

Kennsluappið



PROBLEM

Children's use of smart devices decreases their concentration and they have less persistence when studying. The large amount of screentime also results in less time to do other things like studying.

LEARNING STYLES

We learn through different types of learning styles: Visual, Auditory, Verbal, Physical, Logical, Social and Solitary. The effectiveness of a learning style or a mixture of learning styles varies between kids.

Learning styles can be a key factor in motivating kids to learn. Since they have less time and less concentration, it's vital to offer them an effective learning style to motivate them and help them learn more and faster than they would with a learning style that doesn't suit them.

BUSINESS MODEL

Freemium Business model with no ads. Parents subscribe to gain access to progress data and extra material. Our plan is not to sell to schools, but the app will have free features for schools.

SOLUTION

Kennsluappið is an educational app with focus on providing many learning styles for the same learning goal.

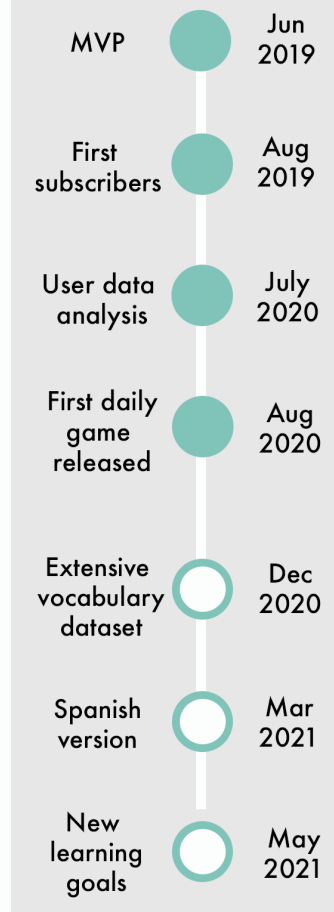
Each learning goal has multiple games with different mixture of learning styles. Children play games with the learning styles they like and gain the knowledge they need more effectively than before.

Our first learning goal is vocabulary and later we will move our focus to reading and math. The goals are aligned with curriculums.

GO TO MARKET

Our target group is children aged 4-12. Awareness will be increased by offering group games in the app and specific free school features. Starting in Iceland but expanding next year to Latin America.

Timeline



Björn Thorvardarson
App programming since 2013. Received a grant to develop a reading app in 2016.



Stefan Thorvardarson
Data engineer and backend developer. Started programming when 9 years old. Part of Authenteq in early stage 2014.