



**everybody
counts**

Changing the way the world
learns maths, one country
at a time.

62%

Of children are
failing to meet
minimum
proficiency levels
in maths**



Global
numeracy rates
are decreasing

The Everybody Counts solution is a web and app-based maths mastery platform that takes the proven model championed in Singapore. The platform supports this with:

Online Math Mastery Lessons

Core content delivered to individual students through interactive learning in and outside a classroom

Teacher App

Supports teachers by providing access to an array of tools such as teaching notes, student reports and management resources

Teacher Training

We provide a range of professional development to ensure teachers continue their lifelong learning journey

Family App

Keeps parents informed through content overviews, homework and up to date methods encouraging efficient parent-child learning



Changing the way the world
learns maths, one country
at a time.

Learning but a little different...

Everybody Counts pledge to equip your children with the tools to create a better future.

That is why we have developed a **bespoke, multilingual, intuitive learning platform** that can be taught anywhere in the world.

Children have the opportunity to communicate their understanding in different ways, to **build their self-confidence in math** through **leading discussions** and **teaching each other** and to **develop their resilience and perseverance** when faced with challenging problems.

Why Go Global?

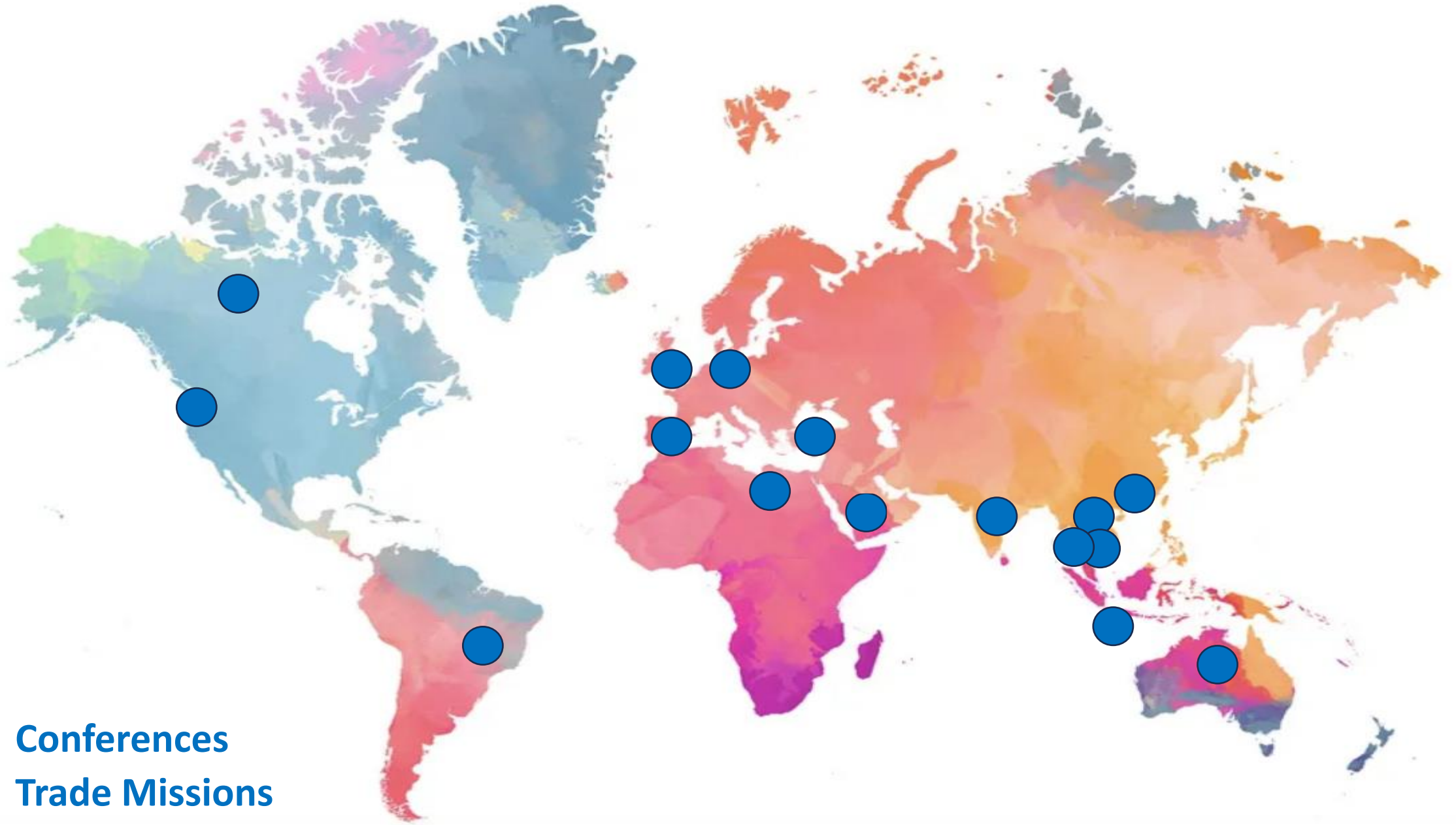
- Expand your reach and customer base
- Increase revenue and profitability
- Share your expertise and make a positive impact
- Enhance your brand reputation and global visibility
- Could be easier for you



British Ed-Tech

- World-class educational content
- Innovative technology solutions
- Strong emphasis on quality and research
- Established reputation for excellence in education





- **Conferences**
- **Trade Missions**

Embrace Localisation

- Understand the education system, curriculum, and technology infrastructure
- Identify cultural nuances and sensitivities
- Adapt your product's language and interface to be culturally relevant
- Ensure accurate and culturally appropriate content
- Understand and comply with educational regulations and standards
- Consider local sensitivities and customs



Building partnerships



- Collaborating with local educational institutions, governments, and businesses
- Establishing strategic partnerships to navigate local markets
- Joint ventures and collaborations to enhance market presence

Key Take Aways

- Take **advantage** of the **start up prices** if you can
- **Follow up** post event as soon as you can – **in person** if possible
- Meeting **in person** is always **best**
- Do as many **events** as you can...
- But be **strategic** in your choices
- Send the **right people**
- **Trade missions** can get you to the **right people**
- Use **BESA** and **DBT**
- **BE KIND** – Help as many people out as possible, it will come back to you



Questions???

- <https://www.linkedin.com/company/everybodycounts-ltd>
- <https://www.linkedin.com/in/andy-ridgway-39643b175/>
- <https://www.linkedin.com/in/richardpgrainger/>

