EdTech provider Highbrow offers a lifeline to parents with “pay what you can” pricing

Tuesday 24 March, 2020

London-based EdTech provider Highbrow announced today that parents can choose their own price for the company’s flagship educational video app. Featuring over 6000 videos for children aged 1 - 11, the company has already seen unprecedented traffic as school closures across the globe leave parents and teachers scrambling to find activities for kids to do at home.

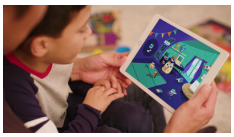
As social distancing measures increase and families struggle to find structure, distance learning products are taking center stage. Participatory content – where children can follow along as they watch and write, paint, dance, draw, sing, or even conduct science experiments – is surging as parents look for activities that can fill in for kids’ normal schedule of lessons and extracurriculars.

Worried about the impact of job losses and financial uncertainty caused by the unprecedented response to the novel coronavirus, the company is allowing parents to decide what they can afford to pay for the app, usually priced at £5.99/$6.49 per month.

Highbrow Co-founder and CEO Priyanka Raswant said “The response from our community of parents and teachers has been absolutely overwhelming, but we have also been hearing some heartbreaking things from parents caught up in this chaos. We’d never want a child to miss out on their education, and we can’t let cost be a barrier.”

Highbrow is available on the iOS, Android, Apple TV, and on the web. Parents can sign up at https://joinhighbrow.com/pay-what-you-can/

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T. +447503933515
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