



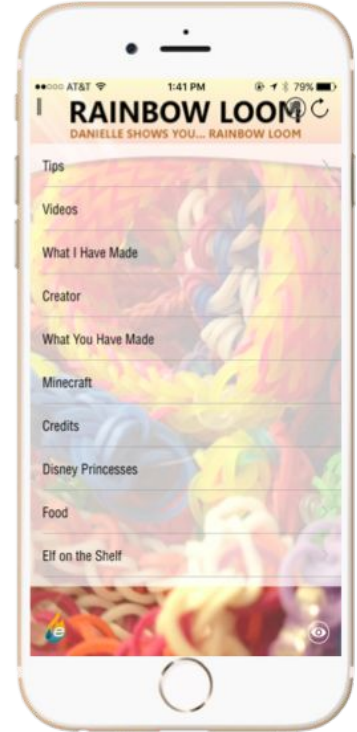
# FUTURE READY SKILLS for the Leaders of Tomorrow



# What is learn®?

- **MAD-learn®:**

- **MAD** stands for **M**obile **A**pp **D**evelopment
- An innovative learning program that teaches students to develop their own mobile applications.
- A web-based tool that brings Mobile Application Development and programming into the classroom, sparks creativity and encourages entrepreneurship
- A program that contains lesson plans, curriculum, and professional development that is provided by our team to teachers across the world
- ISTE, TEKS, and other Standards Aligned



Over 250,000 downloads!

## 1. Ideate

Brainstorm your amazing app ideas and decide which ones you are most passionate about building

## 2. Plan

Research and think critically about what you want your app to do and what functions you want to include.

## 3. Design

Edit or create your own images and logo to build your brand and to create the atmosphere you want your app to have.

## 4. Build

Create your app screens and customize them with the functions you want your app to include.

## 6. Launch

Present and pitch your app to your class, school or even your district at a MAD-shark tank event.

## 5. Test

Preview your app in the store, get feedback, revamp accordingly and ensure that it is polished and works perfectly.



# MAD = Mobile App Development



**Tool**



**Curriculum**

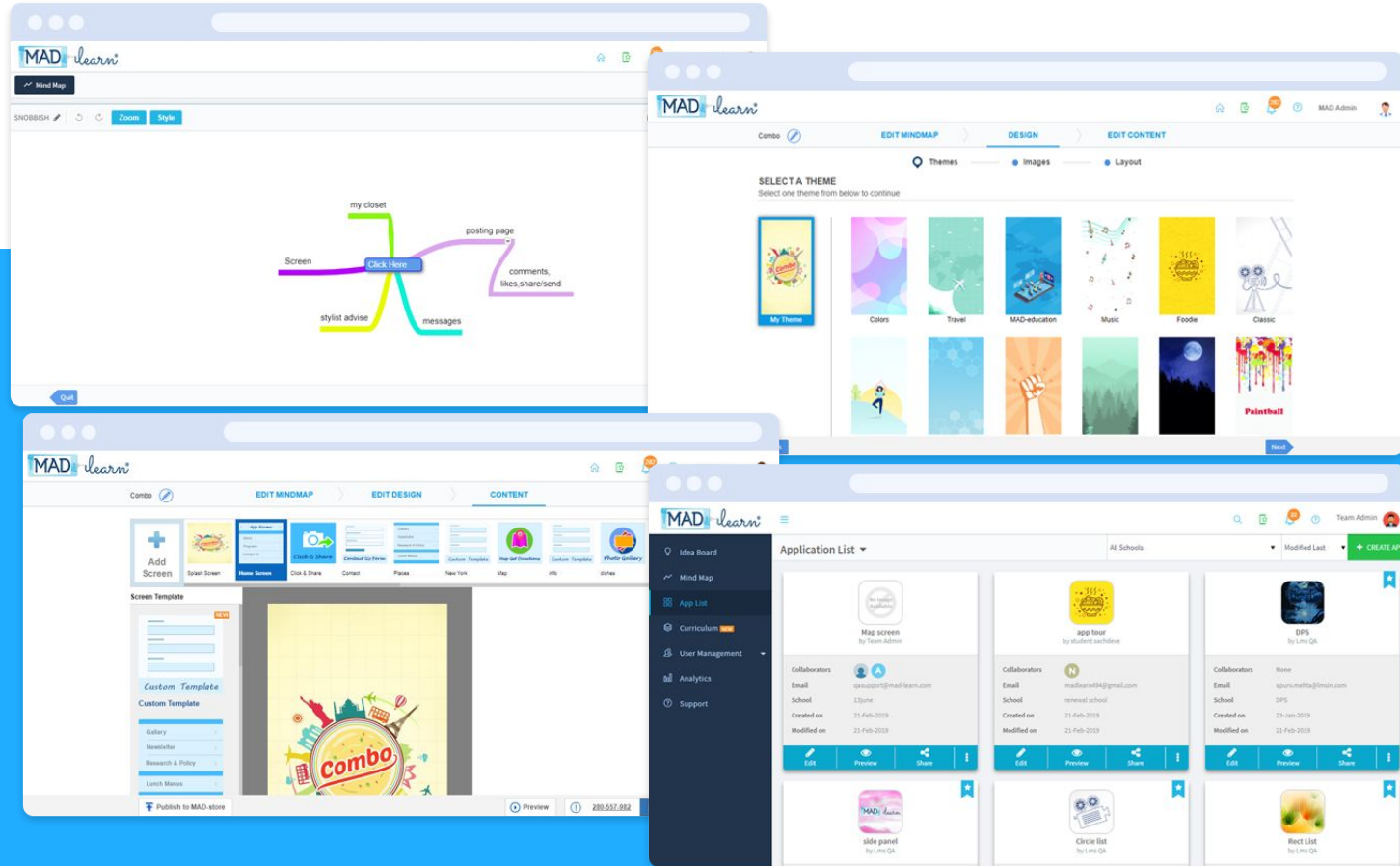


**Training**

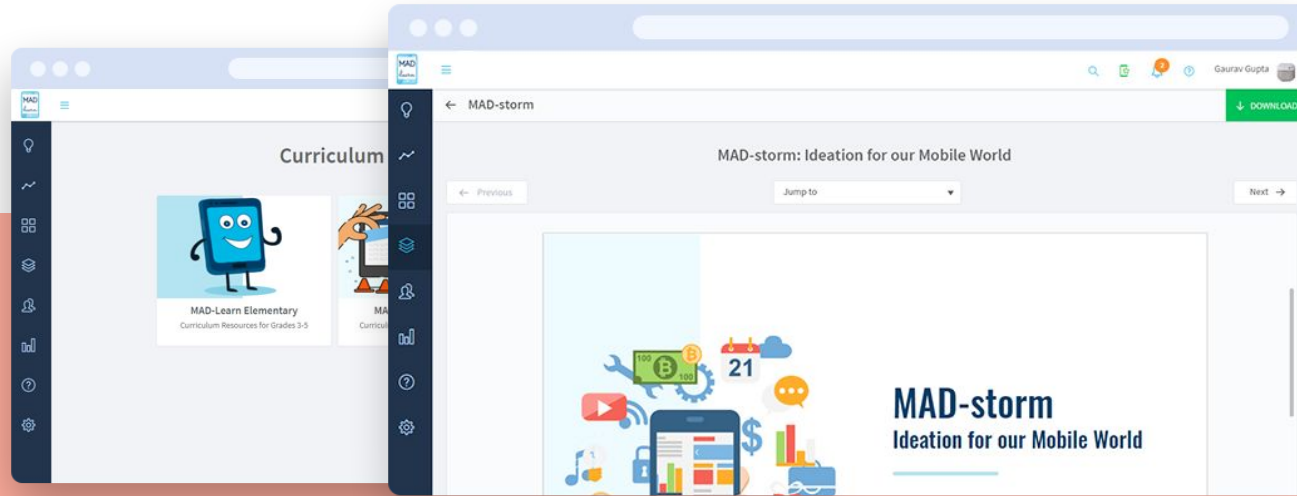
# The Tool

## Idea Board Mind Map App Builder

Our simple, non-coding  
product helps with 21st  
century skills  
development



# The Curriculum



1. Ideation



2. Mind Map



3. Design



4. Building



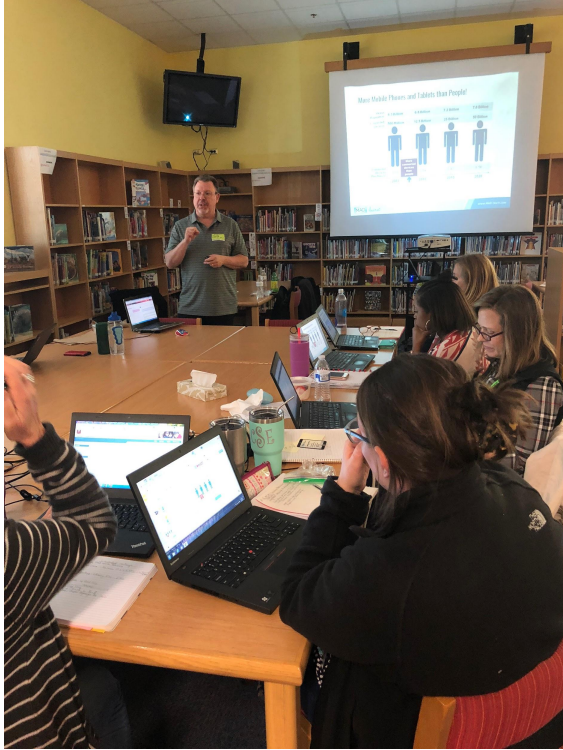
5. Testing



6. Launch



# The Training



Our renowned training and coaching builds lasting mindset shifts



Our agility and quick responses to customer needs help create MAD-believers

# Student Perspectives - MAD-learn

“ I think MAD-learn is a very unique way to make an app. It’s cool how you can preview it on your phone, and how you can change every individual setting.

Also, it is pretty amazing how the app works to me, because I like learning how things function. MAD-learn was fun to use.

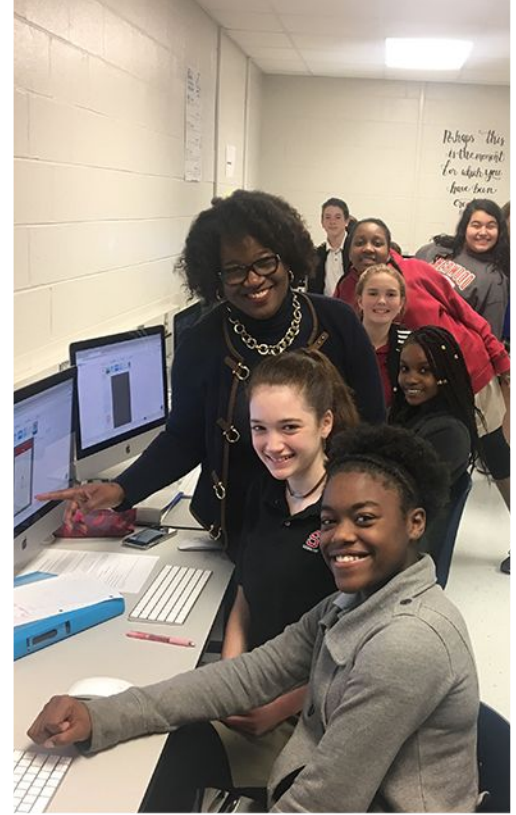
”

“MAD-learn is a very good app developer. I liked that you could add individual screens and edit them. The pull out menu on the side was a nice touch. It was really nice to be able to preview the app on phones and the computer.”



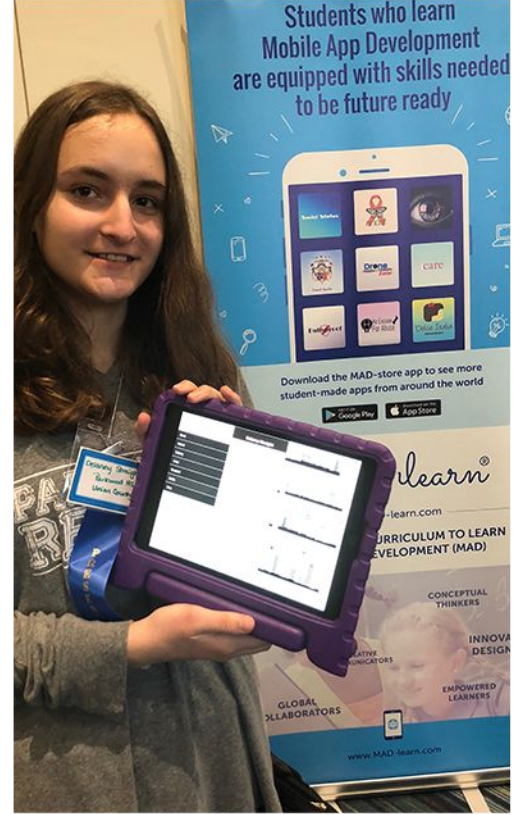
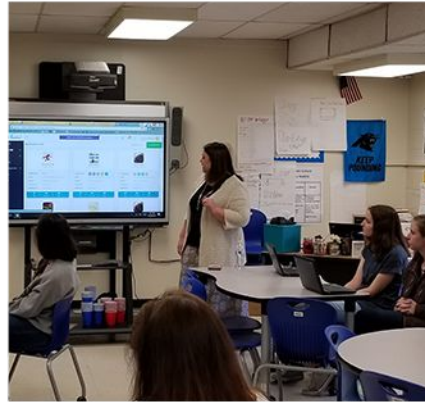


# Relevant & Engaging

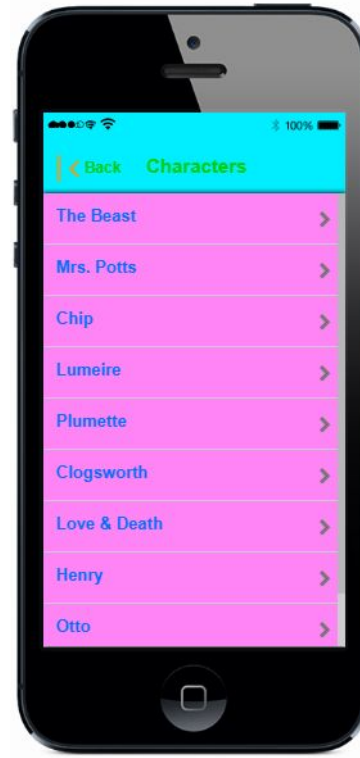
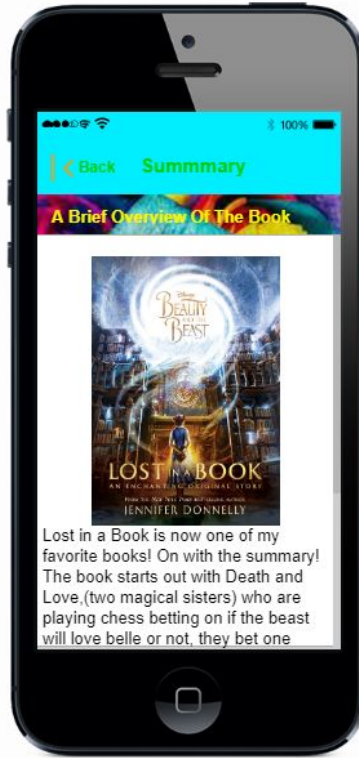
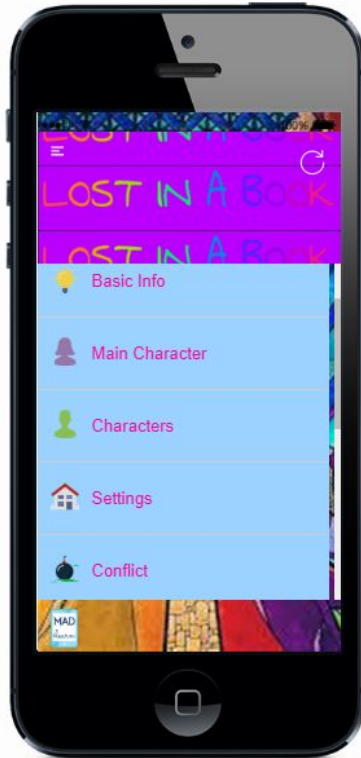




# Relevant & Engaging

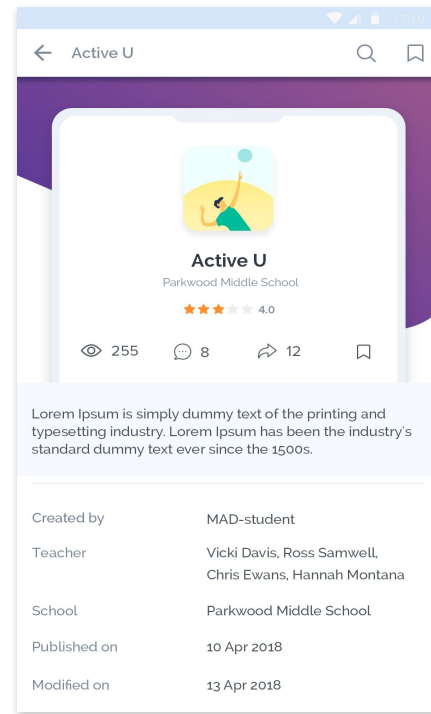
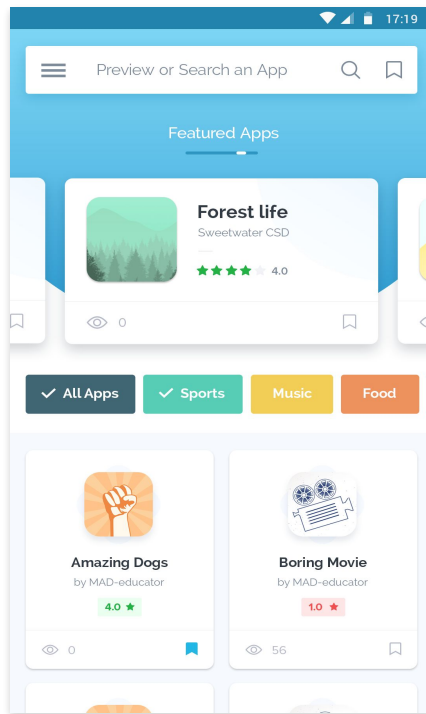


# 'Lost in a Book' App



# MAD-store

Download the MAD-store app





**By learning how to develop their own mobile apps, students are equipped with skills needed to be future ready**

**KNOWLEDGE  
CONSTRUCTORS**

**CONCEPTUAL THINKERS**

**DIGITAL  
CITIZENS**

**CREATIVE  
COMMUNICATORS**

**GLOBAL  
COLLABORATORS**

**COMPASSION-DRIVEN  
INNOVATION**

**INNOVATIVE DESIGNERS**

**GROWTH MINDSET**

# We're emulating the workforce of today



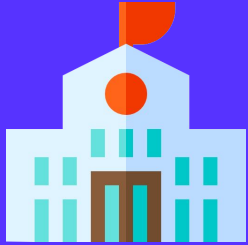


**Global, Diverse, Dedicated Team**



# Our Reach

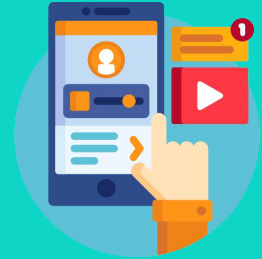
**300**  
Schools



**25,000**  
Students



**15,000**  
Apps



# Students as Creators..



<https://youtu.be/QF-0xj9Z64Y>



# WHY MOBILE?

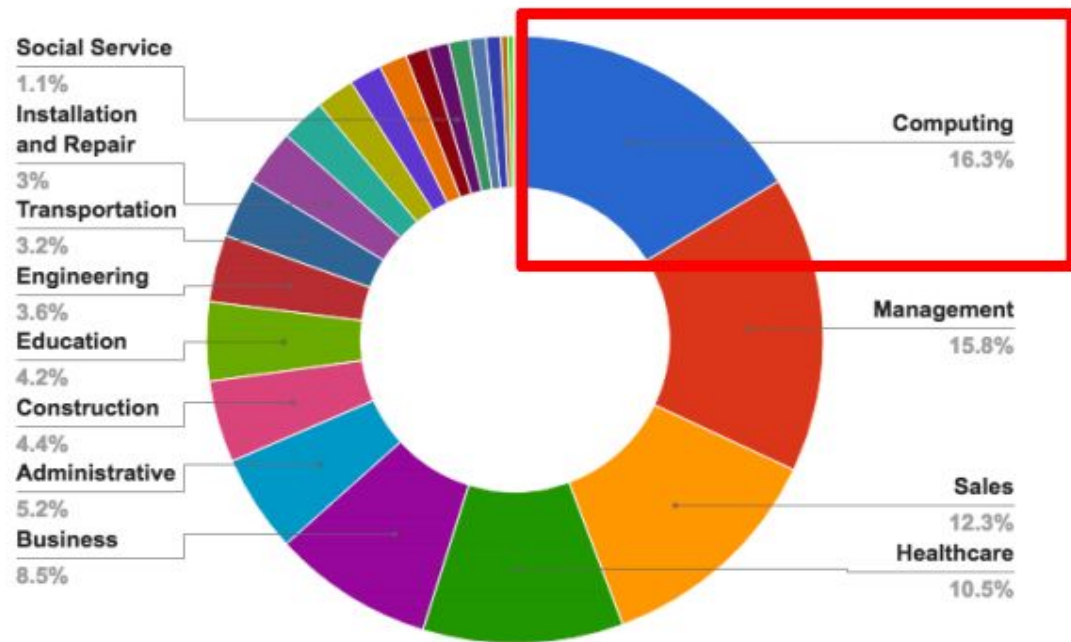
A black and white photograph of a crowded train platform. In the foreground, a person with dark curly hair is looking down at a smartphone. Behind them, several other people are also looking at their mobile devices. The scene is brightly lit, possibly by natural light from a nearby window or platform lighting.

There were 740 million mobile devices in 2006

By the end of 2019, we will be at over 12 billion mobile devices on the planet and over 6 billion users!

Nearly 2 billion apps were downloaded last year **ALONE!**

# Computing jobs are the #1 source of new wages in the United States



500,000 current openings: These jobs are in *every* industry and *every* state, and they're projected to grow at twice the rate of all other jobs.





**MAD-learn exposes  
students to ALL these  
areas to turn them into  
APPRENEURS**

**Code = Just 1 slice of the pie**

Product ideation

Design

Coding

Testing

Marketing / Pitching

Sales

Customer Success



# Creating Student APPRENEURS



[www.MAD-learn.com](http://www.MAD-learn.com)



# Project Aims

1. To help students make the world a better place by tackling problems that matter. (*Social entrepreneurship.*)
2. To help students become collaborative leaders. (*Collaborative leadership.*)
3. To help students become inventors and creators of technology. (*Creative innovation.*)
4. To help educators understand how to teach STEM in a way that relates to modern students. (*A model others can follow.*)
5. **To do work that matters!**

# Our Impact



# Our Impact



# Our Impact

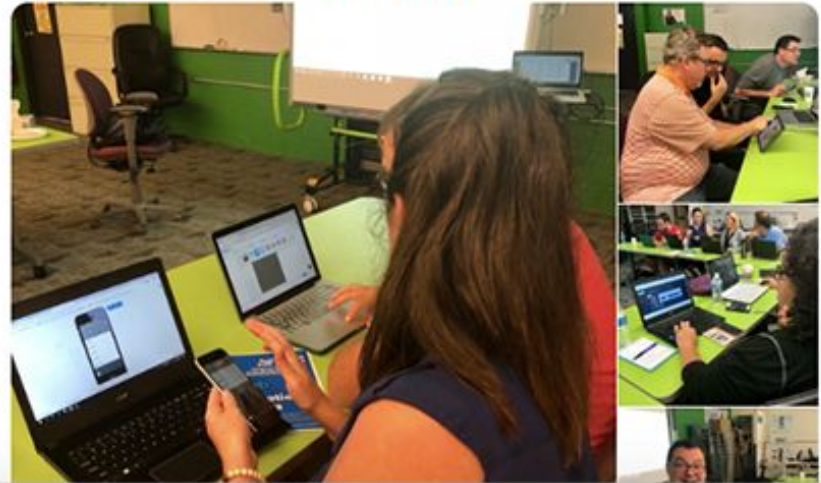


ihub Niagara  
@ihubNiagara

Following



Thank you to the eager [.@dsbn](#) educators (who are now newly [.@MADLearn](#) certified teachers) that attended our MAD-learn workshop today! We can't wait to see what you & your students do with your training! [#appsthatmatter](#) [#appdev](#)



# Our Impact



**Stacia McFadden** @slmtechd · 19m

7th grade core teachers & Academic Tech members learning how to create apps with @MADLearn trainer Greg and CEO @AlefiyaBhatia. Students will use this product to create apps for a Sustainability Design Challenge this spring. @TheLovettSchool





# Our Impact



#bettertogether







# Alefiya Master

CEO

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