

Ei

**Enhancing
Learning
Outcomes**



The Problem

Children learn by rote,
without really understanding
concepts





India's learning crisis

Ranked

72/74

countries that participated in Program for International Student Assessment (PISA)

55%

percent of children in India at late primary age today are not proficient in reading

54%

do not achieve the Minimum Proficiency Level at the end of primary school as indicated by large scale assessments

Source - World Bank & OECD

Languishing at the bottom

Mean performance on the overall reading scale



Source: PISA

Ei



The Solution



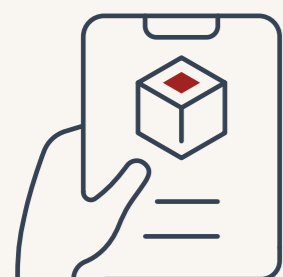
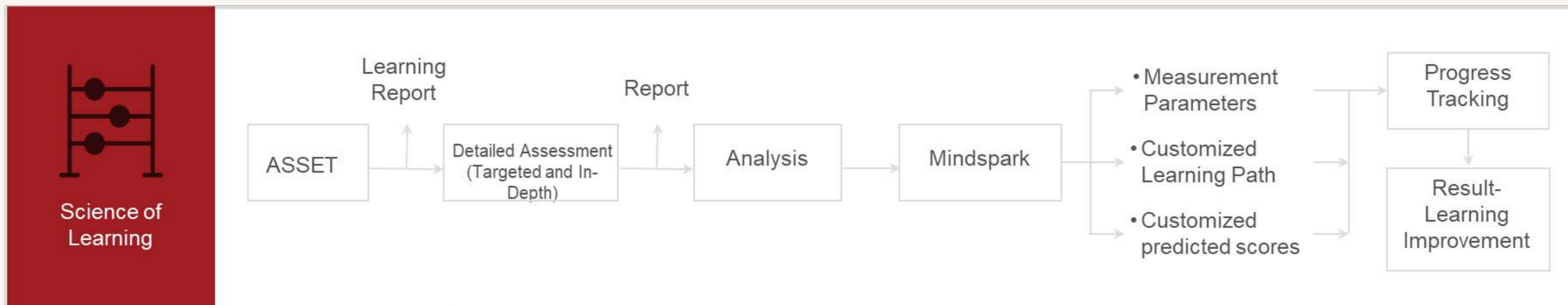
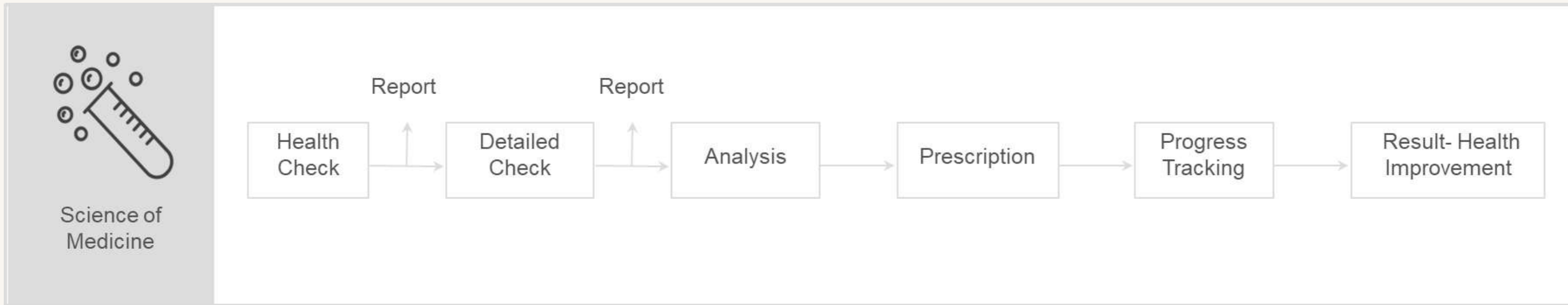
Diagnose First, Personalise treatment

Over decades, medicine has drastically improved its diagnostic capabilities. At Ei, we do the same - diagnose the underlying issues that keep a child from fulfilling their learning potential.



Our Secret Sauce is Pedagogy

Science of Learning: the tide that lifts all boats



Learning will be **research, experiment and evidence based**



Pedagogical tools will be hyper-personalised and cater to the individual learning needs



New teachers will be effective when they refer to a codified knowledge base



The Ei Prescription



Diagnostic Assessment



Personalised and Adaptive Learning



Pedagogical Research



Learning with Understanding



Ei – North Star

Vision

Creating a world where children everywhere are learning with understanding

Mission

Leverage deep pedagogical research, large scale data and the right technological solutions to transform how children in the K12 space learn.





Ei DNA

Deep Pedagogical Research

Understanding how learning takes place and then devising the best ways to impart this learning.

Good Questions

Asking questions that aren't found in textbooks. Questions that make a student apply what they have learnt instead of simply learning by rote.

Educational Technology

Scaling our best practices across the globe with the use of technology.

Large Scale Data

Harnessing a repository of over 5 billion data points to create questions that identify learning gaps and misconceptions.



Products of Ei

Assessment

Ei ASSET

A skill-based diagnostic test that measures students' conceptual understanding and benchmarks performances of schools.

Ei CARES

A formative assessment tool that helps teachers evaluate the class's understanding of a topic after it has been taught.

Learning

Ei Mindspark

A Personalised Adaptive Learning solution that uses a unique remedial feature to ensure students gain a clear understanding of topics.



Ei



**Validated
Solutions that
Deliver**



Ei Mindspark

Guaranteed Learning Outcomes



2X learning gains in Maths

2.5X 2.5X learning gains in Hindi



7X increase in learning levels among children

Reviewed by



Harvard Business School

Stanford SOCIAL INNOVATION Review



Recognised globally and backed by luminaries



“ 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**

Recognised globally and backed by luminaries



“

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

”

**Karthik Muralidharan,
Economist**



Recognised globally and backed by luminaries



“

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

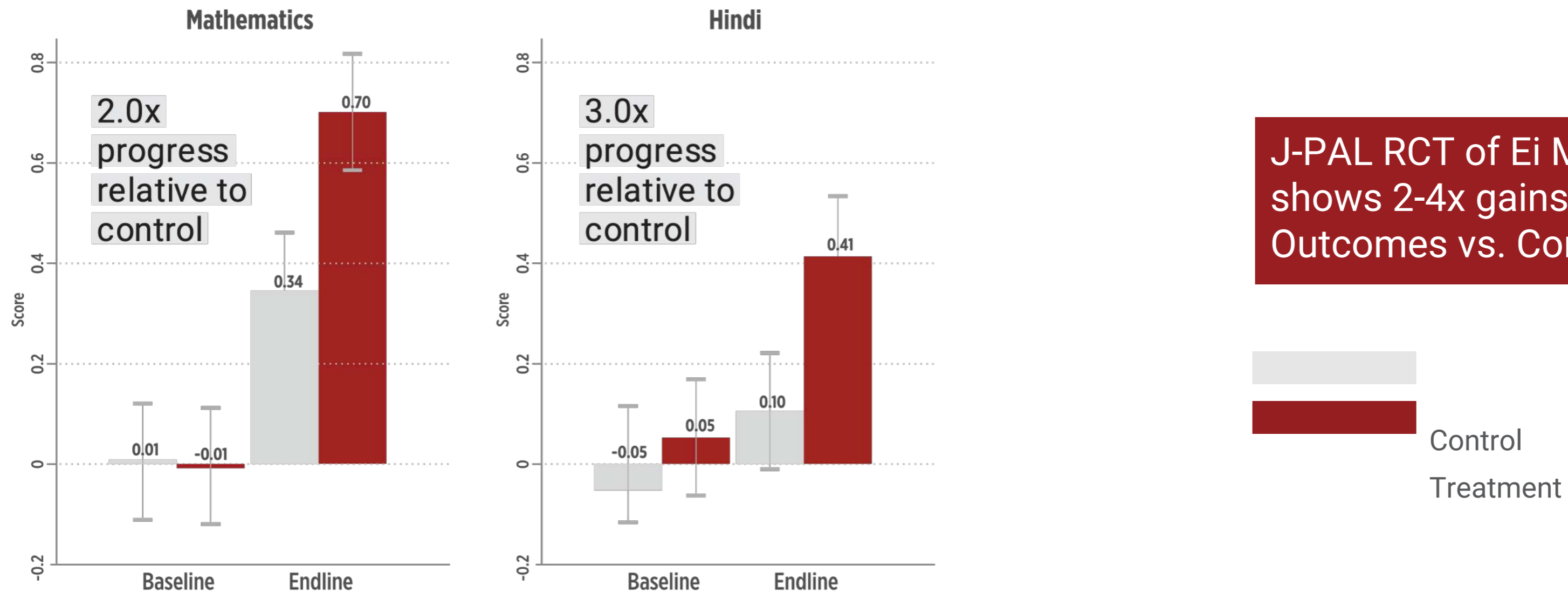
”

Paul Flowerman,
Chairman & Executive Director, PLT



The Ei Mindspark Difference

Ei Mindspark syncs with the school's curriculum, adapts to a child's pace of learning and gives instant feedback to rectify misconceptions. We have seen a steep increase in learning levels as a result of this.



J-PAL RCT of Ei Mindspark shows 2-4x gains in Learning Outcomes vs. Control Group.



**22 years of helping Children
everywhere, irrespective of
their background, learn
with understanding**



Ei Partners

INTERNATIONAL

NOT FOR PROFIT & CSR



Ei Partners

SCHOOLS



GOVERNMENTS

Our partners include The Government of Uttar Pradesh, Brihanmumbai Municipal Corporation and so many more





Our Customers



North

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

SN Kansagra, Rajkot

Udgam School for Children

Vasant Valley School

Smt. Sulochanadevi Singhania
School St. Mary's School (ICSE),
Mazagaon

The Riverside School

Campion School

Billabong High International School

Vidya Valley School

BK 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






The Leadership Team






Co-founder & Chief Learning Officer
Co-founder of Eklavya School






Chief Executive Officer
Decade+ with Ei. 15+ years of experience





Chief Financial Officer
15+ years of experience




Chief Technology Officer
20+ years of experience




SVP, Products and Solutions
Decade+ with Ei. 19+ years experience



VP, Pedagogical Research
17+ years with Ei



VP, Customer Success
8 years with Ei; 11+ years experience



CEO + 20 employees have been with Ei for 11+ years



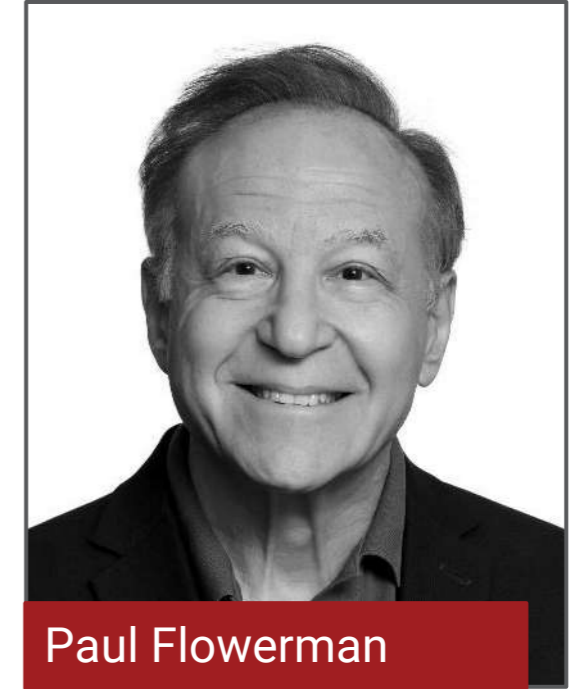
Advisory Board



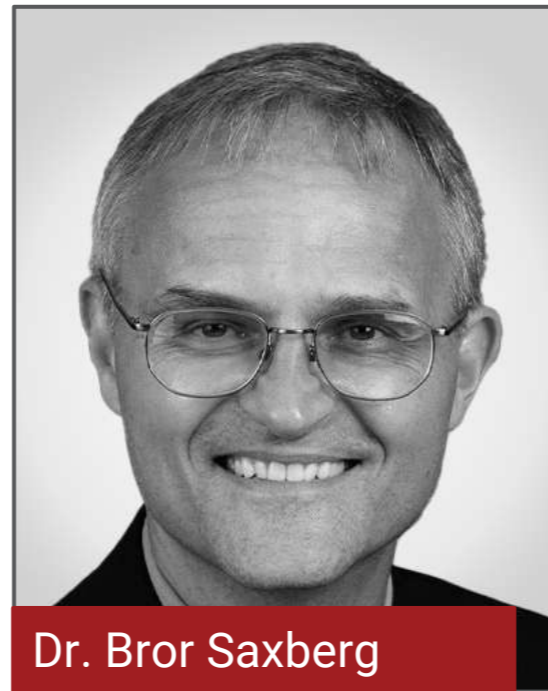
David Levin



Srini Raghavan



Paul Flowerman



Dr. Bror Saxberg



Dr. John Harnisher



Dr. Apoorva Bhandari



Life at Ei





Life at Ei



