

EDUCATE Programme Alumni - Evidence in EdTech Case Study

sAI naptic Limited



sAI naptic 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:

sAI naptic is the only AI-driven web-app for GCSE science that automatically evaluates free-text answers to open-ended/descriptive questions and provides instant feedback. The feedback includes a predictive score and qualitative, teacher-like information on parts of the answer that are correct and concepts that were missed out. We are pioneering the use of natural language processing technologies to build our auto-marking tool.

The tool solves two key issues that exist in education today.

1. Lack of instant, effective feedback to students on answers that are longer than one word/MCQs, which test only recall
2. The overwhelming workload that teachers face when it comes to marking and deriving insights from this marking.

Our primary educational focus is to increase student attainment by enabling access to a tech-driven personalised learning tool for all students and improving work-life balance for teachers by reducing their workload.

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

It is fair to say that all the decisions we make at sAI naptic are data/evidence-led. These include decisions on market entry, channel to market, customer acquisition, feature releases, etc. Using data to drive our business decisions and product development not only helps us account for all possible factors affecting our outcomes but also ensure that we are developing a product that has a place in the market. This also increases our confidence when we communicate to all stakeholders involved; educators, parents, investors, advisors, etc.



In the near future, we will also be in a position to share insights with the wider education community to help inform lesson planning, curriculum design and assessments.

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

The key outcomes for us were;

- develop a data-driven product that is based on scientific evidence and user feedback and not our own assumptions;
- to understand market needs, and identify marketing channels that work;
- understand user behaviour and iterate product features appropriately;
- improve the accuracy of our auto-marking algorithm;
- make informed sales forecasts and therefore prepare for funding rounds

sAInaptic's goal is to create an EdTech solution that is both valued by educators and yet commercially viable. We are confident today, that we have the right skills to achieve this goal.

Did you face any challenges with collecting or using evidence?

Yes, we still do! Mainly around;

1. connecting and liaising with teachers who are keen to explore and adopt new technology that aids in their teaching and learning and will then be willing to take part in the process of collecting evidence
2. collecting evidence to measure impact definitely becomes 'easier' as a product matures and the team within the EdTech company grows. Given that sAInaptic is at its early stages in both these aspects, we have had to think of innovative ways to measure impact. Developing close relations with our end users has been crucial towards this.

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

Yes, we did and we highly recommend this approach to other EdTech organisations.

As founders, bringing new products to market, we always have the end outcomes in mind, such as a change in user behaviour that maximises product usage. However, it is easy to get lost in the process of product development. The logic model helped us at every stage of product development, from testing our assumptions, predicting desired outcomes and taking the appropriate steps towards this.

The logic model was one of the most effective 'activities' that we carried out as part of the Educate programme. It was also important to examine the assumptions we were making at a granular level to



understand the impact that we hope to make - the logic model helped us to think about how our users will interact with our product, the skills and resources that they would need for this interaction, etc. Identifying and addressing these early on has saved us a lot of time and also played a crucial role in ensuring that our product is evidence-led and has the end user as the core of its development.

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

This programme has enabled us to develop a culture of ‘research mindset’ in our organisation. With the increase in the number of EdTech products in the market, the key metric that educators look for when selecting a product is evidence towards any ‘claimed’ impact. We are better equipped to develop a product that is aligned with the needs of our end users and also to meet the expectation of educators who will adopt this new innovative technology.

To find out more about sAlnaptic, [click here!](#)

