



10on10 Effectiveness Study



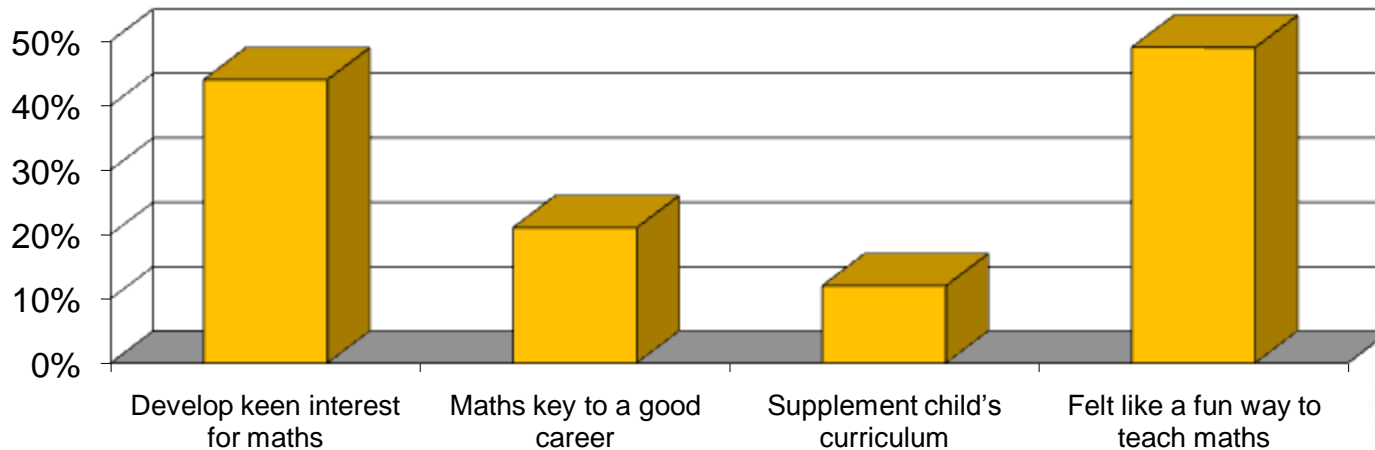


Why 10on10?

Parents on the search for a tool that ..

- Will get the drudgery out of the process.
- Will help develop an interest in Math

Why opt for 10on10?



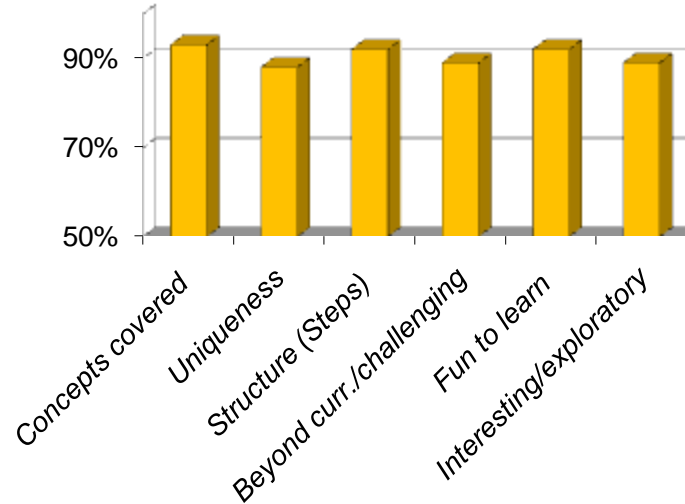
10on10 builds up expectations of a fun way of learning an important subject



What's Important?

- . The concepts, structure considered most important factors
- . The 'fun' element in teaching these concepts also considered important.

Importance of program elements



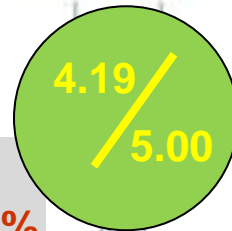
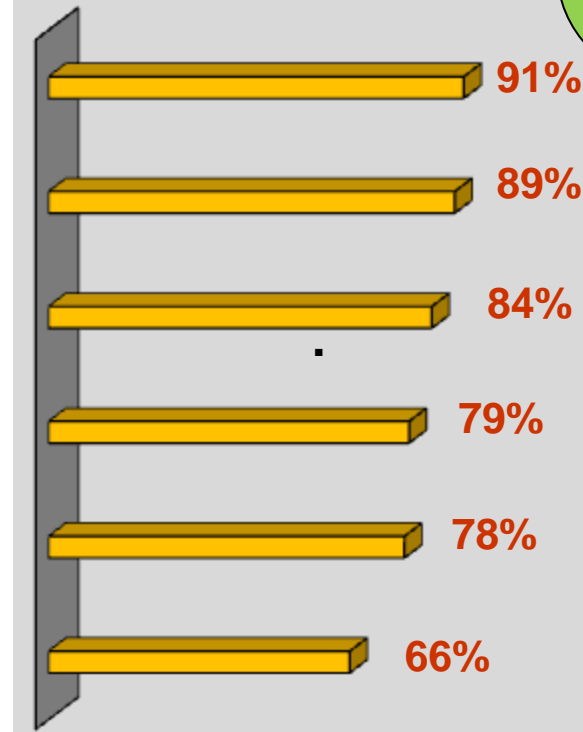
The ideal product – strong on concepts, well-structured and fun to do.



How is 10on10 on what's Important

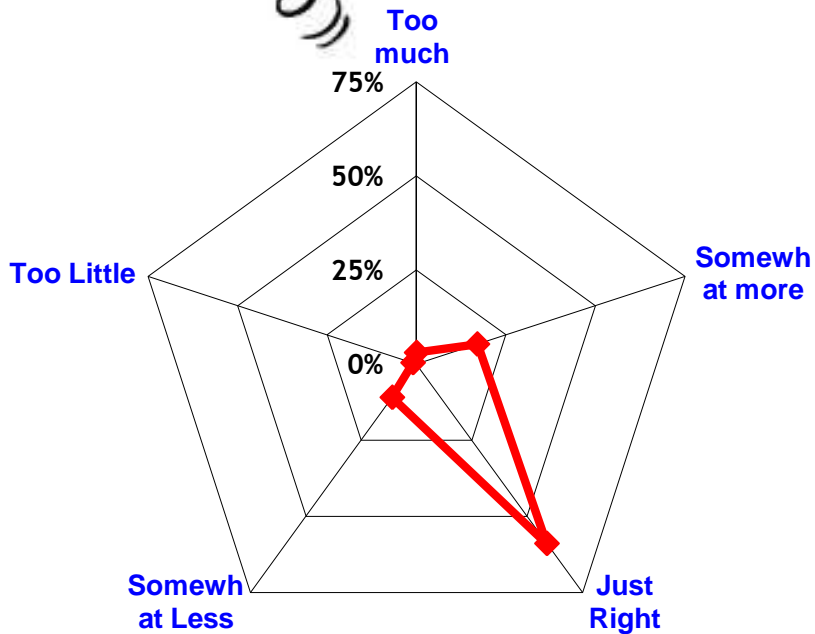
Coverage of various Concepts in Math

- The content is relevant to the needs of my child
- 10on10 aids the child's understanding of mathematics as a subject
- 10on10 has been useful in getting my child to understand the concepts of mathematics
- 10on10 is comprehensive in its coverage of the subject for my child's age
- The themes represented in the worksheets are relevant to my child
- There is a perceptible improvement in my child's appreciation of the concepts that are taught in the worksheets

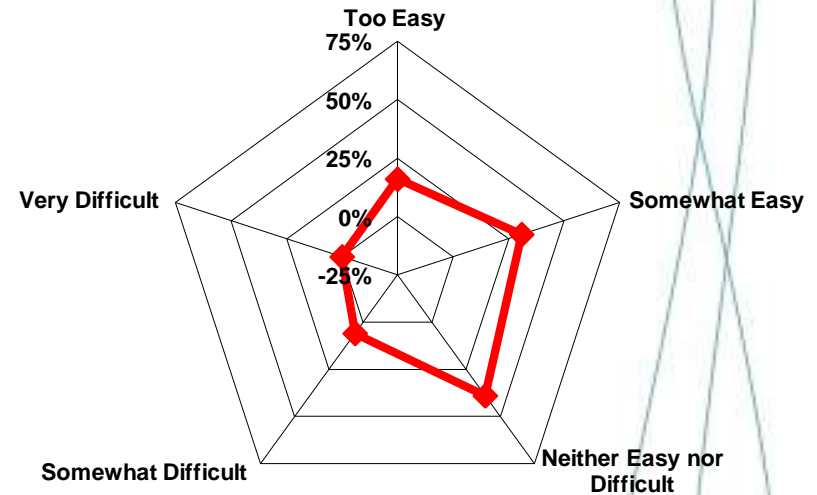


10on10 content / concepts strong.. ('results' score of 66% discussed in slide 16)

Content Quantity & Quality



Amount of Information/Content in each sheet



Ease/Difficulty of Content

- Content quantity 'just right'
- Most students find the content easy or about the right level of difficulty to handle

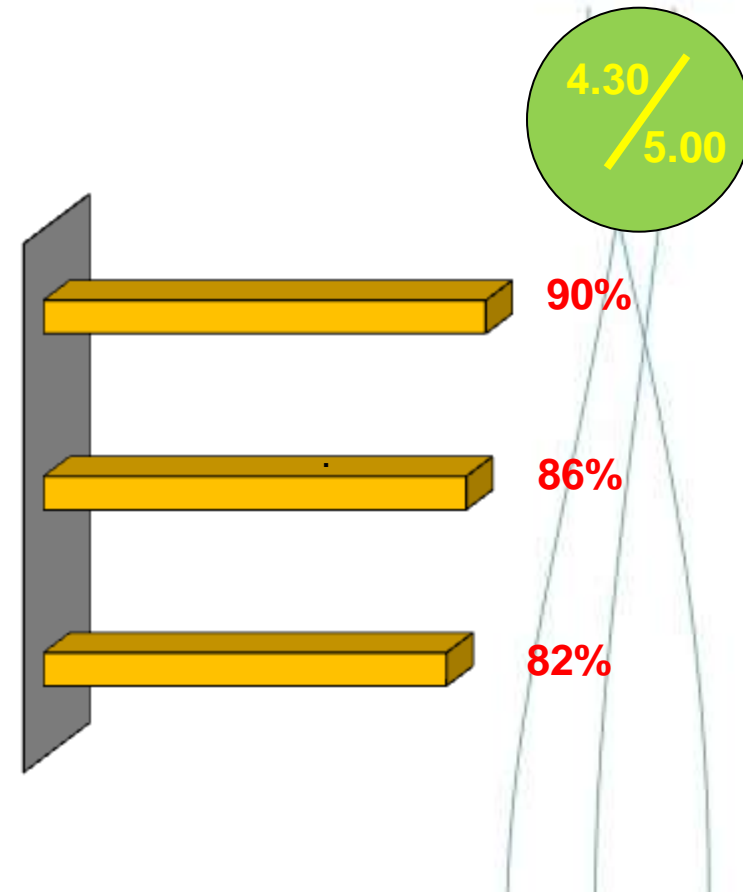
Mixing a few 'advanced level' sheets in the current lot may reduce dispersion.



How is 10on10 on what's Important

10on10 Structure (steps taken to teach the concepts)

- There is continuity in the program worksheets
- The structure (flow of concepts) of the 10on10 program is well suited to my child's needs
- The worksheet method of teaching is effective



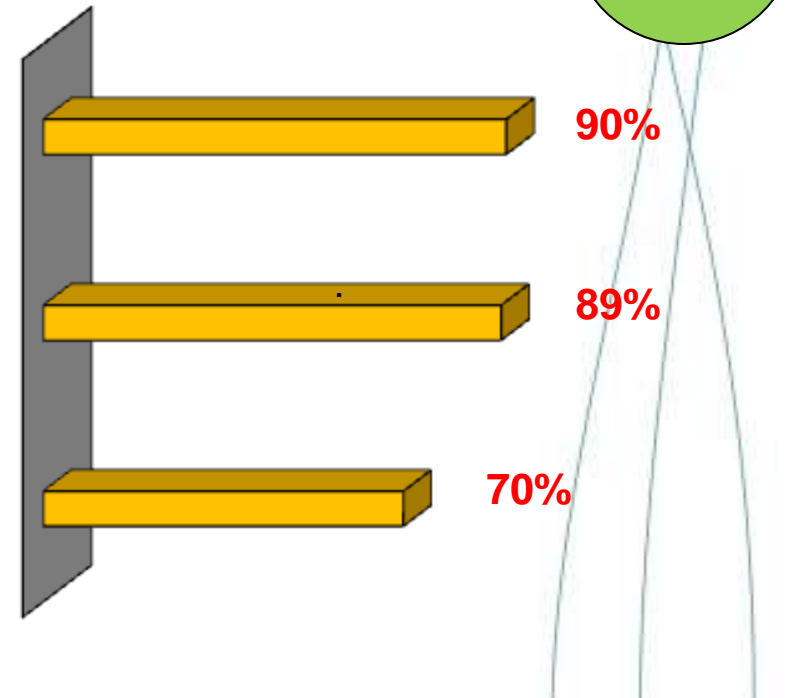
10on10 does well on structure across parameters..



How is 10on10 on what's Important

The Fun element in 10on10

- The concepts are presented in an interesting manner
- My child looks forward to receiving the 10on10 worksheets
- The cartoons enhance the interest of the child and make it fun to learn



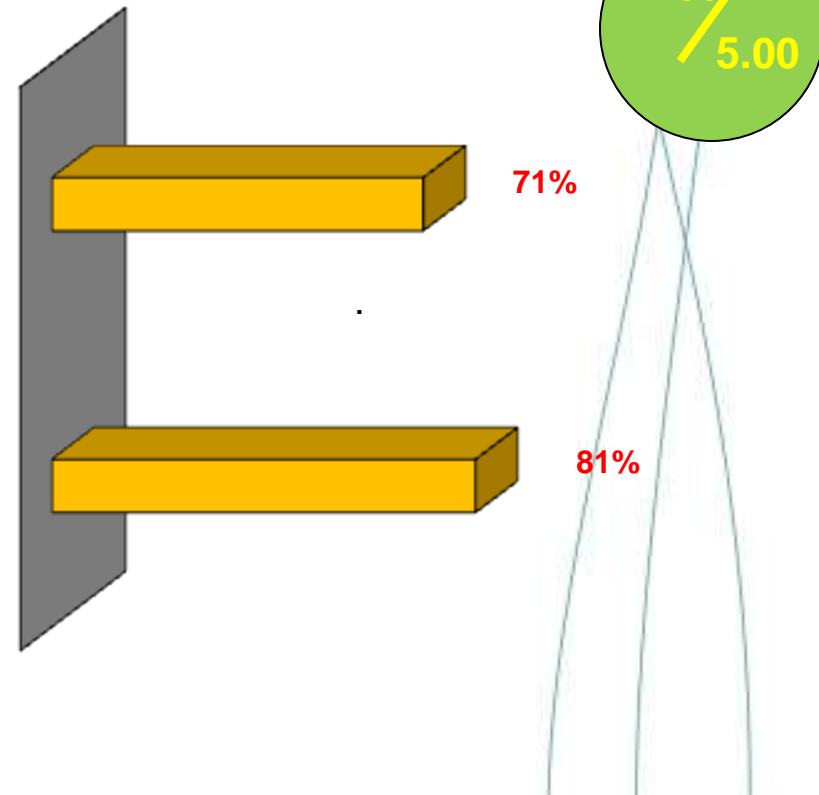
10on10 delivers well on the 'fun' element, an important attribute.



The ‘Exploration’ Parameter

Interesting/ exploratory to learn

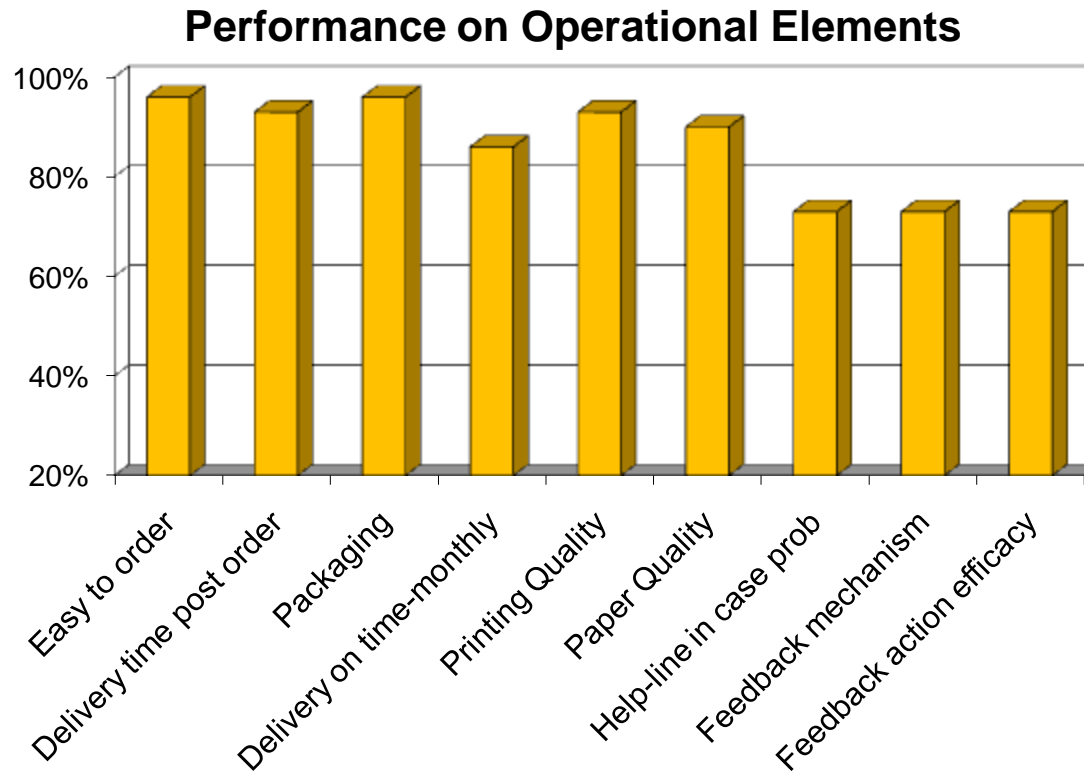
- My child’s interest in learning about numbers and mathematics has increased since 10on10 was introduced to him/her
- 10on10 holds the child’s interest



Ensuring 10on10 gets used for more than 3months likely to improve scores.



Operational Efficiency

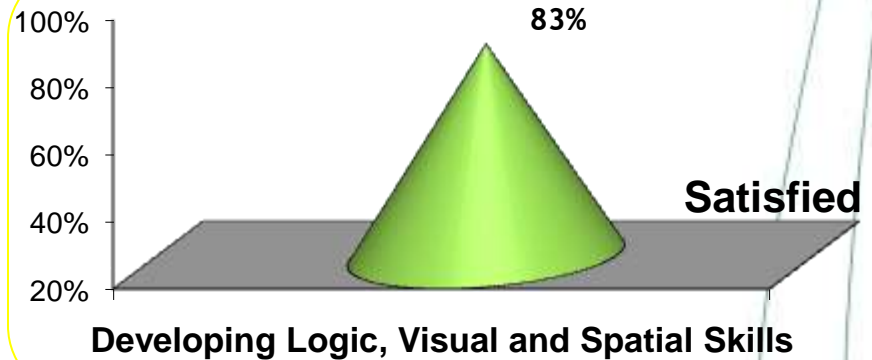
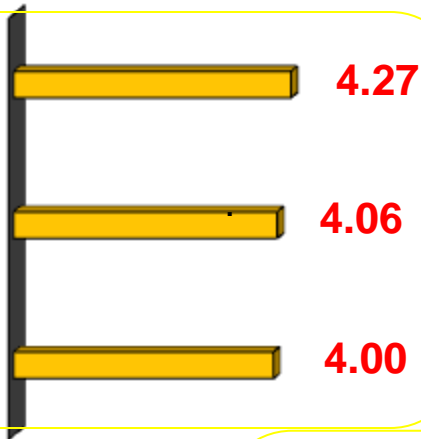


The Feedback Mechanism needs improvement..



Promise Delivery

- Understanding of Math
- Overall Development
- Logical Reasoning



10on10 delivers on it's core promise-
Developing Logic, Visual and Spatial Skills



TenOnTen
Math for Kids

Thank You.