The Company

**IES2 - Innovation, Education and Technology Solutions**

Company specialized in the development of educational products, through innovative technology solutions.

**Founder - Jose Luis Poli**

Mathematician, Co-founder of Anhanguera S.A. (one of the largest higher education institutions in the world. Known for having caused a strong social impact on low-income students).

**Background**

PhD and Master Degree professionals with focus in the fields of education, psychology, computer science, consulting, and management.

**Vision**

The educational content will be consumed on a large scale, through technological platforms.

**Mission**

Provide learning experiences that make knowledge accessible to anyone, anywhere and at any time through technological platforms.
Main Concern

Youth and Adults Illiteracy Scenario

in the world: 795 million
11% the world's population

in Brazil:
41 million
Full 13 Million
Functional 28 Million

Source: IBGE - Brazilian Institute of Geography and Statistics - 2013

Environment

Number of Enrolments in Million

- Elementary Education
  Initial Years - 1st to 5th grade
- Education for Youth and Adults - over 15 years
- Literate Brazil Program

18,1 MM
15,8
1,3
1,0

2
ies2
PALMA Definition

Literacy Program for children, youth and adults.

Composition

1. Set of 225 applications to run on mobile devices.
2. Monitoring reports on the device itself.
3. QRCode for content search.
5. Allows up to 05 users on the same device.

Purpose of PALMA

Develop the learning process and scale education access using mobile applications.

Methodological Reasons

The PALMA is based on the synthetic approach to literacy, whose principle consists of going from simple to complex syllables and covers the development of phonological recognition.

Continuous Assessment

Learning process monitoring occurs during the performance of activities, preventing the student to advance when he/she extrapolates the maximum amount of errors. This process can be accomplished in two ways: through reports in a WEB Learning System and/or reports on the device itself.

Implementation Models

PALMA has two Implementation Models:

**Model 1:**

Resident applications, multi-user; interface; a WEB management system which monitors students learning progress; reports in the device itself and sending and storing of messages. For this model, there is a choice of sequential or flexible application (using QRCode).

**Model 2:**

Resident applications; single-user interface; report in the device itself and sequential implementation.
Initial screens
Initial screens for student or user registration.

Level 1
Alphabet (26 letters, 173 words and 77 phrases).
Level 2
Simple syllables (218 Syllables, 174 words and 184 phrases).

Level 3
Complex syllables (268 syllables, 131 words and 137 phrases).
Level 4
Universe Vocabulary (431 words and 417 phrases in 30 categorical).

Level 5
Reading and Interpretation of short texts( 192 sentences and 34 texts in 30 semantic categories).
Calligraphy Activity
Additional practice on the previous studied letters and syllables.

Management Reports of Student Learning
Total Volumetric

Words: 909
Phrases: 1,070
Texts: 34
Learning Activities and Games: 4,331
Test Results

More time spent studying
Increasing of self-esteem and students autonomy
Higher Class attendance
Reduction in dropout rates
Acceleration of literacy process
Greater involvement of teachers and administrators
Adequacy of Mobile interface for literacy

Program Range

Expansion of the Activities in the Portuguese language
Mathematics
Sciences
Other Languages