

KidsLoop Global Newsletter

February 2021 / Vol. 02



BUSINESS NEWS

PRODUCT NEWS

GLOBAL OFFICE NEWS

Global

KidsLoop Services Delivery to Indian Education Market with Chrysalis

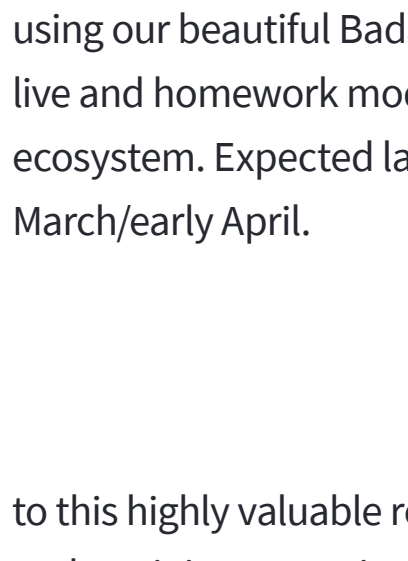
In the wake of the highly informative online presentation made by our CEO David Roberts in late January 2021, that was attended by a vast multitude of educators and teachers in India, we have received a tremendous amount of attention in the KidsLoop platform. Large school groups and educators have evinced strong interest in engaging KidsLoop as their chosen option of delivery to their students and children. Prominent amongst them is the Jain Group of Institutions and School Mitra. In addition, our Indian partner Chrysalis continues to ramp up for the April launch of their Thinkroom Blended Learning Programme powered by KidsLoop. Chrysalis with its reach



of 700+ schools are also busy signing up schools in its customer base. Consequently, we are presaging a substantial growth

in numbers of schools subscribing to the KidsLoop ecosystem in Q2. We are working hard to facilitate this launch and bring KidsLoop to students all over India!

Bringing the Zoo to You: Collaboration with Zoological Society of East Anglia (ZSEA)



We continue to make good progress with our partners in the UK, Zoological Society of East Anglia (ZSEA). ZSEA plans to launch

marketing efforts in March to promote BADA Club, an after-school program for students to learn about animals from ZSEA teachers both using our beautiful Bada Zoo content via the live and homework modules on our KidsLoop ecosystem. Expected launch is the end of March/early April.

Indonesia

Cooperation Discussion with the Top Islamic Education Provider: Garis Sepuluh

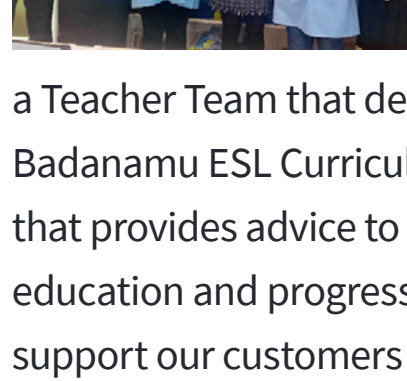
KidsLoop Indonesia office is moving forward to form a partnership for a digitalization collaboration and distribution agreement with Garis Sepuluh (GS). GS is a company engaged in the development of Islamic creative and educational content for children and families. As part of their business development portfolio, GS has a contract with several, renowned Islamic religious schools, which serve more than 2 million students all over Indonesia. GS's current flagship content is Riko the series (can be viewed on the Youtube channel). The cooperation will be marked by the signing of a Letter of Agreement between KidsLoop Indonesia and GS, planned for the 4th week of February 2021. We look forward

Partnership with Anak Pelangi School in Bali Kindergarten Market

In February, KidsLoop Indonesia commenced a trial use program with Anak Pelangi School (APS) in Bali, Indonesia. The ongoing, in-depth trial has included 4 teachers and 1 headmaster, in a collaborative, feedback-driven customer success process. APS plans to start deploying KidsLoop 2.0 and the KidsLoop app to its parents and students in the next two weeks. We look forward to our continued partnership with APS and this unique entry point to the valuable Bali kindergarten market.

Korea

B2C KidsLoop Center Opening

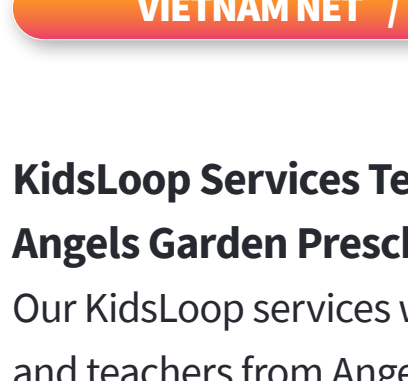


A Direct to Consumer (D2C) KidsLoop center was opened for preschoolers in February. Three wonderful teams operate the center:

a Teacher Team that delivers the lessons in Badanamu ESL Curricula, a Consultant Team that provides advice to parents on their child's education and progress, and a CS Team that support our customers to have a smooth learning experience. The teams will strive to be the center for the best KidsLoop education experience to showcase around the world.

The First KidsLoop B2B Contract with a Nation-wide Early Education Contents Distributor

We made the first KidsLoop B2B contract with a distributor who supplies contents for nation-wide kindergarten coverage. 300 students will start using KidsLoop from this March and we are expecting to have more students onboarded. More children and child institutions will benefit from KidsLoop's various learning services such as touchscreen lessons for kindergartens and live online lessons for homeschoolers.



Vietnam

Strategic Partnership with National College for Education (NCE Hanoi)

We are excited to announce that KidsLoop Vietnam signed the first contract with NCE Hanoi about training kindergarten teachers and building KidsLoop's EdTech teacher



community. We will also organize seminars to introduce KidsLoop as an advanced all-in-one solution for digital transformation in preschool education in Vietnam. If you are

interested in reading more articles, please click Vietnam Net and Tuoi Tre News.

[VIETNAM NET / TUOI TRE NEWS](#)

KidsLoop Services Testimonials with Angels Garden Preschool

Our KidsLoop services were tested with a CEO and teachers from Angels Garden Preschool. We are looking to share our testimonials.

[WATCH](#)

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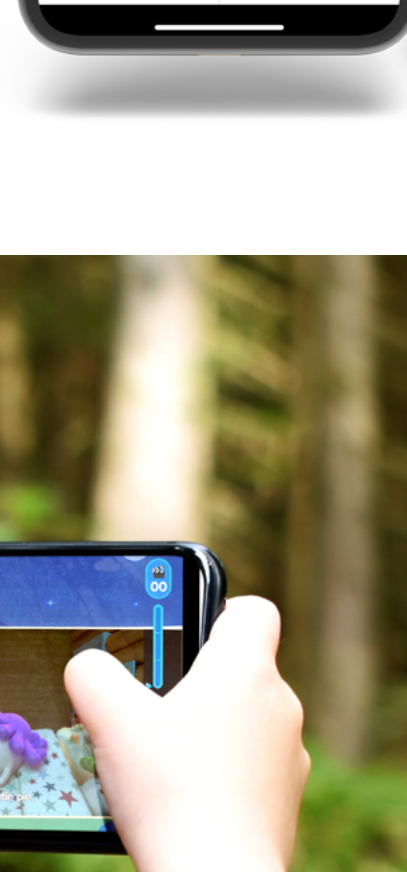
KidsLoop & KidsLoop App Updates

KidsLoop (Web/iOS/Android) Update

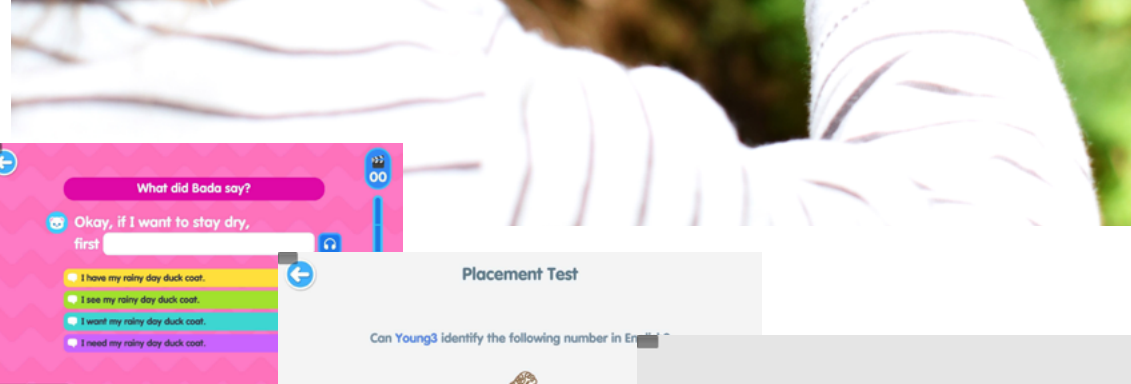
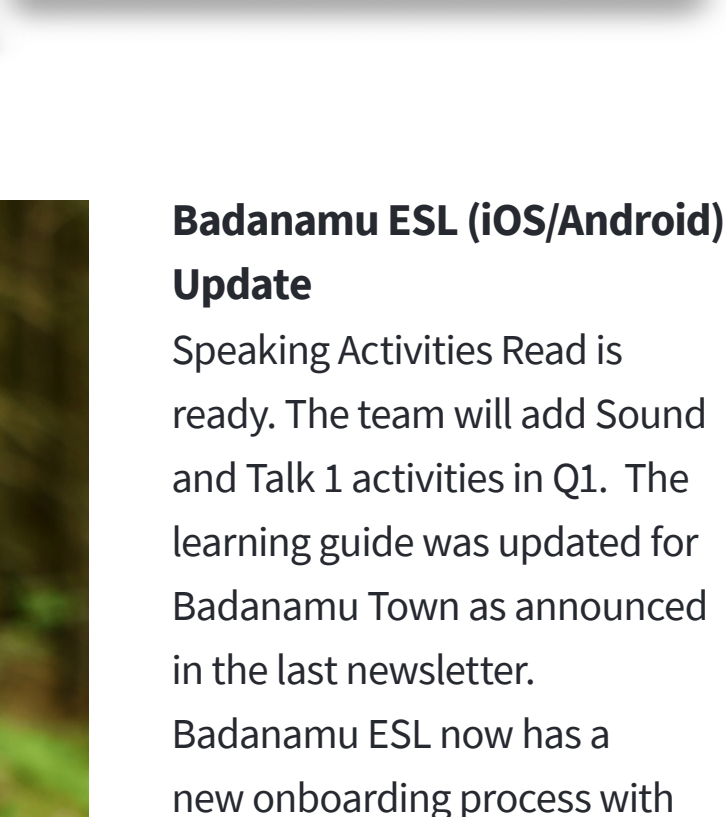
In January, KidsLoop (Web/iOS/Android) was deployed in Indonesia, Vietnam, and the UK. The iOS app was updated to the Alpha version, org selection, and sign out function. The team worked on sign out, end study enhancement, bug fixes for Android app, and we also improved the live stability. We are aiming to update live UI/UX, academic profile, super admin console, HSP improvements in Q1 2021.

[GO TO KIDSLoop](#)

iOS



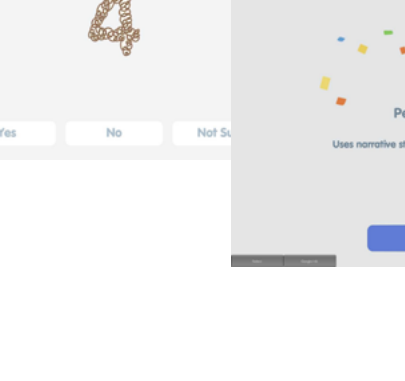
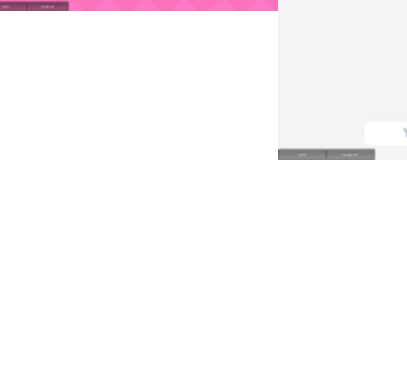
KidsLoop Live



Badanamu ESL (iOS/Android) Update

Speaking Activities Read is ready. The team will add Sound and Talk 1 activities in Q1. The learning guide was updated for Badanamu Town as announced in the last newsletter. Badanamu ESL now has a new onboarding process with overall flow of free trial, product introduction, profile creation, test & results placement, sign up and agreement merge, and UI update. In Q1, we will improve the system for SSO (Single Sign-On) phase 1: Google, Apple, Facebook, profile update. Profile update, BGM functionality on/off button, and contents visualization will be initiated.

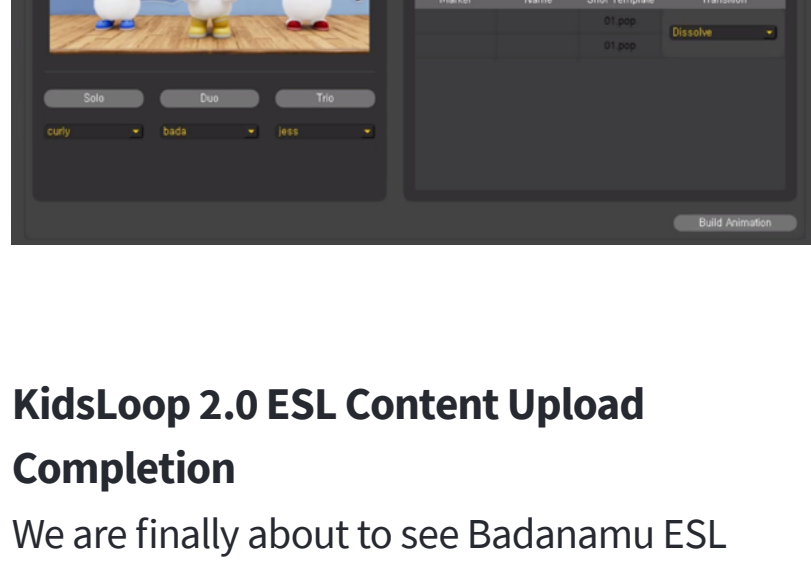
[GO TO ESL](#)



Contents Updates

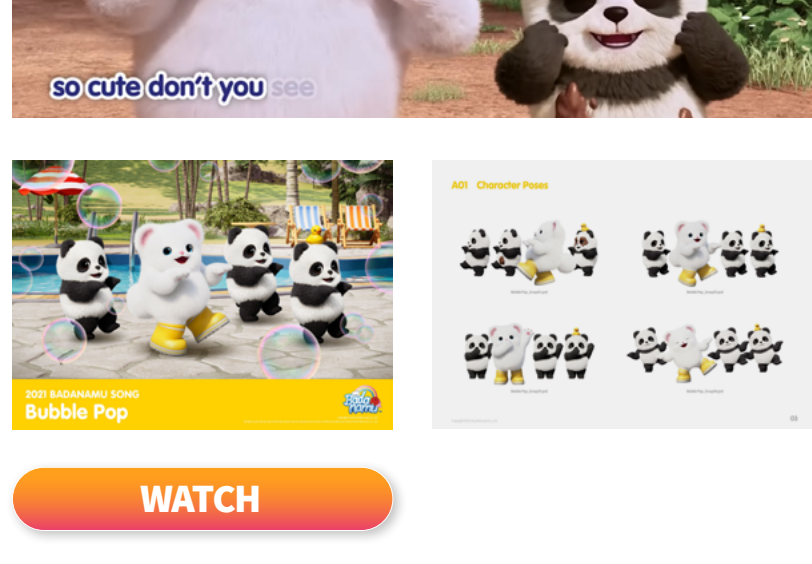
Automation Development Launch

One of Content Team's 2021 goals is Automation—a breakthrough system that automates the pipeline of complex 3D animations to create dance animations efficiently. We have already tested the possibility several times and are starting the full-scale development.



Bubble Pop (Viral/3D) Video and Design Guide Completion

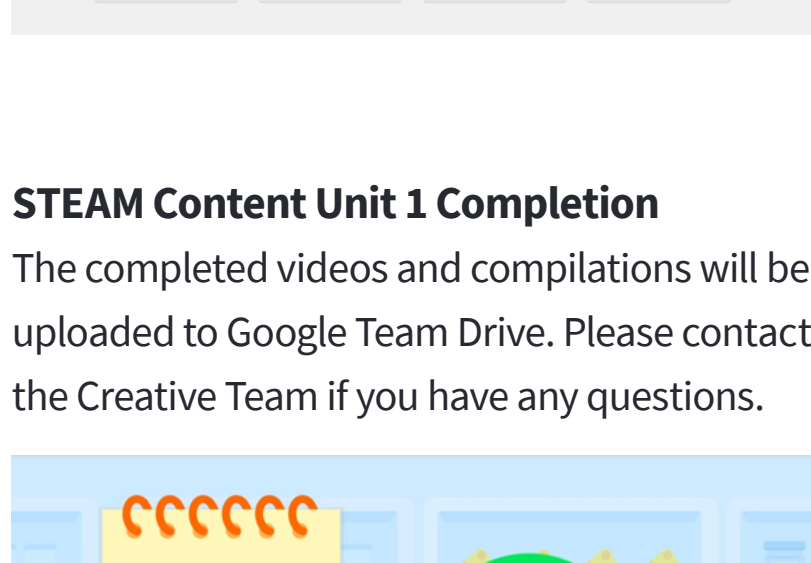
The team worked on a special request for the giant panda in February. A video of three adorable little panda cubs and Bada making a bubble fuss was uploaded on YouTube. Don't forget to click "Like!" The 3D design source guide will also be completed and shared with the China team.



[WATCH](#)

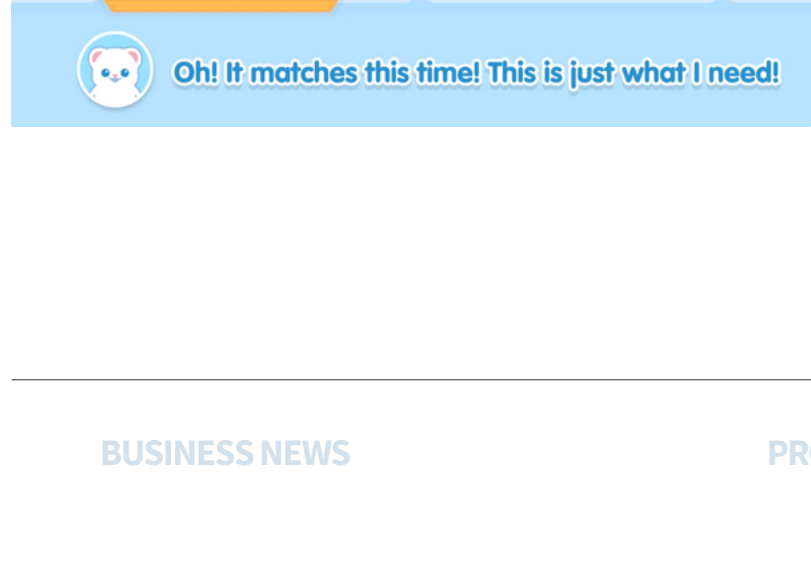
KidsLoop 2.0 ESL Content Upload Completion

We are finally about to see Badanamu ESL content uploaded on KidsLoop 2.0 Platform. The upload has been ongoing since last year and despite multiple iterations, we are excited to see the results.



STEAM Content Unit 1 Completion

The completed videos and compilations will be uploaded to Google Team Drive. Please contact the Creative Team if you have any questions.



Public Domain Children Song (3D) Progress

The team is working on 3D videos for children's songs in English that are familiar to the public like Bada Rhyme. We will continue to reinforce our line of children's songs that is easily approachable in addition to the original Badanamu pop songs, which are sophisticated but may be difficult to non-English speakers.



China

Badanamu Official Account Opening on Xiaohongshu

This January, Badanamu officially entered Xiaohongshu, a popular social e-commerce platform in China. Xiaohongshu is an e-commerce and lifestyle community platform used by many young people in China. The number of its monthly active users has exceeded 100 million, and 70% of new users belong to the post-90s generation. On this new platform, the team will share Badanamu's latest nursery rhymes, animations, fine licensed products, and parent-child education experience with more young fans.



Badanamu Chinese New Year Song Released on Multiple Platforms

During the Spring Festival, Badanamu released a Chinese New Year song officially in China. This year, the Badanamu family and its new friend "Niuniu" jointly perform the family reunion to mark the Year of the Ox, wishing fans of all ages a happy New Year. This nursery rhyme has been broadcasted on IPTV and OTT platforms such as LeTV, Migu Video, Ergeduoduo, BabyBus, and also on popular video websites such as iQIYI, Tencent Video, and Sohu Video.



United Kingdom

Recruitment of Head of Programme and Head of Client Delivery

Jungok Lee and Eunjeong Oh joined KidsLoop as our Head of Programme and Head of Client Delivery. Eunjeong and Jungok are currently residing in London and will relocate to Korea.

Jungok Lee will be a Head of Programme reporting to Dr. Nick Salmon VP Data Science Operations. She will be in charge of managing PMO & QA, KidsLoop App product. Jungok worked at Discovery Inc, Youview TV Ltd, Orange Group as a delivery manager, and

Samsung Electronics as a portfolio manager & software developer for European mobile phones.

Eunjeong Oh will be a Head of Client Delivery reporting to Mark Law (CCO) and will manage tech sales onboarding and tech CS. She has extensive experience in the delivery of large-scale complex Data centre & Infrastructure programs at Technology led organizations around the world. Before joining KidsLoop, she worked at Yahoo, Oracle, HP as a project manager and business analyst.

Global HR Announcement

Global Performance Management Program Launch & Global E-Town Hall Meeting with Leadership

The 2021 KidsLoop goals were shared with all KidsLoop members via Global E-Town Hall Meeting with Leadership on February 5. The Performance Management training was delivered and goal setting will be completed by the end of February for most countries.

We appreciate all the support and effort for this program. The Global HR Team will support every KidsLoop member on their smooth goal setting and career development in collaboration with local HR teams. We look forward to seeing all members in future E-Town Hall meetings.

[VIDEO LINK](#)

[PDF LINK](#)

Open Positions

We encourage you to refer qualified candidates for open positions. Please feel free to share this link with amazing people you know!

[GO BambooHR Job](#)

Official KidsLoop Links

[China](#)

[Indonesia](#)

[Korea](#)

[United Kingdom](#)

[Vietnam](#)

[Global](#)

Publication

The KidsLoop Global Newsletter was designed by the Design Team and published by the Global HR Team. Please contact Global HR (globalhr@calmid.com) with any questions.