Company Presentation

UNESCO unesco

King Sejong Literacy Prize Winner 2023

Grapho Game®

GraphoGame is an Infinitely Scalable Solution to Illiteracy

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- ✓ GraphoGame is the **most research-based** learning app, game, and methodology for teaching children to read

- ✓ World's most extensive, personalized and effective portfolio of games in **17 languages**

- ✓ Super effective, engaging and easy to use – **everyone learns to read** in a few weeks without teacher or parental supervision

- ✓ GraphoGame can be played **offline for unmatched** societal impact

Grapho Game®

World's most effective and largest literacy portfolio

15 Years
Of Global, Academic Research

100 Million €
Spent by governments to create the intellectual property

17 Languages
All guaranteed to teach you learn to read in few weeks

10 Million
Organic downloads and counting

Grapho Game®

Researched and Approved by Scientists to Defeat Illiteracy Globally

"GraphoGame has been shown to be as effective as one-to-one teacher support"

UNIVERSITY OF CAMBRIDGE

"GraphoGame is more effective than 'business-as-usual' in developing knowledge of English phonics"

\- Goswami, U. et al (2020)

"Children exposed to GraphoGame performed better than the control group on all literacy measures.
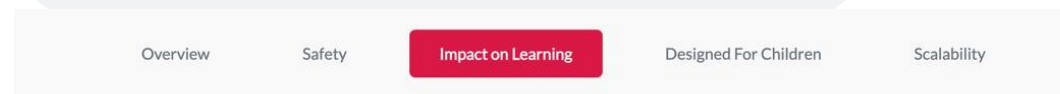
\- Nshimbi, J. C. et al (2020)

-> + **300 academic publications** use GraphoGame as a method

-> + **20 MS/PhD Thesis Papers** have been written about GraphoGame

Read more: https://graphogame.com/evidence/

Grapho Game®

External Impact Evaluations

Overview   Safety   **Impact on Learning**   Designed For Children   Scalability
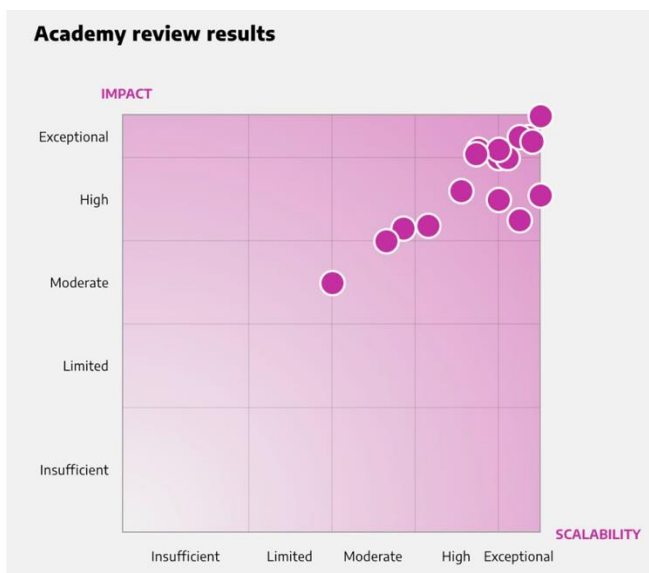
Impact on learning

Theory

Developed in 1992 by Prof. Heikki Lyytinen, the GraphoGame methodology originated as a dyslexia screening tool. It evolved into a global project involving 30 universities, with over 300 publications and 20 PhDs. Key collaborators include the University of Cambridge, Yale's Haskins Laboratories, and Beijing Normal University. The GraphoGame Research Steering Committee includes experts like Prof. Usha Goswami (Cambridge) and Prof. Elena Grigorenko (Yale).
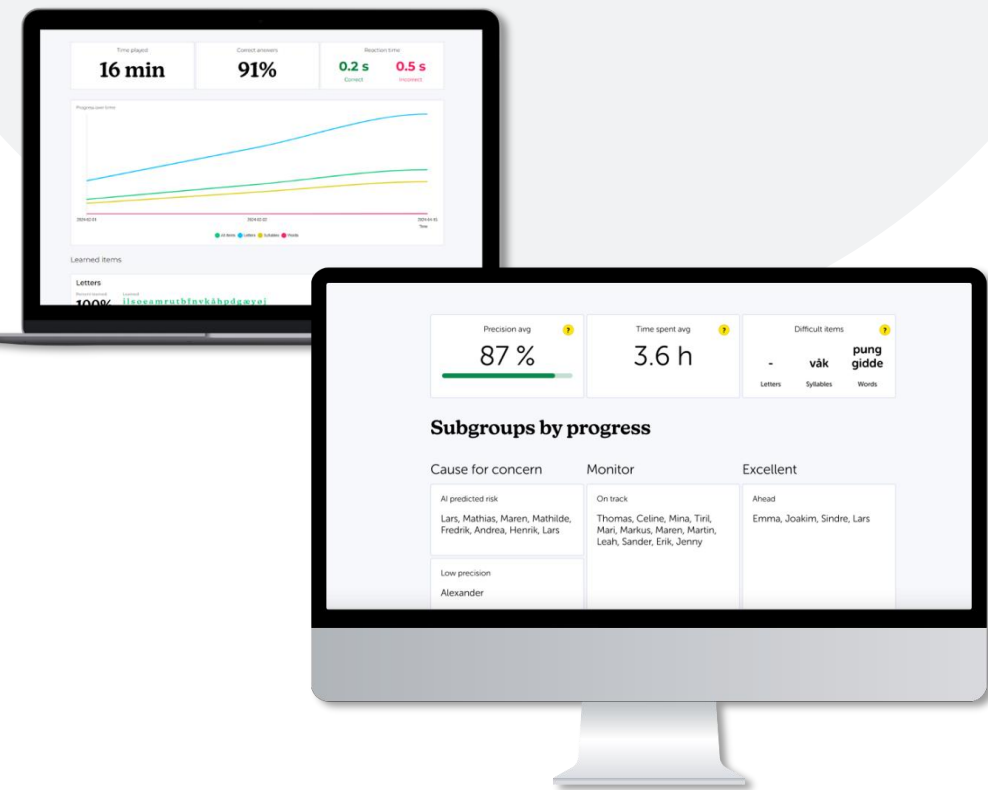
Download more information

Impact Level 3/3

⊘ Data shows a positive change towards learning outcomes.

⊘ Using this product has a causal relationship with improved learning outcomes.

⊘ One or more independent evaluations support these findings.

hundrED

Grapho Game®

has been selected for the

#HundrEDGlobalCollection 2025

Selected for the
hundrED
Global Collection 2025

Academy review results

IMPACT

unicef

SILVER
★ EFFICACY ★
ICEIE
2024

Grapho Game®

The World's First and Only Algorithm for Predicting Reading Difficulties

- ✓ **GraphoGame literacy analytics dashboard** for educators to track performance and discover student reading difficulties before it's too late.

- ✓ **Detailed analysis of app interactions** Track how students interact with every letter, syllable, and word, identify common reading challenges (such as mirror imaging and letter sequencing), and receive pedagogical guidance for targeted interventions.

- ✓ **Automated differentiation and personalized learning paths** Helps to group students based on learning progress to help teachers identify outliers and spot those at risk of becoming demotivated.

- ✓ **Predictive algorithm for early identification of learning difficulties** Helps detect students at risk of reading challenges after just five weeks of gameplay, enabling timely intervention and targeted support.

Grapho Game®

How GraphoGame Helps Kids Learn to Read and How We Make it Work
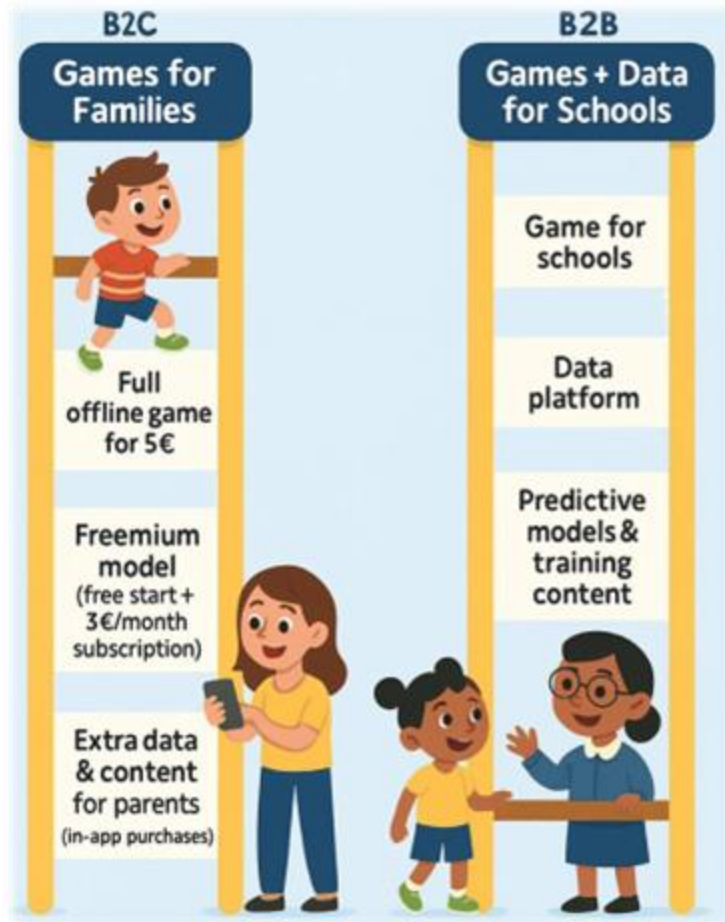
Strategic Background

- ✓ Initial growth built through B2G projects (governments and NGOs) to drive brand awareness and evidence of impact
- ✓ Strong presence and credibility established through partnerships in 18 countries
- ✓ In 2024, focused on building new product features and business models to monetize previous market adoption

B2C – Games for Families

- ✓ Full offline literacy game sold directly to parents via app stores
- ✓ Freemium model introduced: free start, then 3€/month subscription
- ✓ In-app purchases provide access to extra content and child-specific learning data
- ✓ Enables revenue even in markets with limited public funding

B2B – Games + Data for Schools

- ✓ Literacy game bundled with teacher dashboard for classroom use
- ✓ Real-time data tracking for monitoring student progress
- ✓ Predictive analytics and professional training tools support early intervention
- ✓ Scalable licensing model: per-student pricing for schools, municipalities, and governments

The Product Series and New Business Models

GraphoGame App
B2C Freemium subscription 3€ per month per user

Teacher data platform
B2B SaaS for schools 1€ per month per user

B2G Custom data services for public education systems
System-level literacy data to municipalities, national governments, or private school networks.

Pricing is offered on a case-by-case basis, depending on scope and scale.

Strong Global Traction

10 million

Downloads globally. User base is growing fast at globally

+500 000

Monthly Active Users

6 countries

Market leader in France, Brazil, Norway, Greenland, Iceland and Finland

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King Sejong Literacy Prize Winner 2023

"The Nobel Prize in Education"

UNICEF EDTECH SPECIAL AWARD

Global EdTech Startup Awards
GESAwards

GESS EDUCATION AWARDS WINNER 2021

SILVER
EFFICACY
ICEIE 2024

Case: Brazil

- ✓ GraphoGame Brazil launched in November 2020 as a free download app for all residents of Brazil, **funded by the Brazilian government**.

- ✓ 5 days after launch, ranked 1st in trending apps in Google Play and 4th in iOS App Store in the Educational category

- ✓ Brazilian Ministry of Education paid all marketing activities including TV and radio campaigns to promote the app.

- ✓ The TV ad can be viewed **here**.

- ✓ The GraphoGame journey in Brazil can be found **here**.

2.5M
downloads

4.5
average star rating on app stores

100+
published news articles

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Case: Norway

✓ *"GraphoGame: Lær norsk"* is the **most widely used** learning to read app across Norway

✓ In collaboration with the University of Stavanger's Reading Centre we developed **the world's first algorithmic approach to identifying reading difficulties** based on GraphoGame interaction data

✓ The GraphoGame Early Identification Algorithm **supports teachers in identifying the students who are at risk** of developing reading difficulties half a year before end-of-term literacy assessments

✓ Oslo municipality uses GraphoGame, its algorithm and its dynamic assessment dashboard as its only primary education literacy solution and offers it to all Oslo teachers via their **public sector edtech sales platform**
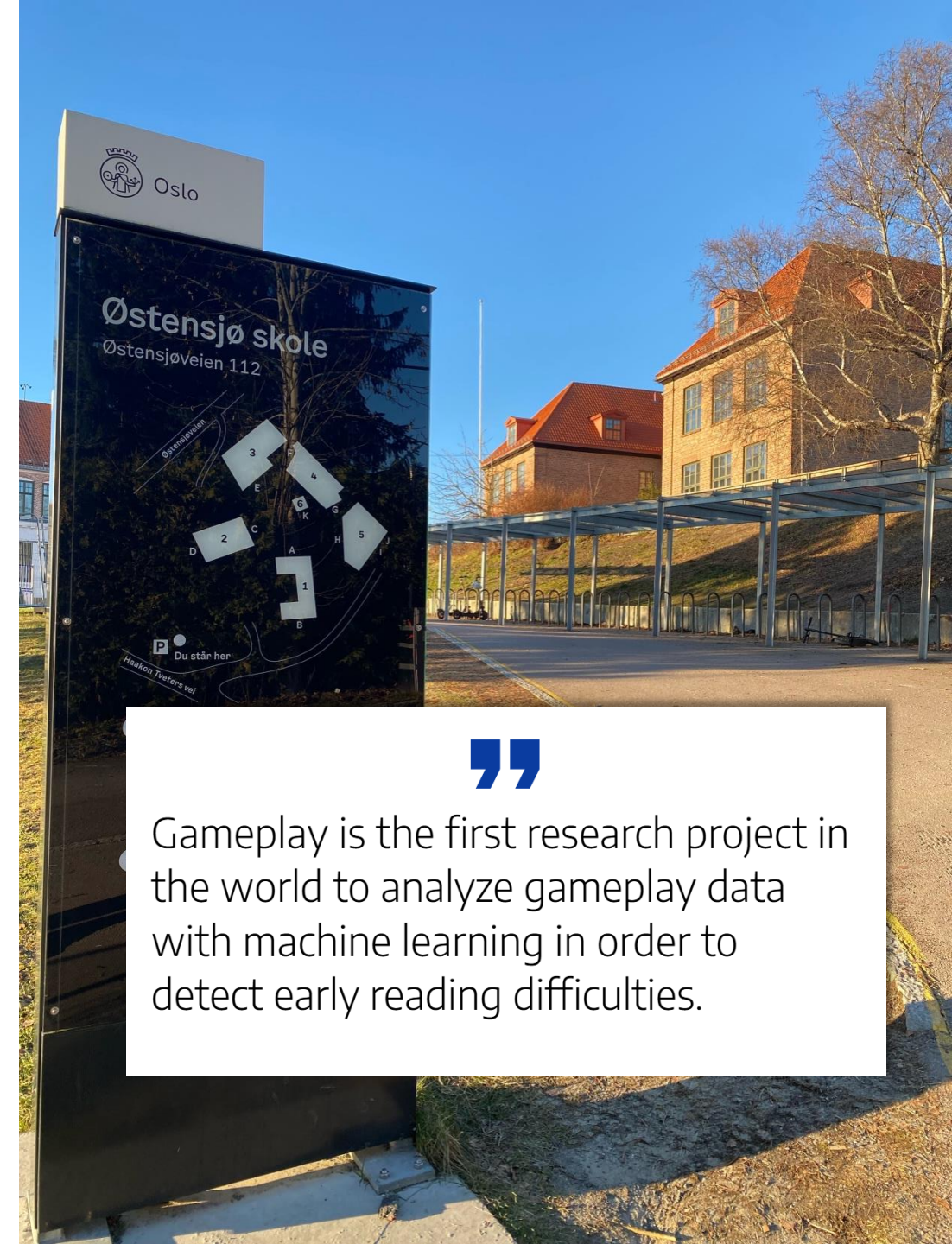
> Gameplay is the first research project in the world to analyze gameplay data with machine learning in order to detect early reading difficulties.

Case: Iceland

✓ The Icelandic language version of GraphoGame was commissioned by a **local corporate social responsibility (CSR) project** combatting deteriorating literacy rates

✓ **Researched with Icelandic students** by our Finnish university partners

✓ Launched September 2024 and in one week became **the most downloaded app in Iceland**

✓ Now has been downloaded by 20% of the Icelandic population and **chosen as the literacy intervention tool of the Icelandic school system**

✓ In 2025 the Icelandic GraphoGame analytics dashboard will be launched to **support dynamic assessment** of students

Case: Marseille & Nice

- ✓ The French GraphoGame and Dashboard is deployed in a randomized controlled trial in Marseille and Nice involving **over 600 students**

- ✓ Teachers are using the GraphoGame dashboard to **set homework and create interventions**

- ✓ Dynamic assessment

- ✓ A control group is using only the GraphoGame app without adult guidance to isolate the effect of the teacher

- ✓ We are also launching two new games in France, one for school use and the other as a freemium version

Aix*Marseille université

Grapho Game®

Concrete and Ambitious Goals

Teach 100 million children to read in next 2 years

Become the largest literacy data operator in the world

GraphoGame®

Reading is winning

Mervi Palander
Founder & CEO

mervi@graphogame.com

+358 40 702 6998

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