

Robi, the AI avatar that conducts initial safety RoboLab training for students and researchers

AI Avatar

EduTech

E-learning

Safety training

Key results



AI avatar fully designed and developed in close collaboration with the client



Multi-lesson training module launched and available to students



100% of lab visitors complete a consistent and engaging induction

In late 2025, Pitch Avatar started collaboration with RoboLab, an innovative initiative of the **Ministry of Digital Transformation of Ukraine**. The project aims to create open, modern robotics laboratories where students and researchers can develop their own ideas, conduct experiments using specialized equipment, and work on practical engineering solutions. The pilot laboratory was launched at Kyiv National University of Construction and Architecture.

Challenge

Before gaining access to any equipment, every student and researcher had to complete mandatory safety training covering every piece of equipment, emergency procedures, lab rules, and safety protocols for unexpected situations.

These trainings are extremely important, but usually they are very formal and boring. The challenge was to ensure that every participant not only completed the training, but also genuinely understood the material, remained engaged throughout the process, and could receive answers to any questions directly in the chat.



Solution

The Ministry of Digital Transformation of Ukraine, in partnership with Pitch Avatar, worked together to redesign the training experience. The brief was ambitious: to turn mandatory technical instructions into an interactive, innovative, and genuinely engaging experience.

The solution was **Robi**, an **AI-powered avatar** crafted specifically for RoboLab. Robi's role is to explain how to use the lab's equipment, what is and isn't allowed in the lab, and how to respond to emergencies and other unexpected situations.



Working closely with the Pitch Avatar team, RoboLab developed a detailed brief that guided the creation of Robi using AI: appearance, movement, and voice.

Once Robi's visual identity and voice were finalized, we turned our attention to the content. The Pitch Avatar team transformed the existing training materials into structured, engaging scripts and presentations delivered by Robi.



Results

The RoboLab team has access to detailed engagement analytics for every session: whether a student completed the full training, which questions they asked, and where their attention dropped off. This provides RoboLab with a clear picture not only of who completed the training, but also of how effectively the materials are being absorbed.



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Next steps

The first three lessons are already live, but Robi is only at the beginning of its journey. RoboLab plans to introduce additional learning modules covering more of the lab's equipment and procedures, as well as further evolve Robi as an avatar. As the lab grows, so does Robi.

This project demonstrates that AI avatars have meaningful role beyond sales and marketing. They are also a highly effective tool in education and corporate onboarding.

Want to build an avatar like Robi for your company?

Pitch Avatar helps teams create AI-powered avatars that educate, engage, and deliver measurable results.

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