

Ethan and Co.

Didactics

Product Overview

Your Didactics Portfolio

Didactics is an AI-powered education portfolio that helps parents nurture their child's learning.

Vision

Empowering Parents.

Our vision is to demystify and validate educators' feedback, promote student achievement through research-validated insights, and build a global community of empowered parents.

What impacts learning?

Rethinking academic excellence

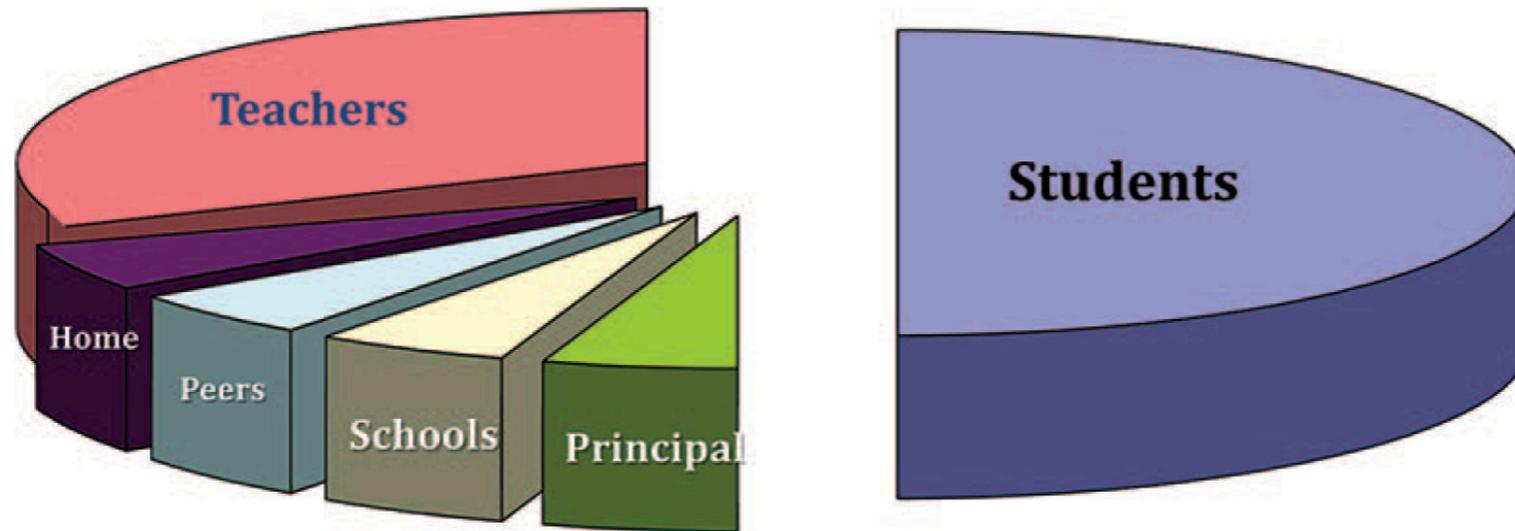


Figure 1a. Distribution of the variance of achievement influences
Source: Hattie, J., 2015. *The applicability of Visible Learning to higher education*

- Dr. Hattie's meta-analysis of over 65,000 studies investigating the factors that improve student achievement.

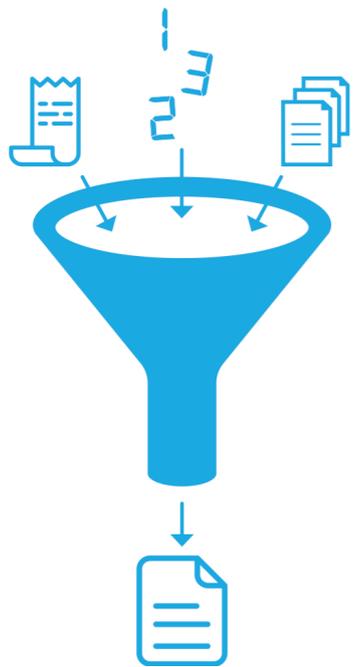
- Demonstrates the substantial role of **parents and students'** in their academic achievements

Understanding How Your Child learns

At Didactics we believe in the potential of data to transform our understanding of how your child learns.

*This is where we need **your help**.*

Didactics offers an intuitive education portfolio that allows parents to upload their child's report cards, term progress reports, diagnostic tests, or other academic related material.



Data

Report cards

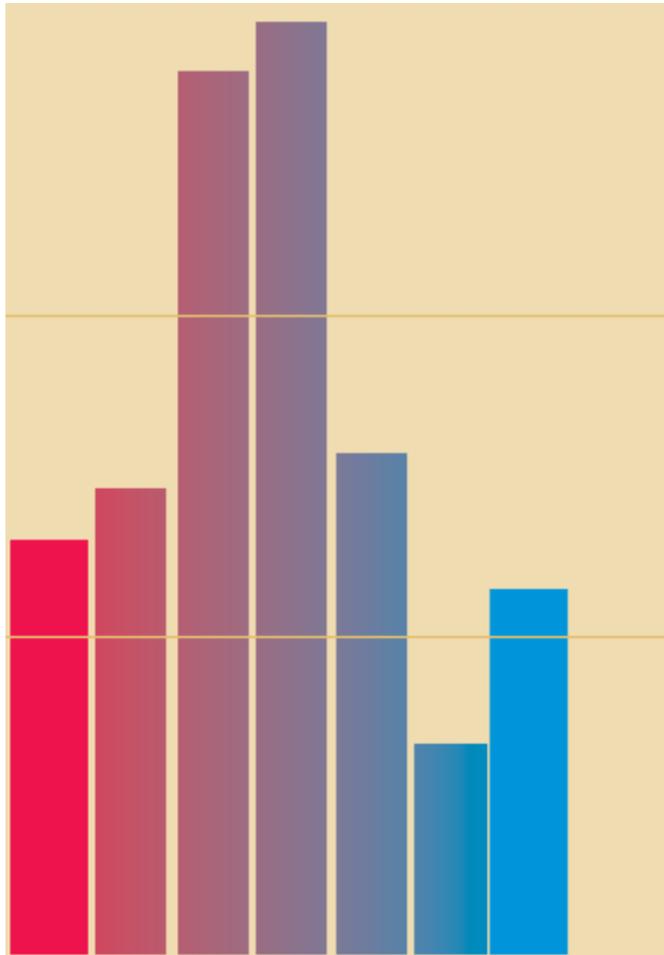
Progress reports

Diagnostics tests, etc.

Demystifying Feedback

Insights &

Analysis

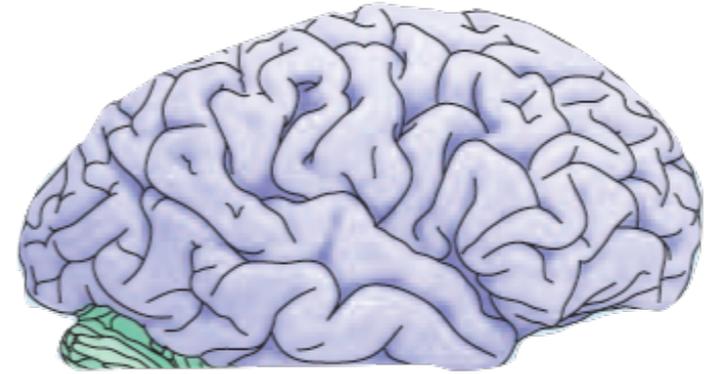


Our vision is to provide parents with research-validated insights about their child. In order to achieve this, Didactics requires from parents as much data as they can make available.

Didactics will use machine learning algorithms, a sub-field of artificial intelligence, to unlock trends within the data you provide. The more data uploaded to your Didactics portfolio the more capable the algorithms will be in providing insights and analyses.

The type of insights we will provide is a wide suite of metrics that track your child's progress. In the short-term, we will provide you with gap analyses; demonstrating how your child's performance fares with curricular learning outcomes. In the medium term, we will report trends about your child's progress; benchmarking it against national and global data. In the longer term, and as more data is provided and our machine learning algorithms are trained, we will expand the scope of our offerings.

Validating through Research



At Didactics, we believe that it is paramount to have insights validated by established science. Too often is feedback delivered without any consultation with the prevailing body of research literature, providing little to no value to parents.

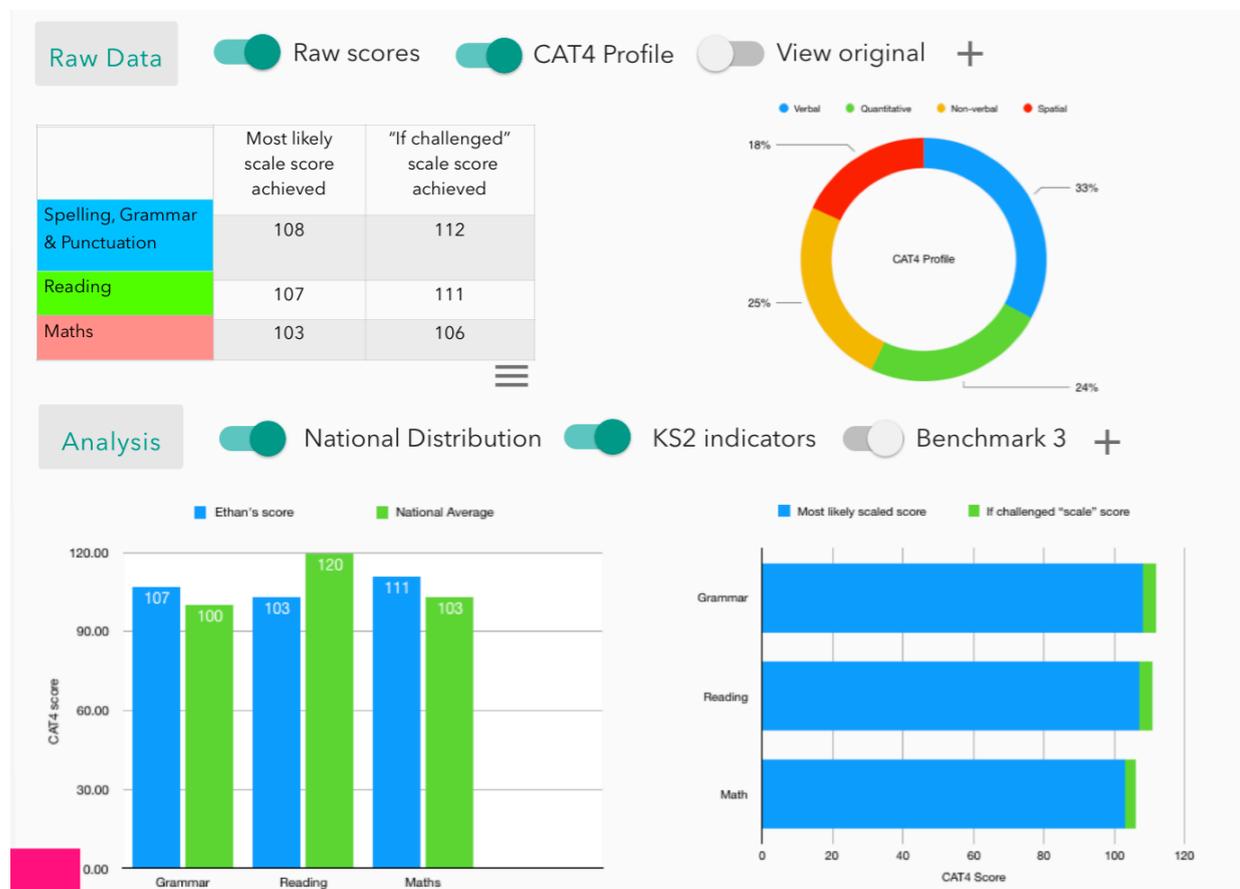
As significant strides in understanding how the mind works are made in the fields of neuroscience, cognitive science, and developmental psychology, it is our task to validate the feedback that educators provide against these discoveries.

The promise of Didactics is this: We are committed to the rigour and ethos of science in the pursuit of understanding how your child learns.

Demystifying Feedback

At Didactics, we believe in fundamentally demystifying the learning experience in primary education. We understand the importance of these early years to your child's future success. And we share the concern that parents have about wanting their children to flourish in school.

*It is this that motivates the Didactics portfolio, and we welcome you to sign up for our **pilot**.*



Pilot

Our pilot consists of three phases.

Phase 1: We will collect and store your child's academic data: *Didactics requires, first and foremost, this data to provide rich insights and train our machine learning algorithms.*

Phase 2: Provide you with analytics about your child's learning: *Didactics will chart your child's performance and demonstrate trends in the data you provide, benchmarking this data against a suite of relevant metrics.*

Phase 3: Launch a personalized portfolio of your child designed for parents: *And finally, with enough data to ensure our algorithms are trained, we will provide a comprehensive portfolio and analytics dashboard for your child's journey through primary education*

What we require from you:

- Report Cards.
- Term Progress Reports.
- CAT4 reports.
- Any other items from your child's academic life.

What the Didactics pilot gives you:

- **Gap analysis of your child:** *We will map your child's performance to learning outcomes stipulated in the British curriculum.*
- **Benchmarking your child:** *We will demonstrate how your child fares against national and global standards.*
- **Lifetime free usage:** *As a member of the initial pilot, we will give you a free lifetime membership to our service.*

Data and Privacy

Our commitment to the ethical use of the data you provide is paramount.

Your data is your most valuable asset. It can yield unique competitive advantage when coupled with the power of AI. But as data - and the models you build with it - becomes more and more valuable, you need to ensure you have control and choice over how it's used. At Didactics AI, we believe your data is yours - and yours alone. Therefore, it's essential to create a system of best practices around data responsibility that guide the secure and ethical management of data, including Didactics AI and the data on which our platform is trained. This includes policies and disclosure that help foster full transparency; a strategy that reflects our compliance with existing legislation and policy; and a framework that protects privacy and prioritizes personal data protection.

The ability of artificial intelligence (AI) to transform vast amounts of complex, ambiguous information into insights has the potential to reveal long-held secrets and solve some of the world's most enduring problems. It can help doctors treat disease, predict the weather, and manage the global economy. It is an undeniably powerful tool. And like all powerful tools, great care must be taken in its development and deployment. To reap the societal benefits of artificial intelligence, we will first need to trust it.

Protect your insights - data is an organization's most valuable asset. It can yield unique competitive advantage coupled with the power of AI. But as data, and the models you build with it, become more and more valuable, you need to ensure you have control and choice over how it's used. When you train your data, you have the option with a paid premium Didactics AI service to decide whether Didactics AI should use your data and insights to train the Didactics base models. But across the spectrum of

of data businesses generate, some models may gain more value if you decide to share with others whose innovations may accrue back to you.

Under the premium service, Didactics AI will not share unique insights derived from your data unless you instruct us to use it. You are also not required to relinquish rights to your data in order to have the benefits of Didactics services. For Didactics AI Premium clients, the default setting is to not use client data. However, when you use Didactics

Didactics makes it clear when and for what purposes your data is being applied in the solutions we develop and deploy. This may include the major sources of data and expertise that inform the insights of the AI solutions we develop. Third-party or licensed data will be clearly identified. We will not use your data unless you consent to such use, and then we will limit that use to the specific cases clearly described in the agreement. In addition, Didactics AI services will not share unique insights derived from your data without your agreement.

STANDARDS

ISO 27001 is a widely adopted global security standard outlining the requirements for information security management systems and provides a systematic approach to managing company and customer information based on periodic risk assessments. We will seek to achieve ISO 270001 certification in the next 18 months.

The General Data Protection Regulation (GDPR) (EU) 2016/679 is a regulation in EU law on data protection and privacy for European Union data subjects, wherever the data is processed. Didactics AI is currently establishing a GDPR readiness model.