“More fun than FIFA” - Students and parents give top marks to educational website nominated for major tech award.

Tuesday 16 January, 2018

16th January, 2018, Bethnal Green, London: Tassomai, an online education tool that lets students study on their phones and sends parents weekly updates on their child’s progress, is a finalist at this year’s BETT Awards. Described by parents as “the perfect preparation for GCSEs”, and with some students saying they’d “rather do Tassomai than FIFA”, this quiz based learning program is boosting grades and providing peace of mind for parents.

Users love the simplicity and effectiveness of the product; students login each day, take a few short multiple choice quizzes, and the program identifies their strengths and weaknesses, adapting the quizzes accordingly. Parents login to see how often their child is using the program, and they receive a weekly email with a summary of progress.

As well as being popular with private subscribers, Tassomai is also being used in the classroom with over 300 schools using the program to support GCSE science teaching. Completing the course has been shown to have a big impact on grades, with 50% of regular Tassomai users getting A or A-star grades, compared to the national average of 21%.

Murray Morrison is the former private tutor behind Tassomai, he built the first version of the program to help his own students learn independently and to identify their strengths and weaknesses. Murray believes technology can provide a more measurable and accessible alternative to private tuition:

> *“We’re seeing a growing culture of dependency on tutors and a mushrooming industry built around exploiting this dependency. Academic coaching may get short-term gains, but risks letting students down as it doesn’t build confidence – either in the subject or themselves. EdTech is already helping students to empower themselves. It can level the playing field for those who can’t afford private tuition, and break the cycle of dependency for those that can.”*

Parents seem to agree. In a recent survey Tassomai subscribers rated it 8.2 out of 10, with 98% of parents saying they’d recommend it to their friends. Comments included:

> *“My son who is never in the mood to study enjoys using Tassomai as it is measurable and he can see that I as his parent can see he has been working productively.” (Emma H.).*
>
> *“Tassomai is an excellent online resource for maintaining progress on key GCSE topics. It allows the parent to easily monitor progress and focus on areas of improvement, I would thoroughly recommend Tassomai!” (Tony F.)*
>
> *“If there’s one thing you do to help your child prepare for their exams - try Tassomai. I’m just sorry I didn’t know about it for my older children!” (Andre F.).*

Tassomai is a finalist in the “Best Educational Resource for Parents and Home Learning” category and the winner will be announced at the Bett Awards on Wednesday 24th January.

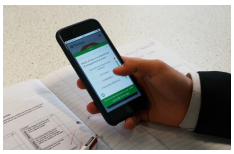
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Notes to Editors:

Interviewees and case studies… we can arrange interviews with Tassomai founder Murray Morrison, as well as parents who’ve used Tassomai and teachers who have implemented Tassomai in schools. Case studies are also available on request.

Bett Show and Bett Awards… visit us at Stand F80 at the Bett Show from Wednesday 24th to Saturday 27th January to meet Murray Morrison and the Tassomai team. We will also be joined on the stand by teachers who have used Tassomai in their schools including Vic Goddard from Channel 4’s Educating Essex (Thursday 25th January).

Media:









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- Find out more about the Bett Show here: www.bettshow.com
- Find out more about 2018 Bett Award finalists here: www.bettawards.com/finalists/

Photography… product images and photos of Tassomai users are available on the Tassomai Facebook page at: http://bit.ly/2DdKygn. High res versions for print are available on request.

About Tassomai… for more information about Tassomai and how it works, visit: www.tassomai.com/how or watch this Sky News feature: http://bit.ly/2CX8ymY.

Media contact…

To request case studies and arrange interviews with Murray Morrison or Tassomai users, contact Spencer Yates, Head of Marketing at Tassomai:

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