openSAP Invites Thought Leaders, Episode 13

CREATE INCLUSIVE LEARNING EXPERIENCES WITH AUGMENTED REALITY

Transcript

Cheryl Bayer: Really keeps your attention by making you immersed in an emotional story and whether it's educating and using it in training or whether it's educating and using it in a fabulous historical book or a brand new novel, it's taking the characters, taking an emotional relationship that makes you feel like you relate to these people, because they are people, and then meeting them where they're at.

V.R. Ferose: And I think the biggest use case of technology is that the marginalized communities, the minorities, the people who are left out can actually use technology for really maximizing their potential. And that's when I really understood the power of augmented reality.

Elisabeth Riemann: Welcome to a special Thought Leaders episode with Cheryl Bayer, CEO of Living Popups and V.R. Ferose, Senior Vice President and Head of SAP Academy for Engineering. In this episode, we learn how augmented reality is being used to bring the learning experience to life to educate and entertain children and adults alike. We'll be focusing on the magic of storytelling and how authentic AR characters are breaking down barriers to motivate us, help us understand one another better, and develop deeper emotional connections. I'm your host, Elisabeth Riemann, let me introduce you to Cheryl Bayer and V.R. Ferose. Cheryl Bayer has an exciting career in entertainment. She opened her own casting company, Cheryl Bayer Casting, where she was known for finding talent for shows such as In Living Color, Baywatch, and Dream On. As the Head of Talent and Development at ABC Productions in the early 90s, she worked in comedy and drama development, marrying the writers and talent with shows such as Roseanne, My So-Called Life, and Home Improvement. After joining Creative Artists Agency, she developed new talent and projects and was instrumental in the success of shows such as Sex and the City and Freaks and Geeks. Moving to FOX as Senior Vice President of Comedy, she was directly responsible for the success of Malcolm in the Middle, That '70s Show, and Family Guy. Cheryl left FOX to pursue her passion in education and founded a critically acclaimed and award winning children's business, Creative Space LLC. Excited about merging technology with entertainment

and education, Cheryl co-founded Living Popups LLC, a leading company in AR technology for education, tourism, and entertainment. To name just a few examples, Living Popups has produced a library of augmented reality educational apps, starting with the first four books in the Boxcar Children series. Recently, Living Popups was contracted to work with the Air Force to create an on-base app Take Flight, a mobile and Web app that supports the well-being of military families and their communities. V.R. Ferose is Senior Vice President, Head of SAP Academy for Engineering, which has the mission to create the next generation of engineers to help solve some of the most complex problems in the world. Ferose was formerly head of the SAP Globalization Services unit responsible for enabling the global adoption of SAP products worldwide. At 33, he became managing director of SAP Labs India, during which he transformed it into an innovation hub. Ferose is chairperson on the Board of Specialisterne USA, a not for profit foundation with the goal to create one million jobs for people with autism and similar challenges. He's founder of the nonprofit India Inclusion Foundation, which aims to bring the topic of inclusion to the forefront in India. Ferose has co-authored a best-selling book on people with disabilities entitled Gifted. He's authored Innovating the World: The Globalization Advantage and GRIT: The Major Story. Ferose teaches personal leadership at Columbia University in New York and is a columnist for New Indian Express and Mint. Hello Cheryl. Welcome to openSAP Invites Thought Leaders.

Cheryl Bayer: Hi, nice to see you.

Elisabeth Riemann: Likewise, and hello Ferose, welcome back.

V.R. Ferose: Thank you for having me back again, Lizzie.

Elisabeth Riemann: You're very, very welcome. I'm so pleased that we're joined by the both of you today to learn more about augmented reality and how it can be used to create more engaging and inclusive learning experiences. Cheryl and Ferose, I think you'll agree that regardless of what we want to learn or teach, it's much more effective if we can be completely immersed in the experience and enjoy being educated and entertained at the same time. Cheryl, Living Popups, of which you're CEO is a leading company in storytelling augmented reality technology, which is designed to augment the

audience's real world. So, I'd like to ask you if you could immerse yourself fully in a story from your own childhood, which characters would you like to bring to life and why?

Cheryl Bayer: Oh, wow, that's an awesome question. I would say it would be my grandfather and my grandmother who took me around Europe for the first time and as they grew up and had travels going through different countries to become Americans, safe citizens, they exposed me in a way that learning seven languages, being open to meeting people in the different countries. I wish I had my grandparents next to me traveling through Europe, and that would be a fantastic AR tourism experience through Germany, through the Netherlands, through France, through Italy, through Vienna and Austria, through England. That would be incredible.

Elisabeth Riemann: Absolutely, and such happy memories and very, very special people in your life. Before we immerse ourselves completely in the topic of augmented reality in the learning context, Ferose, could I ask you to share the story of how you and Cheryl met and how your friendship since evolved? We chatted about this in our soundcheck, and I'd love it if you could share the story with our listeners too.

V.R. Ferose: Thank you. I mean, you know, one of the things of working for SAP is that you get introduced to wonderful people. So, I think it was in 2018 when an SAP colleague connected me to Cheryl. And, you know, I meet a lot of a lot of interesting people. I've been very fortunate to do that. But in the introduction of Cheryl, there was one sentence that caught my eye. He said, meet Cheryl, CEO of Living Popups, and a lot of description. But the one that caught my eyes was, Cheryl is a doer, somebody who gets things done. And one of the things that I've learned is that we have a lot of thinkers, but we need to doers, right. And so, I was super excited, and we exchanged the emails and guess what? I think the introduction was so apt that she showed up in my office. She was based in L.A. and she said, OK, I'm flying down to meet you. And not too many people do that. And I must say, that was, I was feeling a little overwhelmed and I was actually a little nervous. I mean, why should somebody fly down to meet me for 30 minutes? And of course, since she was flying down, I extended that meeting for two hours. And since then, we have never stopped talking. So that's how we first met way back in, I would say, beginning of 2019.

Elisabeth Riemann: Fantastic. Thank you for sharing that story with us. Cheryl, at Living Popups, you augment the world, creating AR experiences across all media and entertainment platforms. Can you tell us about some of the unique magic your team of Hollywood storytellers and VFX producers bring to augmented reality to help us learn and also entertain us at the same time?

Cheryl Bayer: Well, I appreciate that, because I think that AR is a fabulous tool, but it's understanding that it needs to have purpose in order for it to continue telling a story. So half of our team grabs your attention, but the other half of our team really keeps your intention by making you immersed in an emotional story and whether it's educating and using it in training or whether it's educating and using it in a fabulous historical book or a brand new novel, it's taking the characters, taking an emotional relationship that makes you feel like you relate to these people, because they are people, and then meeting them where they're at, asking them questions. And this is all through animation and AR. And so, the visual effects in the animation comes from one side of the house and the storytelling comes from a team of people. When we script something we work with, if it is in training of technology, we'll work with master trainers, will work with humans themselves who are looking to be trained and ask them questions. And then we'll have comedy writers from television that are also part of our virtual writers room to engage and make it humorous so that a human wants to stay involved, doesn't feel bad if they get something wrong and wants to stay emotionally set up for success. So that's the beauty of how we use AR as a tool. And then that we can give you feedback by the characters in AR asking you questions and then in real time giving you real answers or redirection to set you up for continued learning. Right. And that's what, see I'm excited about it. I'm like, you can't see me, but I'm jumping off the screen.

Elisabeth Riemann: But I think that's really great that you say it's the emotional connection, right? We really like the characters, they're human, they're approachable. They encourage us to learn. They have that humor as well, built in there and I think that's really good at keeping our attention engaged and motivating us too, so what a wonderful combination. I do have one quick question there in that context, maybe you can clarify this for us right at the beginning. What's the essential difference between augmented reality and virtual reality? Maybe we should clarify that right from the get-go.

Cheryl Bayer: How we use it is three dimensional characters or models of things that come into your world vis a vis your mobile device, so it could be on you at all times. What differentiates us is we create a world using your mobile device now and we can use it in virtual with headsets and stuff.

V.R. Ferose: If you look at augmented reality, you have layers of virtual objects that are added to your real surrounding environments. That's augmented reality, whereas in virtual reality, the surrounding environment is completely virtual. Right. And for me, the easiest access point to augmented reality, and this is what I saw for the first time when my niece sent a photograph with her and a dinosaur in her bedroom. And that's a classic example where a virtual object is actually added into your real world. That's augmented reality. I'm not getting into the technical details of it, but that's the difference between AR and VR.

Elisabeth Riemann: That's a great explanation too. And Ferose, to look at the learning context now itself, how, in your view, has learning evolved and what's the role of technology when it comes to the all-important democratization of learning?

V.R. Ferose: When I started working for the SAP Academy for Engineering at exactly two years back and I was trying to look at the history of learning, how has learning evolved? What has been the technology breakthroughs that has happened? And the single most important technological breakthrough that has happened since the invention of the wheel is the Gutenberg press. OK, that's when true democratization of learning actually happened. And I think it's the greatest innovation ever mankind has done. But what the Gutenberg Museum did, or Gutenberg Printing Press did was it brought a book in the hands of every individual. So, learning was not a topic that was limited to the most intelligent or to the church and so on. Everybody could learn. But that happened almost 500 years ago. But if you look at the data, real democratization of learning actually happened in the last 200 years. And let me share with you some statistics. If you look 200 years back, we believe that learning was a prerogative of the smart, intelligent people who are the highest in the hierarchy and not everybody else. And so, our average literacy rate around the world, which means the ability for people to read and write, was less than 5 percent. Now it is more than 80 percent. So, it's no longer limiting to say that only a few people can learn. I believe everybody can learn. And tools like YouTube has become the greatest leveler. Even if you don't understand the language,

you can watch how things are made. So, technology has actually democratized learning in massive ways, especially in the last 200 years. And I believe AR is just one of the tools, and as Cheryl rightly said, it's just a tool. But finally, what it does is make learning interesting, make it engaging, and make it grounded in purpose. I think that is the mission of learning, and that's what I think technology should be doing.

Elisabeth Riemann: So, it all circles around this this purpose, yeah, that has to be central and at the core.

V.R. Ferose: Yes.

Elisabeth Riemann: And so Ferose, what first inspired you to use AR for an educational purpose?

V.R. Ferose: I think for me, I'll tell you, as I said, I was, I wasn't aware of the power of AR. I mean, when I first met Cheryl, actually, she gave me a business card and she said, Ferose, you know, just scan the barcode on the business card. And as soon as I scan the barcode, the characters popped out of it.

Elisabeth Riemann: Wow.

V.R. Ferose: And I'm like, holy cow, how does this work? And that's when I realize this is, you know, it caught my attention and I was more thinking about, you know, how do we move from something which is fun and playful to something that has real meaning and use in real life. And I think the reason why I got so attracted to it was because my son is on the autism spectrum. He's nonverbal in the sense that he can't speak. And so, teaching a kid who can't speak is incredibly difficult because you don't know what he's learning. You can read something to him. But how do you know whether he's understanding something that you taught him or not? Because there is no feedback loop. And that is when Cheryl introduced me to the Boxcar book and they had just released the first version of the Boxcar book, and especially for listeners who are not from America, you know, Boxcar is a first grade, a great teacher,

Cheryl Bayer: It's third grade.

V.R. Ferose: Third grade teacher, who her name was Gertrude, who wrote these stories about two brothers and two sisters. And of course, I was not exposed to that storyline. But when I looked at it, it was incredibly compelling. And for me, the aha moment was I read the book in one shot to my son. I was reading the book and after every chapter I was using the app to ask him questions. So, I will ask him, so what did you think happened? And there were four options and he would press at the right button. And I was like, the first time I did that, I said, oh, maybe this is just a fluke, maybe just press the right thing accidentally. I read the entire book and he got all the answers right from the book. All of them, not with one exception. That's when I understood that he's understanding everything that I'm reading, because there was a compelling feedback mechanism in-built into the AR app, which was iPhone enabled, a phone-enabled app. And that's when I realized, wow, this is so incredibly powerful. And I think the biggest use of technology is that the marginalized communities, the minorities, the people who are left out can actually use technology for really maximizing their potential. And that's when I really understood the power of augmented reality. So, I can only thank Cheryl for introducing me to the power of AR.

Cheryl Bayer: So, I'd love to just chime in from that, because that book is, there's a series of one hundred and fifty books. We did the first four books and they, the teacher who wrote the book used two hundred of the most commonly used English language words, and she reinforced them in the first four books. So again, showing the power of positive, positive and reaffirmation and building confidence and comprehension was key. So, when the characters from the book, he's talking about the four siblings, those are the characters that pop up from the book and they're the ones asking you questions. So, the actual story and the characters from the book are your friends. They are connecting to you. They, by the way, we facially track so that the eyes connect to the child's eyes. So even a child on the spectrum actually can feel connected and has an emotional like moment that understands they've got you and then they're asking questions. And if you do get it wrong, they redirect you back to the page. They don't give you the answer to reread, to give you an opportunity for another chance. First of all, literacy is the key is the window to the world, if you can read today from five hundred years ago in the printing press. But if you can read today, you and you are successful at reading, you become a curious, continued life learner and you continue to be curious about all kinds of topics. Now, in training when you're training somebody in call centers, it's kind of the same wiring. You have to meet them where they're at. You have to make

sure that they they're looking at what could be a YouTube video and they might not get it. And they might need visual, dynamic, three dimensional things that actually ask them, are you understanding it? Can I give you another suggestion? And then it's talking to you in a human experience like your TA would when you were in school and make you feel not so bad if you're falling behind. We don't want people to fall behind. We want to empower them to say it's OK, ask questions. Right. And that's what our characters do, whether it's for a 40-year-old or a three-year-old or a 10-year-old or a 59-year-old, you know, that's the idea.

Elisabeth Riemann: And I think it's so wonderful that you say it's an emotional connection, that it really is encouraging anyone at any age to kind of pick out a book, start reading, kind of integrate with the AR experience, really have that connection and really learn as you go along. And what I really love as well is the fact that it encourages you to go back and to read a page and to really understand something and gives you that complete sense of success, which is wonderful. I think that's probably pretty unique, isn't it? I've never had a book experience like that.

Cheryl Bayer: The teachers that are using it are giving us the same kind of feedback and the parents that are seeing the success of their children are giving that same kind of feedback when it comes to books. You know, and we're presenting to a very big company like SAP about their training as well. And we're doing something with the Air Force, with their airmen and they're and the well-being of their families as they move from base to base, setting them up for success and saying, are you like, what are you feeling, checking in? And like when it's because our voices are human voices. It's not just an avatar that sounds automated. It's really with the emotional connection. It goes back to that. And then it's the use of technology, the collection of data and the real time response that then the company gets the information and success. The human who's using it gets the information in success. And so, it makes a healthy ecosystem. And that's what we're looking for.

Elisabeth Riemann: That's fantastic, and Ferose, the example you gave then reading to your son, that must have been the most magical experience, right, where you knew he'd been engaging with the book, he'd understood everything. You'd had that special shared moment. Right.

V.R. Ferose: Absolutely, I mean, it goes back to the fundamentals of having the right feedback loop, right, because if you don't know whether you're making progress, then you're flying blind. But if you know you're making progress, it encourages you to take the next steps which help, which makes you continuously engaged, curious, and willing to learn. If you look at why children drop out. Why have they're not interested in learning? Because there is no feedback loop. There is no encouragement. In this case, we are not talking about failure. We are talking about feedback. You know, in my room, I have this big cutout which says that there is no failure. There is only feedback. And I absolutely believe in that. And if you have a tool that kind of amplifies that message that there is no feedback, there is no failure, there's only feedback, I think that is very profound.

Cheryl Bayer: I so appreciate what you're saying, because I think in us reaching the human experience, it's understanding where fear comes from. Fear is people have fear about asking for help and by them having feedback, that gives them a way to ask for help, that makes them feel safe. Then they're getting feedback to keep encouraging them to grow and learn. So, it's breaking down the barriers of fear for advocating for yourself and self-efficacy. And that's the biggest joy. When Ferose told me how he started a program that had inclusion in at SAP that was global, I thought that was the most profound. I thought he was my hero. Like, people have a shrine.

V.R. Ferose: Thank

Cheryl Bayer: I

V.R. Ferose: You.

Cheryl Bayer: Meditate every morning. And I thought to myself, this man does talk about possibilities, capabilities, and opportunities, and the power of positive words.

Elisabeth Riemann: So Ferose, can we maybe look at then some of the different use cases and the potential that we see there, so maybe looking right across the enterprise, education, and entertainment spaces.

V.R. Ferose: Yeah, I think let me share two or three different ideas here. The first, is we've been speaking about edutainment, right? Which is education plus entertainment. And my, I would say my criticism of that space is that when you focus, when you call about, when you talk about edutainment, it eventually becomes more entertainment than education. And you have to strike the right balance. Right. It has to be as much education as entertainment. Otherwise it's fully entertainment. Now, and hence I was looking at, let's look at real world scenarios where it's a classic case of an edutainment and let me share maybe two or three separate examples. And I'm actually using one of them right now. I'm in the process of relocating and looking for a new house. The first thing that you do when you look for a house is, you know, how does if I buy a new a new chair, how will this look in my in my home? And this is where I thought IKEA did incredible work. And they have something called IKEA Place, and especially people who are in Germany because it's such a popular brand. What IKEA Place does is incredibly simple. It will allow you to put a chair or a bed to scale in 3D model in your room, so you don't have to go and buy and see how it looks. You can actually put it into your room at scale and figure out, does this look good, is this color going well? And make a decision which is much more accurate than something where you get something and put it and then you say, well, this doesn't look good as a classic example of how businesses are using augmented reality. The other two use cases, which I find very fascinating, and that's probably where augmented reality has mostly been used is manufacturing and healthcare. And, you know, I think there was this example of Japan Airlines using Microsoft HoloLens for learning purposes, which is basically a mixed reality. It's basically getting virtual reality and augmented reality and trying to teach its employees how to work in complex machinery. And the challenge with augmented reality. This is where I found it fascinating, is that when you're looking at AR, you have to hold the phone in one hand. So, your, you have only one hand to actually maneuver. And that is where I think a combination of AR and VR comes to play, where if you're able to put a VR set and then free up both your hands and get insights into how a complex car machine looks like, I think it could be a great tool for training purposes. And that's why I found that today most of our AR and VR is used in training purposes for complex machinery in the healthcare areas. I think these are some of the areas where it's been explored, but I think there is a massive opportunity to look at other spaces.

Cheryl Bayer: What's interesting is, yes, that's been done and it's still not reaching the two that, you brought up two great, because right now our company is being

approached to put in glasses. The AR experience, but they're not, by using them for training, they missed how you speak to a human being who's actually learning it. So, there it goes again. And the health care thing that we ended up doing for mental health reached so many people and has won us so many awards because it's taking the emotional quotient of how a human being will actually go through the health care process, how a doctor will actually need to use something in a case where they're just on the fly. And if they don't have the goggles with them at that moment, then and then an AR experience on their phone can whip out in a moment's time. And we've been asked to do things in the E.R. for that. We've been asked to do things also with approach. Again, it comes from, and I keep going back to the emotional quotient, because if you relate it as a human being, that is teaching you, even using the technology, even when you're using it in enterprise for big machinery, you have to understand that that person like next to the guy next to him or her might be very differently wired and might have a different approach for how they learn. And so, if you definitely dial it into that, then putting those connectivities of on the machine line, you can choose your best suited way of learning and then use the technology to set you up for success. So, I find both of those areas fascinating because a lot of money has been spent and a lot of times, I'm curious to see the success failure rate or the success learn to improve rate. Let's use that. We will not use the word failure. But I think that there's there is missing a section that they're trying to make the one size fits all, just like at one time, tried to make the one size fits all in a jet in the sky for flying airman. It couldn't be done. So, I think it's fascinating just thinking of people are wired differently. There's different kinds of ways to approach them and then use that as training, whether it's big machinery or it's in health care.

Elisabeth Riemann: And Cheryl, could I ask you can you walk us through one of these creative projects say a customer comes to you and they have some training requirements there no matter what the context is. What are the individual steps that you that follow through with the customer from the original concept or problem description phase right through to the solution?

Cheryl Bayer: Well, I feel like we become one of their team members right immediately, we are one of the team. We are aimed to set it up for success and we are looking at focus groups for what is the problem and how many solutions can we actually hit here. So, whether it's the Air Force or whether it's call centers, it's really coming from these

are human beings. Who is in, who are we dealing with? We had focus groups, whether it was at the Air Force from young airmen, airmen who have been moving from base to base for fifteen to twenty-five years. We had spouses sit with us. We had high ranking officials who at first were asking there were like, well, what's the data you're going to collect? And one of their colleagues sat there and said, you asked me for data. For over a year, I collected and gave you a 90-page report that it was obviously, and I'll just use the catch phrase TLDR, too long didn't read. So, we have to make it in digestible chunks. Really, when I talk about efficacy for a human being, it's got to be something that you're on the go. You have 40 things to do in your one job alone, and that's only during that one hour. So, the truth is you have to go, OK, what is the priority level? And so, I even like simply said something like, let's look at red light, yellow light, green light. Everybody understands that, this is what you need to pay attention to right now. This is like something you can do in the next hour. And this is something that like it looks like it's going well. Right. But even that simple back end in the dashboard that has people actually who are the ones looking at the data, understand they need to attend to it in real time and get back to it. That's where the human touch comes in. And so, it's reaching the human that needs to be trained. It's neat. It's reaching the human that's moving from place to place. I mean, I love he was talking about finding a new home. I thought he was going to even go with Zillow, joking about Zillow. But, you know, it's and also, I think there's many people don't realize all the different levels of things that come into play. What are your finances as a human being? What is your time about the value of your time inefficacy? How many people are you juggling? Do you have a family or are you single? And all those things come into play that even approaching someone your training is because someone who's single, who's young, doesn't have the multitasking approach or the executive function skills the same way somebody who's been working for a while, who might have responsibilities, tending to their parents, tending to a dog, what, you know, or tending to kids, you know, it goes up notches, so it's understanding who are you reaching? How can you look at, they can make choices if it is a training facility or if it is a health care program. So, so for the Air Force, I talked about that for mental health. We chose the 18 to 27-year-old and we said feelings look, are underground. People don't like to talk about their feelings. Everybody is Facebook and Instagram happy. Right. So, so then how do you really get what somebody is like feeling. So, we made it look like the subway system, like it's underground.

Elisabeth Riemann: Oh, fantastic. So just the visualization is really kind of addressing those underlying emotions that are kind of hidden from view, they're not the kind of Instagram gloss. It really is keeping it real, authentic, and making real distinctions.

Cheryl Bayer: Well, we create a world I think that's the first things first is we create a world and we give you proactive choices for you to then engage in it. So, for that one, it was the MetroCard you had to sign up for and that's your hyper compliance. Then you can go on AR experiences in trains, then there's vending machines for you to choose from. But it's a whole world that we created in the user interface that also uses AR and collects data from multiple different sources.

Elisabeth Riemann: I think as you keep saying as well, choice is so important that no matter what our age, whatever our life situation, we all want to feel that we can make informed decisions. We want to choose how we learn something, how we engage with technology and software. I think it's really important that the user, that that it's really completely human-centric. Often, it's used as a password, but I think it has to be all geared towards the human experience and it's complex.

Cheryl Bayer: I love that you said that because it is that's how, then you use the technology as the tools for your spectacular recipe that can be so delicious when you see that, oh, it's really being used. It's not just a data analytics cloud and it's up and which one is it in the sky? Right. It's actually, it's being used properly. And then you see the efficacy of a human being that feels successful and then you're getting that data that they're successful. Then it's win win and it is at all ages. So, it doesn't matter what you're learning. And you used information and Ferose used edutainment. I think that's how we blend the beauty of information. You need the information and we just make you feel like you're having fun doing it.

V.R. Ferose: I agree.

Elisabeth Riemann: And we all need more fun, I think, when we have to learn something new and I think it's key, as you said Cheryl, that we don't want to read these massive documents where everything's contained there for anyone who might want to know about a particular subject, it has to be something authentic. It has to really be geared towards the learner. And I was going to ask you, Cheryl, what you love most

about your job and what motivates you. I can imagine, I think, what the answer might be. But I still like to put this question to you. What's the most rewarding part?

Cheryl Bayer: Ok, wait now, but that I would turn it around because I want to hear what I will say, what I'm going to say, but I'm so curious what you guess

Elisabeth Riemann: I think, it's just making a real positive impact on so many different people from so many different walks of life, that it's not just something that's created anonymously, you're not just creating technology and sending it out into the big wide world. You're researching it. It's based on individuals and it's having a real change and talking about mental health, talking about issues that we're all dealing with, easing our workload at work. I mean, these are real life changes in many respects.

Cheryl Bayer: Ok, you nailed me, and now I'm crying. No, I'm, I feel like I have a capacity to walk in individual shoes and I do, I want to, I think our team is surrounded and I think that's why I fell in love, Ferose is like a spiritual brother to me, is that I genuinely feel like all we want to do is reach people, make an impact on their lives, and set them up for success. And that's no matter how you're wired, no matter how physically you look different or feel different, you are included in this great big world and we can all make an impact on each other.

Elisabeth Riemann: Yeah, that's incredible and such a gift there as well to give that back. That's really incredible.

Cheryl Bayer: Thank you.

Elisabeth Riemann: And I think it's as you said, Cheryl, that we all want to feel a sense of belonging. And I think that links in with another question I wanted to put to you and Ferose on the subject of inclusion and education for anyone with any kind of disability. And I think it's such an important topic. And Ferose, you describe yourself as an inclusion evangelist, and I know that you drive social change by spreading awareness around all different types of disability and inclusion. And I know that the two of you, you, and Cheryl, you collaborated last year to develop an AR mascot for the India Inclusion Foundation. So, I'd like the two of you now to introduce us to the character of Inclu and explain to us what you've achieved together.

V.R. Ferose: Thank you. I mean, I think they're just at the starting point of a long journey. But let me share the problem statement first. I always say if you know what the problem you're solving, then you will find solutions to it. So, there were two fundamental issues that I observe. Number one, when I look at people with disabilities, and a lot of my friends who don't have an understanding of disability directly, they see people with disabilities with an element of fear. They are like, how do I deal with this person? Am I asking the right question? Am I offending that person because they have never come across directly a person with disability. So, that's the problem. So, it is not that people have any bad intentions. In fact, almost all the people whom I know have very good intentions, but they're just yeah scared. And that's why we thought, why not bring Inclu and we call it, Inclu, is a boy, a young boy with a disability he has only one leg. And we said, why not bring this character to your bedrooms so you don't have to feel scared about it? You know, you can take a picture with Inclu. You can feel that it's like yet another person. And that's when I called Cheryl and I said, can you just build a simple AR tool which will look like a fun thing for people to do and take a photograph with the person who looks disabled, who looks different from you. And of course, you know, Cheryl and her team built this beautiful app, which you can download it's called Inclu. But that's just the beginning, right? Taking a photograph of the person with disabilities, is just the starting point. But is the next big problem that we are trying to solve? And I'll share this, and even Cheryl is not aware of it, but I've been thinking about this. When I looked at the disability movement in India and I spoke to a lot of activists, they say the number one problem is that people are not aware of their rights. OK, that's the number one problem. India has probably one of the most progressive disability laws in the world where, for example, if you mistreat a person with disability, it is a criminal offense. You can be jailed for six months if you mistreat a person with a disability. OK, it's one of the most powerful disability laws in the world. But the problem is nobody knows about it. And I said, why do people not know about it? And guess what? I looked at the disability bill. It is 36 pages long legal document, 36 pages. Nobody has read this. And so, our idea is to radically simplify that where Inclu will teach this complex disability law in very simple 10 steps so that you are aware of.

Cheryl Bayer: He should sing it, he should do it like a

V.R. Ferose: Yes.

Cheryl Bayer: Song, almost like School of

V.R. Ferose: Yeah.

Cheryl Bayer: Rock You know.

V.R. Ferose: Exactly, and so Inclu can say, OK, by the way, did you know this is your right? Nobody is doing you a favor, by the way, this is your right. It's like a right to education. Its right to anything. This is your right. But if you don't know, you are unaware. And so, the thing that I'm going to work with Cheryl in the next few months is to break this complex 36-page legal document into easily consumable AR app, a character which Inclu will talk about and everybody now knows their rights. And once you democratize information, information is out there. But it's not in a form that's easy to consume. Once you make it easy to consume, you will start realizing the ripple effect of that change, one person at a time.

Elisabeth Riemann: I really love the ripple effects and it's all about empowerment, right, and Cheryl, I love your suggestion as well that Inclu could maybe sing some of the main parts as well, because then you can remember it.

Cheryl Bayer: It's the most catchy thing, and if we make it into a song that has like a funky beat, he's the, he becomes our star, our celebrity singing the song. And I think people will catch, like we can do it so people will catch on. And that's another one where we can bring in our Hollywood, you know, support for both the Bollywood aspect and so the music can be very current

V.R. Ferose: Yeah.

Cheryl Bayer: And very effective. The fascinating thing, because I find that fascinating, it's a country that has one of the most progressive laws. And culturally, it was also the one of the most, the biggest countries that also had the most shame around disability.

V.R. Ferose: Yeah, yeah.

Cheryl Bayer: So, I think that that's where the balance is now. We have to change the balance, the scale.

V.R. Ferose: Yeah.

Cheryl Bayer: And because information is power, the information is there, but they don't know about it. So, it's how we will convey that and also to make it feel like pride. If you think you know, look at and if I talk about this in an analogy only in reference to gay pride, there's parades all over the world now. Right.

V.R. Ferose: Yeah.

Cheryl Bayer: And it used to be a shameful thing. And so even though there was really no reason from the get-go and there's no reason for the get go, for there to be shame for who you are, no matter what you look like. So, it is how we look at the context of this opportunity and how we can show their capabilities and rock them out, you know?

Elisabeth Riemann: I love the idea of rocking it out, and I was also had the word pride in my mind as well, because I think it's so important that everyone realizes their own personal value is a human right, regardless of any disability. We all have a big and important contribution to make, and we should all be proud of who we are and everything that we stand for.

Cheryl Bayer: I would say the word worth, you know, like it's, it's so dissected and it's so fascinating, women have a certain narrative about worth. Disabilities have a certain narrative about worth, and it's rebuilding and rewriting the worth narrative. Right. To being an individual who brings possibility and ideas to the world. And no matter what you look like, no matter who you are, they can all be fantastic suggestions, right?

V.R. Ferose: Yeah, yeah, I mean, I would say for me, the word is really potential, I always say if each one of us can maximize the potential of the people around us, I think the world would be such a better place. And I think our role is really to lift everybody up a little bit, that's all. You know, you don't have to carry the whole world on your shoulders. Just try to lift somebody, you know, by a little bit more. And don't waste your time when pulling down anybody. Right. I don't waste any time. I think, you know, like if

you can lift people up and if you can spend your whole day thinking about doing that, I think the world will be a better place.

Elisabeth Riemann: There will be a much better place indeed.

Cheryl Bayer: I agree.

Elisabeth Riemann: So, there's a lot of potential for good there in every single realm and the use of AR is incredibly powerful then too.

V.R. Ferose: Yeah, I think AR and VR are all tools, right. Technologies will come and go. The true potential of technology is when there is, there is an element of viability and feasibility as well. I think there's still a lot of work to be done, but I see all of these as tools that will maximize human potential.

Cheryl Bayer: When we first started using AR it was in beta. OK, so we're just going to keep evolving and we're looking at reaching as many kinds of human beings as possible. So, we're doing that in entertainment, in some television shows that you feel like, you know, all the television shows that I developed and worked on, people told me I rate the characters that we created. We raised them. They were their friends. So, now we're giving them interactive and life skills. I think that there is many different opportunities for us to reach many people and to continue using evolving technology.

Elisabeth Riemann: Wonderful. To conclude today's openSAP Invites Thought Leaders episode, can I ask you both to share maybe one closing sentiment or one task that we could do maybe to spread this positive ripple throughout our societies and maybe really drive positive change?

V.R. Ferose: If there is one skill, if I use that word that every human being should possess, especially in today's times, is curiosity, right? I think content is democratized. You know, everybody can access a speech by a Harvard professor anywhere in the world. So content is out there. But what is harder is to have a sense of curiosity. And unfortunately, we lose that sense of curiosity as we grow. And I think the reason I see Cheryl is so curious is because day in and day out, she's building characters for children. And so, she has not lost her sense of curiosity. And I think if each of us and I

think that's the single most important characteristic for success in today's world, is to have a sense of curiosity day in and day out, because the tools are there, the content is there. That's all done. There is no way I have content that Cheryl has no access to, or Lizzie has no access to. We have access to the same content. The thing that differentiates one from the other is to have a childlike curiosity.

Cheryl Bayer: I would echo that and the other word I would use is staying open and saying, yes, open, and yes. When people say yes, they create an openness for more opportunity and curiosity to come in. So, staying open, saying yes. And then, you know, there are problems. And the beauty of solution is listening to a great group of minds that can just "Yes and" you, come up with something spectacular because the most innovative things were considered mistakes first to improve and become better products. So, saying "yes", "yes and..." and keeping an open mind.

Elisabeth Riemann: I love that. Thank you, Cheryl, and thank you, Ferose, for being wonderful guests today.

V.R. Ferose: Thank you. The pleasure is entirely mine to be on this with my very dear friend and thank you, Lizzie, for being a wonderful host.

Cheryl Bayer: Yes, thank you so much. I'm so grateful both of you have touched me deeply, so thank you very much.

Elisabeth Riemann: Thanks for listening to openSAP Invites Thought Leaders with Cheryl Bayer and the V.R. Ferose. Before you go, there's someone we'd like you to meet. Let me hand the mic to Inclu.

Inclu: Hi, hello! My name is Inclu. Every name has a meaning and Inclu is short for inclusion. Do you know what inclusion is? It's a very special word. Inclusion means when everyone is valued and accepted for who they really are, respect for everyone from all walks of life. Just like Namaste means sharing respect to everyone you meet.

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