



SIR LINKALOT

THE FUTURE OF SPELLING



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** 1000's 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 released in September 2019 and is now being **used by 50,000 children** both at school and at home.
- **Susie Dent, the UK's leading lexicographer** (the study of words) and TV celebrity (as featured on TV quiz show *Countdown*), has joined the company appearing as the character 'Lady Lexicographer'. She tells students about the origin of words that have an interesting story behind them.
- There are **significant opportunities for telcos** around the world - wherever children learn English - to sell to parents directly, schools and districts/Ministries of Education.
- 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 can be accessed via **iOS, Android and browser version** (used by schools with whiteboards). The app has simple videos with low bandwidth requirements so it is as relevant to advanced 5G networks as it is to basic networks in developing countries.

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



THIS APP HAS BEEN BUILT USING OVER 10 YEARS TEACHING EXPERIENCE WITH 1000s OF CHILDREN



- Before launching the app, 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.
- Sir Linkalot is now growing extremely fast in the UK, being used by more and more schools every month and tens of thousands of pupils.

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



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- BRAND VIDEO [↗](#)
- WHAT'S ON THE APP? [↗](#)



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- HIGHLIGHTS REEL #1 [↗](#)
- HIGHLIGHTS REEL #2 [↗](#)

- GREAT RATINGS FROM THE
APP STORE [↗](#)



- TEACHERS USE THE BROWSER
WHITEBOARD VERSION [↗](#)



FEEDBACK FROM TEACHERS, PARENTS & CHILDREN

Teachers & Specialists

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. 99% of the 440 children improved their test scores and, from no child getting 20 out of 20, 68 of them got full marks when re-tested 2 weeks later (primary head).

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 (dyslexic Specialist).

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).

Parents

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

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! Everyone always asks me for help now if they get stuck because they know I know a way! I love school now and I feel much more confident. (11 year old girl).

It makes spelling fun. I see the animations when I write the words (9 year old child with ADHD who went from 9 to 21 out of 25).

It will helps loads of people like me because it finds the tricky bits and makes you remember them (8 year old child with dyslexia tendencies whose score in the case study went from 13/25 to 25/25!).

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 20 for punctuation, grammar and prefixes.
- 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 2021 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 2022 onwards.

BIG OPPORTUNITY - MILLIONS OF CHILDREN 10s OF 1000s OF SCHOOLS

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

1) B2C Sell to parents direct as they are spending more on home learning post COVID:

- Brilliant appstore ratings.
- Great retention and engagement - average monthly tenure is approx 5 months.
- Sir Linkalot sells to UK parents for £49.99 per annum or £7.99 a month.
- Approx 50/50 split annual vs monthly- so LTV is £40+ after appstore take.
- Business model - Telcos can sell (rev share with Sir L) or offer as part of a bundle (and pay Sir L a license per user).

2) Selling to school groups and Ministries of Education.

- Any country where children learn English will benefit from using this product.
- Teachers have NO tools to help children with spelling tricky words.
- Business Model - sell to schools as an annual license based on number of children OR sell to a district/Ministry as a bulk license.



SIR LINKALOT AROUND THE WORLD



- *The market for this app is huge - every parent, private tutor and school who wants their child/student to learn English.*
- *Our unique approach means there are no other competing products on the market as it's never been done before.*
- *Schools and private tuition centres are encouraged to take a free trial for a month before buying it.*



SIR LINKALOT CASE STUDY

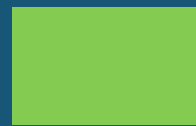
28 Children between 10 and 11 years old of varying ability were tested before and after using the app.

PP = Pupil Premium SEN = Special Educational Needs EAL= English as an Additional Language LAC= Looked After Children

BEFORE USING THE APP

Initial assessment 16.11.20 Anxious Austen	accident	amateur	anxious	apparent	available	beginning	Britain	desperate	disastrous	existence	familiar	future	language	leisure	library	medicine	neighbour	rhyme	sausage	scissors	Total out of 20
Child 1	Correct	Wrong	Correct	Correct	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Correct	Correct	Correct	Wrong	Correct	Correct	Wrong	Correct	Wrong	Wrong	9
Child 2 (PP)	Correct	Wrong	Correct	Correct	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Correct	Wrong	Wrong	Wrong	Wrong	Wrong	4
Child 3	Correct	Correct	Correct	Correct	Correct	Wrong	Wrong	Correct	Correct	Correct	Correct	Wrong	Correct	Wrong	Wrong	Correct	Wrong	Correct	Wrong	Wrong	14
Child 4(PP)	Correct	Wrong	Correct	Wrong	Wrong	Wrong	Correct	Wrong	Wrong	Wrong	Correct	Correct	Correct	Wrong	Correct	Wrong	Wrong	Wrong	Correct	Wrong	11
Child 5 (EAL)	Wrong	Correct	Correct	Correct	Correct	Wrong	Correct	Wrong	Wrong	Wrong	Correct	Correct	Correct	Wrong	Correct	Correct	Wrong	Correct	Wrong	Wrong	11
Child 6 (EAL)	Correct	Correct	Correct	Correct	Wrong	Correct	Wrong	Wrong	Wrong	Wrong	Correct	Correct	Correct	Wrong	Correct	Correct	Wrong	Correct	Wrong	Wrong	17
Child 7 (PP)	Wrong	Wrong	Wrong	Correct	Wrong	Wrong	Wrong	Wrong	Wrong	Correct	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	4
Child 8 (PP)	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	abs
Child 9 (PP)	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Correct	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	1
Child 10(PP)	Correct	Correct	Wrong	Correct	Wrong	Wrong	Wrong	Wrong	Correct	Correct	Wrong	Correct	Wrong	Wrong	Wrong	Correct	Wrong	Wrong	Wrong	Wrong	
Child 11	Correct	Wrong	Correct	Correct	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Correct	Correct	Correct	Wrong	Correct	Wrong	Wrong	Correct	Wrong	Wrong	16
Child 12 (EAL)	Correct	Correct	Correct	Correct	Correct	Wrong	Wrong	Wrong	Wrong	Wrong	Correct	Correct	Correct	Wrong	Correct	Correct	Wrong	Correct	Wrong	Wrong	19
Child 13(PP)	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	abs
Child 14(LAC)	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Correct	Wrong	Wrong	Wrong	Correct	Correct	Wrong	Correct	Correct	Wrong	Correct	Wrong	Wrong	7
Child 15(PP)	Wrong	Wrong	Wrong	Correct	Wrong	Wrong	Wrong	Wrong	Wrong	Correct	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	4
Child 16	Correct	Wrong	Correct	Correct	Wrong	Wrong	Wrong	Wrong	Correct	Wrong	Correct	Correct	Correct	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	8
Child 17 (SEN + PP)	Correct	Correct	Correct	Wrong	Wrong	Wrong	Wrong	Correct	Wrong	Wrong	Correct	Wrong	Correct	Wrong	Wrong	Wrong	Wrong	Correct	Wrong	Wrong	9
Child 18	Correct	Wrong	Correct	Correct	Wrong	Wrong	Wrong	Wrong	Wrong	Correct	Wrong	Wrong	Wrong	Wrong	Wrong	Correct	Wrong	Wrong	Wrong	Wrong	3
Child 19	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Correct	1
Child 20	Correct	Correct	Correct	Correct	Wrong	Wrong	Wrong	Wrong	Correct	Correct	Wrong	Correct	Wrong	Wrong	Correct	Wrong	Wrong	Correct	Wrong	Wrong	9
Child 21 (PP)	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Correct	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	1
Child 22 (PP)	Correct	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Correct	Wrong	Wrong	Wrong	Correct	Wrong	Correct	Wrong	Wrong	5
Child 23 (PP)	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	abs
Child 24 (SEN + PP)	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	0
Child 25 (SEN + PP)	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	0
Child 26(SEN)	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	0
Child 27 (SEN + PP)	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	0
Child 28 (SEN + PP)	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	Wrong	0

CORRECT ANSWER



WRONG ANSWER



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28 Children between 10 and 11 years old of varying ability were tested before and after using the app.

PP = Pupil Premium SEN = Special Educational Needs EAL= English as an Additional Language LAC= Looked After Children

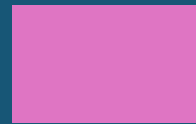
AFTER USING THE APP

End assessment 20.11.20 Anxious Austen	accident	amateur	anxious	apparent	available	beginning	Britain	desperate	disastrous	existence	familiar	future	language	leisure	library	medicine	neighbour	rhyme	sausage	scissors	Total out of 20	
Child 1																					20	
Child 2 (PP)																						13
Child 3																						20
Child 4(PP)																						20
Child 5 (EAL)																						20
Child 6 (EAL)																						20
Child 7 (PP)																						19
Child 8 (PP)																						abs
Child 9 (PP)																						18
Child 10(PP)																						20
Child 11																						20
Child 12 (EAL)																						20
Child 13(PP)																						17
Child 14(LAC)																						18
Child 15(PP)																						18
Child 16																						19
Child 17 (SEN + PP)																						abs
Child 18																						20
Child 19																						20
Child 20																						20
Child 21 (PP)																						18
Child 22 (PP)																						20
Child 23 (PP)																						abs
Child 24 (SEN + PP)																						11
Child 25 (SEN + PP)																						16
Child 26(SEN)																						11
Child 27 (SEN + PP)																						11
Child 28 (SEN + PP)																						11

CORRECT ANSWER



WRONG ANSWER



CONSISTENTLY FANTASTIC RESULTS WITH 1000s OF CHILDREN. SPELLING PERFORMANCE IMPROVES IMMEDIATELY AND LASTS



Teachers have measured Sir Linkalot in schools with thousands of children. The results are consistently impressive:

- **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.





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