

## EDUCATE Programme Alumni - Evidence in EdTech Case Study



Great learning from the start

### Oliiki

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*Oliiki are alumni of the EDUCATE Programme, which supports EdTech companies to using evidence by using the Theory of Change and creating a Logic Model.*

### Describe your EdTech company and your primary educational focus:

Oliiki supports parents and parents-to-be to spark their baby's adventures in learning, and build their parenting confidence one play activity at a time in the first 1000 days of life. The Oliiki app is currently used by parents, parents-to-be, nursery staff (to improve their knowledge and understanding of using play to support development), midwives, foster carers, and adoptive parents. Nanny agencies and HR departments are also interested in using the Oliiki app in various ways.

### How do you use evidence in your EdTech company? (e.g to inform strategy, market your products, pitch to investors etc)

Evidence is used at Oliiki to inform the development of the product. Each activity is supported by research and evidence papers.

Oliiki's own research informs our strategy, initially, we thought that Oliiki was a school readiness app, but through research we discovered it was a parental self-efficacy app this changed our strategy and direction of travel

The research is also used to support the app marketing.

The research also plays a significant role in both the sales discussion and in pitching to future investors.

### What outcome(s) were you able to achieve as a result of using evidence?

The biggest thing the research has brought Oliiki is twofold, one, confidence for me that my product really did work and made significant impact. This was hugely important to us. Secondly, the research has brought our users confidence that the Oliiki programme can give them the confidence they crave to help their child(ren) develop to their full through tiny daily playful moments.



## What advice do you have for other EdTech companies about how and why they might start using evidence?

It is only through going through the research and evidence process that you discover your areas of weakness and your areas of strength. In a world of competition, it is the evidence that shows you your uniqueness. No one product is for everyone, the research shows you where you fit and can shine! The process of research is by necessity iterative. It is in this iteration and discussion you find your place and therefore your confidence

## Did you face any challenges with collecting or using evidence?

No not really, this was mainly due to excellent preparation and planning by the team on the EDUCATE Programme.

## Have you created a Logic Model as part of your research journey? Would you recommend this approach to other EdTech organisations?

Yes I did, I found this process REALLY hard to grasp as a concept. But once I grasped it, I found it really useful for drilling down into the specifics of the Oliiki product. Yes, use it, keep it somewhere you can see it and refer to it often.

## How have your experiences on the EDUCATE Programme facilitated and impacted on your research journey?

The Oliiki app was always grounded in research and science, but the EDUCATE Programme gave me the tools to be able to carry out rigorous research into my own product. It showed me the importance of asking the right questions to find the actual answers rather than just assume the answers to the unasked questions! It has made me determined to keep asking question and keep seeking questions. Therefore, there will always be an element research happening at Oliiki, it is in asking that we find the answers. - Perhaps an obvious statement, but one that is easily forgotten!

Learn more about Oliiki – [click here!](#)

