

Santa by Riiid — AI-adaptive TOEIC assessment and score-prediction platform

AI in Education · Good practice · South Korea

Quality score: 47/100

Evidence strength: Observational / pre–post

Summary

Seoul-based Riiid Inc. applies deep reinforcement learning to adaptive TOEIC prep: score predicted in 6–10 questions; 2.5 million users (TechCrunch 2021); beta study 2014–17 (n=1,500, 7.4 h) found 56-point improvement; later cohorts averaged 165 points gain after 20 h.

Key dimensions

Dimension	Score
Evidence of learning impact	2/3
Equity & inclusion	1/3
Transparency, ethics & data protection	1/3
Teacher capability & pedagogy	0/3
Scalability & sustainability	3/3

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-06-24

[Riiid Inc.](#) — accessed 2026-06-24

[TechCrunch — Riiid \\$175M SoftBank round, 2.5M users](#) — accessed 2026-06-24

[Korea Herald — CEO interview, 165-point improvement](#) — accessed 2026-06-24

[arXiv — SAINT+ knowledge-tracing paper \(LAK21 2021\)](#) — accessed 2026-06-24

[PR Newswire — Riiid Labs US launch](#) — accessed 2026-06-24

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