



Case Study



# Innovating Education:

Empowering Students with BioBuddy's  
Interactive Learning Platform

HEALTHCARE





## Transforming Traditional Teaching Methods with Engaging Animation and Personalized Quizzes

“ From the outset, my experience with SCIANI has been nothing short of remarkable. As a scientific animation firm, their quality of work is unparalleled. The creativity and ingenuity they brought to our project were truly awe-inspiring. It’s rare to find a team so dedicated to bringing a vision to life, but SCIANI did just that - they made our dream a reality.”

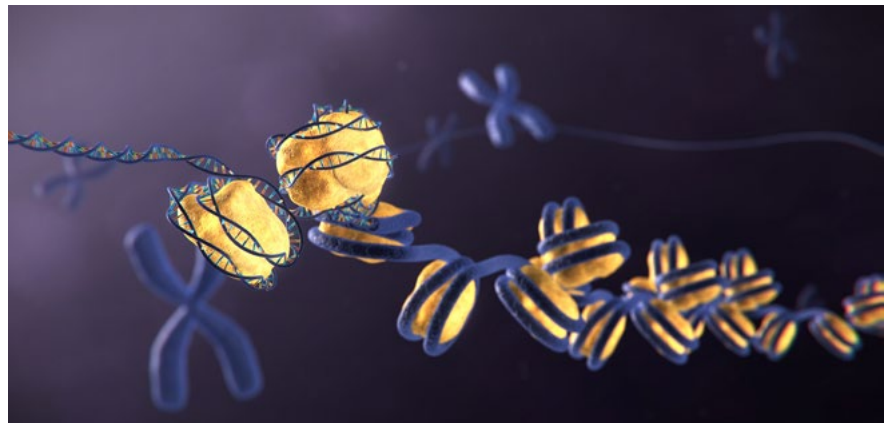
– Chris Egasti,  
Founder at BioBuddy

### A One-Stop Home for Biology

BioBuddy is a high-quality, modern, comprehensive resource for biology education. Their goal is to improve comprehension and access for all learners, providing students with a deeper understanding of biology. With BioBuddy, students don’t just check the box; they truly learn biology, supported by a one-stop resource designed to help them achieve their academic and career aspirations.

### The Challenge: BioBuddy’s quest for transforming learning

Chris Egasti, founder of BioBuddy, wanted to create a resource that catered to many different learning styles. Their platform offers over 50 animated lecture videos that cover every topic in the AP biology curriculum. BioBuddy also offers a customizable Q&A study tool with tutor walkthrough videos that gives learners the assurance that they are comprehending challenging topics.



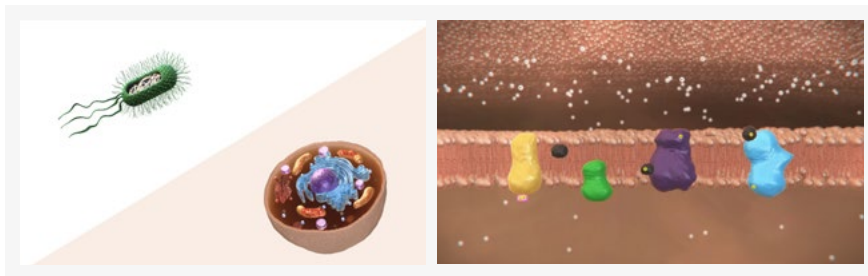
### How we helped them achieve that

We created an extensive video library that has been turned into around 7 hours of educational content. We worked with Chris and his team of scientists to create specific, visually appealing and easy to understand animations that act as the centerpiece for visual learners. Our vast knowledge of the subject matter and expertise in animation allowed us to create valuable content and also an advertising strategy. We created tailored 2D and 3D animation content for the entire AP (equivalent A-level) biology curriculum, consisting of 8



**BIOBUDDY ONLINE  
COURSES**

units of between 4 and 9 videos per unit. These animations were combined with live action recorded narration for use on an educational streaming service.



We also created advertising content, banner ads and promo video, to raise the awareness of the platform.

In summary, our collaboration with BioBuddy has successfully addressed the challenge of creating inclusive learning opportunities. By developing engaging educational content and implementing strategic advertising initiatives, we've contributed to the realization of Chris Egasti's vision for accessible education.

## Discover our Outreach Services



### Animation

Craft a captivating 90-second 2D animation to explain your research results.



### Video Abstracts

Create a one-minute eye-catching summary of your work.



### Podcast

Use the podcast platform for communication, discussion and promotion.



### Single Page Website

Showcase your research and host your outreach products.



### Single Page Infographic

Represent your research data in expertly crafted infographics.



### Articles

Share your research in a reader-friendly format with engaging layouts.

## About Karger

Connecting people and science since 1890, Karger provides scientists, healthcare professionals, patients, and the broader public with reliable and tailored information in Health Sciences. Building upon a publishing portfolio of more than 100 reputable scholarly journals and the award-winning Fast Facts medical info series, Karger excels in medical education and omnichannel HCP engagement in multiple formats, including 3D animations, podcasts, AR/VR environments, and more. Academic institutions and both medical affairs and pharma marketing teams in the corporate space entrust Karger with their most demanding communication challenges. Independent and family-led in the fourth generation by Chairwoman Gabriella Karger, Switzerland-based Karger is present in 15 countries with a team of 200 dedicated professionals worldwide.



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