Engaged Learning Experiences for the 21st Century Learner

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THE STORY
of Alef Education

Alef Education was founded to transform the entire education experience for students. We believe in making learning personalized to the individual as well as engaging and exciting. The idea of Alef first came about in 2015 where it was conceptualized as a technology-enabled primary mode of education system to address the needs of the local public school system in the United Arab Emirates. From that concept, the company's vision soon expanded to include digital educational transformation within the Kindergarten-to-Grade12 sector globally.

WE PROVIDE

Engaged Learning Experiences for the 21st Century Learner

400+
schools
powered by Alef

120k+
students
using the Alef Platform

6
subjects
and growing

3
countries
and growing

VISION

Our vision is to design learning experiences that change the way the world is educated with improved learning outcomes.

MISSION

Our mission is to transform K-12 school systems with technology-enabled learning experiences that engage a more individualized sense of inquiry and empower the 21st century workforce.

VALUES

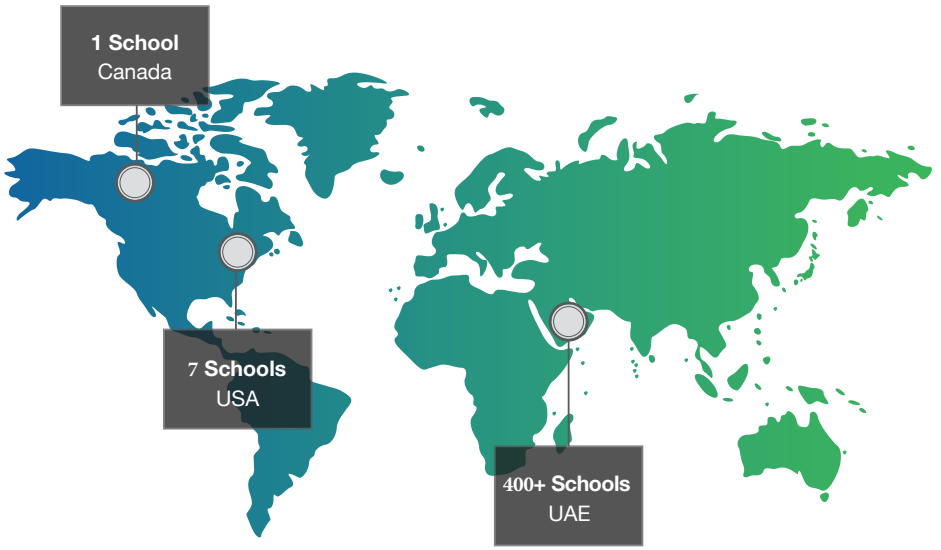
Dream with vivid imagination

Collaborate with unshakeable integrity

Create with passionate conviction

Communicate with personal empathy

Learn with dynamic agility



PARTNERS

UNITED ARAB EMIRATES MINISTRY OF EDUCATION

دائرة التعليم والمعرفة
DEPARTMENT OF EDUCATION AND KNOWLEDGE

Harlem Children's ZONE

Google for Education

acer

Microsoft

WHAT WE DO

Alef Platform

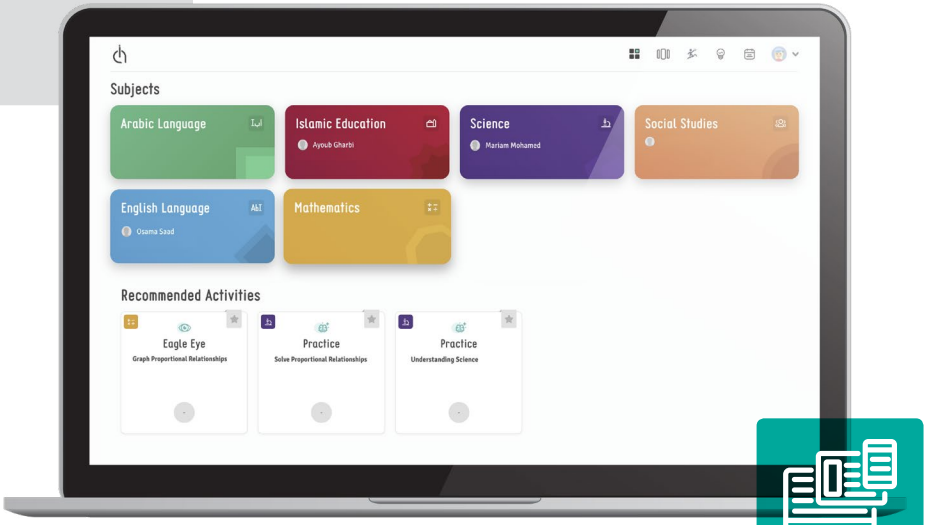
An award-winning digital and learning platform powered by artificial intelligence that provides personalized education to support students' learning.

PERSONALIZED LEARNING

The Alef platform provides personalized learning experiences for all students so they learn at their own pace, anytime and anywhere. Artificial intelligence allows students to receive individualized instruction and give them the choice in how they prefer to learn.

ENGAGING CONTENT

The Alef platform gives students innovative ways to comprehend difficult lessons by breaking down content and using effective learning techniques such as gamification and other simulations. This allows students to acquire skills within the mini learning objectives in order to build their mastery.

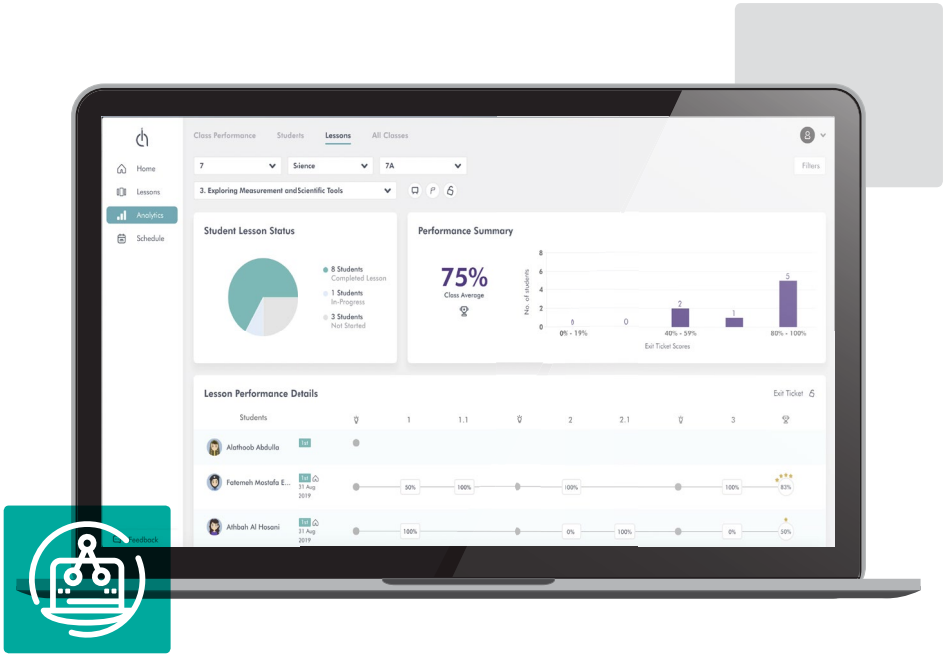


REAL-TIME
DATA

The Alef platform provides one of the most advanced school monitoring and feedback systems. This data tracks progress on a district, school, grade, subject, class, and student level.

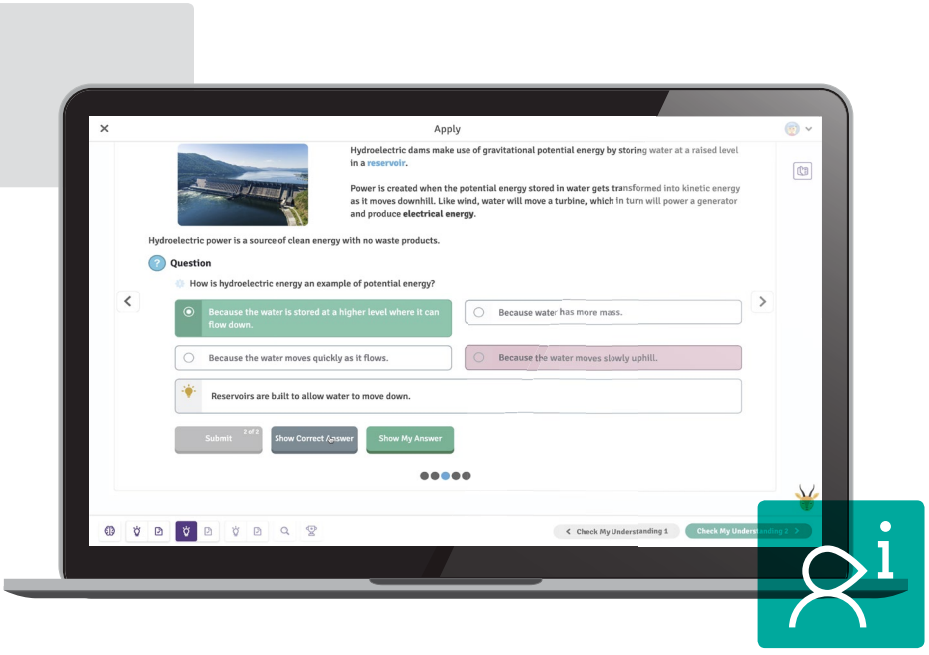
IMMEDIATE
FEEDBACK

The platform provides immediate feedback to teachers about students attainment. Teachers can use the data to address specific areas and help students with individual needs.



RELEVANT
CURRICULUM

Curriculum aligned lesson plans and culturally appropriate media built into all the digital lessons help save teacher time in lesson planning and preparation.



WHAT WE DO

Learning Design

Alef Education designs learning experiences that are personalized, enabling students to construct and master learning of core concepts in an engaging manner. We do this by building on cognitive science and evidence-based practice - on how people best learn.

CURRICULUM DESIGN

Learning journeys are designed with outcomes in mind, aligning with various curricula and international standards and their end-of-year expectations for student growth and achievement.

ASSESSMENT WRITING

Assessments are designed according to required depths of knowledge and proficiencies associated with skill mastery. Assessments are balanced and continuous, and used as opportunities to reflect upon student progress, motivation and choice of strategies.

DIGITAL PRODUCTION

Alef's digital products are highly interactive and engaging, making online and experiential learning fun!

CONTENT DEVELOPMENT

Alef's content guides students through inquiries and problem-solving. It also guides teachers through responsive instruction and intervention, facilitated by data and evidence. Educators build our quality content with care for cultural sensitivity, accuracy, and appropriate level of challenge.

WHAT WE DO

Professional Services

Project management, teacher training and IT infrastructure support to enable schools in their digital transformation journey.

PROFESSIONAL DEVELOPMENT

Training and professional development to help teachers adopt new technology tools in their classroom.

IT INSTALLATION

IT installation and configuration to ensure schools are fully IT-ready for the digital transformation.

PROJECT MANAGEMENT

Project management services to manage end-to-end transformation of schools to embrace a futuristic and conducive learning environment.

SERVICE DESK

Alef Education has a dedicated service desk that operates 5 days a week to answer any queries, feedback or concerns from teachers or parents. Alef hotline: 600-55-ALEF (2533)

WHAT WE DO

Artificial Intelligence

Relevant and real-time data that enables immediate intervention and support.

INSIGHTS

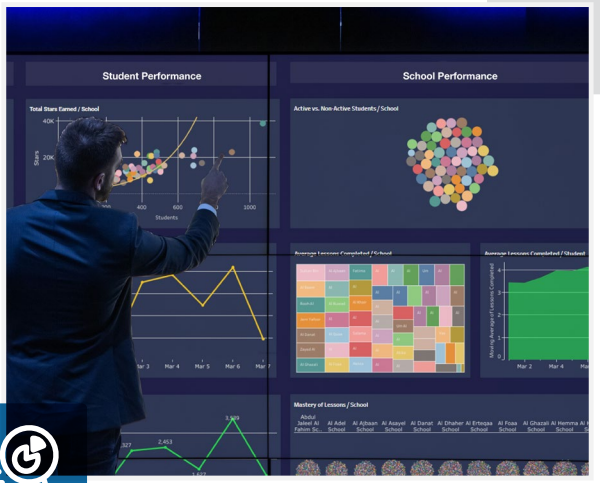
Which students are struggling and what do they need help with? Alef Education provides actionable data insights to teachers and school leaders helps to effectively support students learning where they need it most.

DATA INGESTION

In order to provide actionable data and give intelligent and accurate recommendations, Alef collects over 50 million data points per day!

RECOMMENDATION ENGINE

After every lesson completed in the Alef platform, the mastery of the student for the subject is re-calculated and updated. When a student fails an assessment, the Alef recommendation engine calculates which pre-requisite skill for this lesson is the most important for this student to practice. After completing the practice session, the student will be better equipped to move on with the curriculum.



WHAT WE DO

Alef Guardian App

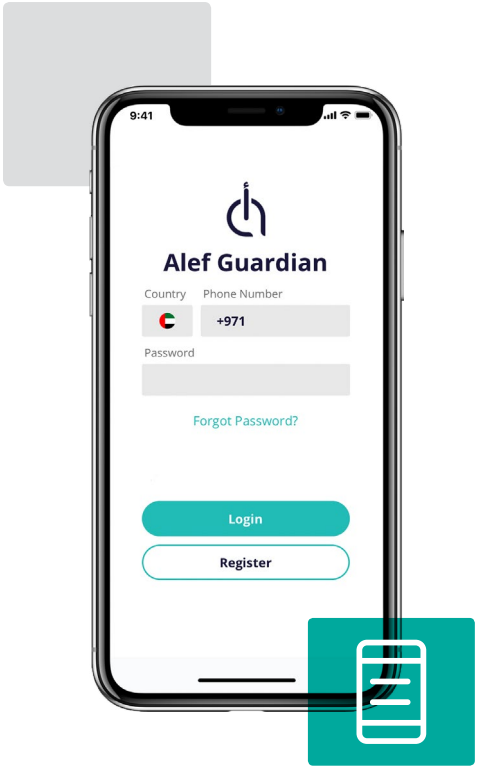
The Alef Guardian App allows parents to participate in their child's learning journey.

CHILD'S PERFORMANCE

In the Performance Screen, you can see how well your child is doing in each subject. If they are falling behind in the number of lessons completed for any particular subject, you will see an alert message.

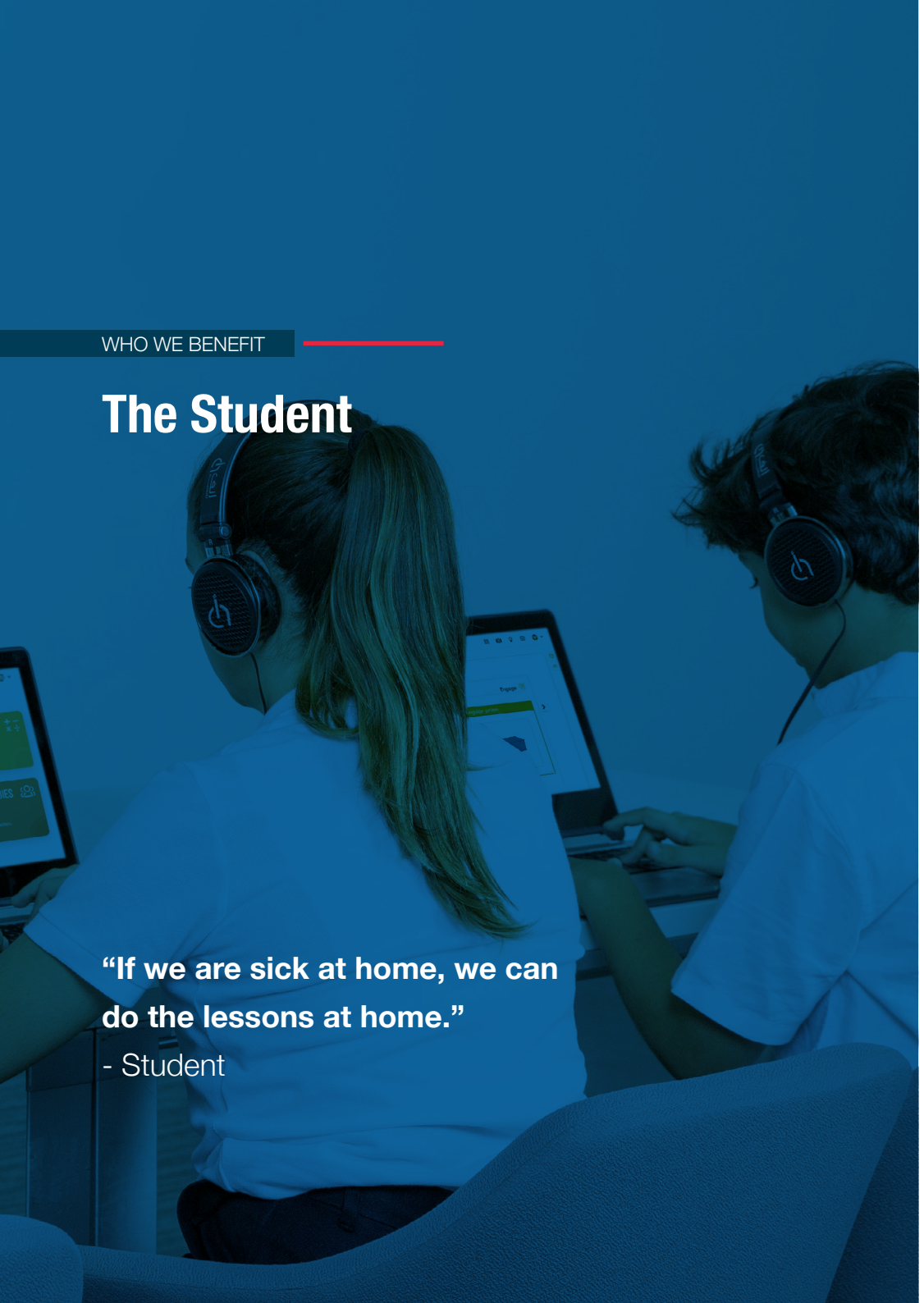
WEEKLY REPORTS

In the Report Screen, you can see a summary of how your child performed in each subject over the last week. It shows you which subjects they are excelling in and which subjects they need to work on. You also see lessons your child can re-attempt to develop mastery of skills.



WHO WE BENEFIT

The Student



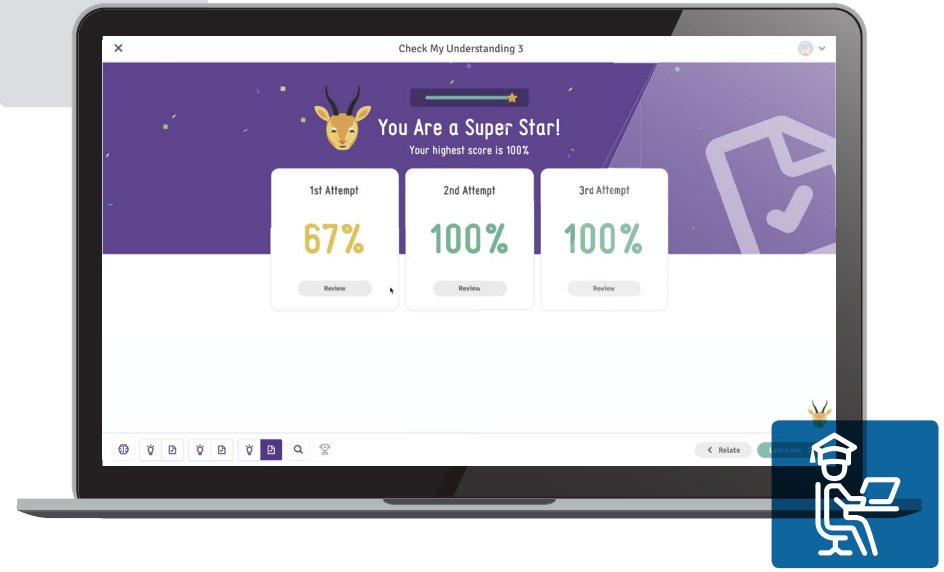
“If we are sick at home, we can do the lessons at home.”

- Student

THE STUDENT
BENEFITS

Students are more engaged and interested learning through a personalized learning system

- Alef provides engaging digital learning content
- Students are able to follow their own personalized learning pathway
- Hands-on experiments allow students to test the academic concepts they learn in the classroom



WHO WE BENEFIT

The Teacher

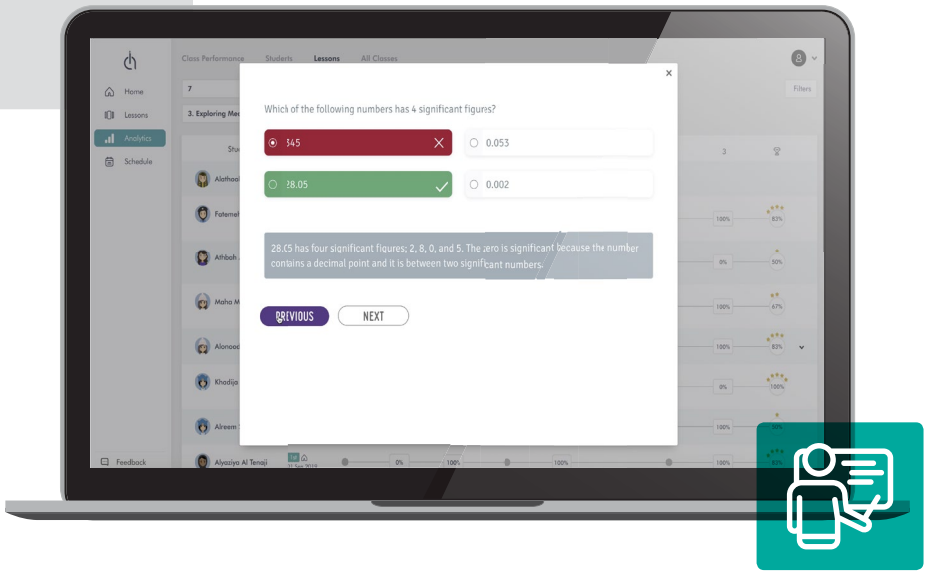
“One of my favorite things as a teacher working with the Alef platform is that I am able to use it to customize the learning experience to fit each student’s individual needs.”

- Teacher

THE TEACHER
BENEFITS

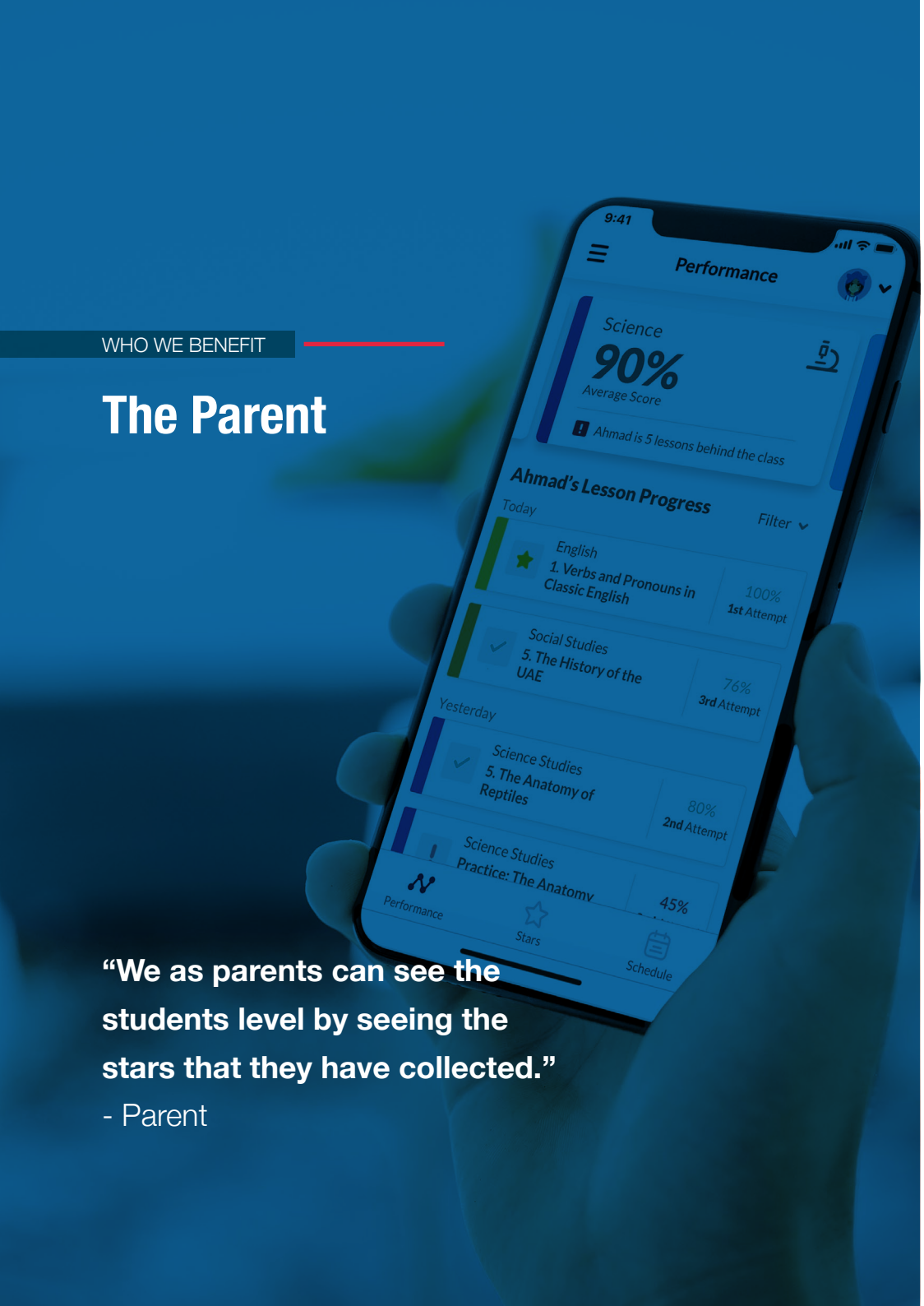
Teachers save time and are able to focus their efforts on individual students.

- Teachers save time by getting immediate student feedback to support students that learn at different styles and pace
- Lessons and culturally appropriate media are built into all lessons which saves teachers time in lesson planning
- Auto-grading of lessons allow teachers to spend more time on teaching rather than marking of assessments



WHO WE BENEFIT

The Parent



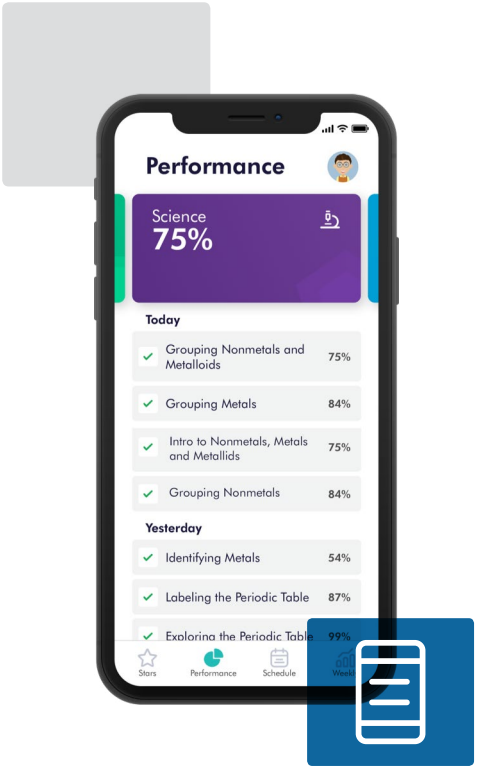
"We as parents can see the students level by seeing the stars that they have collected."

- Parent

THE PARENT
BENEFITS

Parents get immediate and relevant feedback to support their child's learning journey.

- Parents get notified in real-time on their child's progress in the classroom
- Parents are informed of their child's learning gaps which allows them to provide appropriate support to aid their learning
- Parents get immediate feedback from teachers on their child's progress



WHO WE BENEFIT

The School Leader

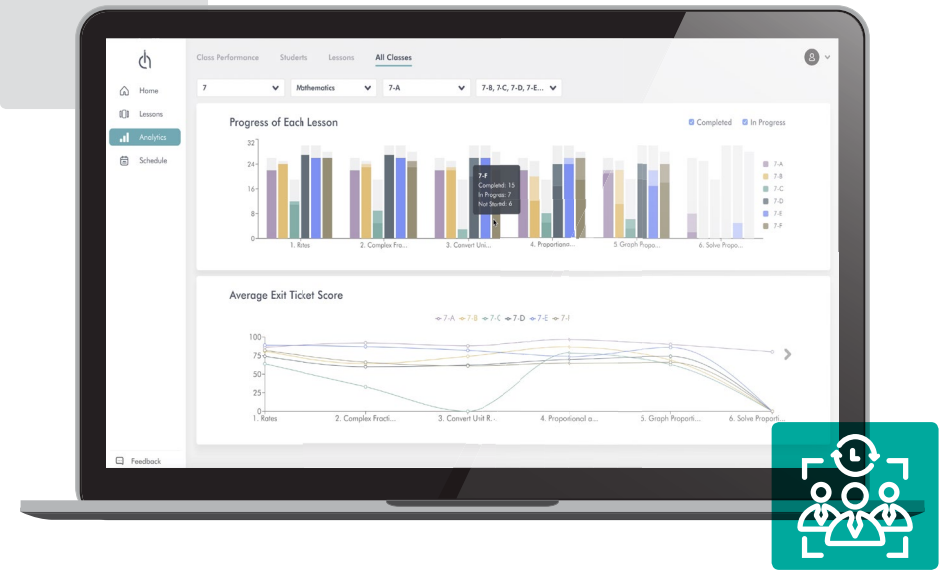
“The thing that I love about the Alef platform is that it provides me with all of the data analysis that I need, in order to spend more time finding strategies for my teachers.”

- School Principal

THE SCHOOL LEADER
BENEFITS

School leaders and administrators get real-time data to drive school improvement.

- Alef has developed one of the most advanced and intuitive school administration monitoring and feedback systems
- The platform provides immediate, granular and comprehensive information about the learning environment in each classroom during the school day



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