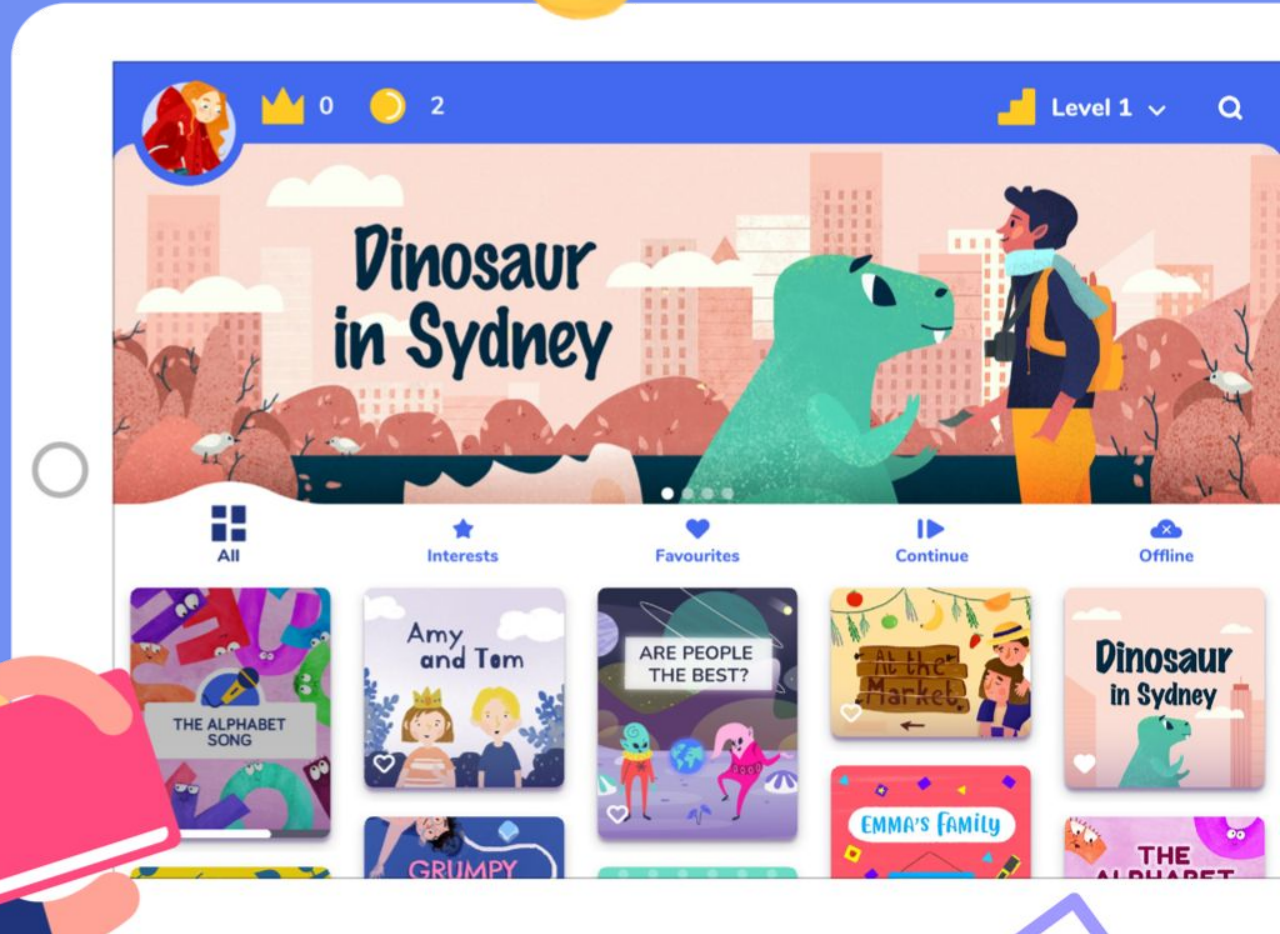


Engage your students with
the best storytelling-based
English teaching app

BOOKR
CLASS



BOOKR Class - English teaching made fun



Why Learn English as Foreign Language (ELL/EFL/ESL)

- ➡ Individuals who speak English gain a concrete **economic advantage**⁽¹⁾
- ➡ ELL/EFL/ESL provides children with **better access** to a globalised world and greater employment opportunities
- ➡ Research shows that those who know a foreign language have an improved **ability to communicate**, better **cognitive development**, richer **cultural awareness** and ultimately **better job opportunities**.

(1) “The Sociopolitics of English Language Teaching” by Joan Kelly Hall and William G. Eggington

Children Learn Languages Easily



- ➡ **Early childhood** and **primary school** ages are the ideal time to introduce a new language to children⁽¹⁾.
- ➡ Exposing children to a foreign language in early childhood allows them to **optimise their learning potential**, helping to shape the brain at its most flexible stage.
- ➡ Young children are uniquely suited to learning a foreign language. Learning a second language at a young age is cognitively **as easy as learning a first language** for them.

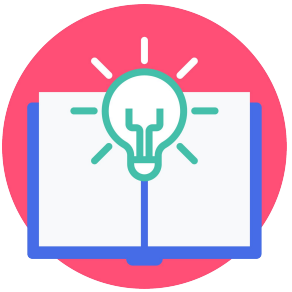
(1) Elsevier Procedia "Foreign Language Learning During Childhood" citing research by prof. C. Bloch

Reading Makes Kids Smart

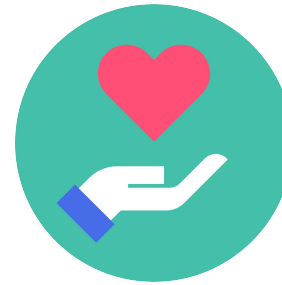


- ➡ Reading builds a **cognitive processing** infrastructure that has a profound effect on a person's depth and breadth of general knowledge, vocabulary, and the ability to reason using words and numbers⁽¹⁾
- ➡ Research spanning 20 years and 70,000 people in 27 countries found that children raised in homes with more than 500 books on average **spent three years longer** in school than children whose parents had only a few books⁽²⁾
- ➡ In the context of second language learning, storytelling process enacted with the support of picturebooks are considered a keystone that enables and encourages **natural language acquisition**⁽³⁾
- ➡ Research has emerged that provides theoretical foundations to justify the implementation of **storytelling-based pedagogical approaches**⁽⁴⁾

How can you learn **English** through reading?



Stories provide a **context**: through reading stories a new language starts to make sense much quicker and learners have a **deeper understanding** of how the authentic language works.



Stories support **social and emotional learning** and develop **21st century skills** such as cross-cultural understanding, empathy, critical thinking and problem solving.



Reading literary pieces and related texts facilitates the development of **implicit, automatic knowledge** of the language (vocabulary, grammar, expressions, etc..)



While a student is reading, they can apply textbook knowledge practically, in a different environment that brings a **feeling of instant success**.

Learn English with BOOKR Class

Applying textbook
KNOWLEDGE
while reading



feeling of
SUCCESS

Look! You're wrong! He's the new P.E. teacher. He is only helping to carry the books. I like P.E. lessons. I love running and playing baseball.



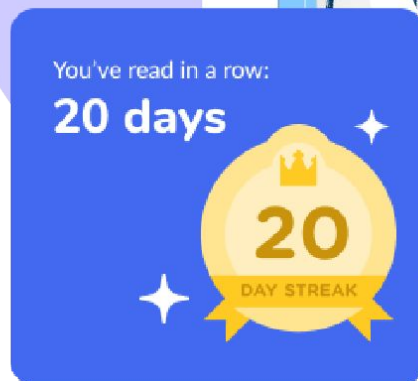
P.E. teacher



art teacher

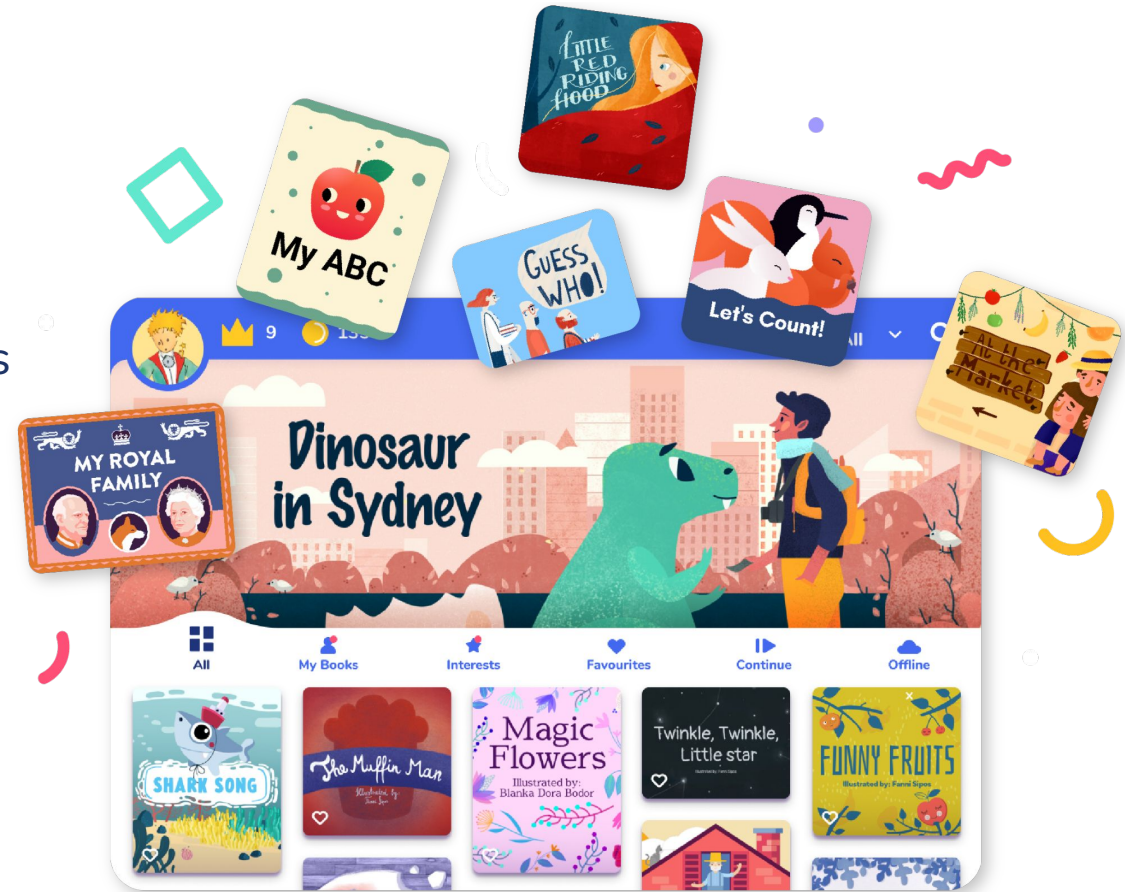


POSITIVE ATTITUDE
towards both literature
and the new language



What is BOOKR Class?

- + BOOKR Class is a **supplemental educational platform** designed to teach ELL/EFL/ESL.
- + It comprises a **library app** with curated and engaging **interactive books**, songs and nursery rhymes, flashcards and educational games & a **Teacher's Dashboard**.
- + The unique book format is **researched-based***: 98% of students love reading with BOOKR. They perform on an average **20% better** in reading comprehension tests compared to those who use print materials.



What is BOOKR Class?

- + It is created for **EFL educators and their students** as well as **families with children** between the ages of 4-14 (the sweet spot 6-12)
- + Available on **mobile devices and computers**.



BOOKR Class is Standards Aligned

- ➡ BOOKR Class includes 6 levels, **aligned with CEFR** (Common European Framework of Reference).
- ➡ The content targets learners **from pre-A1 to B1** (beginner to intermediate).
- ➡ Additionally, the program is aligned with the **Lexile system**, assessing reading skill levels and recommending titles accordingly.



Why are the BOOKR books so engaging?

interactions
keep attention

animation supports
comprehension

Then she realized how late she was
and quickly excused herself, rushing
down the path to her Grandma's house.
The wolf, in the meantime, took a
shortcut...

native narration
aids listening comprehension

sound effects

educational games & quizzes

text-highlighting helps
visual learning

A library of interactive stories



A library of interactive stories

- ➡ Carefully selected stories from **classic and modern world literature**
- ➡ Original stories about **culture, civilisation and everyday life**
- ➡ **Content and Language Integrated Learning (CLIL)** - history, science, sport, geography, pop culture and many more
- ➡ All titles aligned with the needs of the language learners.
- ➡ Created in-house or with cooperation with content providers:



MOOMIN

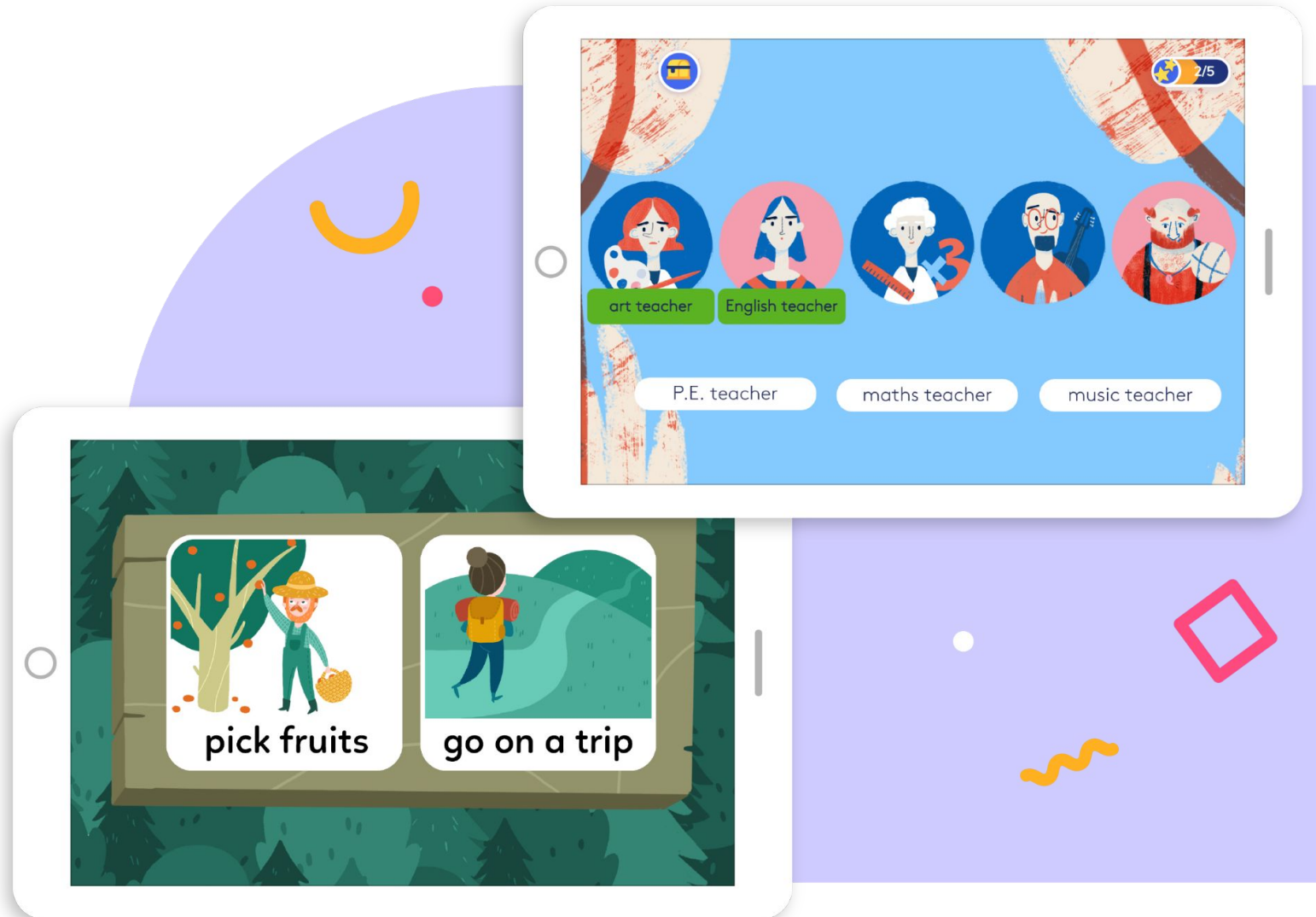
With content from
OXFORD
UNIVERSITY PRESS



WSkids
WHITE STAR KIDS

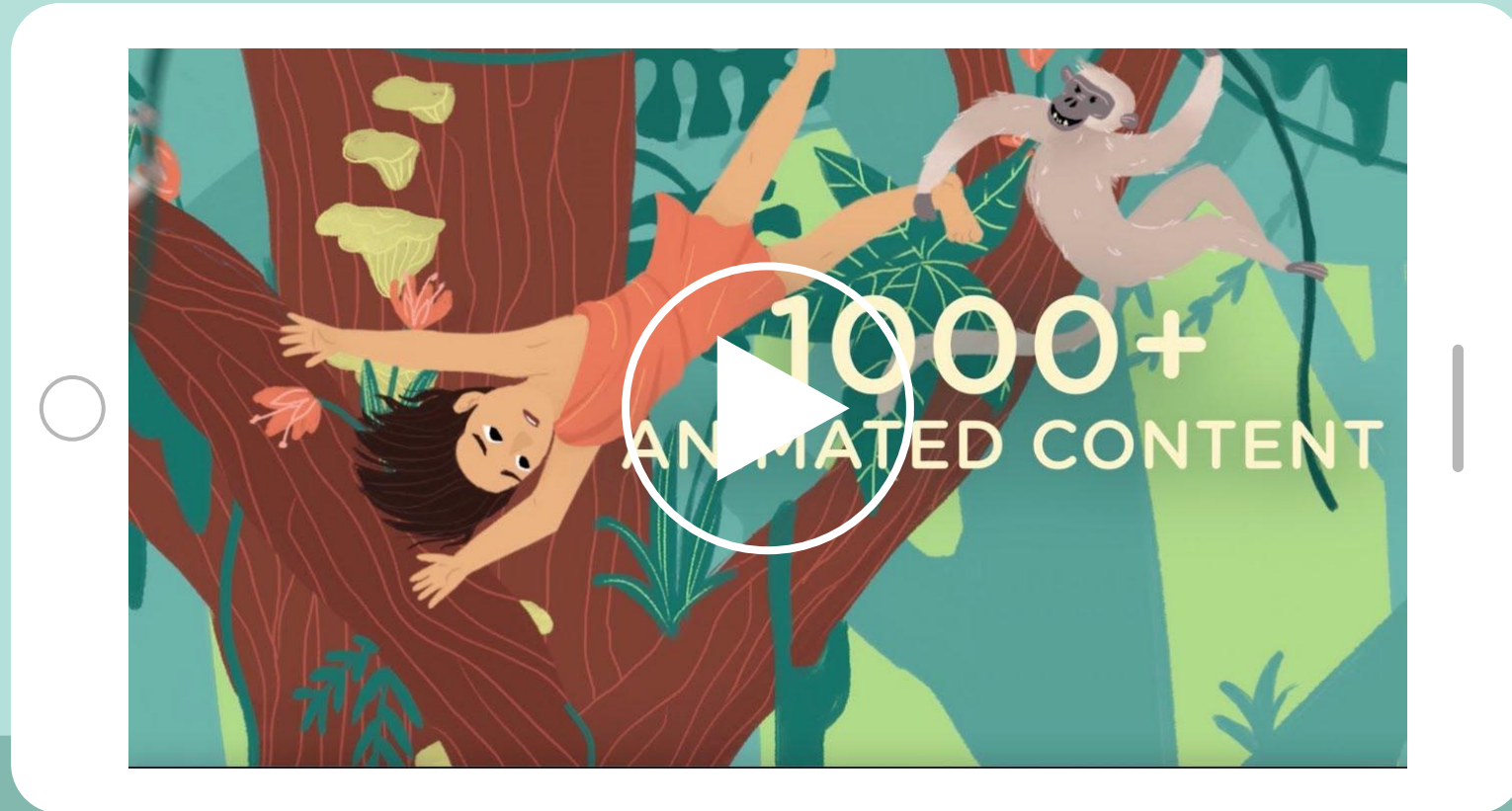
Flashcards & educational games also support the learning process.

- Spelling
- Vocabulary
- Pronunciation
- Reading comprehension
- Listening and reading skills
- Grammar and chunks
- Useful expressions
- Entertaining brain teasers



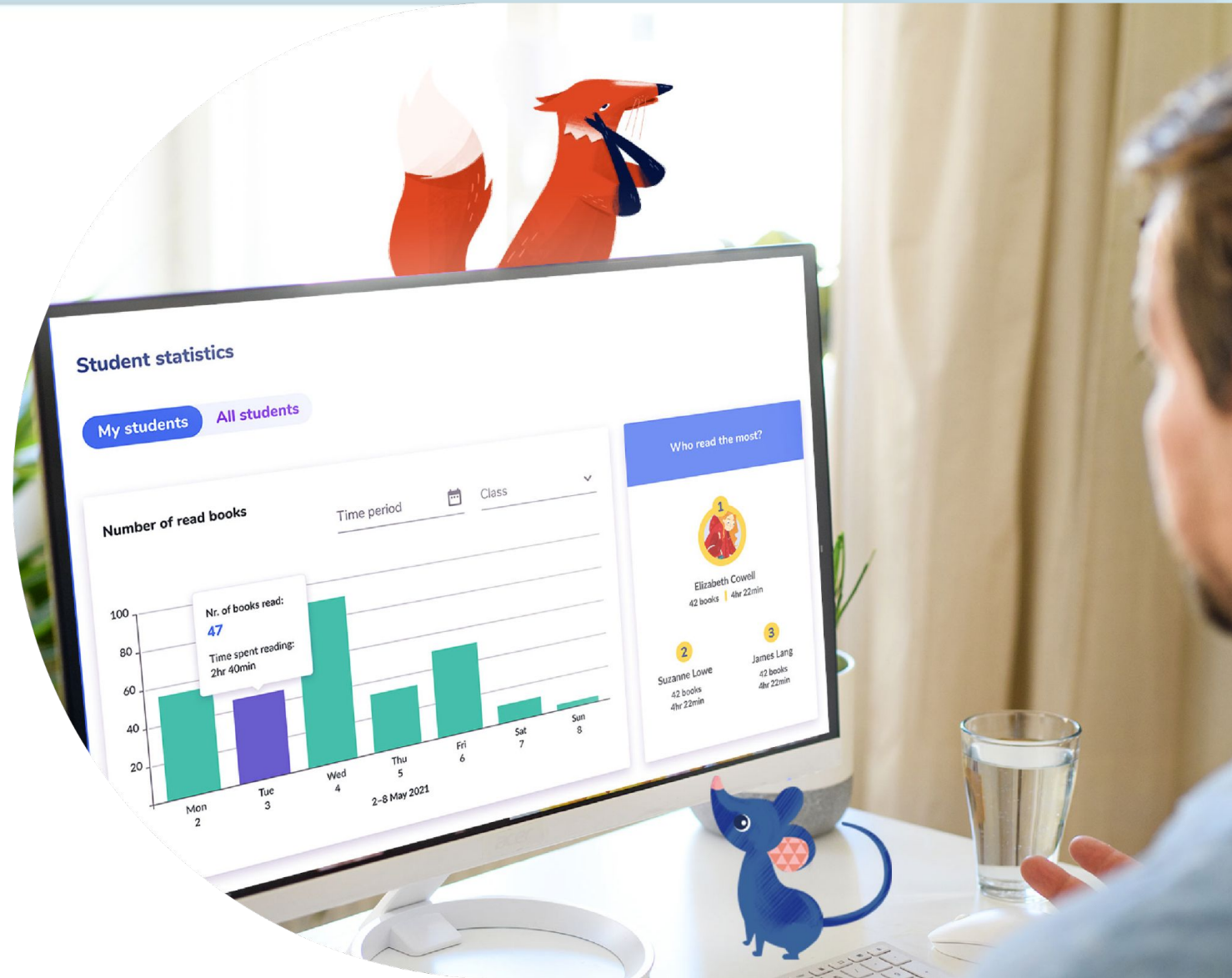
BOOKR Class Interactive Library

English teaching app with wonderfully animated books



Teacher's Dashboard

- ➔ The Teacher's Dashboard is designed for teachers by teachers.
- ➔ In order to save time, the Dashboard offers:
 - **engagement metrics** (Number of book read, Minutes spent reading...)
 - **book assignment** function,
 - **assessment results**,
 - **activity tips**,
 - **printables** (activity sheets, flashcards).



Easy to Use In School, Distance Learning and After School

- ➡ The library app is available on **mobile devices and desktops** → students can use it **individually, in groups** or teachers can share the books via **screen share**, smart or interactive boards.
- ➡ The Teacher's Dashboard reduces the teaching workload thanks to the **easy class management**, **real-time reading statistics**, **assessment tests** and **book assignment**.
- ➡ The platform **integrates** with most **learning management systems**.



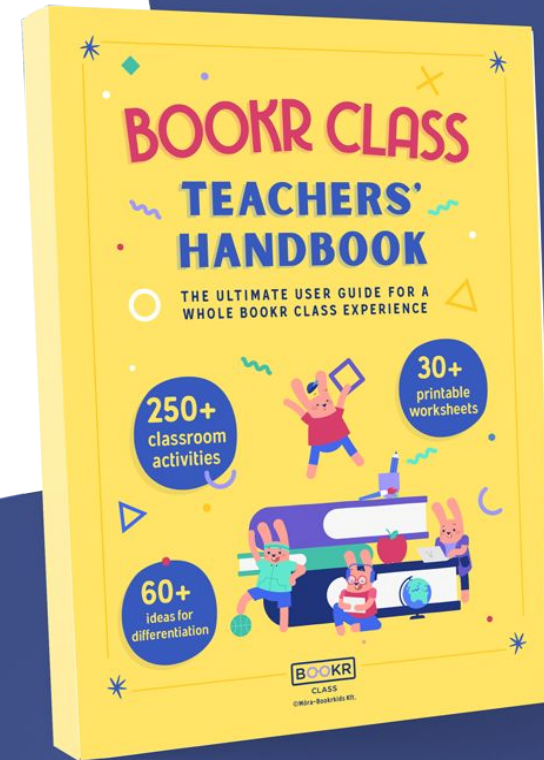
Easy to Use In School, Distance Learning and After School

- ➡ **Assigned books** appear in the students' library app on the "My Books" shelf.
- ➡ The library provides a good base for **larger scale project assignments**.
- ➡ Ready-to-use **activity tips** and **printables**.



Teacher's Handbook

- ➡ more than 250 classroom activities
- ➡ more than 120 pages of ideas
- ➡ more than 30 printable worksheets
- ➡ ideas for differentiation and tiered instruction
- ➡ cross-curricular activities, content- and language-integrated learning
- ➡ designed by experienced teachers of English



Research Validated



Research studies by European universities involving 42 teachers and 2219 students in 2019-2020. The performance of 1st, 2nd, 3rd, and 4th graders who worked with interactive books were compared with that of a control group in which students listened and read printed texts and audiobooks.

- **the format maintains attention:** higher exposure time (students spent more than 250 000 minutes reading, and they downloaded books more than 21 000 times),
- supports **differentiation in learning abilities:** teachers are able to make personalised reading plans according real time statistics,
- high product satisfaction scores: **positive classroom environment**,
- **mitigates socioeconomic and socio-cultural barriers** regarding access to books,
- **98% of students** loved reading with BOOKR,
- on average **students performed 20% better**.



“Skills for 2030” proof quality content



Education Alliance Finland evaluation

96%

**Pedagogical
approach**



BOOKR has a good amount of well executed material for reading and second language learning skills.



The Teacher's Handbook represents solid, modern pedagogy that promotes learning together and using language in various ways.



The learner can practice language very actively with multiple good quality activities in the app.

4.25/5

**Learning
engagement**



CERTIFIED
PEDAGOGICAL QUALITY

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Awards & Certifications





BOOKR

CLASS

For more information,
visit our website
www.bookrclass.com

or **contact** Neelam Aamir at
neelam.aamir@bookrkids.com.