



Press Kit

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THE BASICS

Information on the company

Flame Learning is a business partnership formed in October 2013 by two senior instructional designers with experience in educational theory and practice. Bronwen Mackenzie and Adrienne Gross are both based in Canberra, Australia and use their network of talented Australian artists to bring life to their optimised educational design.

Biographies

Adrienne Gross (Adi)

Growing up as an only child, my sister was a rascally German Shepherd called Lottie—together we played in the backyard, went for walks and generally explored the neighbourhood. These days as an adult, I still love German Shepherds—known as Sheppies—and now have Mieke as part of my family. What better then to combine my yearning for learning (Yes, I did read the dictionary and a world atlas as a kid...) and the borderline obsession for Sheppies into a way of fuelling the flame of learning in children. This gig also gives me a creative outlet seeing as the Bachelor of Industrial Design (think cutlery, chairs and cars) and then the post-grad professional writing diploma don't always get used in the day job of software training for adults. Bron and I agree it's a lot more satisfying to watch kids using our apps, smiling, laughing and wow, actually learning something along the way. Bringing learning to life sure is empowering!



Adi and Mieke



Bron, Alex, Jazzy, Raven and Louie

Bronwen Mackenzie (Bron)

I have always had a passion for teaching young, and not so young, children. During high school, I taught swimming and the trombone to numerous children and carried that passion on into adulthood through conducting, teaching or tutoring children from two to 20. Now, I am the proud



mother of an amazing five year old boy (and pack leader to two lovable Shelties), and I have become fascinated by the ever advancing world of mobile learning. As I watch my child engage in learning apps for children on the tablet, I have become aware of how crucial it is that these are quality learning experiences, not just babysitting for parents. So, taking my years of educational knowledge and unwavering commitment to quality, I have joined with my friend, colleague and the equally dedicated Adi to produce fantastic apps supported by sound learning principles.

Missions, goals and objectives

We aim to be the premium boutique Australian provider of educational apps for children under 10.



LETTER OF INTRODUCTION

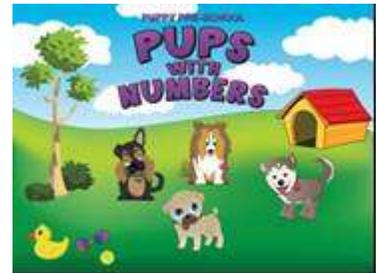
Hi,

We're Bron and Adi from Flame Learning in Canberra, Australia and we're excited to offer parents and early learning providers a quality option when choosing educational apps for their pre-school aged children.

No more frustrating functionality—everything is just the right amount of easy to not only educate children but entertain them as well.

Flame Learning came into being as we talked about the lack of quality apps available for the preschool and school age group. The apps we saw for both the Apple and Android market contained little if any learning value.

So we thought, how can we change that? The answer was to apply our professional skills and years of experience in education and web-based learning into a pedagogical masterful learning piece that combines original and funky graphics and animation with custom-composed music and voice-overs all created by renowned Australian artists.



Our first app to market is 'Preschool Kids Math' as part of our planned suite of games under the 'Pups with Numbers' umbrella. In Preschool Kids Math, children choose a puppy and by following the pup around a number, learn to shape the numbers 0-20. The mentor adult dog, Shadow, is always there to provide positive encouragement

The game also has provides some fun and friendly feedback to help guide the child to stay within the lines of the number.

The Preschool Kids Math game has these benefits:

- helps children to recognise the numbers 0-20
- develops fine motor skills through the tracing of numbers
- improves hand-eye coordination
- teaches children the consistent formation of numbers
- prepares children for the skill of handwriting
- increases children's concentration and attention span.



Features and benefits of Preschool Kids Math

Feature	Benefit
No advertisements and no links to external sources	You won't receive any unwanted in-app purchases, and your child stays engaged in the game—and not exposed to potentially inappropriate content.
Error tolerance for shaky fingers	Your child gains confidence rather than venting frustration.
Extensive functional and user testing	Your child experiences smooth and intuitive gameplay and won't bug you for app crashes or confusing 'help me help me'—leaving you more time to relax.
Curriculum-based educational gameplay	We based the numeral font on that used by schools in New South Wales (a state in Australia), so that your child learns to recognise and correctly write numerals.

Future plans

Building on our success of Preschool Kids Math, we already have the momentum to go for 5 more numbers-based games, before progressing into other languages, then into literacy skills as well as branching out to the Apple smart devices realm.

Beyond that, we are looking into providing curriculum compliant learning apps for ages 5 to 10, incorporating the use of 3D.

We're proud of Preschool Kids Math and really believe children will truly learn and have fun at the same time. Give it a try, it's for sale on Google Play and iTunes!

Best woofies,

Bron and Adi



PRESCHOOL KIDS MATH DETAILS

Product and service information, including a product, service or performance review

Preschool Kids Math is the first part of a 6-game app series called 'Pups with Numbers' of the 'Puppy Playground' genre.

Audience Age: 3-6 years old

Platform: Android and iOS

Operating system: 4.0 and above for Android. iOS 7.1

Devices: Smartphones and tablets. iPhones and iPads

Language: English

Educational Features: Uses New South Wales (NSW) foundation font. Gameplay designed by educational professionals.

Music by: Duncan and Trish Delaney-Brown

Voice-over by: Trish Delaney-Brown

Graphics by: Ruwandi Perera of Ruwandi Designs www.ruwandidesigns.com/

Development by: Toptal <http://www.toptal.com/> by the wonderful Davor.

Game play description

Child chooses a puppy from a choice of 3: Poochi the Pug, Sheppie the German Shepherd, and Rhubarb the Shetland Sheepdog. Guided by instructions from the adult dog, Shadow, the child follows the puppy to the dog house around the shape of a number. The child receives feedback if they go outside the lines. The child has four tries at tracing the number correctly. Upon success, an animation plays of the puppy meeting Shadow at the dog house. The numbers are from 0 to 20. Upon reaching 10, there is a mid-way celebration screen. At successfully completing up to 20, there is a second celebration before the child helps the puppy to choose a toy to put near the kennel.

- **Music:** Yes, original composition.



- **Educational value:** The child learns to recognise the numbers 0 to 20. The child learns to write numbers as per the Australian state New South Wales (NSW) foundation font style.
- **Privacy/Kid safe:** Yes. No data collection. No in-game advertising. No external links.
- **Cost:** Paid app on Google Play and iTunes

Future games:

- Puppy count
- Puppy pop
- Puppy maze
- Puppy match

The pitch to potential app buyers:

Frustrated with the lack of quality educational apps available to pre-school aged children? Annoyed by twangy accents and brash music? Finally there is an independent app from Australia that not only entertains children aged 3-6, but helps them learn about numbers and writing at the same time. For anyone who cares about the education of their child, and who also wants them to stay occupied long enough to enjoy a long lunch, Preschool Kids Math is a kid-safe quality app allied to the Australian curriculum.



MEDIA

Recent press publications and articles

Canberra Chronicle, January 27 2015.

The Chronicle

EDUCATIONAL GAMES

Puppy love adds up for app designers

By Georgina Connery

Creativity and a passion for puppies were the keys to success for Canberra-based app creators Bronwen Mackenzie and Adrienne Gross.

The former work colleagues developed Preschool Kids Math in their spare time and, just weeks after it launched on December 4, the app has landed a spot on the Australian list of GooglePlay top-selling educational games.

"I was looking for games for my son Alex who was three at the time and found there weren't a lot of quality games," Bronwen said.

"I thought 'we both work in instructional design full time so why not create one ourselves?'"

One of only a few Australian-created apps on the market, the game invites young users to trace numerals one to 20 by following a cute puppy with their finger.

Adrienne said using animals in the theme kept the experience playful as boys and girls unconsciously developed fine motor skills, the skill of writing and an improved attention span through game-play.

Nicknamed Puppy Trace by Alex, now five, the game features voice-over, original music composition and graphic art by Canberra-based creatives.

Unlike many other games on the market, Adrienne said the pair created an app without advertisements, that wouldn't collect data from users and had no external linking.

Adrienne said that initiating their technology start-up Flame Learning had been a huge learning curve.

"Neither of us are technology minded and can't write code or anything," she said.



Alex Mackenzie, 5, at the Brindabella Business Park playing fields with dogs Louie, 8, Raven, 11, and Jazzy, 2, uses the Preschool Kids Math app created by his mother, Bronwen Mackenzie, and Adrienne Gross.

Photo: Matt Bedford

"It has been hours and hours of work.

"Our aim was always to create something original, with great graphics and the must-have was to include puppies."

Both women are avid dog lovers and said many of their meetings occurred

when taking their pooches to the park.

"We were meeting in coffee shops, after work in playgrounds and at dog parks to keep track of where we were with the project," Bronwen said.

The app was tested by families and preschool teachers across Canberra prior to its launch.

"We are going to translate it into Spanish very soon too," Bronwen said.

"We hope Canberrans will get behind us with this one as it is hopefully one of many to come."

It is available for Android users via GooglePlay and will soon be available on Apple's app store.

Press releases

Heading for national media: **Australian app business launches longed-for quality education app for pre-schoolers**

Heading for Canberra media: **Canberra-based educators launch quality pre-schooler app**



On Thursday 4 December, Canberra business Flame Learning launched their first app on Google Play, then in February 2015, on iTunes.

According to a 2013 report by Common Media¹, 72% of children under eight and 38% of children younger than two have used a mobile device within that year—and that figure is growing. Doesn't it make sense to make the most of that use is for education? Our 'Preschool Kids Math' app is sort of like sneaking in some vegetables into spaghetti bolognese; not only will children be having fun, but they'll learn to recognise numbers zero to twenty and improve their fine motor skills to trace numerals used in early childhood curricula around Australia.

Finally! Canberra-based team Flame Learning offer children a special experience in 'Preschool Kids Math'. The app has original graphics and custom composed music and voice-over to bring gameplay to a quality level.

The game has plenty of interaction: the child chooses a puppy from a choice of 3: Poochi the Pug, Sheppie the German Shepherd, and Rhubarb the Shetland Sheepdog. Guided by instructions from the adult dog, Shadow, the child follows the puppy to the dog house around the shape of a number. The child receives feedback if they go outside the lines. The child has four tries at tracing the number correctly. Upon success, an animation plays of the puppy meeting Shadow at the dog house. Upon reaching number 10, there is a mid-way celebration screen. At successfully completing up to 20, there is a second celebration before the child helps the puppy to choose a toy to put near the puppy's kennel.

What's so good about Preschool Kids Math?

Preschool Kids Math is an independent app from Australia that not only entertains children aged 3-6, but helps them learn about numbers and writing at the same time. For anyone who cares about the education of their child, and who also wants them to stay occupied long enough to enjoy a long lunch, Preschool Kids Math is a kid-safe quality app allied to the Australian curriculum.

Who made Preschool Kids Math?

Preschool Kids Math is the creation of educational professionals, experienced in making learning engaging and effective. Bronwen Mackenzie and Adrienne Gross are instructional designers with over 19 years collective experience who devised the gameplay and worked

¹ "Zero to Eight Children's Media Use in America 2013", quoted in Back to School: Apps for primary school children and younger, August 2014 by 'adjust'.



with talented graphic designer Ruwandi Perera and renowned musical artists Duncan and Trish Delaney-Brown. Coding was done by Davor Lovric of Toptal.

Where can I get *Preschool Kids Math*?

All of *Preschool Kids Math*'s features tick the boxes for parents looking for a quality educational app for their pre-schooler. You can download the app right now from Google Play in the paid category of educational games.

Here is the QR code for Google Play:



Direct Link to Google Play store listing:

<https://play.google.com/store/apps/details?id=com.flamelearning.puppytrace>

or

<http://bit.ly/1wP5ASy>

Direct link to iTunes store listing:

<https://itunes.apple.com/us/app/preschool-kids-math/id960409504?ls=1&mt=8>

Visit Flame Learning's website <http://www.flamelearning.com.au> to find out more and to stay updated on their next projects.



A sample news story

For local and national:

Canberra duo's cute puppy app entertains and educates

Parents of young children finally have an option when choosing an educational *and* entertaining mobile app.

What do you get when you mix super cute puppies with numbers and catchy music? An engaging educational Smartphone and tablet app designed by professional educators, thoroughly tested and safe for kids.

After the many disappointing experiences in finding quality apps to suit her 4-year old-son, business partner Bronwen Mackenzie wondered *what if...*? What if a game app could teach new skills in an easy to use and fun way? What if an app could have original graphics and music? What if her son could engage with familiar characters and work towards a realistic educational goal? Putting these thoughts to friend and colleague, Adrienne Gross, the idea for Flame Learning was ignited. But Adrienne, ever the dog fanatic, had one rule: the game must contain puppies! That's how Poochi the pug, Sheppie the German Shepherd and Rhubarb the Shetland Sheepdog came to life, guided by adult husky Shadow through adventures in their puppy playground.

"What's really satisfying for me as a mother and as co-creator of this app is the true joy I see when my son traces the numbers. Even as he gets better at the tracing, he still loves to choose a different puppy and hear their cute growls and barks as they go about their adventures," Bronwen explains while her son sits with concentration punctuated by excited giggles during the rewards screens.

So, not only are children having a fun (and occupied!) time, their skills in recognising numbers and writing according to the curriculum based NSW foundation font helps them to get a head start on learning before kindergarten.

Why get this app then, and not one of the thousands out there? Adrienne explains, "many kids apps just whack together some average looking graphics without considering the total educational value. So you get games that provide a babysitter for a few minutes but have no real value to the child. The Pups with Numbers series of games are designed by Bronwen and I, who are educational professionals with over 19 years educational experience between us. We know what is needed to maintain engagement while still ticking the boxes in terms of



key curriculum achievements.” Flame Learning also know what matters to parents: quality and privacy. The coding was done by international best pick of developers Toptal and underwent extensive functional and user testing—this means no crashes, freezes or errors for you or your child. We also respect the need for privacy: so we don’t collect data, and there are no in-game ads or links.

What also sets *Preschool Kids Math* apart from other apps is the local flavour. Only a small percentage of childrens’ apps are by Australian companies. This means children can be confused about accents and number styles. The *Preschool Kids Math* app includes original character graphic design by Ruwandi Perera of Canberra, and custom composed music and voiceover by Duncan and Trish Delaney-Brown, internationally renowned musicians based in Sydney. The end result? A polished and heartening experience for both child and parent alike.

You can download the app right now from Google Play in the paid category of educational games.

Here is the QR code for Google Play:



Direct Link to Google Play store listing:

<https://play.google.com/store/apps/details?id=com.flamelearning.puppytrace>

or

<http://bit.ly/1wP5ASy>

Direct link to iTunes store listing:

<https://itunes.apple.com/us/app/preschool-kids-math/id960409504?ls=1&mt=8>



For international publications:

Aussie duo's cute puppy app entertains and educates

Parents of young children finally have an option when choosing an educational *and* entertaining mobile app.

What do you get when you mix super cute puppies with numbers and catchy music? An engaging educational Smartphone and tablet app designed by professional educators, thoroughly tested and safe for kids.

After the many disappointing experiences in finding quality apps to suit her 4-year-old son, business partner Bronwen Mackenzie wondered *what if...*? What if a game app could teach new skills in an easy to use and fun way? What if an app could have original graphics and music? What if her son could engage with familiar characters and work towards a realistic educational goal? Putting these thoughts to friend and colleague, Adrienne Gross, the idea for Flame Learning was ignited. But Adrienne, ever the dog fanatic, had one rule: the game must contain puppies! That's how Poochi the pug, Sheppie the German Shepherd and Rhubarb the Shetland Sheepdog came to life, guided by adult husky Shadow through adventures in their puppy playground.

“What’s really satisfying for me as a mother and as co-creator of this app is the true joy I see when my son traces the numbers. Even as he gets better at the tracing, he still loves to choose a different puppy and hear their cute growls and barks as they go about their adventures,” Bronwen explains while her son sits with concentration punctuated by excited giggles during the rewards screens.

So, not only are children having a fun (and occupied!) time, their skills in recognising numbers and writing according to the font used across the public school curriculum helps them to get a head start on learning before kindergarten.

Why get this app then, and not one of the thousands out there? Adrienne explains, “many kids apps just whack together some average looking graphics without considering the total educational value. So you get games that provide a babysitter for a few minutes but have no real value to the child. The Pups with Numbers series of games are designed by Bronwen and I, who are educational professionals with over 19 years educational experience between us. We know what is needed to maintain engagement while still ticking the boxes in terms of key curriculum achievements.” Flame Learning also know what matters to parents: quality and privacy. The coding was done by international best pick of developers Toptal and underwent extensive functional and user testing—this means no crashes, freezes or errors for



you or your child. We also respect the need for privacy: so we don't collect data, and there are no in-game ads or links.

What also sets *Preschool Kids Math* apart from other apps is the Aussie flavour. This means children around the world get exposure to real Aussie accents. *Preschool Kids Math* includes original character graphic design by the all-Australian crew of Ruwandi Perera, and custom composed music and voiceover by Duncan and Trish Delaney-Brown who are internationally renowned musicians based in Sydney. The end result? A polished and heartening experience for both child and parent alike.

You can download the app right now from Google Play in the paid category of educational games.

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<http://bit.ly/1wP5ASy>

Direct link to iTunes store listing:

<https://itunes.apple.com/us/app/preschool-kids-math/id960409504?ls=1&mt=8>



Frequently asked questions

What do you do?

Flame Learning use instructional design and sound pedagogical principles to group graphics, game play and music into a complete educational app.

Who are you?

We are instructional designers as the core business partners who outsource to trusted providers in graphic design, music, voice-over and game coding.

What makes your app better than other apps?

In one word: quality. This means, thorough functional and user testing before launch, contracting established artists (no more ugly clip art and canned music!) and effective educational activities. We also use review comments and feedback to improve our gameplay for updates and future games.

Why use puppies?

They're cute. Enough said. Oh yes, and both Bron and Adrienne have pooches.

Who did the development?

International professional technical expert provider Toptal.

Is Preschool Kids Math safe for kids?

Yes! We don't collect user identified data and we don't have any in-game ads or links to anything —not even to our website.

Who is the age group for Preschool Kids Math?

Preschool Kids Math is designed for children aged 3 to 6.



Where can I get the Preschool Kids Math app?

Google Play as of December 2014, but we are planning for Apple store in late February 2015.

How big is the Preschool Kids Math Android file?

Approx. 19 MB

How big is the iOS file?

48.8 MB

Which devices will it play on?

Preschool Kids Math is supported for any:

- Android device operating system 4.0 or higher
- Apple iPad or iPhone with iOS 7.1 or later

Non-profit and community-service involvement

TBA

Recent awards

Watch this space!

Statistics

How many apps downloaded since launch: 165 as at February 8 2015 (approx. 2 months post launch)

Highest app store ranking: 4th (Educational game Top Selling category)

Countries of download (as at 7 Jan 2015): Australia, USA, Croatia, Mauritius, Denmark, South Africa



Image and video gallery

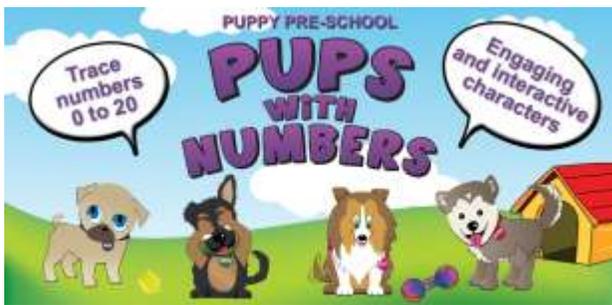
Visit our YouTube link for the video of Preschool Kids Math:

<https://www.youtube.com/watch?v=jfbsTc-KccY>

We also have lots of high res images available.

Please go to our Media page on our website to request files.

Below are some thumbnails.



<splash screen>



<Adi>



<Bron>



<Gameplay screen – choose a puppy>





<Gameplay screen: trace number zero, in progress>



Want something else? No worries! email us! We love to talk about our app
info@flamelearning.com.au

<Gameplay screen: trace number 2, Poochie>



<Gameplay screen: choose a toy>

