

Ei Mindspark



**Every child will shine
given the right learning
opportunity**



Ei Mindspark
Because every child learns differently



Ei Mindspark

Ei Mindspark is a globally renowned Personalised Adaptive Learning solution that identifies the learning level of each student and creates a unique learning path for them that is powered by the knowledge of their academic strengths and weaknesses. The solution uses a unique remedial format to target learning gaps and bridge them.

This results in tangible improvements in learning levels across the board.



“

It identifies the stage at which the child is and takes them to the next level through a personalised learning journey.

”

Abhijit Bannerjee,
Nobel Laureate



“

This is better than anything I've seen in 15 years of educational research.

”

Karthik Muralidharan,
The Economist



“

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



“

A lot of our education only looks at remedials but Ei Mindspark provides something for both children who are doing well and the ones who need extra support. It is a very well structured programme.

”

Gunmeet Bindra,
Principal, Daly College Indore
(Ex- Principal : Welham's Boys School)



“

We want children to enjoy the process of learning and realise the gaps in their learning journey. Ei Mindspark helps us greatly in this by creating an excitement about learning something new and allowing students to learn at the pace they are most comfortable with.

”

Revathi Srinivasan,
Smt. Sulochana Devi Singhanian School



“

Ei Mindspark has worked wonders for our children. They are very enthused with Ei Mindspark because it gives them alacrity and agility. And the fact that they can do it from home makes it almost like a game. They are drawn to it because of the speed and the whole module is very attractive at that age. So Ei Mindspark is something that has gotten a lot of admiration from the children.

”

Anjana Saha,
Principal, Mahadevi Birla World Academy



“

Ei Mindspark allows children to overcome their fear of Maths by letting them progress at their own level and understand where they made a mistake.

”

Meera Isaacs,
Prolific Educator and Ex Principal
The Cathedral and John Cannon School

The most proven programme to learn **Maths, English and Science,**
Ei Mindspark is reviewed by researchers at:



Ei Mindspark's Approach to Personalised Adaptive Learning

Step 1



Diagnose

- What is the current state?
- Are there any misconceptions?
- Are there any flaws in how they think about the problem?

Step 2



Predict

- What is the potential knowledge state?

Recommend

- What is the ideal course correction?
- How can the highest learning level be achieved?



Step 3

Evaluate

- Is the recommended strategy working?
- How can the gaps in the recommendation be rectified?



Step 4

Personalised Adaptive Learning Powered by Students' Misconceptions...

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.



Why is this question asked?

- It is one in a series of questions on applying the understanding of fractions to a real life context.
- It addresses the idea that $\frac{1}{2}$ is greater than $\frac{1}{4}$.
- It highlights the mistake of using the logic of whole numbers for fractions.

Answer

- A** Mom ate more pizza.

Mom's
pizza

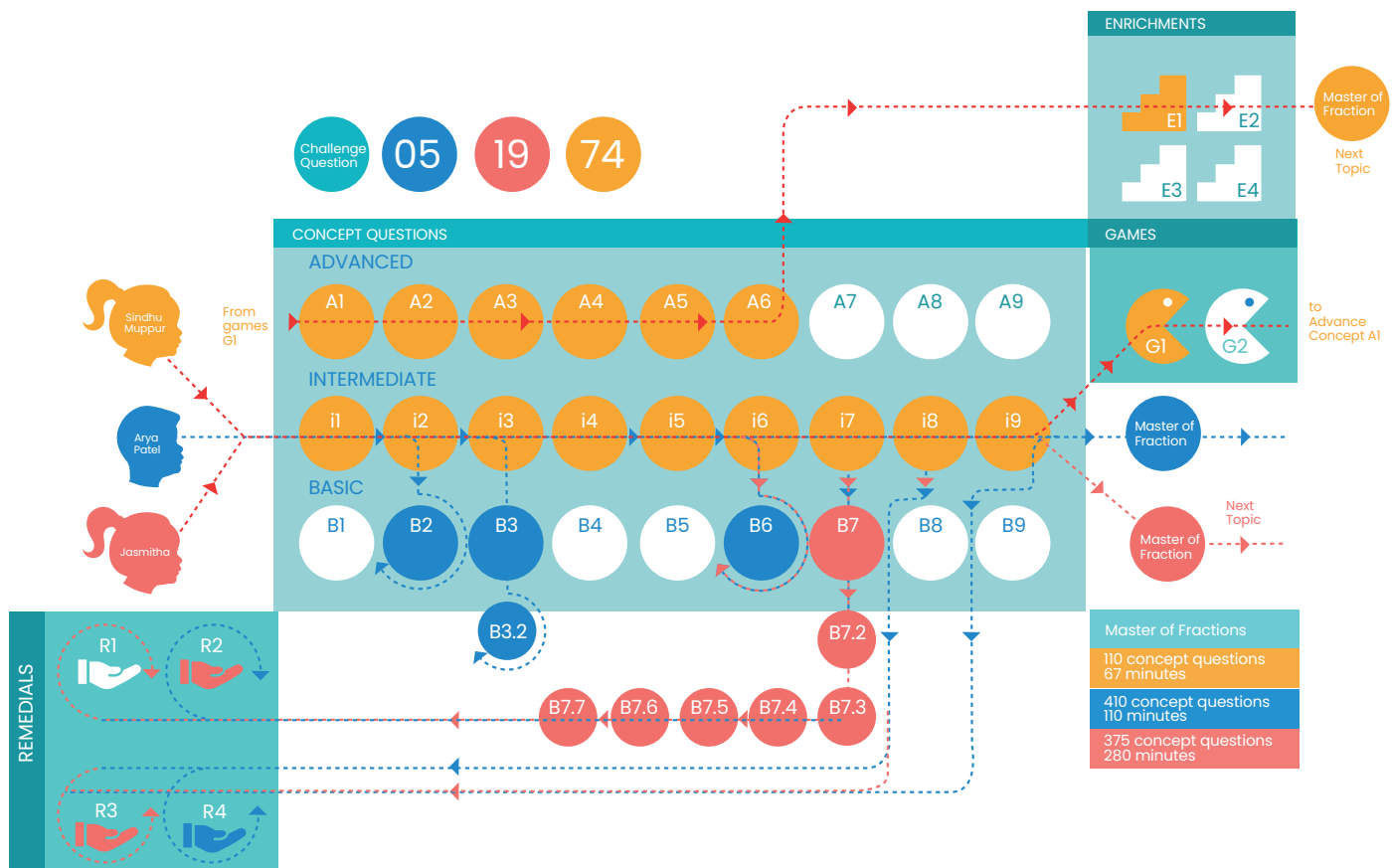
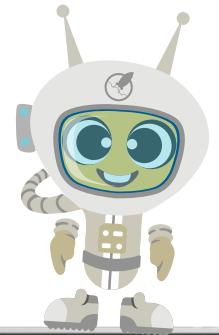


Dad's
pizza



...And Enhanced by Our Unique Adaptive Logic

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.



Ei Mindspark Enhancing Learning Outcomes for All Children Everywhere



Creates a Personalised Learning Path

Personalised learning gives each student the fastest and most effective route to mastering concepts.

Addresses Learning Gaps

Helps students overcome any learning gaps through personalised feedback and guided remediation.

Student Dashboard

Students see their progress across subjects and identify strengths and areas for improvement. Teachers and parents can monitor their wards' progress and benchmark their performance.

Teacher Dashboard

It monitors the performance of students at an individual and class level and provides easy to view/download reports and analytics.

Leadership Dashboard

It consolidates detailed performance reports of the school that are easy to view and download.



Ei Mindspark is available for

Maths
Class 1-10

English
Class 1-10

Science
Class 1-10

The Ei Mindspark Difference

Ei Mindspark enhances learning outcomes by up to 8x

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.

Impact and evidence of effectiveness shown across third-party impact evaluations

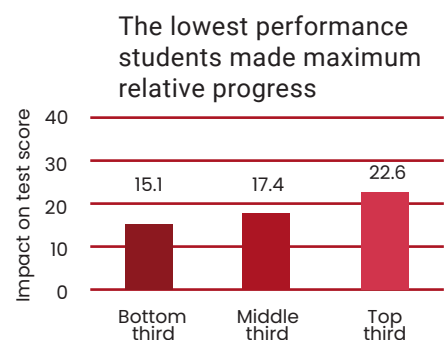
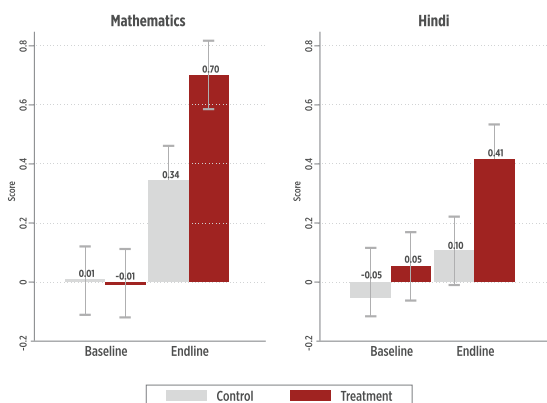
According to The Economist, "The progress made in Language and Maths by (Ei Mindspark) pupils was greater than in almost any study of education and for a fraction of the cost of attending a government-run school."



Ei Mindspark showed 2-2.5x learning as compared to control in two RCTs conducted by J-PAL in Delhi (after school centres) and Rajasthan (government schools).

In the world's largest Development Impact Bond (DIB), Ei Mindspark showed 5x gains compared business as usual in learning outcomes.

In a study by Idinsight, Ei Mindspark showed 0.2 SD gains across low fee private schools and high fee private schools.



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 ASSET
Talent Search

Ei ASSET
Computational
Thinking

Ei CARES

Ei Mindspark

Ei Reading
Assessments





**Creating a world where
children everywhere are
learning with understanding.**



Locations

India

Ahmedabad

The First Building,
Corporate House A2, 1st Floor, Nyay
Marg, Vastrapur, Ahmedabad 380015

Bengaluru

The CUBE - Karle Town Center, 100 Ft, Nada
Prabhu Kempe Gowda Main Rd, next to Nagavara,
Bengaluru, Karnataka 560045

USA

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