THE
PRODUCT

Combining
language development

Pattern recognition   **Regional languages**   **Personalisation**

with

child-friendly design.

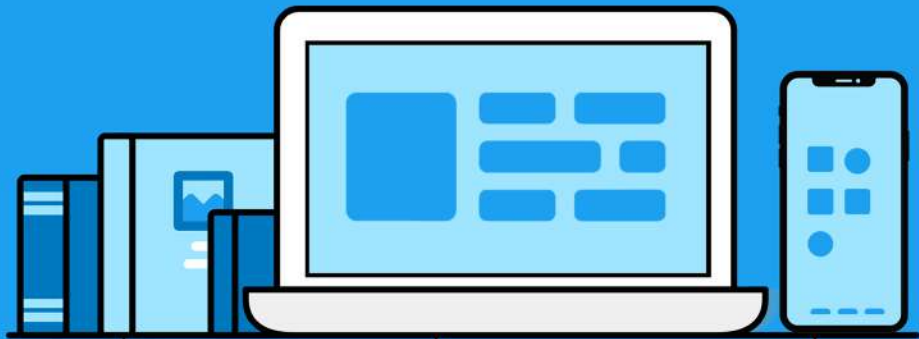**Cartoons**

Games

Bite-size content

Reading Pup

The effective English reader for children

Booksets   Teacher web portal   Student reading app

LANGUAGE DEVELOPMENT

Pattern recognition

Meticulously crafted content that develops a child's ability to identify patterns in words.

The f**at** c**at** s**at** on a m**at**.

Did you know?

Pattern recognition ranks higher than intelligence and memory when it comes to language development.

Regional languages

System that allows children to retrieve words in regional languages to assist English comprehension.

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रीडिंग **reading** ‍ ‍ ‍ ریڈنگ

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Did you know?

Bilingual speakers retrieve the sounds of their primary language when deciphering a second language.

Personalised content

Content that can be adjusted for difficulty and frequency to cater for each unique child.

Did you know?

The time at which cognitive language development begins can vary by up to three years.

CHILD FRIENDLY DESIGN

Learning with cartoons

Children are visual learners and love watching cartoons. Instead of taking cartoons away from them, Reading Pup uses cartoons to help impart the meaning of the text.

Gamified experience

Conventional exercises make learning a chore for children. Reading Pup makes children practice what they learn through interactive games that keep them engaged.
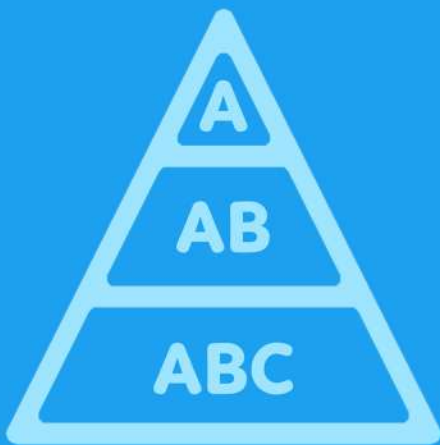
Bite-size content

Children have short attention spans and reading long stories leads to distracted learning. Reading Pup's content follows a 3-page format to keep reading sessions short but effective.
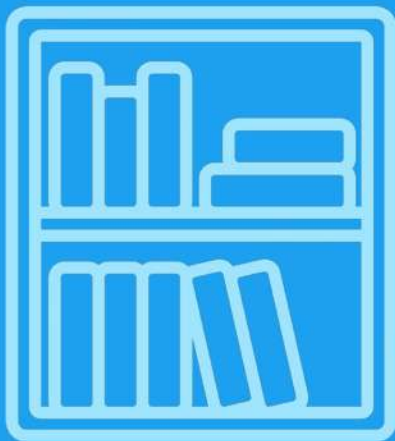
SCHOOLS AND TEACHERS

Structured reading

Reading Pup's content builds on top of itself systematically. Word lengths get longer and so does the number of words in a page. Teachers can pick the appropriate level of contents for each child.

Unlimited content

Putting together an abundant and age-appropriate reading curriculum is challenging and resource intensive. Reading Pup's content is plentiful and organized for the unique needs of schools and teachers.

Student analytics

Reading Pup's easy-to-use classroom dashboard gives teachers the ability to view each child's reading progress. Teachers can identify problem areas with precision.

BECOME A READING PUP SCHOOL

readingpup.com/schools