

WHY INNOVATIVE SUPERINTENDENTS ARE CREATING MODEL INNOVATION CITIES™ TO SOLVE THE THIRD GRADE READING DILEMMA

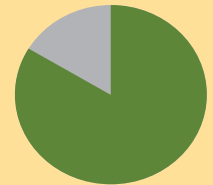
This case study highlights 3 award-winning superintendents who have created *Model Innovation Cities™* to reach the children in their district even before they enter school and continue their trajectory to 3rd grade reading proficiency.

21ST CENTURY CHALLENGES

- 58% of 4th grade students read below grade level
- 11.5 million children live in or near poverty
- 61% of impoverished children have no books at home
- At-risk children hear 30 million fewer words by age 4

21ST CENTURY OPPORTUNITY

80% of parents own a smart phone today.



What is a Model Innovation City™? A *Model Innovation City™* is a turn-key, citywide literacy solution that addresses the third grade reading dilemma by utilizing the Footsteps2Brilliance® Mobile Technology Platform to cost-effectively scale pre-K through 3rd grade literacy apps to every family within a school district's jurisdiction.

DR. MARK EDWARDS: LEVERAGING PARENTS' MOBILE DEVICES TO SCALE PRE-K THROUGH 3RD GRADE CURRICULUM CITYWIDE

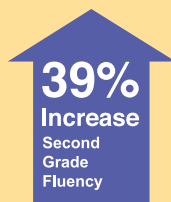


DR. MARK EDWARDS
National Superintendent
of the Year, Mooresville
Graded School District,
North Carolina.

MOORESVILLE, NC RESULTS AFTER 8 WEEKS OF USAGE



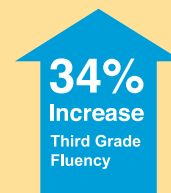
1st Grade



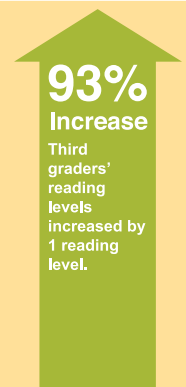
2nd Grade



2nd Grade



3rd Grade



3rd Grade

By making Mooresville a *Model Innovation City™*, Dr. Mark Edwards, a pioneer in 1-to-1 technology, was able to cost-effectively expand his 4th through 12th grade digital ecosystem to the early grades. Dr. Edwards provided early learning curriculum apps to his elementary school parents' mobile devices. This technology solution gave parents the tools they needed to become their children's first teachers and dramatically increased time spend on literacy. The results are impressive.

"Footsteps2Brilliance creates a community partnership by fusing relationships between city officials, schools, parents, and students."

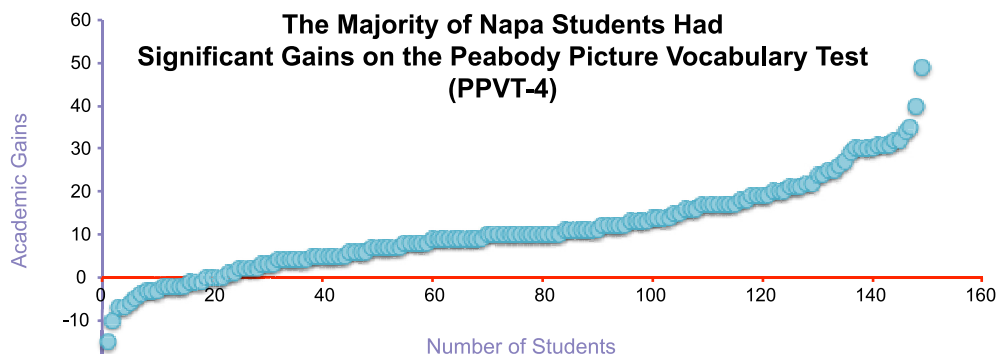
The Boston Globe

LEARN HOW YOU CAN APPLY TO BECOME A MODEL INNOVATION CITY!
CONTACT ILENE ROSENTHAL, CEO, AT 202-338-1223 OR ILENE@FOOTSTEPS2BRILLIANCE.COM

DR. BARBARA NEMKO: USING MOBILE TECHNOLOGY TO ADDRESS THE NEEDS OF ENGLISH LANGUAGE LEARNERS AND ENSURE THIRD GRADE READING SUCCESS

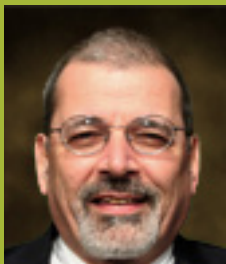


DR. BARBARA NEMKO
2013 Award for
Most Innovative
Superintendent, Napa,
California.



Dr. Barbara Nemko oversees a county where ELL children frequently transition in and out of the school system. Dr. Nemko created an intervention strategy using Footsteps2Brilliance® that begins in pre-K and continues throughout the elementary school years. The Footsteps2Brilliance® unique English/Spanish toggle switch makes it easy for parents who do not speak English to be successful teachers to their children. Pre-and-Post Peabody Picture Vocabulary Tests show significant gains.

DR. PAUL DAKIN: INCREASING PARENTAL INVOLVEMENT TO ADDRESS PRE-K CAPACITY UTILIZING THE FOOTSTEPS2BRILLIANCE MOBILE PLATFORM



DR. PAUL DAKIN
Massachusetts
Superintendent of the
Year, Revere, Mass.

eBooks Read

61,191

Average Comprehension

74%

Books Created by Students

16,703

Vocabulary Exposure

19,440,951

District-Wide Usage

6,509 hrs

Dr. Dakin oversees a district where funding and building space limitations only allow him to accommodate 40% of his district's preschool age children. Dr. Dakin leveraged the power of the Footsteps2Brilliance® Mobile Platform to reach parents of children not enrolled in his highly desired pre-K programs. Without expending resources to build additional infrastructure, Dr. Dakin was able to expand his pre-K capacity quickly, changing the literacy environment so that underserved children entered kindergarten with the pre-requisite skills needed for academic success.

WHAT BECOMING A MODEL INNOVATION CITY™ WOULD DO FOR YOUR DISTRICT

INSTANT SCALE

Our turn-key solution cost effectively scales engaging early learning apps designed to increase vocabulary and literacy to your entire community within 30 days.

PARENTAL INVOLVEMENT

Our mobile platform will provide every pre-K through 3rd grade parent in your district with the bilingual tools they need to become fully engaged with their children's learning.

MEASURABLE RESULTS

Our solution tracks real-time data and doubles the amount of time spent on vocabulary acquisition and literacy.

LEARN HOW YOU CAN APPLY TO BECOME A MODEL INNOVATION CITY!

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