



childmark

THE FUTURE OF EARLY CHILDHOOD EDUCATION



Harvard University studies indicate that **synapses form** in a child's brain at a rate of **up to 700 per second in the first year of life.**

Early childhood experiences have a **measurable impact on the development** of vision, hearing, speech and higher cognitive functions.

"The real question is how to use the funds wisely. The best evidence supports the policy prescription: **Invest in the Very Young.**" - James Heckman, PhD, Nobel Laureate in Economic Sciences 2000

Creating the right conditions for early childhood development is likely to be **more effective and less costly** than addressing problems at a later age.

Child development is a **foundation for community and economic development**, as capable children become the foundation of a prosperous and sustainable society.

Children are bombarded with thousands of commercials each year. "Children are seeing these commercials at an age when they are just establishing habits that can become **ingrained and last a lifetime.**"

ChildMark

ChildMark uses the latest in assessment and information delivery technologies to give parents direct access to powerful child development and early childhood education resources. ChildMark's goal is to provide parents with customized expert plans for their child's development regardless of their socioeconomic circumstances.

Our Mission

- 1) To provide a simple user-friendly assessment for parents of children ages 0 to 5 years old.
- 2) To empower all parents with the right information, at the right time and place in their child's development.
- 3) To build a real-time model of the way children develop in our world that can help to strengthen families and communities.

Why Early Childhood Education?

Numerous studies have established that the first five years of life are critical in a child's intellectual, emotional and social development. It has been proven that 90% of a baby's brain is wired during the first three years of life.¹ It has also been determined that this early brain growth is activity dependent. New experiences and activities stimulate neurons to form synapses, while those that are not stimulated are pruned.²

The importance of parents in this development process cannot be overstated. Parents are a crucial link in connecting children with the age-appropriate linguistic and kinetic stimulation they need for healthy brain development. Parental involvement has been correlated with improved language skills and higher IQ, and has also been shown to positively impact school performance as well as the child's social and emotional development.³

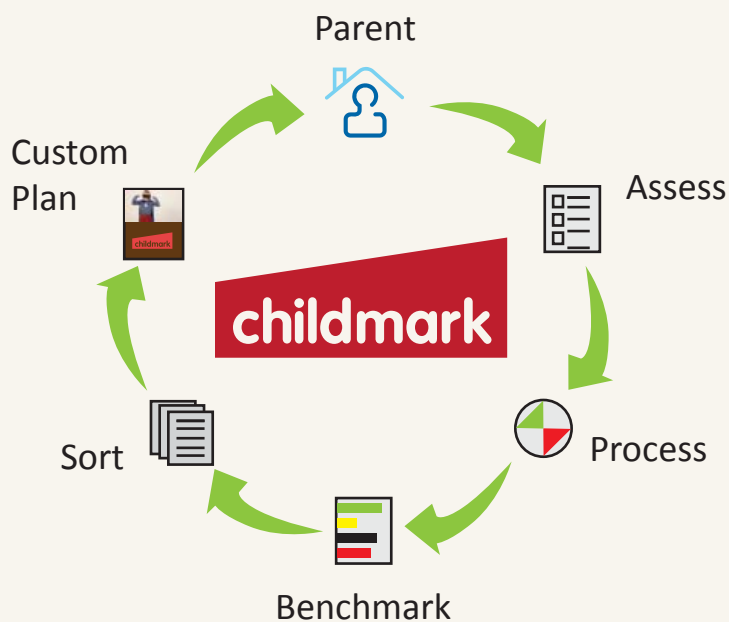
The measurable societal benefits of early childhood education underscore the urgency of giving families the tools they need to support the development of their children. Early childhood development performance is linked to graduation rates, employment rates, crime statistics and other critical quality-of-life indicators that have a profound impact on our communities, our nation and the world. For every dollar invested in early childhood education, society gains a return of \$2 to \$17, dramatically reducing pressure on downstream social systems and services.⁴

The Technology

ChildMark uses a Web 3.0 style delivery system. The technology is built on a developmental assessment platform.

“By using a short 5 minute assessment and running the answers through the proprietary system, we are able to deliver targeted information exactly where and when it is needed.”

Parents complete a simple questionnaire which our system processes to create benchmark scores for the child in several critical areas of development. The system then sorts through the database for demographic information and developmental criteria that are specific to the parent and child. The result is an individualized action plan that yields the greatest benefit to the child’s development and future. This methodology is at the forefront of emerging technologies that gather information in order to deliver expert custom specialized end products the end user. ChildMark gives parents easy access to an expert evaluation of their child’s developmental progress and a personalized list of specific exercises and activities that will make the greatest impact on their child’s development today.



Another primary advantage of our technology is the data-driven model that becomes increasingly powerful with each user interaction. We are collecting real-time data that shows us precisely where children are in their developmental process. We can see trends developing as well as judge the effectiveness of strategies being employed by the parents or community at large. This exclusive feature allows us to extract a variety of custom reports and analysis scenarios that can help communities to better forecast program and intervention needs as well as giving them a conduit to deliver beneficial information to the parents in their region. ChildMark is the only child development tool in existence that offers this kind of real-time feedback and self-validation capability.



“Our technology is on the ground-floor of what information technology will be in 5 years. We are laying the groundwork for the future of information delivery by assessing the wants and needs of the user base and tailoring the information for them in an automated way.” – ChildMark

What is Web 3.0?

All future technology solutions will be about context. Tools gather information for you and from you. Your wants and needs will be gathered and targeted, customized information will be delivered to you. This is known as the “Semantic Web” or “Web 3.0”. Tools will gather information for you.



ChildMark Customized Report



What We Can Do For Parents

- Provide instant feedback on a child's current level of development.
- Deliver the right information to the right parents at the right time.
- Filter information and deliver only what is relevant to the parent and child based on who they are, where they live, the age of the child and the child's current developmental level.
- Allow for direct feedback and communication between information providers and parents or caregivers.
- Inspire parents through interaction with experts and other parents.
- Build an online community by making it easy for parents in similar circumstances to interact with one another.

What We Can Do For Communities

- Address the need for basic parenting training.
- Integrate information from federal, state, community and private sources into one convenient place where parents and communities can apply it effectively.
- Deliver information that is intelligently organized based on demographics or sources including location (country, state, city) or provider (government, public, private).
- Provide an always-on connection between regional centers and parents – creating a feedback loop to help improve education.
- Track progress/improvement of the parenting population by region to help effectively target remediation efforts.
- Track investment in specific projects and improvement initiatives to measure success and maintain accountability.
- Provide real-world data on how children are developing by age, geography, school or social context.

ChildMark.com

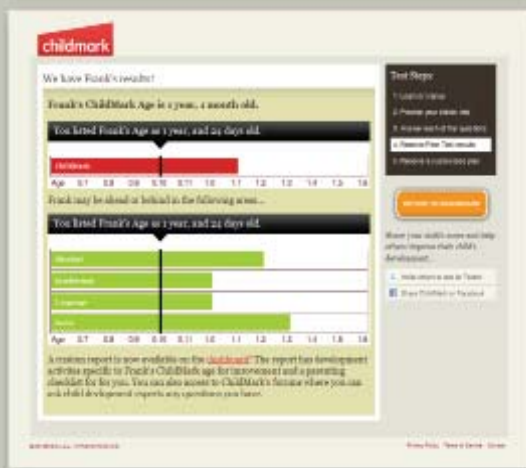
ChildMark has collaborated with child development experts from Virginia Polytechnic and State University (Virginia Tech) to develop the content for ChildMark.com. Parents take a short test and instantly receive a targeted improvement plan for their child with an action checklist for the parent. This plan can be updated at any developmental interval by retaking the test. The assessment scores the child's progress in four key areas (Physical, Intellectual, Language, Social) as well as providing an overall score called "ChildMark Age". Knowing the child's current level of development allows for the right activities and recommendations to be delivered to the parent at the right time, increasing parenting effectiveness.

ChildMark's Dashboard is structured to be a portal for early childhood development resources. Beyond the assessment and action plans, information and resources can be delivered to the parent based on a range of demographics (child's ages, development level, geographic location, etc.) As an example, information from federal programs can be distributed to all users in the US, while state and local information can be targeted to individuals within their specific boundaries.

While performing assessments and delivering targeted information, ChildMark is also gathering real world data on the progress of children in our society. This will allow institutions to evaluate the effectiveness of initiatives and programs. By giving parents direct feedback on their true performance, ChildMark provides a positive impact on the population or demographic.

iPhone Application

Web Based Application



The Kiosk

ChildMark has integrated its technology into a kiosk design that can be inexpensively deployed in a variety of public and private settings. The kiosk is designed to provide an attractive, entertaining environment where a parent and child can safely interact long enough to complete the survey and obtain a custom printout of recommendations.

Our preliminary model includes sponsored retail settings for the kiosks such as book stores, toy stores and department stores where parents can have free access to the kiosk. We also envision sponsored kiosks in public settings such as libraries, community centers and other places where parents and children are likely to gather.





The Future of Early Childhood Education

Recent studies have shown that societies can have a meaningful impact on the future of their children by investing in early childhood education and development. Parents and families today are overloaded with more information than they can possibly use or assimilate. They simply will not use information that takes them too much time to sort through.

ChildMark's use of proprietary technology to assess and deliver specific information to parents and families will likely cause a leap in nationwide adoption of early childhood development activities and teaching. Virtually every parent has an underlying desire to know if their child is "on track" in their development compared with other children. Now they can know their child's exact development level and receive specific recommendations on what they can immediately do at home to take their child to the next level with confidence and peace of mind.

