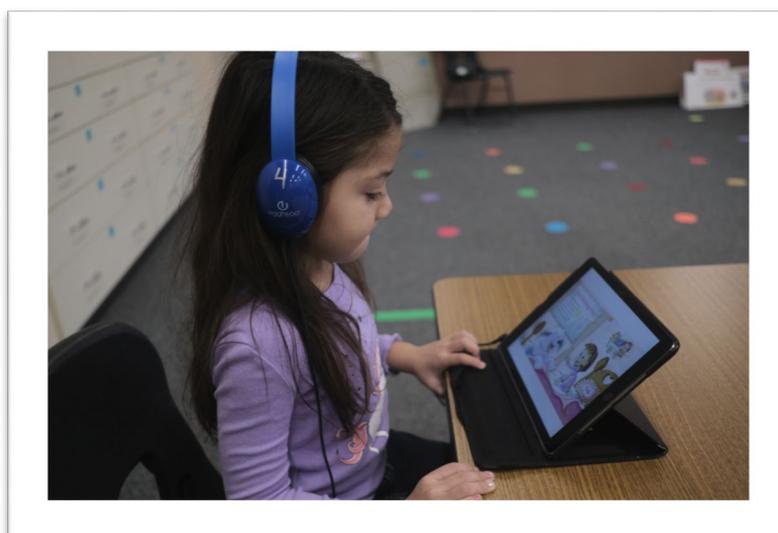


BACKGROUND:

Student App makes practice time more engaging, more available and more effective!

Student materials have always been an important part of GrapeSEED. They allow for structured practice that complements the classroom learning. GrapeSEED is continually looking for ways to make the student materials even more effective.

Enter the GrapeSEED Student App, the product of a comprehensive, multi-disciplinary effort for the sake of even quicker and more enduring results.



ESL student in Goshen, Indiana

The Student App uses the Internet as a delivery mechanism. And it uses technology to ensure more structured, more engaging, and more individualized practice. The result is **more effective language acquisition!**

“Time in the language and sufficient exposure is core to why GrapeSEED is so uniquely effective.”

Kelly Young
Global Head of
Product Development

“The Student App introduces a new chapter in GrapeSEED’s history.”

Dr. Brad Darling
Global Head of
Training & Implementation

Here are 10 reasons the app is, quite simply, better:

1. **Convenience.** With a physical book and CD/DVD, a student is tied to a particular location at a particular time. Practicing English faithfully is hard enough; it takes commitment and effort. No one wants other factors standing in the way such as forgetting a book or lacking access to a CD player. Because delivery is over the Internet, the app allows anytime, anywhere access to GrapeSEED. It can be done in school, at home, in the car, anywhere.
2. **More Time for Learning.** The app is structured practice, reinforcing the learning that is happening in the classroom. With the app, learning can now take place everywhere. Families can use the app anywhere their smart device can travel; meaning learning on the go is now a reality. The timeline for learning has no limits. This is important because time in the language and sufficient exposure is core to why GrapeSEED is so uniquely effective.
3. **Increased Interactivity.** Books and CDs are great, but they are a one-way medium of communication. There is no feedback loop. There are no “moving parts”. It is only through the wonder of a digital environment that we can interact with children enhancing their English learning experience. We can ask questions. We can receive answers. We can provide the extra dimension of learning that completes the crucial loop through digital means.
4. **Increased Engagement.** A given book/CD/DVD will never change. It will not mix up the page order to keep things fresh and interesting. It will not take you through a different loop to ensure consistent exposure. It will not adjust the difficulty or the experience as you repeat and progress. Yet these things all come naturally in a digital environment. Children learn in different ways and the app is ultimately not constrained to any one way of learning. The dynamic and interactive nature of the app makes it visually captivating while engaging areas of the brain associated with play and fun.
5. **Increased Motivation.** The app can incorporate use of badges, points and other reward mechanisms that positively motivate students to press onward toward a goal while enhancing the joy of learning that is a hallmark of GrapeSEED. Selective deployment of gamification and other new technology elements will further increase motivation and foster engagement over time, while also engaging areas of the brain associated with competition and reward.
6. **Timely Feedback:** Research shows that timely feedback promotes positive outcomes, as well as mastery of content and skills for future learning. The app allows not only for this, but also eventually even the potential for customized corrective feedback tailored to an individual student. The immediate nature of the positive feedback can be highly motivating as well because success naturally breeds success. The app nurtures a sense of accomplishment that serves to lower the affective filter.

7. **Tracking Use:** When looking at differing results between GrapeSEED students, the great differentiator has been REP time. No surprise, as those who are faithful reap the rewards. For the first time in the history of GrapeSEED, we can actually track which students are doing their practice and how much. It's measurable and it's accurate. This data is available to teachers and parents through the associated portal.
8. **Personalized Progress:** When a child has mastered a particular problem area, he or she naturally wants to go on to new challenges. The app can accommodate this. Because the app can monitor and track progress automatically, it can help students become stronger in areas where they are weak and improve their strengths.
9. **Greater Parental Involvement:** Greater teacher and parent involvement in the learning is possible because of the parent and teacher portal associated with the app. Research demonstrates that the greater the involvement of the parent, the greater the learning outcomes. The portal gives both teacher and parent a window into the child's use of the app.
10. **Springboard into an exciting digital world:** The app is but the entry point into an exciting world of digital possibilities with tremendous potential to enhance learning. These include the expanded use of Gamification, Artificial Intelligence, Virtual and Augmented Reality platforms. The GrapeSEED digital world will be one that children gladly enter, an activity they look forward to pursuing every day.

The GrapeSEED Student App is a confident step into the future of language learning. The app will be the passport to a better future for a new generation of English learners globally.

About GrapeSEED: We are a company that is passionate about transforming children's and teachers' lives by empowering them with excellent English oral language instruction and skills. GrapeSEED is a fun and engaging, oral language acquisition curriculum that provides a bridge to reading and writing skills.