PROBLEM
- LACK OF QUALITY EDUCATION -

- <50% of children in grade 5 can read at grade 2 level
- 3/4 of grade 5 math students cannot do simple division
- 25% of children will drop out of school by grade 5
### Speculation on the Current State of Education

**LACK OF QUALITY TEACHERS**
- High rates of teacher absenteeism
- Unmotivated teachers
- Poor qualifications

**LACK OF QUALITY CONTENT**
- Content is not standardized across grades
- Textbooks utilize poor pedagogy
- Teachers lacking strong supplemental material

**LACK OF SUPPORT SYSTEMS**
- Parents lack literacy to provide support
- Tutors too expensive for most families
- Once a student falls behind, it's difficult to catch up
PIXATEL’S SOLUTION

A novel tablet-based learning platform that provides children with dynamically tailored adaptive content suitable to their individual learning level.

Enables daily practice and testing to enable mastery of each topic learned.

The platform runs on inexpensive tablets and does not require constant electricity or Internet or computer literacy among teachers.

Advanced analytics show teachers which students most in need of attention in real time.
<table>
<thead>
<tr>
<th>Category</th>
<th>Quizzes Taken</th>
<th>Avg. Score</th>
<th>Progress</th>
<th>Avg. Time</th>
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<tbody>
<tr>
<td><strong>Subtraction</strong></td>
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<tr>
<td>Subtraction without Regrouping</td>
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<td>54%</td>
<td>100%</td>
<td>04m 54s</td>
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<tr>
<td>Subtraction with Regrouping</td>
<td>12</td>
<td>48%</td>
<td>54%</td>
<td>05m 53s</td>
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<tr>
<td><strong>Addition</strong></td>
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<tr>
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<td>100%</td>
<td>10m 14s</td>
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<tr>
<td>Addition with Regrouping 3</td>
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<td>94%</td>
<td>94%</td>
<td>04m 22s</td>
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<tr>
<td>Place Value Addition</td>
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<td>92%</td>
<td>92%</td>
<td>02m 03s</td>
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<td>04m 57s</td>
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<td>86%</td>
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<td>04m 53s</td>
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<tr>
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<td>36%</td>
<td>02m 11s</td>
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<tr>
<td>Place &amp; Face Value 3</td>
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<td>66%</td>
<td>52%</td>
<td>03m 58s</td>
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<tr>
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<td>25%</td>
<td>20%</td>
<td>11m 57s</td>
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<tr>
<td><strong>Multiplication</strong></td>
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<tr>
<td>Multiplication Word Problems 3</td>
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<td>54%</td>
<td>36%</td>
<td>15m 46s</td>
</tr>
</tbody>
</table>
The Challenge is Converting this room to...
...this room!
Large Learning Gains for Students with Tablets - 2015 Full Year Results

Figure 1: Estimated Effect of Imagine Math, Full Year

Figure 2: Estimated Effect of Imagine Math, Full Year
APP STORE DISTRIBUTION
STRATEGY TO REACH EVERYONE
TREMENDOUS TRACTION & GROWTH

Overview

- Users: 21,085
- Sessions: 76,545
- Screen Views: 2,597,741

Screens / Session: 33.94
Avg. Session Duration: 00:06:06
% New Sessions: 27.48%

Pie chart: 72.3% Returning Users, 27.7% New Users

Graph showing user growth from October 2016 to April 2017.
NEXT STEPS

Develop Adaptive Early Grade Reading App

- Develop supplemental reading instruction application
- Leverages Pixatel’s proven educational methodology and delivery model
- Product & Content experts currently iterating on prototypes
Thank You

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www.pixatel.com