Students

Parents

Teachers

Schools

Edtech Companies

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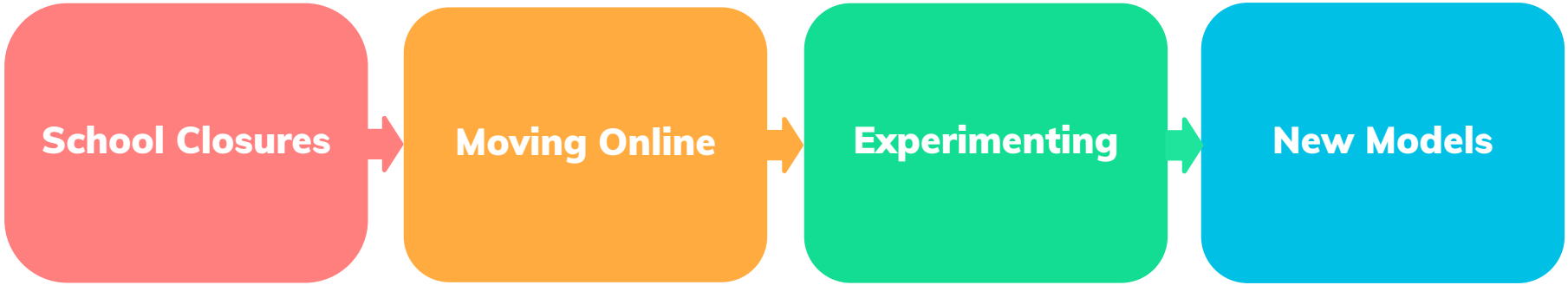
School Closures
Moving Online
Experimenting
New Models

Creating and Connecting a Community

The Acceleration of Convergence

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Consumer & School Facing Products

Consumer-facing B2C

Fun English | Fun Spanish | Fun German | Fun French | Fun Chinese

School-facing B2B

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Consumer metrics

12 M
Downloads

4.5+
Stars

37M
Views

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Experience you can trust

In classrooms
since 2000

Online
since 2006

In app stores
since 2011

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The power of connected learning

Opening the classroom door to parents

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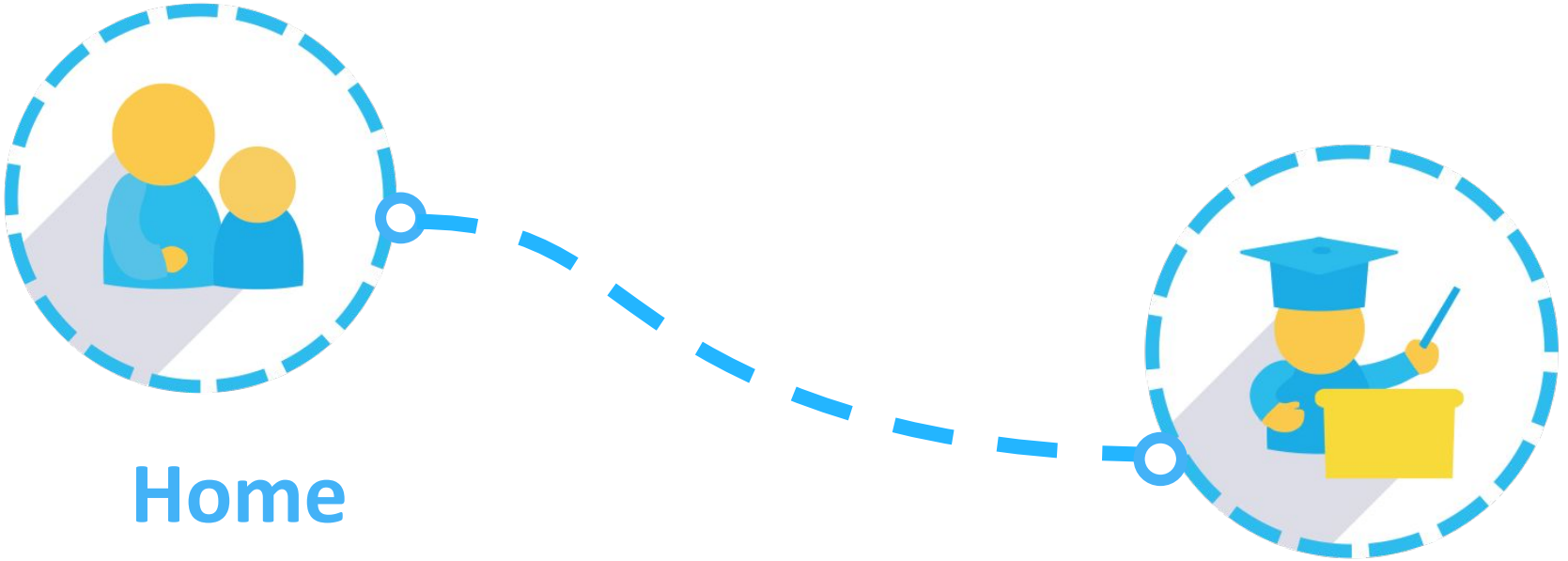
Connected learning



School closures

1,418,764,11 affected learners

82.5% of total enrolled students

March 25

https://en.unesco.org/themes/education-emergencies/coronavirus-school-closures

Acceleration of Convergence

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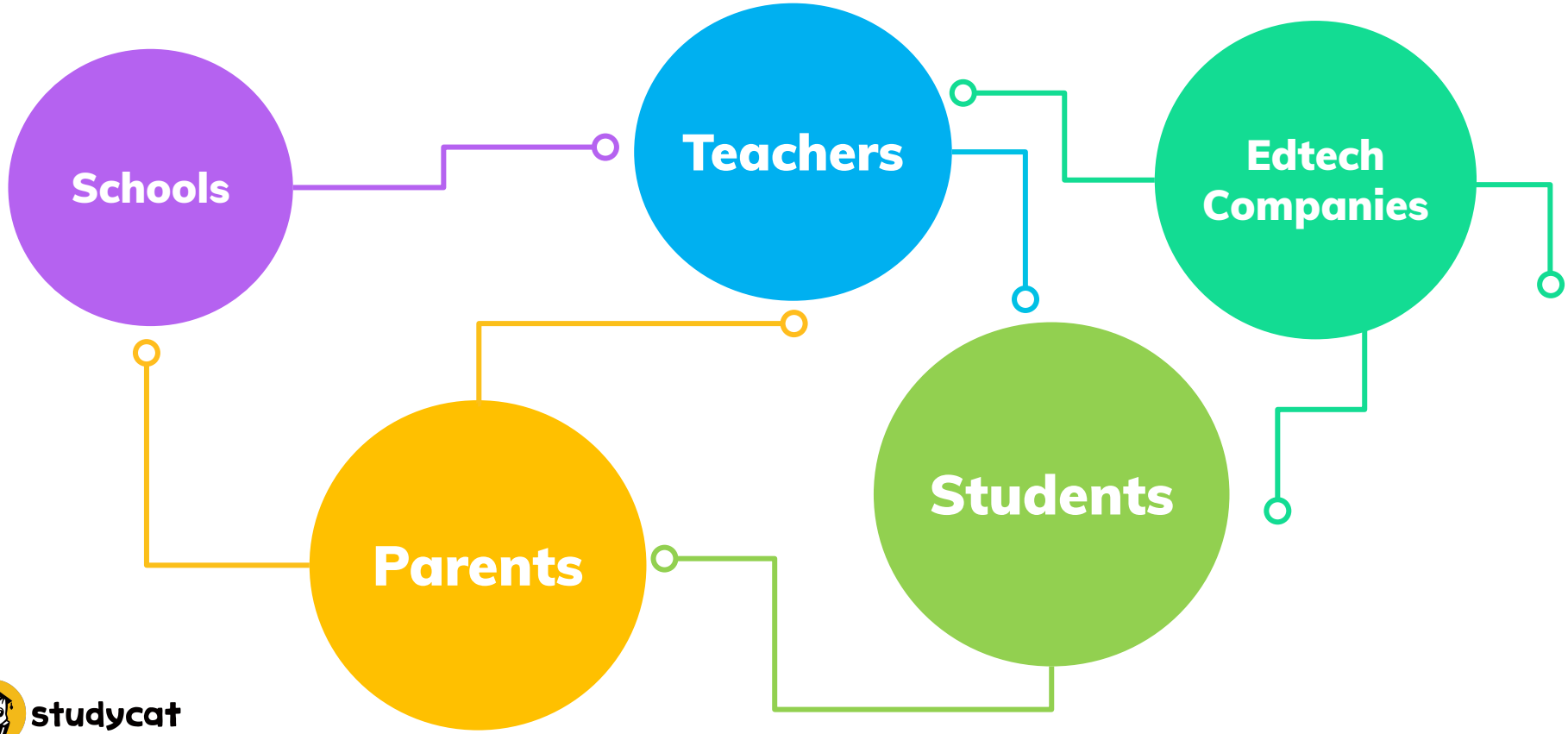
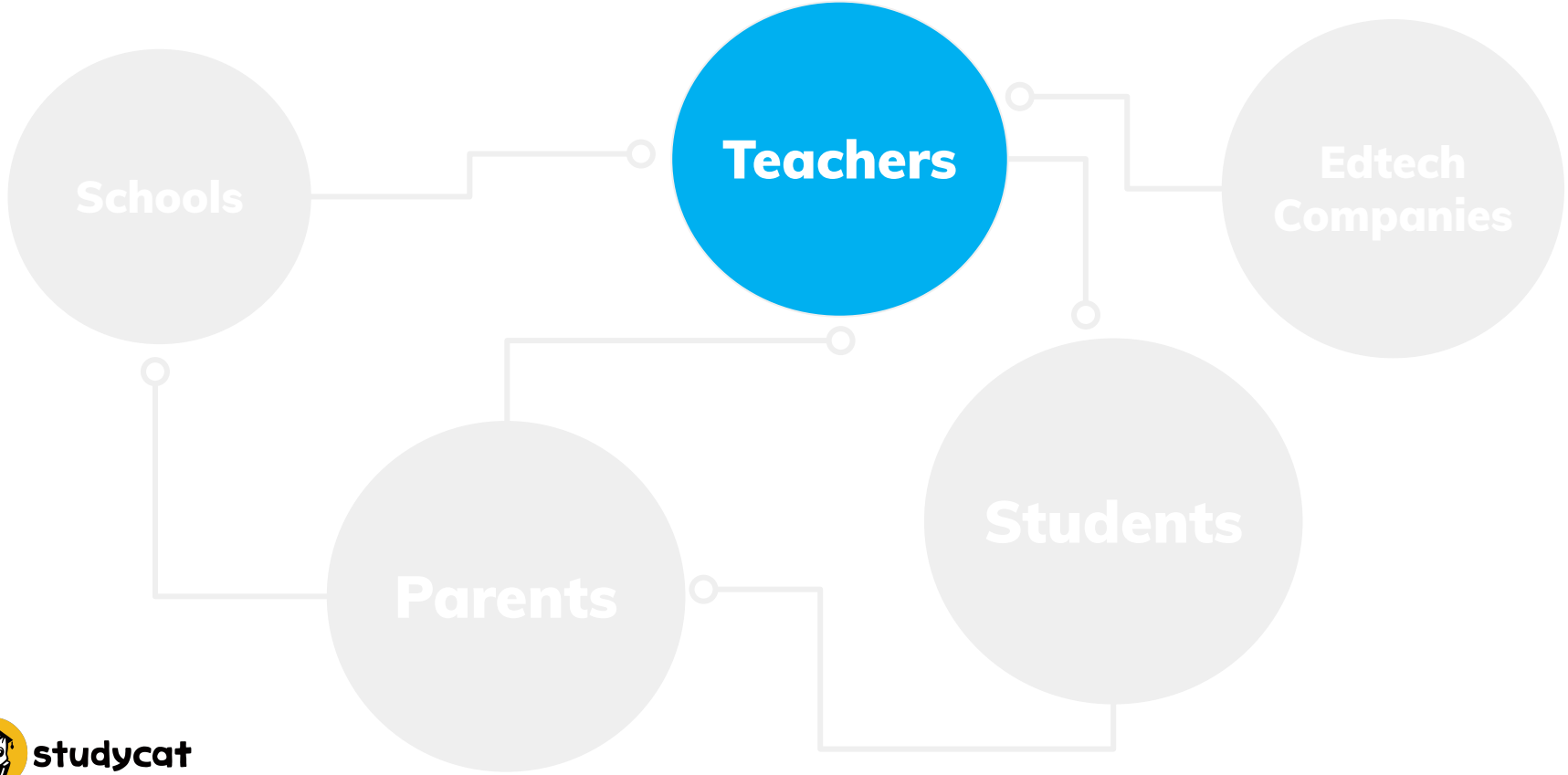
Connecting



Edtech connects



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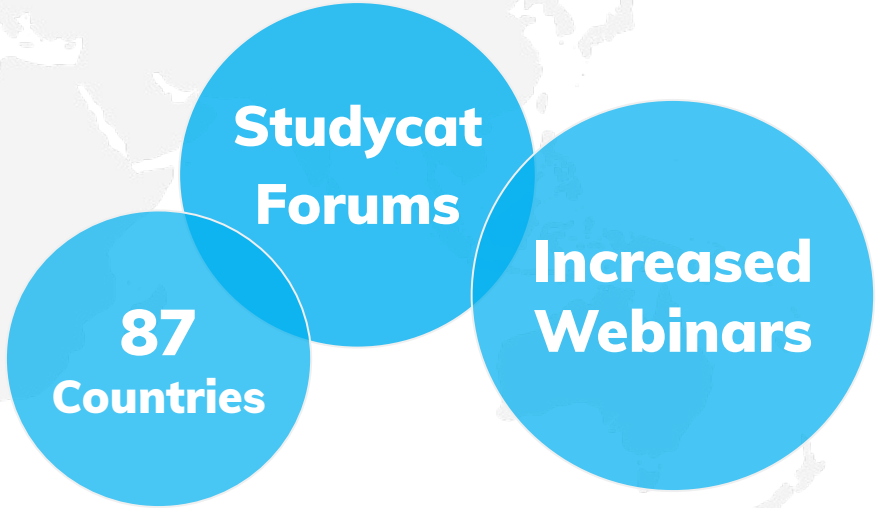
Teachers

Not ready to adapt
Lack of training
Lack of flexibility in models

Began experimenting
Looking for new approaches
Upskilling

“It feels like being a new teacher again”

“It’s really made me rethink my teaching”



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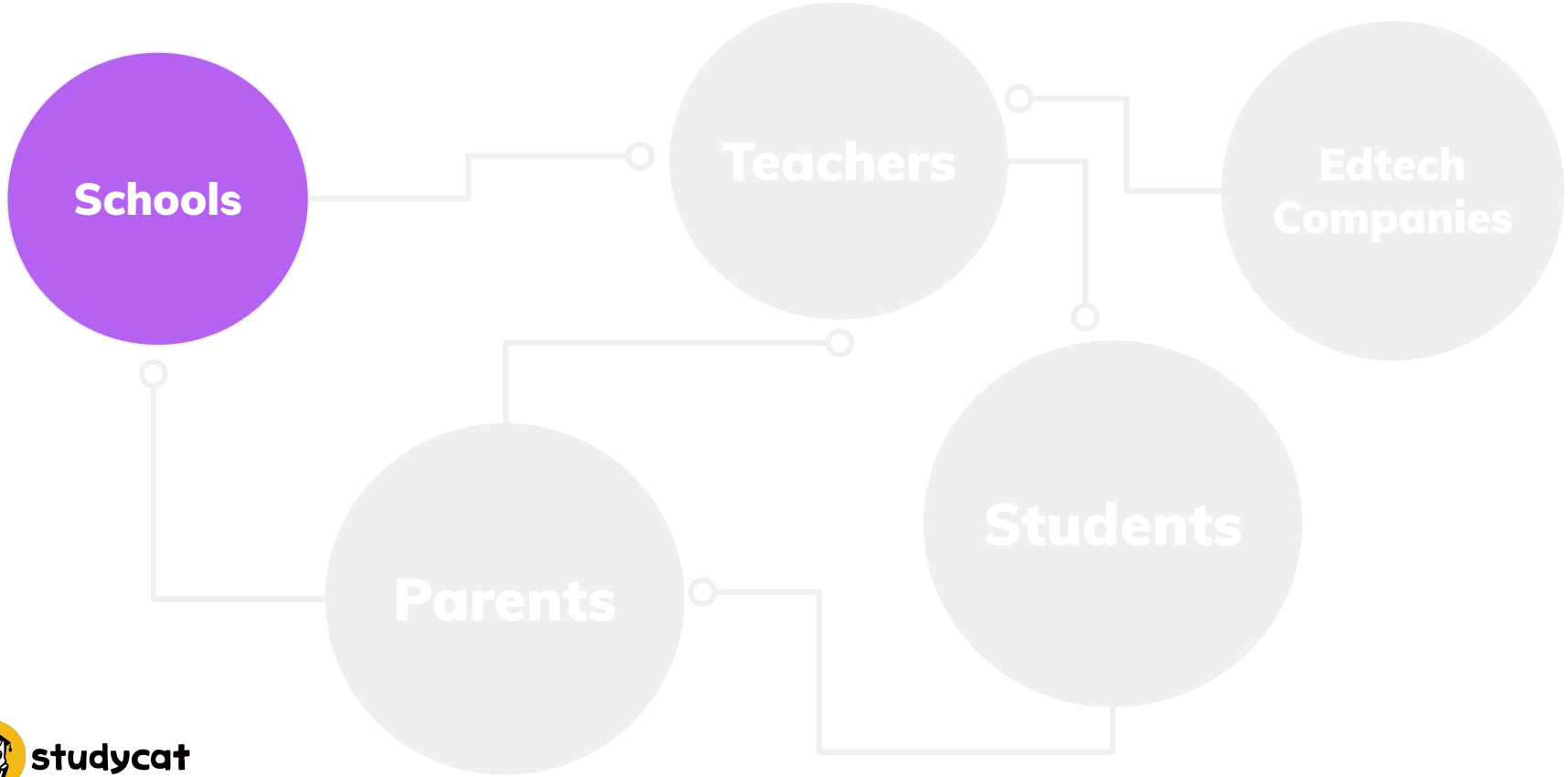
Edtech connects



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Schools

Underprepared
Focus on hardware over software
Focus on curriculum over learning
Closed doors

Reacted quickly
Willing to make mistakes
Experiment with new models
Open doors

Global Trials

Adapted

Connected online

Students

Parents

Teachers

Connected Learning

Fun English for Schools connects homes and schools, providing data on learning while keeping students motivated and on task.

Fun English for Schools

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Two Schools • Two Models

Korea - March

2500+ Students

423,274

85%

Level 1

Level 3

2 units per week

Vietnam - April

269,631

81%

2500+ Students

Level 1

Level 2

Level 3

One unit per week

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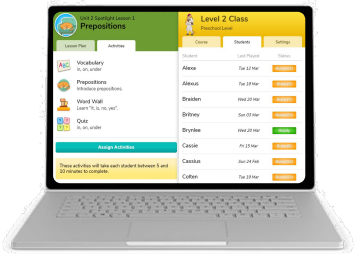
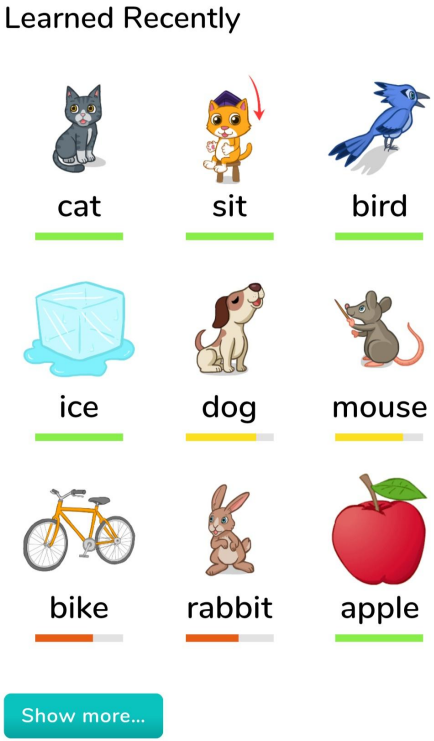
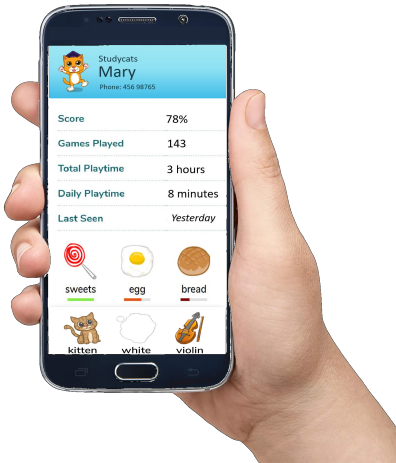
Empowering with learning data







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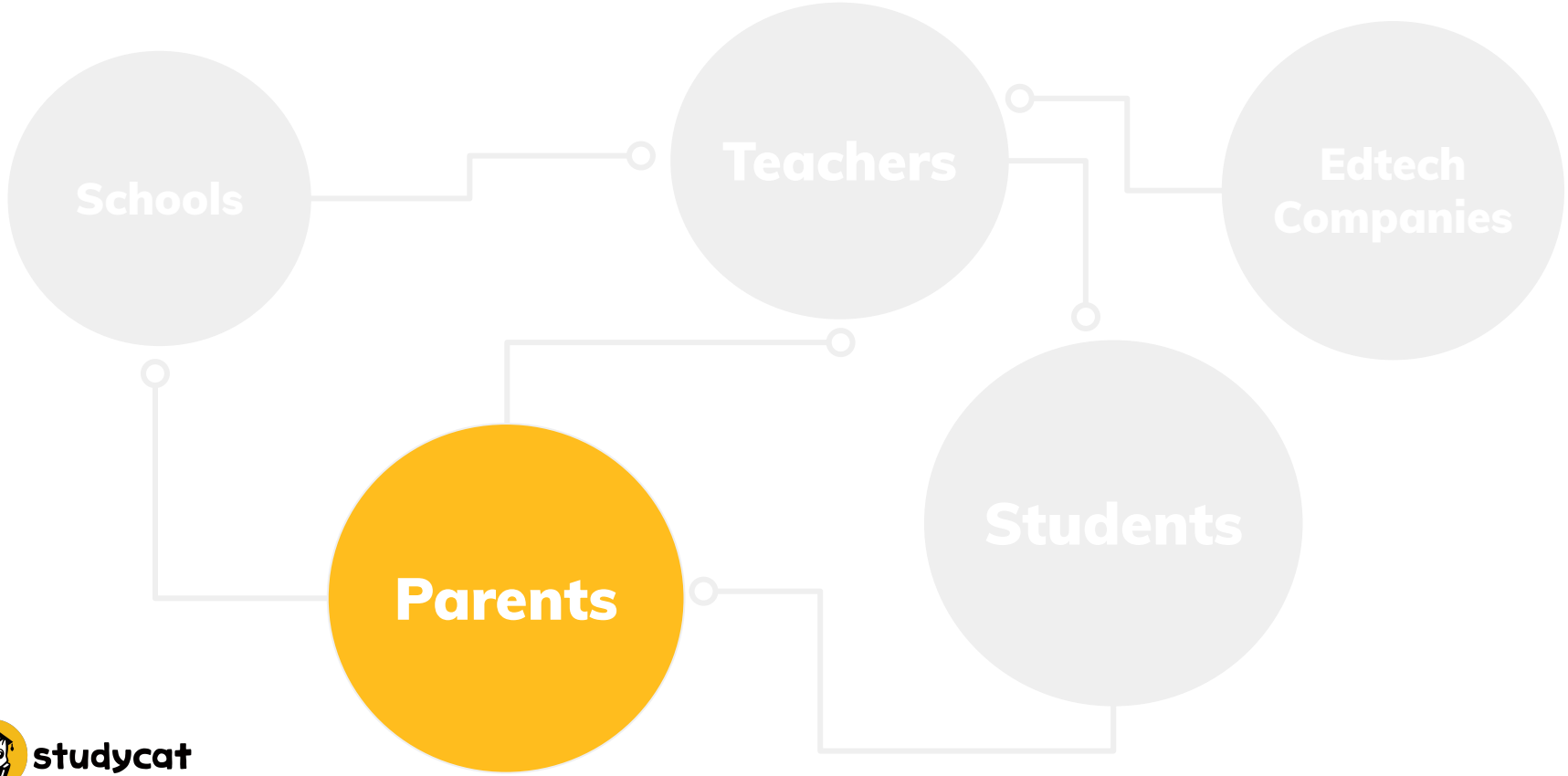
An increase in
global language learning data
will lead to **optimized learning models**

Edtech connects



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Parents

Parent of 4 year old, Vietnam
"I like that I can see my daughter's progression. She has so much fun with this app and it makes it easier to review the lesson she learns with her teacher. It is a daily part of our evening routine now."

Challenged & disrupted
Frustrated at schools
Lack of knowledge

See their child's learning process
Became aware of online & apps
Raised expectations from schools

Fun English | Fun Spanish | Fun German | Fun French | Fun Chinese

Exposure

62 countries

Donation Campaign Feb 1st

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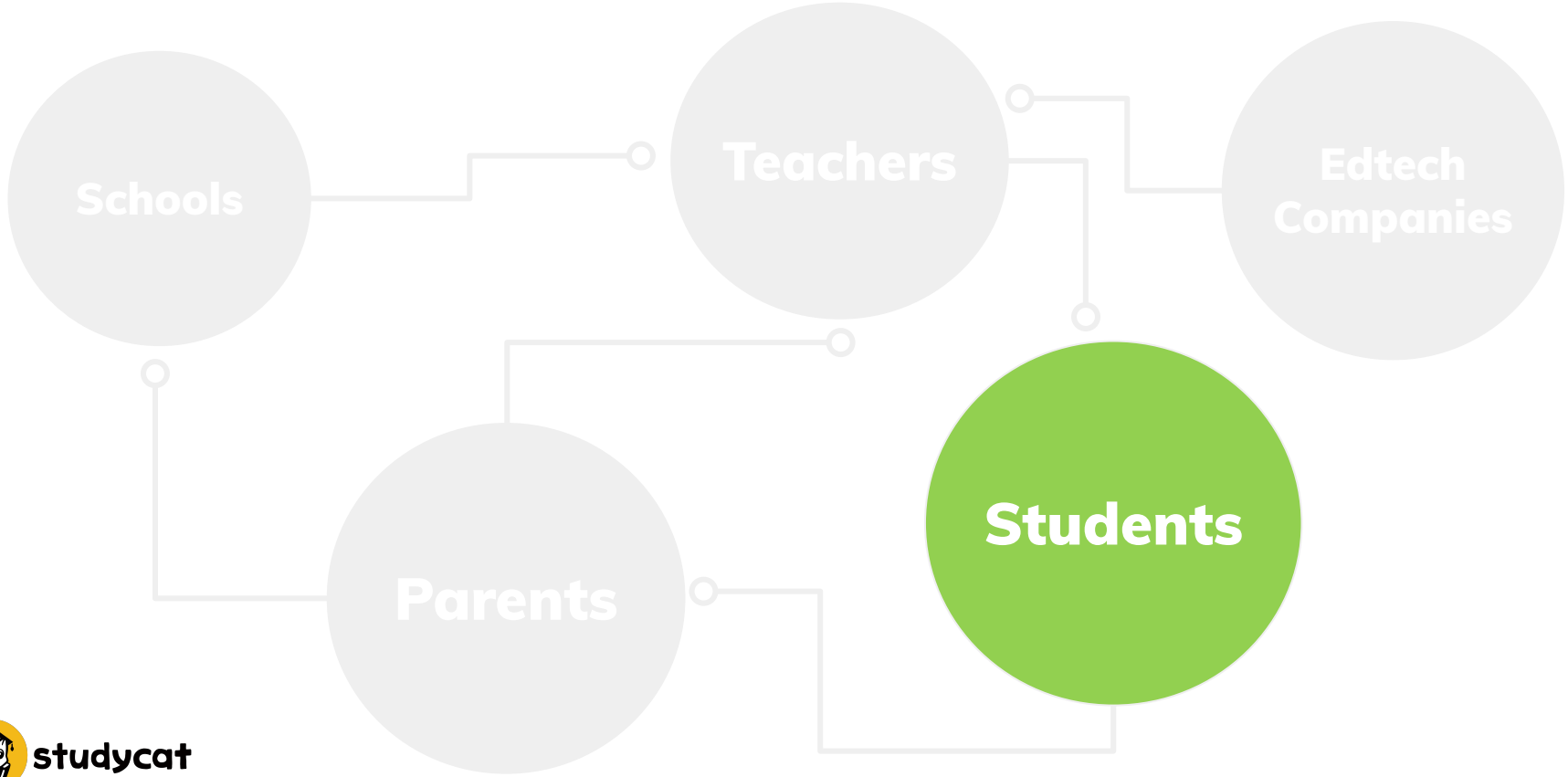
Edtech connects



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Students

Developing Learner Autonomy

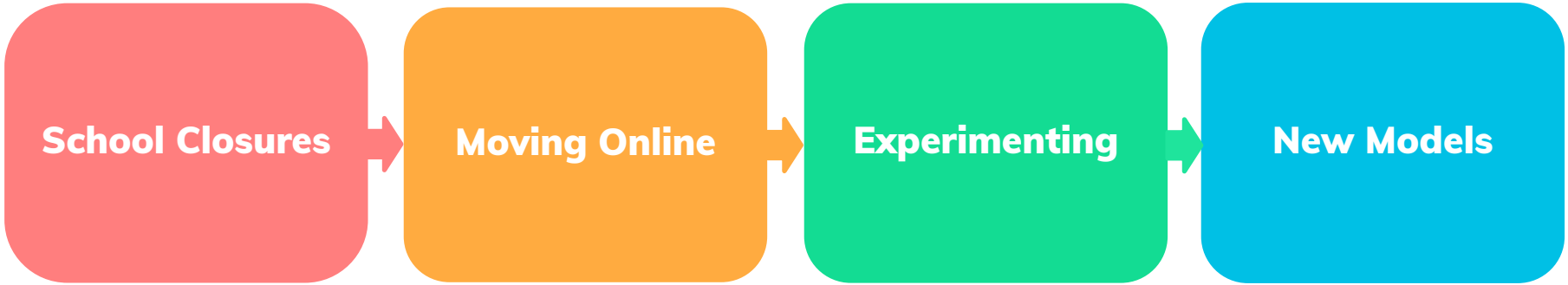
- Most adaptable
- Parents more involved
- Increased exposure
- Opportunities for learning
- Learning is relevant to share

Differentiation

Intrinsic motivation

Game-based Learning

If you give children **opportunities** and **motivation** to learn, **they will learn**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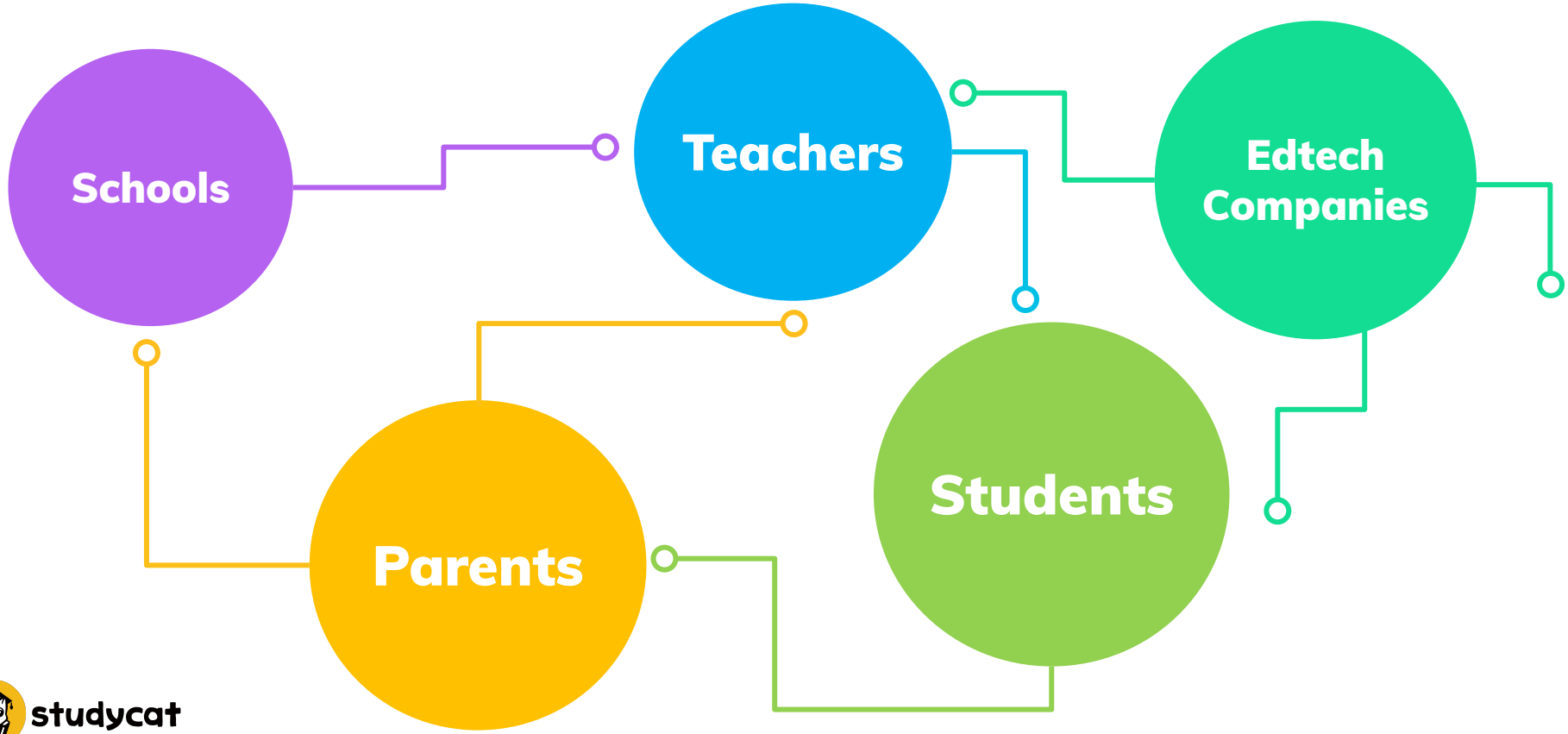
Acceleration of the convergence of schools & home

Edtech connects



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