

*Personalised approach
to learning because*
**no two children
are the same**

Captain Sparkie is a
favourite learning companion
for 5,00,000+ students

The most proven programme to learn Maths, English and Science

Ei Mindspark is reviewed by researchers at



HARVARD
BUSINESS
SCHOOL



Massachusetts
Institute of
Technology

Stanford SOCIAL
INNOVATION REVIEW

A young girl with long dark hair, wearing glasses and a school uniform, is looking down at a tablet computer. The background is a plain, light-colored wall. The image has a red gradient overlay at the bottom.

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

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

15 Million+
students assessed with Ei ASSET

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Ei Mindspark sample question

Mom and Dad ordered equal sized pizzas.
Mom ate $\frac{1}{2}$ of her pizza and Dad ate $\frac{1}{4}$ of his pizza.
Who ate more pizza?

- A Mom ate more pizza.
- B Dad ate more pizza.
- C Both ate the same amount of pizza.

04

Why is this question asked?

- One in a series of questions on applying the understanding of fractions to a real life context
- Addresses the idea that $\frac{1}{2}$ is greater than $\frac{1}{4}$
- Captures the misconception of extending the idea of whole number reasoning to fractional quantities



Explanation:

- A Mom ate more pizza.



Mom's pizza



Dad's pizza

What is Ei Mindspark?

Ei Mindspark is an *adaptive and personalised learning* software.

It understands, *every child is different* and creates a *custom learning journey* based on the child's strengths and weaknesses.

It not only accommodates these needs but also *grows around* it. Thus it creates a *holistic learning experience* for every student *to ensure no one gets left behind*.

This encourages a system of *self-learning* and gives a student more control over their learning journey.

05

Breaks
concepts into
granular level



Puts student in the
driver's seat of their
learning journey

Provides
immediate and
specific feedback

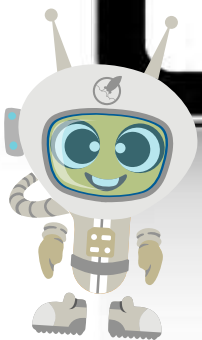
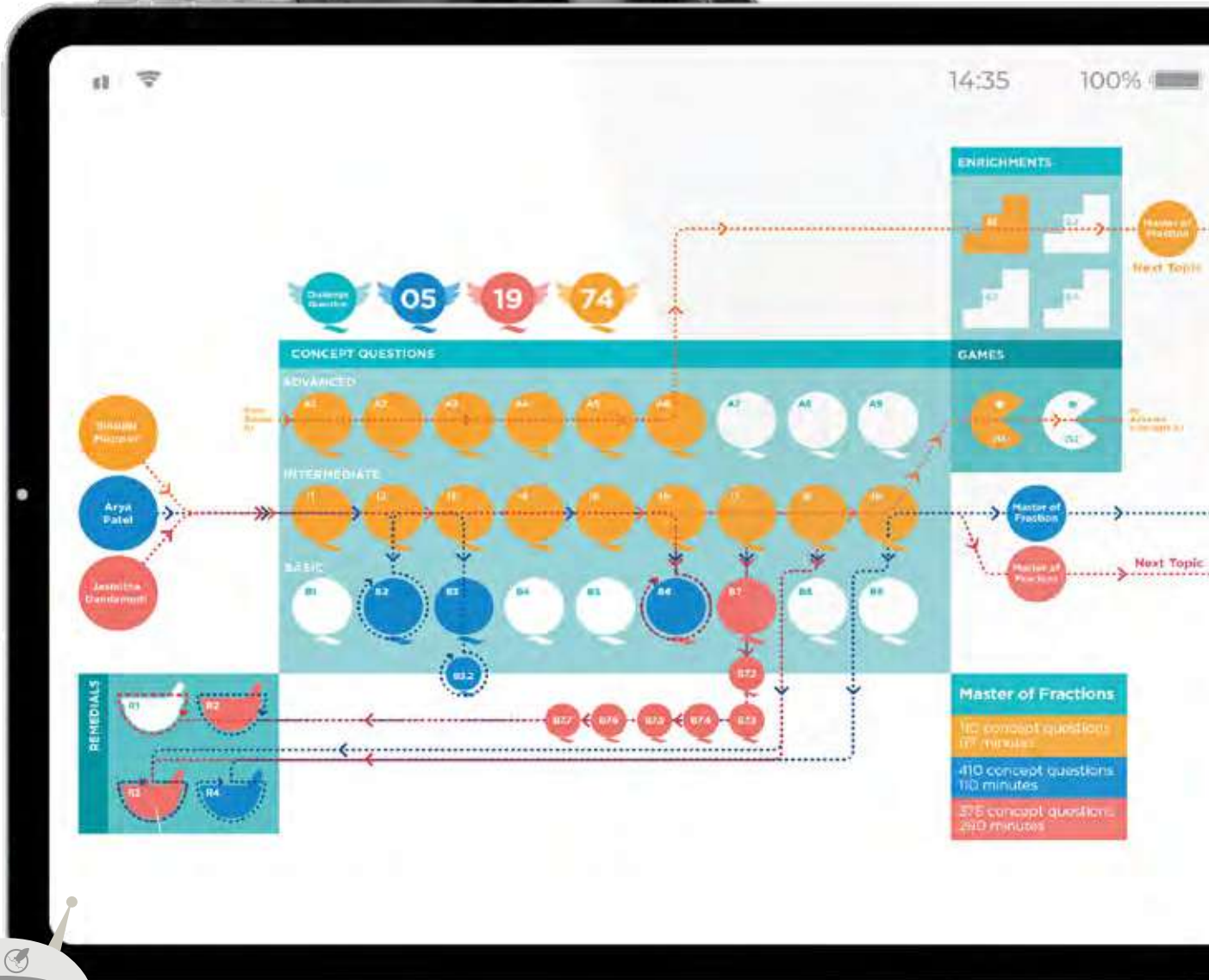
Shares insights with
educators to enable
differentiated instruction



“ Ei Mindspark uses Artificial Intelligence, Deep Learning and Data Analytics to make it possible for children to learn on an individual basis”

Paul Flowerman, *Chairman & Executive Director, PLT*

Three students, Sindhu, Arya and Jasmitha were evaluated on fractions. Ei Mindspark effectively identified their current level of understanding and progressively asked the next set of questions. For a wrong answer, it identified the learning gap that led to the incorrect answer. This is how Ei Mindspark personalises learning journeys of individual students.



How does Ei Mindspark work?

Ei Mindspark adapts itself to every student's learning level, progressively questions them on particular concepts and gives feedback based on their answers. If the student responds correctly, the next question presented is marginally deeper than the previous one, which enables the student to self-learn the concept gradually and thoroughly.



Personalised Learning Path

Personalised learning gives each student the fastest, most effective route in mastering the concept.

Maths

Class 1-10

English

Class 4-9

Science

Class 6-8

Available on



Student Dashboard

Students see their progress across subjects & identify strengths & areas of improvement.

Teachers, parents can monitor their wards' progress & benchmark their performance.



Addressing Learning Gaps

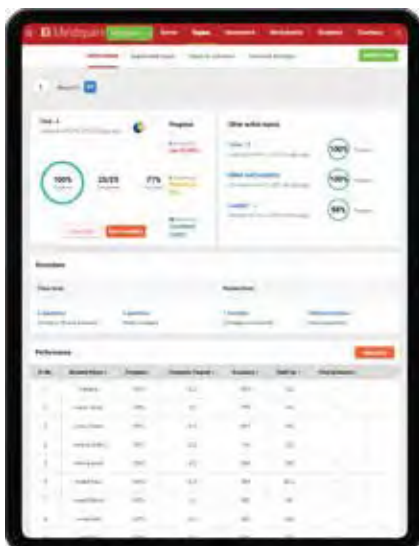
Ei Mindspark helps students overcome any learning gaps through personalised feedback and guided remediation



Teacher Dashboard

Monitor the performance of students at an individual and class level.

Easy to view/download reports and analytics.



Leadership Dashboard

Consolidated as well as detailed performance reports of the school.

Easy to view/download reports and analytics.



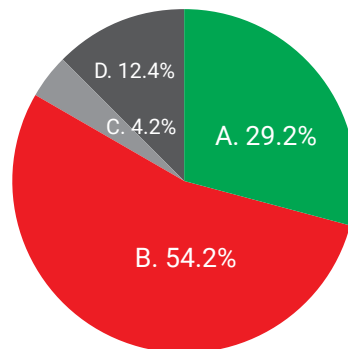
Common wrong answer report

- A powerful tool that helps diagnose misconceptions at an early stage.
- Teachers can generate the report after every Ei Mindspark session and use the questions to reinforce learning.

$$298 = 200 + 90 + 8$$

Which of the following is also an expanded form of 298?

- A** $90 + 200 + 8$
- B** $200 + 9 + 8$
- C** $80 + 200 + 9$
- D** $20 + 900 + 8$

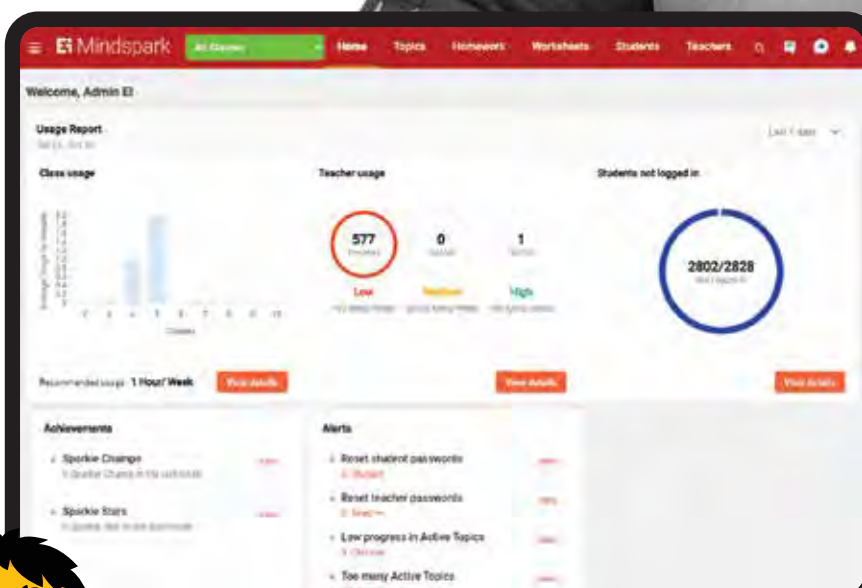


Option-wise performance

08

Class report

- Provides a snapshot view of class-wise students' performance.
- Teachers can identify specific strong and weak areas of students in the class.



Why do students and teachers love Ei Mindspark?

Ei Mindspark not only adapts to the individual learning needs but also *adapts to the different requirements of its users* - be it students or teachers.

There are *several fun features* that makes Ei Mindspark *popular among kids*

Why Kids love Ei Mindspark?



Activities

Builds engagement and helps students practice



Challenge Questions

A set of questions that require application of multiple concepts



Timed Tests

Build computational fluency



Rewards

Motivation and recognition based on performance

Homework

Teacher can assign and track homework



Revision Sessions

Periodic revisions to improve understanding of weaker concepts



Step-by-step Solving

Provides intelligent step-wise evaluation of responses



Ei Mindspark also revolutionises the way teachers teach

It allows teachers to create lesson plans that accommodate common problem areas of the class and of individual students.

Helps teachers receive instant feedback from students.

Equips teachers to address learning gaps shown in class-wise reports, common misconceptions and monitor students' learning path.



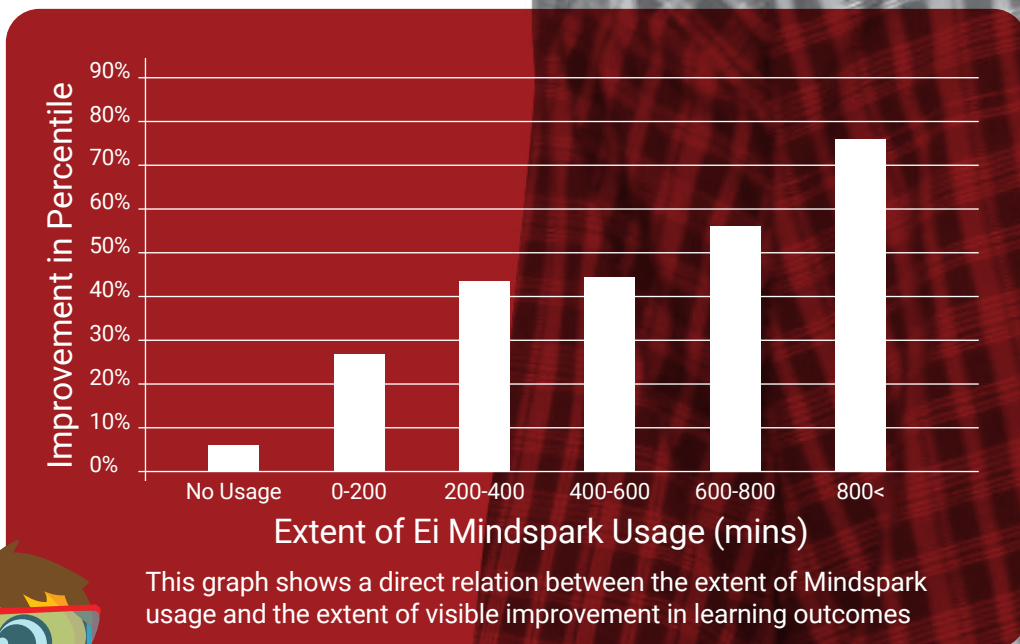
“ One of the interventions tried in Rajasthan-Mindspark, which is run by a private company, has proved effective with science and math learning for kids. It identifies the stage at which the child is and takes him or her to the next level through a personalised learning journey.

– Nobel Laureate, Abhijit V Banerjee

*Professor of Economics at MIT and
Co-Chair of the Global Education Evidence Advisory Panel*

Relationship between Ei Mindspark usage and improvement

*As percentage of max possible improvement and extent of usage

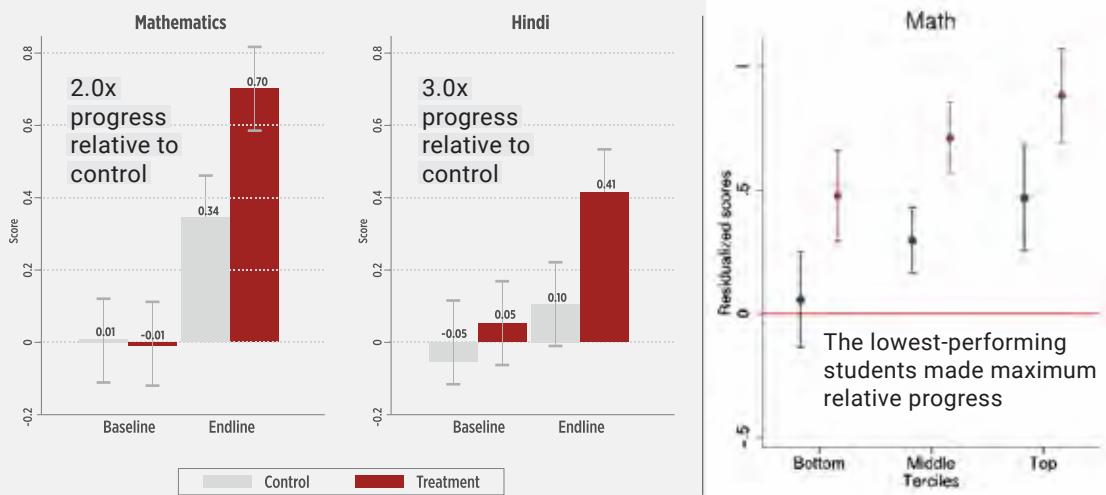


How is Ei Mindspark transforming learning?

Ei Mindspark *adapts itself* to every student's learning level and *progressively questions* them on academic concepts. *Based on the student's response*, the learning tool then *evaluates* the student's *current level of understanding* and creates the *next set of questions*.

Efficacy of Ei Mindspark

A Randomised Control Trial (RCT) of Ei Mindspark by *J-PAL* shows **2-3x gains in students' learning outcomes** relative to control schools and a **7-8x gain in DIB Lucknow**



“ Ei Mindspark is better than anything I've ever seen in 15 years of educational research.”

Economist Karthik Muralidharan,

Tata Chancellor's Professor of Economics, University of California,
Research Associate of the NBER, on the Board of Directors of the Poverty Action Lab at MIT





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

What is the world saying about Ei Mindspark?



**HARVARD
BUSINESS SCHOOL**

Ei Mindspark has been part of the HBS CASE Cole, Shawn, and Tony L. He. "Ei Mindspark: Improving Educational Outcomes in India."
Harvard Business School Case 217-060, March 2017.



Ei Mindspark selected as a top innovation for **ICT in education** award in 2018 & 2019 for use of Artificial Intelligence to improve teacher learning processes



“ I saw the potential in using Ei-Mindspark. So we took it and there was no looking back. Mindspark is hugely popular with the parents, the children and the teachers. Though we have changed many other resources, Mindspark has stayed.

– Asha Alexander
Principal at GEMS Legacy School, Dubai



I believe that every child deserves to learn at their own pace and Ei Mindspark's adaptive logic ensures that no child is left behind. As a teacher I enjoy Ei Mindspark as I can keep track of my students and how many questions they are doing, where they made mistakes and can discuss the same."

Qurat Ul Absar, Teacher (Primary)



Ei Mindspark makes serious subjects like Maths, fun. I love the Mindspark website as it has greatly helped me in my studies"

Vismaya Singal, Oakridge International School



Ei Mindspark is great! I love it and it is so educational for young children. My little sister keeps asking me for my password as she too wants to use Mindspark."

Ritika Rkalaskar, Greenwood High School



We, parents of Priyanka, have seen that Priyanka shows great involvement in solving math problems using the Mindspark online platform. Solving problems in Ei Mindspark enables our daughter to reinforce the mathematical concepts taught in school.

Priyanka Gopinath, Parent (Grade 4)



Using Ei Mindspark on a regular basis has helped me to practice further the basis of mathematics being taught at school. The quizzes and the challenging questions makes it very interesting.

Isra Sarah, Student (Grade 4)



Ei Mindspark allows each student to follow a learning path based on his or her current level of understanding. Application level questions are included in each topic and students are interested to do all types of questions as they are receiving Sparkies as their reward.

Simmy Alosious, Student (Grade 6)



I think Ei Mindspark is a really educational and fun platform to learn Math, unlike any other I have seen. The sparkies which we earn when completing test assignments will make us go deeper into the lesson and will be more active to do more lessons. So, for me, Ei Mindspark is a HUGE THUMBS UP!

Isa Shaikh, Student (Grade 6)



*Creating a world
where children everywhere
are learning 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

Students from Anand Niketan, Ahmedabad

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