

IÉSEG acquires stake in Compleducation to accelerate its AI-driven teaching approach

Convinced that AI is profoundly redefining both education methods and the economic models of higher education and business, IÉSEG has made the strategic decision to become the main investor in Compleducation, as part of its €660,000 fundraising campaign.

Founded in 2024 by Gabriel DU CHALARD DE TAVEAU (IÉSEG PGE graduate in 2017), Coline THERIAL and Tristan DE BERMINGHAM, and incubated at IÉSEG, Compleducation is a French solution that offers a new type of conversational and personalized learning tool based on AI avatars.

This €500,000 equity investment is coupled with a partnership to deploy the “Complement” proprietary technology solution across IÉSEG’s undergraduate, graduate and executive education programs.

The deployment of the “Complement” personalized learning tool will enrich the educational experience of students and promote their academic success.

An initial investment that is part of IÉSEG's AI strategy

Since 2023, IÉSEG has been committed to a systemic approach to integrating artificial intelligence into its activities. [It has thus defined its AI strategy around six cross-functional areas, with the aim of making artificial intelligence a structural lever for innovation and performance.](#)

Within this strategy, the **“AI-enhanced teaching and learning” pillar aims to develop innovative teaching practices and personalized learning paths to enrich content.** Students are trained in the use of IA and the integration of AI into strategic thinking, all the while ensuring ethics, inclusion, and transparency. AI is thus integrated as a vehicle for educational enhancement, offering students unprecedented opportunities to work on enriched simulations and process complex simulations, while benefiting from individualized support.

The acquisition of a stake in Compleducation's capital has taken place in this context. The start-up develops avatars enriched by AI for teachers. Accessible 24/7, these avatars deliver lessons in spoken form. They answer students' oral and written questions in natural language, assess them, and adapt to their pace, level, and language of learning.

Professors, on the other hand, have access to a comprehensive dashboard and can identify students' difficulties and review these topics with them in the classroom. As its name suggests,

Complement acts as a “complement” to the School's faculty work by providing them with useful information to better support students in their learning experience.

Thanks to Complement, learning experiences in and out of the classroom are seamless and well-integrated.

This significant investment of €500,000 is part of a long-term partnership approach. It will enable Compeducation to accelerate its technological and commercial development in order to deliver a solution that is increasingly tailored to each learner's profile.

Rapid deployment and enhanced learning experience

In addition to its financial commitment, IÉSEG has entered into a global partnership with Compeducation to enable more than 5,000 students to benefit from this enriched educational tool.

In April 2025, **an initial test was carried out with Master's students in the Grande École Program**, who were able to use the solution to prepare for their exams. Student feedback was very positive: the quality and interactivity of the AI avatar, its availability 24/7, the possibility of practicing oral skills, and the ability to ask for additional explanations in a conversational and more human mode than traditional e-learning.

The professors who tested the tool also appreciated Complement's educational value. More than an interactive tool, it is also a wealth of information for them. At the end of a module, the platform automatically reports on the concepts that were understood and misunderstood, the questions most frequently asked by students, those who are struggling the most, and the areas they would have liked to explore in more depth. This valuable feedback helps professors improve their courses nearly in real time, based on data from interactions with AI avatars.

Taking into account the opinions of both students and academic staff, **IÉSEG has already extended access to Complement to all of its second-year Grande École Program students. The School will then gradually open it up to more than 5,000 students** in the Grande École Program, the Bachelor in International Business program and Executive Education programs.

*« IÉSEG's acquisition of a stake in Compeducation is fully in line with our AI strategy for education and the School's pedagogical transformation. Our AI strategy, designed to enhance the quality of the student experience, is in line with the ambition of our “Becoming” educational approach: to support each learner in their academic and personal development, focusing on hybrid, tailor-made formats and a human-centered pedagogy. **With Complement, we are opening up a new path towards more interactive, individualized, and innovation-driven teaching, while placing the educational relationship—both human and digital—at the heart of our mission.** »*

Caroline ROUSSEL, Dean of IÉSEG

Immediate educational impact

The widespread integration of Complement into the IÉSEG ecosystem will have an immediate and significant impact on all students at the School who will benefit from it:

- **Active and individualized learning:** AI adapts to each student's learning language and identified needs, offers exercises on the most challenging topics or weaknesses, and supports each student in organizing their study sessions.
- **Stimulation of autonomy, confidence, and dialogue:** the relationship with the professor is not replaced, but enriched and extended thanks to the avatar's permanent availability.

- **An essential “Test & Learn” dimension:** a group of beta testers, including students, professors, and administrative staff from the School, will test the features, guide future developments, and ensure the educational relevance of Complement's tools.
- **A bridge to further educational innovation:** Complement will serve as a springboard for testing new hybrid learning formats, interactive modules, and more, thereby leveraging student feedback to continuously improve teaching.

« As an IÉSEG graduate, this partnership has a very special meaning for me. We have worked hand in hand with the school from the beginning: IÉSEG beta-tested the solution from the very first versions, with several pilot classes, and today plays a key role in our development.

Together, we want to put an avatar—a complement to the teacher—in every student's pocket, directly on their phone, to help them delve deeper into the most demanding subjects, maximize their chances of success in exams, and thus gain confidence and achieve lasting success in their academic careers. »

Gabriel DU CHALARD DE TAVEAU, co-founder of Complementeducation – and a 2017 IÉSEG graduate

> IÉSEG Media contact

Vincent SCHILTZ – v.schiltz@ieseg.fr – +33 6 61 96 41 76

> Complementeducation Media contact

Gabriel DU CHALARD DE TAVEAU – gabriel.dc@complement.education – +33 6 37 31 66 91

> About IÉSEG School of Management

Founded in 1964 in Lille, France, IÉSEG School of Management is a member of the ‘Université Catholique de Lille’ and the ‘Conférence des Grandes Écoles’. IÉSEG ranks among the top international management schools and has been awarded the triple crown of international accreditations: AACSB, AMBA, and EQUIS.

IÉSEG draws on its Vision - Empowering Changemakers for a better society - and on its distinctive educational approach - “Becoming” - to support personal, professional and civic transformation throughout everyone’s life. IÉSEG offers its 8,900 students across its two campuses (Lille and Paris-La Défense), a wide variety of programs: Bachelor, Grande École Program, Specialized Masters, MBA and Executive programs, as well as customized executive education programs for companies.

IÉSEG has a high-level international faculty: the 222 permanent professors representing 56 different nationalities all hold a doctorate or a PhD. IÉSEG also boasts a network of 342 partner universities in 75 countries.

Finally, its research center (IÉSEG Research) is an essential component of a CNRS (the French National Centre for Scientific Research) joint research unit, the LEM (Lille Économie Management – UMR CNRS 9221), which brings together over 150 researchers.

www.ieseg.fr

> About Complementeducation

Founded in 2024, Complementeducation develops an e-learning solution based on AI avatars, called Complement, which recreates the experience of private video lessons.

The platform is aimed at higher education institutions and companies wishing to offer interactive, personalized training that can be easily deployed on a large scale.

www.complement.education