



SIR LINKALOT

THE FUTURE OF SPELLING



AWARDS 2020
WINNER



EXECUTIVE SUMMARY



- Sir Linkalot is a unique award-winning digital education solution that helps children and adult students learn spelling, punctuation, grammar and, in the future, other subjects
- This has been developed with the experience of over 10 years of teaching 1000s of children in classrooms around the UK
- “After phonics comes mnemonics” – Sir Linkalot fills a big gap in the market - providing tools and techniques to teach children how to spell tricky words
- The app was launched last year and the initial results from 1000s of children are very exciting
- A famous TV celebrity called Susie Dent, the resident lexicographer (the study of words) on a big quiz show called Countdown, has joined the company as our word detective ‘Lady Lexicographer’ who tells students about the origin of words that have an interesting story behind them.
- The app won the ‘Best Educational App’ award at Bett Show 2020, London – the world’s no 1 edtech exhibition. These awards are like The Oscars of the educational world.

SIR LINKALOT HELPS EVERYONE TO SPELL



The 'Sir Linkalot' app uses the underused technique 'linking' (aka 'mnemonic') as a fun and easy way to remember things

THE FUTURE OF SPELLING (CLICK HERE TO VIEW)

LEVEL
3



SPAGHETTI SHAKESPEARE
SPELLING BUNDLE



ACHIEVE
ALCOHOL
ANCIENT
CATEGORY
CHARACTER
COMPETITION
FOREIGN & REIGN
MARRIAGE
MUSCLE
NUISANCE
OCEAN
POSSESSES
SACRIFICE
SERIOUS
SESSION
SKIING
SPAGHETTI
STOMACH
SUCCESS
TWELFTH



THE APPROACH IN THE APP HAS BEEN BUILT ON OVER 10 YEARS EXPERIENCE WITH 1000s OF CHILDREN



- Before launching the app with Paul Gibbon, Sir Linkalot (Andy Salmon's alter ego) had worked with 150,000 children (4 to 18 year olds) and presented to 15,000 teachers at 500+ schools (incl 3 visits to Kenya in 2017 where he had record book sales). He has presented at many teacher conferences & one prison (Appendix 1 – testimonials)
- Two published books -15,000 copies of each sold by Sir Linkalot to parents and teachers in his visits
- Endorsements from many dyslexia associations: “I am absolutely blown away by this spelling technique! As a dyslexic teacher, I know this is going to be absolute gold for my pupils. The best thing I've seen in years and I can't wait to share it with them. Thank you Sir Linkalot for this wonderful gift”• The app was launched last year and the initial results from 1000s of children are very exciting
- ‘Two meetings with the government lead to a meeting with Ruth Miskin CBE, government advisor and founder of the UK's number 1 phonics programme “Read, Write Inc” who endorses the approach: “Andy's use of mnemonics in this way is a great idea”

CHILDREN AND TEACHERS LOVE IT IN CLASS AND AT HOME ON THE APP



BRAND VIDEO



HIGHLIGHTS REEL



WHAT'S ON THE APP?



GREAT RATINGS FROM THE APP STORE

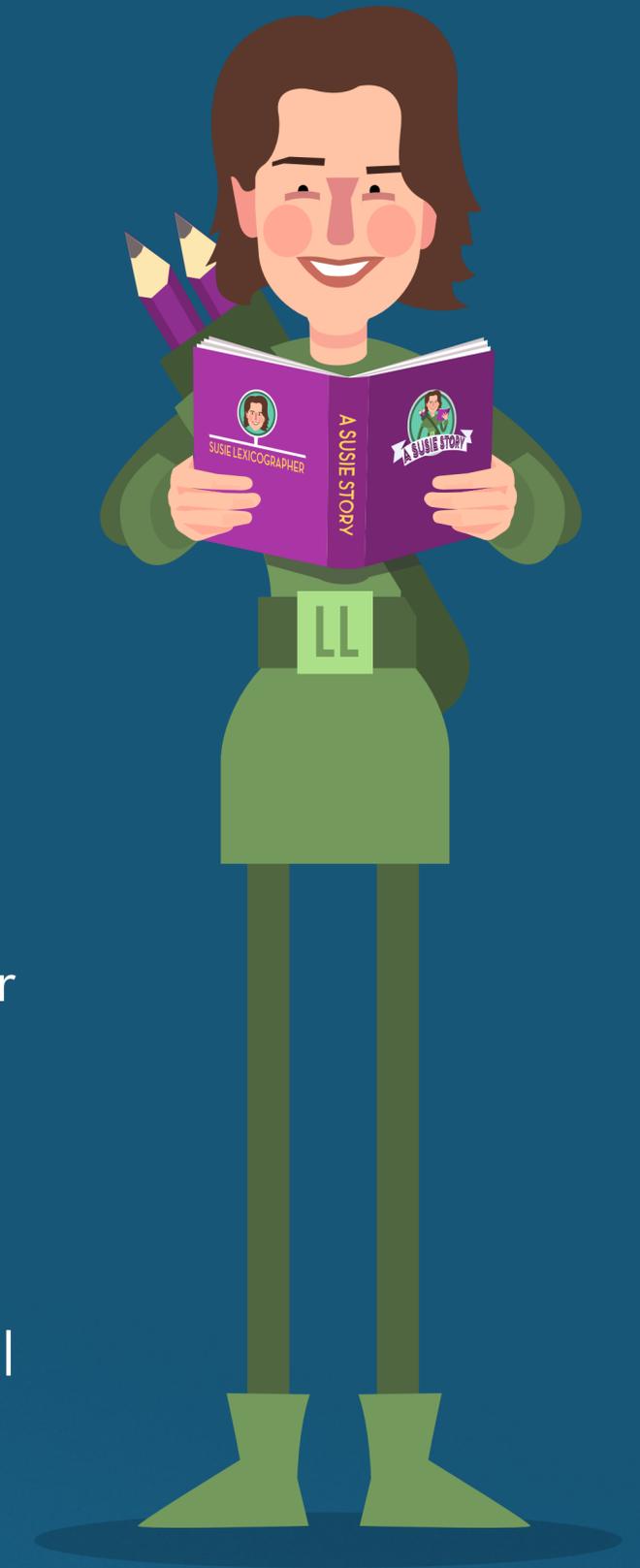


TEACHERS USE THE BROWSER WHITEBOARD VERSION

INITIAL RESULTS WITH 100s OF CHILDREN ARE GREAT



- **Significant sample already** : 1500 7 to 11 year old students took part in three case studies over the last 12 months where they were tested on 20 words on the app in the classroom
- **Teaching best practice emerging** : Teachers carried out a daily 15 minute Sir Linkalot spelling session, using the interactive whiteboard, showing them five animations a day
- **Immediate improvements**: The average score of the 1500 went from 8.5 to 17 a week later
- **Works really well for weak spellers**: The average score of the 350 special needs children improved from 6.5 to 13.5
- **Emerging “stickiness” and longevity** :The average score of 1500 students (incl 350 special needs) who were tested a month later with no access to the animations is was 15.5



CURRICULUM - CONVERTING THE BEST OF 1000s OF LINKS INTO A TAILORED CURRICULUM

Currently the app has:

- Animations (links) for spelling 400 words for 4 to 14 year old children
- Animations for 30 rules and patterns plus 10 for punctuation and grammar
- 40 'extra information' links that show the origin of a word (etymology)
- Each bundle has a multiple choice test and all Level 2 to 5 bundles have two crossword challenges.

Developing additional content:

- Links for 100 more words plus 20 for 'rules & patterns', 10 for punctuation & grammar and 30 for the origin of words will be uploaded by the end of 2020 in age- appropriate bundles covering all primary school & secondary school needs
- Bundles for other subjects (Maths, Science, History, Geography, Languages etc) to be uploaded from 2021 onwards

BIG OPPORTUNITY - 10s OF 1000s OF SCHOOLS

Children need help but the teachers have no tools other than rote learning

- SPAG (Spelling, Punctuation and Grammar) is 50% of the marks (40 out of 80) for 7 year old Literacy SATs*
- SPAG is 58% (70 /120) of 11 year old Literacy SATs
- On average, SPAG is 17% of a teacher's literacy lessons (75/450 mins p/w) as , to quote a teacher..'We have no tools other than rote learning which isn't foolproof. So, ironically, we tell them to learn the spellings at home"
- In 2019, 36% of 11 year old children didn't achieve the national standard in reading, writing and Maths.
- Having researched all the words in the SATs papers, since they began in 2003, the app will give the teachers all the materials they require.

*SATs - Statutory Assessment Tests



PRICING AND MARKET POTENTIAL



- Two subscriptions are available for parents from all online stores: £6.99 per month and £49.99 per year. More material gets uploaded periodically so there's an incentive to buy the annual one.
- For schools, an annual licence is £5 per child for 100 students going down to £2 for 1,000+. To take advantage of the discount, small schools of fewer than 1,000 students put an order in together. Each school is given one unique code to enable them to use it in class on their whiteboards (the browser version is app.sirlinkalot.org).
- Schools are having daily 15 minute spelling sessions calling it **Sir Linkalot Time** (see below) where the teacher assigns a child to be the Sir Linkalot monitor who plays the 4 or 5 animations, freeing them up to walk around the class to help children on an individual basis. Independent learning - the dream ticket for educators.
- Andy started a daily online show during lockdown called **Sir Linkalot Time** with twice weekly appearances from Susie. It involves lots of audience participation with children creating their own links and posting them on social media. For example, take a look at the first two minutes of this lesson. She is so sweet (and clever!)... **Lesson 3** These lessons will be packaged to be used in class or for teacher training as he talks the viewers through the eight linking techniques there are to learn a fact along with lots of examples plus suggestions from the public.
- No one has ever done this before. So, there is no competition. It would take someone years to think of these links(that are protected). The demand is huge, i.e every parent in the world whose child needs to learn English and every school in the world that teaches English, either as a first or second language. One supplier for billions of customers. It is an incredible position to be in.

PARENTS' COMMENTS

- *This is by far the best app we have downloaded to use for home-schooling. I will definitely buy a subscription afterwards. My son LOVES using it and will choose it over all other activities. He loves the animations and remembers them straightaway. We did a spelling test at the end of the first week and he got 59/60. At school, he would get about 2/10. It is also easy for me as he can work independently. But, then I get jealous when I hear him laughing at all the animations and so I have to come and watch it too! Even his teenage sister is interested although she pretends she's not. Who knew that spelling could be so much fun!?*
- *If any parent is reading this review and wondering whether to give this app a go....DO! I am in no way connected to this app so it's an entirely impartial review. I feel incredibly grateful that it was made free to access during this time of schooling from home. My 8 year old twins and 5 year old (and even ,my 2 year old!) love it: the humour is pot on but it doesn't dumb down as the Lady Lexicographer snippets are brilliant and Sir Linkalot uses lots of factual stuff in his links for example geography. I really enjoy doing it with them and learning too! I hope you love it as much as we do!• Immediate improvements: The average score of the 1500 went from 8.5 to 17 a week later*
- *This app has really helped my daughter with her spelling - the first time we've ever found a strategy that works. She's now learning to come up with her own 'links' to remember tricky spellings*
- *"This is great for people like me as I'm Polish. My Spanish friend and I really struggle with understanding the rules of the English language (are there any??). Linking is a fantastic idea. Well done!"*
- *Since using the app, my Year 2 daughter can now spell ALL the tricky words - pretty amazing actually particularly since just 2 days ago she struggled with about 90% of them! Thanks again, very enjoyable and a great way to learn.*

CHILDREN'S FEEDBACK



• “The things that it has helped me with the most is me. I used to be really sad going to school because I struggled so much and no one could explain to me what everything meant. Mummy bought me the Sir Linkalot app and I LOVE IT! I use it at home all the time. My friends and I play with it too! My Grandpa loves it too. He was never taught to read or write so he thinks it’s great!! My spellings have really changed but ‘linking’ has also helped me at drama with my lines, helping other friends in class and I just feel so much better about everything! Everyone always asks me for help now if they get stuck because they know I know a way!

I never knew the difference between things and people would laugh at me because I was behind at class. Now I get asked to help in class and I love being able to help because I know how it feels to find things so hard. I love school now and I feel much more confident, I just LOVE IT so much! Thank you Sir Linkalot. ” (11 year old girl)

• I hate spellings .I thought it was going to be boring. I really love it and remember so much (8 year old child)

• It makes spelling fun. I see the animations when I write the words (Year 5 child with ASD & ADHD whose score out of 25 went from 9 to 21)

• It will helps loads of people like me because it finds the tricky bits and makes you remember them (Year 5 child with dyslexia tendencies whose score in the case study went from 13/25 to 25/25!)

SCHOOLS' AND EDUCATIONAL SPECIALISTS' FEEDBACK



• “The Sir Linkalot spelling app had an extraordinary impact on the children from the moment we implemented it and introduced it in to our curriculum. The results we achieved were phenomenal, 99% of the 440 children improved their test scores after interacting with the app and from no child getting 20 out of 20 before Sir Linkalot, 68 of them got full marks when re-tested 2 weeks later.

It is a genuine thrill to see the children, many of whom have struggled with spelling previously, achieve success whilst also having fun. We are now working with the children on how they can apply these spellings into their written work, but we only have to remind them of the SL animation or mnemonic and they remember straight away. We just have to whisper “What would Sir Linkalot say?” and it comes back to them. We have also now integrated the spelling rules, homophones and punctuation bundles into our learning and teaching planning and they too are proving to be an excellent resource and a fantastic way for children to remember things that are often tricky for them.

One final bonus is the success achieved by pupils with special educational needs, by working one to one with them on some of the Level 1 bundles they are overcoming barriers that once may have proved unsurmountable. I cannot recommend the app highly enough“ (John Lear, Headteacher @ West Leigh Junior School, Essex)

• I am absolutely blown away by this spelling technique! As a dyslexic teacher, I know this is going to be absolute gold for my pupils. The best thing I’ve seen in years and I can’t wait to share it with them. Thank you Sir Linkalot for this wonderful gift (Alison Walters - Facebook post)

• Thanks ALL of the children find it really great fun - it’s brought the enjoyment back and enables them to learn spellings together, at the same pace, as well as consolidating their learning at home. It is visual and witty which the children (and adults!) really enjoy. I find the ‘lightbulb moment’ particularly rewarding and there is at least one child with that moment’ in each spelling session - it links and stays (Primary teacher)

SCHOOLS' AND EDUCATIONAL SPECIALISTS' FEEDBACK



- ***Thanks for this wonderful resource. I can't wait to embed & embrace it*** (Primary teacher)
- ***My class find spellings quite boring but they loved the short, snappy video links and were able to relay each step when asked to spell the word. I was astonished at the improvements in such a short space of time (1 week). The children were shown seven words a day- after they spelt each word I asked them to explain the link - which they could do with confidence, step by step. Who would ever have thought the whole of my class could spell onomatopoeia!*** (Primary teacher)
- ***I have approached spelling in a similar way with necessary, embarrass, accommodation, familiar and other words but it's on a white board with my terrible drawings. To be able to cover 20 words in such detail in five sessions is a gift.*** (Secondary school Literacy Coordinator)
- ***The children were not only able to spell the word but they could put it in to a sentence . This is unusual as I would generally spend a fortnight securing a target word at word level before putting it into context for a spelling assessment*** (Primary Special Needs teacher)
- ***Sir Linkalot is one of the most innovative and refreshing new concepts to come on the market. Some of the principles of how it works are not new, but what linking does is to push those spelling and memory techniques to levels that other programmes daren't tackle. It is helping dyslexic children to develop their own 'links' and strategies to deal with the big complicated words as well as throwing some light on the smaller 'usual suspects'. A fantastic new tool for the specialist teacher's tool box.*** (Barbara Yandell, Nottinghamshire Dyslexia Association)

SCHOOLS' AND EDUCATIONAL SPECIALISTS' FEEDBACK



- **Andy Salmon has something to offer in terms of raising standards in our schools.** (Chris McGovern, Chairman of 'Campaign for Real Education')
- **Sir Linkalot is a very interesting resource, a fascinating and fun means of memorising and visualising words. Anxiety over spelling can really sap people's confidence in their own literacy and these linking methods are a tremendous way to boost confidence and literacy in an enjoyable, meaningful way.** (Michael Rumbelow, Skillswise, BBC)
- **Andy Salmon is a passionate and talented communicator who has come up with an engaging and interesting product. He and 'linking' come highly recommended.**(Gareth Mann, History Master & Assemblies Co-ordinator, Eton College)
- **Andy's use of mnemonics in this way is a great idea.** (Ruth Miskin, CBE, founder of the UK's no 1 phonics programme "Read,Write, Inc")
- **Sir Linkalot has really captured the audience like I have never seen. Many children who are really struggling with education bought in to it immediately, joining in whenever they could. Even a few potential 'Permanent Exclusion' are participating which, quite frankly, blew me away. I strongly believe this will be able to help them where other resources have failed.** (Stephen Price, Assistant Head Oasis Academy Mayfield, Southampton).
- **Sir Linkalot will feature as a tool that we'll continue to use throughout the KS3 Curriculum.** (Claire Butterly, Secondary school Learning Coach, Folkestone Academy)

SCHOOLS' AND EDUCATIONAL SPECIALISTS' FEEDBACK



- ***We will certainly be implementing Sir Linkalot's linking strategies in class as it's a very useful tool for learning for everyone, at all key stages, for life!*** (Sandy Taylor, Enrichment Coordinator, Slinfold Primary)
- ***We now see the word 'linking' in candidates' lesson plans!*** (Helene Agnew, Specific Learning Difficulties Manager)
- ***Linking has taken on a whole new meaning in the girls' vocabulary.*** (Susie Worthington, headmistress at Haberdashers Aske for Girls, Junior School)
- ***Linking encourages children to take responsibility for their own learning*** (Clare Bower, Head of Junior School)
- ***I was delighted to see many severely dyslexic students having the confidence to spell words out loud for the first time in front of their peers who would never normally attempt anything like this.*** (Joan Colby, Head of Learning Support)
- ***The 13 and 14 year old children were really excited to tell me all about Linking. I decided to play devil's advocate and ask if anyone doesn't enjoy the app or find it useful and not one of them raised their hand. Fantastic!*** (Carlene Barnett, Senior School Head of Literacy)
- ***It really helps to get the parents involved to help embed 'linking' in our learning at school and home. It's a very useful tool to have in the teaching and learning kit.*** (Paul Cheetham, Headmaster, Willington Prep School, Wimbledon)
- ***Pupils from Year 2 to 12 are devising their own methods based on the idea of linking*** (Alex McGrath, Deputy Headmaster)



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