



CASE STUDY

INDUSTRY EDUCATION TECHNOLOGY

AI-POWERED STUDENT OPERATIONS AT SCALE

How The Arena replaced manual Notion pages and one-at-a-time reports with an automated coaching platform.

Jams turned The Arena's coaching methodology into a two-sided platform for program teams and students.

- 1 **8 WEEKS**
Platform shipped
- 2 **HUNDREDS**
Students served
- 3 **BATCH REPORTS**
Hours compressed

THE CHALLENGE

The methodology worked, but the operating tools could not support growth.

- ✓ **Duplicated workspaces**
Students had copied Notion pages.
- ✓ **One-at-a-time reports**
Each report required manual handling.
- ✓ **Manual delivery**
Staff reviewed and sent every report.
- ✓ **Tooling ceiling**
Growth depended on staff capacity.

THE SOLUTION

The platform combines program management, student engagement and AI-assisted reporting.



ONE PLATFORM FOR PROGRAMS AND STUDENTS

The Arena manages cohorts, engages students and produces human-reviewed psychological profiles in batch.

THE REPORT FACTORY AT THE CORE

Student assessment data moves through a controlled AI workflow before staff deliver each report.



STACK: BUBBLE, OPENAI, SENDGRID

VALUE DELIVERED

- 1 **More students served**
Hundreds participate across cohorts.
- 2 **Reports generated in batch**
Reports now run in batches.
- 3 **Better student experience**
Avatars and rewards support engagement.
- 4 **Human oversight retained**
Staff review AI profiles before delivery.

"Jams transformed our unique methodology into a scalable product."

Julietta Lombroni, Founder, The Arena

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