



**Big Brains for Little People™**

**The breakthrough Early Learning Mobile Game Solution  
that helps children succeed in school and life.**



- **Digitally links school and home from any mobile device.**
- **Game-based methodology personalizes instruction.**
- **Innovative brain mapping tracks vocabulary acquisition.**
- **Research-based, cost effective model.**

## **Model Innovation City™: Engaging your Entire Pre-K through 3rd Grade Community**

The Footsteps2Brilliance Model Innovation City license creates a turn-key, citywide literacy solution that cost-effectively scales an engaging and interactive pre-K through 3rd grade literacy curriculum to every family within a school district's jurisdiction. This provides for instant scale, parental involvement, and measurable results.

### **Instant Scale**

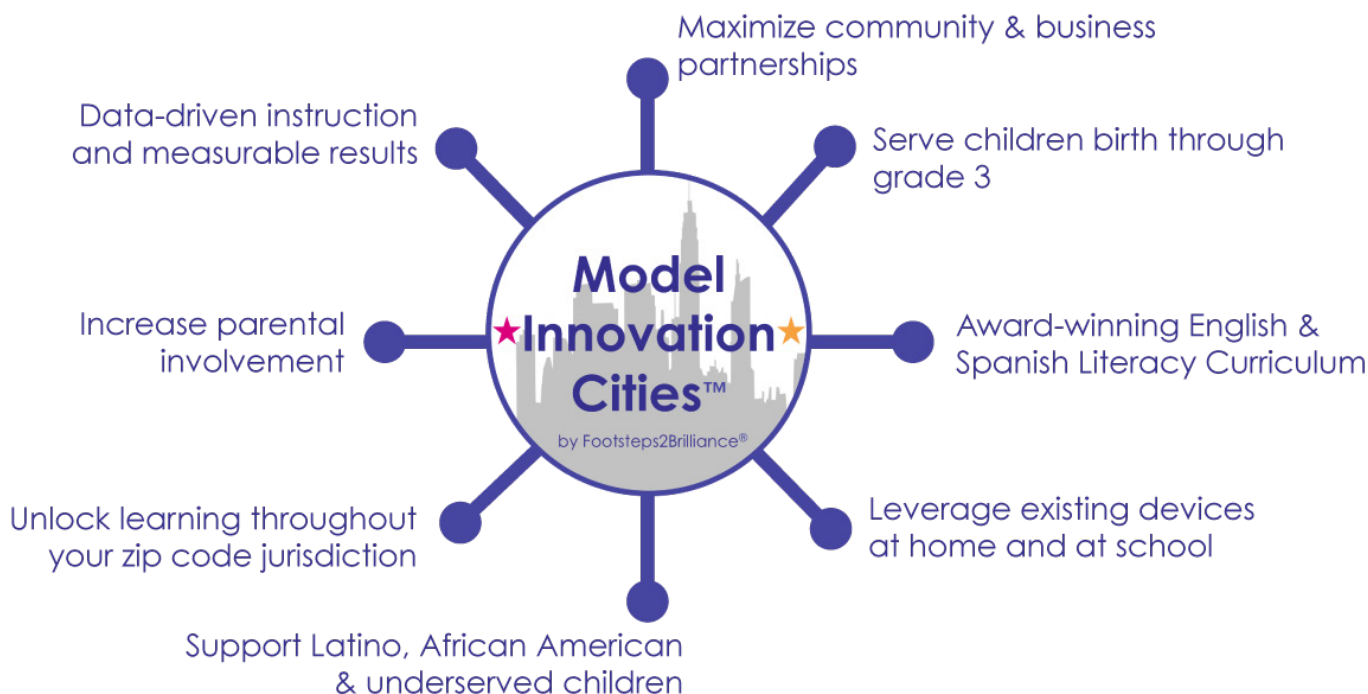
Our turnkey solution cost effectively scales engaging early learning apps designed to increase vocabulary and literacy to your entire community within 30 days.

### **Parental Involvement**

Our mobile platform will provide every pre-K through third grade parent in your district with the bilingual tools they need to become fully engaged with their children's learning.

### **Measurable Results**

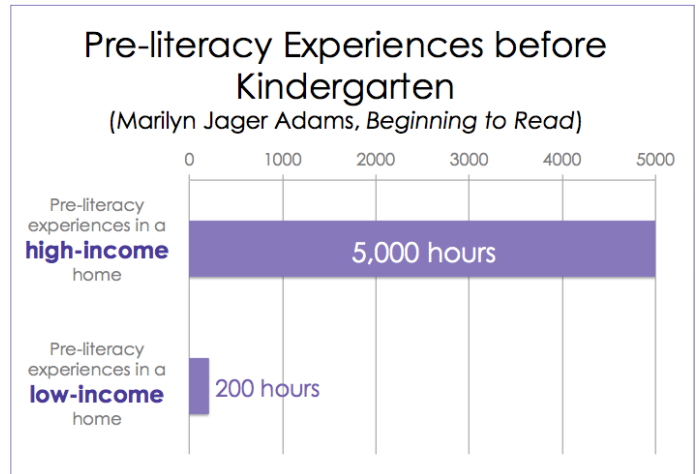
Our solution tracks real-time data and doubles the amount of time spent on vocabulary acquisition and literacy.



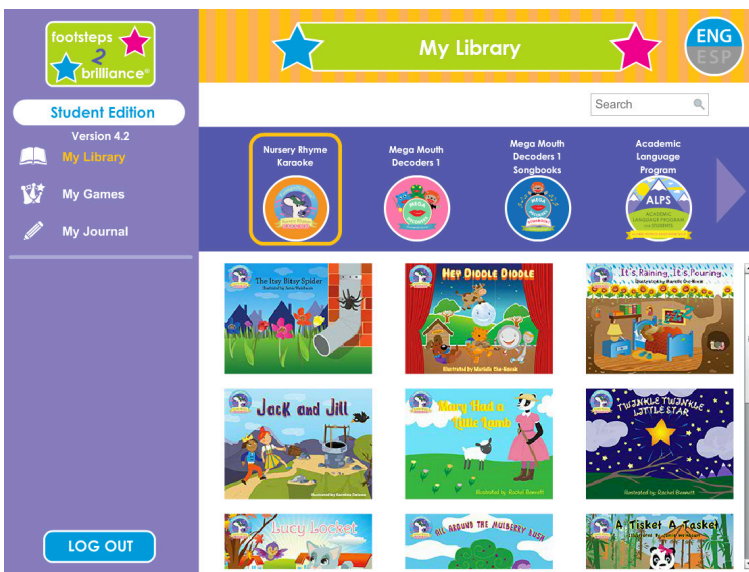
## The Problem: The 30 Million Word Gap

At-risk children hear **30 million fewer words** by age 3 than their more affluent peers. These children enter kindergarten with **25% of the vocabulary** they need to succeed, and **88% of them never catch up**.

Reading has a massive impact on brain function and affects understanding in nearly all domains. However, **61% of at-risk children have no books** in their homes. Although a parent's involvement in their children's education is one of the most important factors relating to academic success, many parents lack the tools and knowledge needed to help their children succeed.



## The Solution: Increase Time on Literacy with Footsteps2Brilliance®



The Footsteps2Brilliance® Enterprise App includes thousands of audio-encoded books, songs, and games in English and Spanish that develop vocabulary, comprehension, literacy, and writing. The eBooks introduce students to the most important words that they need to develop a powerful reading and writing vocabulary. The games not only develop key skills in young children, but also assess comprehension, vocabulary mastery and critical thinking skills. The interactive books and games model best practices for parents in a non-threatening manner and create a school-to-home connection from any mobile device.

## Footsteps2Brilliance®: Using Mobile Technology to Create a School-Home Connection

The Footsteps2Brilliance® *Early Learning Mobile Technology Platform* accelerates student achievement by uniting the power of mobile game technology with the latest in cognitive research.



Our technological innovation not only leverages the explosive adoption of mobile technology, such as Apple, Android and Kindle smartphones and tablets, but also includes traditional computers available throughout our schools and homes.

Our ability to build content once and deliver it on any smart device provides schools and districts with unprecedented scalability to reach beyond the four walls of the classroom to connect school and home.

### With Footsteps2Brilliance®...

**Children** are motivated to become active learners through engaging animated eBooks and innovative games.



**Teachers** can instantly track student progress, differentiate instruction and engage in collaborative learning through a professional development network.



**Parents** are given the tools they need to extend classroom learning into everyday life.



## Meeting the Needs of English Language and Special Learners

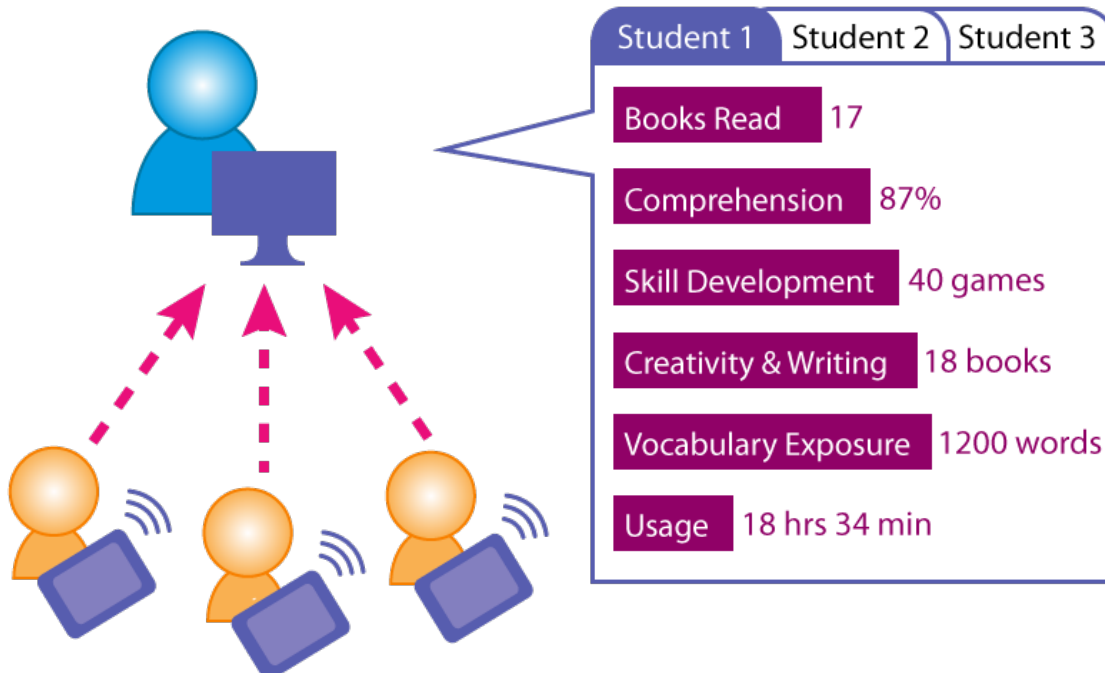
The Footsteps2Brilliance® Curriculum is ideally suited to meet the needs of English Language Learners (ELL) and children with special needs. When using Footsteps2Brilliance®, ELL and special needs children have the option of having the story read aloud or having a single word identified, making both the story and vocabulary readily accessible. In addition to the extra practice with vocabulary provided by the games, both struggling readers and ELL learners benefit from receiving clear and simple directions, having models of expected behavior, and having checks in place for understanding.



The Footsteps2Brilliance® curriculum allows for unprecedented flexibility and **bilingual** configuration. This includes: full English immersion, full Spanish immersion, English with Spanish scaffolding, and Spanish with English scaffolding. With these combinations, this system is the most flexible English/Spanish system available.

## Data-Driven Instruction

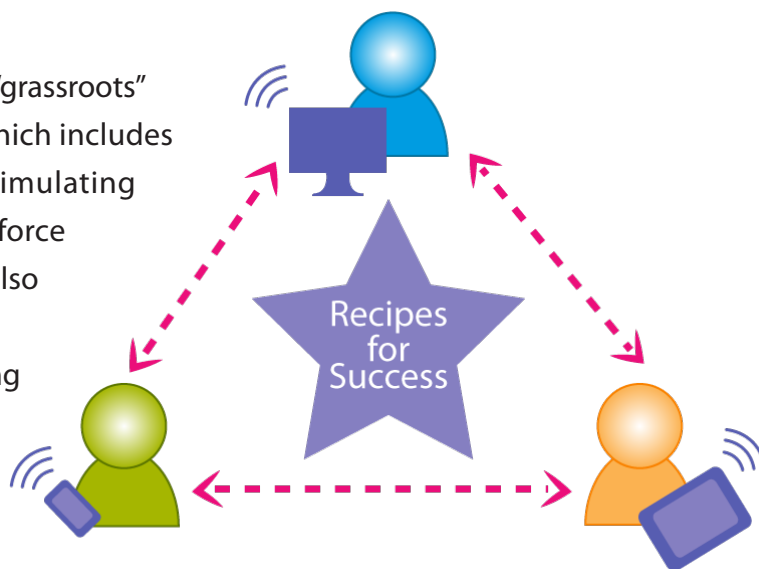
Historically it has been difficult for teachers and parents to track the academic progress of young children. The more than 1000+ books, songs, and games in Footsteps2Brilliance® solve this problem. By using a unique game methodology children can practice skills and develop mastery while having fun. At the same time, the games provide teachers with **real-time formative assessments** that help them differentiate instruction. The robust data analytics also allow teachers and parents to track mastery of a child's reading comprehension, vocabulary, and standards-based concepts.



## ***Job-Embedded Professional Development and Blended Learning***

The Footsteps2Brilliance® curriculum includes a job embedded professional development social network called **Recipes for Success™**.

*Recipes for Success™* gives early learning educators a “grassroots” teacher created database of games and activities, which includes a flashcard maker, to make classroom instruction stimulating and effective. This approach allows teachers to reinforce learning objectives in a blended model. The network also allows teachers to easily share their best classroom activities and interventions with each other. By honing in on this collaborative process, ***every teacher will be able to succeed professionally.***



## ***Increasing Parental Involvement***

The growth of mobile technology in the United States has become the key “megatrend” of the 21st century.

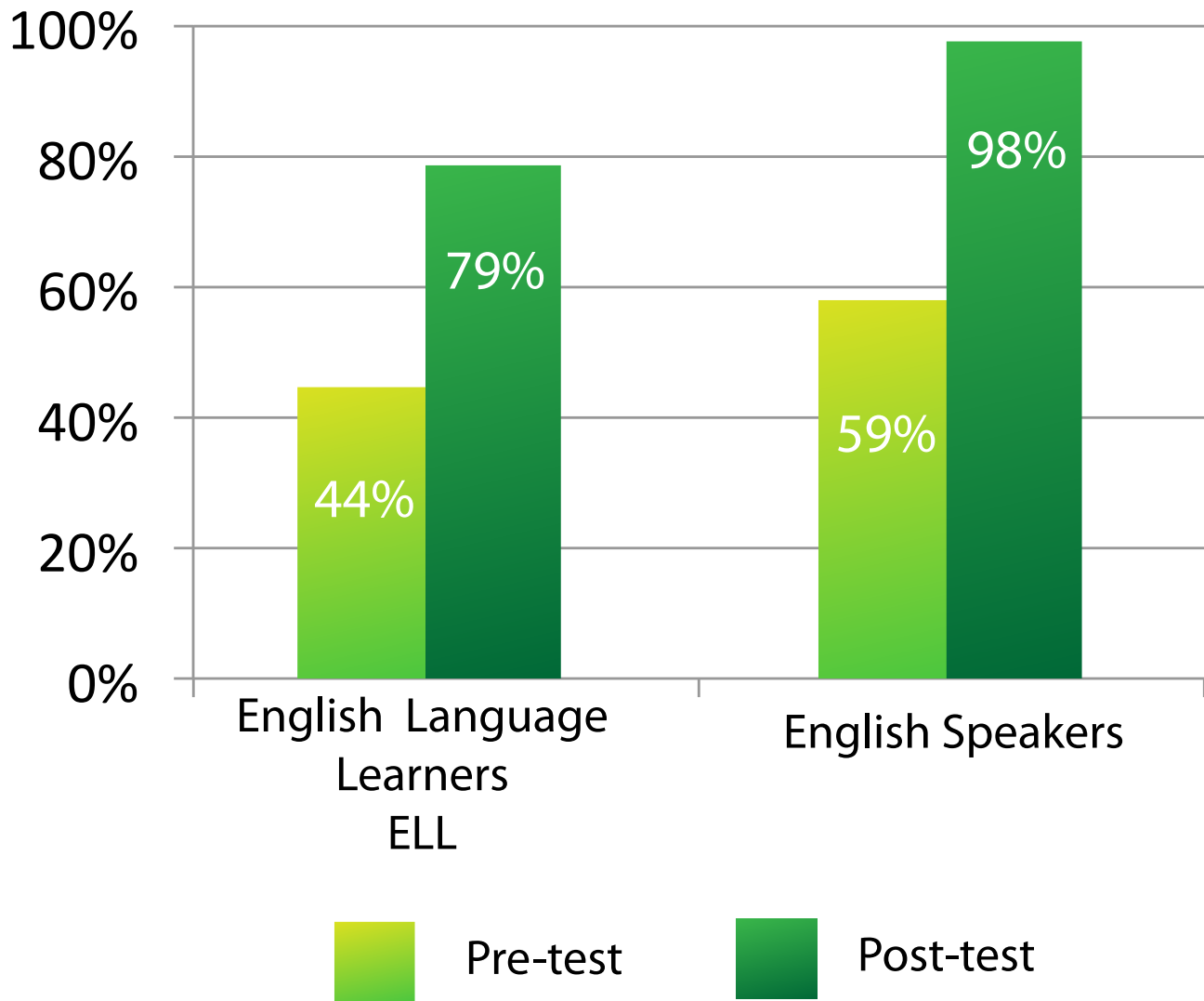
***Research shows that nearly 80% of parents, no matter their socio-economic status, own smartphones today.***

Because Footsteps2Brilliance® can be accessed by any smart mobile device, school districts will be able to leverage parental ownership of mobile technology to extend the classroom into kitchens, living rooms, waiting rooms and bus rides. It also will empower parents by giving them easy-to-use tools such as educational games and audio-encoded books and songs that they can use to extend their children’s learning.



*Independent Evaluation Using Footsteps2Brilliance®*

## First Grade Readiness (2012-2013 Academic Year)



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