

### Key Information

Mindprint’s personalized learning platform assesses each child’s strengths and needs. We use cognitive data to model profiles and predict effective learning strategies for each student.

**Status:** Launched in mid-2015 at [mindprintlearning.com](http://mindprintlearning.com).

### Key Milestones:

3Q16 – Universal Cognitive Screener

4Q16 – K12 Portal

1Q17 – Social-Cognition Battery

### Team:

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### Advisors:

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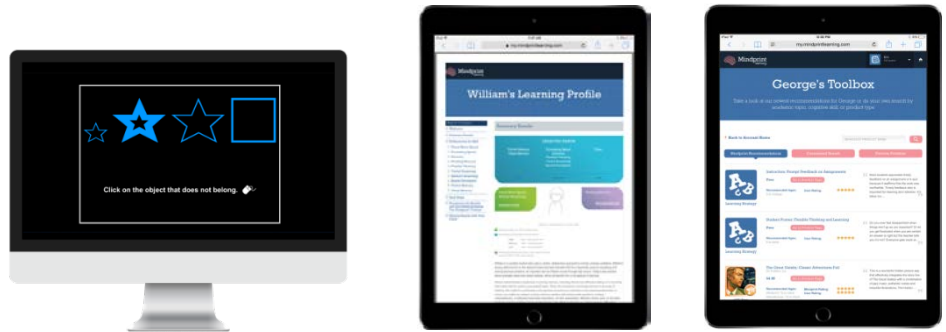
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### Democratizing Access To Cognitive Data and Personalized Learning

Student engagement is highly predictive of student outcomes, including higher test scores, lower dropout rates, and likely pursuit of higher education. While almost 8 in 10 elementary school students qualify as engaged, that number drops to 4 in 10 by high school. Research shows that one of the most promising ways to enhance engagement and improve outcomes is through personalized learning, or differentiating instruction to meet each individual student’s learning needs, interests and strengths. Yet effective personalized learning implementations has its own challenges, including identifying what specific supports each child needs to be successful, since even the brightest students have strengths, needs and struggles.



Mindprint Learning’s new platform provides a significant enhancement to existing personalized learning solutions for the general education classroom. The Mindprint assessment analyzes each child’s strengths and weaknesses on the underlying skills required to process and remember new information. This analysis drives links to specific instruction and supplementary resources for each learner. Cognitive assessments have been the most reliable way to understand how a child learns, as opposed to what they know, for over a century. Because of the time and expense of traditional administration methods, these assessments have been available to only the 10% students eligible for special services or those who could afford a private evaluation. Mindprint addresses the crucial challenges of cost, access and quality necessary for widespread implementation. Objective cognitive data can now be made available so educators can effectively understand and meet the needs of every student.

### Product Summary

Mindprint’s one hour, scientifically valid assessment allows educational professionals to identify the unique needs for each student and differentiate instruction methodology. A toolbox makes assessment results more relevant to instruction, providing data-driven action plans specific to each student. We enable educators to reap the benefits of the latest research on early intervention, metacognition, and neuroscience to help all students learn more successfully.

Mindprint’s assessment was developed for children ages 8 to 21 by neuroscientists in the Brain Behavior Lab of The University of Pennsylvania’s Perelman School of Medicine. It has been normed in over 10,000 children, published in the most respected peer-reviewed journals, cited in over 150 academic papers and used worldwide by research institutions. The assessment is the basis for an objective learning profile of each student's cognitive strengths and needs across 10 core skills in the domains of speed (visual motor, processing), executive functions (attention, working memory cognitive flexibility), complex reasoning (verbal, abstract, spatial), and episodic memory (verbal and visual). A fifth domain, social cognition, will be added by early 2017 and we are currently working with researchers to develop measures for auditory processing and dyslexia. There is no comparable online, efficient, and accurate tool available on the market.

Norm-referenced assessment data is presented in an actionable, easy-to-understand Unique Learning Profile. Measured deficits are linked to carefully targeted, evidence-based instructional interventions. Educators can modify instruction based on weaker skills, teach adaptive coping strategies and ultimately improve learning outcomes. Understanding a student's strengths, provides options to compensate for weaker skills, build self-confidence and nurture an overall love of learning. Mindprint's certified teachers review supplemental education resources including games, apps, websites and workbooks for educators to choose the optimal solutions for each learner. All of the products have been evaluated using a proprietary rubric based on Universal Design for Learning (UDL) standards and reflect the use of multi-modal delivery methods and avoidance of undesirable difficulties.

### Highly Effective, Scalable Solution

Early adopters of personalized learning are exhibiting significant improvement in elementary and middle school test scores relative to national averages, demonstrating that educators can transform academic performance when they understand how each child learns best and differentiate instruction accordingly. Unfortunately, the cost of skilled observers and teacher training required to make these solutions scalable is prohibitively expensive. Mindprint has taken one of the only scientifically valid, digital assessments normed for children available and removed pain points by deploying it in the cloud, erasing barriers to rapid administration and interpretation, reducing teacher training and streamlining recommendations to make teacher follow-through straight-forward and efficient. The solution has been effective for a broad range of learners, including gifted students, those with learning disabilities and those in the sometimes "forgotten" middle.

### Early Traction & Recognition

Parents can purchase Mindprint directly online through the company website and administer the assessment in the comfort of the child's own home. Independent tutors, therapists and other professionals in child and adolescent support services re-sell Mindprint to parents and use the results to more efficiently and effectively support their clients. In addition, we are currently running pilots with tutoring chains, educational software providers, and professional associations. Mindprint also has paid implementations in several independent schools, with over a dozen additional pilots. The company currently has affiliations with researchers at University of Pennsylvania Perelman School of Medicine and Massachusetts General Hospital. We have been recognized in the media by Education Week, Forbes, NBC, Autism Speaks and Digital Promise and has received both the Mom's Choice Award and Academic's Choice Award.

### No Direct Competition

The only alternative to accurately measuring cognitive skills is a costly, psycho-educational evaluation that must be administered by a professionally licensed clinician over multiple hours. Pearson Education and Riverside Publishing own the two most commonly used assessments for children, the WISC and the Woodcock Johnson. Developing a new valid and normed web-based cognitive assessment would require several years by multiple trained professionals in the areas of psychometrics, assessments, data analysis, and test administration, and overcoming the challenges of recruiting a diverse and representative child and adolescent population for norming, at a multi-million dollar cost.

