

WHAT IS IDEA?

IDEA is an innovative technology company that has created high quality, **personalised digital education content and software** for students and teachers globally.

IDEA has created **interactive, data-driven, digital software, content and games** for students, parents and teachers covering all grades and localised to each national education market.

IDEA has developed a **completely digital STEM program from Kindergarten to Grade 12** as well as teacher training courses and ICT skills development.





WE HAVE CREATED IT ALL...START TO FINISH

27,800
animations, videos,
images and
audio files



34,000
pages of content



1,300
assessments

10,000
interactive activities



Adaptive
content
management
(**CMS**) and
learner
management
system (**LMS**)
centralising
admin and
content
repository



Each country's version is
sequenced and aligned to
the national syllabus.



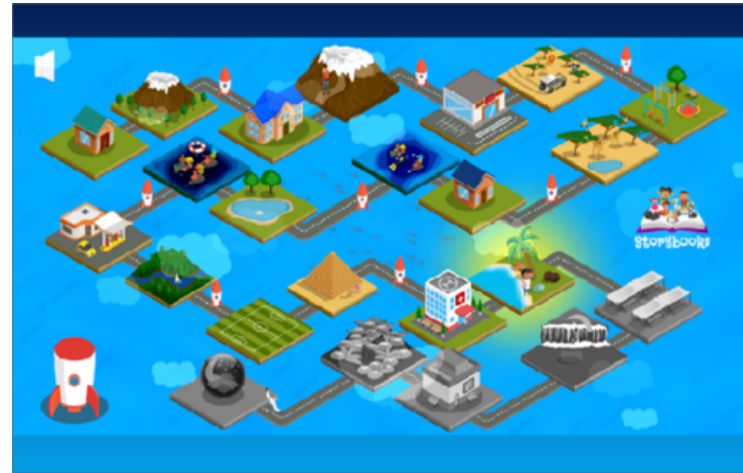
V2.0 has been deployed,
tested and audited by 5
Government Departments.



THE IDEA PRODUCT STACK



Student Products



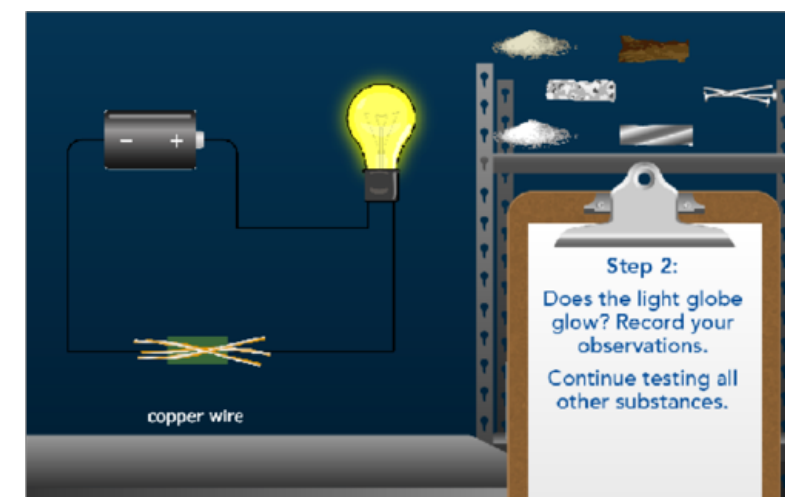
MyIDEA

Literacy & Numeracy for
Early Childhood
Development



IDEA Primary

Science, English, Maths,
Geography and History
Grades 4-6



IDEA Secondary

Science, English, Maths,
Geography and History
Grades 7-12



IDEA Tests

Numeracy & Literacy,
Science, English and Maths
interactive assessments



YES Certificate

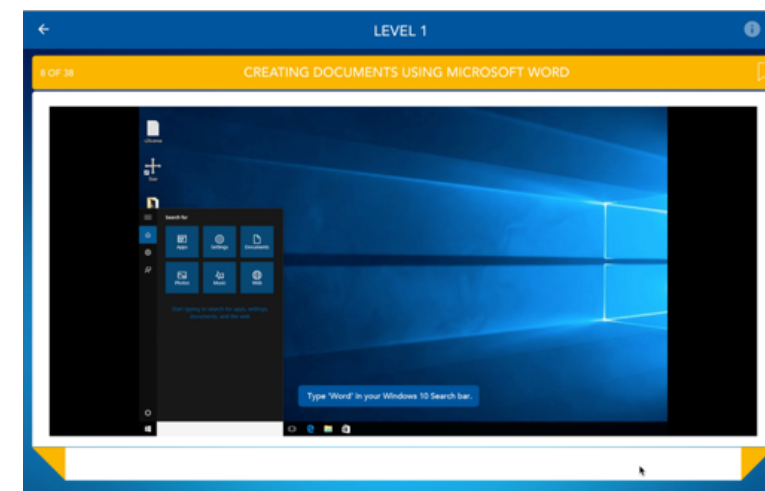
Jane Goodall and
Disney certified Young
Environmental Scientist

School & Training Products



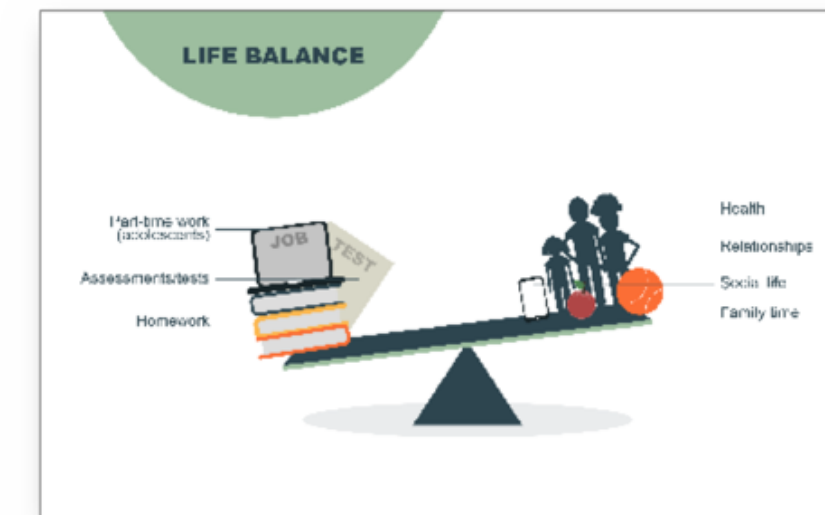
IDEA Teach

Professional development
courses for teachers



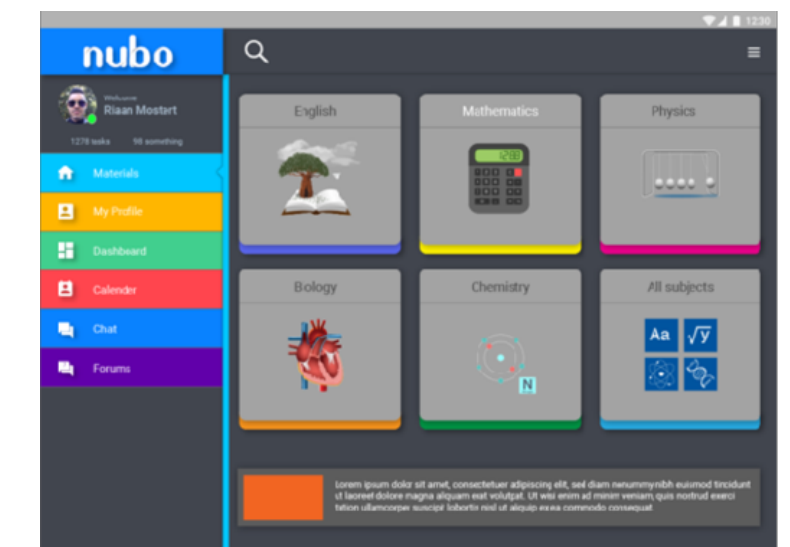
IDEA ICT

Digital skills and IT courses for
students, educators and
corporates



IDEA Parent

Animated courses for parents



Nubo

Learner and Content
Management System for
schools and universities

MY IDEA



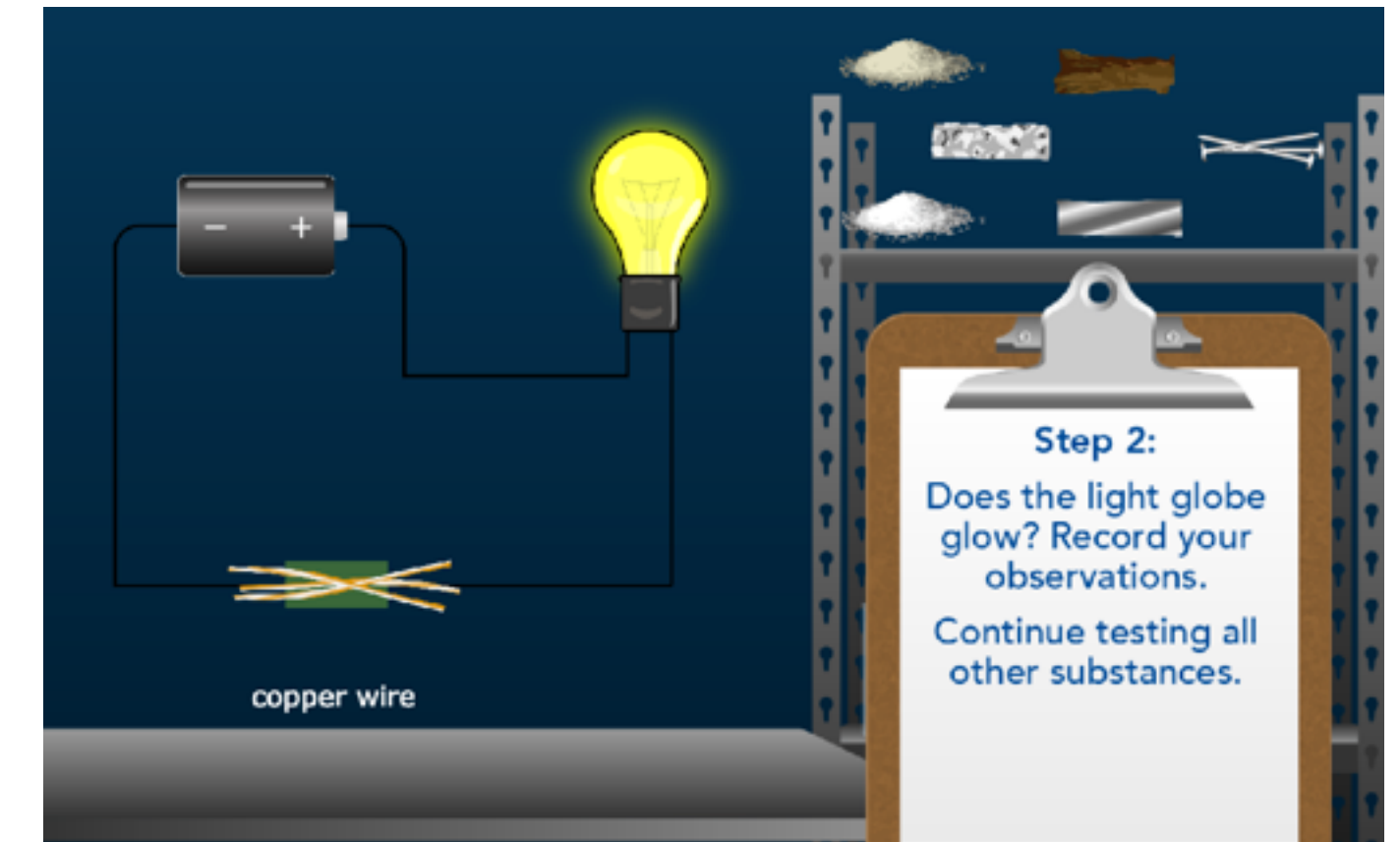
MY IDEA is a peer-to-peer, avatar-led, early childhood development numeracy and literacy program. Using everyday and discovery contexts, the literacy and numeracy units use animations, interactive activities and simple stories to teach reading and writing as well as counting and arithmetic.

IDEA PRIMARY



IDEA Primary covers Grades 4-6 featuring Science, Mathematics, English, History and Geography using avatar-led, investigative, interactive and engaging animations to enable students to master the required curriculum.

IDEA SECONDARY

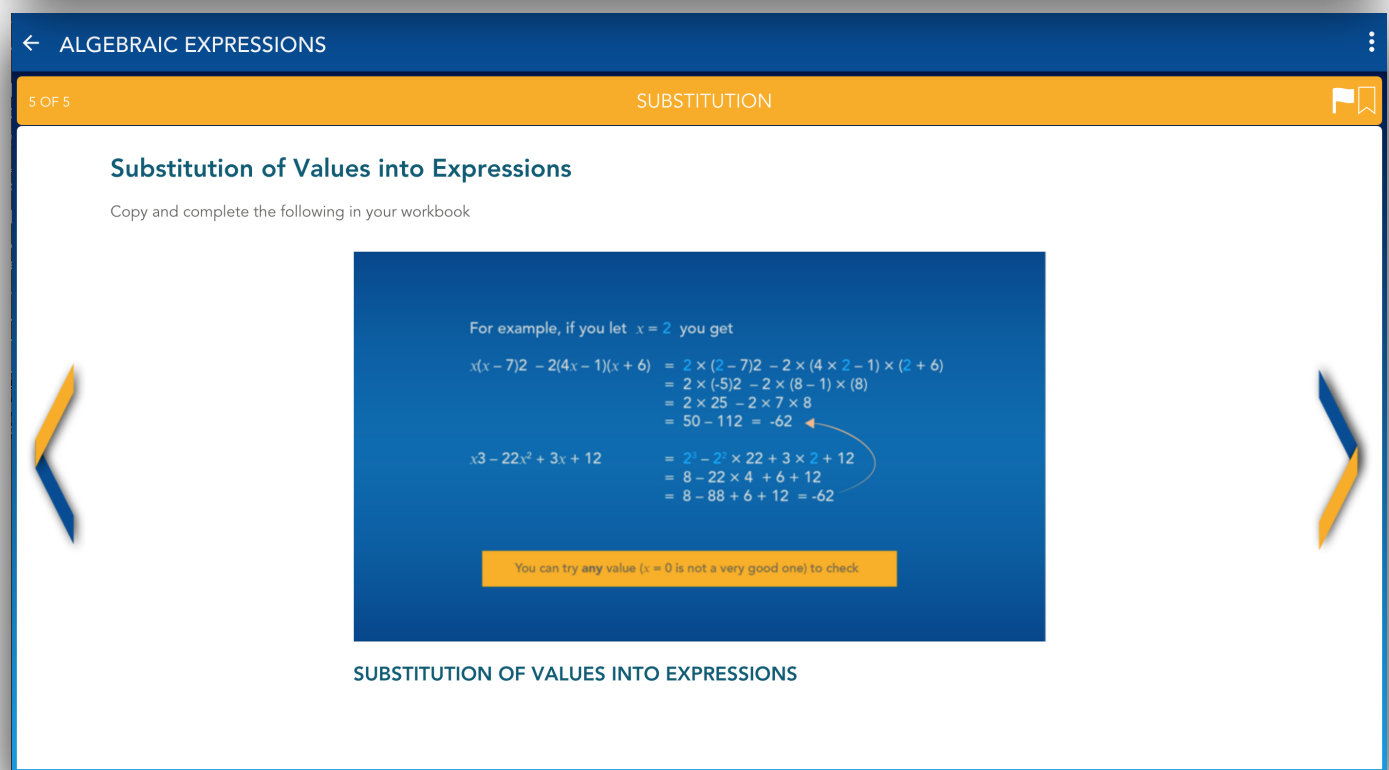
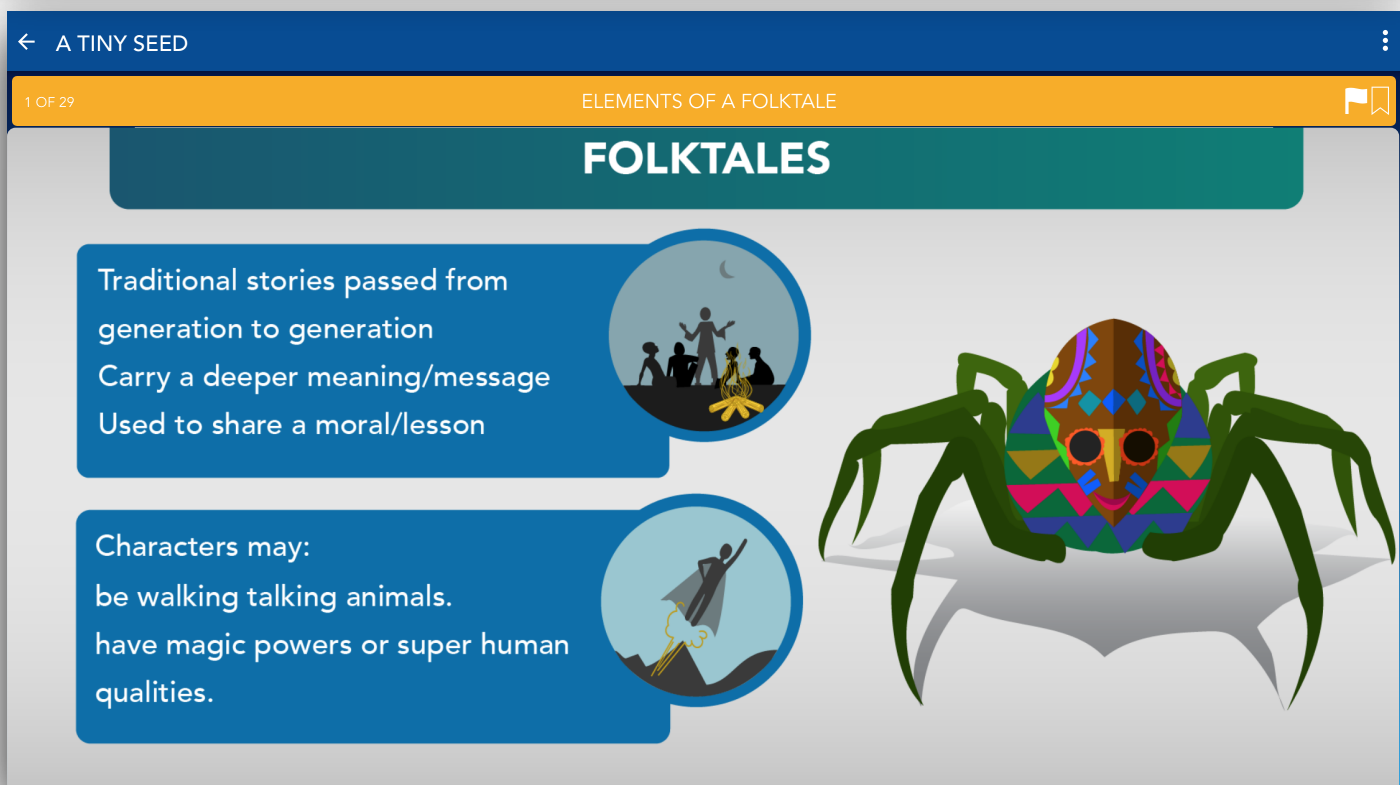
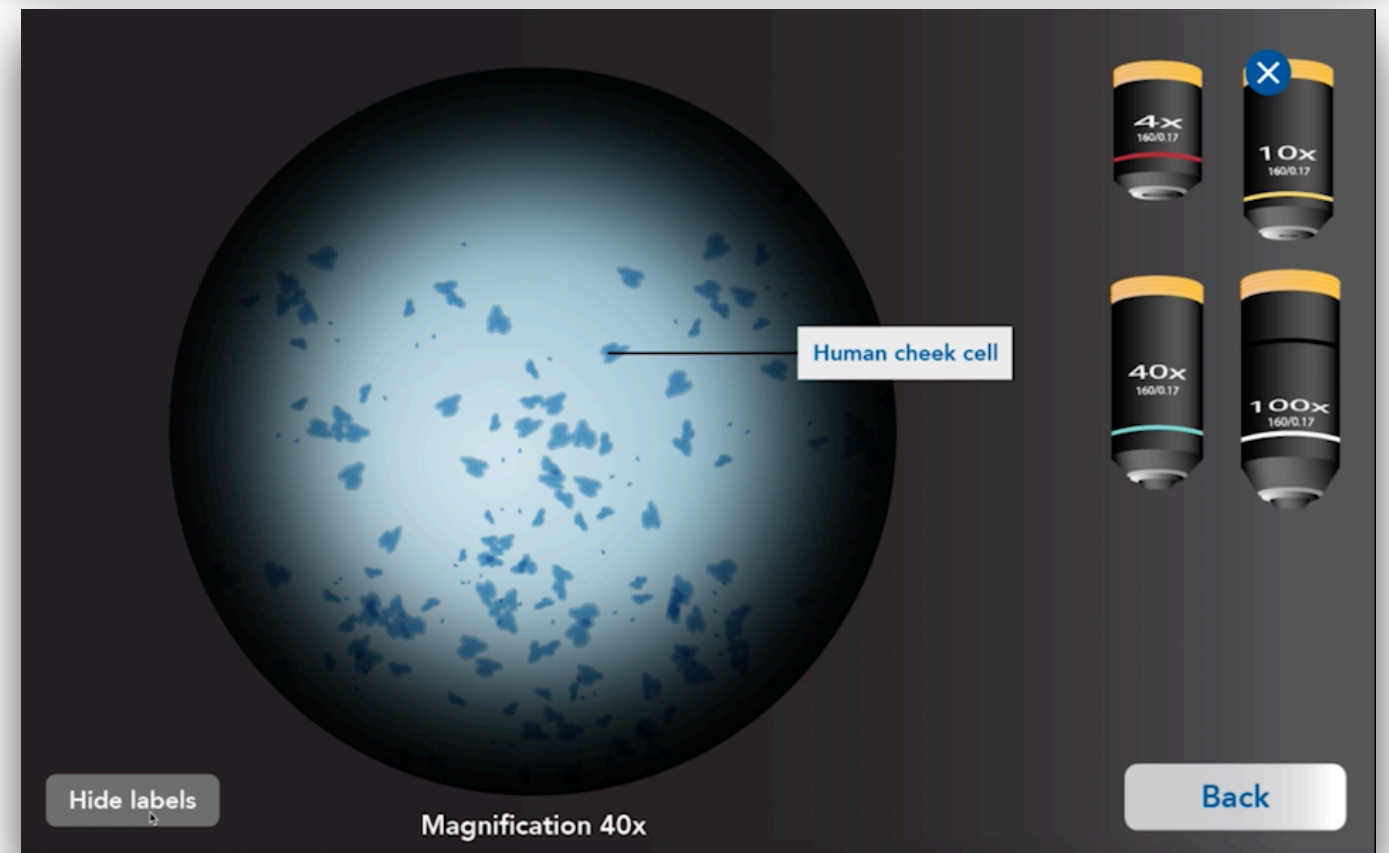
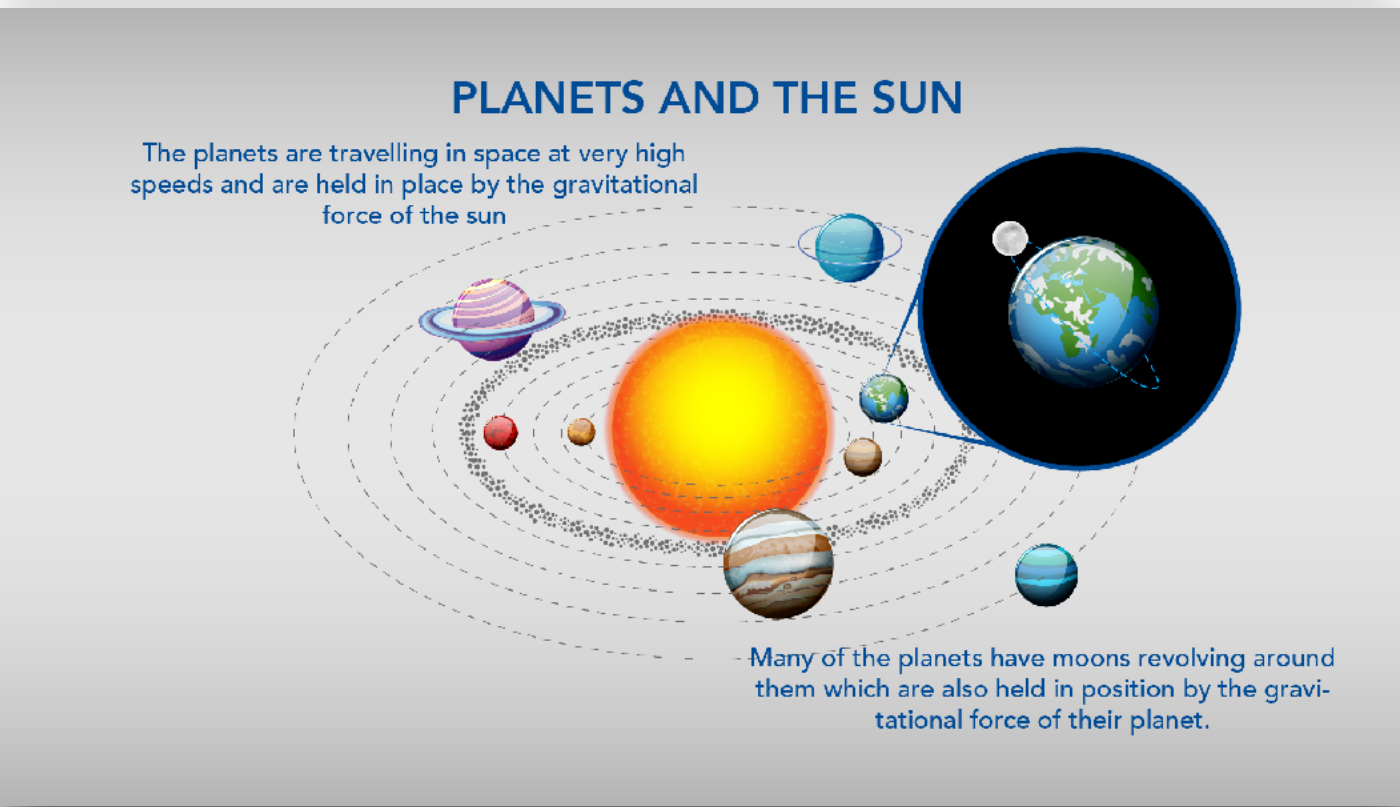
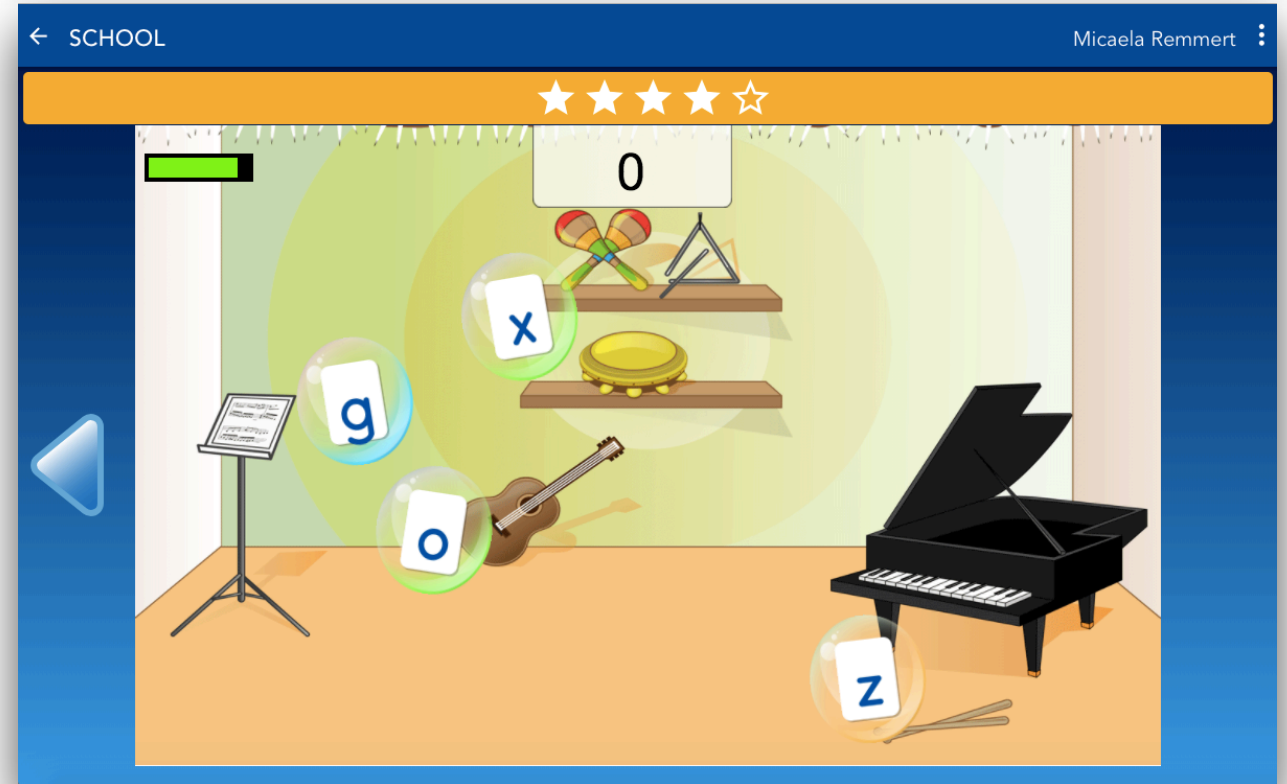
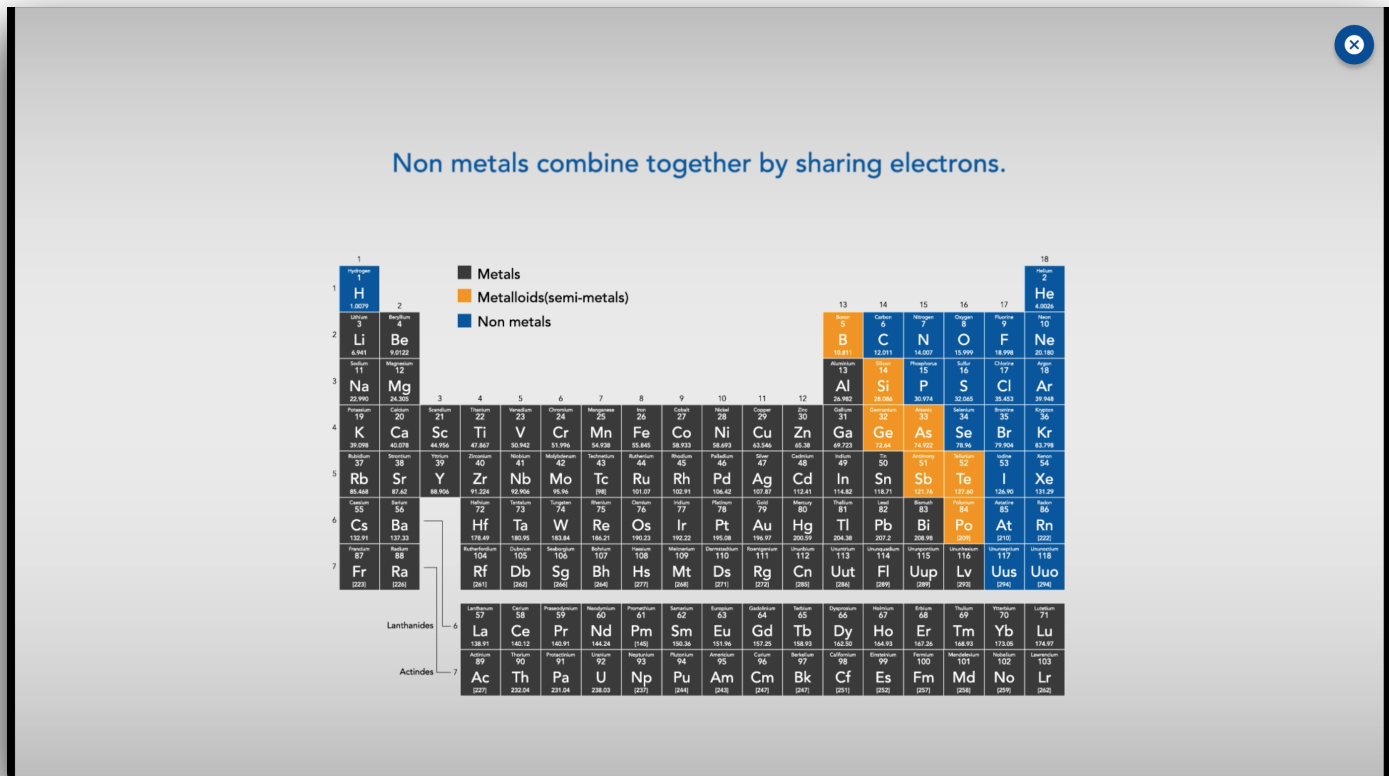
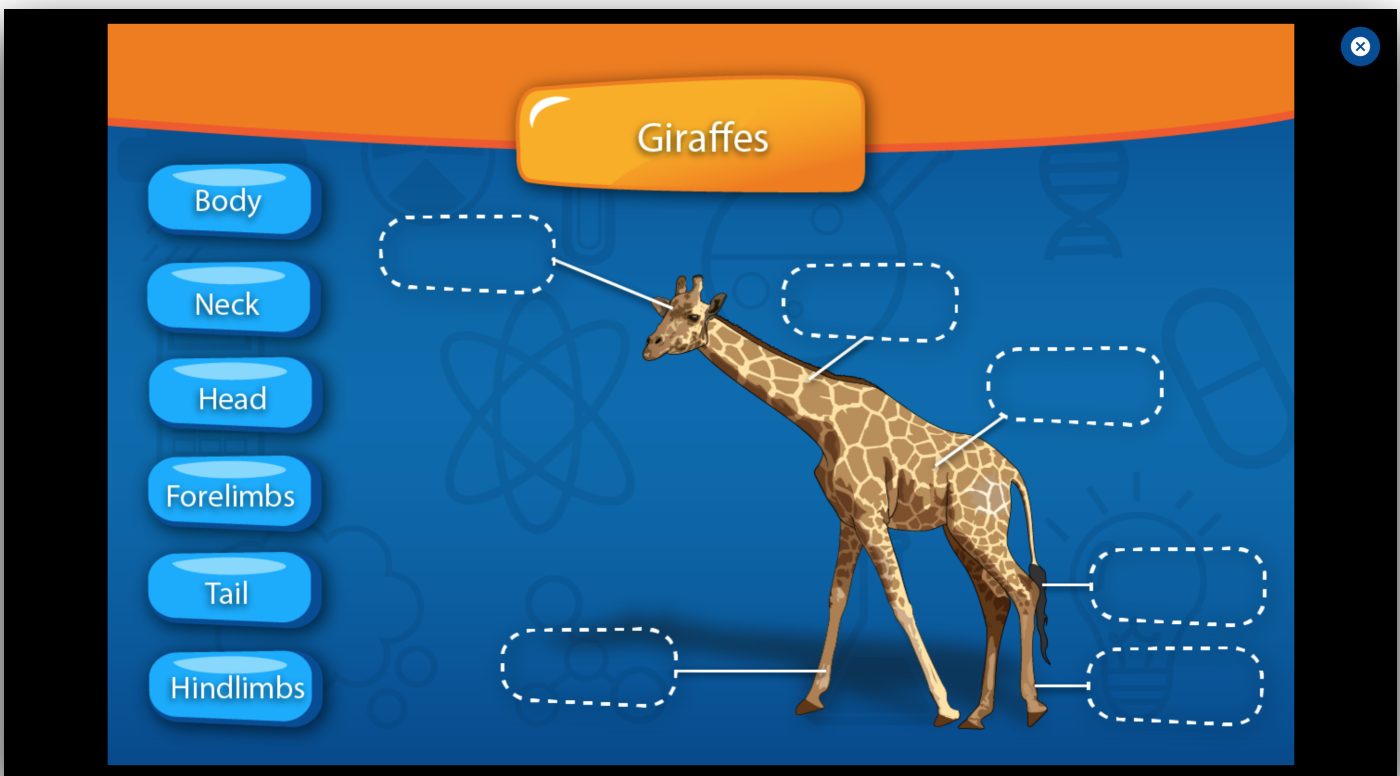


IDEA Secondary is a learning tool for Science, English and Mathematics curriculums for Grades 7–12. IDEA integrates e-learning content with formative assessments, filmed laboratory experiments, a virtual laboratory, interactive 2D and 3D animations, diagrams, photographs, motion graphics and relevant case-studies.

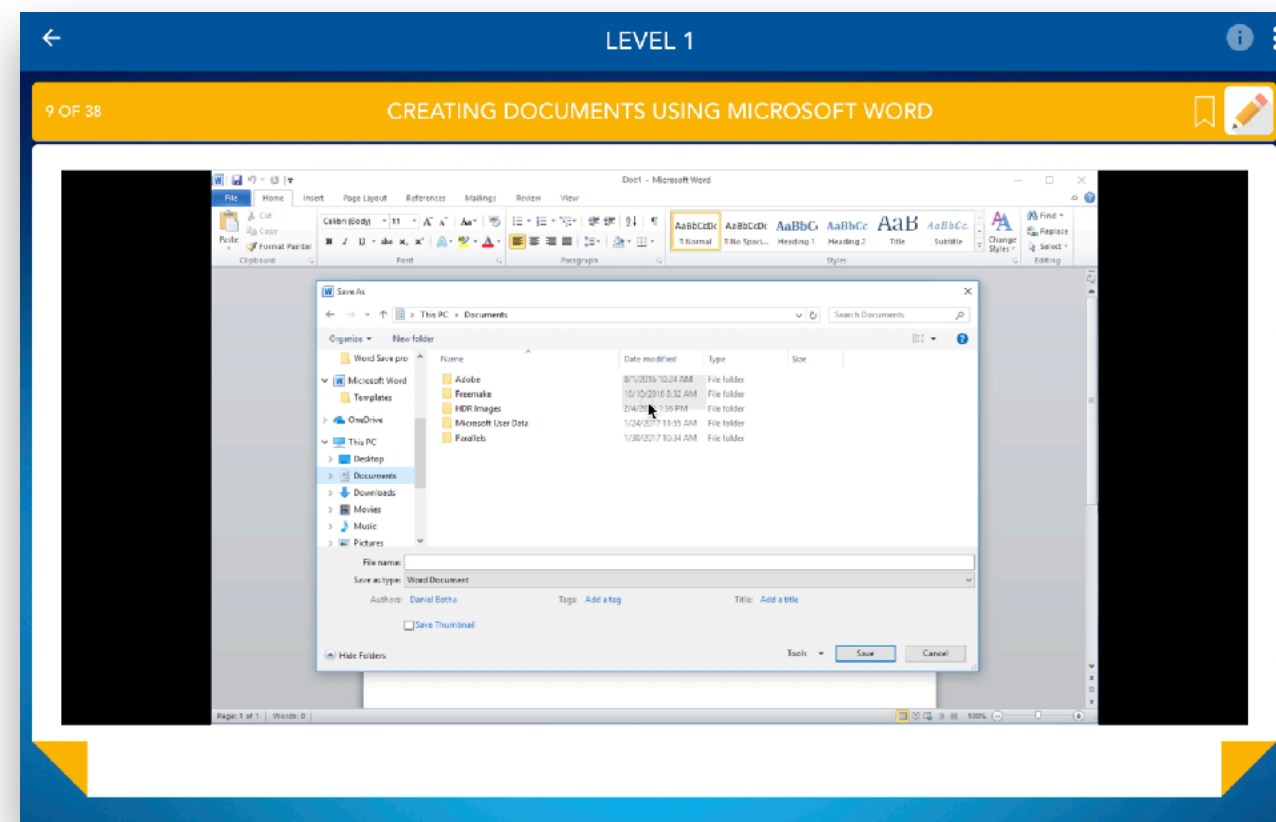
MY IDEA

IDEA PRIMARY

IDEA SECONDARY

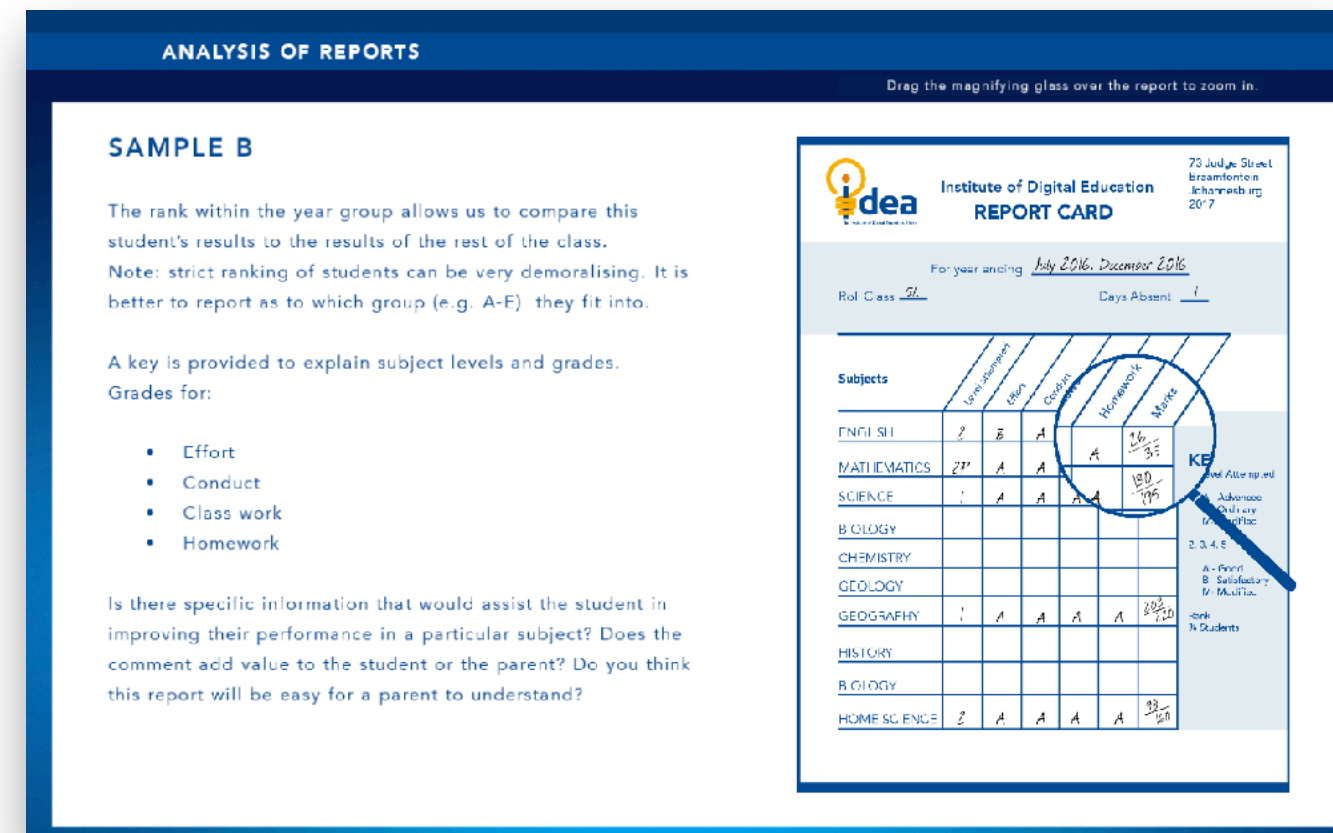


IDEA ICT



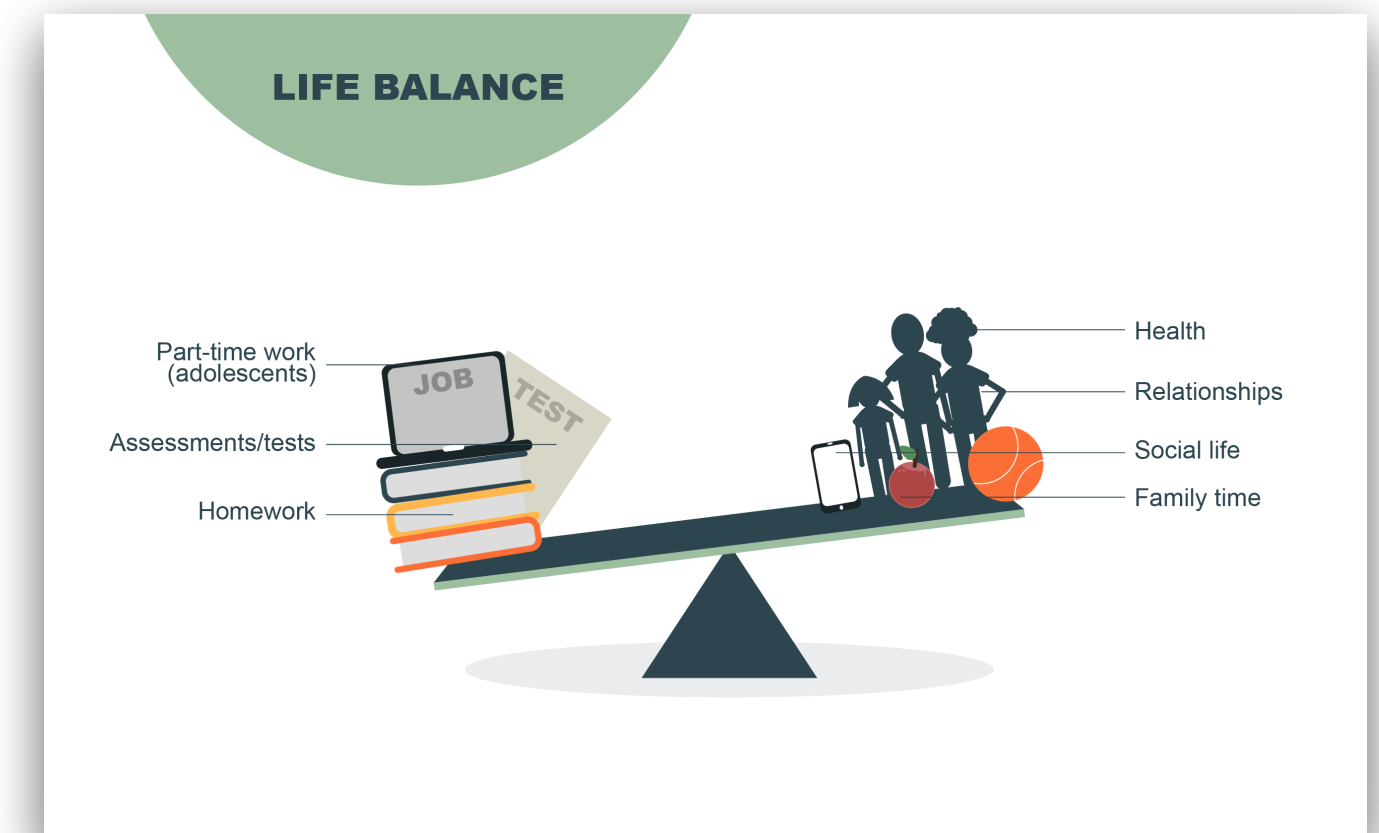
IDEA ICT is an accredited solution for teachers or learners and has been created to be flexible to allow use of software and hardware, able to be used on varying learner management systems and devices. This tool is efficient in building digital teaching and learning practices for educators and students in the 21st century classroom.

IDEA TEACH



IDEA Teach is created specifically for educators and aims to build a culture of achievement, foster continual professional development and promote educational excellence. The IDEA Teach digital modules are founded on the latest pedagogical theories and include practical tools for new and expert teachers, heads of departments and school leaders.

IDEA PARENT

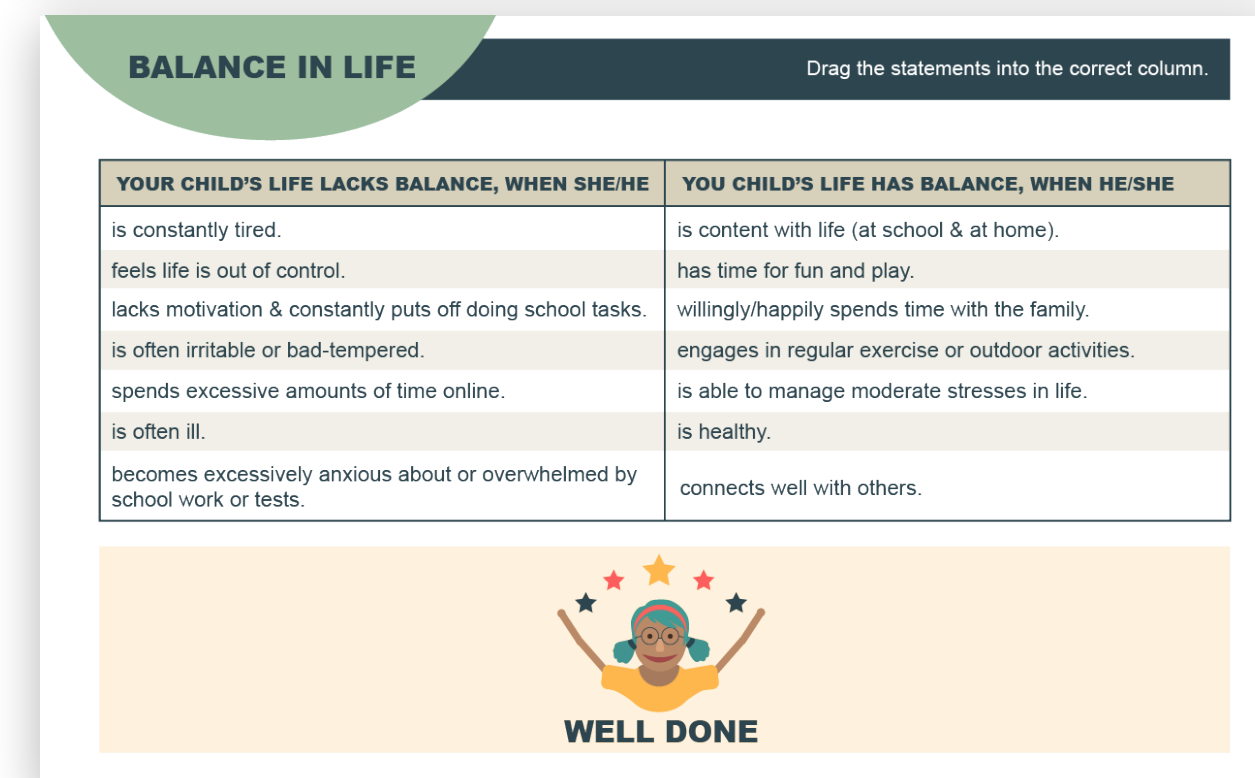
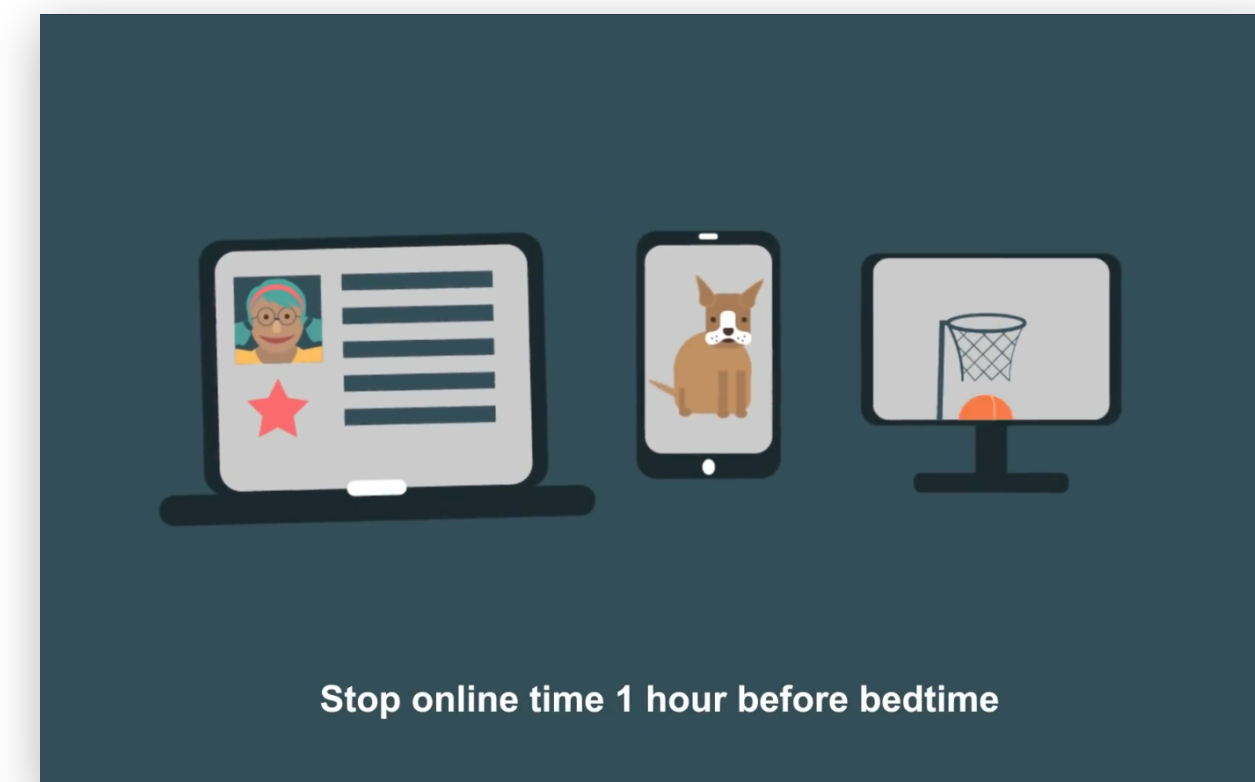
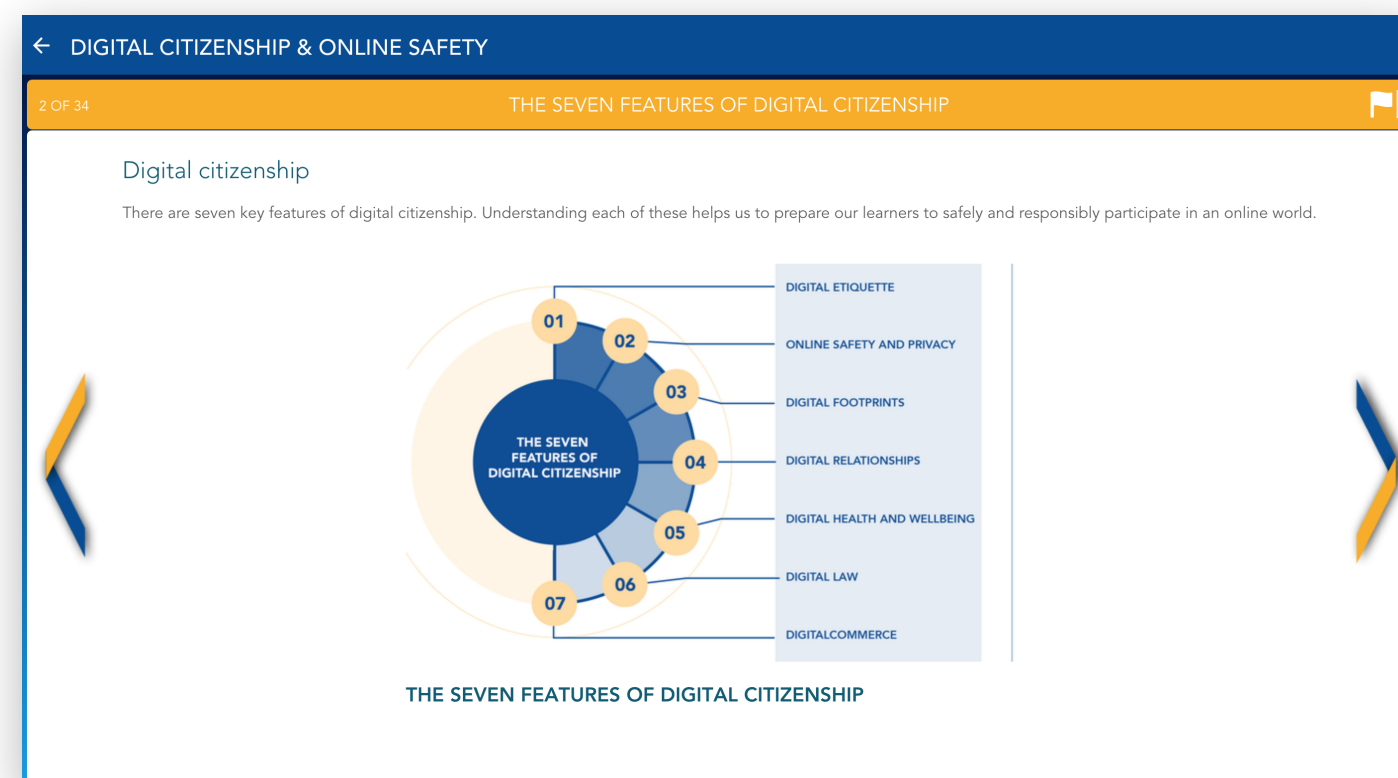
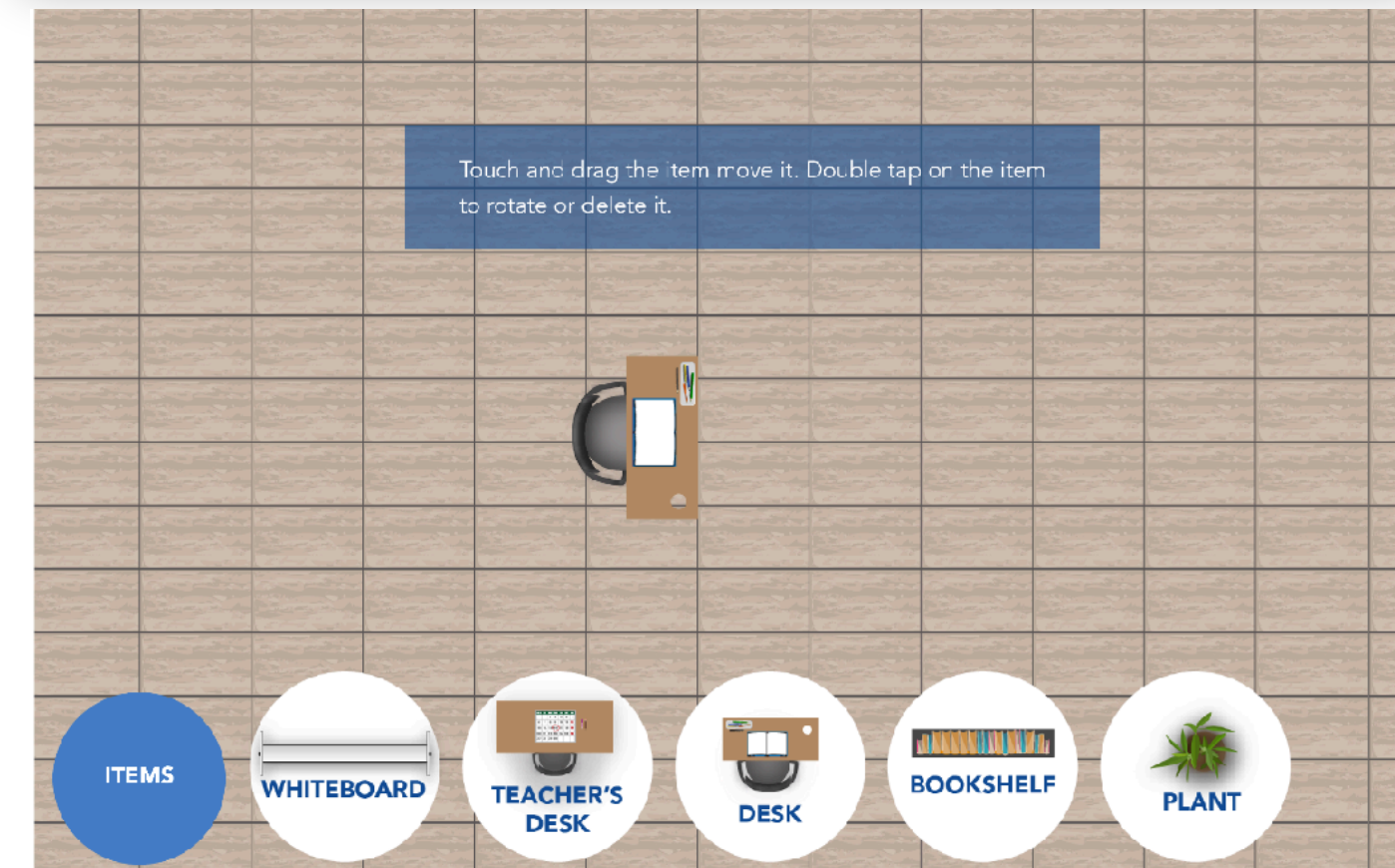
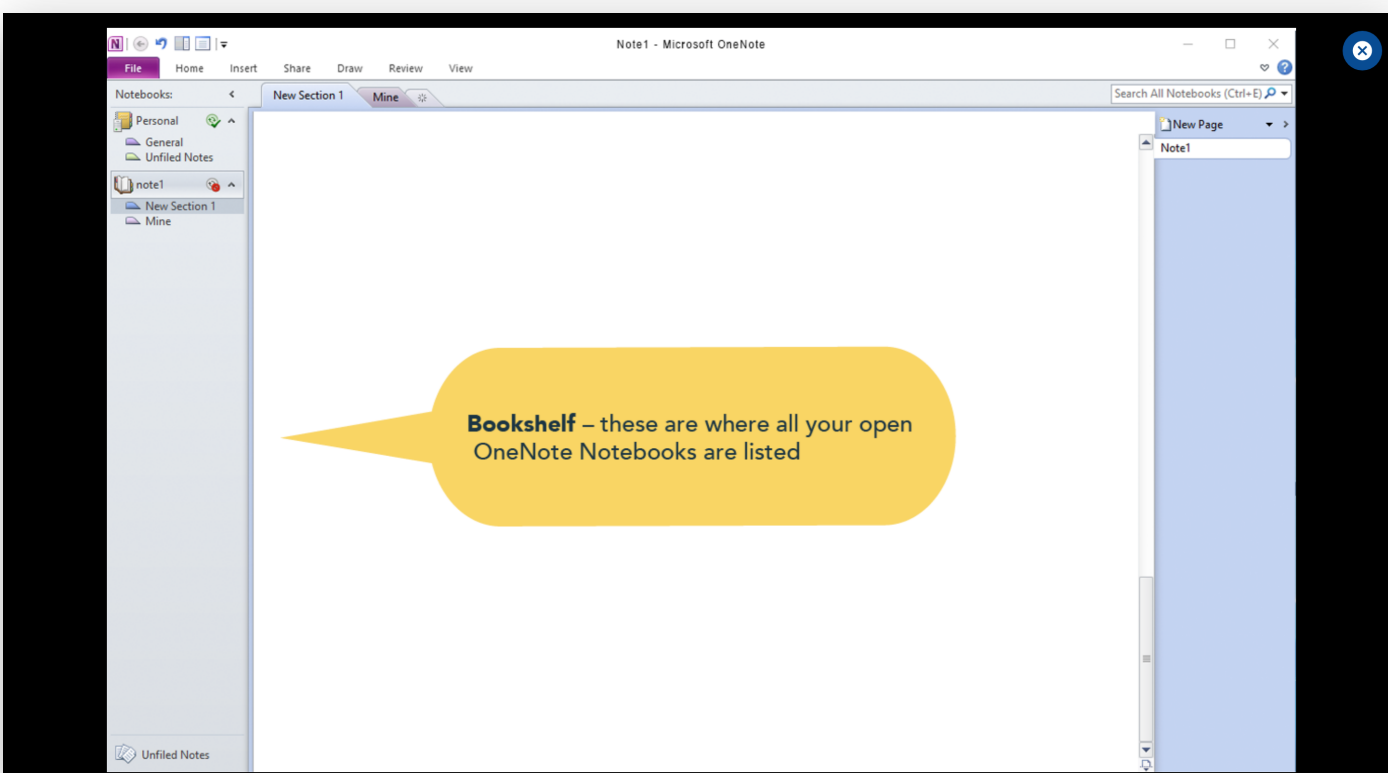
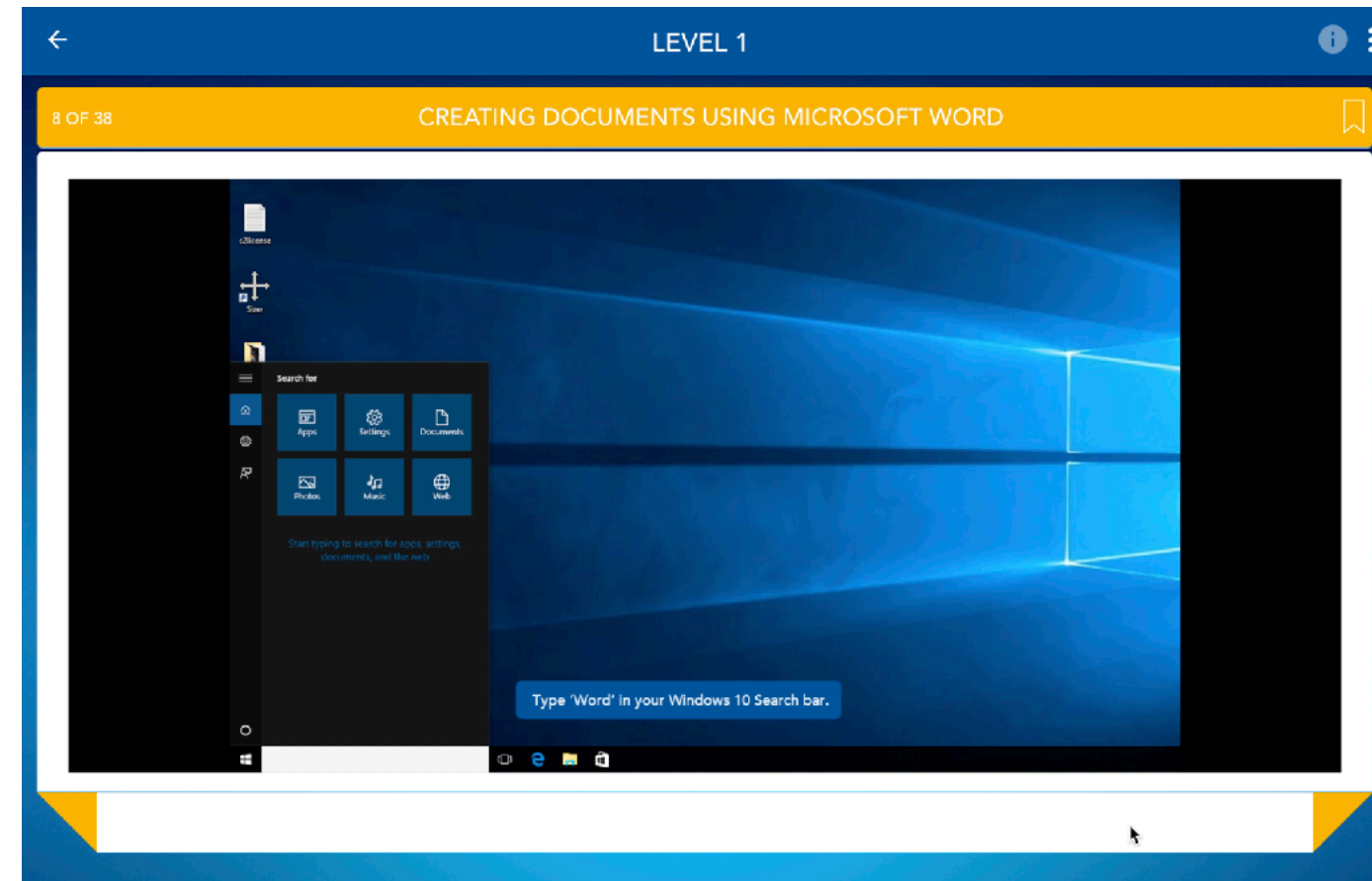


IDEA Parent is a innovative tool that allows parents to better create an environment for their child in order to extend their educational outcomes.

IDEA ICT

IDEA TEACH

IDEA PARENT



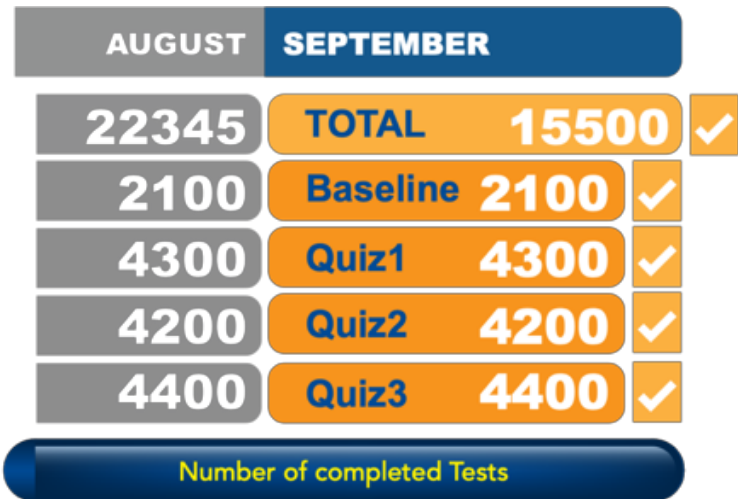
WE RECORD EVERY CLICK



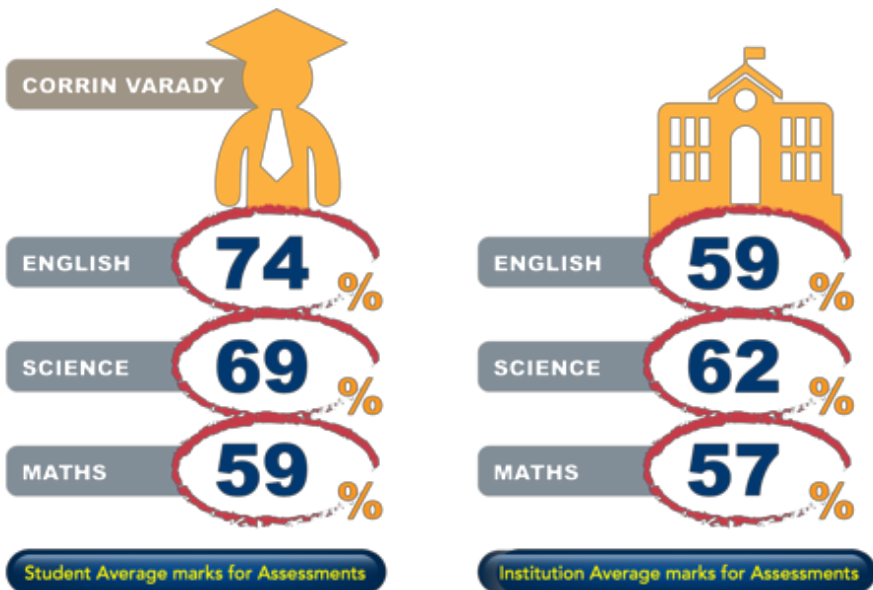
Learning outcome
Completion report



User Data
Activity timestamp &
time-on-task



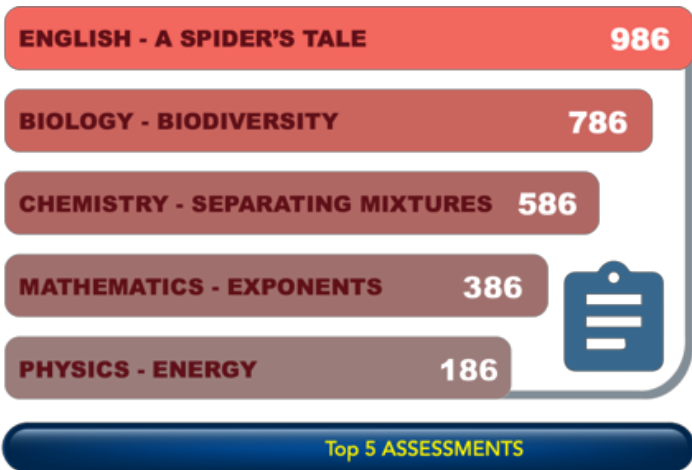
Assessment Reporting
Incorrect & correct answers,
time clicks, canvas coordinates



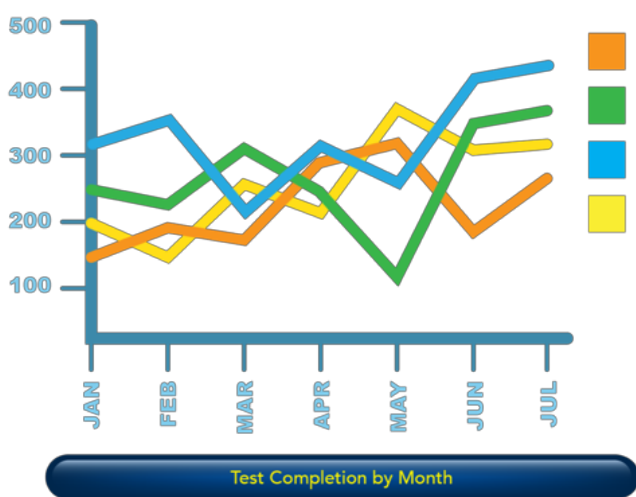
Subject report
Population content
completion



Comparative Operational
Login, session & engagement



Topic Assessment
Learning outcome digitally-marked
assessment



Baseline & Summative
Entry and end-line comparative



HAS A 95% USER SATISFACTION

100%

of 4500 students responded that they didn't want to miss the school day for fear of missing their IDEA lesson.

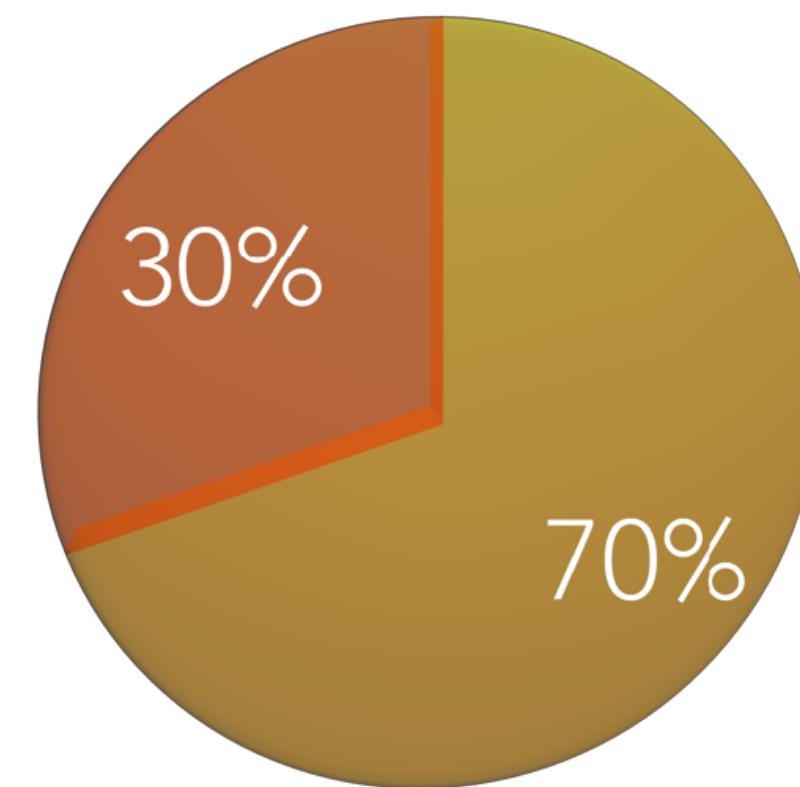
of 2000 teachers surveyed by IDEA wanted digital literacy in education training courses as their #1 professional priority

>35%

increases in content mastery and skills development in English, Science and Mathematics within a 6-week period.

11MIL

unique threads of detailed user learner data per month.



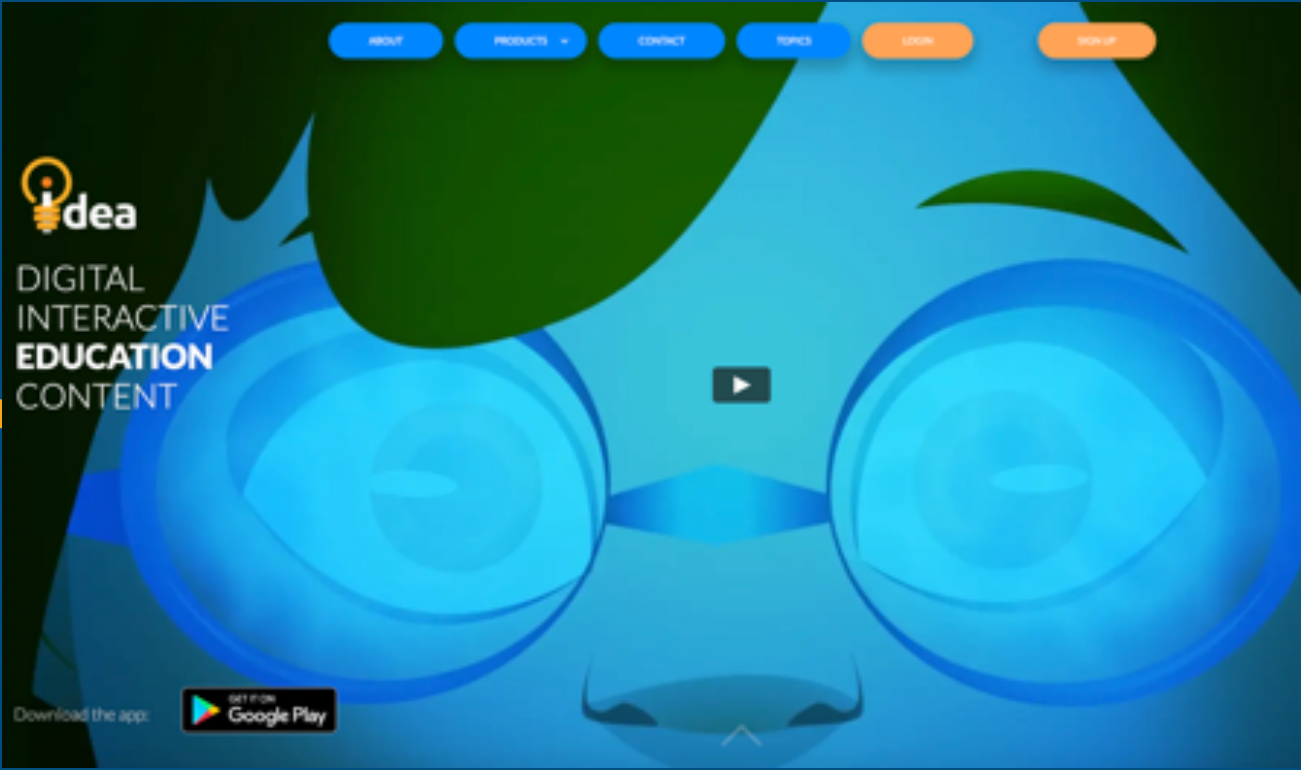
● IDEA ● Competitor

Users prefer IDEA to its competitors.



B2C: STUDENT PURCHASE

Website



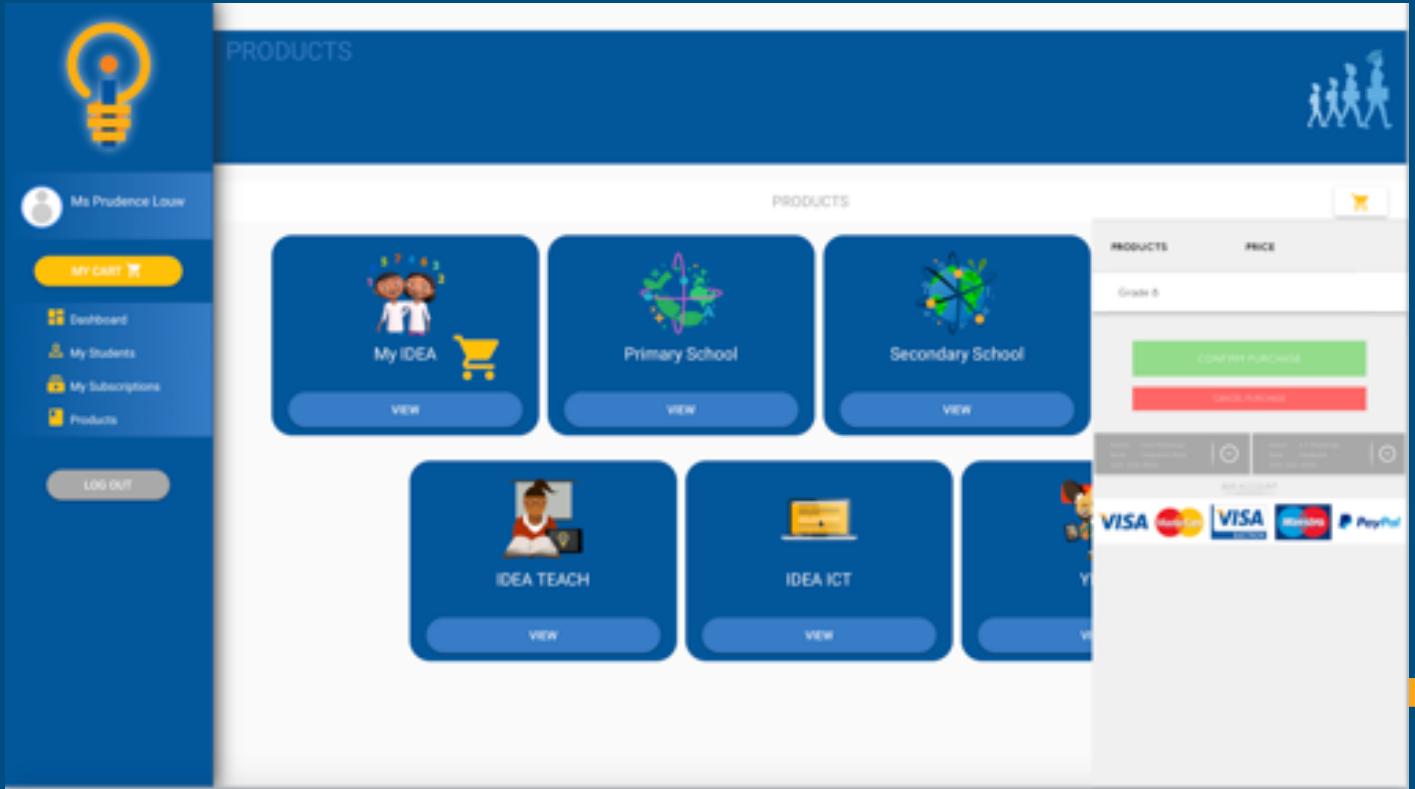
Browse all of IDEA's content

Login



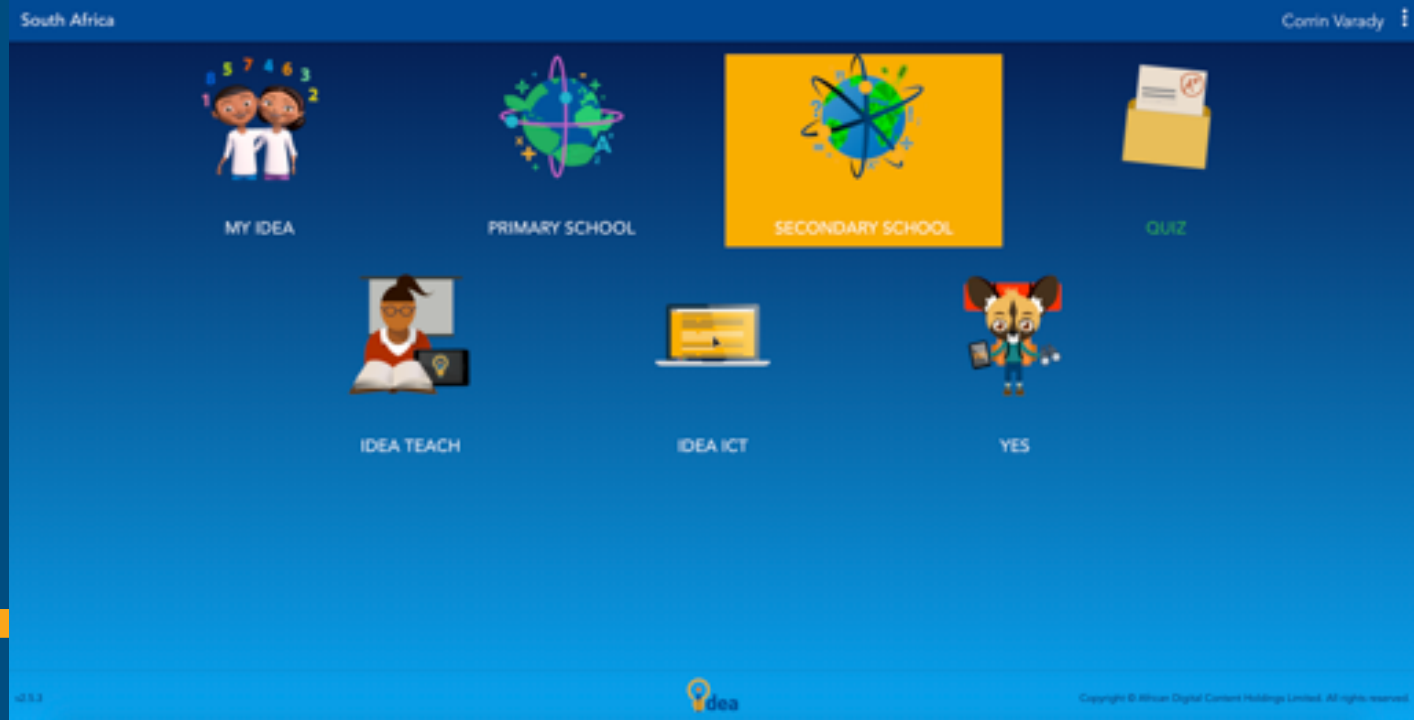
Login or Register

Purchase



Pay by EFT or Credit Card

Selection



Select Topics, Subjects and Grade



B2B: SCHOOLS AND INSTITUTIONS



Login

Dashboard

Content



User logs in with IDEA generated, institutionally specific details.

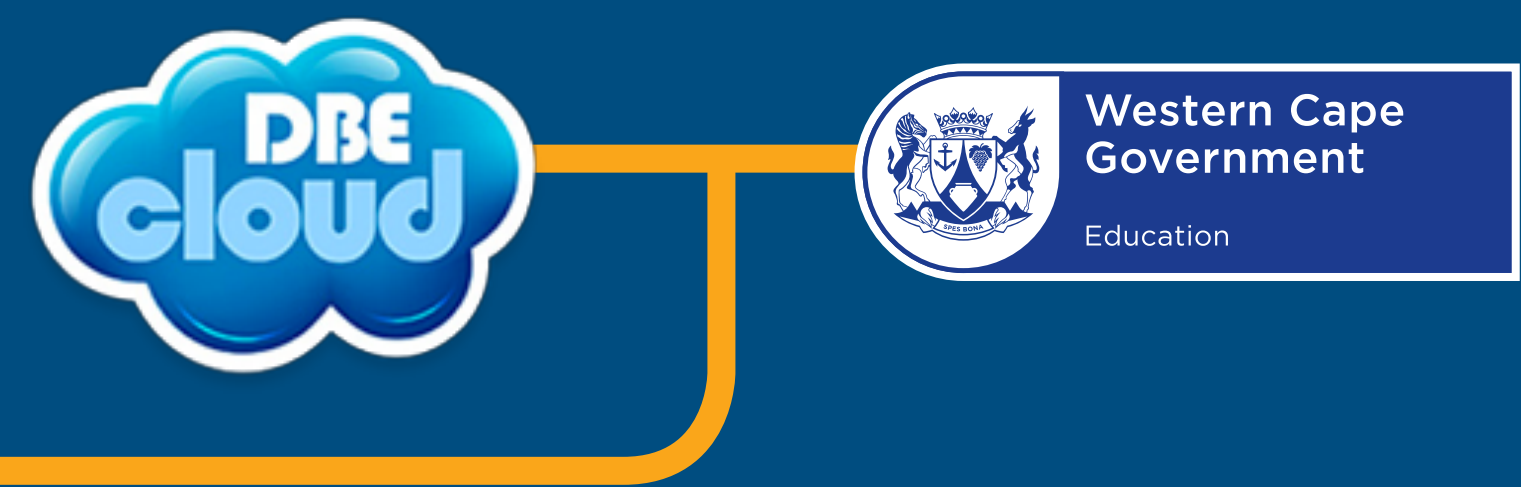


Users have pre-defined subscription permissions for relevant grades and subjects.



User is taken to their grade relevant, digital curriculum within 3 clicks.

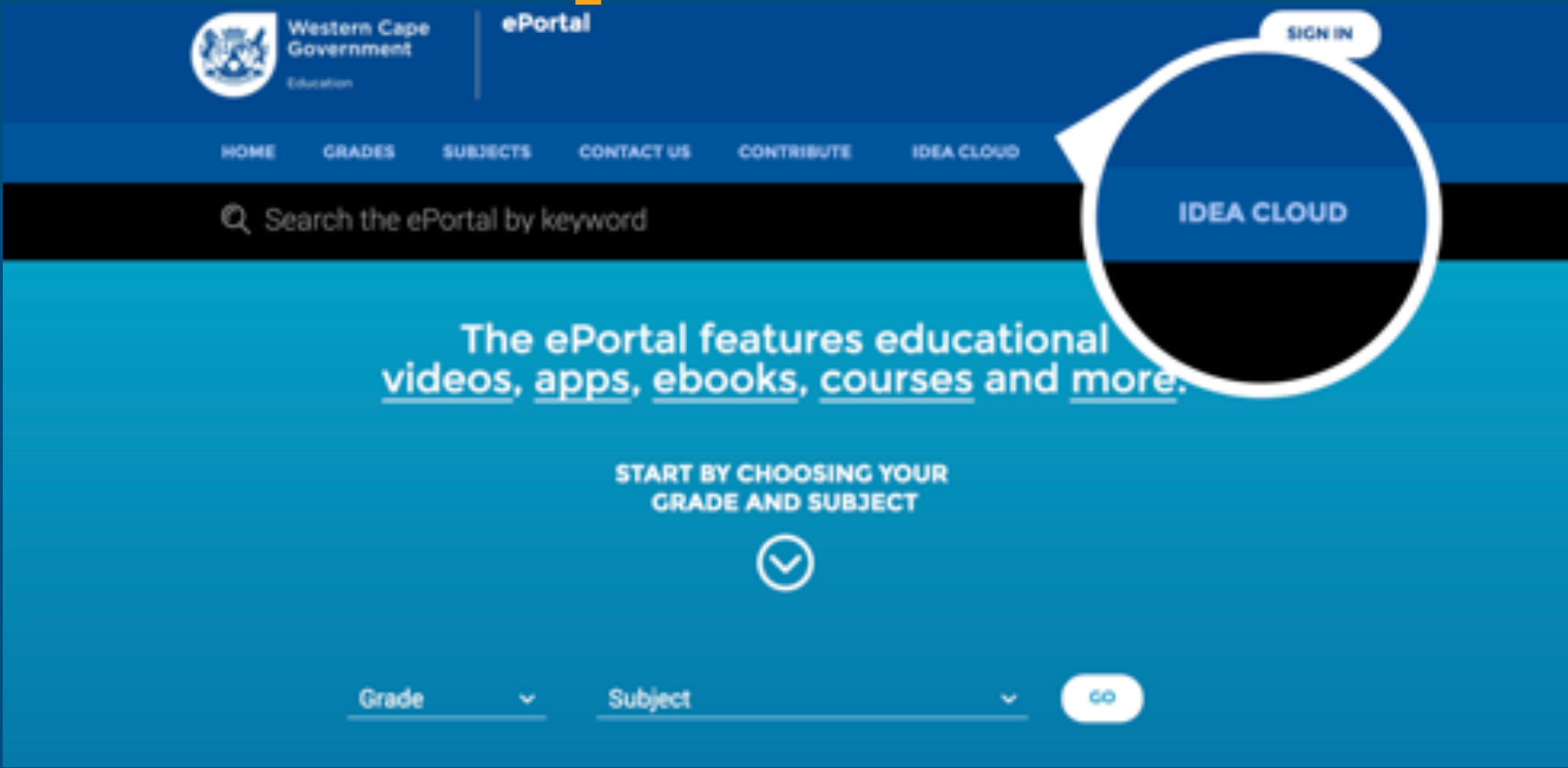
B2G: MINISTRY OF EDUCATION



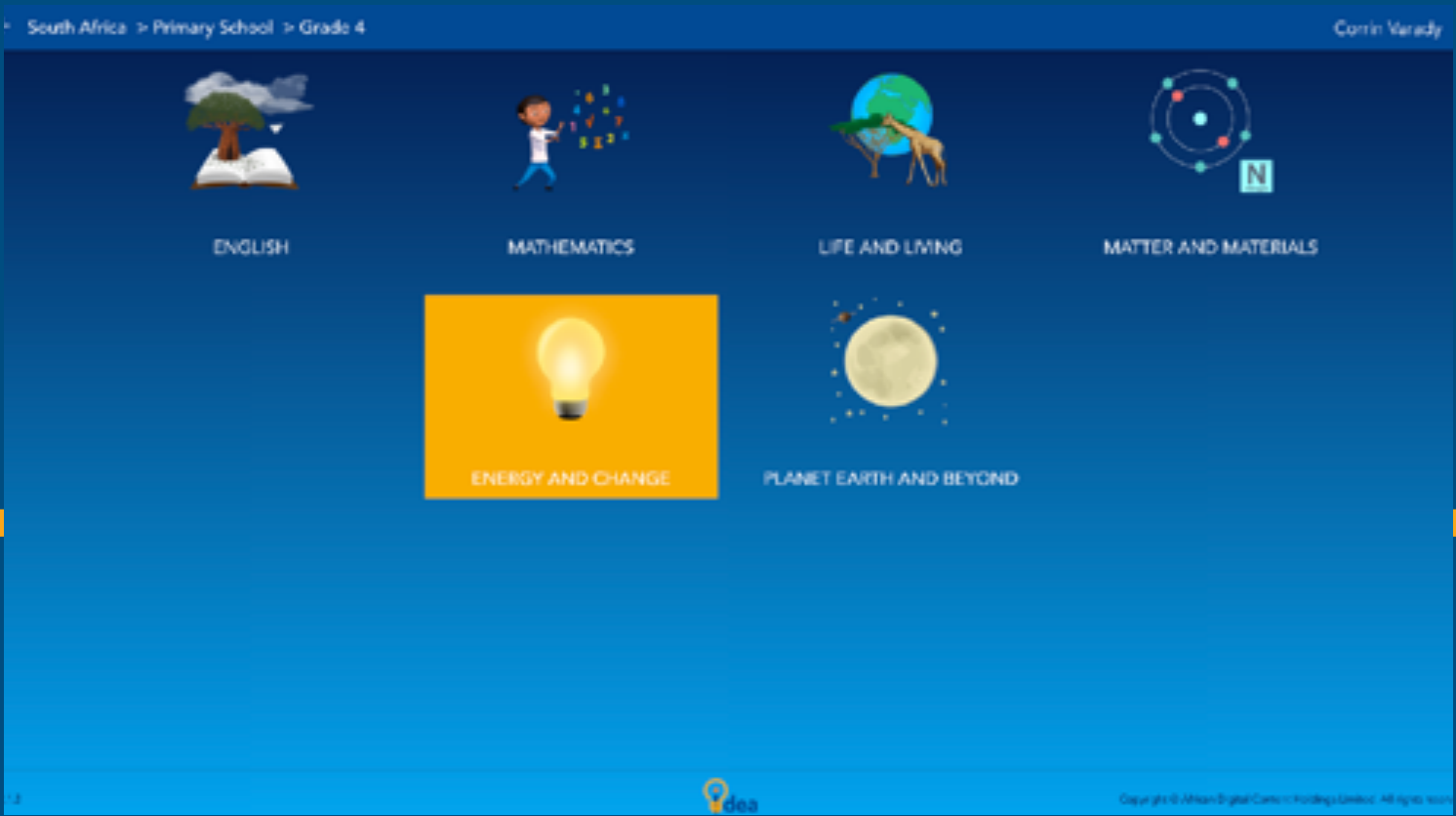
Govt. native portal

Dashboard

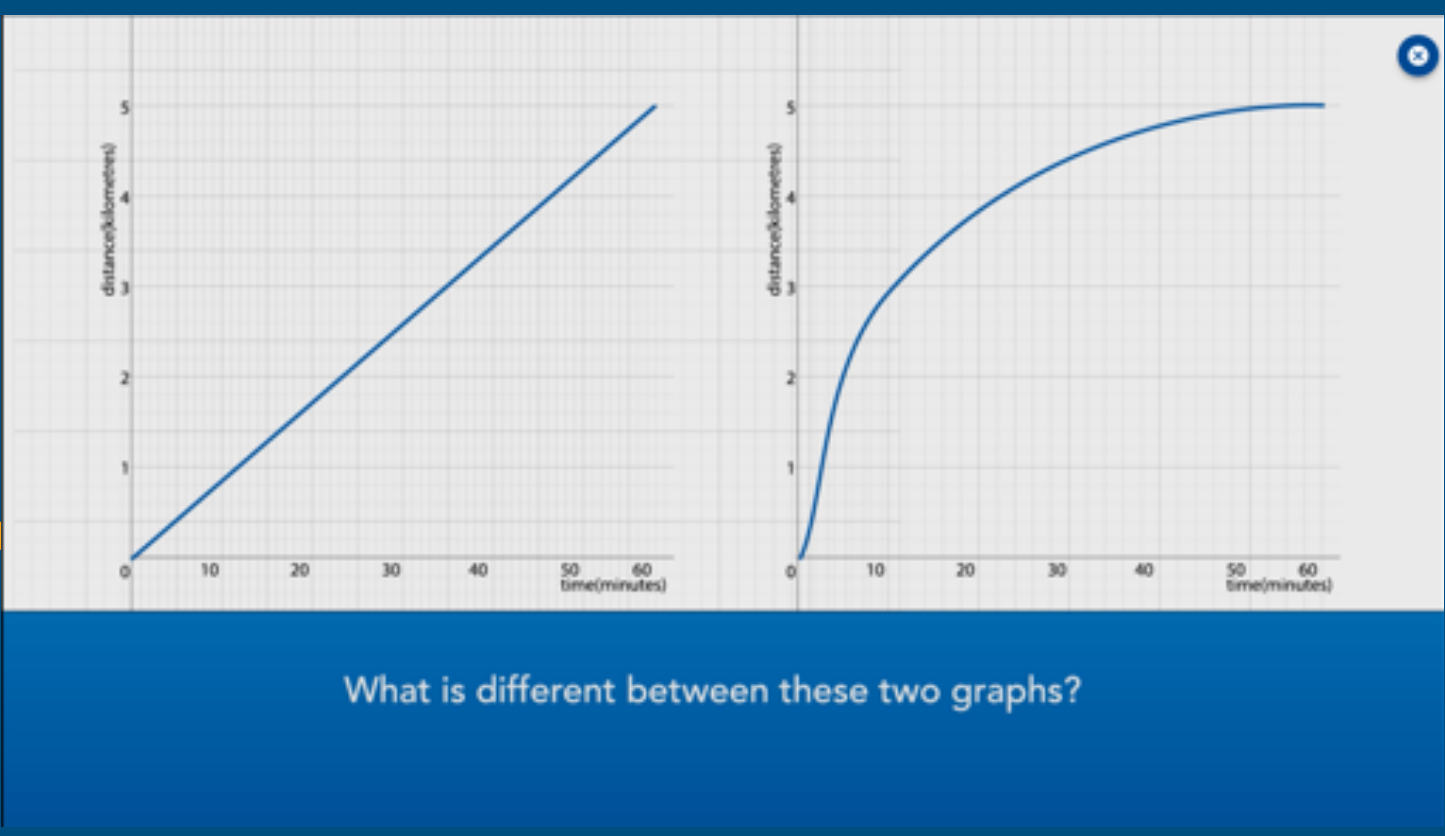
Content



Log in through government e-portal

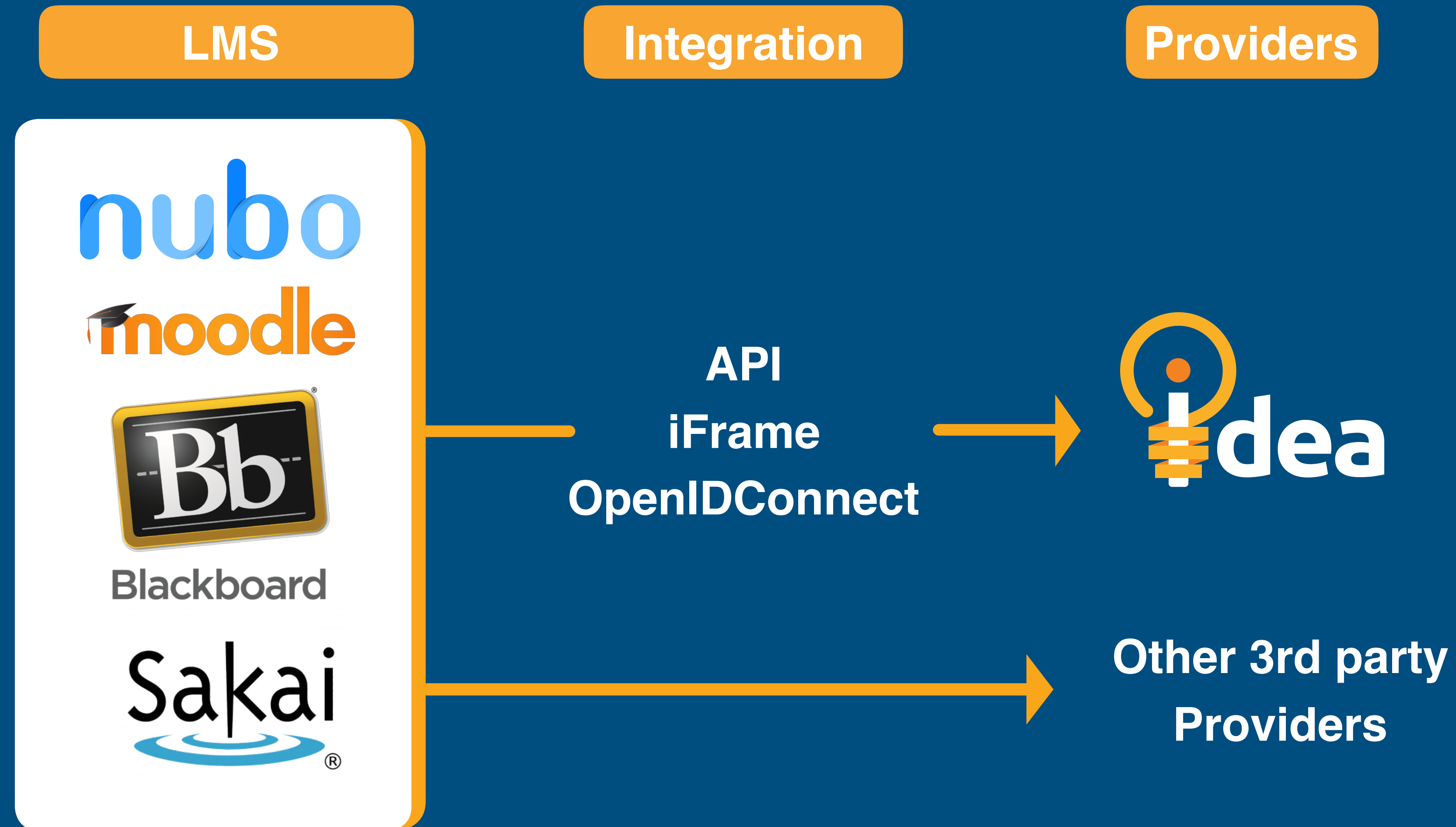


Student is authenticated and navigate IDEA's subject page



Unique content and profile for every student

WE ARE PLATFORM AGNOSTIC



This ensures an SSO authenticated solution both for the database and the user data.

OUR FUTURE IS ABOUT AUTOMATING AND PERSONALISING



Artificial Intelligence

We are working on the automation of content sequencing with Prof. Benjamin Rossman (Google Research Award recipient 2018).



Translanguage

We are working with Prof. Tessa Dowling (University of Cape Town) on global multi-language support.



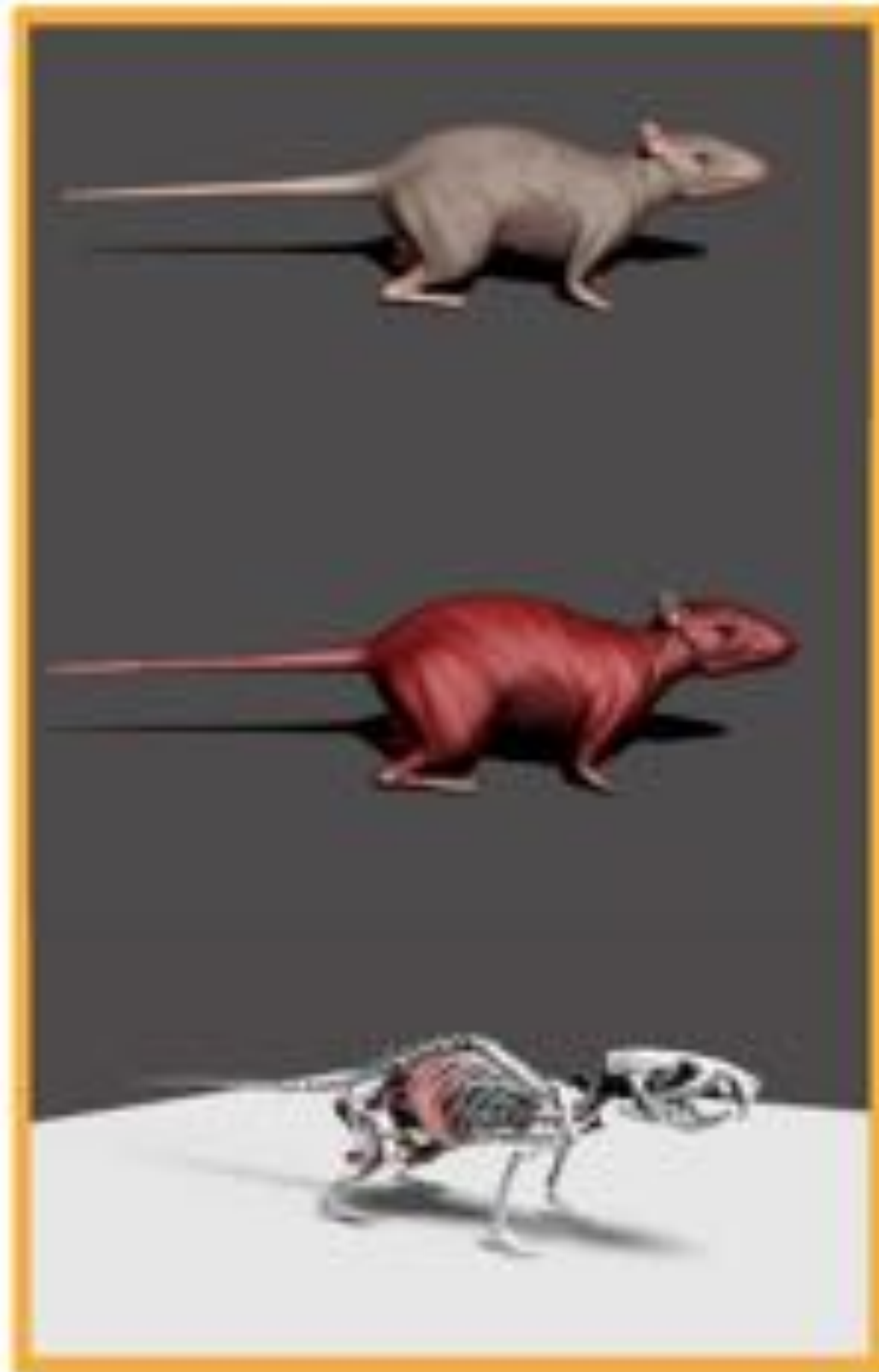
Personalised Questions

Every student's questions will be different with computer marking & personalised performance reports.



Interactive VR

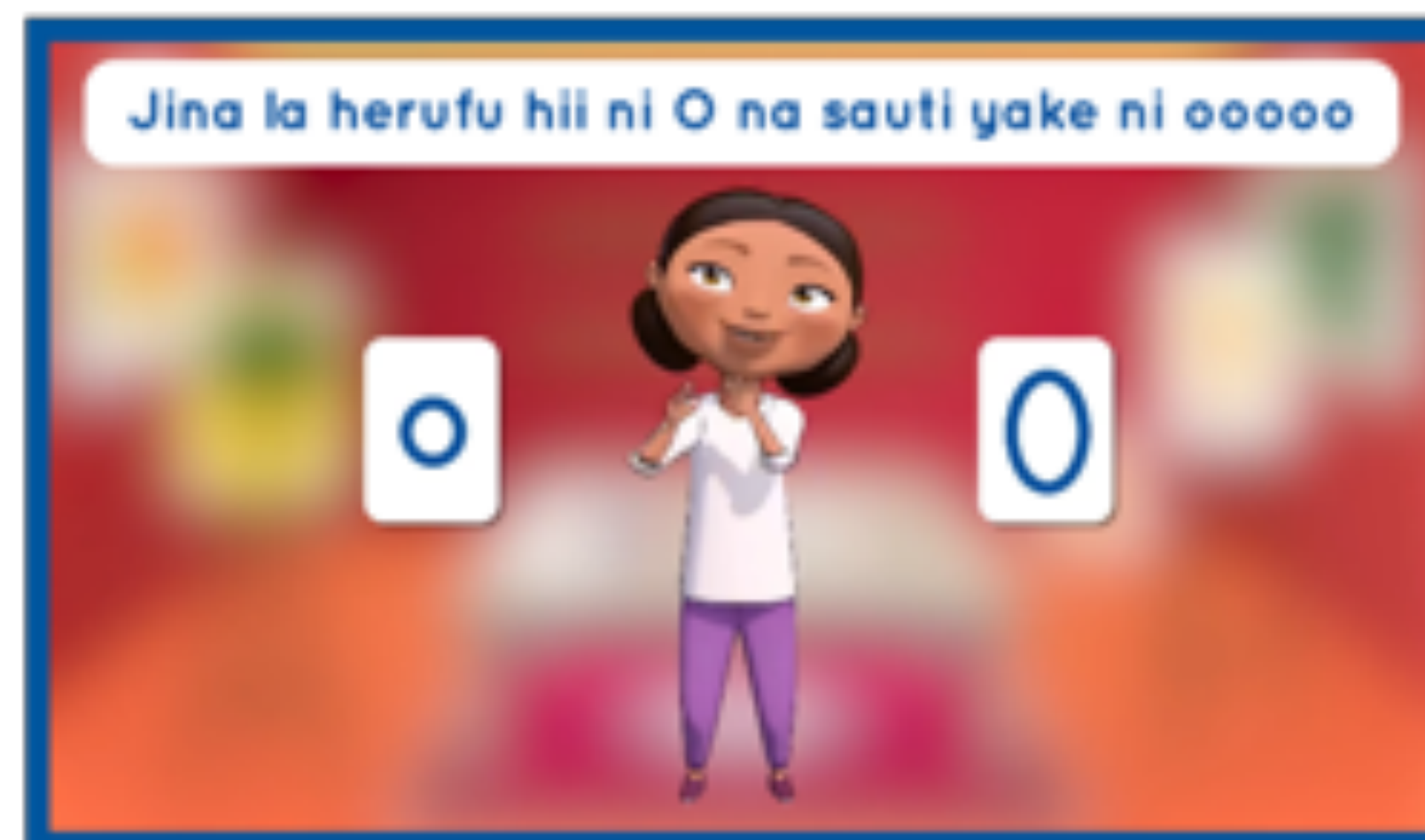
The IDEA AR and VR science laboratories enable students to interact with virtual experiments.





LANGUAGE IS CRITICAL TO OUR GLOBAL SUCCESS

By **2020**,
translate the English
content into
international
languages and 8
partial cross-
language build-ins.





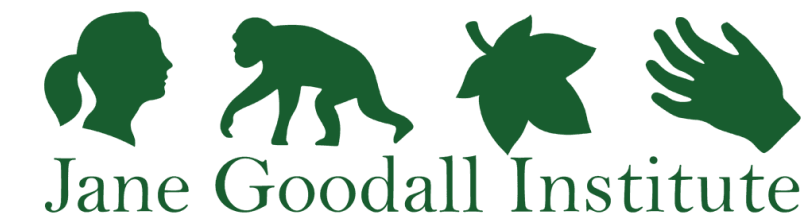
OUR PARTNER PATHWAY



Stanford | Seed
TRANSFORMATION NETWORK



Western Cape
Government
Education



Our Teachers. Our Future.



World Partnership for
Educational Innovation
in South Sudan (WPEI)



IDEA IN ACTION



IDEA IN ACTION

