TASSOMAI

Impact Report
2020

HELLO …

and welcome to our first ever impact report!

This year has been a challenge in so many unexpected ways, for us and for our users, but there is much to celebrate: a great spirit of collaboration around home learning, a record number of schools using Tassomai, and the one-billionth question answered on the platform.

As we approach a new academic year where edtech is likely to be in the spotlight more than ever before, we strongly believe it is important for companies like ours to demonstrate their impact. We're proud to share some of our research with you here.

This inaugural report reflects on 2019/20, and is a compilation of the evidence that we've gathered on our journey so far. If you would like to learn more, please get in touch!

Murray Morrison
Tassomai Founder & CEO

Schools and parents across the country choose Tassomai to help children learn more effectively, build knowledge and get their best possible results.

200,000+
learners on our platform this year

500+
schools using Tassomai to raise attainment

MORE THAN 1 BILLION
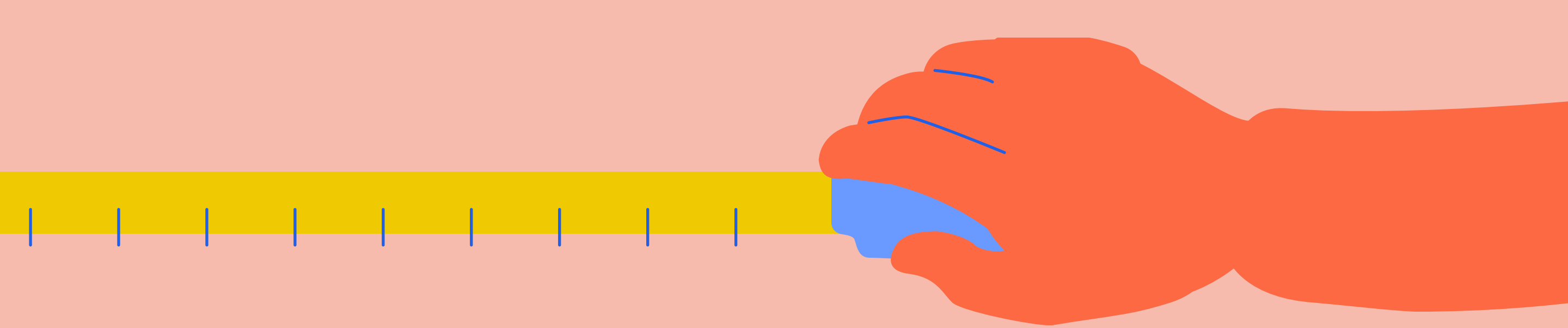quiz questions answered since launch

98.6% OF TEACHERS
using Tassomai said they would recommend it to a colleague

Why evidence matters

The number of edtech options increases every year and the choice for teachers and parents can sometimes seem overwhelming. Budgets are stretched and **time spent learning is a precious commodity**, so it's important to make the right decision for your child or your school.

Tassomai isn't a free platform, we have invested in building a strong team to make a quality product, but we are passionate about providing **value for money.** Year on year we aim to make Tassomai more affordable for both schools and private subscribers, reducing the price while simultaneously adding more subjects and new features.

We believe companies involved in education have a responsibility to measure their impact. That's why we are advocates for evidence-based edtech, co-founding the EdTech Evidence Group and participating in UCL's EDUCATE program where we earned a prestigious Evidence Applied badge.

"Everyone can benefit from evidence-informed EdTech. Learners can become better at learning, teachers can become better at teaching, researchers can conduct more impactful research, and developers can produce more effective technologies".
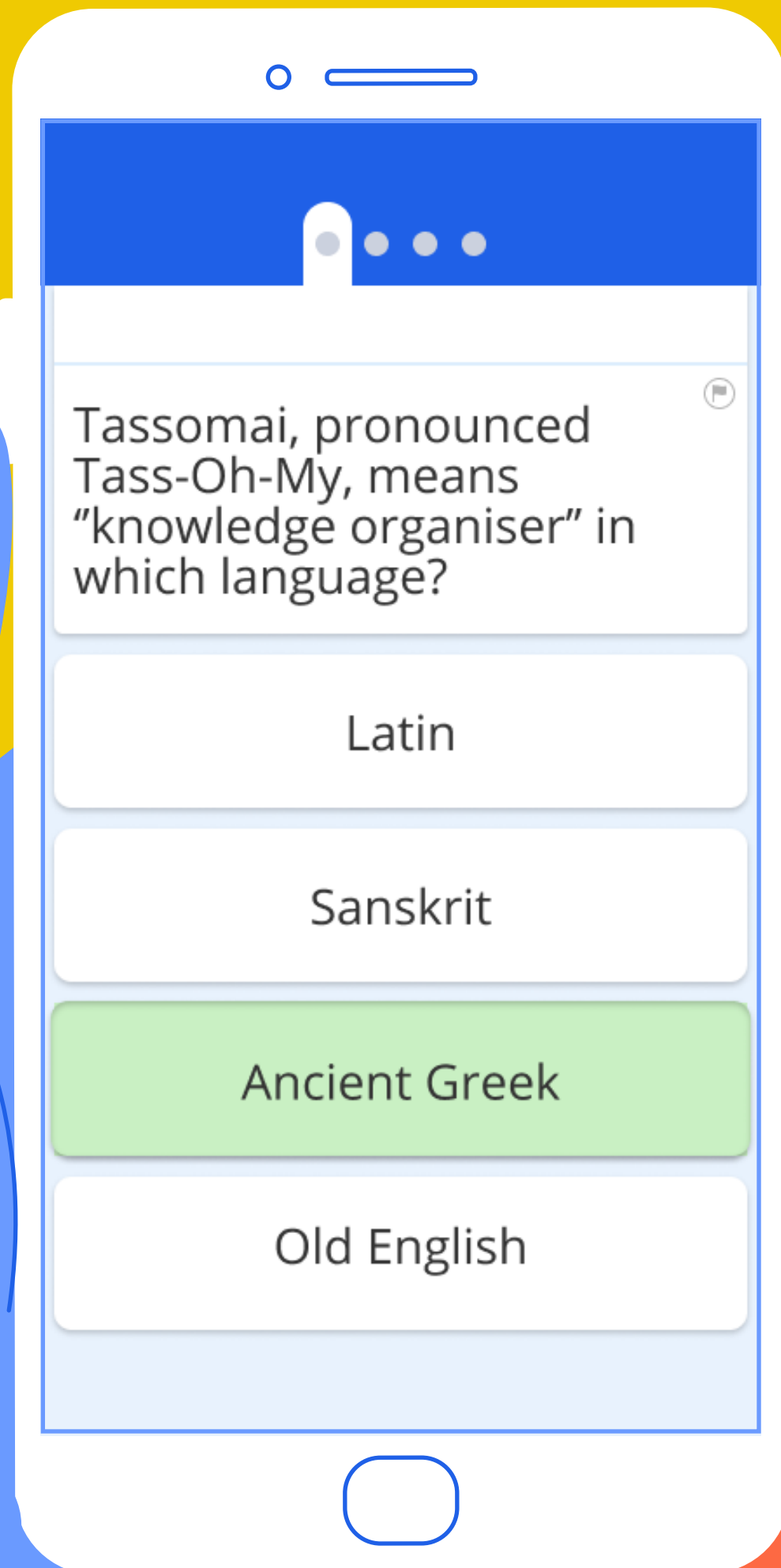**Professor Rose Luckin, EDUCATE**

THE EDUCATE EdWARDS
20 19
EVIDENCE APPLIED

EdTech Evidence Group

Tassomai is a founding member of the EdTech Evidence Group, a collection of companies who share a belief that there needs to be a step-change in the level of evidence available about edtech.

About Tassomai, the learning platform

Tassomai, pronounced Tass-Oh-My, means "knowledge organiser" in which language?
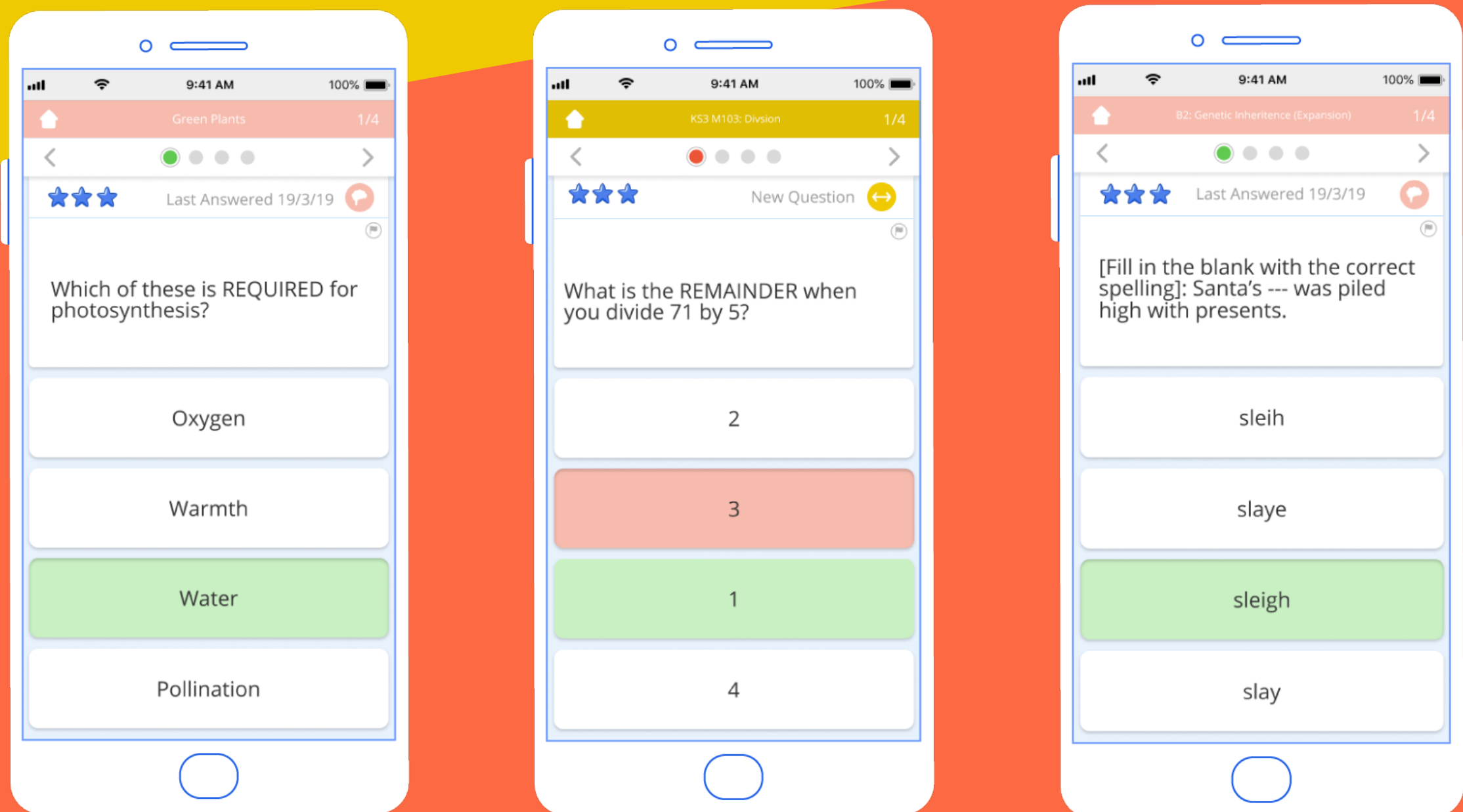
Latin

Sanskrit

Ancient Greek

Old English

Tassomai is an intelligent learning program that raises attainment in secondary education.

Tassomai works by giving students daily practice activities that are personalised to them. The system quickly identifies gaps and helps learners improve their knowledge and understanding. Teachers and parents are able to see instantly where problems are occurring and can create intervention strategies without any time lost to assessment setting and marking.

Tassomai's game-informed design pushes students towards healthy, sustainable learning habits and drives students to better, more confident performance in examinations.

Let's celebrate...The Class of 2020

This academic year more students, across more age groups' and studying more subjects' have used Tassomai than ever before.

In September 2019 we launched KS3 content covering maths, English and science, building on the success of our core KS4 science product.
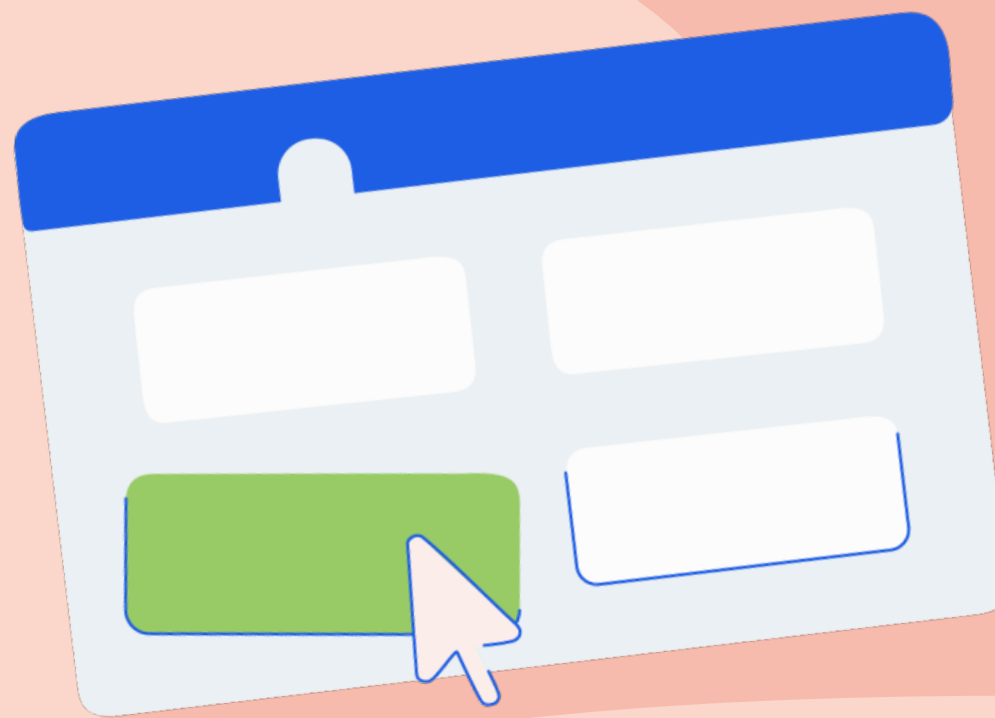
As we celebrated the passing of a major milestone with the one-billionth question answered by a student from Cleeve School in Gloucestershire, GCSE and A-Level students faced a highly unusual situation with exams cancelled and teachers facing the challenge of grading their own students.

Despite the challenges, it's been a record-breaking year with a staggering number of questions answered and Daily Goals completed, leading to a **10.3% average improvement in performance** for students using Tassomai in schools.
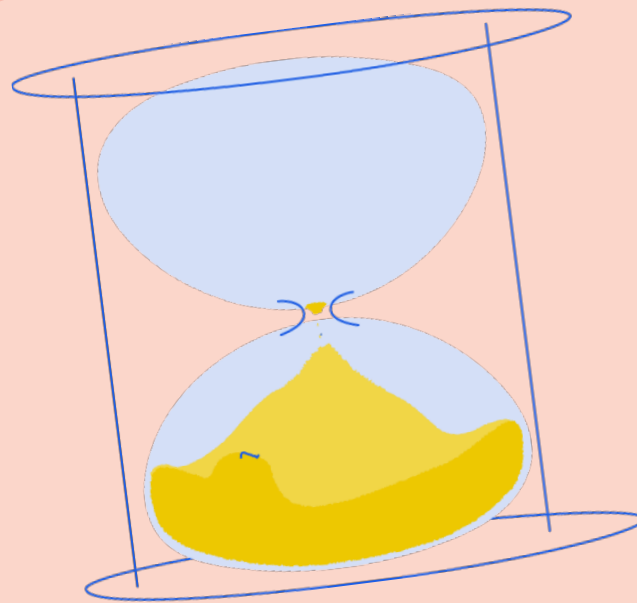
227,454,320
Questions answered
by Tassomai students
this academic year

807,926
Hours spent
learning and revising
with Tassomai

3,134,031
Daily Goals
completed

10.3%
Average improvement
in performance
learning and revising
with Tassomai

Impact on attainment

In 2017, Tassomai conducted its first mass data study, taking in over **68,000** examination module results from Tassomai-using schools, cross-referencing with their students' course progress statistics and measuring the impact on outcomes.
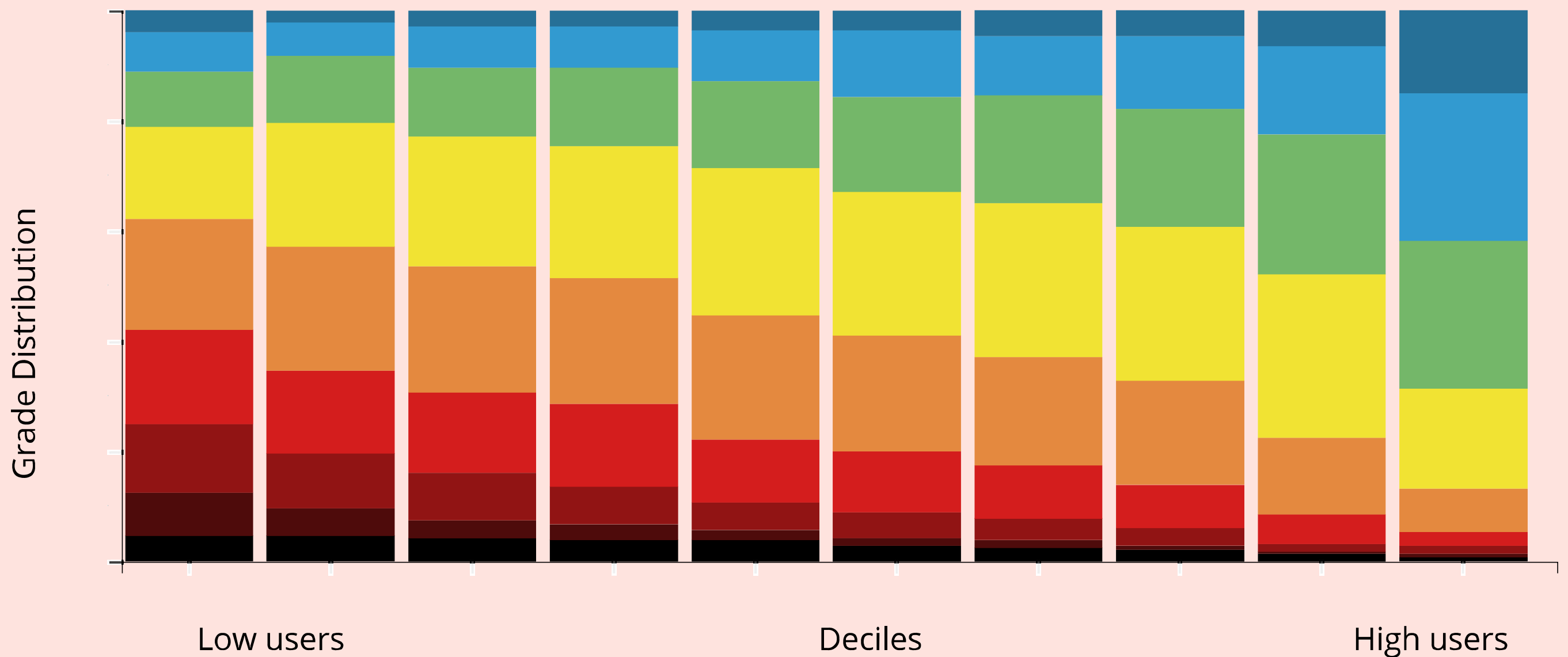
The data showed exceptionally high correlation between Tassomai usage and attainment, with **90% of strong users achieving a strong pass** or better (vs. 68% nationally) and 50% achieving a top grade.

The graph below shows users by decile (with low usage students on the left), breaking down the grade distribution (yellow = strong pass/C grade, green = B grade, blue = A/A* grade).

Cohort Outcomes Ranked By Usage

Grade Distribution

Low users   Deciles   High users

Don't just take our word for it...

"Our internal statistics consistently show that pupils who are fully engaged with the program have a 92% chance of meeting their targets."
James Stradling, Head of Science at All Saints CE Academy

"We introduced Tassomai with a goal to improve our science results from the lowest 20% in the country to being at the national average - in fact we are now in the top 20% in the country!"
Carole Dean, Deputy Headteacher, The Stonehenge School

"Students always say "Miss, do you know how I remembered that... Tassomai!"
Amy Hill, Deputy Head of Science, Frogmore Community College
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"Honestly need to say hands down thank you so much @Tassomai. There is no way on earth I did as well as I did in triple science without this app!"
Tassomai student on Twitter

"My daughter used Tassomai last year as part of her revision and she achieved a grade 8 in her Science GCSE - she wouldn't have got that without Tassomai"
Tassomai Dad

"Very pleased with Tassomai, definitely played its part in the high grades.... Also helped with exam stress as my son went into the exams confident."
Tassomai Mum

"It helped me get from 5s and 6s in science to 9s in each science. Just do some every day it really does help."
Tassomai student on App Store

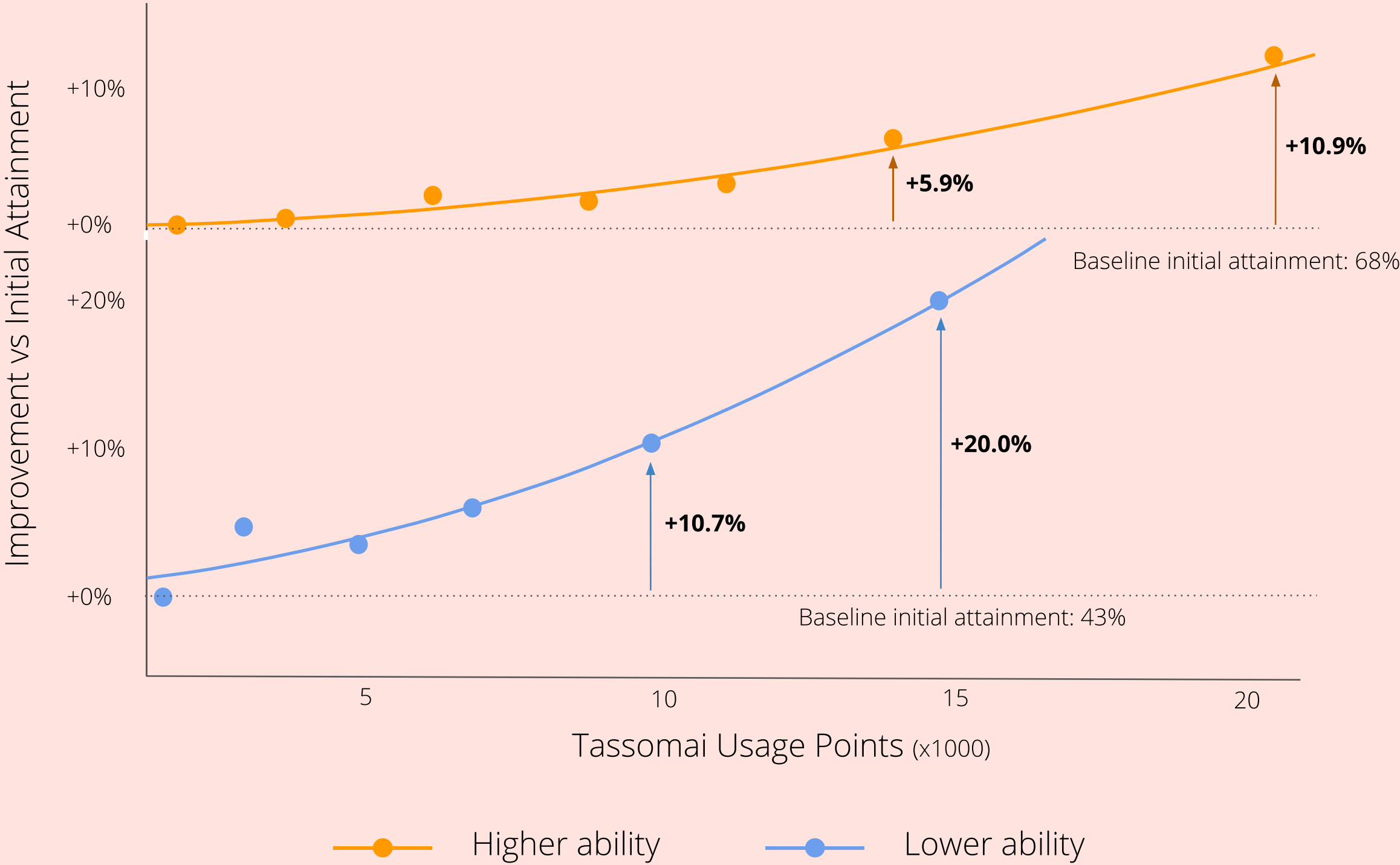# Impact on student progress & the attainment gap

A second major data study was undertaken in the academic year 2018/2019, to look at Tassomai's impact on student progress with a large-scale pre & post trial.

Student's knowledge and recall was tested in the app at the start of the academic year, and again at the end of the year; the change in their attainment was cross-referenced with their engagement in the Tassomai program, and the cohort was stratified by their initial performance into a lower-attaining and higher-attaining group.

The cohort was a randomised sample of 1500 students of all abilities distributed around the UK in various school settings.

The research showed that **students of all abilities improved in their knowledge recall with Tassomai**, and that this improvement increased with increased use of the software.

Further to this, the effect on students of lower initial abilities was more marked - a fact that has far-reaching implications for schools seeking to close their attainment gap in STEM subjects.

Improvement vs Initial Attainment

+10%

+0%

+5.9%

Baseline initial attainment: 68%

+10.9%

+20%

+10%

+0%

+10.7%

+20.0%

Baseline initial attainment: 43%

Tassomai Usage Points (x1000)

5   10   15   20

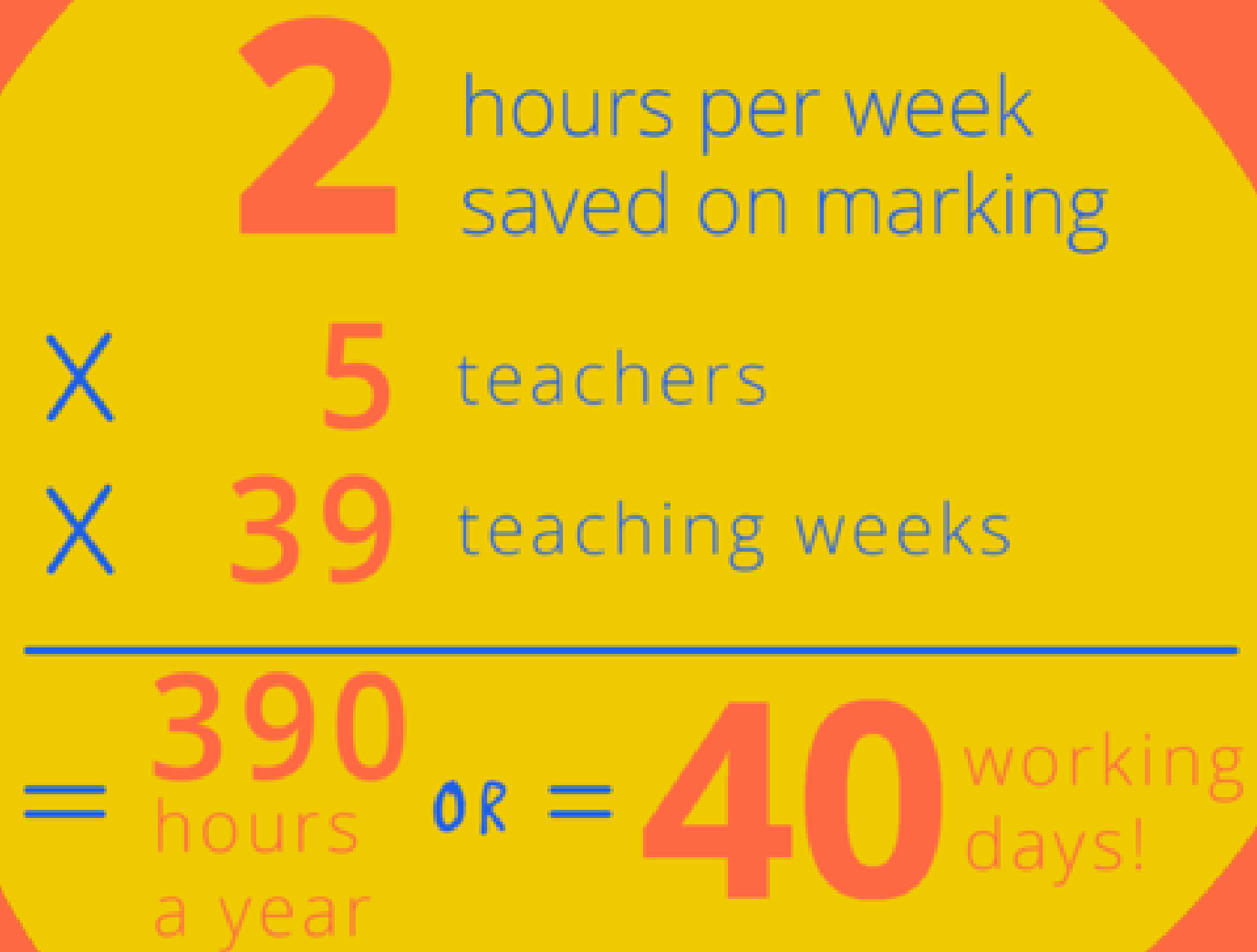●— Higher ability   ●— Lower ability

Impact on teacher workload

Used as a homework tool and lesson starter, Tassomai reduces time spent on the setting and marking of formative assessment, and on the collation of data for the purpose of planning intervention.

In a case study conducted in 2019, teachers estimated conservatively that, when implemented as such, **Tassomai saves each GCSE classroom teacher 2 hours per week per class** - time that is deployed more usefully into supporting students with their studies. In addition, the use of Tassomai to cover staff absence, or to inform cover teachers of student needs presents a considerable saving in cover budget and resources.

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*"The **reduction in marking** has been notable... Tassomai essentially allows us to have more learning time both within and outside of lesson and results in fewer admin and paperwork tasks."*
Laura Foulsham, Head of Science, St. John Bosco College

2 hours per week saved on marking

X **5** teachers

X **39** teaching weeks

= 390 hours a year **OR = 40** working days!

A secondary school with 5 teachers using Tassomai can save **40 working days a year on marking!**

Impact of preemptive feedback via targeted videos

Using Tassomai's vast array of student intervention data to effect better learning was a priority for Tassomai's product development in 2018/19. The education research team worked with UCL EDUCATE to measure the potential impact of short, preemptive teaching videos on student attainment and knowledge retention in a **randomised control trial.**

We used our algorithm to identify students who were likely to struggle with particular tricky concepts. We then created 1-minute 'explainer' videos to be triggered before the relevant exercise for a random group of these learners, and measured their effect.

Our findings were presented in January 2019 at the Association for Science Educators conference at the University of Birmingham.

The research showed that the introduction of videos resulted in a more than **threefold increase** in the success of trial students at correcting errors and retaining problem knowledge, when compared to the control group. The research paper, is due for publication in the Institute of Education's journal, Research For All.
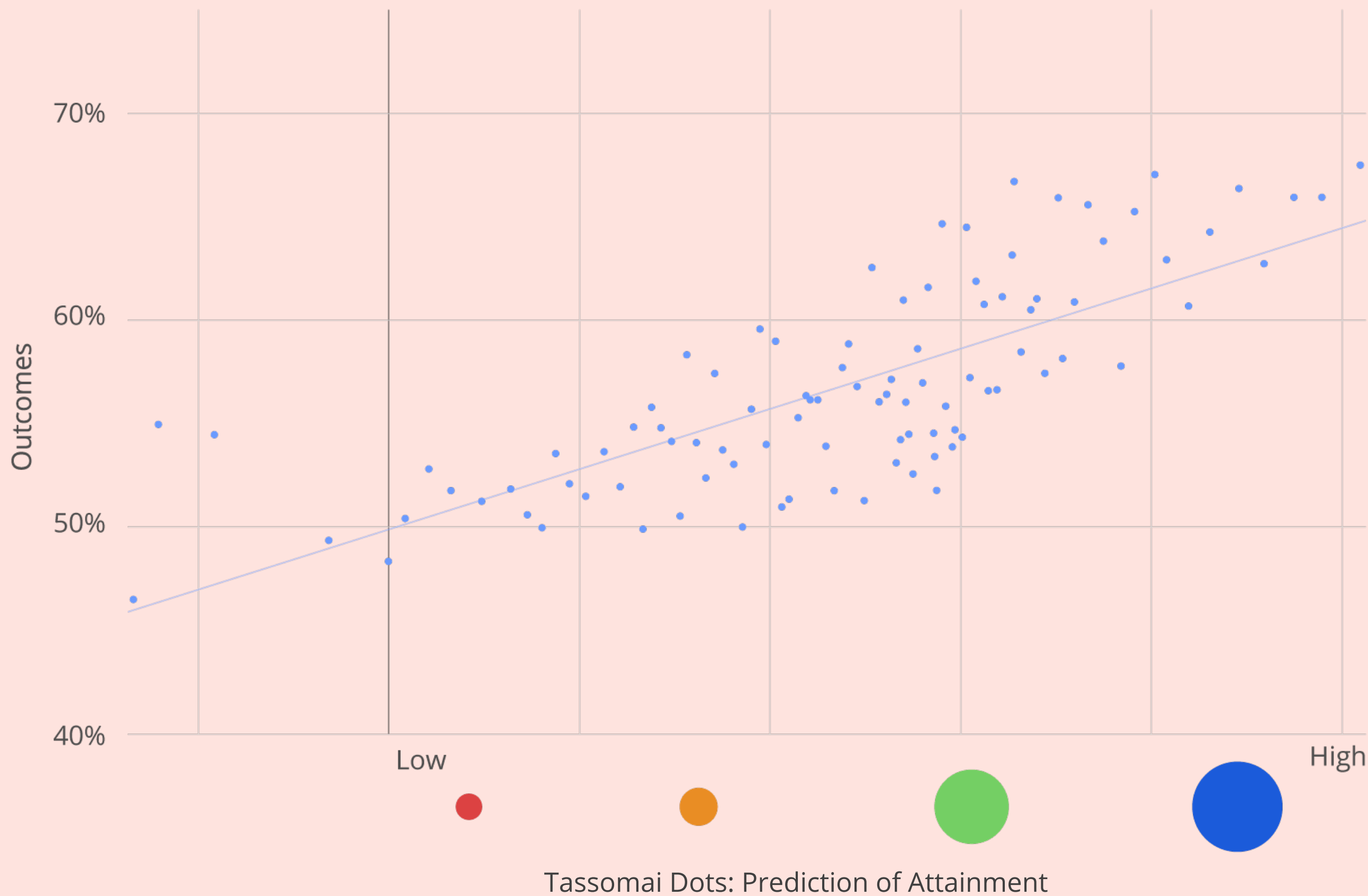
Validation of teacher data

Tassomai's 2019-2020 research project looked to measure the accuracy of its intervention data (where it displays to teachers, based on student answerings, the likelihood that a student will struggle in an examination question of the same topic).

A detailed analysis of some 6,300 mock examination papers with question-level analysis was correlated with Tassomai's intervention data to query whether the data displayed was producing valid predictions, and to inform further iterations of the designs.

Initial indications from the data (presented at the ASE in Reading, in January 2020) provide compelling evidence as to the predictive power of Tassomai's formative assessment engine - with also some interesting outlier trends that will inform some changes to the algorithm design this academic year.

As schools have unexpectedly had to derive their own 'centre-assessed' GCSE grades this year, it has been a matter of pride for us that we were able to support schools' decision-making processes with robust, well-evidenced data from our platform.

Tassomai usage data proved to be an accurate measure when predicting student grades.

Awards and recognition

Tassomai is a proud recipient of the **Evidence Applied award from UCL EDUCATE** for its research into the educational impact of targeted videos, and the **BETT Award 2019** for Best Education Support Resource for parents and home learning.

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"This is a fantastic example of what we on the EDUCATE programme set out to achieve, which is working with EdTech companies to help them to ensure they're making evidence led design decisions such that they can gather this evidence in an academically rigorous and valid way."

Alison Clark-Wilson, EDUCATE's principal research lead

At BETT this year, Tassomai was nominated for 3 awards, including company of the year - making it one of the most nominated companies in 2020. The company has also featured in the EdTech 50 Schools and been a shortlisted finalist at the Education Investor Awards, the London Business Awards and the ERA Awards.

"This revision resource is laser focused on helping learners prioritise through adaptive learning."

BETT Judging panel 2019

Looking to the future

Thank you so much for taking the time to read this report. We're immensely proud of the efforts of our students, their teachers and parents over this academic year. We are equally proud of the part we have been able to play in supporting young people and those around them towards achieving great results in education.

Our small but dedicated team are working remotely but diligently, preparing for 2020/21 and the exciting addition of new KS4 English literature and maths content to our schools package.

We look forward to sharing an interesting and exciting year ahead with you.

Our content team is hard at work writing new material for our **KS4 maths and English literature courses**, due to launch in Autumn 2020.

NEW!

MATHS

ENGLISH LITERATURE

The Tree, an innovative diagnostic tool will soon be accessible to all students, teachers and parents. An exciting new way to watch knowledge and understanding grow in the year ahead!

Testimonials and case studies

Numerous case-studies and further detail on Tassomai's education research can be found in the blog on our website: **www.tassomai.com/blog.**

Further information, including independent testimonials from teachers can be seen on **EdTechImpact** and the **LendED** platform from **BESA** supported by the **DfE.**

www.tassomai.com