

CURRICULUM
ASSESSMENTS
DIGITAL
INTERACTIVE
LEARNING
DATA



ideaonline.com

Product Blueprint



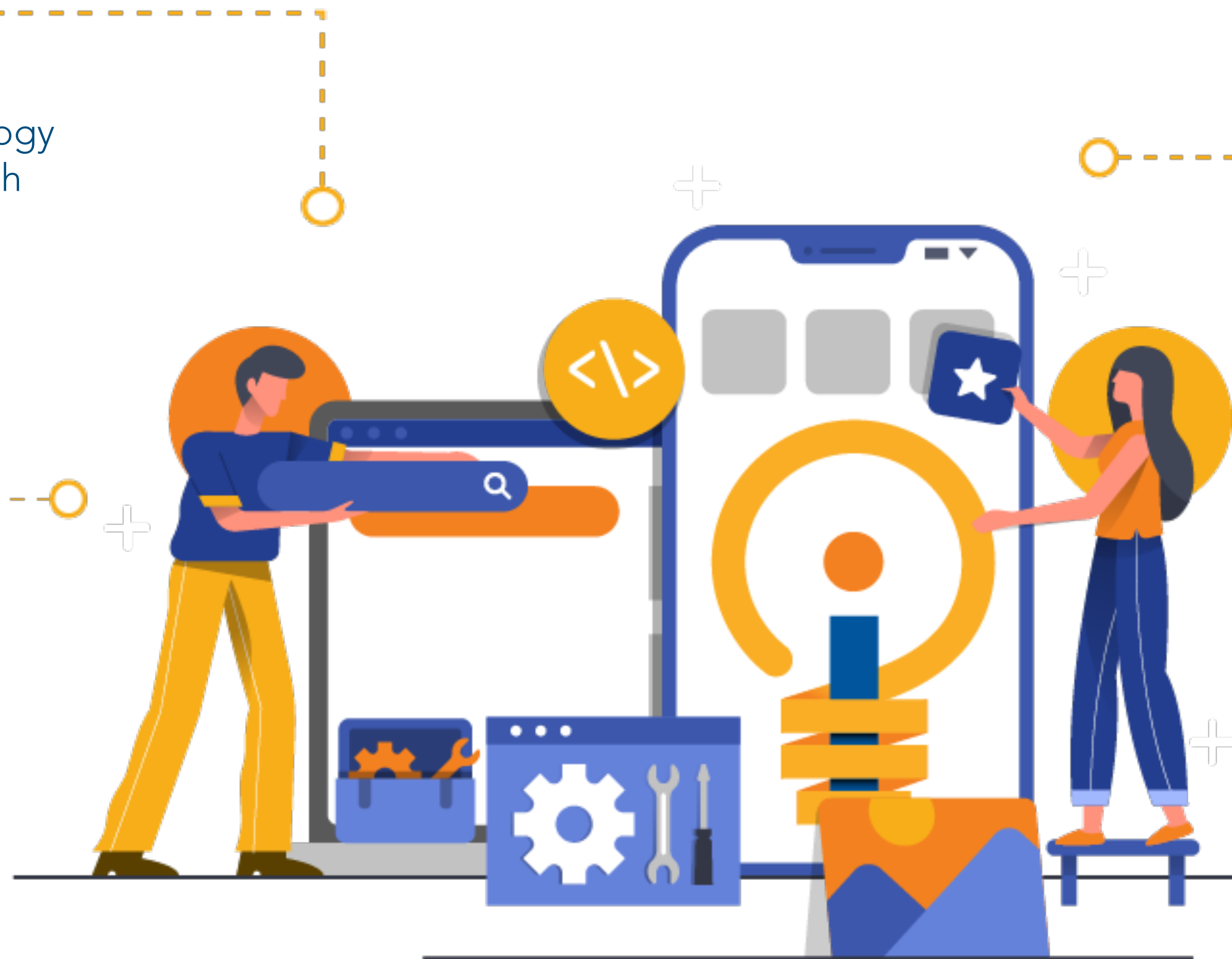
Stanford | Seed
TRANSFORMATION NETWORK



WHAT IS IDEA?

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

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



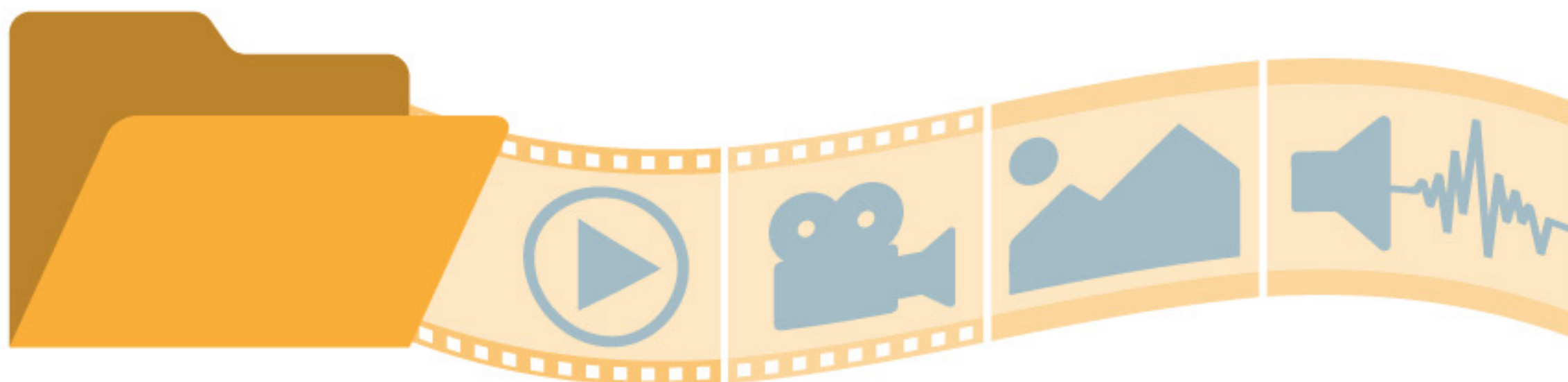
IDEA has created **interactive, data-driven, digital software, content and games** for students, parents and teachers covering all grades and localized to each national education market.





WE HAVE CREATED IT ALL...START TO FINISH

27,800
animations, videos,
images and
audio files



34,000
pages of content



1,300
assessments

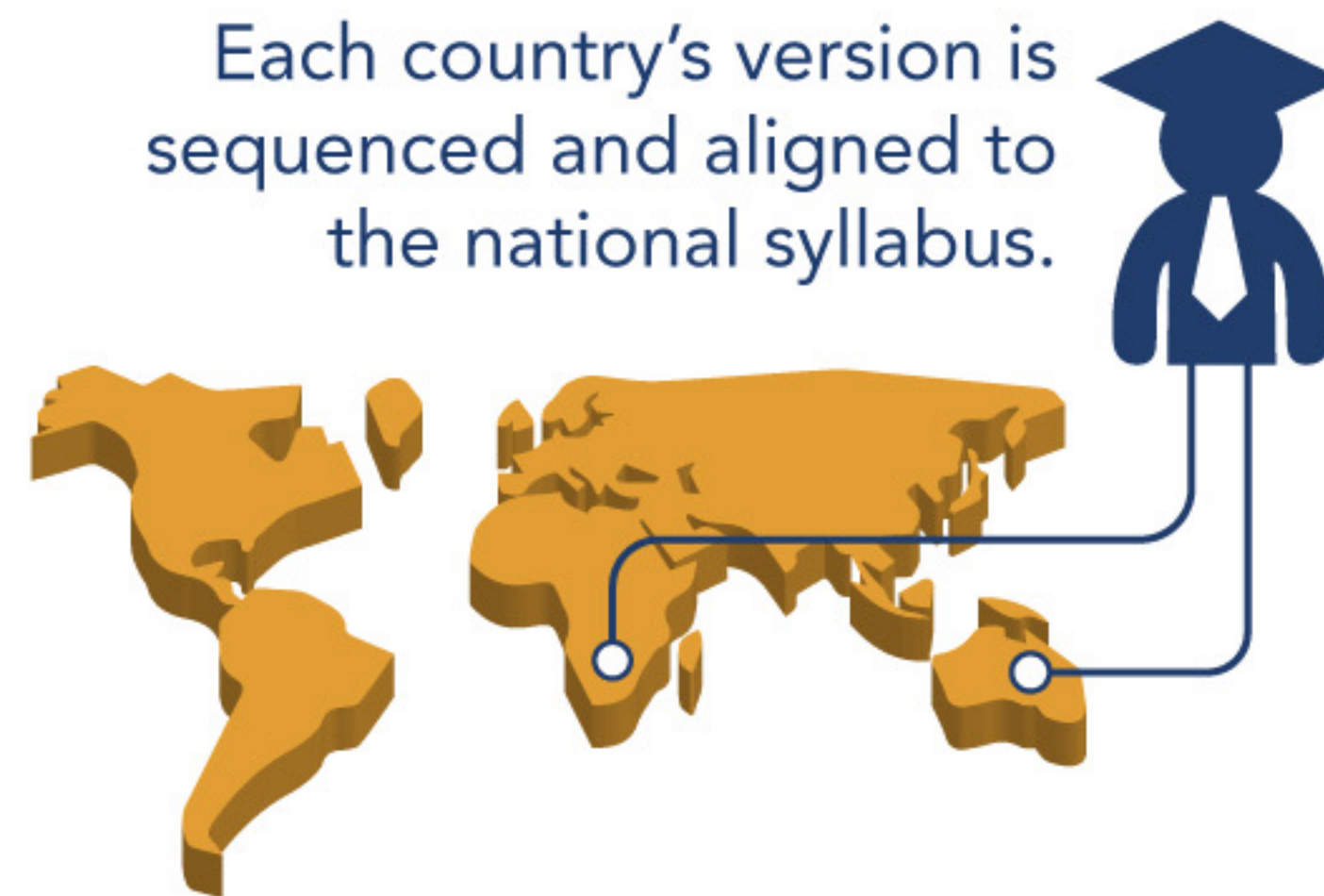
10,000
interactive activities



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



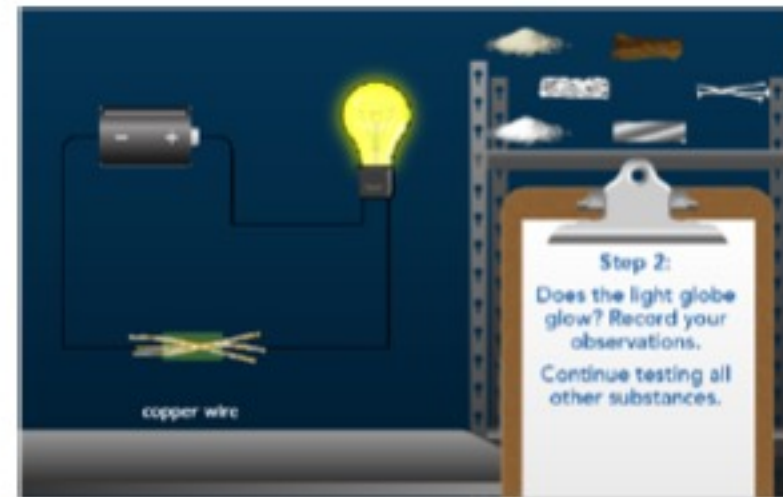
MyIDEA

Literacy & Numeracy for
Early Childhood
Development



IDEA Primary

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



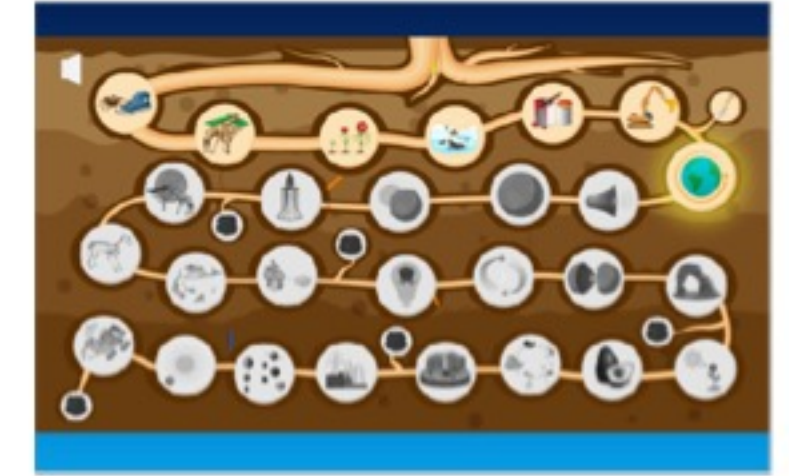
IDEA Secondary

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



IDEA Tests

Numeracy & Literacy,
Science, English and Maths
interactive assessments



YES Certificate

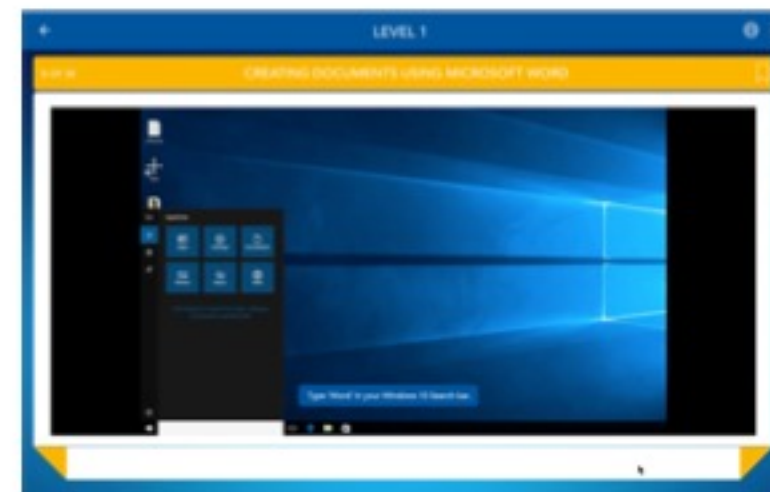
Jane Goodall and
Disney certified Young
Environmental Scientist

School & Training Products



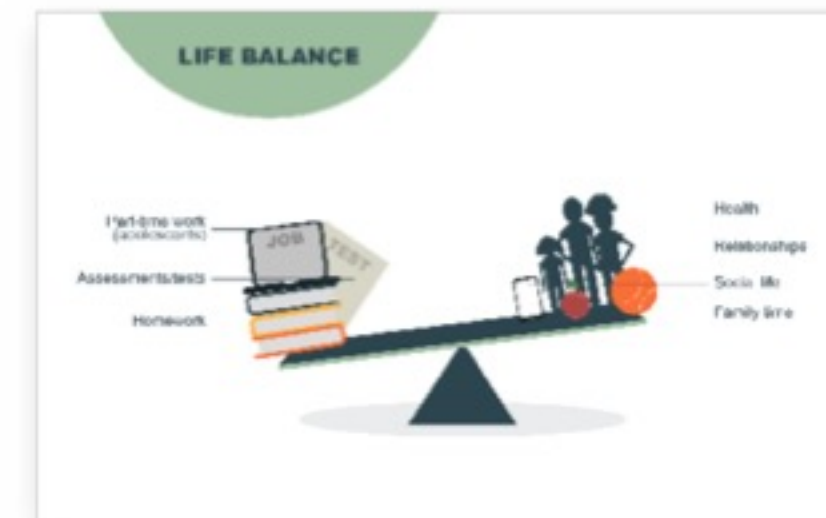
IDEA Teach

Professional development
courses for teachers



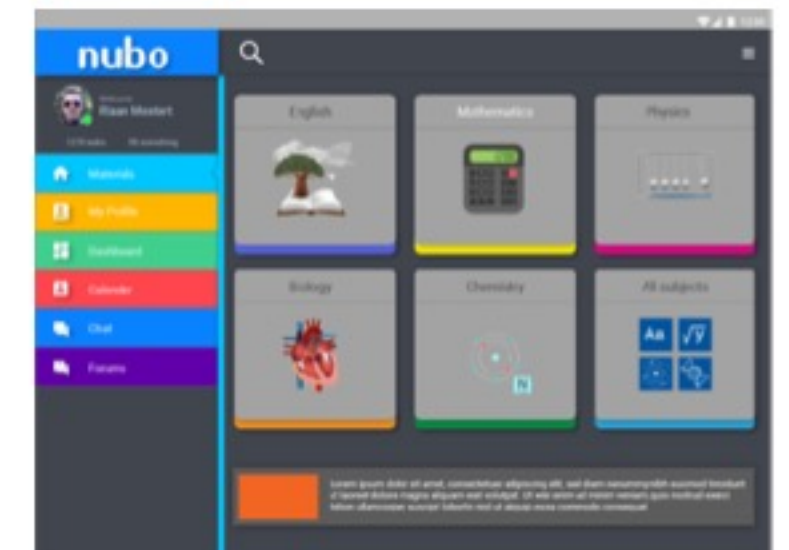
IDEA ICT

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



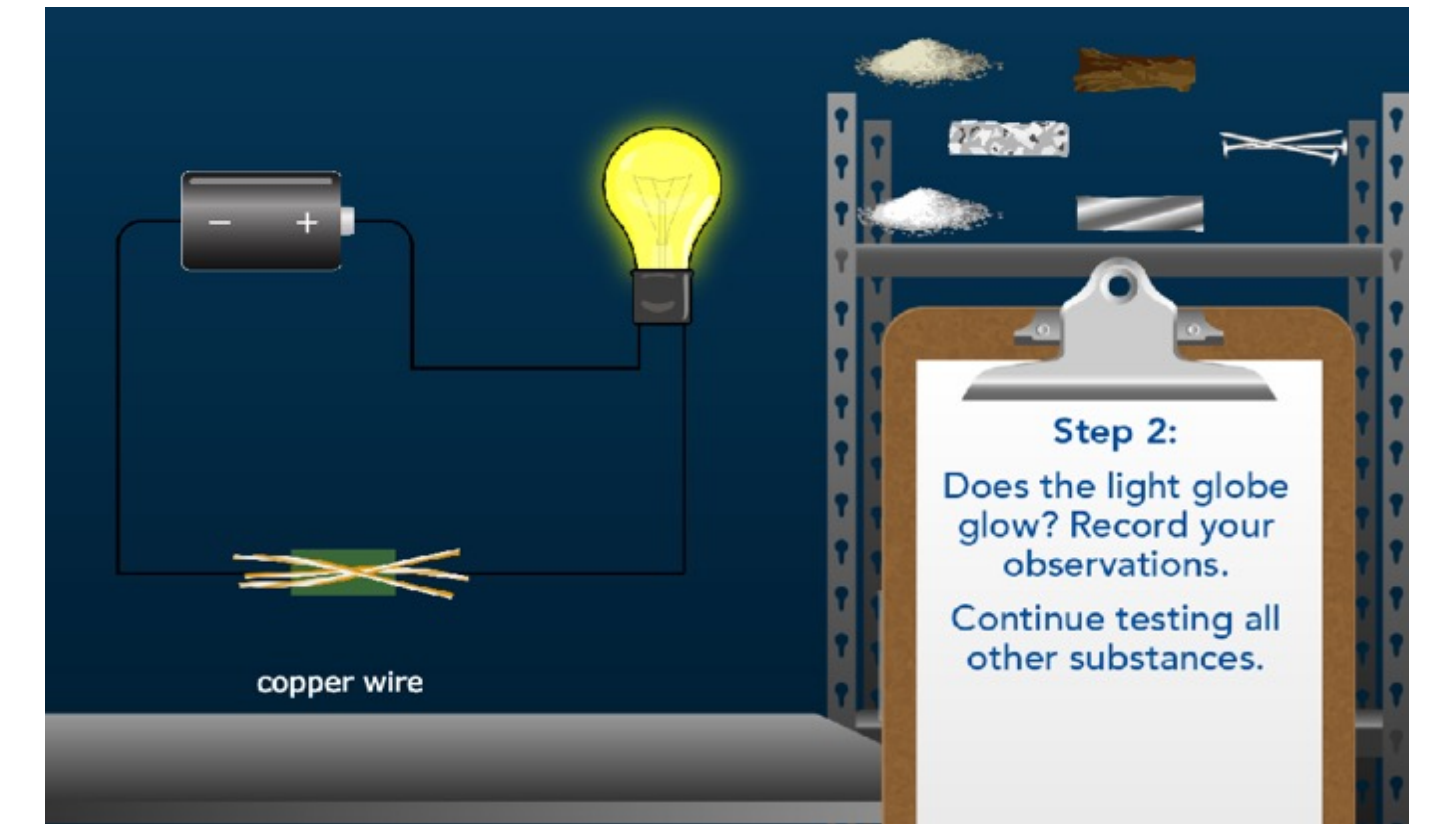
MY IDEA is a peer-to-peer, avatar-led, early childhood development numeracy and literacy program. Using everyday and discovery contexts, the literacy and numeracy units use animations, interactive activities and simple stories to teach reading and writing as well as counting and arithmetic.

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



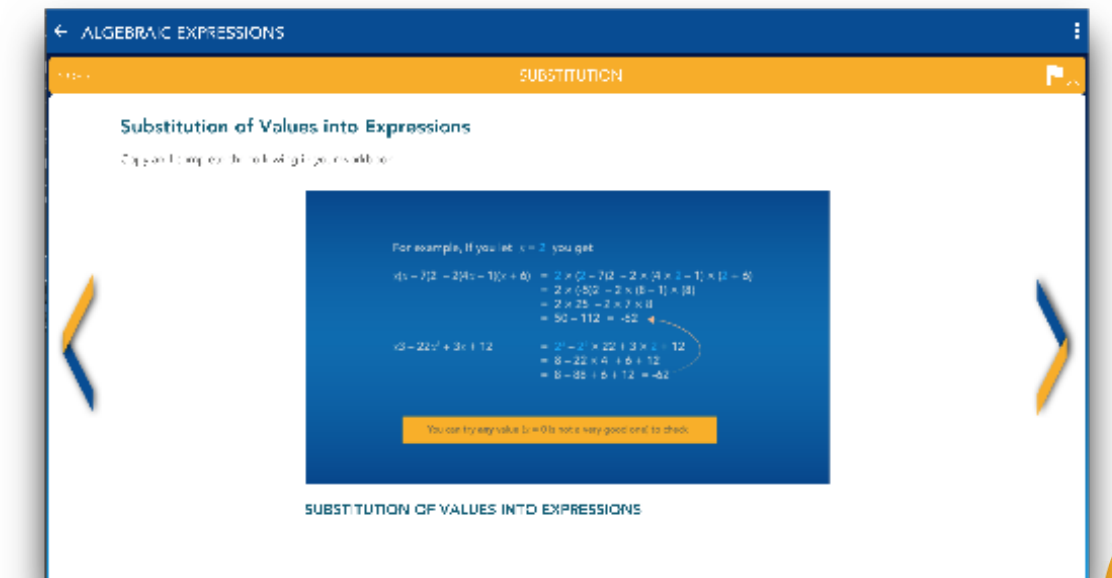
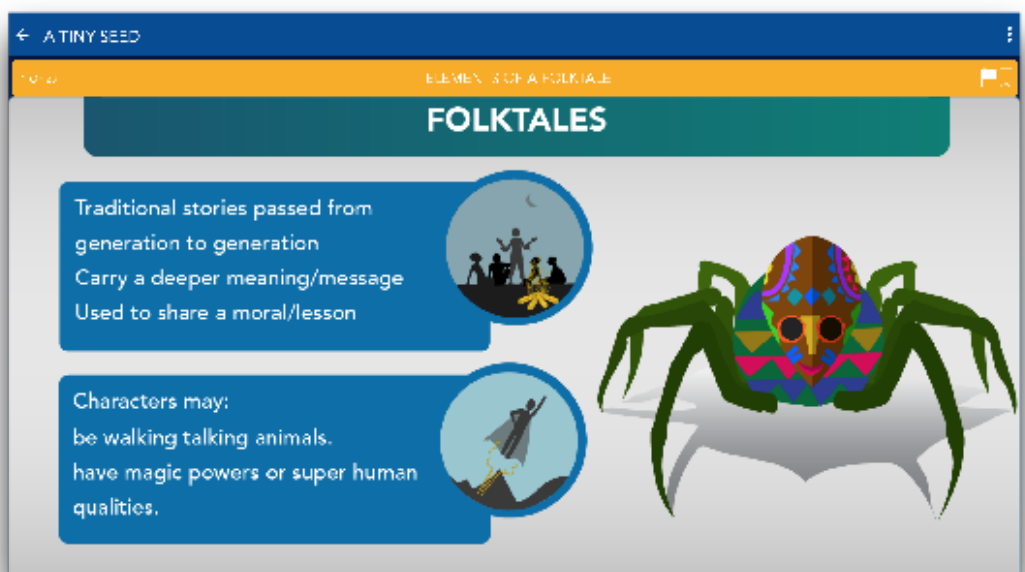
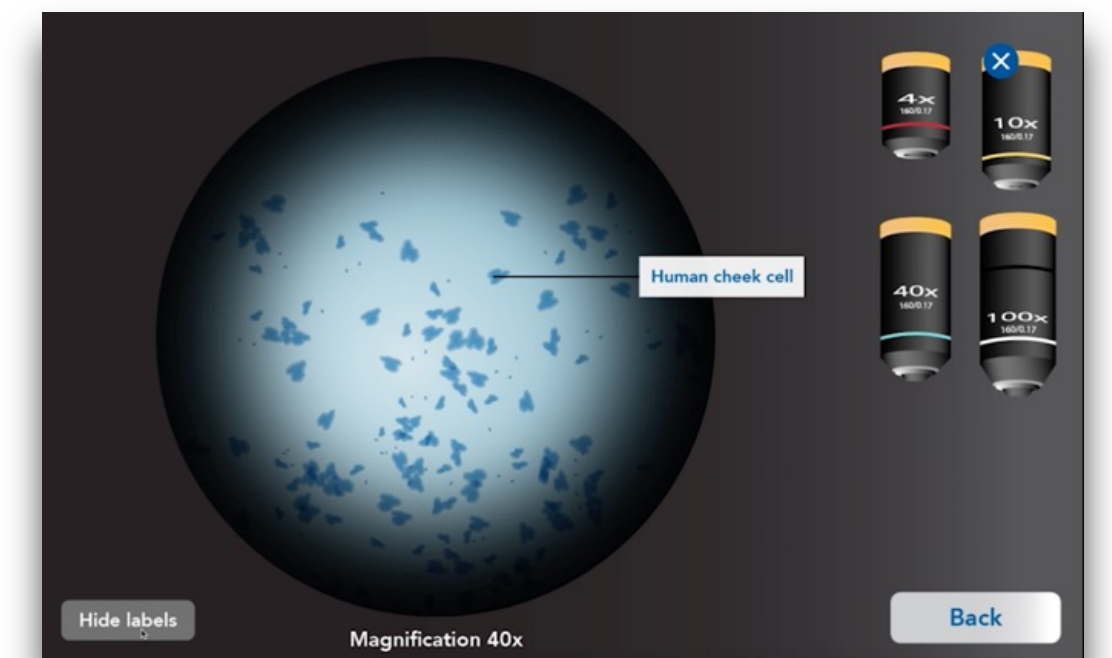
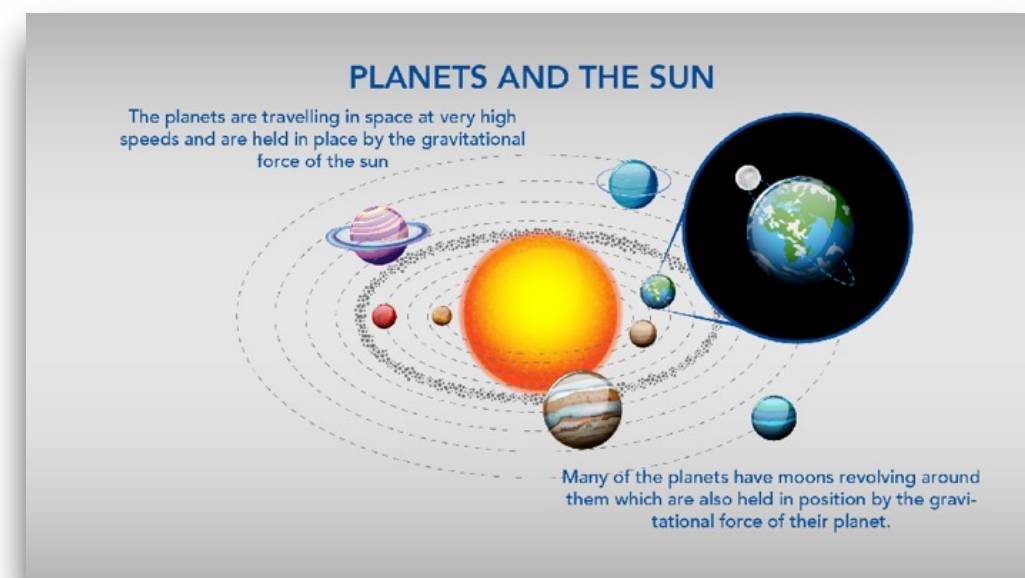
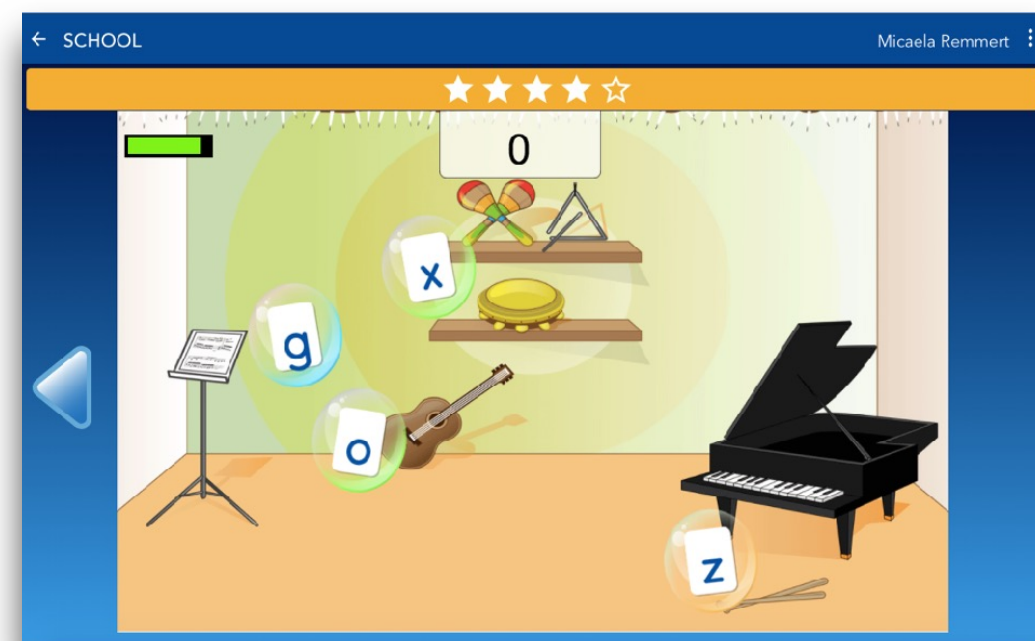
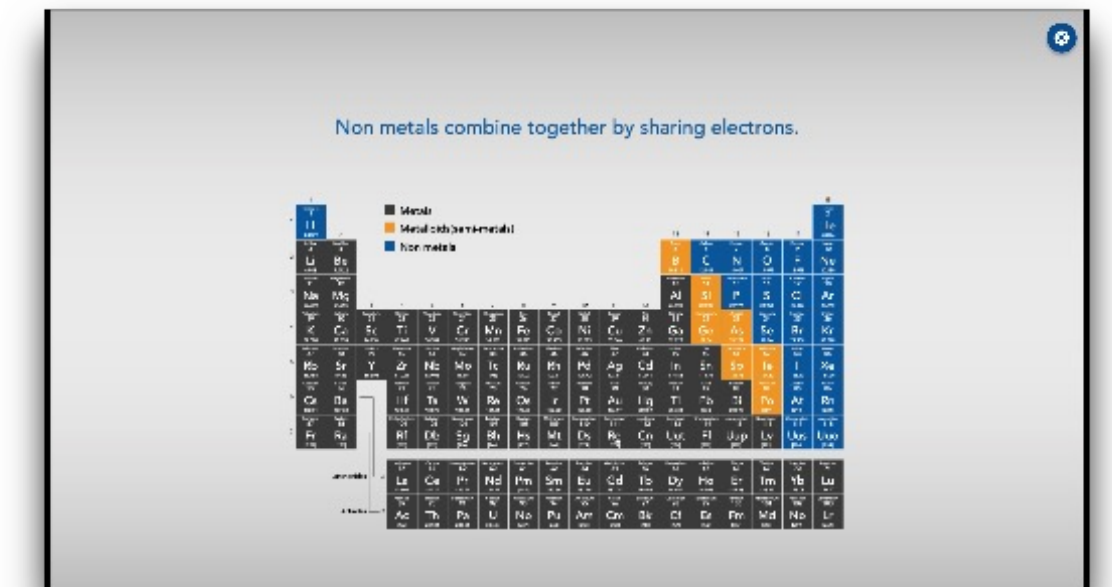
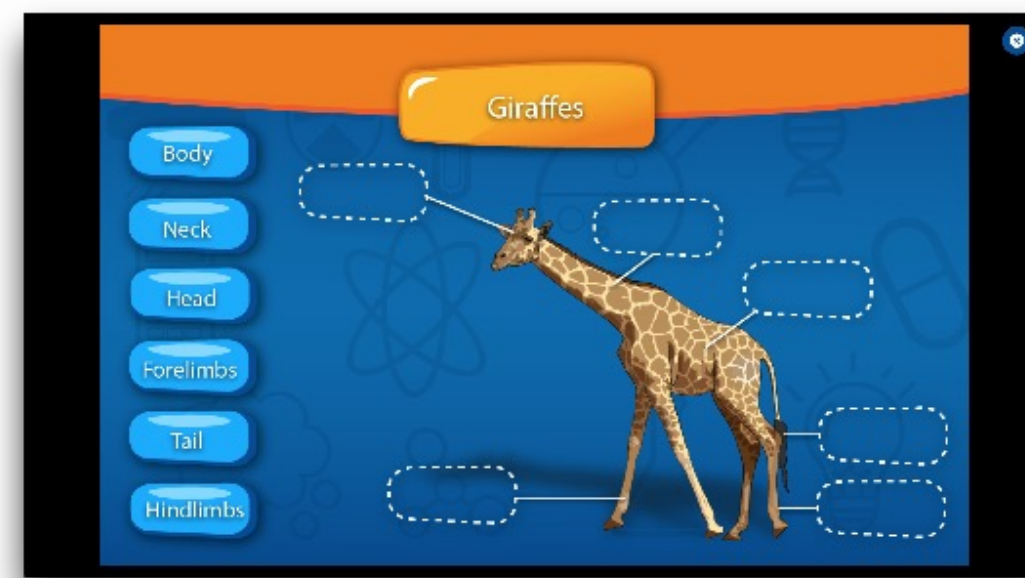
IDEA Secondary is a learning tool for Science, English and Mathematics curriculums for Grades 7–12. IDEA integrates e-learning content with formative assessments, filmed laboratory experiments, a virtual laboratory, interactive 2D and 3D animations, diagrams, photographs, motion graphics and relevant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



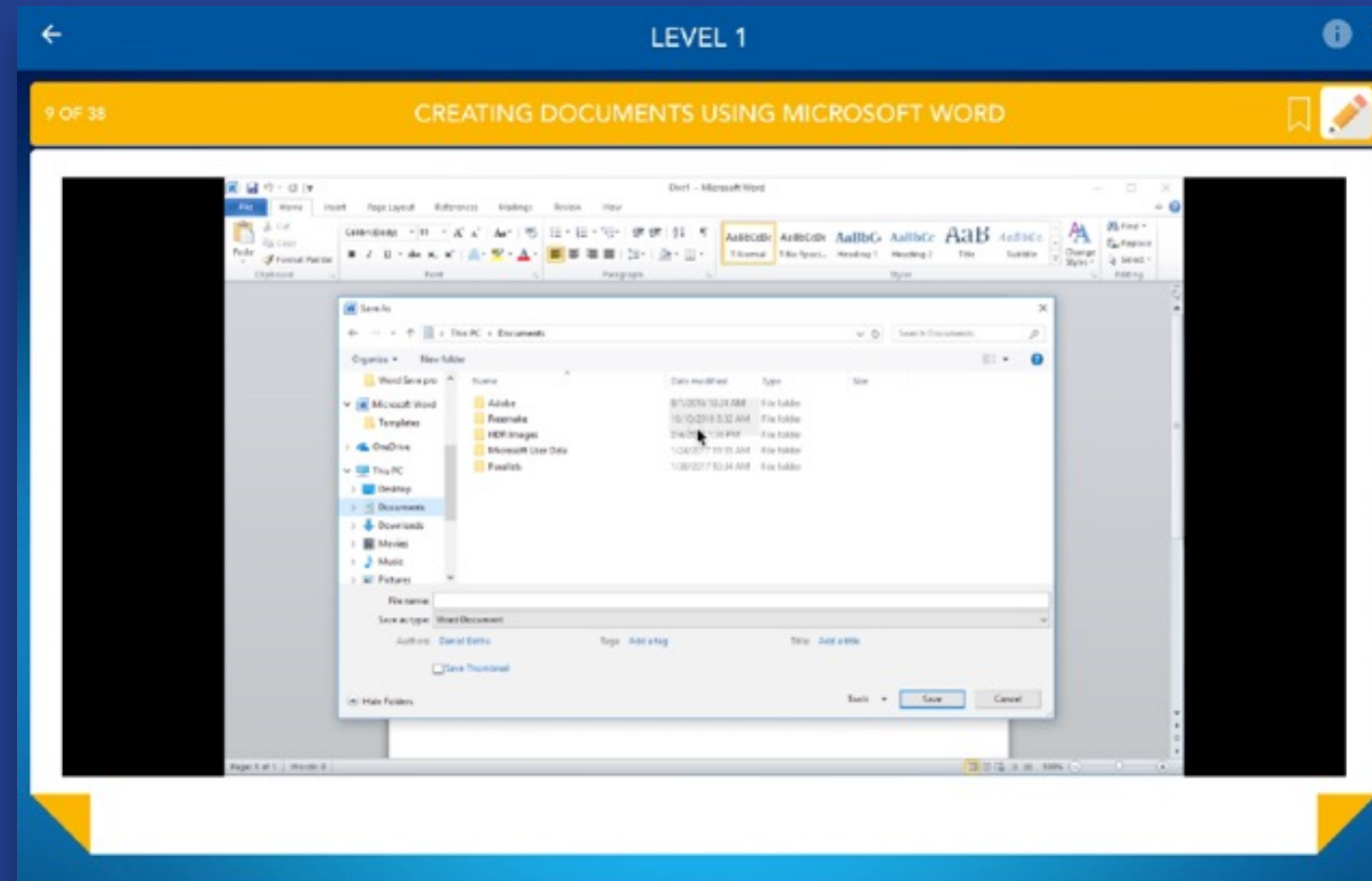
MY IDEA

IDEA PRIMARY

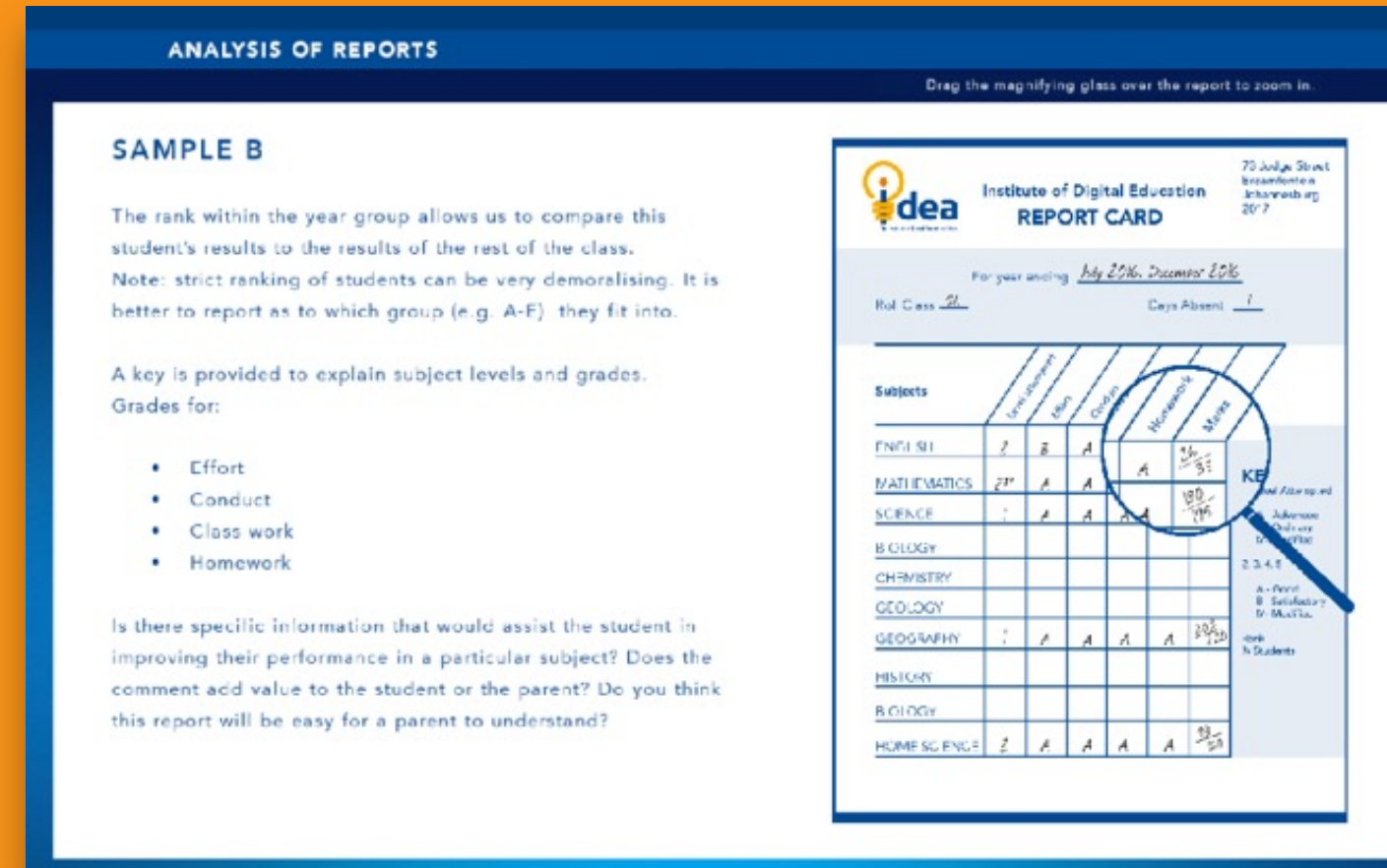
IDEA SECONDARY



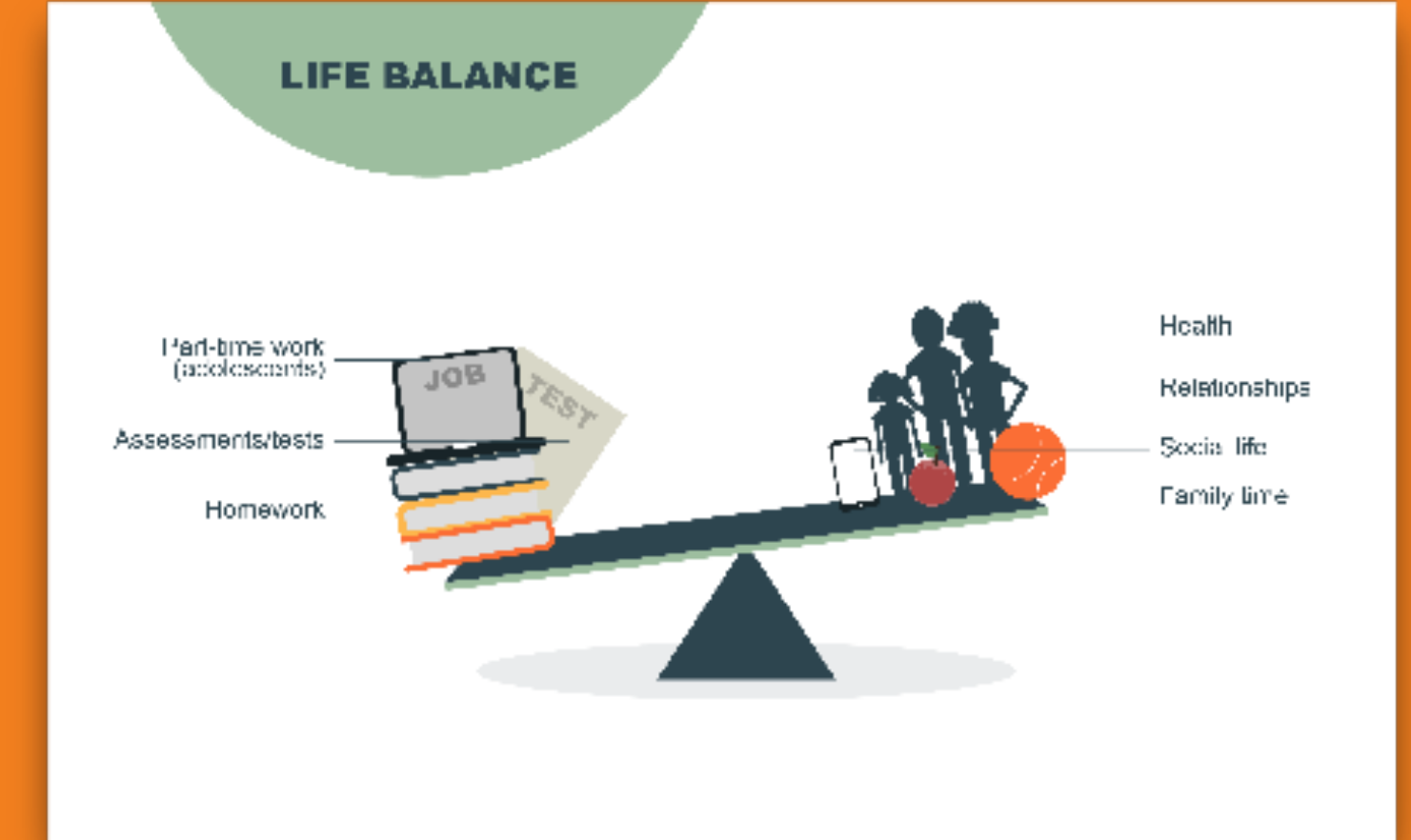
IDEA ICT



IDEA TEACH



IDEA PARENT



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 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.

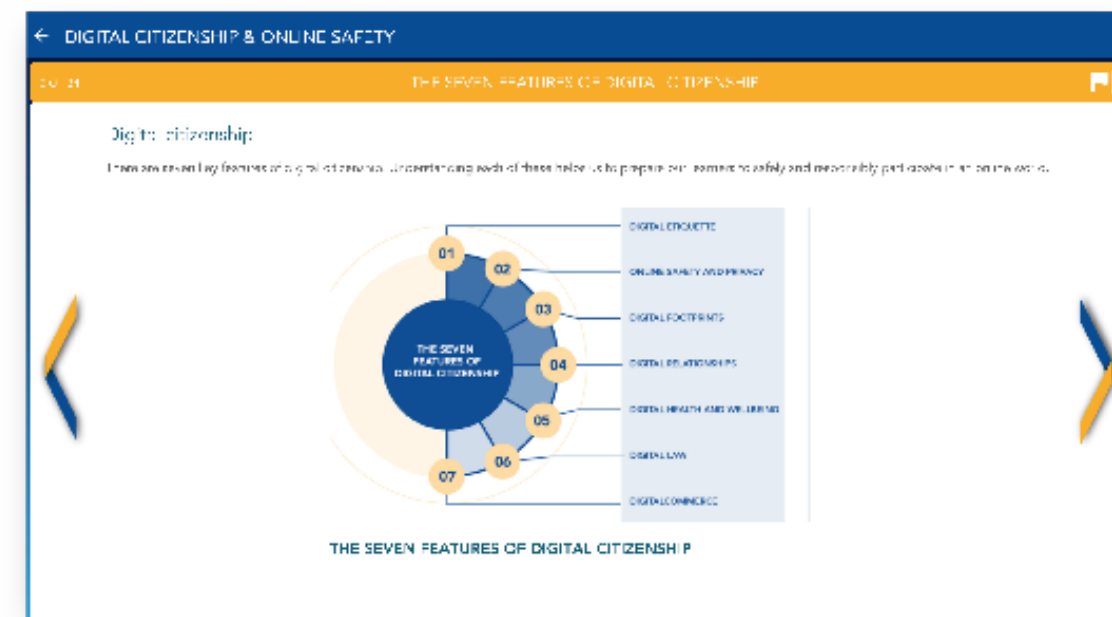
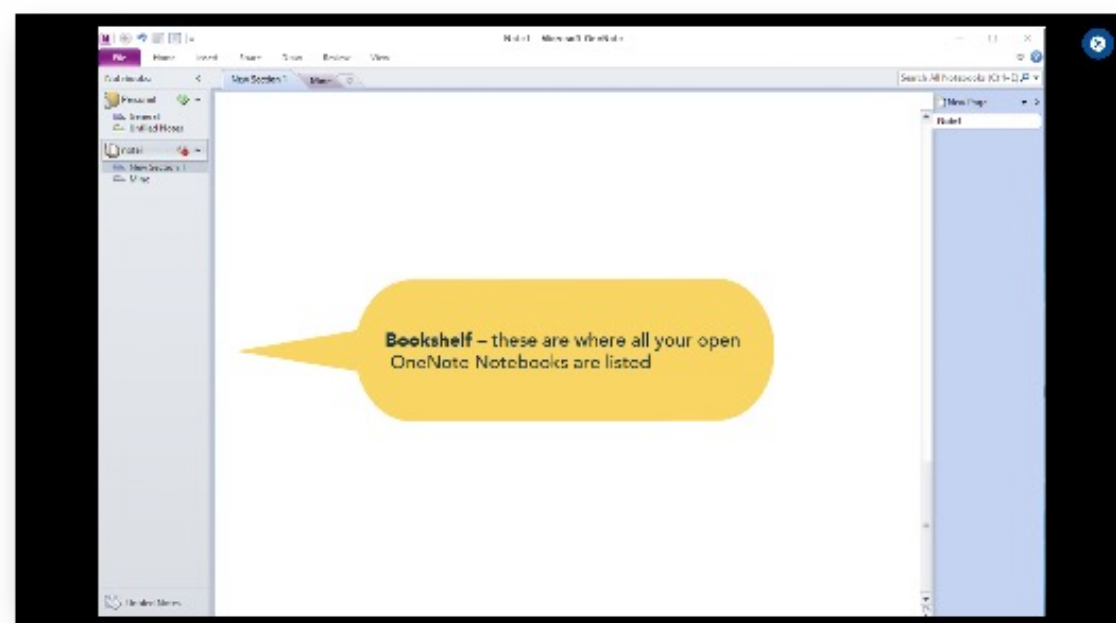
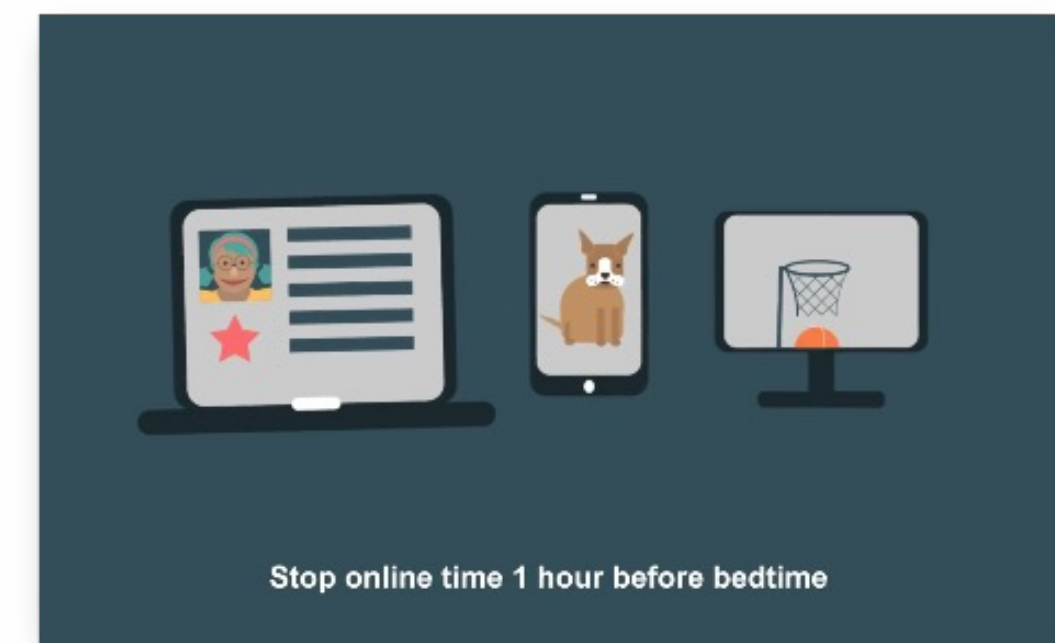
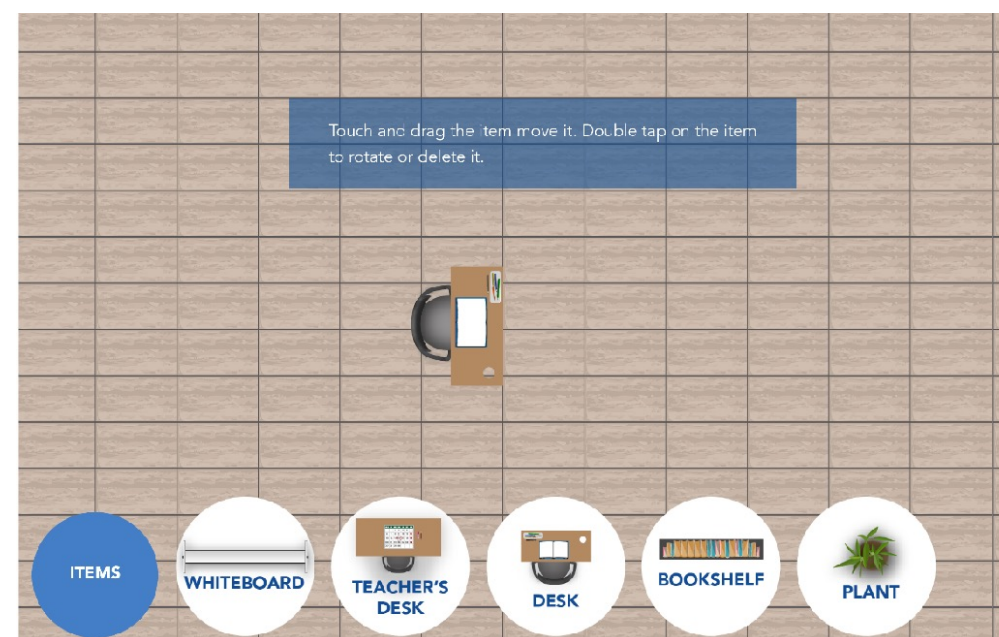
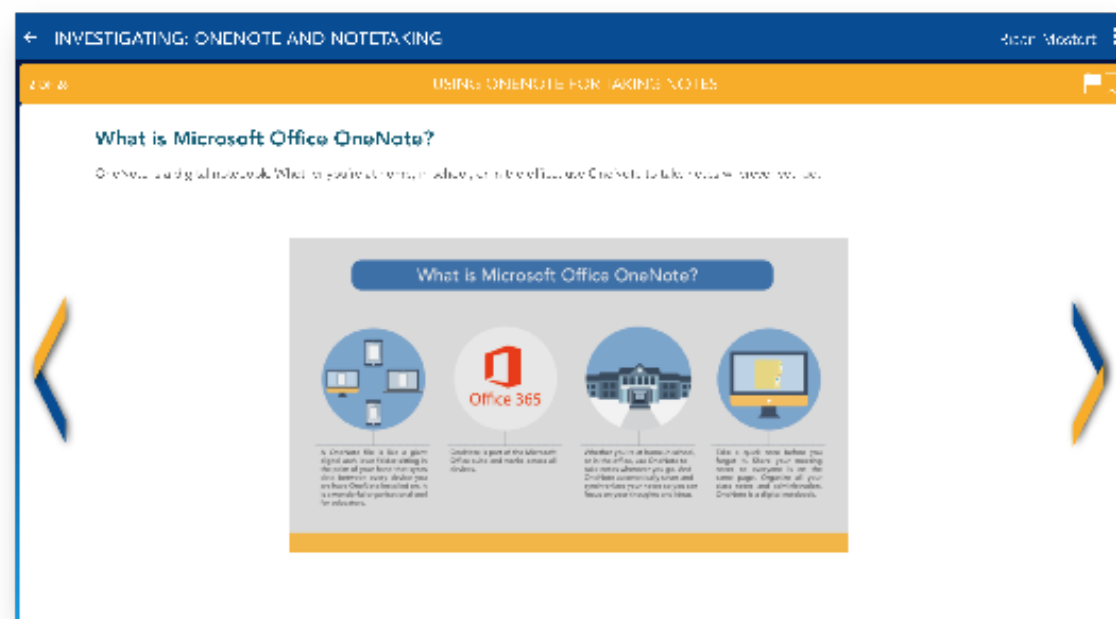
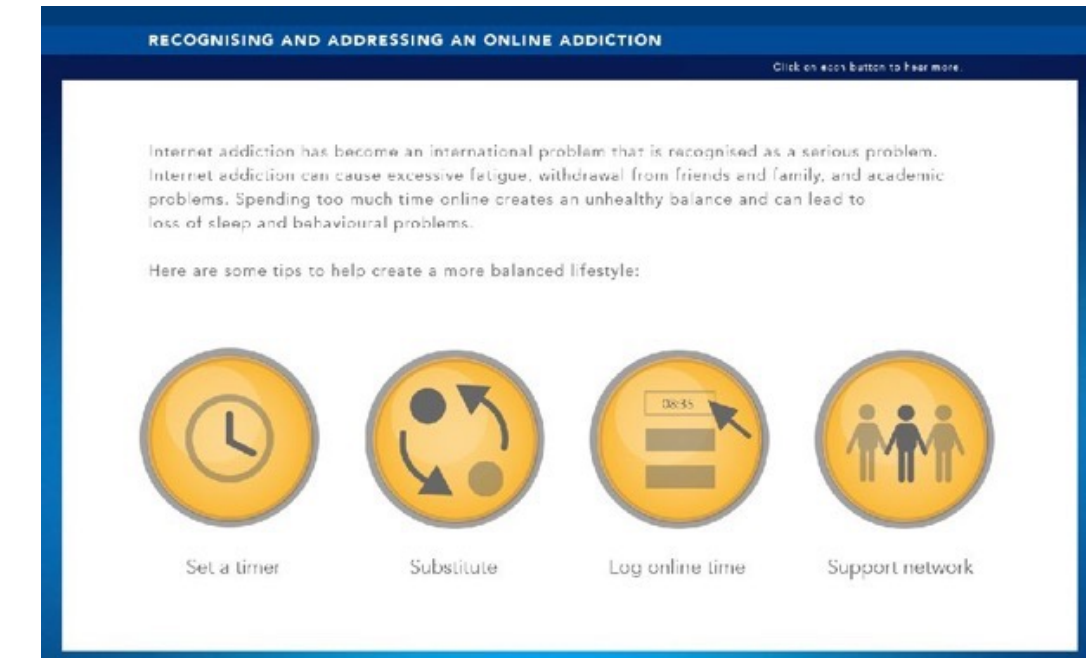
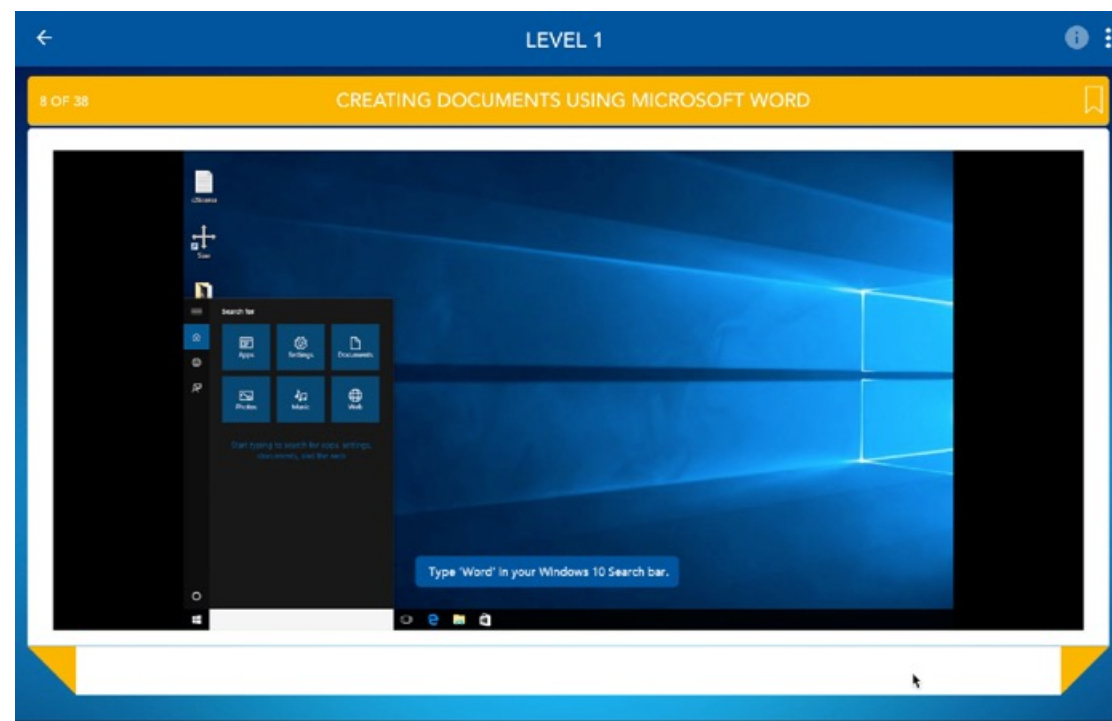
IDEA Parent is an innovative tool that allows parents to better create an environment for their child in order to extend their educational outcomes.



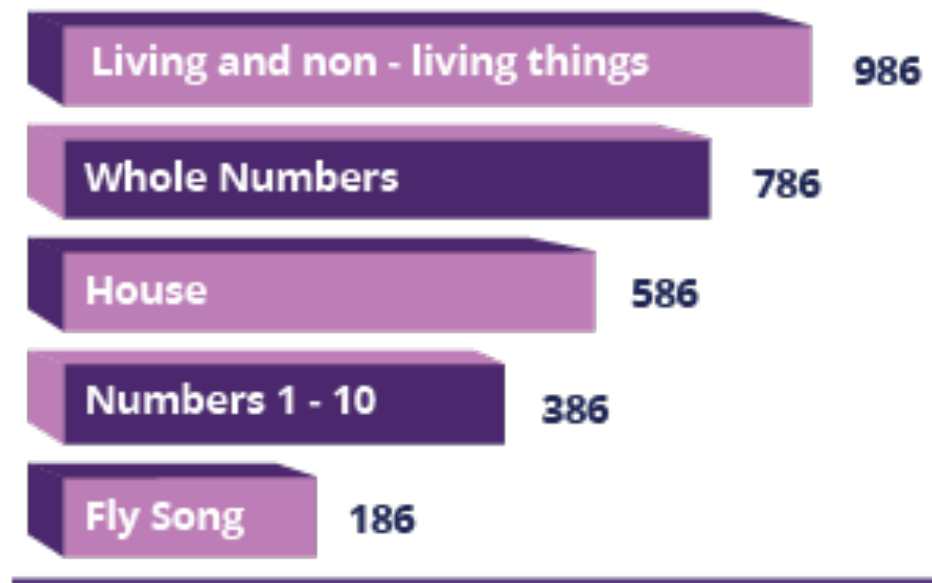
IDEA ICT

IDEA TEACH

IDEA PARENT



WE RECORD EVERY CLICK



Top 5 Topics

Learning outcome
Completion report

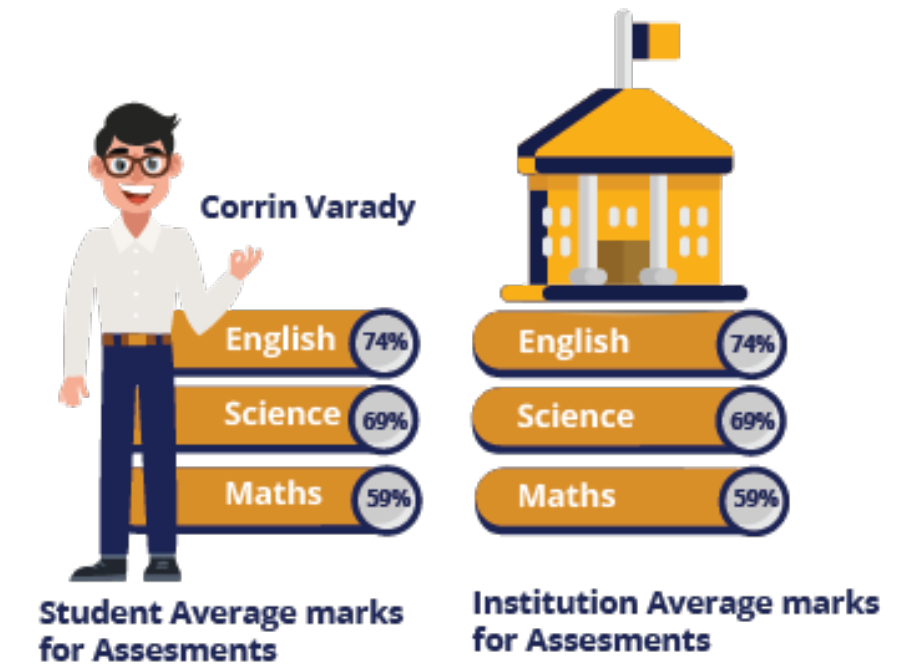


Average Sessional Length (Hours) for Top 5 Topics

User Data
Activity timestamp & time-on-task



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



Subject report
Population content completion

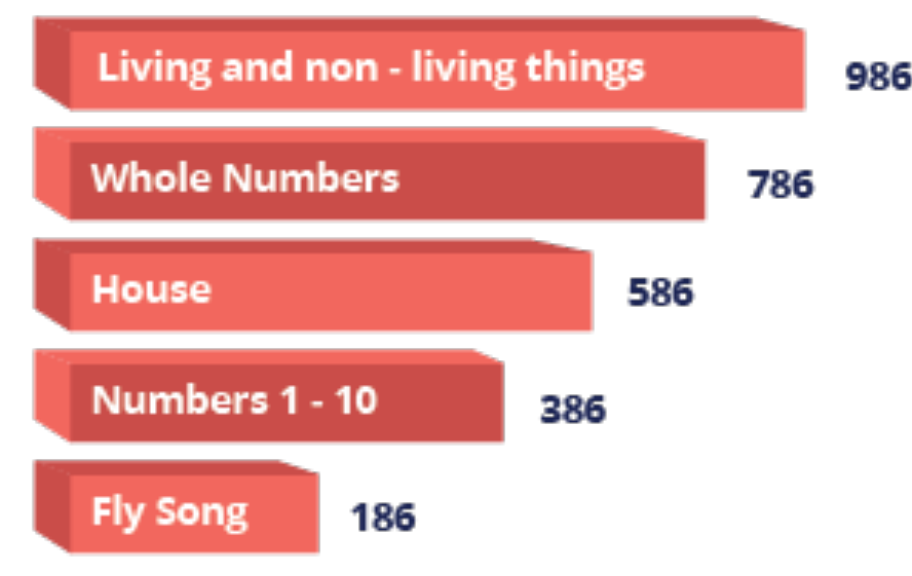


Average Student Session Time



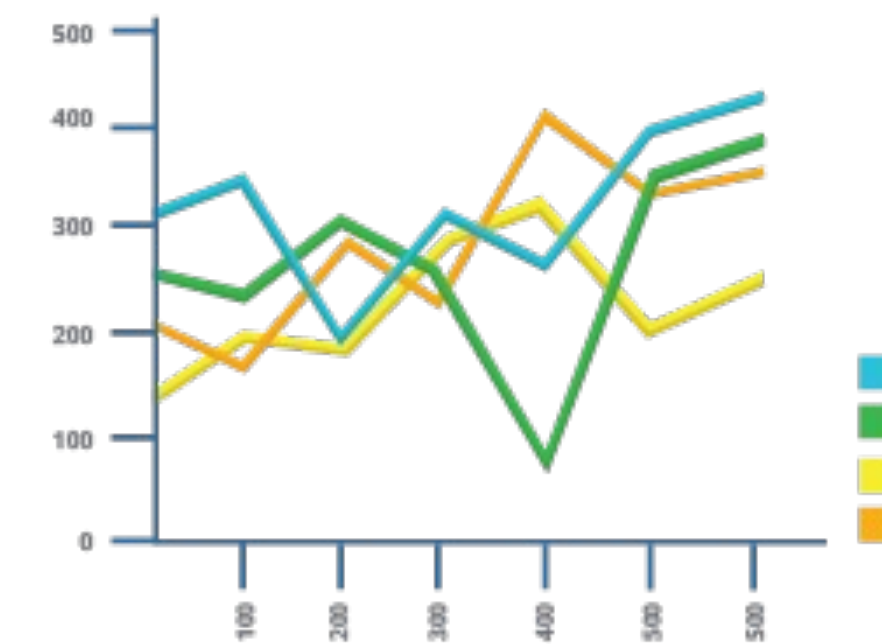
Cumulative Session Time

Comparative Operational
Login, session & engagement



Top 5 Assessments

Topic Assessment
Learning outcome
digitally-marked assessment



Test Completion by Month

Baseline & Summative
Entry and end-line comparative



IDEA DIGITAL EDUCATION & Microsoft

IDEA has been named a global **Microsoft Authorised Education Partner** and has been made **IP Co-Sell Ready** meaning that **Microsoft is currently selling IDEA** into its existing B2B & B2G pipeline. IDEA is currently available for purchase on Microsoft Marketplace and AppSource.



IDEA Digital Education + Marketplace/AppSource

- Centralised sales platform for all IDEA product stack.
- Integration with full suite of Microsoft offering.

IDEA Digital Education + Azure SQL Database

- Controlled, single-sign on authentication.
- Content performance optimisation & encryption of sensitive user data.

IDEA Data Dashboard + Power BI

- Millions of unique user data threads every week to provide detailed feedback to users.
- Power BI transforms this raw data into valuable and insightful reports.

IDEA Student & Teacher + Office 365

- Professional Development for Teachers.
- Certification for educators in a fully integrated IDEA & Microsoft solution.





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.

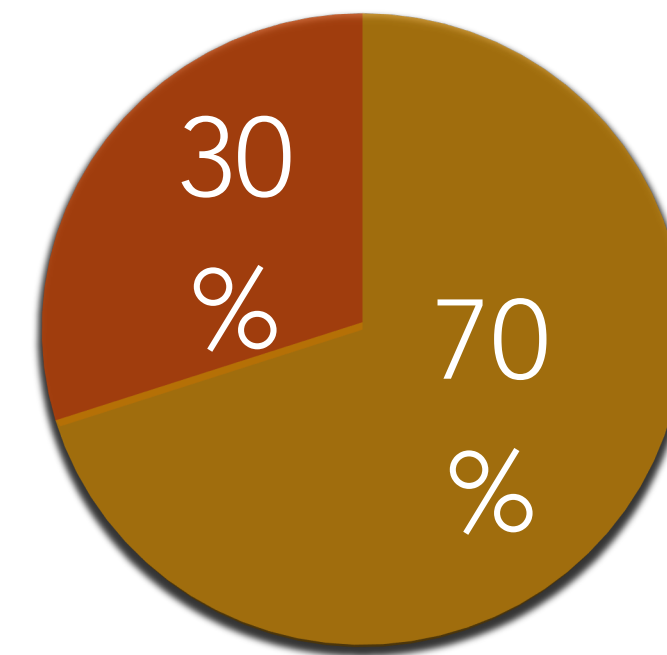
of 2000 teachers surveyed by IDEA wanted digital literacy in education training courses as their #1 professional priority

35%+

increases in content mastery in Secondary School Science within a 6-week period.

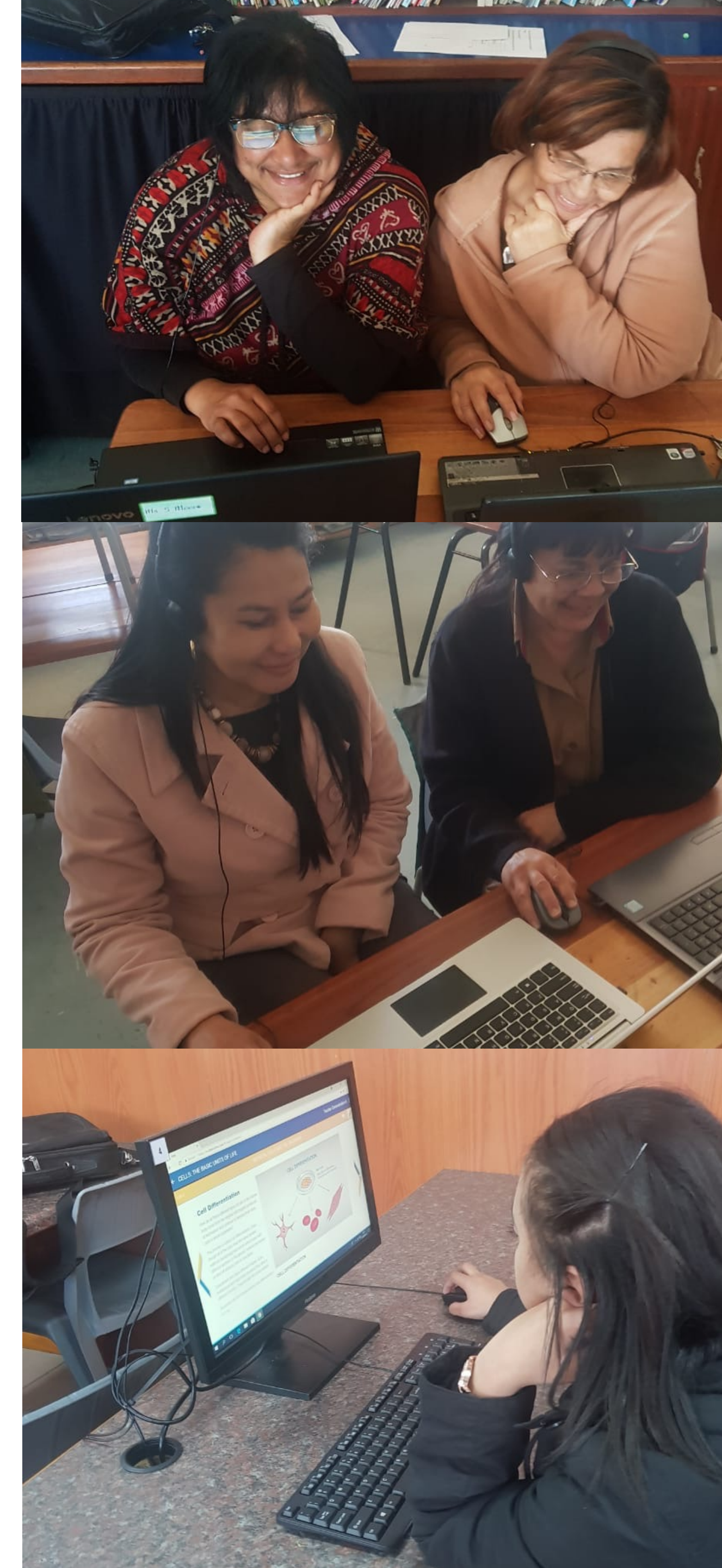
11MIL

unique threads of detailed user learner data per month.



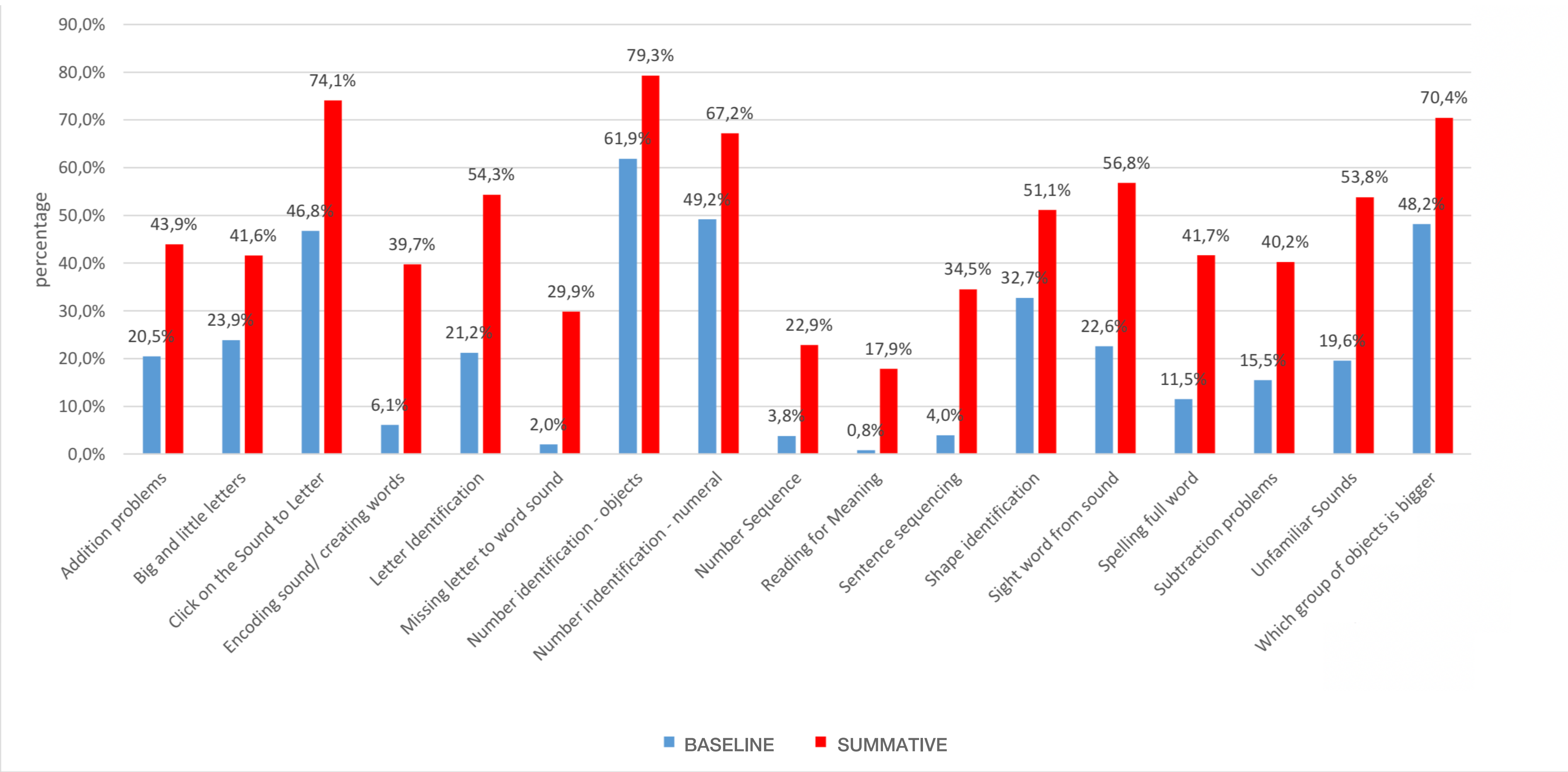
■ IDEA ■ Competitor

Users prefer IDEA to its competitors.





IDEA STUDENT PERFORMANCE RESULTS





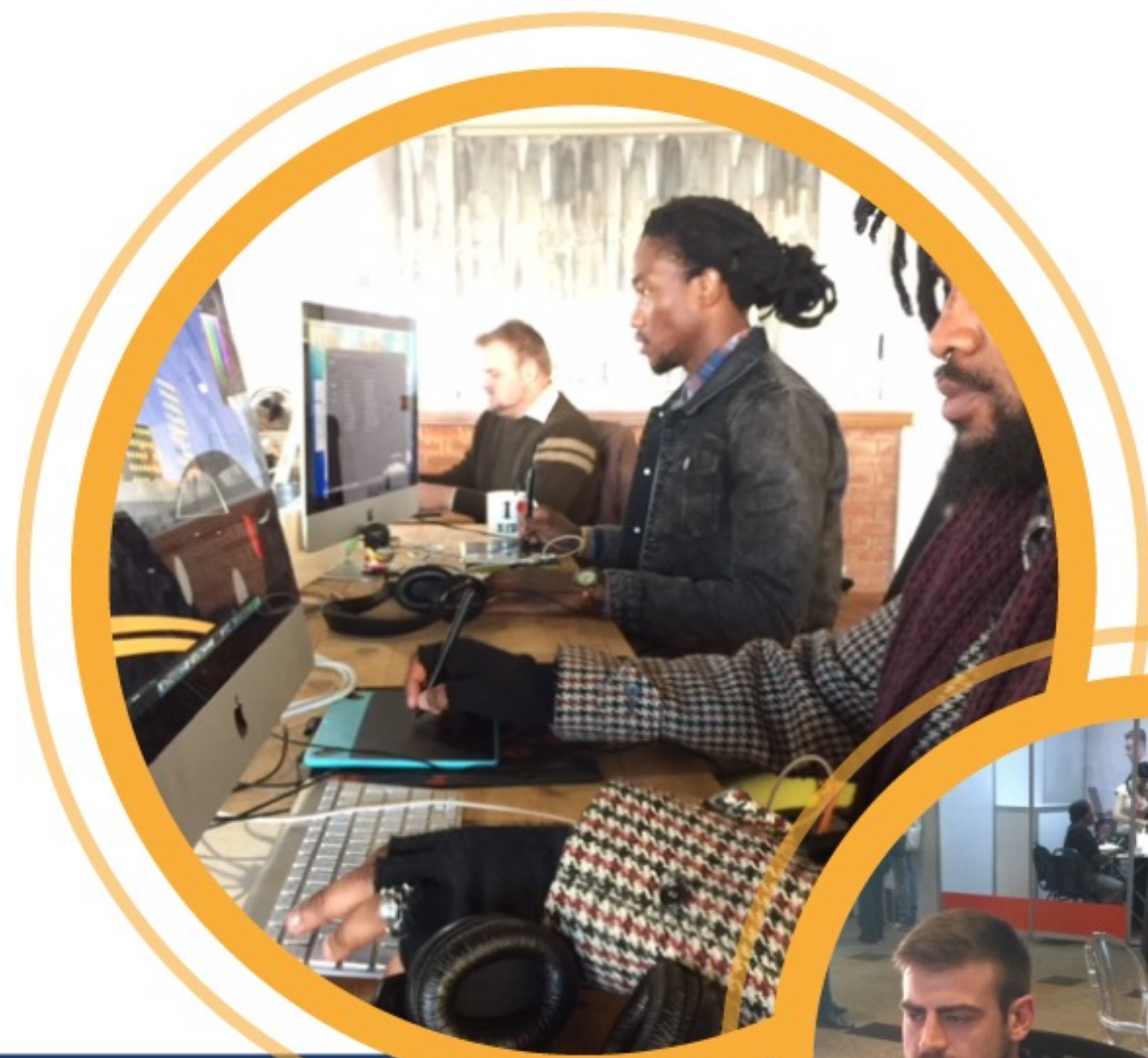
OUR TEAM MAKES THE MAGIC

Executive
5 C- Suite Team

Project Team
8 Project Managers
12 In-Field Coordinators

Content writing
13 Subject Matter Experts
51 Curriculum Writers

Design & Development
26 Illustrators & Animators
6 Backend Developers
15 Frontend Developers





WE HAVE A UNIQUE C-SUITE TEAM



Dr Corrin Varady

Chief Executive Officer

Prudence Louw

Chief Production Officer

Dr Margaret Varady AO

Chief Education Officer

Warren Young

Chief Operating Officer

Micaela Remmert

Chief Product Officer

- PhD International Development
- Masters of Finance and Marketing
- Masters of International Politics
- Bachelor of Finance
- Journalist, Huffington Post
- Founder, World Youth Education Trust, Australia, UK & EAC
- Global Business Director, Peroys Finance
- Australia Day Ambassador
- Australian Graduate School of Business Ambassador

- Bachelor of Applied Mathematics, Microbiology and Genetics
- Vega School of Photography
- Freelance Photography and Editor
- Head Creative Director: Gallo / Getty Africa

- Doctorate of Education
- Masters in Educational Leadership
- Diploma of Education, Bachelors of Zoology and Geography
- Dept. Educational Leadership, University of New South Wales.
- Principal, Sydney Girls High School
- Order of Australia
- Wyndham Medal
- Top 100 Principals WorldWide, iNet.
- Experience in China, Brunei, Australia, New Zealand, Tanzania and South Africa
- Fellow of Australian College of Educators

- Masters of Business Administration
- Masters of Law
- Bachelor of Political Science & Law
- Advocate of the High Court
- Member of the Cape Bar
- Compliance at NedBank
- COO, DHL Africa & Middle East
- VP, Operational Risk DHL EMEA

- Masters in Business Intelligence
- Bachelor of Human Science
- Research in Chemistry of Nutrition
- Director of Programs, World Youth Education Trust Uganda & Tanzania
- Specialisation in Organisational Leadership
- Certificate in Tableau



WE PARTNER AND CONSULT WITH CORPORATES

Through aligning with corporate training goals and our business' mission, we customise our solution, content, platform and analytics. The key areas that IDEA has assisted Corporate and Public-Sector Institutions includes:



**How can connectivity obstruct access?
When is online/offline required?**



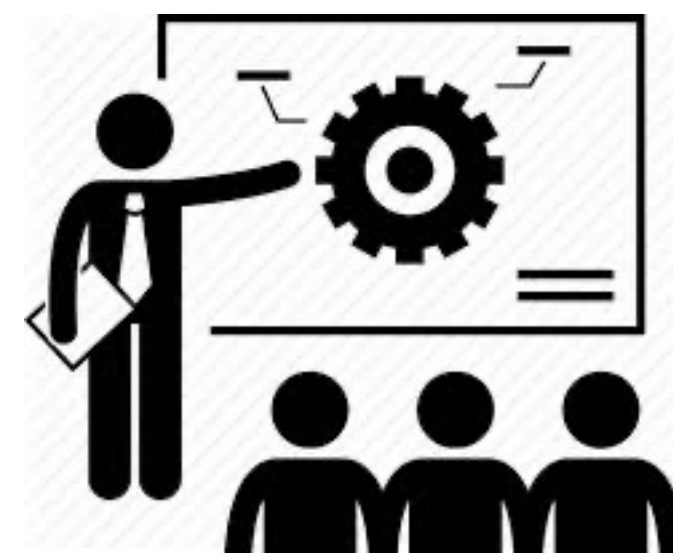
**Leverage the value of the
existing e-learning environment**



**What are useful data & analytics?
How to read this feedback?**



**Centralising cloud, content,
assessment and data**



**Teacher & school training enabling
use of digital content and solutions**



**How to align your e-learning to global best
while still staying uniquely local**

HOW DO WE CREATE OUR OWN LEARNING COMMUNITY



Successful Parents

Parents who support their child's learning, use MY IDEA at home, understanding how students learn using IDEA and IDEA PARENT and work with schools to improve the learning for all students.



Successful Schools

Teachers who focus on student centered learning, have a culture of achievement and continual improvement, are well led, organized and well - resourced with IDEA CURRICULUM, IDEA TEACH, IDEA PARENT and IDEA SURVEY.



Successful School Communities

Schools that support teachers and students achievement by assisting with educational resources such as IDEA CURRICULUM, IDEA TEACH, IDEA PARENT and IDEA SURVEY.



Successful Teachers

Communities that focus on learning, work as instructional facilitators, teach students how to learn, focus on a growth mindset and use IDEA TEACH, IDEA ICT and IDEA SURVEY for their Professional Learning.



HOW CAN I ACCESS

IDEA?

www.ideaonline.com

OR



SCHOOLS AND INSTITUTIONS



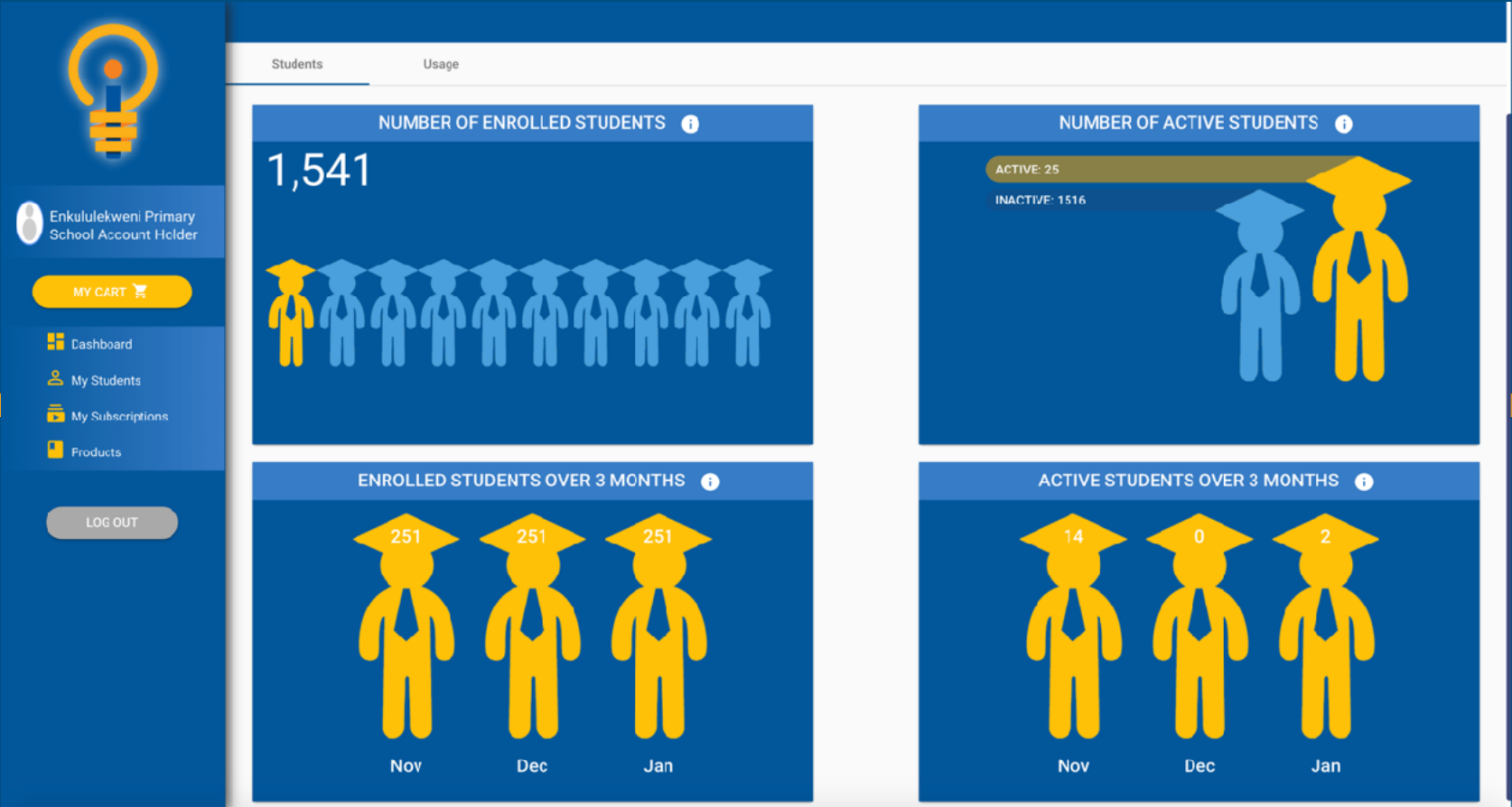
Login

Dashboard

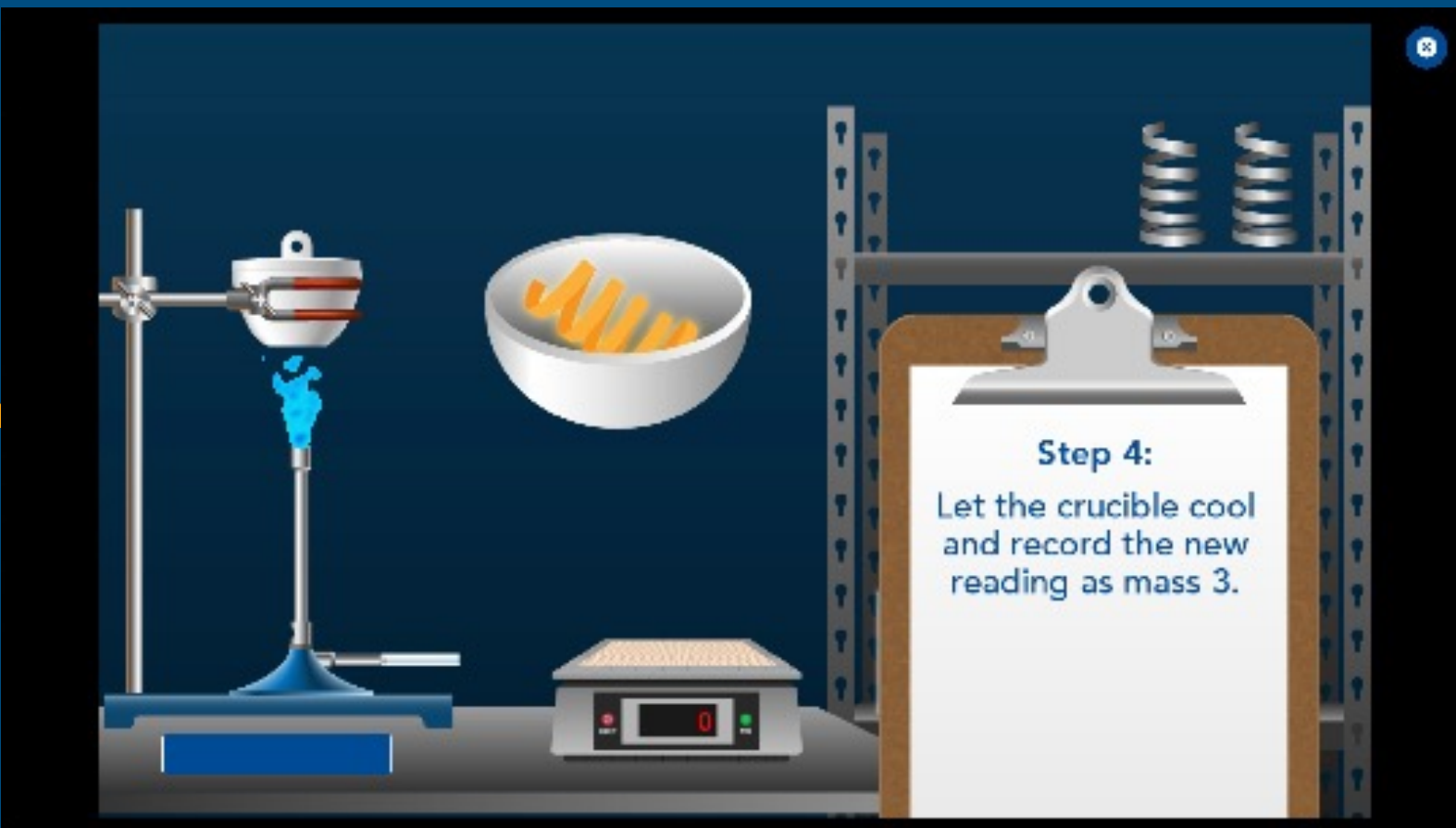
Content



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.

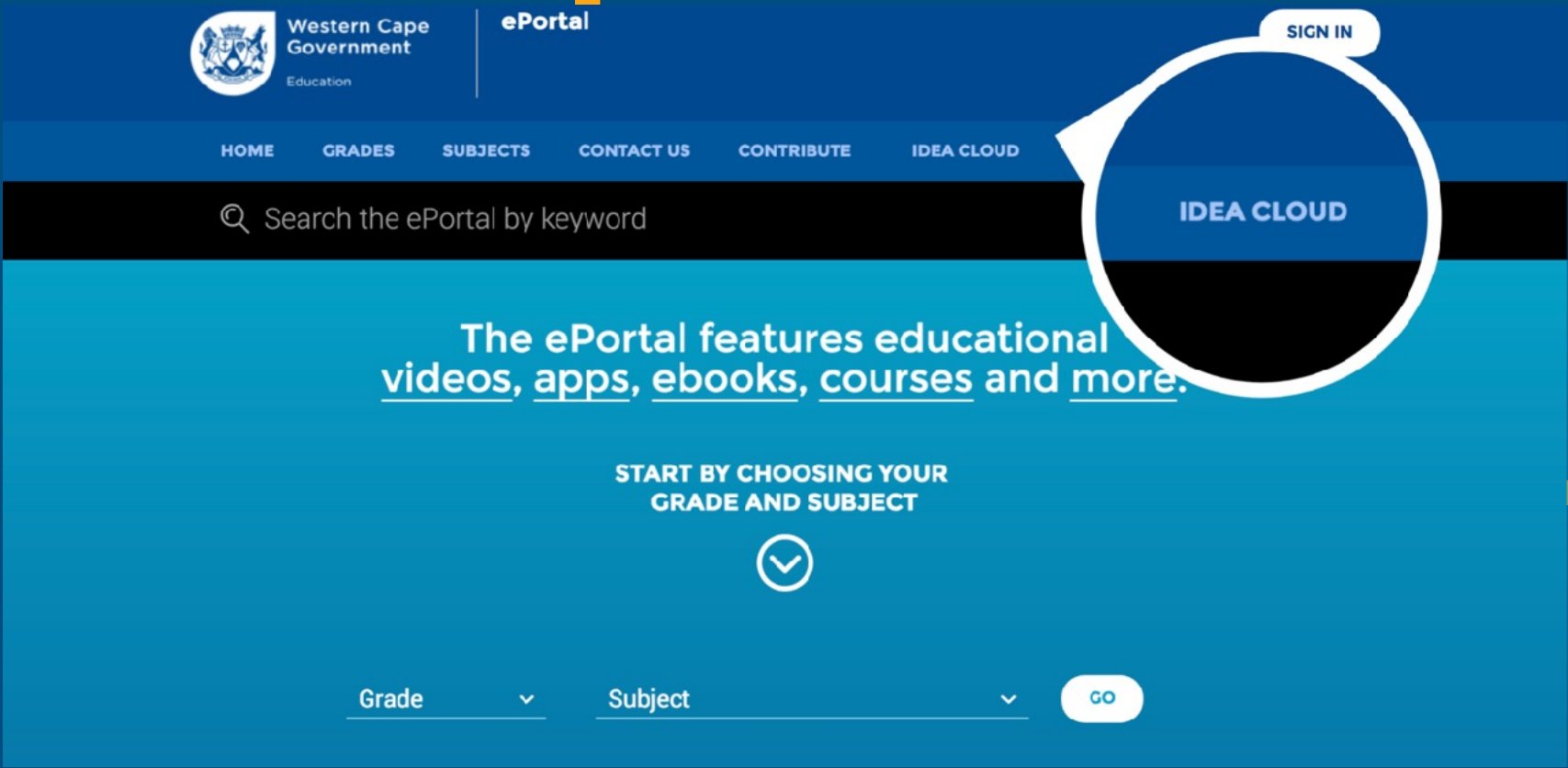
MINISTRY OF EDUCATION



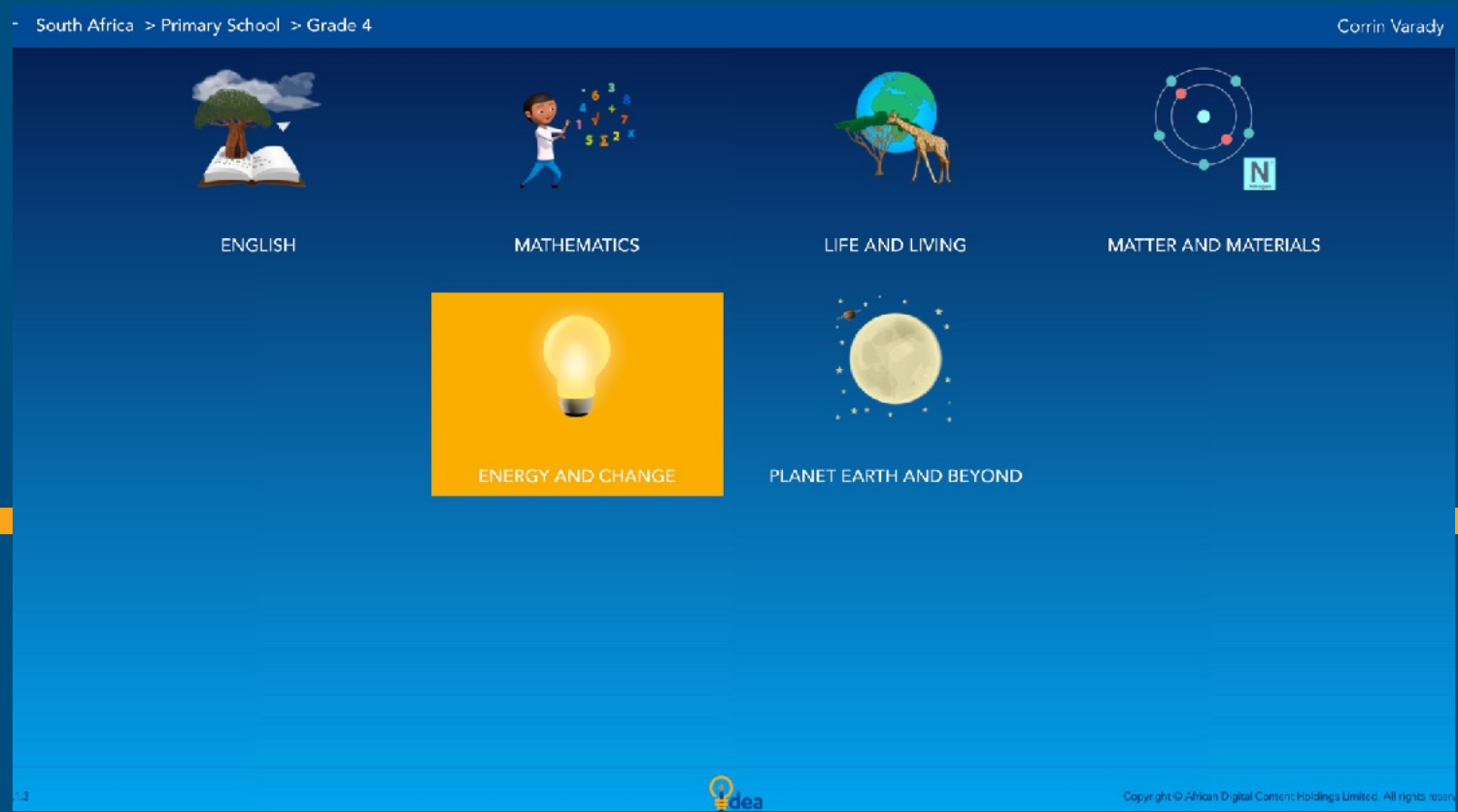
Govt. portal

Dashboard

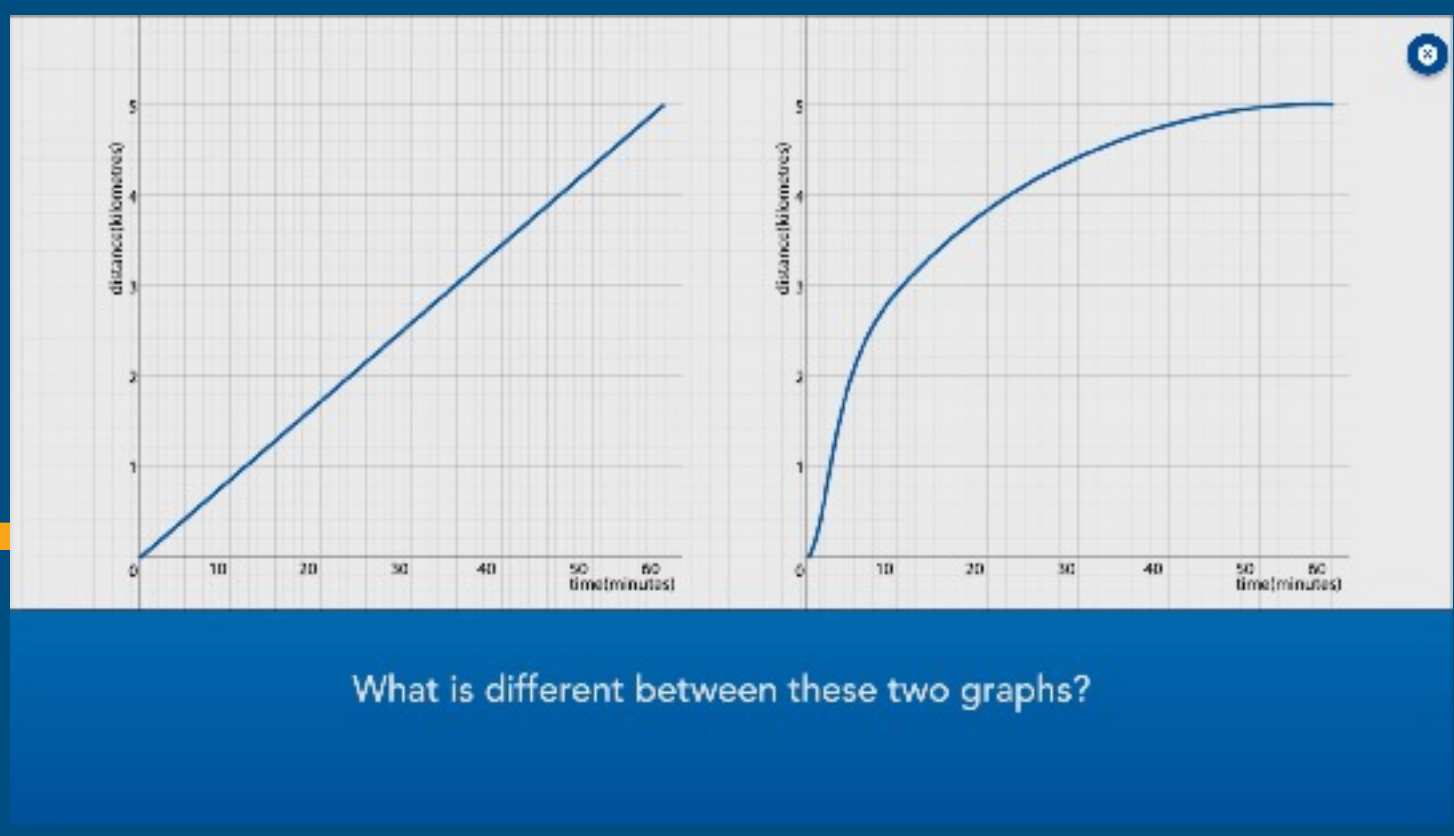
Content



Log in through government e-portal

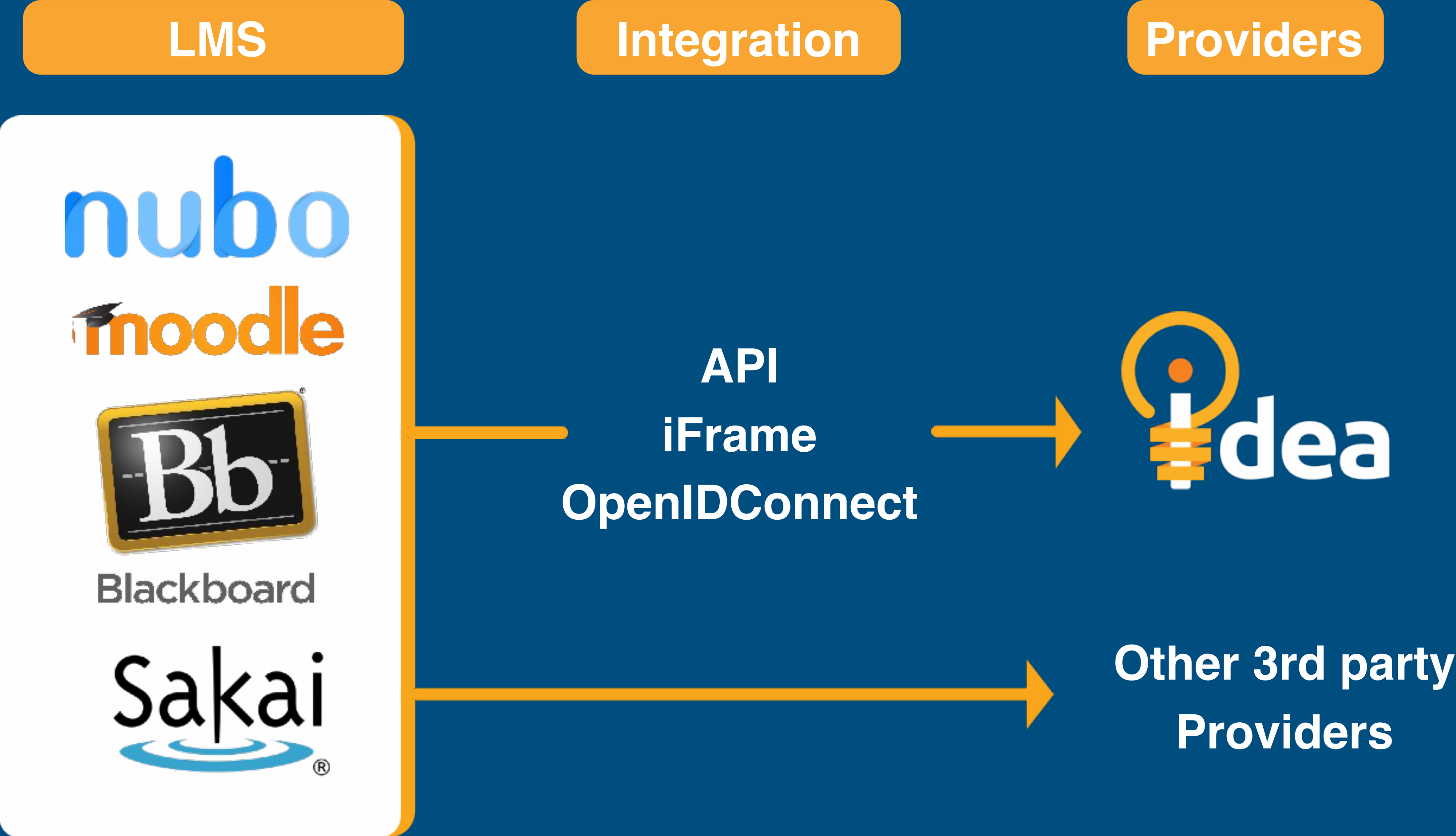


Student is authenticated and navigate IDEA's subject page



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.

CASE STUDY



PAIN POINTS: SOUTH AFRICA



Centralised Content Repository

Teachers and learners required to search for content from multiple disconnected and unassured sources



Access & Connectivity Barriers

The majority of schools have no or limited access to online digital content resources due to limited or lack of access to quality broadband services and infrastructure



Procurement

Provinces and schools are procuring and using a multitude of digital content/software providers.



Device Agnostic Solutions

There is a shortage of localised device agnostic digital content for the school curriculum



Learner Data & Analytics

As content learning is accessed through multiple portals, learner analytics and data cannot be viewed on a school, district, provisional and national level.



Core Curriculum

Much of the existing software and content offered in the digital, interactive space, is supplementary



THE SOLUTION



WELCOME to the



An Education based web-portal for the South African Community



LEARNERS



PARENTS



TEACHERS



ADMINISTRATORS

Get the DBE apps now



Learner

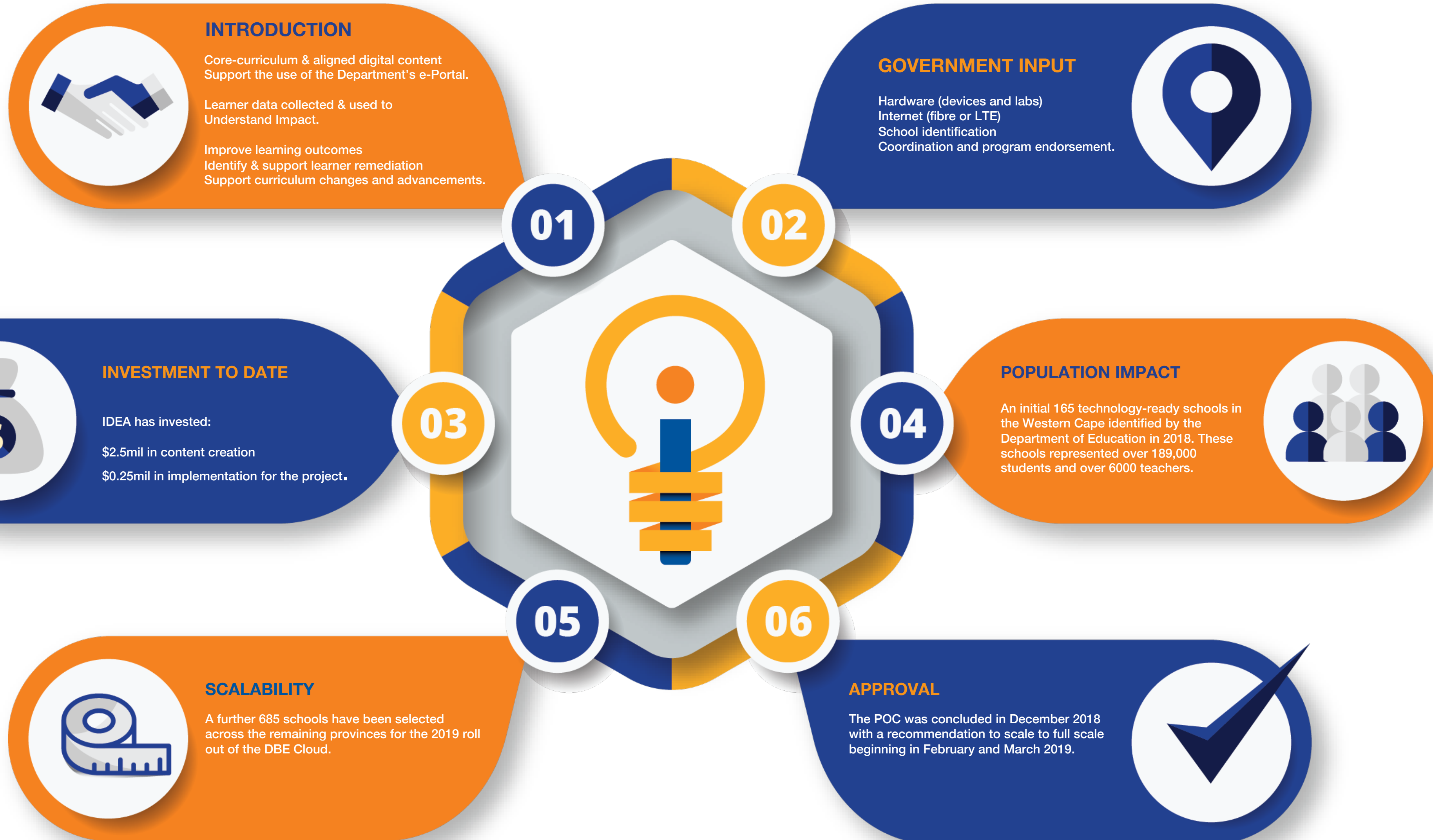


Teacher



Second Chance

PROVING THE MODEL WORKS





SCHOOL TESTIMONIALS

“IDEA Cloud is important because it enhances the learning experience for students and teachers. The content is exciting and encourages students to get comfortable using technology for learning.”

Grade 6 Natural Sciences Teachers

“IDEA Cloud is a perfect program because it suits students in terms of curriculum coverage and learning areas. The user experience is very friendly and easy enough for students to follow instructions and complete activities with minimal support.”

Kindergarten English Teacher

“My special-needs student went from a result of 35% in his mid-year Mathematics systemic examination to 72% in his end-of-year assessment by working through the IDEA Content”

Special Needs School Deputy Principal



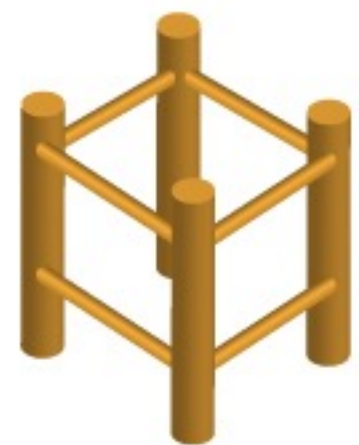


OUR FUTURE IS ABOUT AUTOMATING AND PERSONALISING



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.



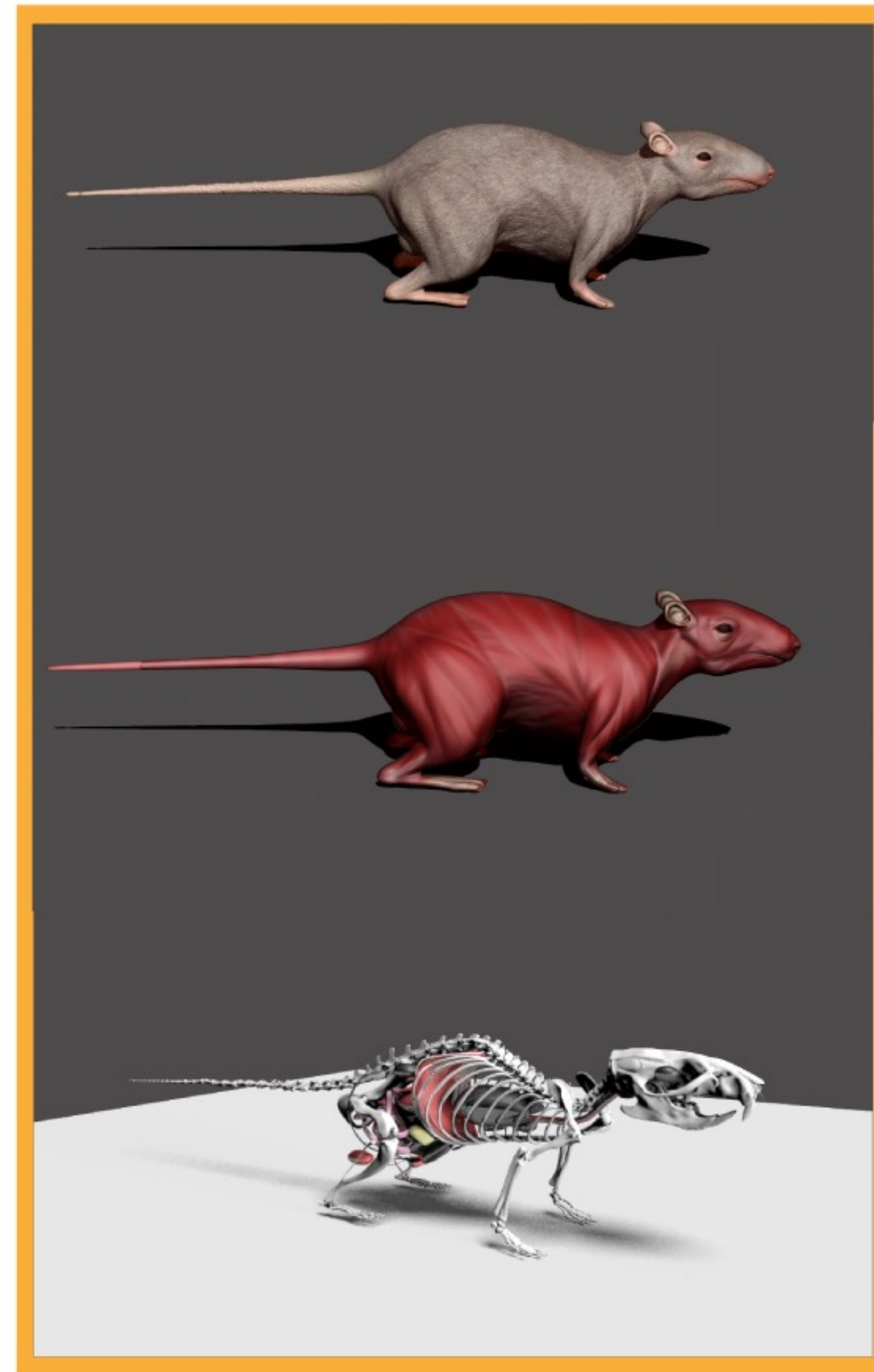
Personalised Questions

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

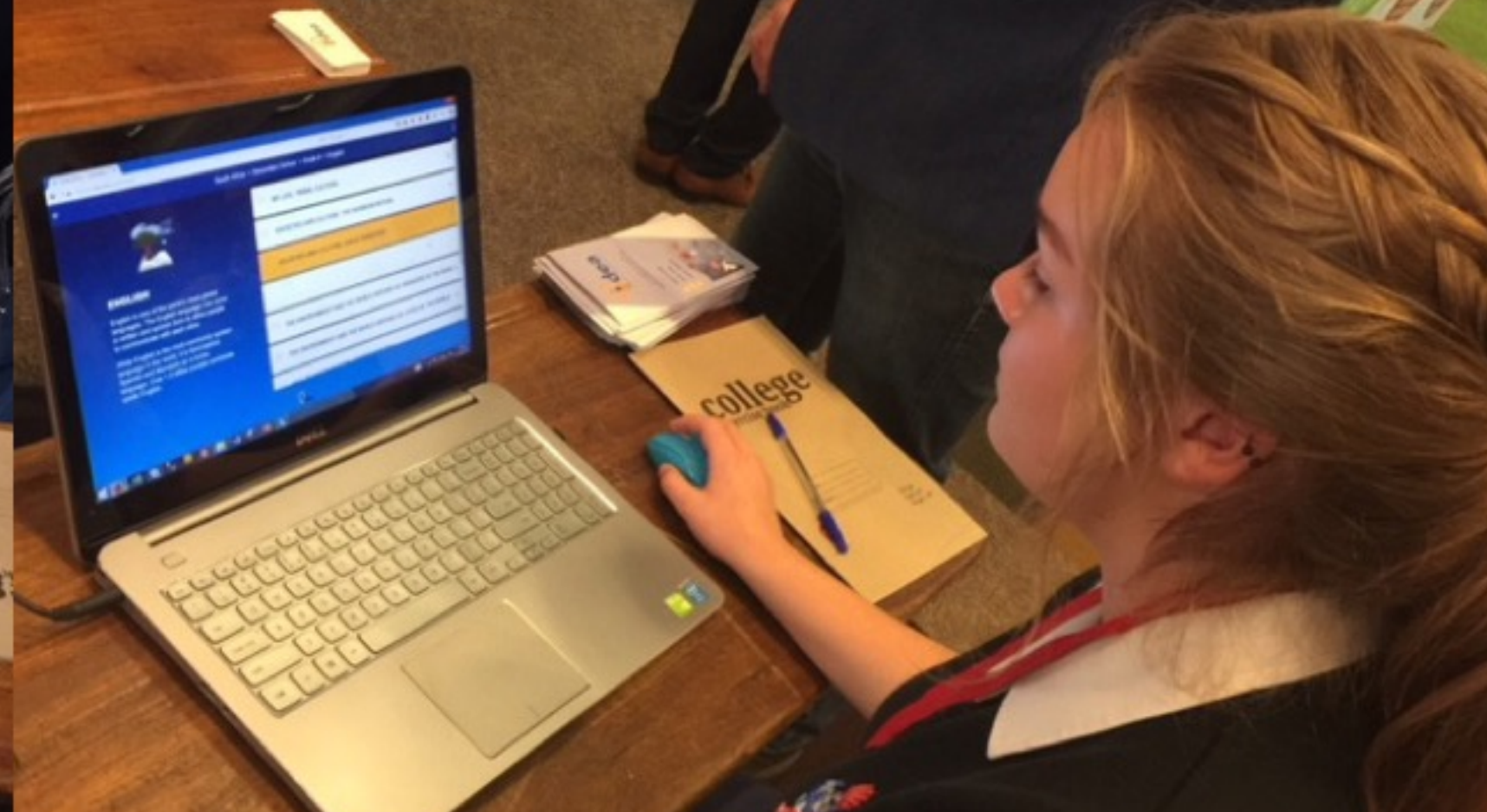


Interactive VR

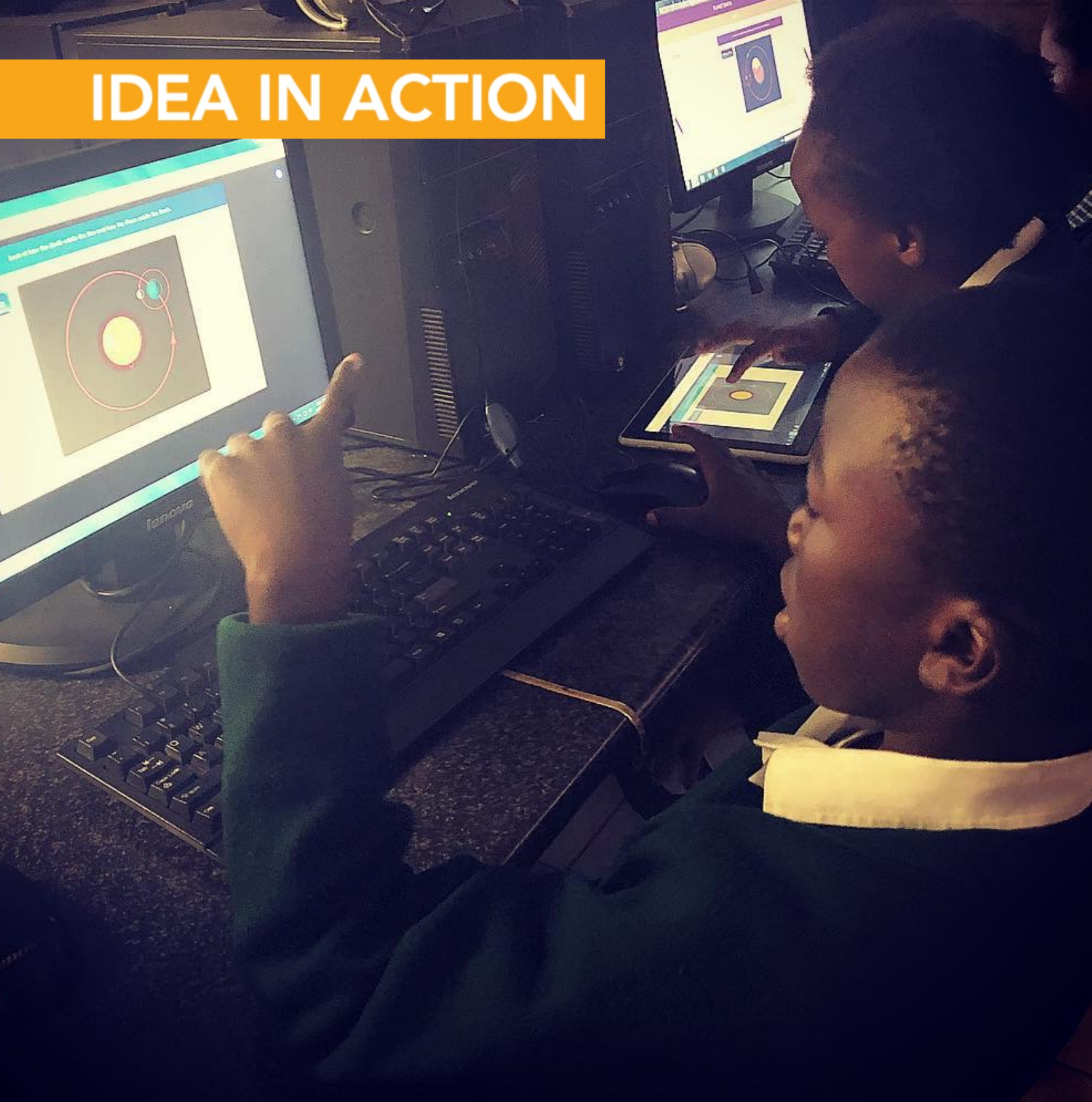
The IDEA AR and VR science laboratories enable students to interact with virtual experiments.



IDEA IN ACTION



IDEA IN ACTION





www.ideaonline.com

Dr Corrin Varady

corrin@myideafrica.com

Phone number:

+27 72 834 3541

+44 754 511 9411