

x □ _

CREATIVE PITCH DECK



CAL-Q-KIDS

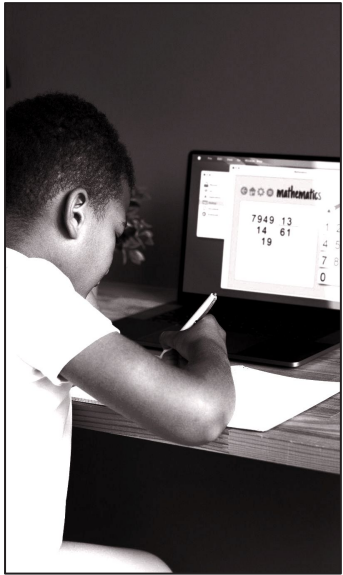
x

Team 10

Alison Hinds
Gabriel McLeod
Zola Hinds
Cleon Williams
Andrei Stephenson
Danielle Grant

VISION

To promote interest in math at the early-childhood level in Jamaica through optimising gaming in the learning environment.



THE PROBLEM

The lack of access to mathematics learning resources for engaging early childhood learners leads to poor performance at higher grade levels.

CUSTOMERS

x□_

1

**PARENTS OF
STUDENTS AGED 4
TO 8 YEARS**

For use at home with their
children

x□_

2

**EDUCATORS OF
STUDENTS AGED 4
TO 8 YEARS**

For use in the teaching process, as
well as for homework and
assessment

x□_

3

**EARLY
CHILDHOOD/ DAY
CARE CENTRES**

For inclusion as part of
their curriculum
implementation.

THE SOLUTION

Collaborative gaming app accessed through cloud based infrastructure that provides access to online math resources.

THE SOLUTION (cont)

× □ _

□ _

- The app would categorise mathematical concepts according to the Jamaica Early childhood curriculum guide. Levels would be determined by the player's progress so as not to restrict access by age.
- The cloud-based infrastructure would act as a database to store questions and answers users would be privy to through the gaming app.



THE SOLUTION (cont)

× □ _

□ _

- This app would feature curriculum-specific activities structured based on the instructional guides and theories in the Early Childhood Curriculum Guide.
- Similar applications provide the same service but must be accessed through a website. These applications are foreign-based without regard for the Jamaican context and curriculum.



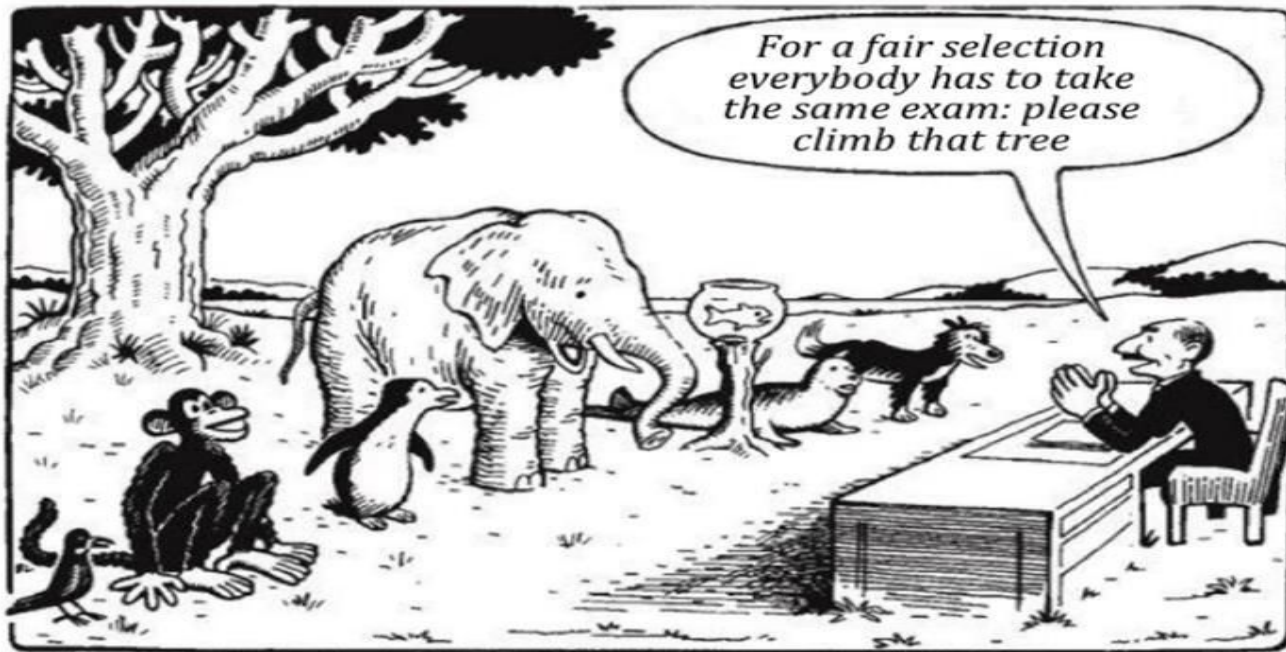
THE SOLUTION (cont)

× □ _

□ _

- The app will provide performance diagnostics.
- Services will be stored in the cloud, where availability is guaranteed.
- Gaming is also possible in offline mode by using a leader board to track individual progress. This progress would be cloud-synced to update progress when connectivity is restored.





Our Education System

"Everybody is a genius. But if you judge a fish by its ability to climb a tree, it will live its whole life believing that it is stupid."

- Albert Einstein

COLLABORATORS

×□_

MoE

Promotional purposes and to encourage public confidence , allow for a wider reach across schools

×□_

□_ Early Childhood Commission

Curriculum references, Q&A Bank

×□_

□_

Edufocal

Expertise

×□_

□_

Fintech

to develop app

Passion and Empathy

How many times have you tried to teach your 6 year their time tables?

Teachers how many times have you had write a bad report on mathematics ?

Frustrated with your learners not grasping simple math concepts?



Passion and Empathy



- Parents - give children more independence to take charge of their learning with real-life learning experience through the use of the mathematics.
- Gamification is a evidence-based pedagogical approach to learning that can promote learning and motivate students to take an interest in mathematics.

Proof of Concept

Hypothesis: Gamification will improve mathematics
competency of students at the early childhood level

1	Pre test - diagnostic of present state/level
2	Intervention
3	Post Test

Proof of Concept

Hypothesis: Gamification will improve mathematics competency of students at the early childhood level

Meeting with stakeholders : care givers, early childhood teachers, parents

Pilot programme in rural and urban schools (4 total- 2 early childhood , 2 daycares)- 30% of population for each institution



x □ _

COSTS\$

COSTS

Item/Service	Description	Cost
Software Development	Development of Cal-Q-Kids	50,000
Payment for Cloud Storage		170,000
Workshops	To sensitise Teachers and Parents to app -This will be mostly Online	20,000

OPPORTUNITIES AND RISKS

Opportunities	Risks
Collaboration amongst stakeholders	App is not widely used- Disconnect between developers and users
Sustainable Business model that appeals to the Jamaican market	Slow to monetise
Offline usability,	Low retention rate due to not understanding features
Provide formative assessment and feedback	

Sustainable Development Goals

8 DECENT WORK AND ECONOMIC GROWTH



Promote sustained, inclusive and sustainable economic growth, full and productive employment and dec

Sustainable Development Goals

4 QUALITY EDUCATION



EnSure inclusive and equitable quality education and promote lifelong learning opportunities for all

Plan B

Based on feedback from both teachers and parents, review and improve application system to suit needs