

numberella®

Throughout the document, scan the QR Codes (or click the pictures) to watch videos about Numberella:



About The Founder

My name is Alex Newberry, I am the inventor of Numberella. I have been working as a private tutor for over 10 years and have amassed over 11,000 hours of teaching in that time. Much of my work is with children who are struggling with numeracy, so over the years I have become a specialist in 'fixing' numeracy and transforming the outcomes of children who find themselves at the bottom of the class.

Some of these children have been diagnosed as special educational needs, and I have successfully worked with dyslexic, dyscalculic, and ADHD diagnosed children, as well as those who whilst not having a specific issue, are so intimidated by maths that they have given up trying to be good at it. In the course of my work I began to develop solutions for children who, as a result of some or all of the above, were very difficult to teach. Numberella is the headline solution.

Since launch one year ago it has been sold in thirteen countries round the world, and thirty nine US states, including to multiple teachers, schools, and 4 school districts. High points have been the use of the game in a 9 school 120 'gifted' student 'Numberella Club Cup' in Bulloch County Georgia in August 2019, and as a community teaching tool in Nur Nagar, Bangladesh, in July 2019. There are thriving Numberella Clubs in London prep schools (St James in particular) and the SEND community is also adopting the game (The Moat School recently bought for all levels of teaching.) The game was nominated for the ISTE STEM Excellence Award 2019.

Numberella is also actively engaged in fund raising for charitable causes – and recently launched an attempt to raise \$20,000 for It's Humanity Foundation in Bangladesh. We give 10% of our profits to educational charities.

Interschool Numberella Competition



Community Learning in Bangladesh



Aims of Numberella

As a stand-alone game:

The box game (available in 3 levels corresponding to KS1,2 and 3 / and equivalent grade levels from the US Common Core syllabus) is a stand alone tool. It can be played by up to 5 people, for a flexible amount of time – from 5 minutes to 1 hour. It aims to:

- Make maths enjoyable for all
- Remove fear of maths
- Give teacher a tool to easily engage students
- Change the profile of the subject in children's minds
- Facilitate PSHE
- Create real time maths skills
- Accelerate arithmetic
- Reduce memory fade
- Reduce learning gap

This video shows you how the game works:



As Box Game + League Software

Numberella software allows teachers to 'sort' their students into houses. At the end of each game, scores are added and a long term competition can begin. The Box + League Software aims to:

- Make maths an inclusive, social event
- Introduce and enhance strategic thinking
- Facilitate vertical integration
- Allow interschool competitions

As Box Game + League Software + Quiz Software

Numberella Quiz Software allows teachers / administrators to set quizzes for to students to access via the Numberella App, whose results feed into the house competition. This aims to:

- Increase engagement of students with homework
- Make homework a social activity
- Allow use of the internet as a research tool within homework context
- Allow physical / digital maths competitions between schools
- Reduce the learning gap by incentivising the practice of weak topics

Case Studies / Data Trials

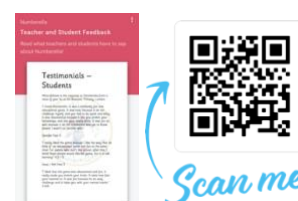
Boston Witham Academy

During a formal data trial on the Numberella box, students in the intervention class at Boston Witham Academy played Numberella twice a week for 3 months. At the end of the trial, all students improved at least one grade, with a mean improvement of 1.8 grades. Scan the QR Code or click the image to read more:



Student & Teacher Feedback

We have a great deal of positive feedback from teachers in the UK and the US. Scan the QR code or click the image to read more:



Video Testimonials

We have video testimonials from teachers, students, and parents – please scan the QR code or click the image to watch!



BESA Membership (British Educational Suppliers Association)

Numberella is a full member of BESA.



UCL Educate Programme

We have completed the 'Educate' research accelerator programme and will shortly submit our research proposal, the synopsis of which has been approved. So we will have an orange 'EdWard' before long and hopefully a blue one by next summer.

Our Team

Alex Newberry – Founder

Alex runs the business from his office in London.

Ro Smith – Chief People Officer

Ro is based in Statesboro, Georgia where she teaches 10th Grade math at the Statesboro STEAM Academy 4 days a week. She works part time for Numberella, representing at trade shows, conducting training days with partner schools, and doing fulfilment for the Numberella US Store.

Matt Narowlansky-Grass

Matt is currently finishing his Social Studies degree at Bath University. He has been working part time for Numberella on video creation with a view to joining full time summer 2020.

Our Mission : Our Promise

Numberella seeks to bring number fluency to anyone who doesn't currently have it. To this end, we want to work with educators everywhere, from the fantastic OBAT helpers who we met in the Rohingya refugee camps (see below), to the gifted students of Bulloch County Georgia. Being fluent in numbers should be as normal as being fluent in speech – and our mission is to make that happen, worldwide. We believe this will create a genuine difference to the future – and what could be more inspiring than that?

We promise to work as hard as we can to reach learners all over the world, no matter what their background or ability to pay, and to continue to develop better and better solutions for them. We promise to donate 10% of our profits to educational charities – and for any school that buys 10 or more boxes, we will donate one box to our partner charity, It's Humanity Foundation, of Bangladesh.

