

Ei Mindspark

Personalised

Learning for

Enhanced Learning Outcomes



The most proven programme to learn Maths, English and Science
Ei Mindspark is reviewed by researchers at



HARVARD
BUSINESS
SCHOOL



Massachusetts
Institute of
Technology

Stanford SOCIAL
INNOVATION REVIEW



Educational Initiatives (Ei) is a leading K-12 assessment research and education technology organisation that aims to enhance learning outcomes for students. Founded in 2001, it is inspired by the vision of creating a world where children everywhere are learning with understanding.

We at Ei, impact a wide spectrum of schools, including government schools, international schools, private schools and after school learning centres with different curriculum standards and languages.

We also work with governments, multi-laterals, foundations, innovative non-profit organisations globally to provide impactful research-based Assessment and Learning solutions.

Partnered with
10,000+ Schools
and present in
19 Countries

Treasure house of
5 Billion
Data Points

Assisted
15000+ Teachers
for classroom remediation
with Ei Cares

2 Million+
questions delivered every day
on Ei-Mindspark

Personalised Maths learning for
500,000+
students with Ei Mindspark

14 Million+
students assessed with Ei ASSET

Conducted
300+
CSR Projects

What is Ei Mindspark?

It is a personalised adaptive learning platform that allows children to effectively advance at their own pace. Ei Mindspark is "interactive and includes continuous student assessment alongside instructional games and activities from which students learn through explanations and inquiry-based methodology."



What's Unique about Ei Mindspark?

- > **It includes extensive, high-quality instruction materials:** questions developed over several iterations and 21 years of pedagogical research.
- > **It continuously engages the child:** Rather than spending lots of time on videos (which lets kids get distracted), videos in Ei Mindspark are complemented with steps that facilitates students to engage.
- > **It is adaptive in the approach:** It is based on the research done on meta-data of 5 billion responses. Even two students at the same level may be stuck for different reasons. Ei Mindspark examines patterns of the error to target "differentiated remedial instruction." Ei Mindspark targets activities based on the likely reason for mistakes. A good teacher may catch this if most of the class is making the mistake, but it's much less likely if only a few students are making it.



Ei Mindspark Maths

Aligned to various National and International curriculums

Available for classes 1 - 10

Ei Mindspark English

Follows International learning and literacy standards

Available for classes 3 - 9

Ei Mindspark Science

Aligned to CBSE and ICSE

Available for classes 6 - 10

How does Ei Mindspark work?

Ei Mindspark adapts itself to every student's learning level and progressively questions them on particular concepts, giving feedback based on their answers. If the student responds correctly, the next question presented is marginally deeper in concepts than the previous one, which enables the student to self-learn the concept gradually and thoroughly.

Now available on

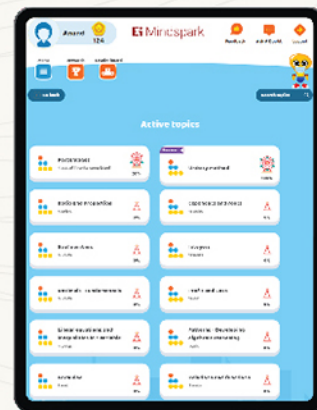


Download on the
App Store



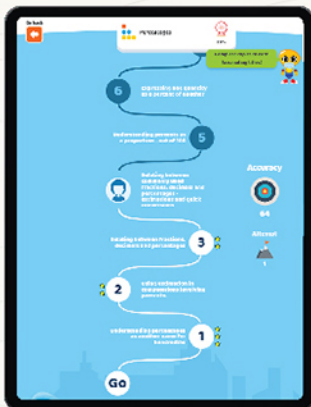
GET IT ON
Google Play

Student Dashboard



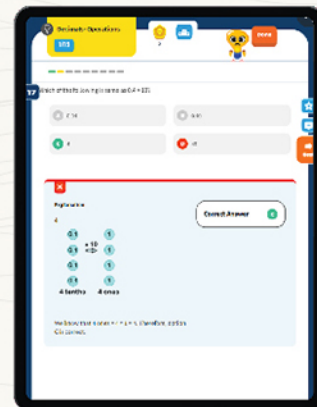
Students see their progress across subjects & identify strengths & areas of improvement. Teachers, Parents can monitor their wards' progress & benchmark their performance at various National and International levels.

Personalised Learning Path



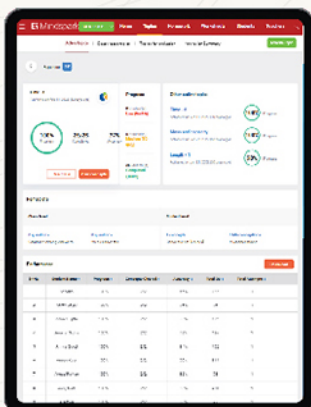
Personalised learning gives each student the fastest, most effective route in mastering the concept.

Addressing Learning Gaps



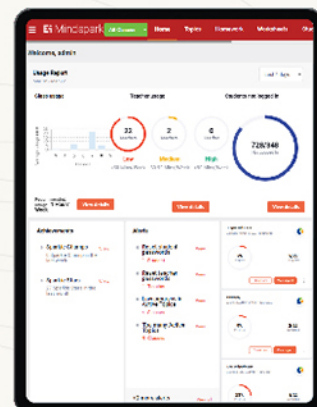
Ei Mindspark helps student to overcome any learning gaps through personalised feedback and guided remediation

Teacher Dashboard



Monitor the performance of students at an individual and class level.
Easy to view/download reports and analytics.

Leadership Dashboard



Consolidated as well as detailed performance reports of the school.
Easy to view/download reports and analytics.

Creating Social Impact

We take our expertise in assessments, educational research, and technology-based personalised adaptive learning for children in public schools. We specialise in systemic capacity-building projects, impact assessment studies, and research that aim to bring learning outcome-oriented reform in education. Over the past 2 decades, Ei has worked on education projects in various countries, in multiple languages, curriculums for more than 12 million students.

Ei also undertakes impact assessments of educational interventions implemented by other organizations, developing learning measurement tools and training stakeholders on assessment systems and protocols, data analysis and reporting. Ei reaches out to and engages CSRs and NGOs to implement effective EdTech and assessments in their projects, elevating the impact of their interventions in a cost-effective manner.

Key Partners



Ei Mindspark is recognised by the world

Ei-Mindspark is the only learning tool that has been proven to work in getting improved learning outcomes



**HARVARD
BUSINESS SCHOOL**

Ei Mindspark has been part of the HBS CASE Cole, Shawn, and Tony L. He. "Ei Mindspark: Improving Educational Outcomes in India." Harvard Business School Case 217-060, March 2017.



Ei Mindspark selected as a top innovation for ICT in education award in 2018 & 2019 for use of Artificial Intelligence to improve teacher learning processes



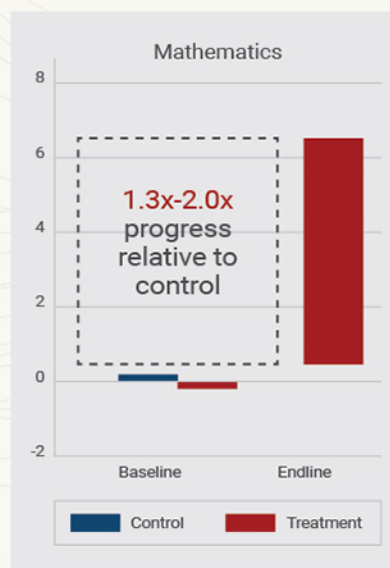
Abdul Latif Jameel Poverty Action Lab (J-PAL)

In independent research led by Economist Karthik Muralidharan from J-PAL South Asia has proved that Ei Mindspark is a top-notch ed-tech solution to improve elementary education. A randomized control trial (RCT) of Ei Mindspark by J-PAL shows 2-2.5x gains in students' learning outcomes relative to control schools and a 7-8x gain in DIB Lucknow.



It's better than anything I've ever seen in 15 years of educational research."

– Economist Karthik Muralidharan
(IGC Conference, 2016)



What Ei-Mindspark does using Artificial Intelligence, Deep Learning, Data Analytics etc. is to make it possible to these children to learn on an individual basis, where it's user friendly, where they can get prizes like sparkies and what's equally exciting is how wonderfully it is leveraging the capabilities and the energies of the teachers. And what's been extraordinary to me is how engaged the children are and these are the children from very difficult backgrounds.

– Paul Flowerman
Chairman & Executive Director, PLT



I saw the potential in using Ei-Mindspark. So we took it and there was no looking back. Mindspark is hugely popular with the parents, the children and the teachers. Though we have changed many other resources, Mindspark has stayed.

– Asha Alexander
Principal at GEMS Legacy School, Dubai



One of the interventions tried in Rajasthan-Mindspark, which is run by a private company, has proved effective with science and math learning for kids. It identifies the stage at which the child is and takes him or her to the next level through a personalised learning journey.

– Nobel Laureate,
Abhijit V Banerjee
Professor of Economics at MIT and Co-Chair of the Global Education Evidence Advisory Panel

Testimonials



I believe that every child deserves to learn at their own pace and Ei Mindspark's adaptive logic ensures that no child is left behind. As a teacher I enjoy Ei Mindspark as I can keep track of my students and how many questions they are doing, where they made mistakes and can discuss the same."

Qurat Ul Absar, Teacher (Primary)



We, parents of Priyanka, have seen that Priyanka shows great involvement in solving math problems using the Mindspark online platform. Solving problems in Ei Mindspark enables our daughter to reinforce the mathematical concepts taught in school.

Priyanka Gopinath, Parent (Grade 4)



Using Ei Mindspark on a regular basis has helped me to practice further the basis of mathematics being taught at school. The quizzes and the challenging question makes it very interesting.

Isra Sarah, Student (Grade 4)



Ei Mindspark allows each student to follow a learning path based on his or her current level of understanding. Application level questions are included in each topic and students are interested to do all types of questions as they are receiving Sparkies as their reward.

Simmy Alosious, Student (Grade 6)



I think Ei Mindspark is a really educational and fun platform to learn Math, unlike any other I have seen. The sparkies which we earn when completing test assignments will make us go deeper into the lesson and will be more active to do more lessons. So, for me, Ei Mindspark is a HUGE THUMBS UP!

Isa Shaikh, Student (Grade 6)



How 15,000+ Teachers are using Ei Mindspark

Catch up on lost learning

Help your students to learn concepts they missed out on.

Diagnostic assessments

Quickly identify which areas need revision and areas which are understood well.

Data driven learning

Make your lesson plans robust and outcome-driven by using learning insights at a class and student level. Features like worksheets, timed tests, student trail, common misconceptions and remediations help educators in both, synchronous and asynchronous learning ecosystems.



What makes Ei different?

At Ei, we work with a bias to action and value people who see a problem and immediately think about how to solve it. We focus on outcomes, allowing team members to be creative to achieve their goals as long as they aspire to the degree of excellence we do.

Assessment Solutions

Ei ASSET

Ei CARES

Ei ASSET
TalentSearch

Teaching Solutions

Ei TIPS

Learning Solutions

Ei Mindspark
Maths

Ei Mindspark
English

Ei Mindspark
Science

USA

Arizona

3819 N 3rd St., Ste E-104,
Phoenix, Arizona - 85012
+1-520-329 3931
international@ei.study

INDIA

Ahmedabad

The First Building, Corporate
House A2, 1st Floor, Nyay Marg,
Vastrapur, Ahmedabad - 380015
+91-7946011589
international@ei.study

Bengaluru

The CUBE - Karle Town Center, 100 Ft,
Nada Prabhu Kempe Gowda Main Rd, next
to Nagavara, Bengaluru, Karnataka 560045.
+91-80-4925 2828
international@ei.study



Educational Initiatives Pvt Ltd

India | Africa | GCC | S.E. Asia | USA

Scan the QR code to visit us
and learn more about our products.

