

The EDUCATE Evidence and Impact Program

The EDUCATE Evidence and Impact programme has been designed to enable companies to better evidence the impact of their products and services on the education sector and to successfully communicate this evidence to their customers.

The importance of evidencing of impact

In order to succeed, businesses in our sector must now be very clear as to the positive impact their product or service will bring about. Increasingly decision makers are asking how a product or service will harness or change learner or teacher behaviour to optimise outcomes. Educational and training leaders are demanding that companies back up their promises with reliable evidence.

BESA and Educate Ventures Research are working together to offer this new programme, exclusively for BESA members, that will help any company, no matter their size, to effectively evidence their impact for customers, regulators and themselves. The programme comprises three separate offerings - select the level of support that is right for you.

Evidence and Impact Audit Service – £4,500

This service includes:

1. Establishing your Company's Evidence and Impact Profile through
 - Onboarding and data collection
 - Data and process review and analysis
 - Evidence Diagnostic review
 - Provision of Evidence and Impact Profile report (CEIP report).
2. Recommended steps for improving the company's Evidence and Impact Profile
 - Review meeting with key stakeholders
 - Assessment of company strategic priorities
 - Provision of Evidence and Impact Recommendations report (CEIR report)

This service is suitable for any company and will provide you with a baseline audit assessment and clear guidance about how best your company can improve your evidence and impact profile.

The evidence and audit service will enable your business to clearly understand your strengths and weaknesses along with the next steps for each market and how you can quickly collect the data necessary to drive improvement.

Company Improvement Plan Service – £9000

This service includes:

1. An assessment of your company's existing impact plan and associated processes
2. A bespoke Staff Training and Mentoring programme to support your business to build your capacity and expertise. The programme will be designed with the you, tailored to your particular needs, capacity and budget and can include:
 - Workshops (both synchronous and asynchronous; face to face, online or hybrid as required and appropriate);
 - One-on-one mentoring sessions for key staff.
 - Drop-in support with an expert mentor as required;
 - Introduction to an approved research practitioner who can provide research capacity to enable you to build your evidence and impact profile, no matter your starting point;
 - Access to the Educate Alumni network, its events, and experts;
 - Access to the EdWards – the awards that recognize a company's evidence and impact credentials;
 - Compliance guidance to ensure that your company meets the data and pedagogical regulations and recommendations appropriate to your sales jurisdiction;
 - Data structuring and AI readiness training to ensure that you can maximise your data's impact, more easily and effectively.

This service is suitable for any company that has completed the evidence and audit service or already has a clear data, evidence, and impact plan in place. The benefit you receive from this service is a costed set of services in line with your company's budget to ensure swift, effective, and economical progress with your impact journey.

Annual Review with next-steps recommendations. – £4,500

This service includes:

1. An annual review of your company's data, evidence and impact profile and processes
2. An updated Evidence and Impact Recommendations report (CEIR report) with
 - Next-step recommendations
 - Revised Training and Mentoring programme as required

This service is suitable for any company that has completed the Company Improvement Plan service and will ensure that your company's impact plans are always as up to date, well-structured and cost effective as possible.



About EVR and their partners

EDUCATE Ventures Research Limited (EVR) is a Limited company founded in October 2020 by Prof. Rose Luckin, an expert with 25 years of experience in AI within education, Learning Science and the EdTech ecosystem. The expert team at EVR have trained more EdTech companies to understand how to evidence the efficacy of their product or service than any other organization.

Alumni of the EDUCATE programme are amongst the most successful UK EdTech companies and include: Century Tech, My Tutor, Busuu, Kano and Mangahigh

EVR provides two main services:

1. Modular training about data, evidence, and AI. We provide training to EdTech companies, and to Educators and Trainers to enable them to generate and share their own evidence about 'what works' for learners and to better understand what makes evidence high quality. We are expanding our training offer to include researchers to help them make their research practically applicable to members of the EdTech ecosystem, and to Investors, so that they know what evidence they should require from EdTech companies seeking investment.
2. Capacity building and bespoke consultancy to enable organizations to better leverage AI and data for educational benefit. We are the Artisans of AI: we use AI to identify, evidence and visualise the complex human learning behaviours that build human intelligence.

EVR's client base includes Arizona State University, Nord Anglia Education, LifeArc and OSTC Ltd.