A low-cost, high-impact system that identifies disengagement early and prevents avoidable student attrition.

1 THE PROBLEM

A Structural Bottleneck in Student Retention

Disengagement builds silently. By the time it's visible, revenue is already at risk.

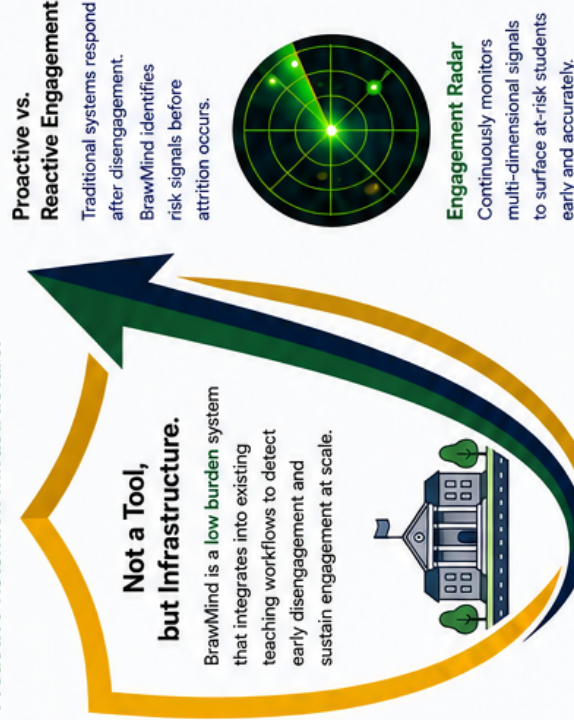


8-10% ANNUAL ATTRITION RATE

Sector-typical levels create a recurring multi-million-pound revenue risk for every institution.

2 OUR SOLUTION

Proactive Retention Infrastructure.



Low Burden. Maximum Impact.
Deployment takes less than 15 minutes per lecturer with no curriculum changes. Leverages existing credentials.



3 THE ROI

Clear economics. Proven impact.

Break-even at

1.3%

Just 1.3% retention improvement pays for the license.

That's 1 in 100.



£36

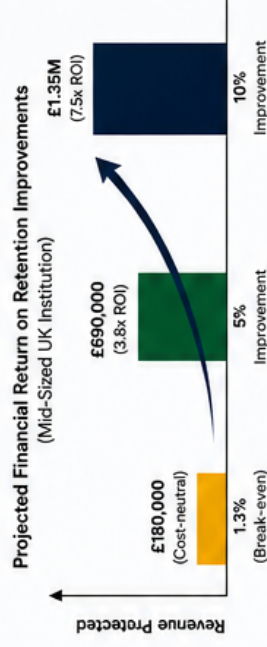
Per International Student / Year

Ultra-low cost insurance policy for your international student revenue.



SaaS Licensing (Risk Cohort)

Licensed only for at-risk international student cohort.



4 HOW BRAWMIND WORKS: A CONTINUOUS LEARNING ECOSYSTEM

1 Align & Prepare

Works with educators to align learning objectives, engagement priorities and support pathways.



2 Connect During Learning

Provides in-the-moment engagement supports and connection cues within teaching sessions.



3 Reinforce & Personalise

Delivers adaptive reinforcement, reflection prompts and personalised pathways between learning events.



4 Detect & Monitor

Institutional Learning Radar continuously detects disengagement signals and tracks engagement continuity.



5 Sustain Longitudinal Growth

Provides actionable insights to academic and support teams for timely, human-led interventions.



6 Measure & Improve

Outcomes data drives continuous improvement across teaching, support and institutional strategy.



5 TRUST, SECURITY & ETHICAL AI

Built for higher education. Built on trust.



Your Data Is Your Data
Content processed transparently, never used to train general AI models; developer contract forbids commercial reuse.



Enterprise-Grade Security
Built on Azure OpenAI with UK/EU data residency and role-based security.



Lecturer IP Protection
BrawMind makes no ownership claim over academic content; lecturers retain all rights.



GDPR-Compliant Architecture
Operates as a Data Processor under university instruction; values guaranteed 30-day deletion policy.



Ethical AI by Design
Transparent, fair and accountable AI – aligned with university values and regulatory standards.