 **Fact Sheet**

**Background**

Ideaphora is committed to shaping young minds by developing technologies that help students learn how to construct, retain and apply knowledge from the growing array of digital content. Ideaphora’s technologies are the first to deconstruct digital content into meaningful concepts, automatically generating keywords that students can drag-and-drop into knowledge maps that they build right alongside the resource. Through the easy-to-use tools, students can reconstruct these concepts into personalized, lasting knowledge. By creating concept maps, students engage with and assimilate online content in a way that’s seamless, effective and meaningful.

Helping students’ derive meaning from digital content is critical as schools and districts increasingly transition away from print. Ideaphora supports administrators and educators in extending the proven practice of concept mapping to the demands of today’s digitally driven world.

**About the Company**

* Co-founded in 2014 by Mark Oronzio and Anil Arvindam
* 9 full-time and 7 part-time employees
* Headquartered in Portland, Oregon area with wholly owned subsidiary in Bangalore, India
* Products available through annual subscriptions for districts, schools and individuals and in partners’ offerings
* Funded through angel and early-stage seed investments as well as revenue derived from partnerships

**BrainPOP® Make-A-Map™, Powered by Ideaphora**

* Beta release November 2014
* Official release (non-beta) November 2015
* Over 600,000 concept maps have been created by students in the 2015-16 school year
* Student time on task increased when using Make-a-Map with a BrainPOP movie, fostering deeper engagement with the curriculum material
  + Compared to watching a 4-minute video, students are spending an average of 21 minutes in a concept mapping exercise as they explore the content more deeply and construct personalized knowledge
* Teachers report that student understanding and assessment scores have improved:
  + “Whether collecting or demonstrating knowledge, Make-a-Map has deepened my students’ understanding across subject areas as evident in their assessments.”—Nili Bartley, fourth grade teacher, Hopkins School, Hopkinton, Massachusetts
  + “My students had so much fun learning with Make-a-Map. They also scored higher on their quizzes after the knowledge mapping exercise, as it encouraged them to think more deeply about the content.”—Lisa Parisi, fifth grade teacher, Denton Avenue School, Long Island, New York

**Ideaphora Online Concept Mapping Environment**

* Launched (out of beta) Aug. 1, 2016
* Users can upload their own materials or from third-parties, or use resources available in the Ideaphora library
* Features thousands of vetted open education resources
* Presents digital resources and concept mapping environment all in one screen
* Automatically generates refined list of keywords and images that can be dragged into a map to create a node
* Nodes in maps include direct links back to the exact points in the content from which they were derived
* Over 2,500 beta testers
* More than 40 classroom pilots in schools in the United States and around the world since January 2016
* An average of 3.5 concept maps created per student
* What pilot teachers are saying about Ideaphora:
  + “The Ideaphora environment has given us a way to make student’s thinking visible. It is easy for students to get started, derive meaning and construct personalized knowledge in a visual way. The environment allows for easy self-assessment and reflection by the students. Then, once submitted, allows me to quickly assess their understanding.” — Mike Jones –STEM Instructor & Technology Coach, SD 87, Bloomington, Illinois
  + "Ideaphora helped my students solidify their understanding of important vocabulary. Students were asking questions, learning new words, and clarifying prior knowledge. It's a great way for students to study and review key concepts." —Kayley Bowie, middle school teacher, Crestomere School, Alberta, Canada

Learn more at [ideaphora.com](http://www.ideaphora.com).

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