

Ei ASSET

- Diagnose Learning Gaps
- Bust Student Misconceptions
- Benchmark Performance
- Improve Teacher Effectiveness

Asking the *right questions*
for the *right understanding*

ei.study

A question from Ei ASSET

The function of the thin metal rods in the umbrella is similar to which organ system of our body?



15 Million+

students assessed
with Ei ASSET

Partnered with
10,000+ Schools and present in
19 Countries

Treasure house of
5 Billion
data points

Assisted
15,000+ Teachers
for classroom remediation with Ei Cares

2 Million+
questions delivered every day
on Ei-Mindspark

Conducted
300+
CSR Projects

Personalised Maths learning for
5,00,000+
students with Ei Mindspark

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Robust Question Making Process



Misconception Research

SUPERLATIVE QUESTIONS

Test Understanding Uncover Misconceptions Check Application

6 Subject Experts

12 Quality Checks

1 Whole Day

makes

1 ASSET QUESTION

What is Ei ASSET?

Ei ASSET is a *skill-based assessment* that evaluates students' *conceptual understanding, benchmarks the school's performance* and provides *actionable insights* through easy-to-understand reports.

Creating a culture of knowledge-driven learning.

Ei ASSET evaluates a student's level of understanding by asking *unfamiliar and thought-provoking questions* that assess the student's basic understanding of concepts. This prevents a system of rote learning and encourages students to understand topics.

A test for every school, every class, every year

Grades 3 to 10

English, Maths, Science and Computational Thinking

Grades 5 to 10

Social Studies

Grades 4 to 8

Hindi

The Ei ASSET exams cover all the major curricula being taught in India, Africa, Middle East, S.E. Asia, USA

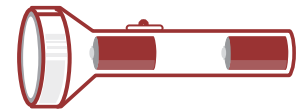


Ei ASSET
Computational
Thinking

It's an interrelated set of skills and practices, derived from computing – the step that comes before programming. It gives students powerful mental tools for solving problems, performing tasks, planning, working with others, anticipating problems, troubleshooting, and more.

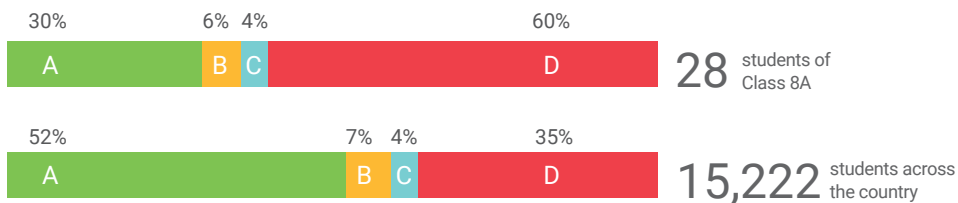
Ei ASSET sample question - Class 8 - Science

How can you make the torch glow?



John has a torch and 2 new batteries. However, the torch requires 3 batteries to work. Is there any way John can get the torch to glow?

- A place a nail tightly in between C place a piece of cloth tightly in between
 B place nothing in between, just the 2 batteries D none of these – he will need another battery



Class 8 students know that nails conduct electricity but fail to apply that knowledge here.

Ei ASSET questions were featured in the cover story of India Today.



From evaluation of learning to learning through evaluation

Conventional assessment tools evaluate a student's performance through correct and incorrect answers. Ei ASSET takes it a step further. It not only evaluates a student's performance and highlights learning misconceptions, but also provides **specific diagnostic feedback**. This scientific approach to learning new information through test feedback leads to **longer retention** of information.

Ei ASSET does this by

Diagnosing gaps in conceptual understanding of students

Benchmarking data available for students at different levels (national, regional, city, board etc.)

Personalising feedback on individual strengths and weaknesses, prevalent misconceptions, and recommendations for improvement of students

Giving dynamically generated, unique set of questions to each student

Features of Ei ASSET

Available online (Ei ASSET Dynamic) and in pen-and-paper mode

Objective-type, multiple-choice test for school students

Scientifically designed, skill-based assessment

Assesses student's level of proficiency in academic skills and concepts

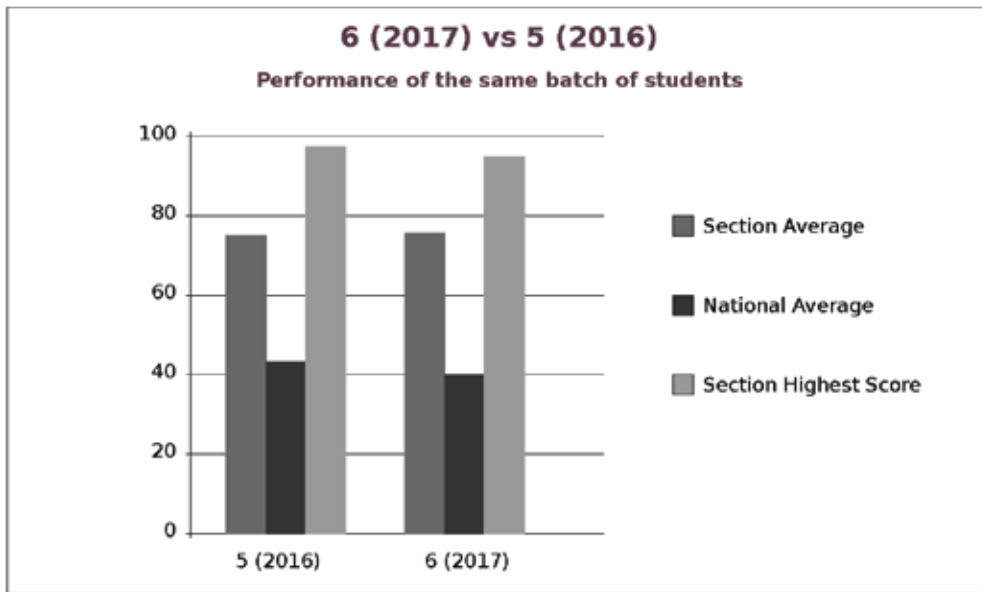
Conducted one or more times a year depending on school's requirement

Teachers' MyBook Assistance Report

Comparison of performance of the same batch of students across different classes:

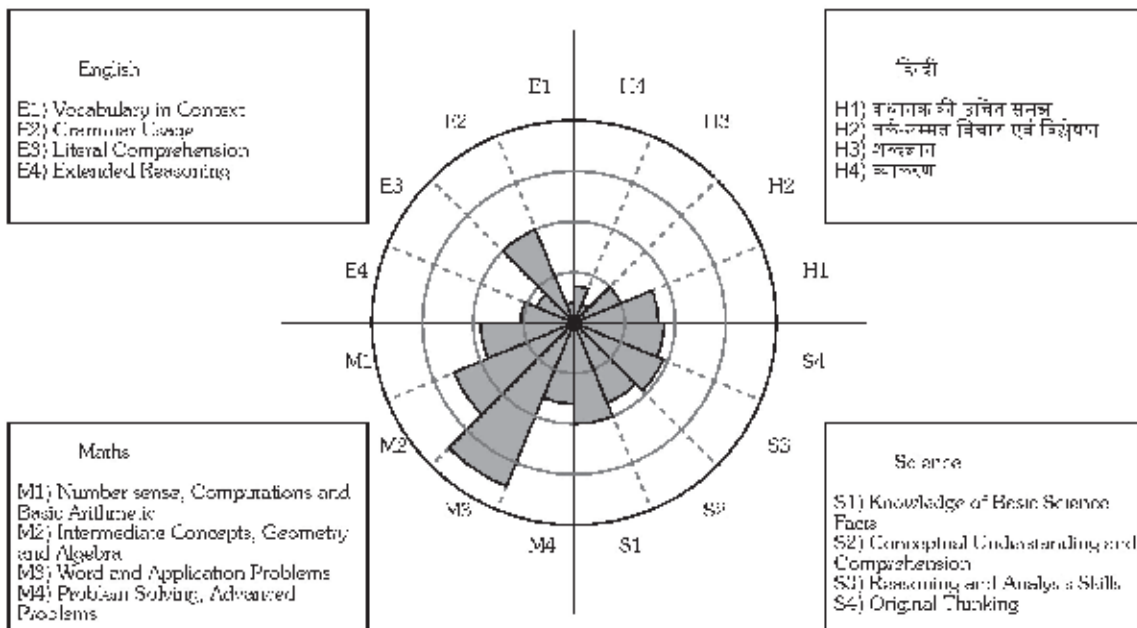
The graph below shows you how students' performance has changed over a year. The performance of students in class this year is compared to the performance of the same batch of students in their class in the previous year. (Note: The analysis may not be valid if the number of students in the batch has changed significantly in the past two years.)

Class	Average Performance	Performance in comparison to National Average	No. of Students
5	75.1	+31.89%	25
6	75.6	+35.72%	25



Your students in class 6 have improved in the average performance in Maths from last year.

Students' MyBook Assistance Report



An ASSET for everyone

Ei ASSET changes the way teachers teach and students learn.

Through an *extensive research* in the field of learning, Ei ASSET has ensured students, educators and parents reap utmost benefits out of the *evaluation process* through the following assistance reports:

Teacher Assistance

Divisional Analysis

Skill Performance Report

Class Performance Table

Annual Analysis

Teacher MyBook

Student MyBook

ASSET Management Report - AMR

09

It leverages a vast pool of student data to provide a bird's eye view of students' performance.

The Teacher MyBook assistance report equips teachers with valuable insights on the performance of the class.

The Student MyBook assistance report gives students a detailed overview of their performance in all subjects and graphically highlights the student's strengths and weaknesses.

The below question was asked to test whether students understand the meaning of percentage at a deeper level, by asking them to evaluate the impact of a percentage increase.

Increasing a number by 100% is the same as

- A** multiplying the number by itself
- B** multiplying the number by 2.
- C** adding 2 to the number
- D** adding 100 to the number

What did students answer:

About 45% of the students answered the question correctly, but about 33% of the students chose the most common wrong option A.

These students probably know that 100% of a number is the number itself but couldn't interpret whether increasing a number by a certain percentage means addition or multiplication. Seeing 'itself' in option A, they may have chosen this.

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The below question was asked to test whether students are able to apply their practical experience of seeing falling objects to the example mentioned in the question.

A large sheet of paper, a thick book and a heavy iron block are each dropped from a height of about 10 metres. In what order will they reach the ground?

Note: The book is taped, so it does not open while falling

- A** The iron block, next the thick book, next the sheet of paper.
- B** The iron block and thick book together, then the sheet of paper.
- C** The sheet of paper first, then the thick book, then the iron block.
- D** The thick book, next the iron block, next the sheet of paper.

What did students answer:

Around 17% of students could answer the question correctly. Around 58% of students think the answer will be A. This is the most common wrong option selected by students. Students seem to think that objects will fall in order of their weight with the heaviest object falling the fastest.

Understanding how Ei ASSET works

Children are used to answering questions by '*pattern recognition*' (matching any given question with the closest one in memory and following identical steps) versus '*problem solving*' required in Ei ASSET tests. Ei Asset questions use the following aspects to ensure the right understanding of topics.

Exposes students to questions with unfamiliar framing/context

Assesses the key concepts/core knowledge

Uses authentic data in questions

Analyses past student performance data while designing questions

Uses technology in a pedagogically rich way

Uses stimulus or case-based solutions



Ei ASSET ensures the effective evaluation of a student's performance by asking the right questions. These questions assess students' understanding and evaluates the response to benchmark them with regards to their peers in other divisions, schools and across the country. It then goes on to give extensive feedback on possible learning misconceptions. This breaks down the process of learning to a granular level where no topic gets ignored.



Some of our prestigious customers

North

- The Shri Ram School, Aravali
- The Doon School
- St. Kabir Public School
- Welham Girls' School
- Maharani Gayatri Devi Girls' School
- Seth M. R. Jaipuria School
- Yadavindra Public School
- Welham Boys' School
- Mayo College
- Bhavan Vidyalaya, Panchkula
- Sanskriti The Gurukul
- Shiv Nadar School

South

- Padma Seshadri Bala Bhavan Group
- Oakridge Bangalore
- Chinmaya Vidyalaya, Virugambakkam
- TVS Matriculation Higher Secondary School
- Sancta Maria International School
- BVM Global@Trichy
- Sri Kumaran Children's Academy
- Chrysalis High, Bannerghatta
- Chinmaya Vidyalaya Srimathi Lingammal Ramaraju Mat. Higher Secondary School.

West

- S N Kansagra, Rajkot
- Udgam School for Children
- Vasant Valley School
- Smt. Sulochanadevi Singhania School
- St. Mary's School (ICSE), Mazagaon
- The Riverside School
- Champion School
- Billabong High International School
- Vidya Valley School
- B K Birla Public School, Kalyan
- The Shishukunj International School
- The Cathedral & John Connon School (Junior)

East/North East

- South Point, Kolkata
- Modern High School for Girls
- St. Xavier's School
- Hollotoli School
- The Assam Valley School
- Fernwood School

... and thousands more

From our Customers



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“

ASSET MyBook in my opinion is one of the best concepts of ASSET. It is a brilliant idea especially for weak students to get better clarity of concepts. It enriches students with a lot of productive knowledge. After seeing the questions and solving them, I got a lot of knowledge and I am really thankful to it.”

Shishir Garg, The Scindia School, Gwalior

“

It helped me identify my weak areas. I could see why I had made mistakes. It was a great idea and is perfect for providing personalized feedback for weak students. I learned from the mistakes I made in the test. It also showed my strengths, so it gave me a scope for my scholastic talents.”

Dhruv Devulapalli, India International School, Bangalore

“

It contains questions with detailed answers for us to improve especially in our weak areas. It's because of these personalised analysis report and practice questions that I have managed to improve in those areas which I used to find very hard.”

Jai Tatia, Manovikas English Medium School, Margao

*Creating a world
where children everywhere
learn with understanding*

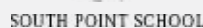
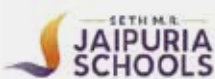


Who are we?

Founded in 2001, Educational Initiatives Private Limited (Ei) is a first-of-its-kind PedTech leader. We leverage the twin levers of cutting-edge pedagogical research and technology-based solutions to create a world where children everywhere learn with understanding.

With over two decades of experience in the edtech space, our vast pool of student-data enables us to identify learning gaps and create a systematic shift in the way teachers teach and students learn.

Trusted by



Our Vision

Creating a world where children everywhere are learning with understanding.

Our Mission

Ei leverages the twin levers of cutting-edge educational research and a technology-based solutions approach to revolutionise how children engaged in the K-12 education space learn.

We reach a multitude of children across different strata of society, irrespective of the kind of education they are receiving or the curriculum they are following.

Our Solutions

Ei ASSET

Ei CARES

Ei ASSET
Talent Search

Ei Mindspark

India

The First Building,
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1st Floor, Nyay Marg,
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