



square
panda™

Unlock a lifetime
of learning.

A Silicon Valley-Based Edutech Company

LEARN
TO READ



SquareTales

70,000+ Kids and 2,000+ Schools Globally

AWARD-WINNING COMPANY



www.squaretales.in

About Us

Square Panda is an award-winning innovative early literacy system that combines neuroscience research-based learning with educational gameplay. Based in Silicon Valley, USA, Square Panda is now operational in China as well as India.

Our research team includes experts in cognitive development, scientists, game developers and coders. Square Panda is actively guided by Dr. McCandliss, an expert in the field of cognitive neuroscience and educational transformations which inculcates cognitive skills such as attention, language, literacy, and mathematics.

Square Panda provides a digitally sound environment to keep students more focused and engaged in learning through fun engaging characters, lively animation and compelling storylines.

Vision

To improve early literacy outcomes for all children using the context of a fun digital environment that is accessible to all.

Mission

To empower all children to reach their full potential by launching their educational journey with the power of literacy and languages.

Our Core Team



Andy Butler

Founder and
CEO

Our CEO wants to reform early education itself and increase reading literacy. He believes that technology can revolutionise learning.



**Dr. Vera
Blau-McCandliss**

Sr. Vice President of
Education and Research

With a PhD in cognitive neuroscience that focuses on early education, Dr. Blau-McCandliss uses her extensive knowledge to create a curriculum that meets the needs of every student.



Ashish Jhalani

Managing Director
- India

Evangelist of English literacy, aligning to Andy's vision Ashish is working to spread English literacy to millions of children across all of India.



**Dr. Jawahar
Suriseti**

Advisory Board
Member

Advisor to Government, TED Speaker, Smart City Consultant, Start-Up Mentor, Psychologist, Bestselling Author, Speaking Tree Columnist.



Square Panda is proud to launch SquareTales, a combination of physical and digital books to help turn pre-readers into independent readers.

SquareTales curriculum follows sequenced phonics curriculum that introduces letters in small groups.

SquareTales Features:

- ✓ Students begin their reading journey using just 8 letters.
- ✓ Instructional interactive activities.
- ✓ Introduce high utility letters.
- ✓ Evaluation for timely intervention and support to the students.
- ✓ Supports reading fluency through guided practice and repeated readings of text.
- ✓ 100% safe and ad-free
- ✓ Curriculum is based on neuroscience research

What You Get With SquareTales:

- ❖ An app with electronic books.
- ❖ 8 Sets of books, with 5 books in each set, for year-long learning.
- ❖ Activities based on the books, for students' self-assessment.



What Kids Learn With SquareTales

- Builds knowledge of word families and common spelling patterns
- To decode using letter-sounds relationships to read accurately
- To practice sight words through various activities
- To learn and practise phonetics, blending and word building
- Have fun developing their knowledge of print concepts and word decoding skills
- Build vocabulary and comprehension

Impact

A Pilot study was conducted in government schools across Chhattisgarh and Mumbai.

The Students belonged to different demographics-from low-income groups to tribal groups-thus the exposure to digital environment & the English language was limited.

Students who were struggling with letter sounds in the beginning were able to decode words after effective usage of the system.

After using **SquareTales** for **6 WEEKS**, there was a **3x** increase in **WORD READING**, and a **1.5x** increase in **SENTENCE READING SKILLS**.

Square Panda provides end to end solution

Effective Implementation:

- ✓ Square Panda team conducts initial training and assessment
- ✓ Regular visits by on ground team to ensure smooth deployment and system usage
- ✓ Customised lesson plan
- ✓ Supporting activities to ensure the learning reinforcement

Measure Impact:

- ✓ Track student progress at child / school / district level
- ✓ Periodical assessments to evaluate the learning outcomes

Educate Teacher and Student:

- ✓ Empower teachers through product training and subject knowledge
- ✓ Induct students to the digital world and the app through active facilitation
- ✓ Multifold increase in reading proficiency with a structured curriculum

Regular Monitoring:

- ✓ Real time tracking and progress available for both educators and administrators through Square Panda portal
- ✓ Square Panda on ground team to monitor usage and effectiveness

Connect with Us

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DOWNLOAD THE SQUARETALES APP

