

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 designed and built from scratch in close collaboration with the client



A complete module of several lessons



100% of lab visitors complete the same consistent, engaging induction

In late 2025, Pitch Avatar started collaboration with **Robolab**, an innovative initiative of the Ministry of Digital Transformation of Ukraine. The project was launched to create an open, modern laboratory based in Kyiv National University of Architecture and Construction where students and researchers could develop their ideas, run experiments using specialized equipment, and build meaningful work.

Challenge

Before anyone could touch a single machine, they had to complete a mandatory safety training covering every piece of equipment, emergency procedures, lab rules, and unexpected situation protocols.

These trainings are extremely important, but usually they are very formal and boring. The challenge was to ensure that every student or researcher not only completed the training but also truly absorbed the information and stayed focused throughout the entire process, with all questions addressed in chat.



Solution

The Ministry of Digital Transformation partnered with Pitch Avatar to rethink the entire experience from scratch. The brief was ambitious: transform obligatory tech instructions into something interactive, innovative, and genuinely engaging.

The solution was **Robi**, an **AI-powered avatar** crafted specifically for Robolab. Robi's role was 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 completed a detailed brief that guided Robi's creation using AI: appearance, movement, and voice.

Once Robi had a face and a voice, we turned our attention to the content. Pitch Avatar team converted the existing training materials into structured, engaging scripts and presentations that Robi would deliver.



Results

Robolab team can access detailed engagement analytics for every session: whether a student watched the full struction, which questions they asked, and where their attention drifted. This gives Robolab a clear picture of not just who completed the training, but how well the training is actually landing.



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Next steps

The first three lessons are live, but Robi is just getting started. Robolab plans to include additional lesson modules covering more of the lab's equipment and procedures, as well as further evolution of Robi as an avatar. As the lab grows, so does Robi.

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

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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