



spearmint

EDUCATION / EDTECH / TRAINING

Turn curriculum into scalable video.

From lessons and explainers to micro-learning, acquisition content and learner education.

SpearMint helps education and training businesses turn curriculum, expertise and existing content into production-ready video across the learner and growth journey.

INSTRUCTION-FOCUSED · AI-ASSISTED · BUILT FOR SCALE

01 COVER

01 / 23

Your knowledge library can grow faster than your content operation.

EXPERTISE HAS TO BECOME

Course lessons

Explainers

Revision content

Social clips

Training modules

EVERY NEW PIECE OFTEN REQUIRES

Scripting

Editing

Captions

Localization

Micro-learning

Instructor content

Course marketing

Onboarding

Recording

Graphics

Review

The curriculum keeps expanding. Production becomes the bottleneck.

PRIMARY BUYERS

Founder / Head of Content / Academic Director / Marketing Lead / Training Head

Traditional course production doesn't scale with your curriculum.

01	Curriculum	AS THE LIBRARY EXPANDS
		Longer production cycles
02	Learning objective	Instructor dependency
		Editing bottlenecks
03	Script	Inconsistent production workflows
		Delayed course launches
		Slow content refreshes
04	Instructor recording	Repeated production work
05	Editing	
06	Graphics	
07	Captions	
08	Review	
09	Publish	

Your educators should teach. They shouldn't have to **run a production studio.**

YOUR TEAM PROVIDES

You provide the knowledge.

Curriculum
Subject-matter expertise
Approved source material

Learning objectives
Instructor knowledge
Brand standards

SPEARMINT SYSTEMATIZES

We turn it into structured, teachable content.

Content structuring
Instructor / presenter production
Visual explanations
Micro-learning adaptations

Scripts / storyboards
Voiceover
Editing / captions
Localization

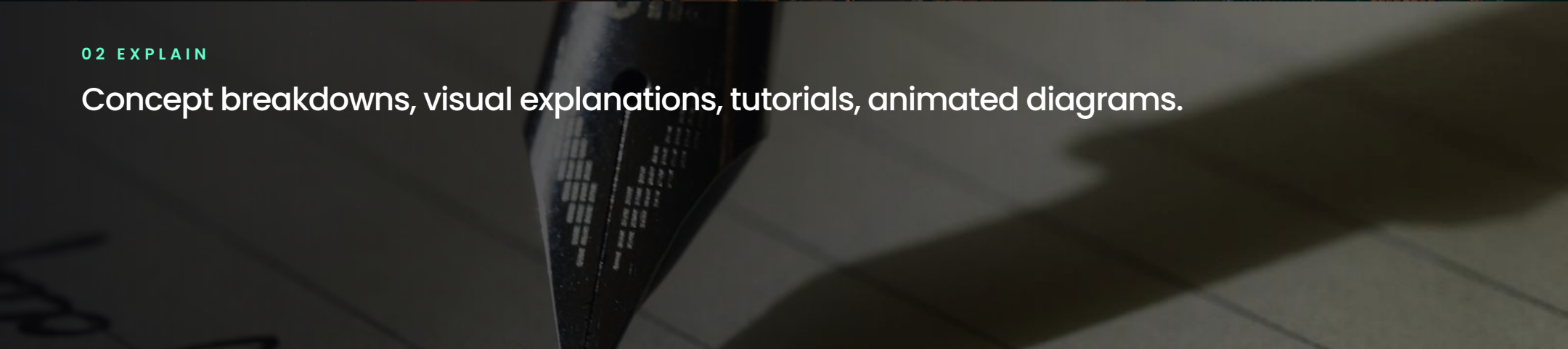
Your academic / subject team owns accuracy and approval.
SpearMint owns the production workflow.



01 TEACH

Course lessons. Lectures.
Micro-learning. Training modules.

One knowledge base → multiple learning and growth formats.



02 EXPLAIN

Concept breakdowns, visual explanations, tutorials, animated diagrams.



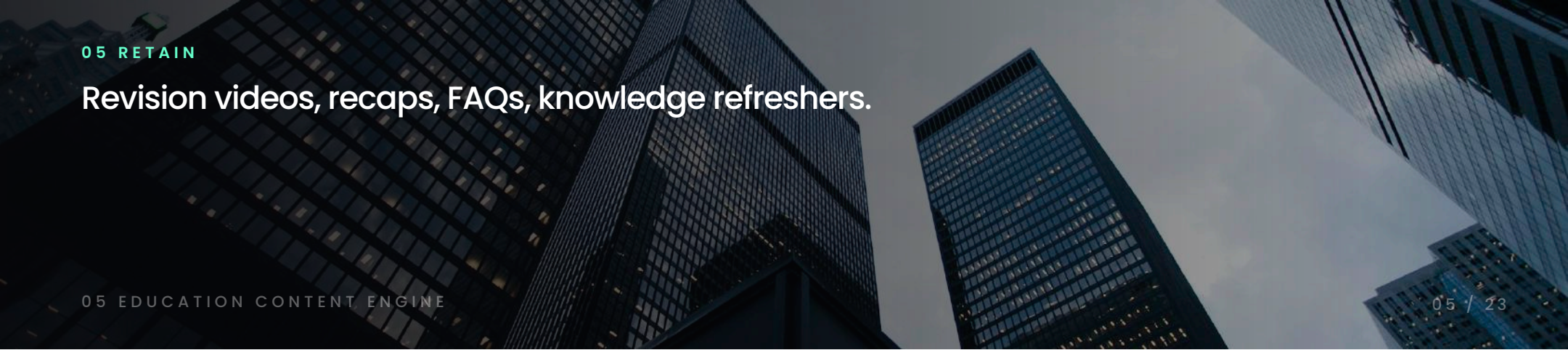
03 ACQUIRE

Course ads, topic-led creatives, instructor-led promotions, testimonials.



04 ENGAGE

Short-form education, YouTube clips, social learning, community content.



05 RETAIN

Revision videos, recaps, FAQs, knowledge refreshers.

One lesson can become an entire learning and growth system.

EXAMPLE · ONE LESSON

Understanding Compound Interest

01	Core lesson	8-minute instructor-led lesson	Course / LMS
02	Micro-learning	60-second concept summary	Mobile / learning feed
03	Explainer	Visual breakdown of the formula	Course resource
04	Social	30-second misconception hook	Reels / Shorts
05	Acquisition	Course-topic promotional video	Paid media / landing page
06	Revision	Quick exam recap	Student revision

One lesson. Multiple learner and growth moments.

From curriculum to distributed learning content.

01 UNDERSTAND

Start from the source of truth

Curriculum, learning objectives, instructor notes, existing recordings, reference material.

02 STRUCTURE

Design the lesson, not just the video

Audience level, lesson flow, key concepts, examples, learning outcome.

03 PRODUCE

Make the teachable asset

Script, storyboard, instructor / presenter, voiceover, visuals, animation, editing.

04 ADAPT

Reuse without starting over

Micro-learning, short-form, revision clips, social content, promotional cuts.

05 LOCALIZE

Carry the same lesson further

Voiceover, dubbing, captions, multilingual versions.

06 DISTRIBUTE

Put it where learners and growth live

LMS · Website · YouTube · Social · Paid media · Learning platforms

One production pipeline. Multiple learning and growth channels.

ACADEMIC / TRAINING LEAD

Consistent lesson production

Faster content refreshes. Learning-objective alignment. Scalable course coverage.

MARKETING / GROWTH

Topic-led acquisition content

Course ads. Instructor clips. Launch campaigns. Social content.

L&D / CUSTOMER EDUCATION

Onboarding and knowledge refresh

Training modules. FAQ content. Feature / process education.

Subject-matter experts provide the knowledge. Spearmint systematizes the production. Your teams control final approval and distribution.

Start with one module. Prove the system.

01 INPUT

- 1 course module
- Learning objectives
- Existing lesson / presentation
- Instructor material
- Brand guidelines

02 PRODUCTION

- Content structure
- Script
- Core lesson
- Micro-learning cut
- Explainer
- Promotional / social cut

03 REVIEW

- SME review
- Academic approval
- Brand review

04 DELIVERY

- LMS-ready lesson
- Mobile / social content
- Marketing asset
- Final approved files

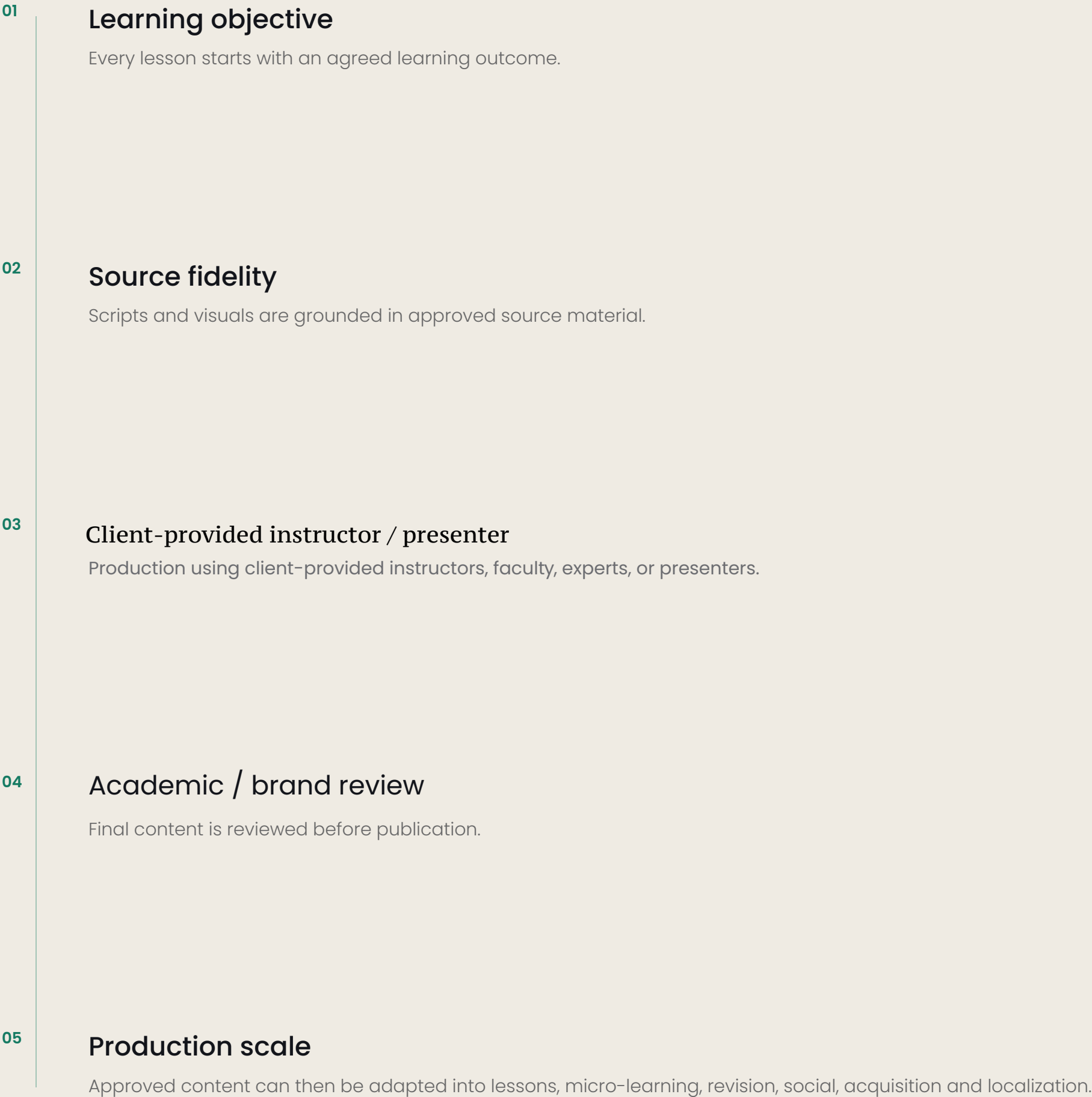
TYPICAL PILOT

7-12

business days

One module → a repeatable production workflow

Scale production without losing instructional control.



AI accelerates production.
Human experts remain in control of what gets taught.

Get more output from the knowledge you already own.

Refresh faster

Update lessons, modules and supporting content as curriculum changes.

Publish more often

Turn existing material into new learning and growth formats.

Reduce instructor production load

Keep educators focused on teaching and expertise – not editing workflows.

Extend content shelf life

Repurpose existing course IP into micro-learning, revision, social and acquisition assets.

Expand reach

Localize approved content across languages and channels.

More educational output.
Less repeated production work.

Build the production capacity your content operation needs.

RECOMMENDED · RECURRING COURSE PRODUCTION

Content Engine

₹1.25L / month

8-12 standard video units a month. Built for education and training teams that need the library to keep moving with the curriculum.

Course Sprint

₹50K-₹75K

One module / pilot. 4-6 standard video units.

Growth Production

₹2.50L / month

Large course libraries + marketing. 15-30 mixed video units + derived assets / month.

Dedicated Content Team

₹4L+ / month

Large education / training operations. Custom production allocation.

GST extra. Capacity depends on lesson length, production format, instructor involvement, animation complexity, languages, derived assets and revision requirements. A derived asset is an adaptation of approved content, not a new end-to-end lesson.



spearmint

Start with one course module.

GIVE US

The curriculum The learning objective Existing source material The target learner

WE'LL TURN IT INTO

A core lesson

A micro-learning asset

An explainer

A growth / social asset

Then scale the system across your content library.
Teach more. Publish faster. Scale your knowledge.



START A COURSE SPRINT

How the teaching can look.

Client-led

Client-provided subject experts validate content accuracy before publication. .

AI-presenter

AI instructor, AI narrator, multilingual presenter, presenter-led explainers.

Visual / explainer

Animated concepts, diagrams, process explanations, whiteboard-style education, screen demonstrations.

Micro-learning

30-90 second lessons, concept summaries, quick tips, revision clips, FAQ videos.

Social / acquisition

Reels, Shorts, course ads, instructor clips, promotional videos, testimonials.

A unit is a finished lesson. A derived asset is not.

One approved learning objective or content purpose

One approved script / lesson structure

One production direction

One final edited video

Captions

Basic sound mix

One delivery format

Included revision allowance

DERIVED ASSETS

Short cutdowns, social clips, alternate aspect ratios, revision versions, subtitled versions, localized versions, promotional excerpts. A derived asset is an adaptation of approved content, not a new end-to-end lesson.

Typical pilot: 7–12 business days.

Curriculum / brief review	1 business day
Content structure	1–2 days
Script / lesson treatment	1–2 days
Storyboard / production plan	1–2 days
First production	3–5 days
SME / internal QA	1 day
Review / revisions	1–3 days
Final delivery	1 day

Stage timings are indicative and may overlap. The clock starts after complete curriculum, source material, approved branding, required instructor material and references. It pauses for academic review, instructor feedback, legal review or consolidated revisions.

RECOMMENDED RECURRING PLAN

Content Engine

₹1,25,000 / month

8-12 standard video units / month. Recurring course production.

Course Sprint

₹50,000-₹75,000

4-6 standard video units. One module / pilot.

Growth Production

₹2,50,000 / month

15-30 mixed video units + derived assets. For broader course libraries and acquisition content.

Dedicated Content Team

₹4,00,000+ / month

Custom production capacity for large education / training operations.

Starting prices. Complexity decides the final fee.

Additional standard video	₹7,500–₹15,000
Premium lesson / explainer	₹15,000–₹30,000
Additional aspect ratio	₹1,500–₹3,000
Additional language	₹2,000–₹5,000
Dubbing / lip-sync	₹3,000–₹8,000
Custom AI instructor	₹5,000–₹12,000
Advanced animation	₹5,000–₹15,000
Social cutdown	₹1,500–₹4,000
Rush production	+30% to +50%
Extra revision round	₹5,000–₹10,000

GST extra. Starting prices; final fee depends on lesson length, format and production requirements.

Complete inputs → faster, cleaner production.

CURRICULUM

Course outline

Learning objectives

Lesson material

Instructor notes

Existing presentations

Reference material

BRAND

Logo

Colors

Typography

Visual identity

Existing templates

MARKETING

Offer

CTA

Testimonials

Claims

Promotional messaging

INSTRUCTOR

Recorded footage

Voice recordings

Approved scripts

Presentation style

LEARNER

Audience level

Course objective

Learning context

Platform / LMS

The client remains responsible for:

Academic accuracy

Learning objectives

Subject-matter validation

Instructor representation

Course claims

Testimonials

Final educational approval

REQUIRED CONTROLS

Source material must be approved for production. Learning objectives should be confirmed before scripting.

SME / academic review should occur before final publication.

Instructor voice or likeness requires appropriate consent.

Student information and private learner data must not be included without authorization.

AI accelerates production. Subject-matter experts remain responsible for what gets taught.

Client approval is required for:

Course content

Instructor likeness

Instructor voice

Testimonials

Student references

Customer / employer logos

Marketing claims

Final content

Any customer logos, case studies, testimonials, internal training material or learner information must be approved for the intended external or internal use. Third-party educational content must have appropriate usage rights. Regulated or professional education claims require client-side validation.

The questions academic and content leads ask first.

Can you work from existing course material?

Yes. Curriculum documents, presentations, PDFs, scripts, instructor notes and existing recordings can all be used as source material.

Does the instructor need to record every lesson?

No. Depending on the format, we can use instructor recordings, AI presenters, voiceover, animation, screen demonstrations or hybrid formats.

Can you preserve the instructor's voice?

Yes, where appropriate consent is provided for voice-cloning workflows.

Can existing lectures be upgraded?

Yes. Existing recordings can be edited, enhanced, captioned, restructured and repurposed into shorter or supporting formats.

Can one lesson become multiple pieces of content?

Yes. A core lesson can become micro-learning, revision content, social clips, explainers and promotional assets.

Then the operating ones.

Can you create multilingual content?

Yes. Voiceover, dubbing, captions, lip-sync and multilingual versions can be produced.

Can you create content before a course launches?

Yes, where curriculum, approved source material, learning objectives and production requirements are available.

Can you support corporate training?

Yes. The same system can support onboarding, internal training, compliance education, knowledge refreshers and employee learning.

What happens after the first pilot?

The natural next step is recurring production through the Content Engine, Growth Production or Dedicated Content Team model.

Teach more. Publish faster.
Scale your knowledge.