



GraphoGame Literacy App



**King Sejong Literacy
Prize Winner 2023**

**Grapho
Game®**

Why should children in UAE learn to read with a gaming app?



- ✓ **Use teachers time wisely:** GraphoGame is as effective as one-to-one teacher support. Instead of teaching basics language skills, teachers can use time for e.g., enhanced critical thinking, creativity and innovation
- ✓ **Early recognition of special education needs, gifted and talented:** Automated personalized learning paths. Helps to group students based on learning progress. Helps detect students at risk of reading challenges after just five weeks of gameplay.
- ✓ **Get data on learning process** for entire schools, districts or even the whole country.

**Graphogame
is the most
researched
game in the
world**



15 Years



**Of Academic
Research**

+300



**Peer-Reviewed
Research
Publications**

20



**PhD or MS Thesis
Papers Done**

1



**Suite of Literacy
Solutions**

**Grapho
Game®**

External Impact Evaluations prove it works

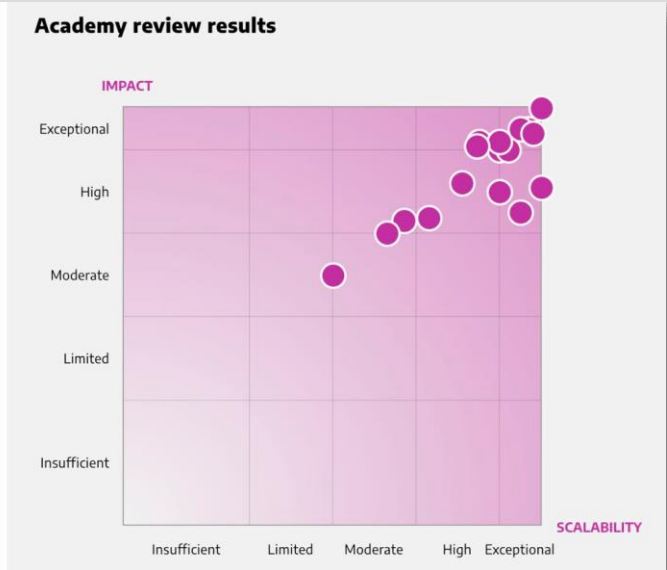


**King Sejong Literacy
Prize Winner 2023**

“The Nobel Prize in Education”



**GESS
EDUCATION
AWARDS
WINNER
2021**



Impact on learning

Theory

Developed in 1992 by Prof. Heikki Lyytinen, the GraphoGame methodology originated as a dyslexia screening tool. It evolved into a global project involving 30 universities, with over 300 publications and 20 PhDs. Key collaborators include the University of Cambridge, Yale's Haskins Laboratories, and Beijing Normal University. The GraphoGame Research Steering Committee includes experts like Prof. Usha Goswami (Cambridge) and Prof. Elena Grigorenko (Yale).

[Download more information](#)

Impact Level 3/3

- ✓ Data shows a positive change towards learning outcomes.
- ✓ Using this product has a causal relationship with improved learning outcomes.
- ✓ One or more independent evaluations support these findings.



unicef



**Grapho
Game®**

Strong Global Traction

10 million

Downloads globally

500 000

Monthly Active Users

18 countries

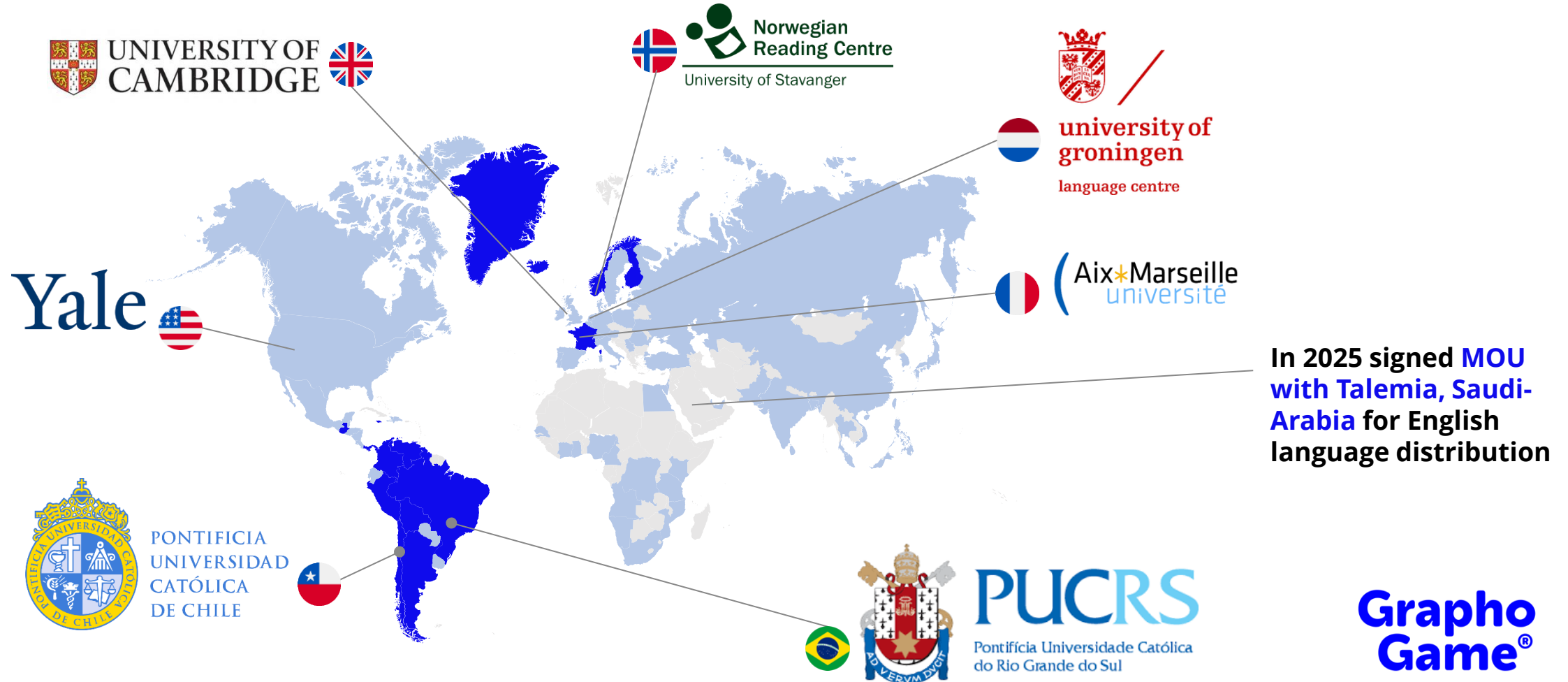
Market leader in France, Brazil, Iceland, Greenland, Norway and Finland. 18 nationwide deals done



**Grapho
Game®**

18 National Distribution Agreements

17 language versions made in partnership with leading local universities



Learning to read is fun: How it works



Students create their own avatar which they can customise with rewards they earn from completing learning tasks.

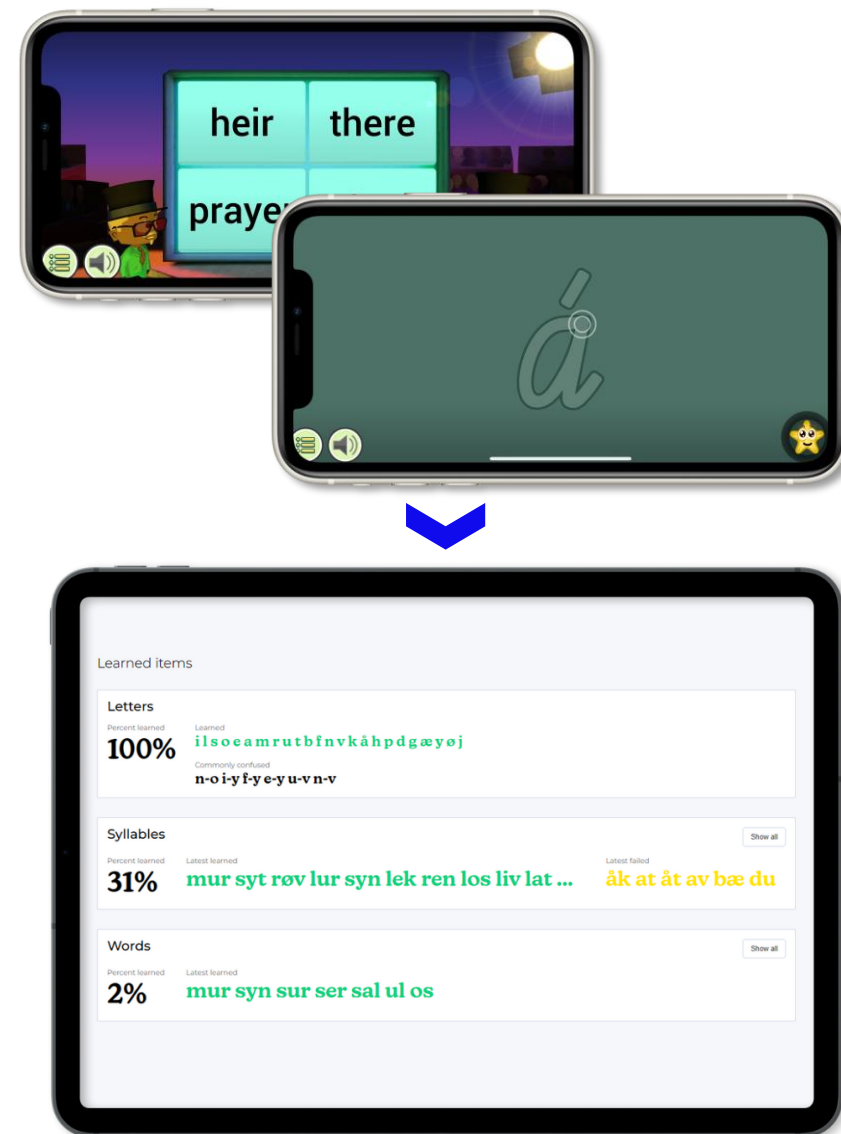
In learning levels students hear a sound or a set of sounds and must find or form the letter, syllable or word that corresponds with it.



Earn rewards from learning and customise your avatar with new hairstyles, accessories and clothing!

Teachers and parents get detailed analysis of literacy learning process

- ✓ GraphoGame and the dashboard **track each letter, syllable and word** and how students are performing with them
- ✓ See common errors and get warned of problematic **repeated mistakes**
- ✓ Track where the class is in their literacy learning before moving to harder content



Proposal how we could work together

1. Use of GraphoGame UK English* in kindergardens and schools
2. Development of GraphoGame Arabic

Suggestion to discuss proposal and possible next steps **10th-14th of November in Dubai**

*developed with Cambrige University

Reading is
Winning



**Grapho
Game®**

Part 1: English Literacy Solution in UAE

- ✓ GraphoGame has worked with 10s of governments, NGOs and ministries to **create national literacy resources that benefit whole nations**
- ✓ We offer the launch, maintenance and distribution of English-language literacy games as a downloadable resource for all schools, students, and teachers
- ✓ The English versions of GraphoGame can either paid for by the government and free to download for end users or pay by download
- ✓ The English GraphoGames are researched by University of Cambridge



GraphoGame: Learn to read

Fun way of learning phonics

Grapho Group Oy

Designed for iPad

#104 in Education

★★★★★ 5.0 x 4 Ratings

2,99 €

Screenshots iPad iPhone



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Game®**

Part 2: Partner to co-develop GraphoGame – Modern Standard Arabic



To develop an impactful and theory-driven literacy app, the content cannot just be localized into Arabic. We work with linguistics, pedagogy and neuropsychology researchers to **map the phonology and orthography of Arabic to the GraphoGame Method**, a peer-reviewed model for creating gamified and evidence-based literacy apps for 3-12 year old children.

Grapho Group maintains a wide network of researchers and **we already have multiple researchers willing** to do commissioned research and development for an Arabic language GraphoGame.

Part 2: Indicative Phases of development

Stage 1 - Letter-sound correspondence

- Project length: 2-5 months
- Mapping Arabic phonology, designing progression, gamifying content to make it motivating, pilot & launch
- The game will teach students the phonemes (sounds) and graphemes (letters)

Stage 2 – Phonemic awareness & blending

- Project length: 4-6 months
- Teaching contextual graphemes, how to blend sounds into syllables and words
- The game will teach students how to use what they learned in the stage 1 content to create rime units, syllables and words

Stage 3 - Fluency & Comprehension (TBD)

خ	ح	ج	ث	ت	ب	أ
Kh	Haa'	Jiim	Thaa'	Taa'	Baa'	'Alif
ص	ش	س	ز	ر	ذ	د
Saad	Shiin	Siin	Zaayn	Raa'	(Th)aal	Daal
ق	ف	ع	ع	ظ	ط	ض
Qaaf	Faa'	Ghayn	'Ayn	(Th)aa'	Taa'	Daad
ي	و	ه	ن	م	ل	ك
Yaa'	Waaw	Haa'	Nuun	Miim	Laam	Kaaf

Appendix: Use cases

Case Norway

- “*GraphoGame: Lær norsk*” is the **most widely used** learning to read app across Norway
- In collaboration with the University of Stavanger’s Reading Centre we developed **the world’s first algorithmic approach to identifying reading difficulties** based on GraphoGame interaction data
- The GraphoGame Risk Screener **supports teachers in identifying the students who are at risk** of developing reading difficulties half a year before end-of-term literacy assessments
- Oslo municipality uses GraphoGame, its algorithm and its dynamic assessment dashboard as its only primary education literacy solution and offers it to all Oslo teachers via their **public sector edtech sales platform**



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Gameplay is the first research project in the world to analyze gameplay data with machine learning in order to detect early reading difficulties.

Case: Brazil

- **GraphoGame Brazil** launched in November 2020 as a **free download app** for **all residents of Brazil**, funded by the Brazilian government
- 5 days after launch, ranked **1st in trending apps** in Google Play and **4th in iOS App Store** in the Educational category
- Brazilian Ministry of Education **paid entire User Acquisition Cost (CAC)**
- **TV and radio campaigns** to promote the app, effectively **negating our need for marketing spend**

2M

downloads

4.5

average star rating on
app stores

100+

published news articles



**Grapho
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GraphoGame®

Reading is winning

Mervi Palander
Founder & CEO

mervi@graphogame.com

+358 40 702 6998

Laura Koponen
Investor & Chair of
Board

laura@graphogame.com

+358 40 350 0809

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