

from
○ sms to social
print to epub
email to eCommerce
classroom to eLearning

and LMS to see what's next, we are a
Centre of Content Excellence.

alphabet
factory®

★alphabet
factory®



About Us

About Alphabet Factory



PORTFOLIO.

We're writers, directors, strategists, and great chit-chatters.

The founders have over two decades of experience in the content industry, producing exciting experiences that we are proud of and for folks that we believe in.

We develop and deliver high quality, organized, organic, SME Driven Content.

af Alphabet Factory

Using year-over-year development methodologies and adapting the best market practices, we will ensure that your new requirement will be achievable, accessible, and help you build a 100x product. We're a growing team of experts and thought leaders full of personality minus ego. We're the wearer of many hats dedicated to helping companies like yours grow.

We help in creating an immersive learning experience – anytime and anywhere



Quick Query?

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statistics

Project by the numbers

300+
Full-Course
Publication

We developed 300+ full-time courses for corporates, universities, colleges, and schools across the globe.

406+
Subject Matter
Experts

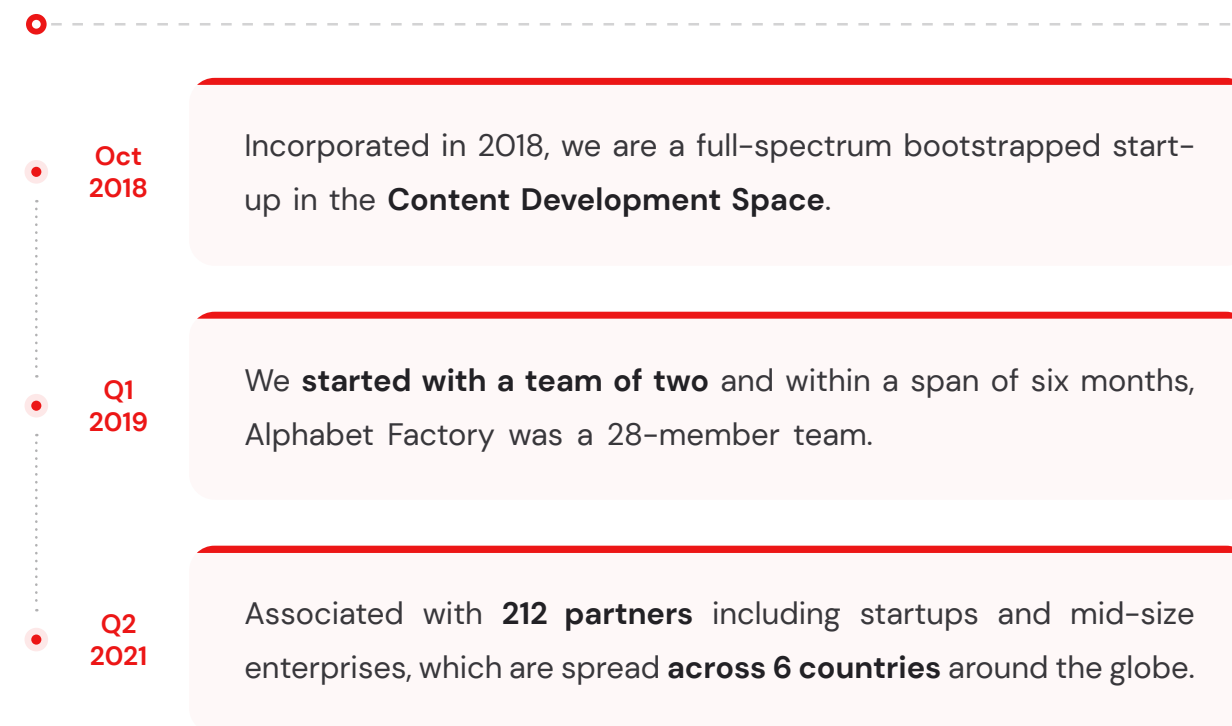
Our courses and content is curated by industry practitioners, and subject matter experts (SMEs).

1345+
Labs as
Service

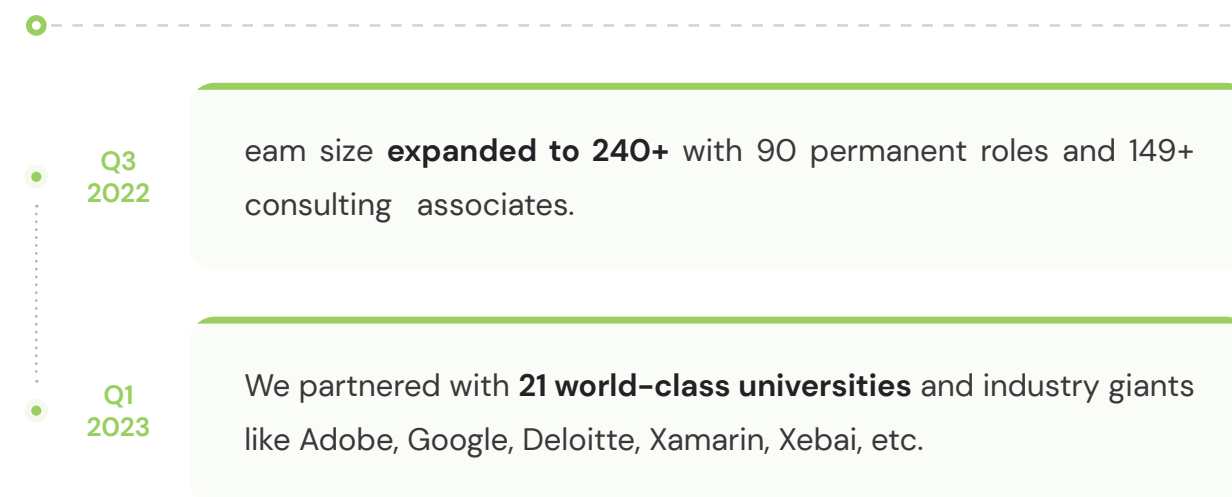
We have more than 1345 virtual labs for multiple subjects and training which are driven according to the competency of the student.



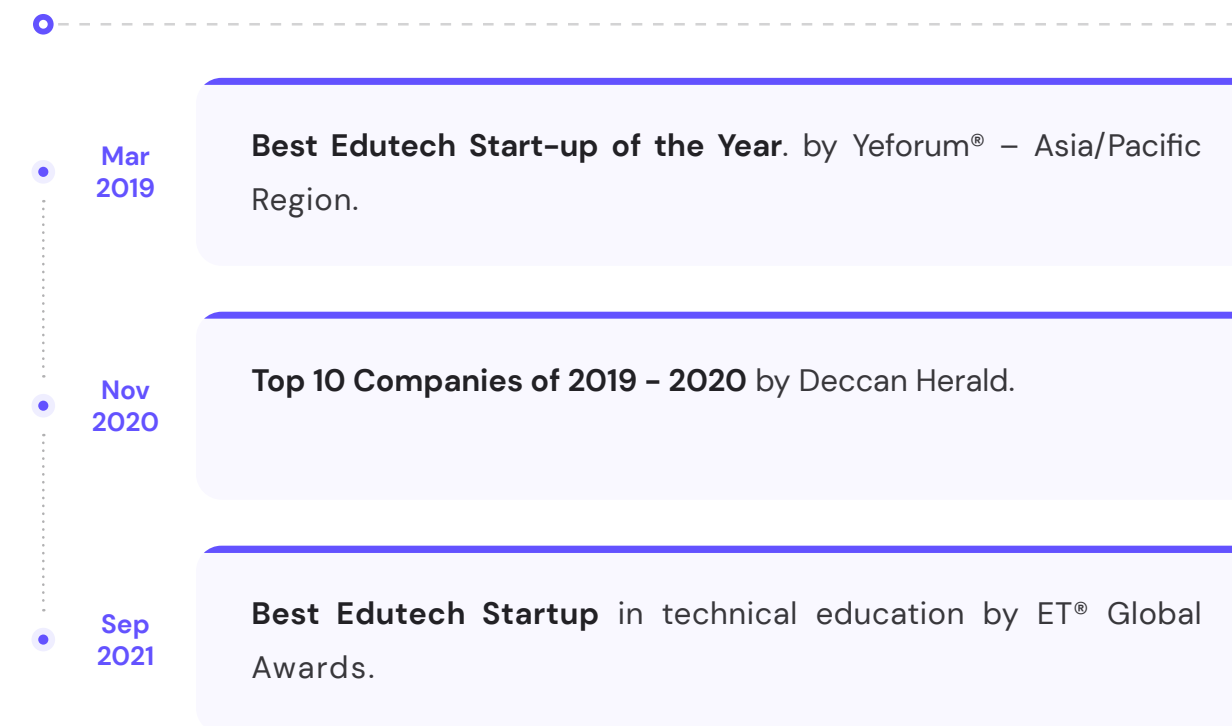
Foundation



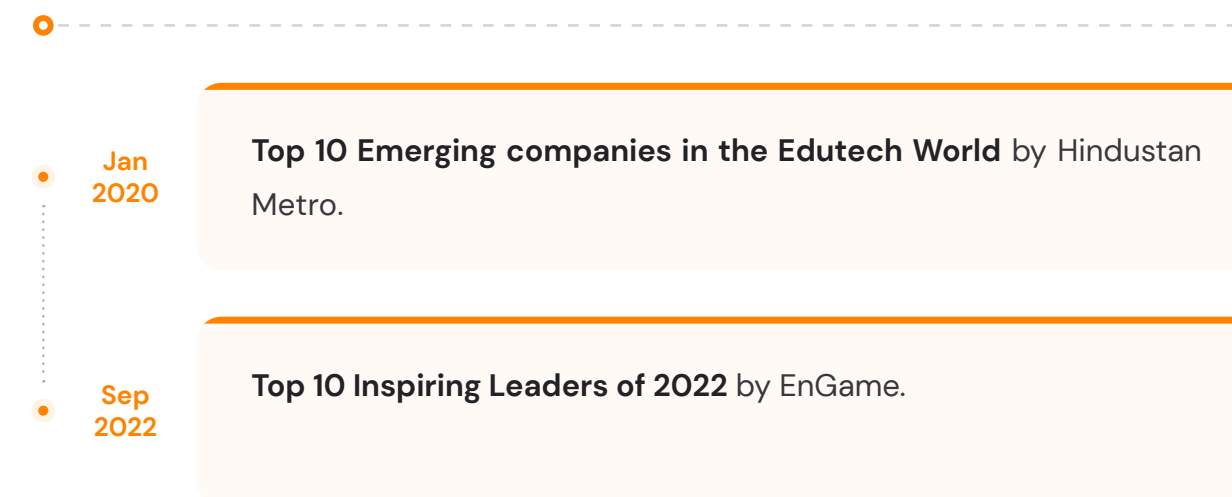
Expansion



Awards



Articles & Publications





Course Delivery

ILT Development

Our Instructor-led training (ILT) development service is a professional service that involves the creation and delivery of training...

Course Delivery

eLearning Development

Our development services involve in the creation and delivery of digital learning content, often in...

Course Delivery

Virtual & Blended Learning

We had deep expertise in helping our customers in their journey of Virtual and blended Training Transformation.

Course Delivery

Curriculum Development

The curriculum is what your students will learn, while the instructional design is how your students will learn it.

Course Delivery

Language Translations

Our team has extensive expertise in eLearning and classroom Localization, having worked on over 1600 hrs of...

Immersive Learning

Scenario Based Delivery

We had deep expertise in helping our customers in their journey of Virtual and blended Training Transformation.



Immersive Learning

Gamified Learning

The curriculum is what your students will learn, while the instructional design is how your students will learn it.

Continuous Learning

Content Curation

The curriculum is what your students will learn, while the instructional design is how your students will learn it.

Continuous Learning

Content Maintenance

The curriculum is what your students will learn, while the instructional design is how your students will learn it.

Multimedia

Multimedia Development

Our development services involve in the creation and delivery of digital learning content, often in...

Technolo

Learning Technologies

We had deep expertise in helping our customers in their journey of learning technology and Training Transformation.

Multimedia

L&D Advisory

Measuring the effectiveness of training and its impact on both learners and business key performance indicators (KPIs) can be a challenging endeavor.



The Founders



Aparna Chugh

Director Content Strategy

A hands-on content expert with more than 18 years of experience. Aparna has been responsible for bringing concepts to life for clients such as Phillips, Xebia, Dasa, PMI, CCC, Sony, and many others. Her work has been recognised by India 5000, the MSME council, and JCI Lions.



Kalyan Gali

Director Delivery & Research

A multi-award-winning creative dude, with a passion for details. Kalyan has spent the last 18 years creating, designing, and directing work for some of the world's most exciting and forward-thinking brands, such as HCL, Aristocrat, Bwin, GM, Netflix, and Xebia.



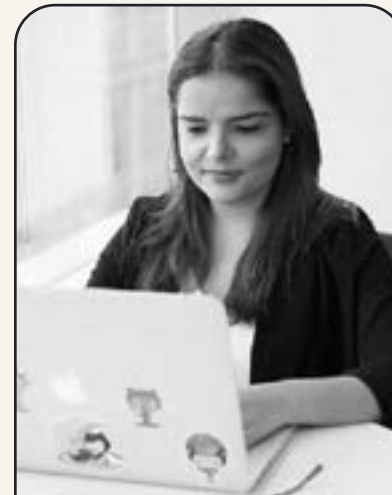
Team

The Team behind the Scenes



Khalil Jessa

Director - Sales
(Canada)



Daisy Roberts

Director - Program
Management



Shankey Bharadwaj

Head - Marketing
Communications



Akhil D Manu

Head -
Production



Ashraf Siddiqui

Head - Test
Automation



Rohin Grover

Head -
Technology



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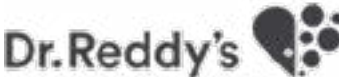


It's with gratitude that we acknowledge our clients
and their repeated patronage.

1573+ Clients. Leaders and pioneers in their own fields. •



Clients



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Rapid eLearning Dev.

Overview



Bite-course Rapid eLearning development

June 3, 2020

Alphabet Factory was approached by a business client to make a series of short courses on various topics for their employees. The project was called "SkillUp", and it was meant to help employees improve their skills and knowledge by offering them short, focused training sessions. These 30 courses for "SkillUp" had to go live in 120 days.



Case Studies



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Task

The scope of the project was to develop 30 courses, each no longer than 4 hours in length, covering topics such as time management, effective communication, leadership, and cybersecurity. The courses needed to be interactive, engaging, and delivered in a variety of formats, including videos, animations, and quizzes.



Strategy

Course Curriculum
Design, SMEs inputs.



Design

HLD, LLD, Instructional
Design, Feedback
process.



Production

Media Development,
Graphics and Videos,
etc.



Platforms

LMS, LCMS, Articulate
Storyline, Adobe, GDocs,
MSOffice, Jira.

Project deadline was a critical challenge. The client wants all courses finished and launched in 120 days. Ensuring that the end-users found the courses valuable was another concern.



Case Studies



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01

One of the main challenges we faced was the tight deadline for the project. The client wanted all courses to be completed and launched within six months. To achieve this, we needed to develop a streamlined production process, utilizing agile project management methodologies and collaboration tools.

02

Another challenge was ensuring that the courses were relevant and useful to the employees. To address this, we conducted a needs analysis to identify the most pressing training needs of the client's workforce. We also incorporated feedback from beta testers to refine and improve the courses before launch.



Rapid eLearning Dev.

☑ Experience



Alphabet Factory delivered ‘SkillUp’ 30 bite-sized courses in a short timeframe. The project had strong client engagement and positive results.

01

The outcome of the project was a success, with all 30 courses completed and launched within the 120-day timeframe. The courses were well received by the employees, with high levels of engagement and completion rates. The client reported an increase in productivity and efficiency, as well as a decrease in errors and incidents related to the topics covered in the courses.

02

The SkillUp project required the creation of 30 bite-sized courses on a wide range of subjects, with an emphasis on rapid development and a strict deadline. The initiative was a success, with high levels of participation and favorable results for the client.



Case Studies



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Rapid eLearning Dev.

Gallery



Case Studies




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Linguistic Translations

 Overview



Linguistic Translations for Technical Content

 June 3, 2022

Recently, Alphabet Factory was tasked with translating technical content into four distinct languages: Polish, German, Japanese, and Latin. The client, a global organisation, provided the content in English, and it was our responsibility to provide translations of the technical content that accurately conveyed it to the intended audience.



Case Studies



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Task

The content was a technical document, which necessitated an in-depth knowledge of the subject to ensure an accurate translation. In addition, the target audience was geographically dispersed, so it was essential that the translations were culturally appropriate.



Strategy

Course Curation, SMEs inputs.



Design

Instructional Design, Feedback process.



Production

Media Development



Platforms

LMS Edio Updates, LCMS

The technical complexity of the content necessitated the use of subject matter specialists in each target language.



Case Studies

01

The complexity of the document's technical language posed the greatest challenge. To ensure that the translations were accurate and conveyed the intended meaning, it was necessary to appoint subject-matter experts who spoke the target language natively.

02

Still another difficulty was ensuring cultural relevance across all four languages. The target audience had different traditions and customs, so we had to ensure that the translations were both accurate and culturally appropriate.



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Linguistic Translations

☑ Experience



Alphabet Factory provided high-quality translations in all four languages. They solved the problems and provided accurate and culturally appropriate translations.

01

We employed native-speaking translators with technical knowledge and investigated the cultural compatibility of each language. They encompassed the language, culture, and traditions of the target audience. We accomplished the deadline with translations of superior quality in four languages.

02

Customers enjoyed our accurate, culturally suitable translations. Our translation services produced a high-quality product that accurately conveyed technical content to its intended audience. Our adept translators, extensive study, and cutting-edge technologies enabled us to overcome challenges and please the client.



Case Studies



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Case Studies



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Meta-tags & Assessments

Overview



Add complex meta-tags and create level-wise assessments

June 3, 2020

A US based university contacted Alphabet Factory to enhance the effectiveness of their e-learning platform by adding complex meta-tags and creating assessments. The institution desired to improve the user experience and make it simpler for learners to search for and locate pertinent content. In addition, they desired assessments that were aligned with the course learning objectives.



Case Studies



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Task

The project's scope included the addition of complicated meta-tags to the e-learning platform and the creation of assessments for three courses: Physics, Chemistry, and Biology. The institution desired that the meta-tags be keyword-based and offer relevant results for the students. The assessments were intended to measure the learner's knowledge and comprehension and provide improvement-oriented feedback.



Strategy

Course Curation, SMEs inputs.



Design

Instructional Design, Feedback process.



Production

Media Development



Platforms

LMS Edio Updates, LCMS

We required Meta-Tags on a system that was already operational, and it needed to get pertinent results.



Case Studies

01

The greatest obstacle we faced was ensuring that the meta-tags generated relevant and effective search results. In addition, we had to guarantee that the tests were connected with the learning objectives and capable of accurately tracking student performance.

02

Another difficulty was ensuring that student assessments were interactive and interesting.



Quick Query?

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**Platform search
capabilities improved,
making it easier for
learners to find what
they needed.**

01

Following a comprehensive study of the course's objectives, audience, and outcomes, keywords, course-specific descriptors, and tags were added to the metadata. After adding metadata to the e-learning platform, an exhaustive test was conducted. Exams contained multiple-choice, drag-and-drop, and short-answer questions, as well as animations and films to make them interactive. Lastly, we conducted pilot tests of metadata and assessment efficacy and made improvements based on the results

02

The e-learning platform was enhanced by complex meta-tags and tests. Students were able to locate relevant content with the aid of metatags, and exams helped them grow. Also, the students valued the interactive and interesting character of the evaluations.



Case Studies



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eLearning Conversion

Overview



Instructor-Led Training to eLearning Conversion

June 3, 2020

A reputable US-based university approached our company to convert their classroom course into an e-learning program. The objective was to offer students a more flexible and convenient learning environment. Our team accepted the challenge and transformed the course into an interactive and engaging e-learning program.



Case Studies



Quick Query?

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Task

The objective of the project was to convert an undergraduate classroom course into an e-learning programme. The course included lectures, laboratory work, and assessments. The university desired to enhance student engagement and learning by incorporating interactive modules, videos, animations, and simulations into the e-learning programme.



Strategy

Course Curation, SMEs inputs.



Design

Instructional Design, Feedback process.



Production

Media Development, Whiteboard Animations, etc.



Platforms

Storyline 360, Adobe, GDocs, MSOffice, Jira.

We required to convert courses in a manner that it was easily accessible to all learners.



Case Studies

01

The primary obstacles we faced were ensuring that the e-learning program aligned with the course's learning objectives and was accessible to all learners.

02

Additionally, we had to ensure that the program was compatible with various platforms and devices. Another difficulty was ensuring that the laboratory exercises were simple to comprehend and could be completed remotely by the learners.



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The end-users are university-level students, so the EL should be much detail oriented so that they're not dependent on an instructor.

01

They overcame barriers and turned the classroom course into an e-learning program by examining learning objectives, audience, and outcomes. Making an interactive e-learning storyboard with movies, animations, and simulations with LMS-compatible software.

02

Learners appreciated the university's e-learning program. It was engaging and device-friendly. Laboratories taught learners. University enrollment and performance increased dramatically.



Case Studies



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Case Studies



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Course Curriculum Development

June 3, 2020

One of the Top Universities in India that had operations across south Asia pacific and Europe approached for developing a specialization course for college graduates in Artificial Intelligence and machine learning – AiML.

This course curriculum is to be planned for 4 years and across 8 semesters (6 months each) and will be pure classroom: Instructor led-training (ILT).



Case Studies



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Task

The scope of the delivery includes the creation of the 4 years course curriculum, SMEs and Core Author procurement, Live labs, Study materials, Instructor training, Marketing materials for the university, Course promo videos, and a feedback mechanism.



Strategy

Course Curriculum
Design, SMEs inputs.



Design

HLD, LLD, Instructional
Design, Feedback
process.



Production

Media Development,
Graphics and Videos,
etc.



Platforms

LMS, LCMS, Articulate
Storyline, Adobe, GDocs,
MSOffice, Jira.

We need practitioner-level SMEs and not just regular academic personnel.



Case Studies

01

We personally wanted to curate the course at a practitioner level instead of regular academic personnel. Practitioners will have more real-time knowledge of the subject.

02

So, choosing the right practitioner who can understand things from a student's perspective and apply their existing knowledge was a big challenge for us.



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We started with
developing one full-
time course for this
partner and today we
have already delivered
8 courses.

01

Creating the RIGHT technical course in today's world will need lots of expertise from the subject, research, teaching aspect, delivery, platform, security of the content, and constant upgradation. We from the Alphabet factory created a successful working model on each and every element needed for developing a course.

02

We had an in-house pole of SMEs for almost every subject vertical and a team of 120+ content curators like Instructional designers, graphic designers, animators, and technology developers who are well versed in Edutech and academic programs.



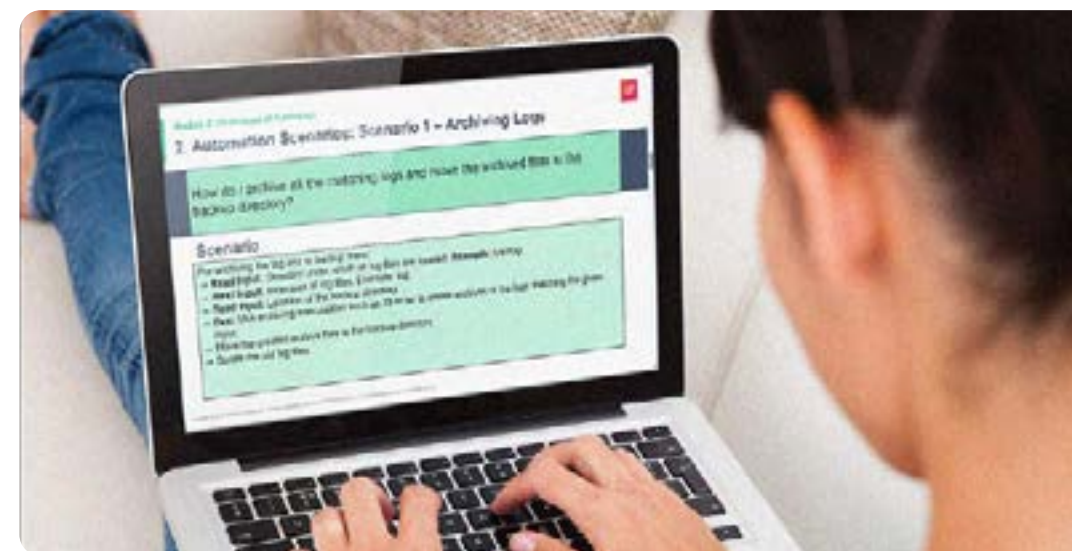
Case Studies



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Gallery

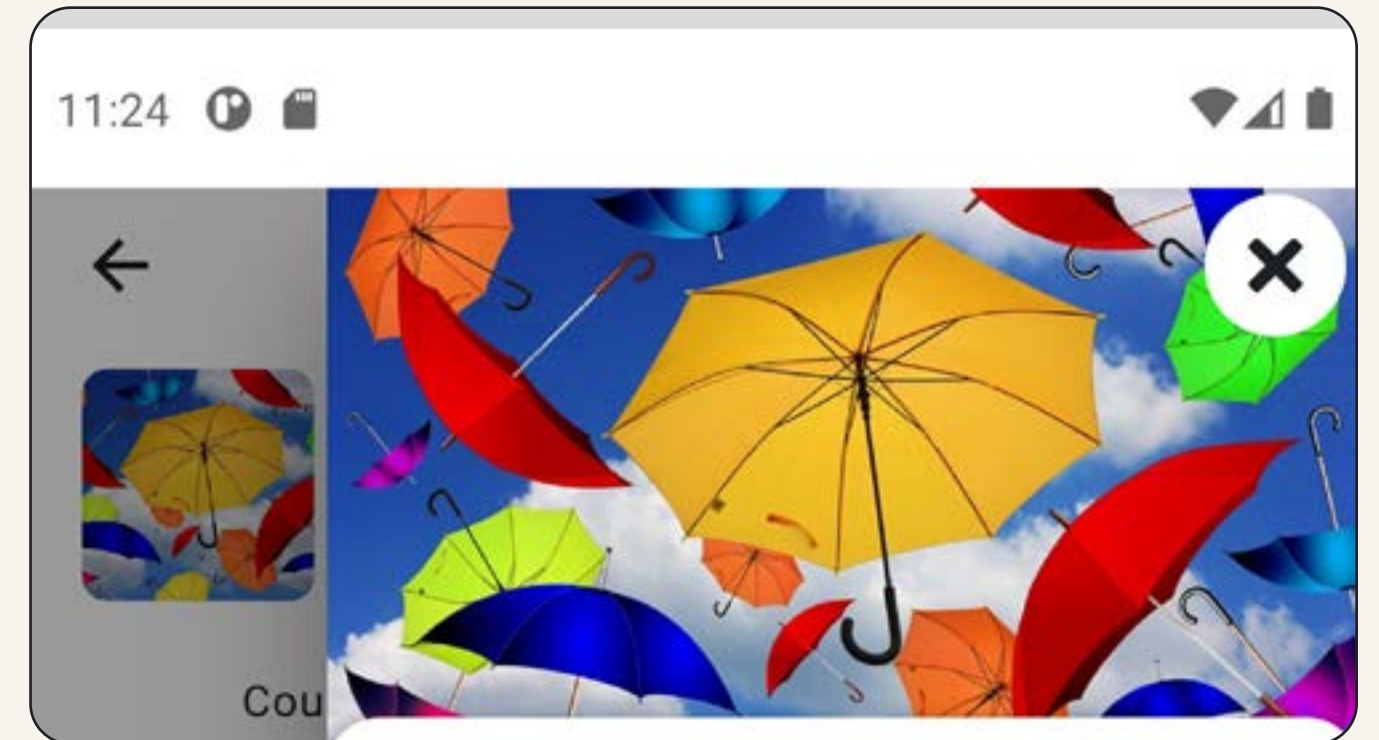
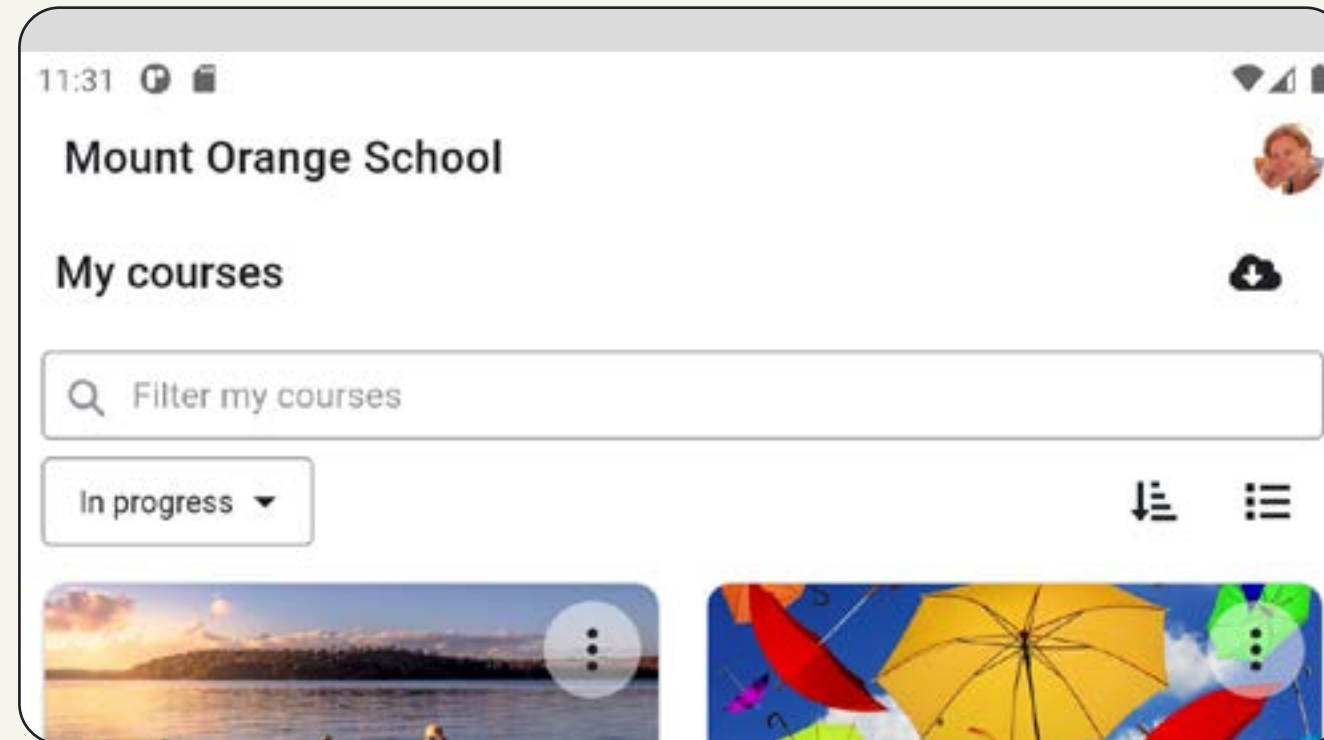
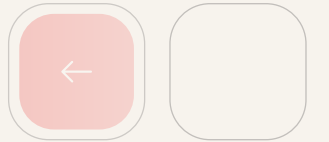


Case Studies

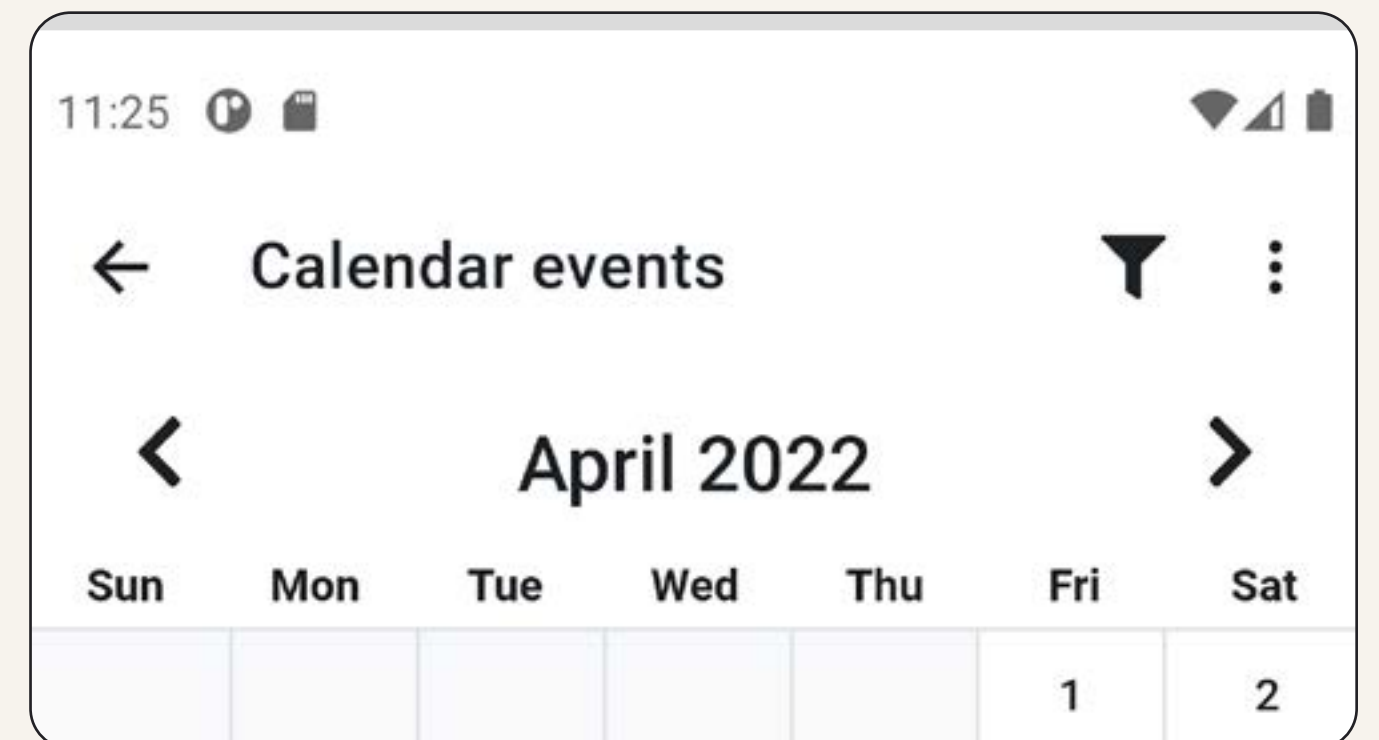
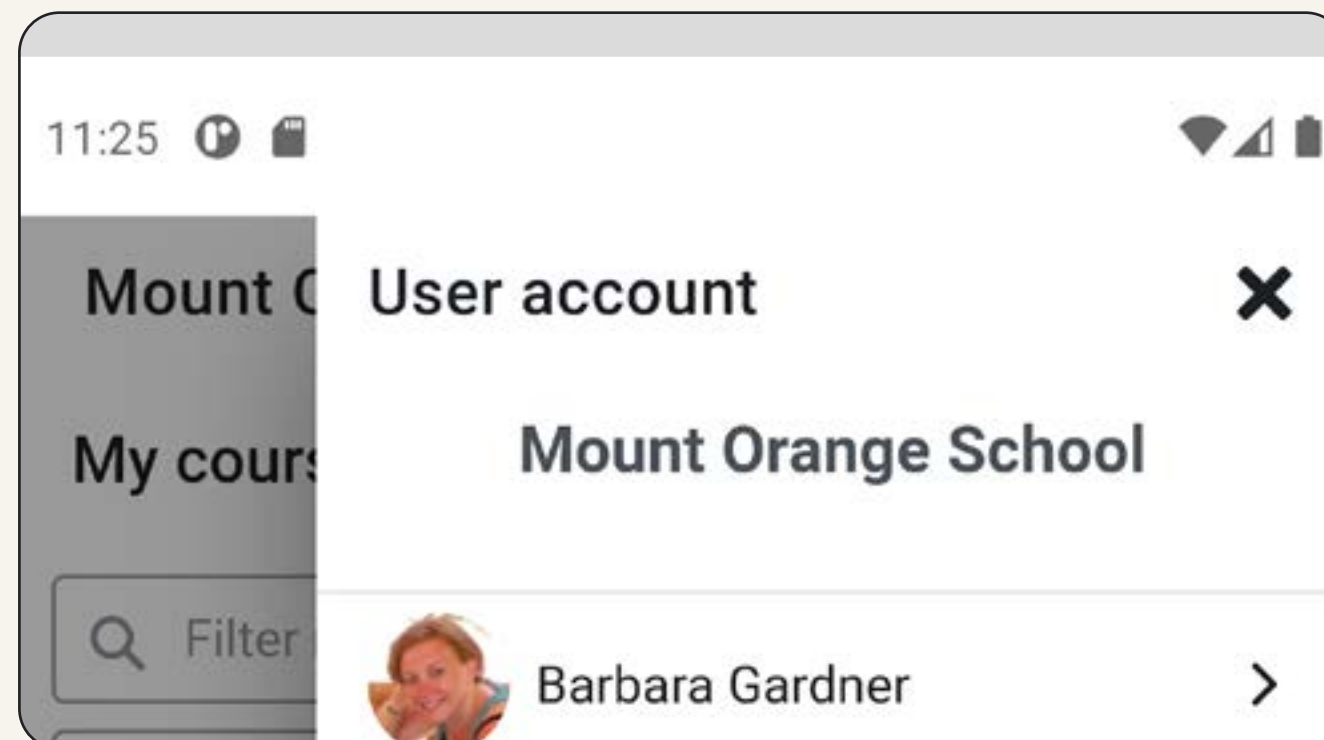


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Samples

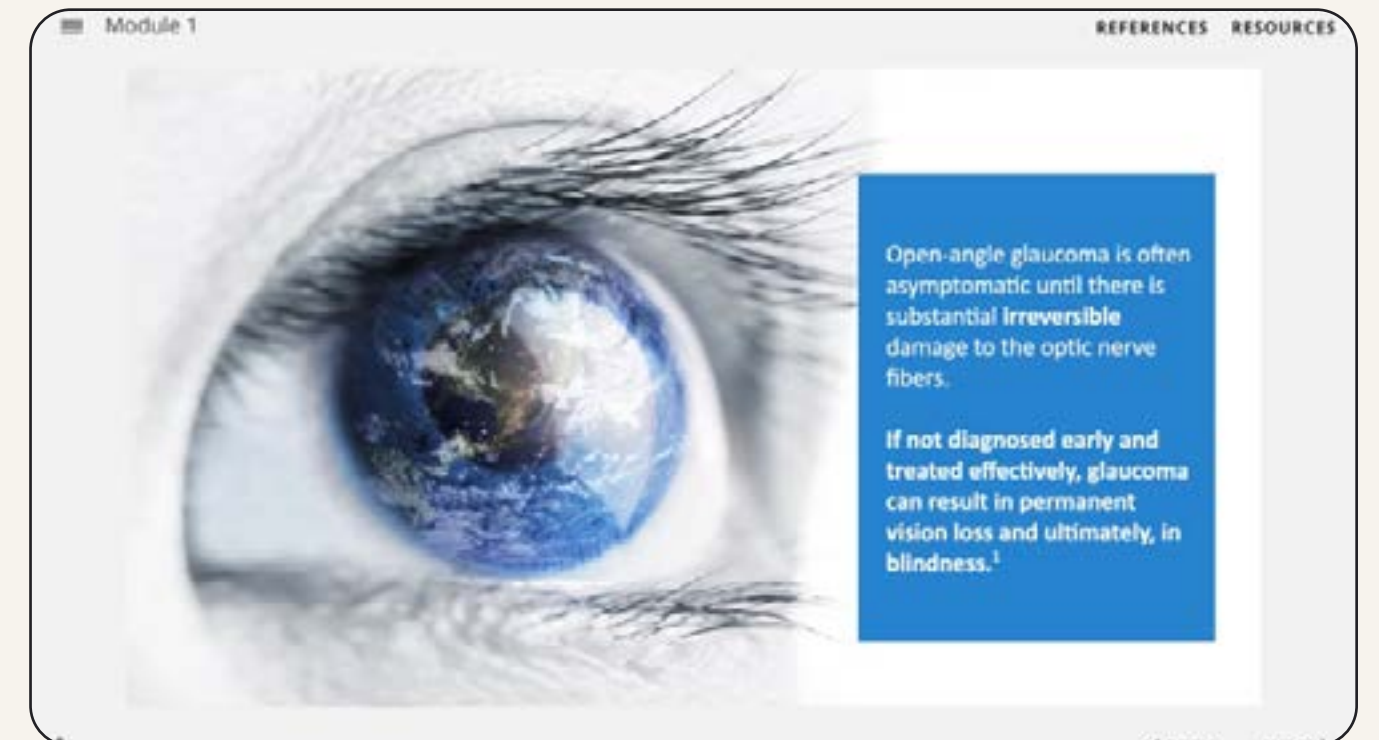
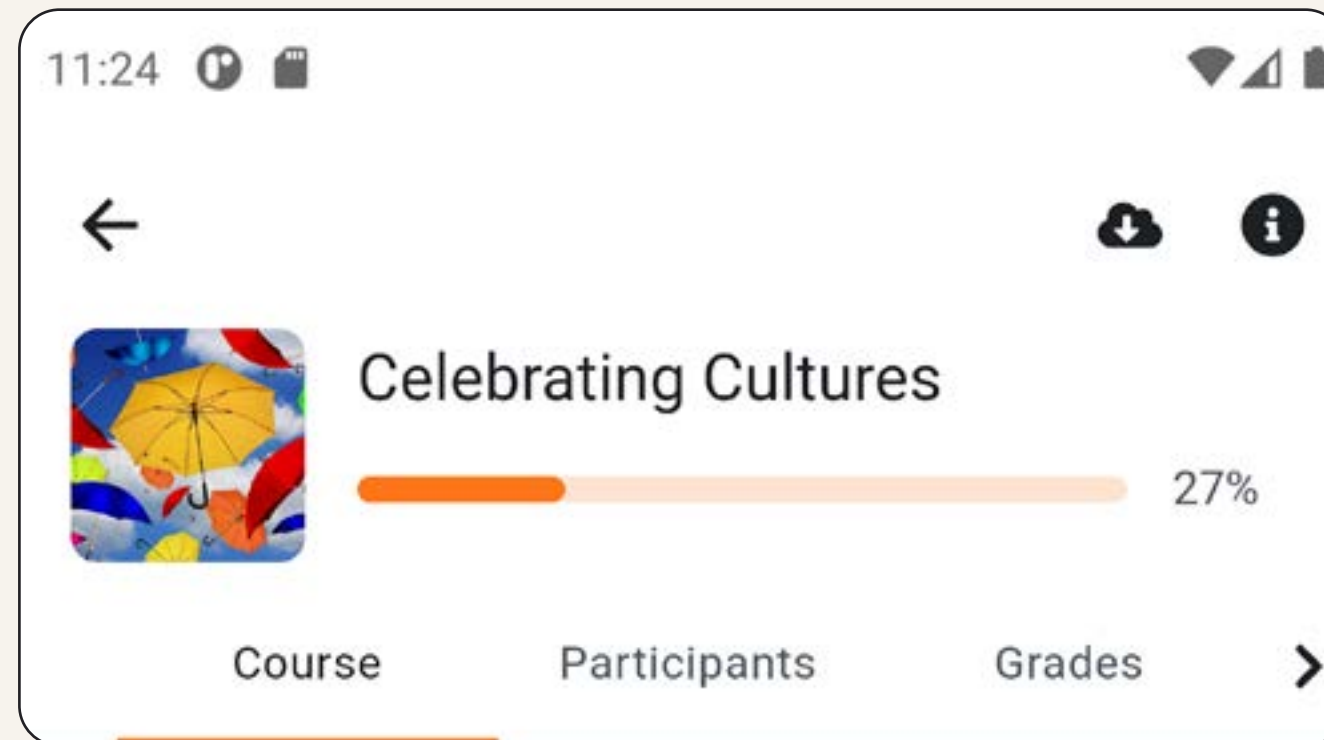


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Samples in Education Technology

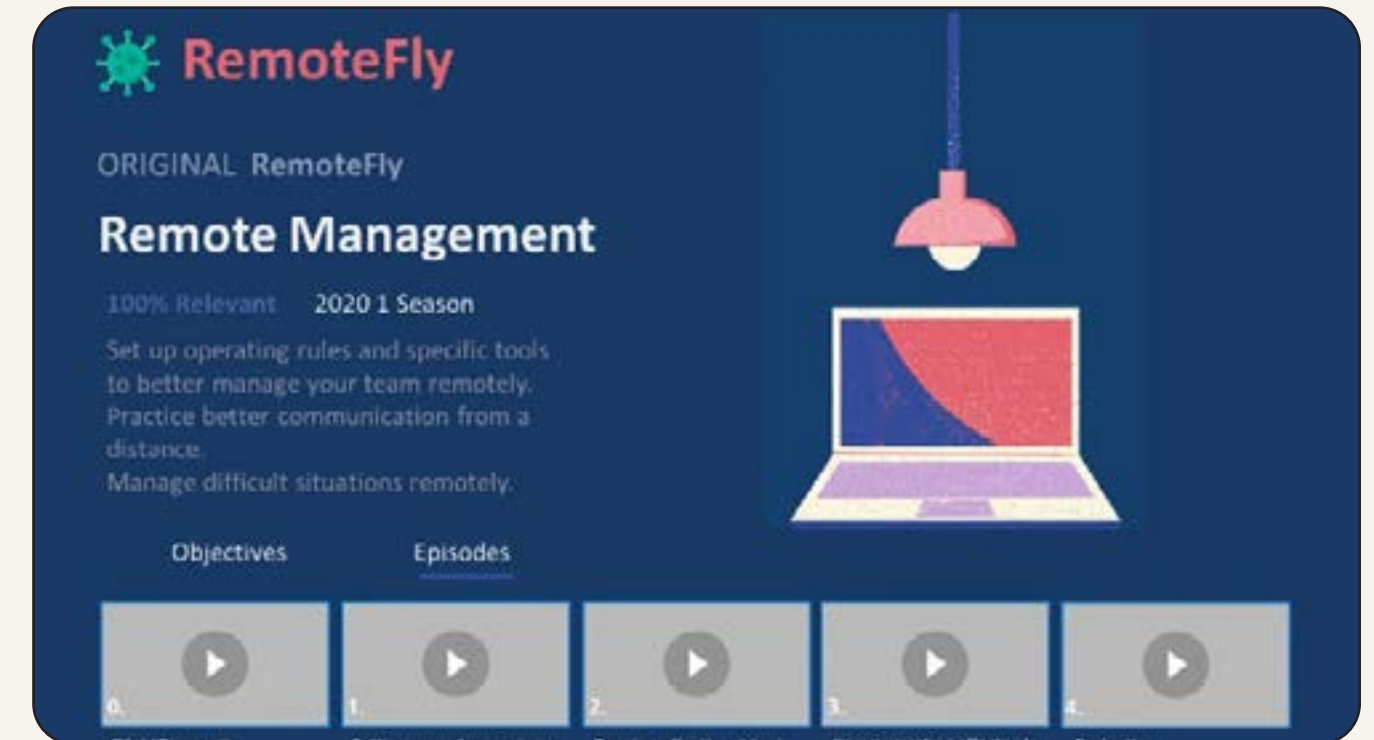
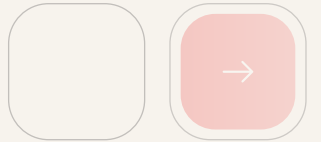


Samples



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Samples



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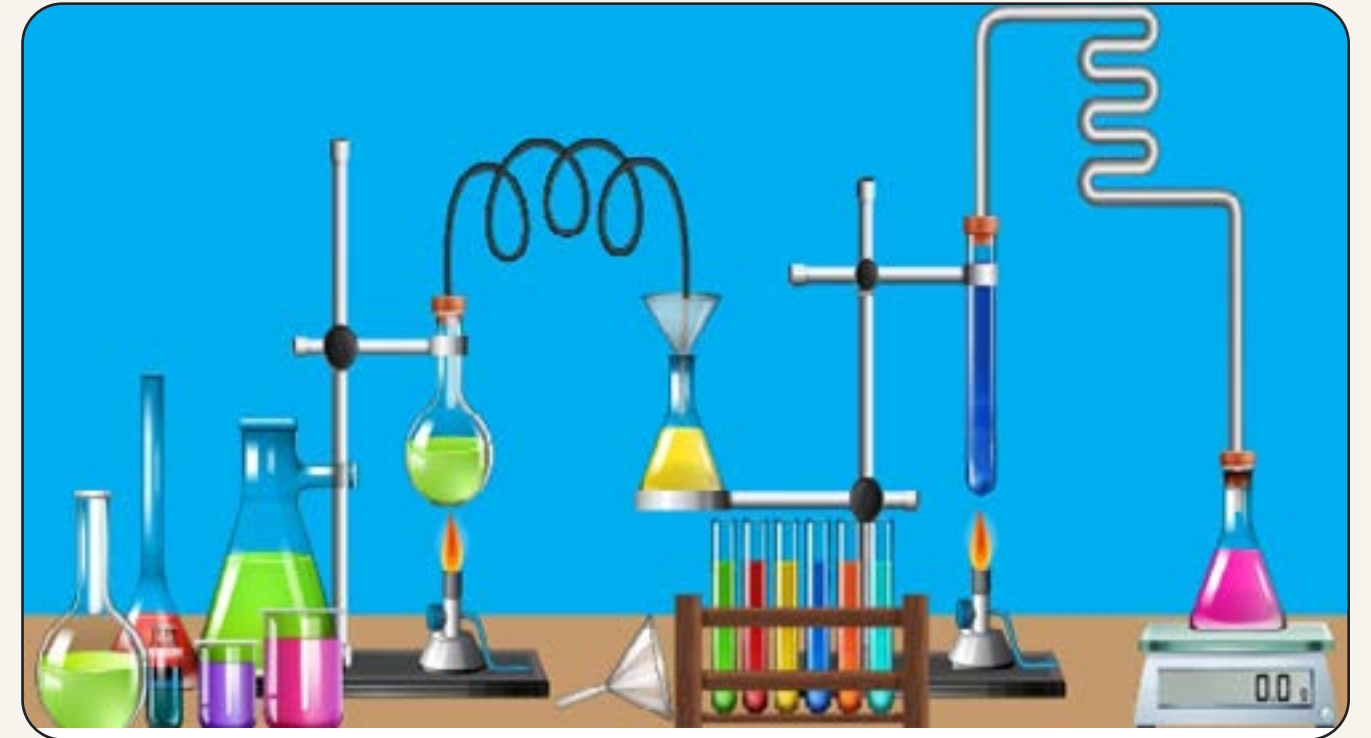
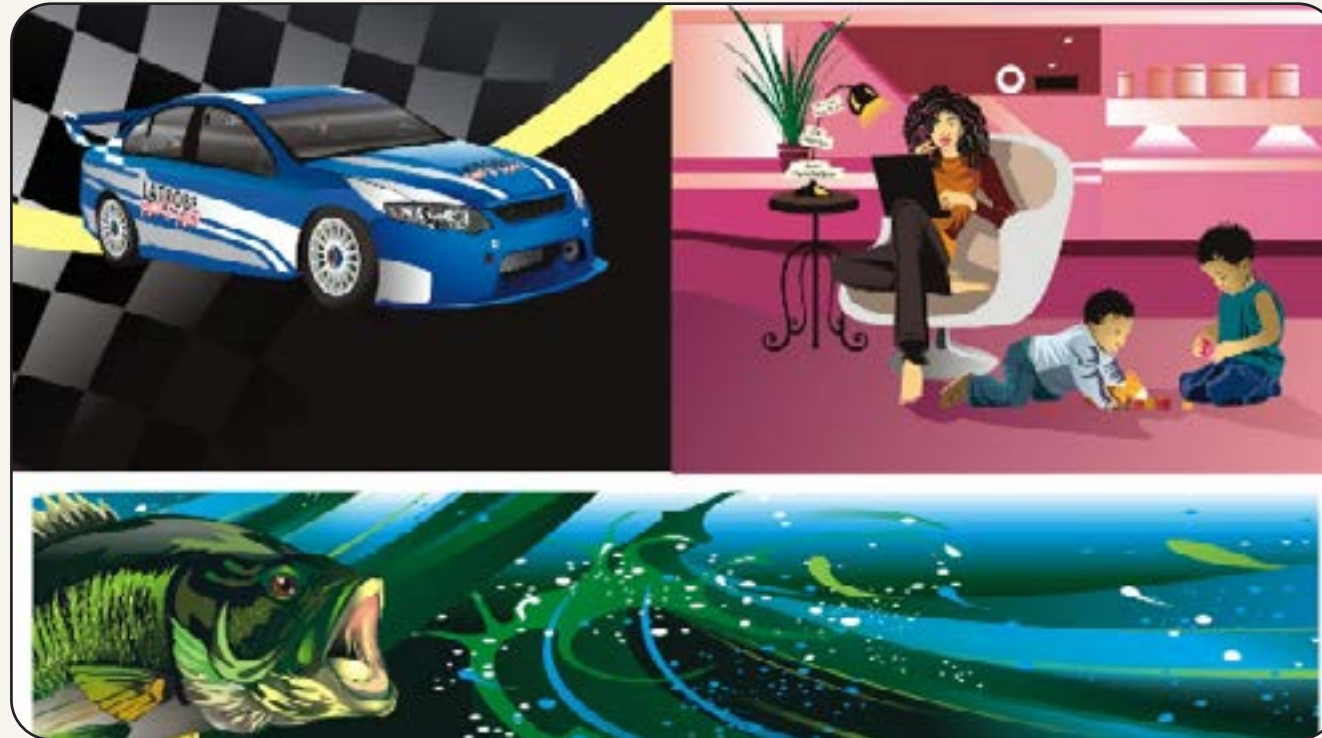


Samples

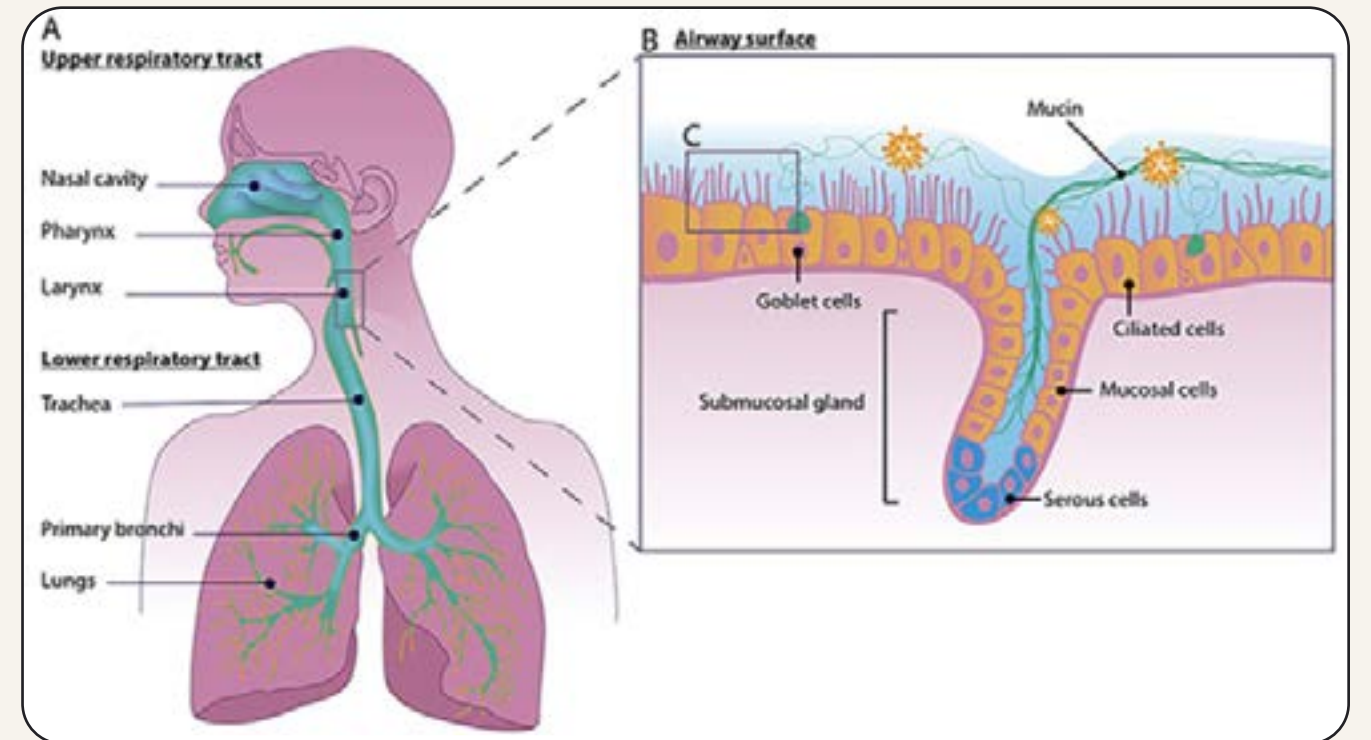
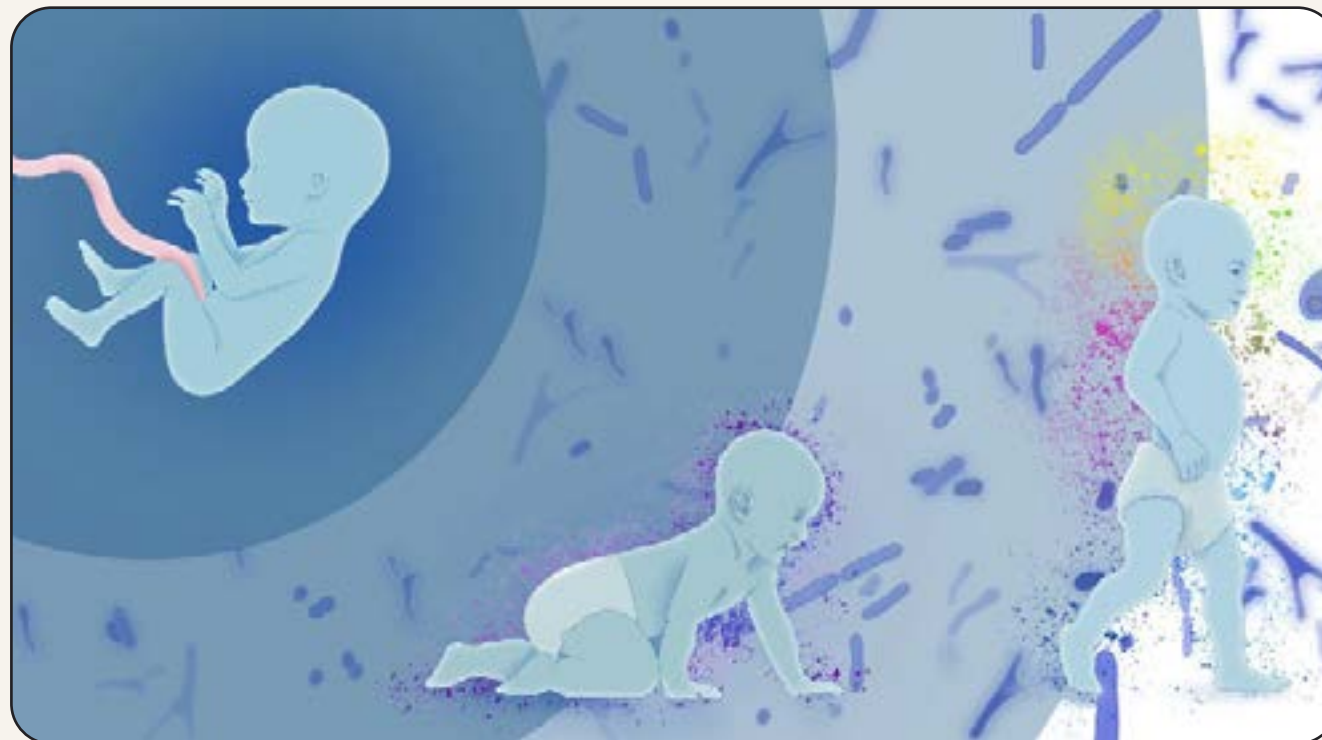


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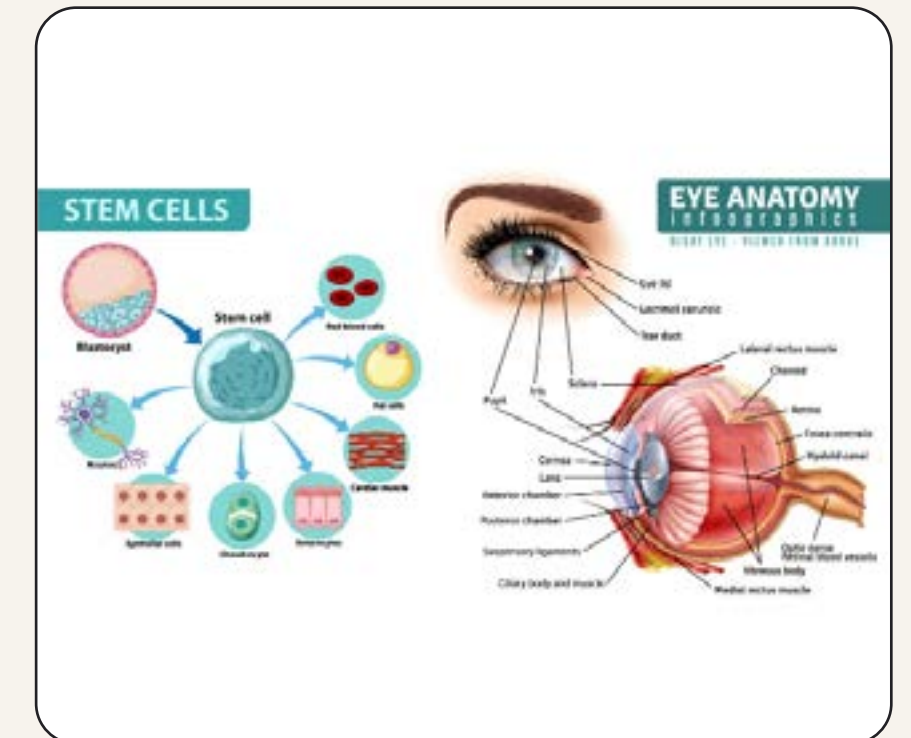
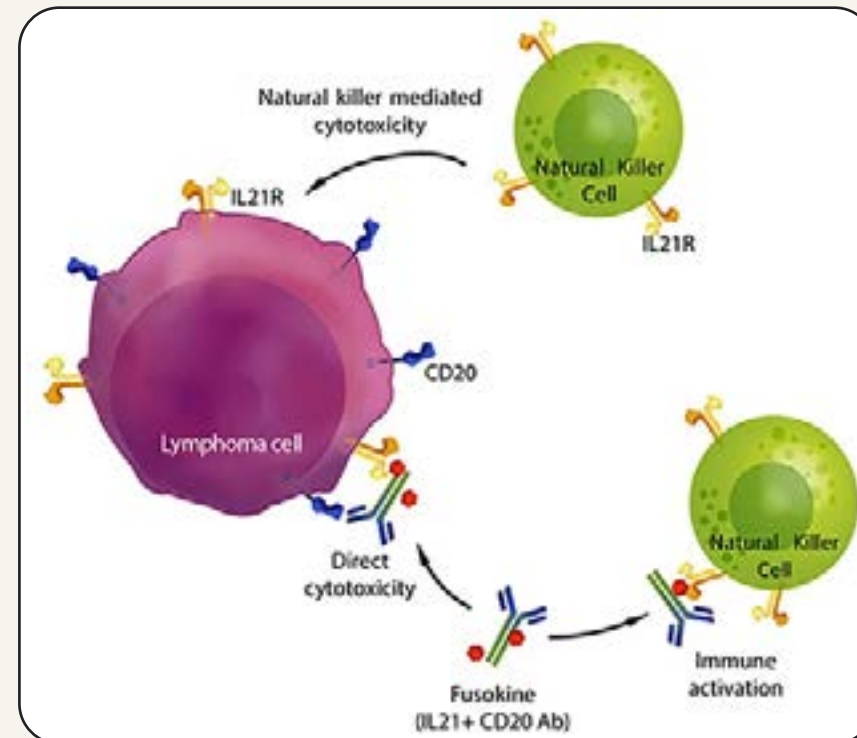


Samples

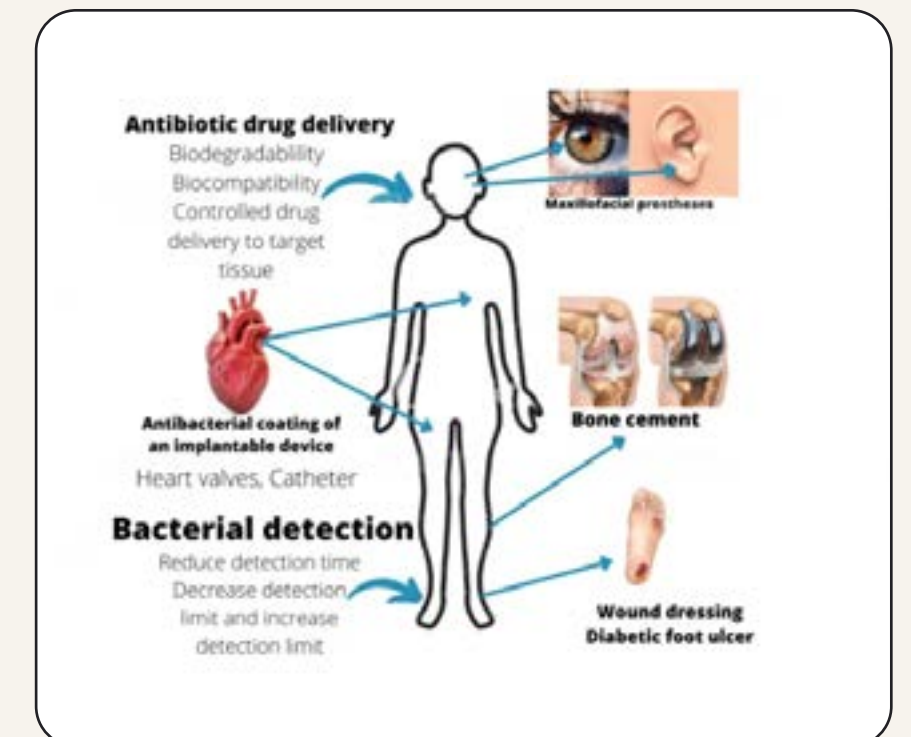
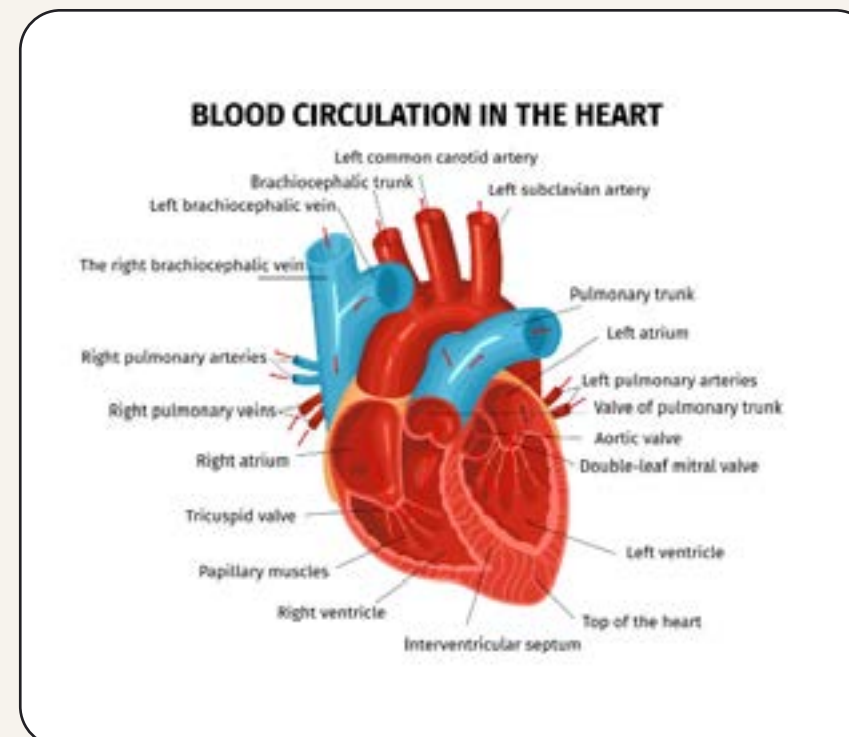
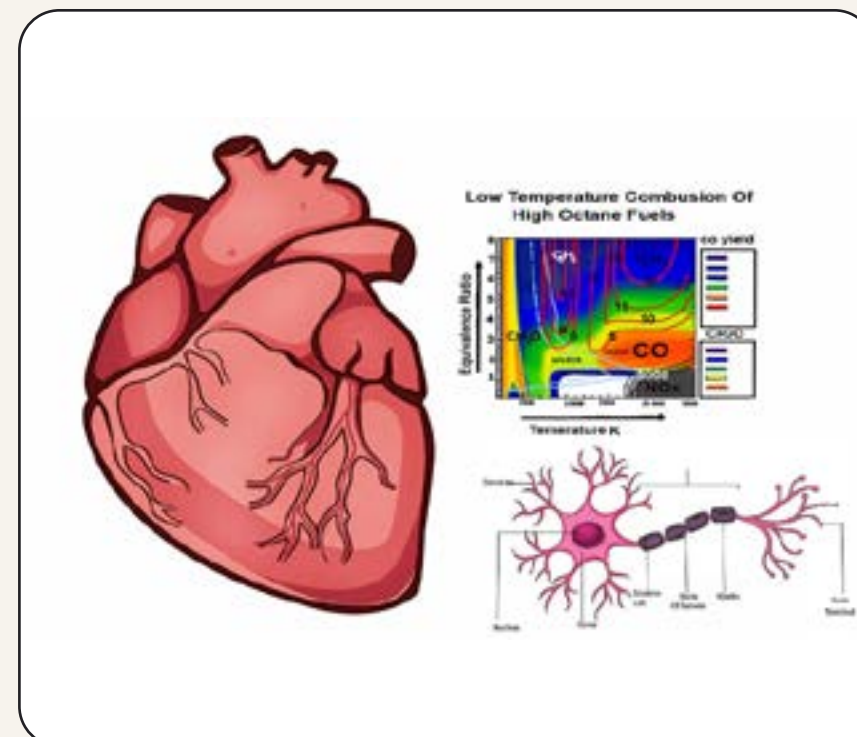


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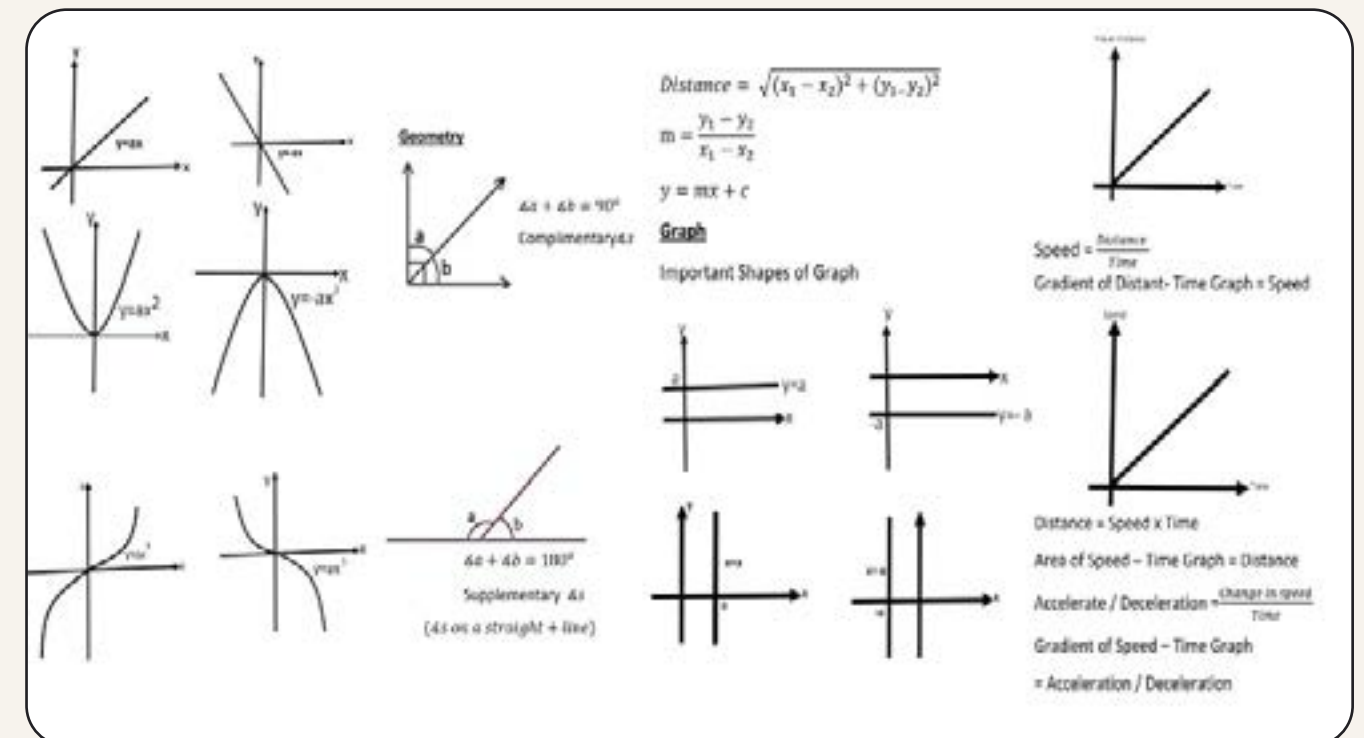
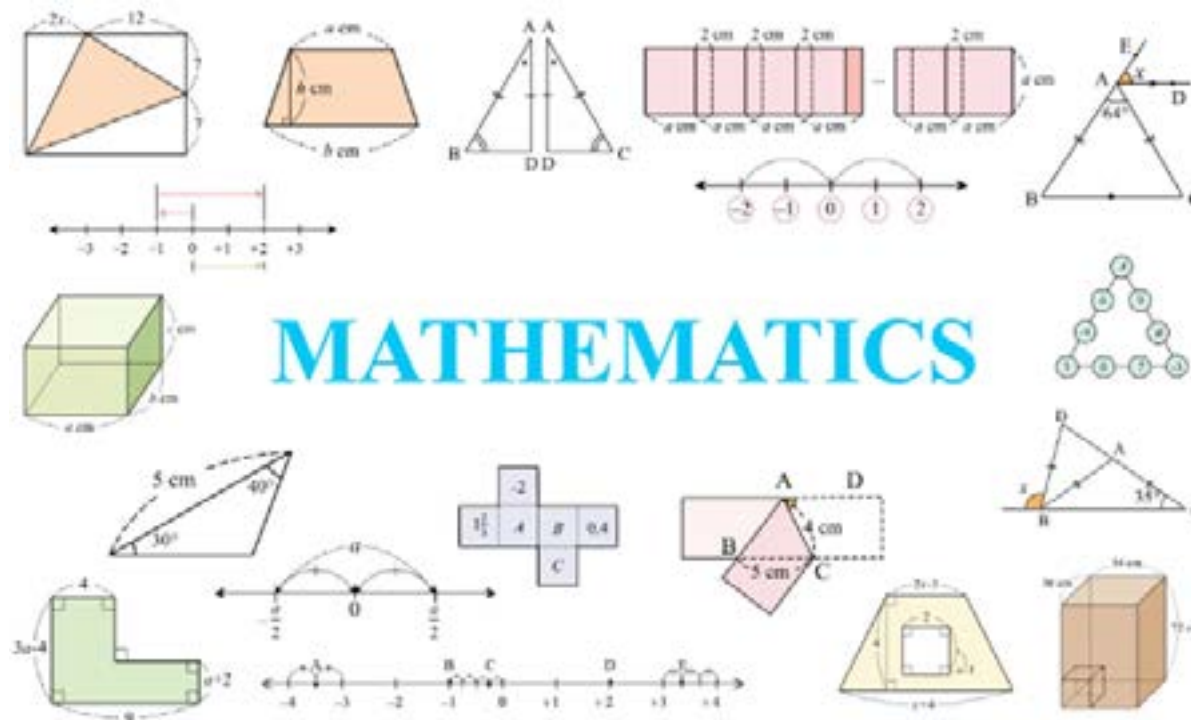
Samples



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MATHEMATICS

ISEG- LISBON SCHOOL OF ECONOMICS AND MANAGEMENT
2017/2018

Advanced Econometrics
Problem Set 1 - Univariate time series modelling (Answers)
(version 14/11/2017)

1. Which of the following autoregressive processes are stationary? [where $\epsilon_t \sim WN(0, \sigma_\epsilon^2)$]

$$(a) \quad Y_t = 5 - 0.2Y_{t-1} + 0.08Y_{t-2} + \epsilon_{t-1}$$

Answer: $\Phi(z) = 1 + 0.2z - 0.08z^2$, so the roots are obtained using the quadratic formula

$$z_1 = \frac{-0.2 - \sqrt{(0.2)^2 - 4(-0.08)}}{2(-0.08)} = -2.5,$$

$$x_2 = \frac{-0.2 + \sqrt{(0.2)^2 - 4(-0.08)}}{2(-0.08)} = 5.0.$$

So the roots are outside the unit circle and the process is stationary.

$$(b) \quad Y_t = 2 + 2.1Y_{t-1} - 0.2Y_{t-2} + \epsilon_t;$$

Answer: $\Phi(z) = 1 - 2.1z + 0.2z^2$, so the roots are

$$x_1 = \frac{2.1 + \sqrt{(2.1)^2 - 4(0.2)}}{2(0.2)} = 10.$$

$$r_2 = \frac{2.1 - \sqrt{(2.1)^2 - 4(0.2)}}{2(0.2)} = 0.5,$$

so one of the roots is inside the unit circle and the process is not stationary.

(c) $Y_t = 1.6Y_{t-1} - 0.65Y_{t-2} + 0.05Y_{t-3} + \epsilon_t$ [Hint: If you write the model in the form $\Phi(L)Y_t = \epsilon_t$, we have $\Phi(2) = 0$];

Answer: $\Phi(z) = 1 - 1.6z + 0.65z^2 - 0.05z^3$. Notice that by the hint $z = 2$. To find the remaining zeros we now apply Ruffini's rule to divide the polynomial $\Phi(z)$ by the binomial $(z - 2)$. The following table presents the results of this division.

$$2 \left| \begin{array}{ccc} -0.05 & 0.65 & -1.61 \\ & -0.11 & 1.1 \end{array} \right| -1$$



Testimonials



PORTFOLIO.

Course Curation



Our courses' version changes were completed in a very professional manner. The Alphabet Factory's maintenance team is to be commended. All relevant terminology was perfectly included into the text without appearing forced, and the work was outstanding. They are such content masters; therefore, we want to work with them more.

Prof Mahindra Nayak

SME. Skilled Box



Best Practices Training



Aparna and team did for us in just 3 weeks flat what our content development partners were unable to do in 2 - 4 months. We took a 2-day training program with them and found our team members much more productive. Great ROI, Interesting concept!

Manoj Manohar

CEO. Reality Solutions



Course Development



Prior to approaching Alphabet Factory, we believed we were doing the best we could, but after connecting with them, we realized that our subject matter experts (SMEs) could provide subject expertise, but we needed instructional designers to assist with curriculum framework. This has greatly increased the value of our courses.

César Gutiérrez Díaz

CEO. Sustensol



eLearning



The Delivery techniques Kalyan and team use are simply amazing; they are just out of world. The eLearning courses created by Alphabet Factory have such a fresh appearance on each screen, which keeps our students engaged and most importantly our sales are new 3x. Thanks Guys!

Khalil Jessa

CEO. Widerlens



Testimonials



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We are here to help!

We operate in a culture built on trust and we believe this can only be achieved through communication and experienced support. We guarantee at Alphabet Factory you always talk to a human! Get in touch with us and we will assure to make your dream a reality

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