

Bring your
curriculum to **life** with
MarcoPolo
For Educators



**Empowering educators.
Enriching learning experiences for children.
Engaging families.**



Our mission

MarcoPolo Learning was founded to **celebrate and leverage children's curiosity**. To enhance their appetite for inquiry and extend their learning experiences beyond the digital experience. To encourage, to nurture, to fan the flames of childlike wonder.

Because we believe in the **power of creative thinking, questioning, and learning through play**. Because finding answers requires one to look beyond the periphery of a problem because curiosity should remain an insatiable thirst that lasts well beyond our formative years.

Our products spark and nurture curiosity so children ask questions, explore their interests, and have memorable learning experiences that they can transfer offline and **build the skills to unlock their full potential**.

Let's take a closer look...

Designed by early childhood education experts, the powerful combination of the educator platform and the child-facing app makes it possible for educators to strengthen school-to-home connections and personalize learning with just a few clicks, while also enabling children to build confidence as they follow their own interests, independently navigating video adventures and interactive activities on the app.



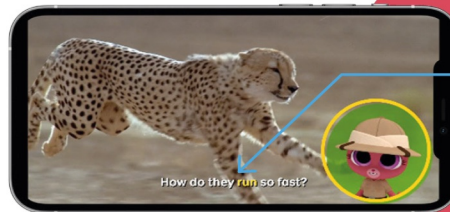
Children engage families in their learning with the “Let’s Talk” feature, which sends question prompts and an interesting fact to families when a child “hearts” a video.



Children can drive their own learning by self-selecting video adventures based on their interests.



Children interact with 3,000+ learning activities that teach key foundational skills in a meaningful context.



Children learn 21st-century skills and transfer knowledge through engaging characters that model critical thinking, creativity, communication, and more!

Share family engagement activities designed to empower families and enhance learning.

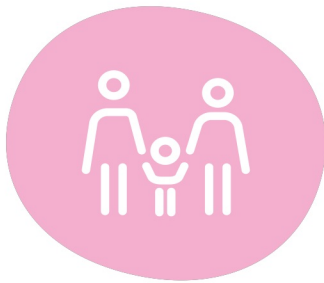
Research into practice

MarcoPolo for Educators is steeped in established, well-proven research about how children learn best. With this we developed an educational philosophy that focuses on a whole-child approach rooted around eight principles for designing digital tools for early learning. These principles have led to a truly unique product that covers all content areas, enhances learning opportunities, increases school-to-home connections, and ensures all children have access to equitable and differentiated instruction.

Eight Principles for designing digital tools for early learning



Personalization,
customization,
and individualization



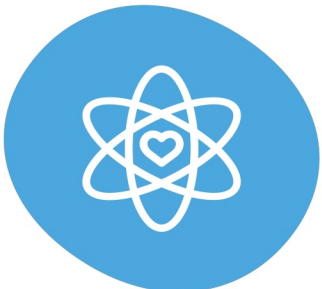
Families as partners



Curiosity-first
approach



Engaged learning
and high-quality
digital experiences



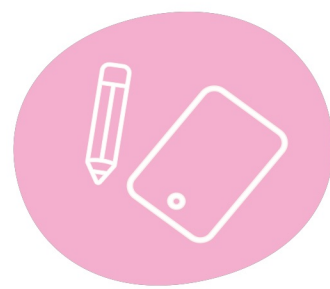
Immersive STEM
content



Characters and
storytelling for
social-emotional and
21st-century learning



Enhanced learning
and contextualized
foundational skill
development



Extended learning:
using both digital
and physical
experiences



Bringing the real world, and how it works, directly into children's hands

MarcoPolo for Educators covers the foundational and the fascinating to ensure that children develop the skills they need for success in school and beyond using immersive STEM content and a curiosity-first approach. Research shows that curiosity puts the brain in a state that motivates it to learn and retain information (*Gruber, 2014*) and high-quality early STEM experiences support executive function and literacy development (*McClure, 2017*) allowing children to learn more and learn better.

Whole-child approach to digital learning



MarcoPolo for Educators addresses the needs of the **whole child**. In addition to all the great STEM content there is a strong focus on **social-emotional learning** and **21st-century skill** development. The Polos, our entertaining and relatable characters, are designed to accompany children on their learning journey and model critical thinking, inquiry, communication, and so much more making the learning more powerful for young children (*Richards, 2016*).

The 4Cs are at the heart of MarcoPolo Learning



Communication

Learn how to share ideas, questions, and solutions



Creativity

Learn to innovate and invent in order to see the world in many different ways



Critical Thinking

Learn to analyze problems and make connections



Collaboration

Learn skills that aid in collaboration and witness its multiple benefits

Designed to engage, enhance, and extend learning

Guided by research on the effective use of technology in learning (*Kolb, 2017*), the educator platform and child-facing app were designed to work together to achieve an authentic and powerful learning experience.



Engaged learning and high-quality digital experiences

High-quality, HD footage of the real world and how it works, plus 2D animation that adds humor and explains complex ideas in a developmentally appropriate way that engages children and focuses their attention on the learning rather than distracting from it (*Wartella, 2015*).



Enhanced learning and contextualized foundational skill development

Children have opportunities to develop foundational skills in literacy, numeracy, and executive functioning within a meaningful context, directly related to the videos they watch, which enhances their understanding and helps transfer learning to new areas (*Neuman, 2014*).



Extended learning: using both digital and physical experiences

Embedded within the digital tool are extension opportunities that take learning offline into different areas of the classroom and beyond to create real-world connections outside of the school walls and into children's everyday lives (*Kolb, 2017*).

What our users say...

Loved by kids. Trusted by educators.



92%

Agreed that MarcoPolo encouraged their child to explore new topics



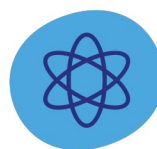
87%

Agreed that MarcoPolo made their child more curious



75%

Agreed that their child asked more questions when they used the MarcoPolo App



83%

Agreed that their child was more interested in science, technology, engineering, and math



72%

Said that it made them more comfortable with engaging their children in STEM content



We're multi
award-winning,
too!

