Textfyre

Interactive Story Form Learning

September 2012

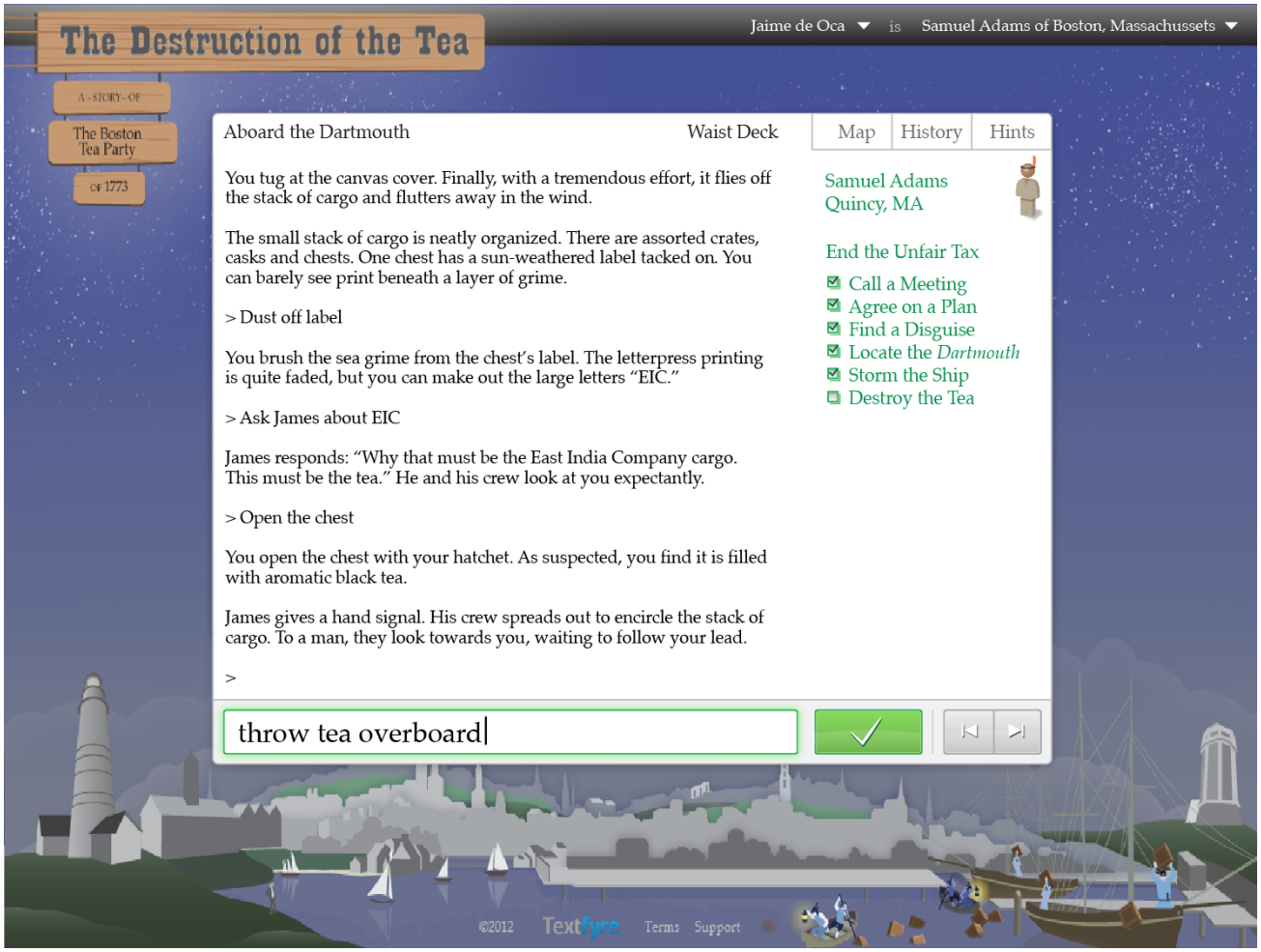
Copyright © Textfyre 2012

Education Today

- Limited Resources
- Dynamic Environments
- Student Specific Strategies
- Increased Technology
- Progressive Engagement

Copyright © Textfyre 2012

Textfyre



Copyright © Textfyre 2012

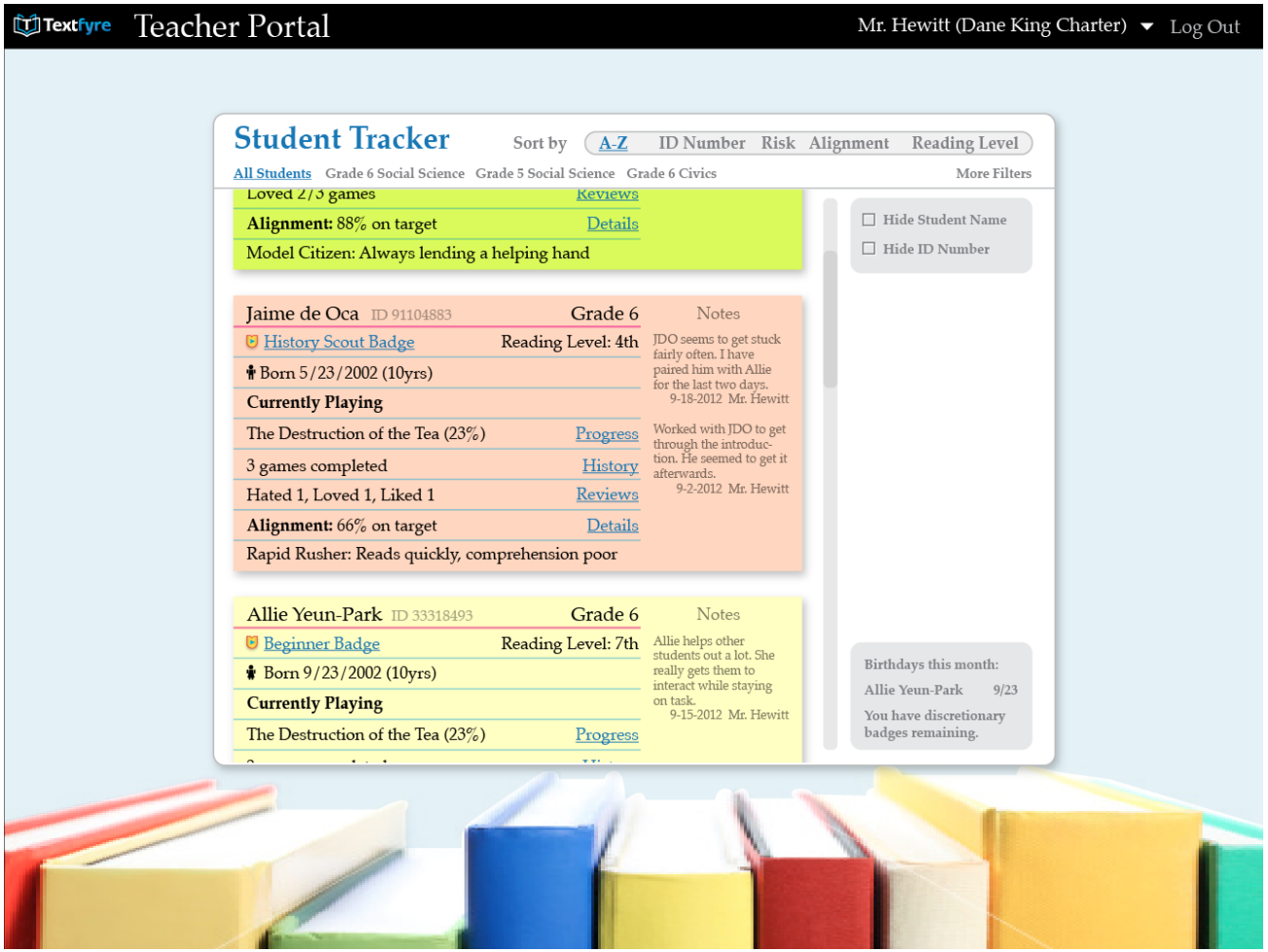
Textfyre Is…

- Non-Fiction Content
- Educational Games
- Interactive Reading
- Common Core Standards Focused
- Assessment Friendly
- Technology Driven

Textfyre is a proven story form platform first used in 2009.

Copyright © Textfyre 2012

Teacher Dashboard

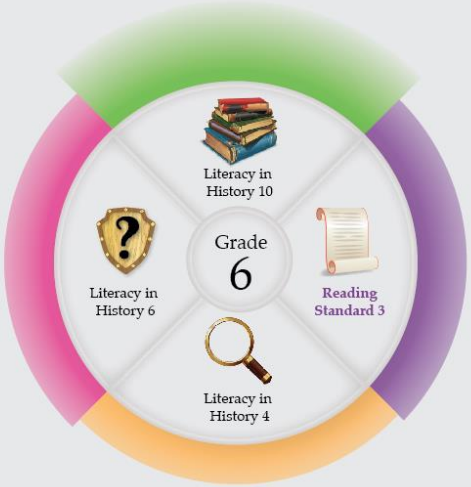


Copyright © Textfyre 2012

Teacher Dashboard

Copyright © Textfyre 2012

Teacher Dashboard



Grade 6: Reading Standard 3

Describe how a particular story's or drama's plot unfolds in a series of episodes as well as how the characters respond or change as the plot moves toward a resolution.

Progress 46%

Total Progress Class Breakdown Student Breakdow

Reading Standard 3: Road Map

- ❑ Describe plot episodes
- ❑ Describe how characters change throughout the story

Copyright © Textfyre 2012

The Problems

Students	Teachers	Administrators
Not meeting minimal grade standards Not engaged	Assessment of student performance is untimely and inconclusive	Need accurate statistics and measurable feedback

Copyright © Textfyre 2012

Textfyre Solution

Students	Teachers	Administrators
Actively engaged with individual attention	Get feedback instantly for fast student assessment	See measurable growth with tools to track progress

Copyright © Textfyre 2012

Interactive Story Form

Benefits

Students	Teachers	Administrators
Engaging Entertaining Dynamic Reading Leveled Social	Blind Testing Maps To CCS* Enables Flipping Instant Feedback	Instant Feedback Teacher Assessment Aggregate Data Digitally Delivered

*** Common Core Standards**

Copyright © Textfyre 2012

Technology

- Virtual machine game engine
- Natural language parser
- Natural world model
- Artificial intelligence characters
- Embedded scholastic resources
- Teacher-controlled social networking

we create engaging story-based experiences

Copyright © Textfyre 2012

Target Market

Key Market Statistics - Students	Nationwide	Illinois
Grade 6, 7 and 8 Students enrolled in Public School (2010)	10.9 Million	463,569
Grade 6, 7 and 8 Students enrolled in Private School (2010)	1.0 Million	50,831

Key Market Statistics - Schools	Nationwide	Illinois
Public Schools with Grade 6, 7 and 8 enrollment (2010)	95,850	4,169
School Districts with Grade 6, 7 and 8 enrollment (2010)	14,884	847

ies INSTITUTE OF EDUCATION SCIENCES

Copyright © Textfyre 2012

Competition/Peers

All have significant foothold in the Adaptive Learning market. Textfyre seeks to apply its story form interactive approach in ways not fully used by others.

Copyright © Textfyre 2012

Why Textfyre?

- Builds on existing technology
- Maps to common core standards
- Actively engages students by building on interactivity which is part of children's lives in and out the classroom
- Addresses underserved middle-school market
- Provides immediate feedback on student, class and multiple class results

Copyright © Textfyre 2012

Timeline

Spring 2013 – Pilot in classrooms

- Complete 2-3 working story modules
- Test in 3 diverse schools, 2 classrooms each
- Collect feedback & measure achievement
- Compile summary findings report

Summer 2013	Prelaunch Phase
Fall 2013	Launch Phase -Introduce in Chicago area schools
Fall 2014	Roll out to target markets

Copyright Textfyre 2012

Next Steps

Pilot

- Complete pilot story
- Define pilot parameters and protocols
- Gain pilot schools/class commitments
- Run pilot playtests
- Compile results

Refinement

- Adjust product based on pilot results
- User Testing
- Stakeholder feedback (teachers, admin., others)

Copyright © Textfyre 2012

Future

Future opportunities:

- Establish Interfaces (LMS, Research)
- English as a Second Language
- Expanded Subject Matter

Copyright © Textfyre 2012

THANK YOU!

Please direct questions and comments to:

David Cornelson
David@Textfyre.com or
630.803.4302

Copyright Textfyre 2012