

WHO WE ARE · WHAT WE DO · 2026

Where knowledge sticks.

Origin is the AI learning platform with retention built in — the first that keeps working after the course ends, and proves the knowledge stayed.

Built in Stockholm, on one observation.

Origin was founded in Stockholm in 2025 on a simple observation from two decades behind the bar and behind the code: **education doesn't have a teaching problem — it has a forgetting problem.**

Staff and students are trained once, tested once, and then the knowledge quietly decays while everyone looks away. The industry accepted this as the cost of doing business.

We didn't. So we built the platform that refuses to let knowledge go — and named its engine after Odin's raven of memory.

Everything we build serves one promise: what you teach should still be there when it matters.

Alvin Durrani

Co-Founder & CTO

Seven years in HoReCa taught Alvin how workplaces really learn — the pace, the turnover, the training that never sticks. He built and sold his own consulting company, taught himself to code, and wrote the Origin platform himself. Behind the bar and behind the code.

Andy Watson

Co-Founder & COO

Eighteen years in hospitality across three continents. IBA World Cocktail Champion 2022, Global Ambassador for the International Bartenders' Association, and lead of Campari Group's social responsibility programme. Andy builds the training standard hotels wish they'd always had.

Learners forget 80% within 90 days.

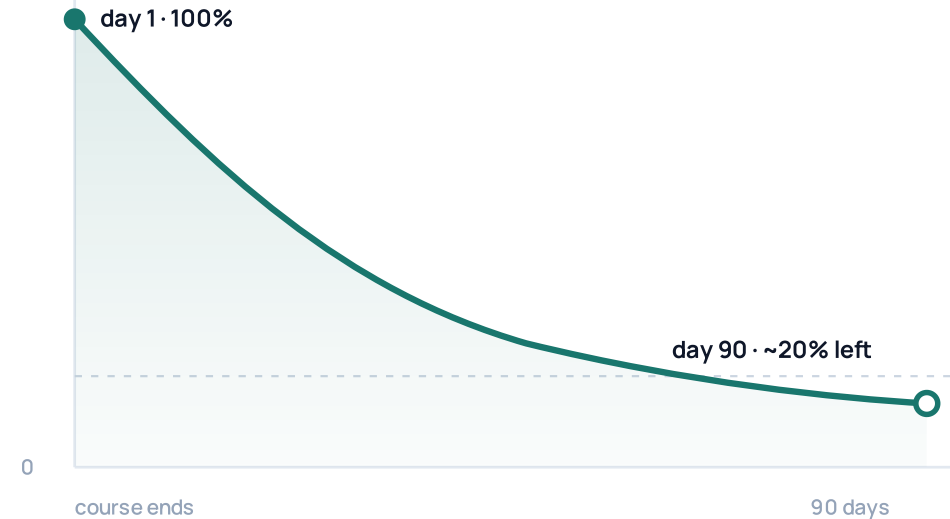
Within about three months of a course ending, roughly four fifths of what was taught is gone. Not because teaching is bad — because human memory decays when nothing intervenes.

Every organization that teaches — schools, vocational providers, corporate training teams — pays for education as if knowledge were permanent. **Then it quietly evaporates, and nobody measures the loss.**

Every system in the market manages the delivery of education. None of them is responsible for its durability.

Teaching is a solved problem. Remembering is not. That's the gap Origin exists to close.

KNOWLEDGE RETAINED AFTER THE LAST LESSON



A full learning platform, built around memory.



AI course studio

Upload a document, get a full block-based course with quizzes grounded in your own content. Course creation collapses from weeks to hours — the historical bottleneck of every LMS rollout, gone.



A learner experience people actually use

Native-feel, mobile-first, offline-tolerant: block lessons, streaks, progress, certificates. Retention only works if learners show up — so the surface is consumer-grade.



Early-warning radar for educators

Dashboards, knowledge heatmaps, and alerts that flag a struggling learner before the exam — plus AI-written cohort insights and follow-through tools built in.



White-label, multi-tenant, EU-hosted

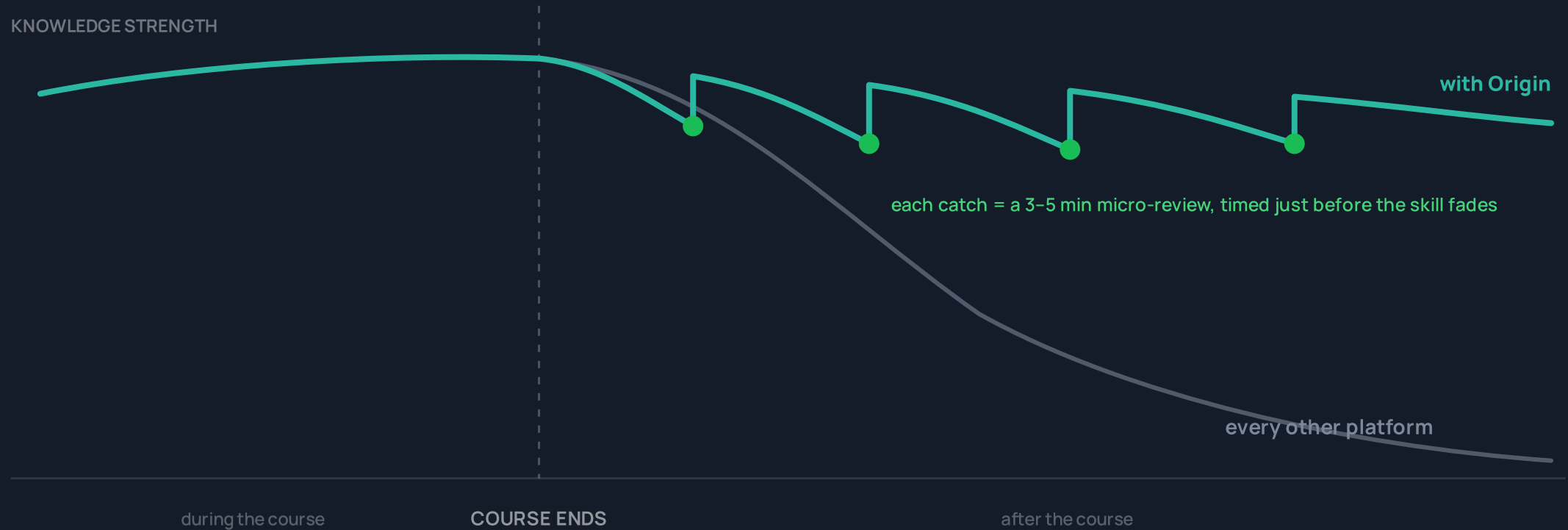
Every customer runs a branded tenant under their own name and domain, and can resell onward. All learner data hosted in the EU, GDPR retention with automated purges, row-level security throughout.

Everything above exists so the retention engine has somewhere to live. The platform is the vehicle — Munin is the reason.

WHAT MAKES US DIFFERENT

Every platform stops when the course ends.

Origin keeps going. Munin schedules short micro-reviews on each skill's individual forgetting curve — catching knowledge right before it fades, weeks and months after the final lesson.





Meet Munin.

Named for Odin's raven of memory. Munin is a **default-on retention engine**: when a learner finishes a lesson, it schedules short, personalized micro-reviews on each skill's individual forgetting curve — **so knowledge is refreshed right before it would fade.**

Not a feature. Not a toggle. The reason the company exists.

3–5 min

PER REVIEW

100%

OF LEARNERS, BY DEFAULT

900+

AUTOMATED TESTS

In the field: Munin is being implemented across Swedish adult education, and state-run universities are integrating it.

Built on the science of memory.



A forgetting curve per learner, per skill

Built on FSRS — the state-of-the-art open model of memory decay. Every learner × skill pair gets its own curve and review date. Critical skills like safety and regulation are capped at tighter intervals.



Default-on, not a checkbox

Retention runs for every learner automatically. Where competitors offer spaced repetition at all, it ships as an opt-in toggle — which means, in practice, it mostly stays off.



Graduation keeps it honest

A durably mastered skill stops being drilled and is only re-audited occasionally — so "mastered" stays true over time, and learners are never ground through material they already own.



Respectful of learner time

Reviews take 3–5 minutes, never more than two open at once. Learners can snooze — and the system is honest about it. Weekly digests deliver what's due; escalation only if a learner goes dark.

The result: per-learner, per-skill knowledge strength tracked over time — education that is measured, not assumed.

Grounded AI. No black boxes.



Grounded, attributed questions

Review questions are generated only from the customer's own content, pass an automated fact-check before they ship, and carry source attribution back to the exact lesson they came from.



Radically transparent

Learners see exactly why each review was scheduled. Managers get an explain-this-alert narrative — a reason, not a score from a black box.



Tamper-proof by design

Grading happens server-side against a stored answer key. Multi-tenant isolation is enforced with row-level security on every table.



EU-hosted, GDPR by default

All learner data hosted in the EU (AWS Europe, Paris), GDPR retention windows with automated purges, per-tenant policy controls.



Verified, not vibes

900+ automated tests, plus a live 180-day simulation harness that replays half a year of learning to validate the scheduler — daily monitored in production.

Anywhere knowledge has to last.



Education providers

Adult education, vocational training, universities — where outcomes are audited, tenders are competitive, and proof that education held wins contracts.



Companies with mandatory training

Safety, compliance, onboarding — anywhere "we trained them" must hold up months later, in front of an inspector or an incident report.



Certification & standards bodies

Credentials backed by durable mastery instead of one exam on one day — with the retention evidence to stand behind every certificate issued.



Training & staffing companies

Certify a talent pool under your own brand — white-label tenants mean your clients see your academy, your credentials, your standard.

The forgetting curve is universal — and so is the need to prove training held. The engine doesn't care what subject it's retaining.

THE PROMISE

Everyone sells education. We prove it stuck.

If your organization teaches anything that matters, we'd like to show you what it looks like when the knowledge stays. A demo takes thirty minutes – bring your own material.

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