Urgent but Overlooked:
The Literacy Crisis

around **13 million children** under 15 years of age have literacy difficulties in Europe (EPALE, 2015)

in Europe **25%** of the 15 years of students are **functionally illiterate**

40-50% of learning problems can be traced back to **native or second language,** reading, text comprehension, speaking, or lack of vocabulary development

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We believe that reading creates
a brighter future for every kid.

Kids don't read

Education and Employers Charity ✓
@Edu_Employers

The future will be about pairing the artificial intelligence of computers with the cognitive, social & emotional capabilities of humans, so that we educate first-class humans, not second-class robots - @SchleicherOECD #DrawingTheFuture #WEF19 #Davos

Traditional (language) books are not engaging enough while age-appropriate, tested and safe digital content is difficult to access.

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The solution

A **reading-based edutainment tool** to help kids acquire better second language skills.

BOOKR Kids was **designed to engage** and delight the youngest learners **in reading**.

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BOOKR IP Ecosystem

BOOKR Editor

to make Interactive book production quick and affordable

Built in several machine learning models (Google TTS, Stable Diffusion, MidJourney, Speech Ace…)

BOOKR Format

is the first multi-layered video canvas system for multimedia content and interactivity with built in game engines

BOOKR Player

to provide the best reading experience for students and a secured environment for publishing partners

BOOKR Platforms

Multi-platform (with Endless integration possibilities with LMS, WebGL)

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The new generation of readers

text-highlighting
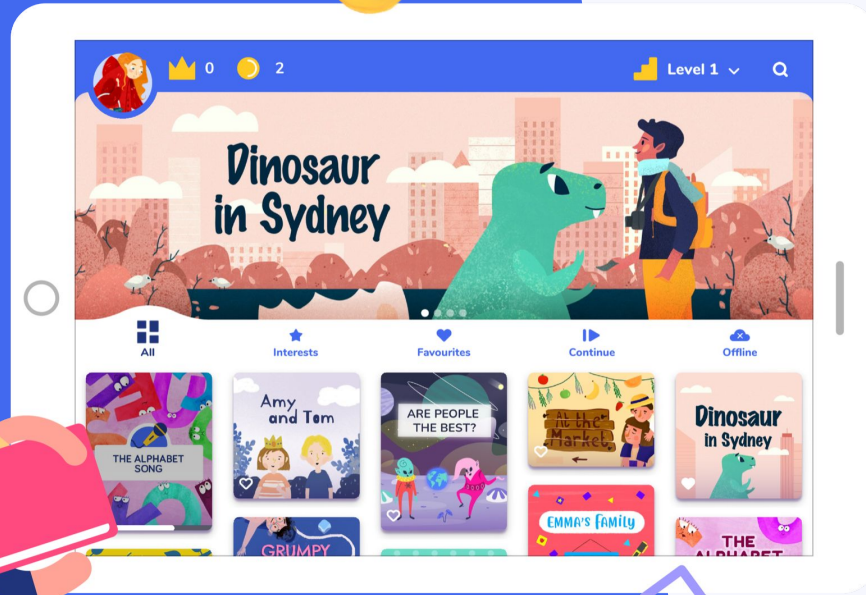
high quality illustration

animation

sound effects

Then she realized how late she was and quickly excused herself, rushing down the path to her Grandma's house. The wolf, in the meantime, took a shortcut...

educational games available in each and every book

authentic narration

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Our Flagship Product

BOOKR
CLASS

English teaching made fun

BOOKR
CLASS

Scaffolding e-books as a solution

while socioeconomic influences are one of the most important components of learning outcomes, technological development, and digital tools can help **balance the differences and offer new opportunities** for all demographics

the use of information and communication technologies in education can significantly **increase the efficiency of teaching-learning processes** (Pittard et al., 2003)

scaffolding e-books serve as **assistive technology (AT)**, which allows users to understand texts that are otherwise too difficult for them
(Anderson-Inman & Horney et al., 1999)

gamified interactive books provide a **continuous source of motivation** for young, and even struggling readers.

e-books with scaffolding functions can serve as **permanent help** for those who have been classified as dyslexic in the cognitive profile test
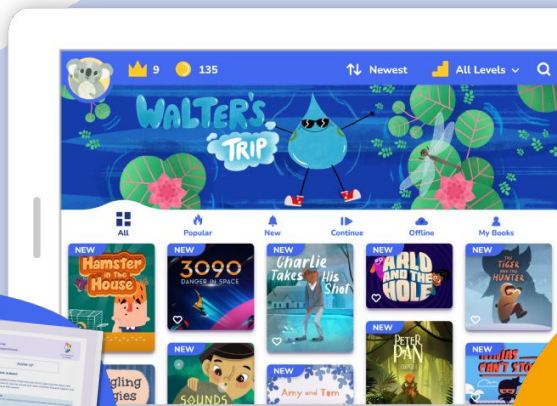(Walpole & McKenna, 2007)

Engaging content contributes to the development of reading habits that have been correlated with **academic achievement.**

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A Comprehensive Solution

BOOKR Class is a **supplemental educational platform** designed to teach ELL/EFL/ESL.
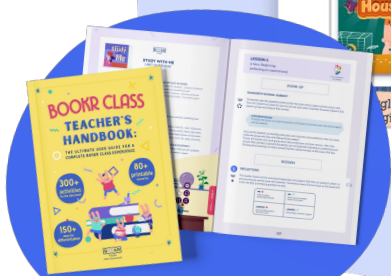
It comprises 3 elements:

LIBRARY APP

TEACHER'S HANDBOOK

- 250+ activities
- 30+ printables
- detailed lesson plans

Library app with curated and engaging **interactive books,** songs and nursery rhymes, flashcards **and educational games**

TEACHER'S DASHBOARD

- Engagement tracking
- Book search & curriculum alignment
- Book assignment
- Printable worksheets and flashcards

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Research on the BOOKR format

98% love reading with BOOKR Class

20% better reading comprehension

Education Alliance Finland evaluation

96%

Pedagogical approach

4.25/5

Learning engagement

✓ BOOKR has a good amount of well executed material for reading and second language learning skills.

✓ The Teacher's Handbook represents solid, modern pedagogy that promotes learning together and using language in various ways.

✓ The learner can practice language very actively with multiple good quality activities in the app.

Education Alliance Finland

CERTIFIED
PEDAGOGICAL QUALITY

Learn more

Dyslexia affects 20% of the students in K-12, and represents 80–90% of all those with learning disabilities. It is the most common of all neurocognitive disorders.

BOOKR Class supports learners with Dyslexia and ADHD

Our way:

- reading texts are broken down into smaller, more digestible paragraphs
- voiceover available for every content to bridge the gap between decoding words and assigning meaning
- text highlighting following the pace of the voiceover
- post-reading comprehension activities strengthen the decoding and retention of information
- instructions and certain answer options read out loud

This format got endorsed by dr. Judit Kormos chief investigator of a project that explored the foreign language learning processes of dyslexic students at Lancaster University.
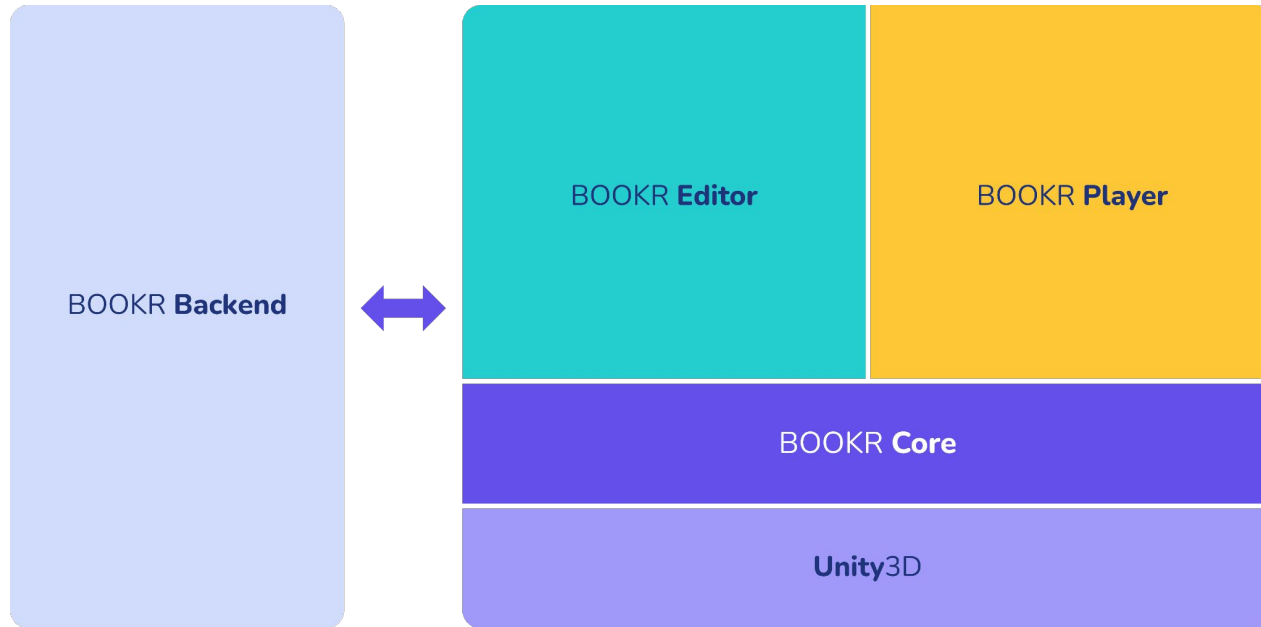
About 72k students coping with Dyslexia and Dysgraphia are using BOOKR Class in the 2022/2023 academic year.
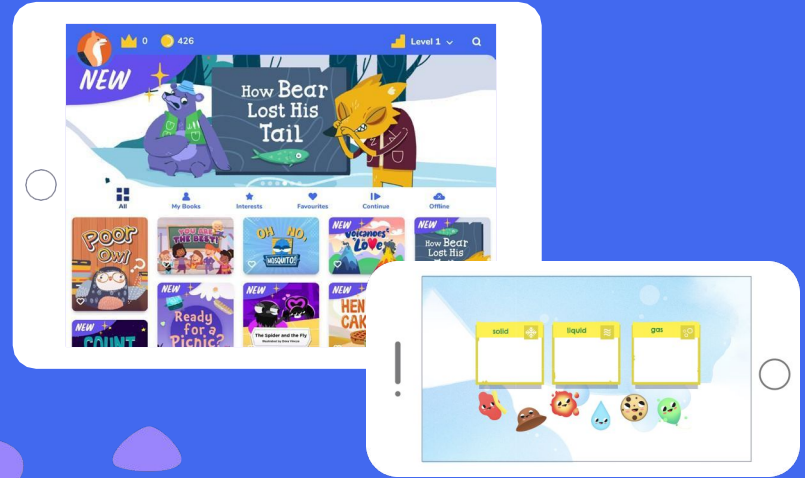
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Architecture software

BOOKR **Backend**

⟷

BOOKR **Editor**

BOOKR **Player**

BOOKR **Core**

Unity3D

BOOKR
KIDS

BOOKR Editor

BOOKR Player

Standalone multiplatform content creator

- Content production workflow separated from application development

- No developer needed to create and publish content

- TTS/STT capability / automatization

- Built in game engines to support assessment or engage users

- Built in safe area management

Standalone and embeddable multiplatform bkr player

- bkr playback

- statistic data collection

- iOS, Mac, Android, UWP, Web, (Chrome OS coming 2023)

- Customizable reader UI

- Customizable reader experience

- SSO support

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Integrations & APIs

Webshop integration API
Library of endpoints to implement

- User registration
- Subscription activation
- Subscription renewal with transaction ID

Google Classroom
The solution includes

- Google account SSO
- Student rostering
- Book assignment
- School domain management

Embed player
WebGl based solution to insert BOOKR content directly to customers LMS or web based systems

- Direct or remote user statistics
- Book metadata endpoint
- Fallback to video on mobile devices
- Integration documentation

SSO
BOOKR Class offers token and code base integration

- Token based for more simply integration (ClouBot, vCloud,...)
- Code based LTI (Somos, Classera,...)
- Supports user statistic exchange
- Content listing with metadata
- Universal deep link support
- Integration documentation

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Personalized education with AI

The 2 Sigma problem and the AI solution

- One-on-one tutoring can help students perform two standard deviations ("2 sigma") better than students who learn via conventional classroom instruction*

- Personalized learning with AI is a potential solution because it provides individualized instruction and feedback at scale, much like a human tutor would**
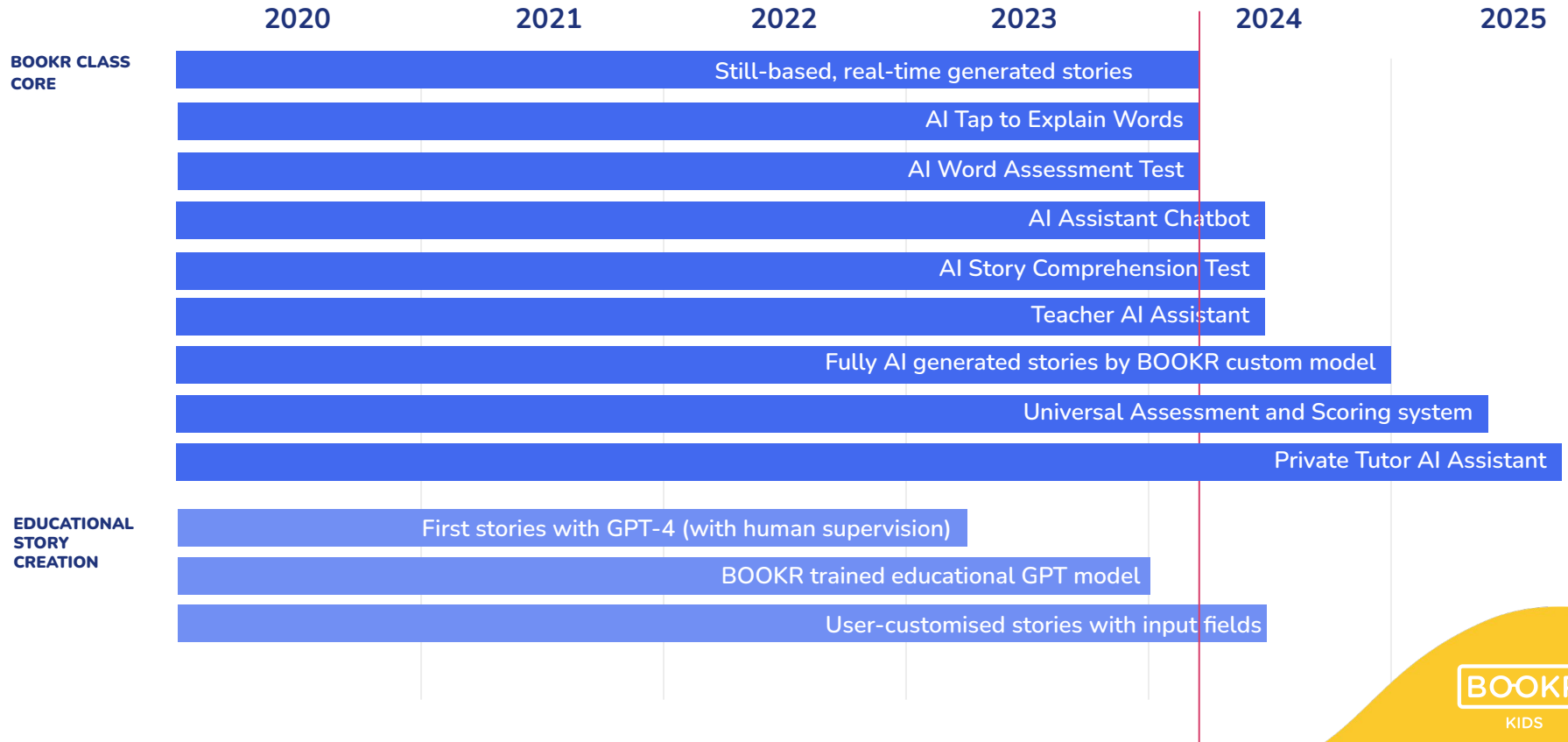
BOOKR Class implementation

- Produce animated books **on the fly** based on stories by AI model trained by the educational expert team

- **Build AI models** for the education and production workflows

- **Use the AI models** as a basis for the next-gen personalized BOOKR Class software

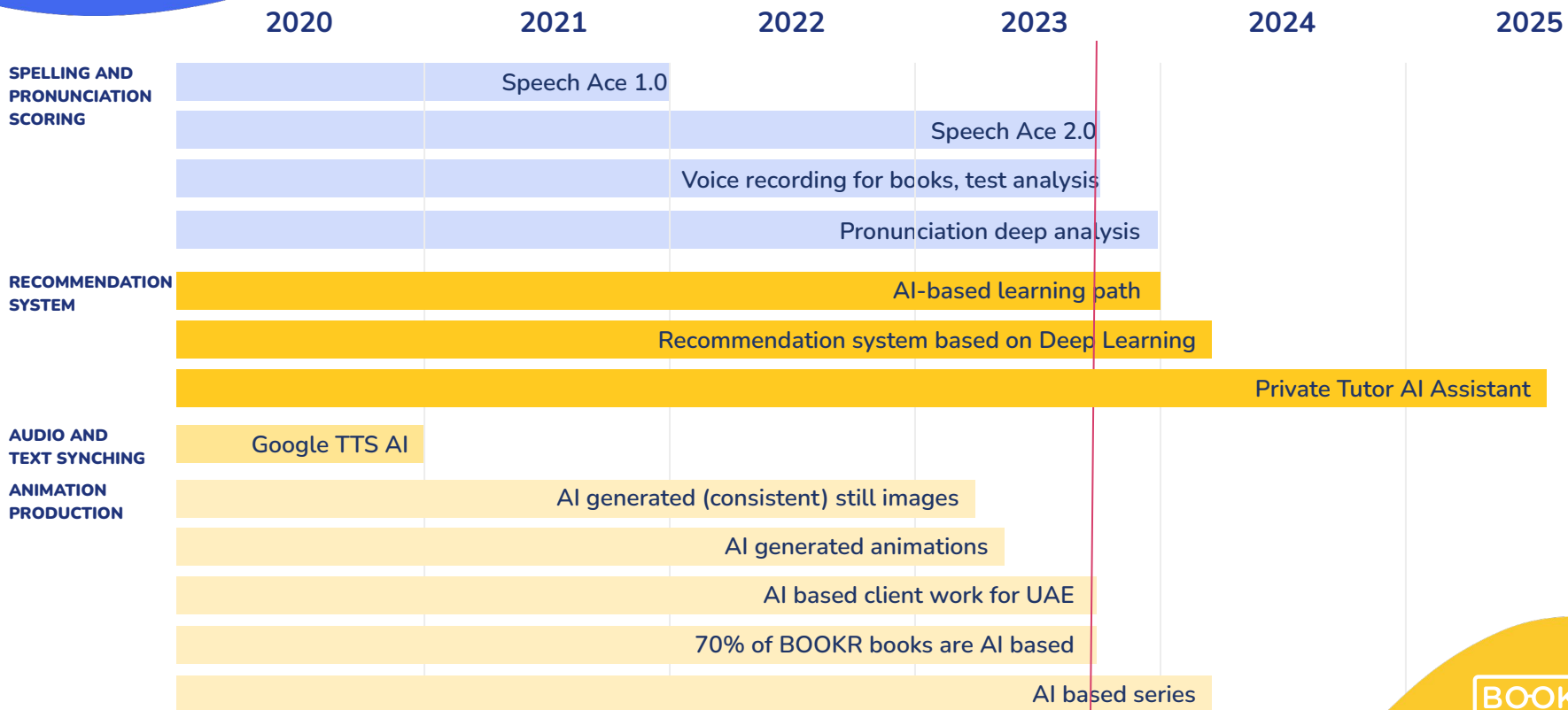- Provide constant real-time feedback, measurement and assessment tests with AI

*Bloom, B. S. (1984). The 2 Sigma Problem: The Search for Methods of Group Instruction as Effective as One-to-One Tutoring. Educational researcher, 13(6), 4-16.
**Koedinger et.al. (1997). Intelligent tutoring goes to school in the big city. International Journal of Artificial Intelligence in Education, 8, 30-43.

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BOOKR AI Roadmap- Learn more)

	2020	2021	2022	2023	2024	2025

BOOKR CLASS CORE

Still-based, real-time generated stories

AI Tap to Explain Words

AI Word Assessment Test

AI Assistant Chatbot

AI Story Comprehension Test

Teacher AI Assistant

Fully AI generated stories by BOOKR custom model

Universal Assessment and Scoring system

Private Tutor AI Assistant

EDUCATIONAL STORY CREATION

First stories with GPT-4 (with human supervision)

BOOKR trained educational GPT model

User-customised stories with input fields

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BOOKR AI Roadmap

	2020	2021	2022	2023	2024	2025

SPELLING AND PRONUNCIATION SCORING

- Speech Ace 1.0
- Speech Ace 2.0
- Voice recording for books, test analysis
- Pronunciation deep analysis

RECOMMENDATION SYSTEM

- AI-based learning path
- Recommendation system based on Deep Learning
- Private Tutor AI Assistant

AUDIO AND TEXT SYNCHING

- Google TTS AI

ANIMATION PRODUCTION

- AI generated (consistent) still images
- AI generated animations
- AI based client work for UAE
- 70% of BOOKR books are AI based
- AI based series

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Market size

First digital reading app for private and public **language learning market**

$700 BN

$115 BN

$45 BN

Total Available Market

Primary K5
$700 BN Private Primary Education
(6-11 years)

Serviceable Available Market

Language Learning Market
$115 BN

Serviceable Obtainable Market

Digital Language Learning
$45 BN

3%
3,45 BN

3%
3,45 BN

*Source: HolonIQ

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Awards & Certifications

bett | AWARDS 2024
● A Hyve Event
FINALIST
besa | 90
BRITISH EDUCATIONAL
SUPPLIERS ASSOCIATION

GESAwards 2022

DIGITAL EDUCATION AWARDS
2021 Shortlisted

REIMAGINE EDUCATION
Wharton
BOOKR Class
Educational App
GOLD

Education Alliance Finland
CERTIFIED
PEDAGOGICAL QUALITY
PEDAGOGICAL APPROACH
EXCELLENT
96%

BRITISH COUNCIL
ELTons 2021
Awards for innovation in
English language teaching
Finalist
Digital Innovation

EDTECH BREAKTHROUGH AWARD 2022

EDUCATIONAL
APP STORE
Certified

GESS EDUCATION AWARDS WINNER 2021

WE ARE BETT AWARDS 2024 FINALIST IN
AI IN EDUCATION

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