

If you were to ask us what we are trying to get rid of it would be “now children, open up your book and turn to page 64”.

Learning works best with constant stimulation, and that a comes with variety.

In this fast-changing world of what is possible, we are doing our best to pull every technological lever we can to keep stimulation levels high.

Nothing should be boring or too difficult to cope with. So our mission is to do our best to make learning accessible to as wide range of students as possible. Videos help a lot there – so long as they are used to teach points.

That is also why we have multiple kinds of book on each topic. And because some students – perhaps the majority nowadays – prefer a video or podcast to reading, we have even introduced lessons as videos.

We also feel that learning should be made interesting of itself. So we don't choose to mix a straight learning path up with games. We feel they confuse many students in what they are trying to learn.

And we certainly don't believe in tracking (a nice word for spying). How many pages a student has clicked on it not a measure of what they are achieving in any case. We believe teachers are perfectly able to assess student performance in the round. As we have all been teachers, we have faith in this good old-fashioned way.

That's why our mission is 'pure inspiration'. If we can inspire, we don't need other forms of stimulation. And we will have succeeded.