Creator of online learning app offering free catch-up tuition sessions to users

Monday 7 September, 2020

- Virtual after school ‘catch-up club’ to run throughout September -

7th September 2020, Bethnal Green, London: Murray Morrison, an education expert and creator of the online learning program Tassomai is offering to help students catch-up as schools reopen and students resume their studies. Parents whose children use Tassomai are being invited to book 15 minute “micro-tuition” slots with Murray, who has cleared his diary throughout September to run the virtual after-school tuition club. Data from the student’s usage of Tassomai enables Murray to easily identify any tricky science or maths topics that need to be focused on during the session.

Murray commented, “With children in England three months behind in their learning after lockdown*, it’s vital that we help students get back on track, but one of the big challenges is working out where they need help. Tassomai helps solve this problem because every interaction a learner has with our app helps us to build up a picture of their knowledge and identify any gaps.”

Tassomai uses multiple choice quizzes to test and teach GCSE science and other subjects while in the background a smart algorithm adapts and personalises the content selection for each user. The student’s interaction with the program enables the algorithm to workout their strengths and weaknesses and this information is displayed to students, parents and teachers through innovative visual displays like the Tree and the Understanding Grid. Parents also receive a weekly email report on their children’s progress, which will now include an invitation to schedule a free 15 minute micro-tuition session.

* According to the National Foundation for Educational Research (NFER) report from 1st September 2020, nearly all teachers estimate that their pupils are behind in their curriculum learning, with the average estimate being three months behind.
See:

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Notes to Editors:

About Murray Morrison:

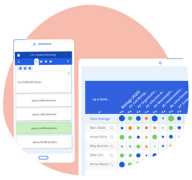
- Murray Morrison is one of the UK’s leading education and revision experts with over 20 years of experience within the education, learning and revision sector.
- Murray has personally taught hundreds if not thousands of students on a one to one basis to help them reach their full potential, pass their exams and grasp the process of efficient learning. During Murray’s career he has taught a diverse range of people. From students with learning difficulties, behavioural issues or psychological issues that prevented them from achieving their best, to the children of rock-stars and royalty. Murray’s approach has always yielded exceptional results and earned him the reputation as one of the top tutors in the UK and a renowned expert within his field.
- During his career Murray has gained unique insights into methods of practice and training that became part of his methodology of teaching and coaching. He saw how positive habits were developed, how growth mindset and sports psychology could be applied to learning, and how young people could be supported towards extraordinary achievements.
- Since 2012, Murray has focused fully on developing Tassomai into a cutting-edge software business. Having created the platform, its algorithms and written the first 60,000 questions as a means to support his own students, the program later became available as a subscription service. In 2013, the platform was seeing over 1000 questions answered daily. Now it is over 1 million each day.

About Tassomai:

- Tassomai is an intelligent learning program that raises attainment in secondary education.
- Tassomai works by giving students daily practice activities that personalise to them. The system

Media:

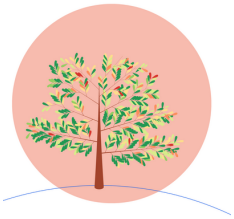


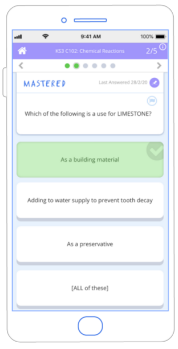




TASSOMAI
The Learning Program







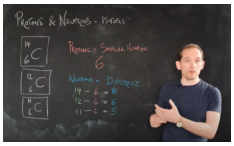
quickly identifies gaps and helps learners improve their knowledge and understanding.

- Teachers and parents are able to see instantly where problems are occurring and can create intervention strategies without any time lost to assessment setting and marking.
- Tassomai's game-informed design pushes students towards healthy, sustainable learning habits and drives students to better, more confident performance in examinations.
- Tassomai is the smart way to learn, the simple way to study and is evidence based learning with each algorithm totally bespoke for each student.
- Tassomai is the outcome of over 25 years of experience and extensive research within learning, education and revision.
- This year Tassomai celebrated over 1 billion questions being completed by UK students. To date, over 500 schools have subscribed to use Tassomai as a homework tool, where it is estimated that over 250,000 students have benefitted from the software.
- Tassomai is award-winning, including BETT Award 2019 for Best Education Support Resource for Parents or Home Learning.

Media contact:

To arrange an interview with Murray Morrison please contact Murray or Spencer Yates, (Head of Marketing) on 020 3380 7968. You can also email murray@tassomai.com and spencer@tassomai.com.







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