Product: Peruzor Reading Assessment and Intervention Program

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Vision

Our vision is to be a group of high integrity, working to transform Reading outcomes using Advanced Technology.

Mission

To utilize Advanced Technology in the development of Reading solutions that will assess and improve Reading and Reading Comprehension for at risk and low income children who are Reading and functioning below their Chronological level.

Goal: Our goal is to become the company that transforms Reading in the Caribbean using Advanced Technology. By using an Artificial Intelligence (AI) app that assesses all students in Primary and Secondary schools; to be able to identify their reading levels. To locate those reading below the required level and design a tailored intervention program for them.

10 Years Goal
In 10 years, we would like to see all students in at least 60% of the Primary and Secondary schools in Jamaica and some Caribbean countries, on the system and their Reading level accounted for. This will foster the sharing and monitoring of Reading level information for improvements. So that tailored intervention can be designed to target each child's reading needs.

Problem being Solved

The main problem being solved is illiteracy. This includes the inability to identify children with reading challenges from early, the inability to keep track of reading needs and the lack of tailored intervention for those who really needs it.

Problem Statement
The SDGs that this innovation addresses are the provision of "Quality Education" and "Reduce Inequality."

Illiteracy among low-income students in primary and secondary schools in Jamaica, is a major concern.

Students in Primary and Secondary schools in Jamaica and the Caribbean do not have access to an Objective Reading Assessment system that can adequately identify students' reading level. The one that is presently used by some schools proves to be subjective because it is done by individual teachers.

For example: one teacher will conduct the reading test on a particular student and she gets one reading level and another does it and gets a completely different level. The other issue is, only a few schools actually use this diagnostic test.

It is used yearly, with the same students and many students have gotten familiar with the words and this has reduced its effectiveness.

Additionally, continuity is impossible, which means when students move from one school to another, teachers at the new school have no prior information of the reading needs of these students. Also, students from low income families, have limited or no access to interventions that target their specific reading issues. Stakeholders are continuously seeking new approaches that address the literacy concerns.

Another issue is that some reading assessors are obviously not following the prescribed guidelines for administering the Government's Reading Inventory; one teacher asked me: "how would the students become familiar with the passages?" If the correct guidelines were being followed she would know that the word list should dictate which story is read.

Social Impact Canvas

IMPACT:	Improve Literacy for Students reading below their Chronological level through Advanced Technology.		
OUTCOMES:	Increase Reading Assessment	Implementation of AI/ML System by Government/ Private Instructions in countries where it is available	Increased tailored intervention
MEASURES:	- Reduced Subjective in testing - Number of students tested - Post tests changes	% of institutions/ governments using the system # of Alternative	# of changes in reading level - Reduce # number of students, exposed to the system needing

		schools and low income children having access to the system ●	further intervention ● # of students accessing the tailored intervention
STRATEGIES:	● Getting funding ● Rigorous Field testing ● Conducting pre and post tests at the beginning and ending of each school year.	● Promotion, Introduction and marketing of the system ● Training sessions ● Networking	● Personalized activities based on system recommendations ● Funding

Solution

Peruzor uses advanced technology to address literacy. The AI section objectively assesses Reading levels, identifies corrective reading needs, provides tailored intervention that focuses on individual needs in order to improve reading levels. These includes games, video etc.

There is a database where results are available for continuity.

U combination of the efforts will cause an improvement in illiteracy.

Process / How it works:

First part of the test: The computer shows the child each letter
- the child then says the name for the Common Letters.
-then identify the names of all the Uppercase Letters.
-The app should be able to tell if what the child said was right or wrong.

The second part of the test: The Computer shows the child different words based on levels.
-the child says each and the computer identifies if what the child said was right or wrong.
-Based on the score on the word list, the computer selects a story.

Third part of the test: The computer displays a story.
- the child reads it and the computer monitors how many words were called correctly or incorrectly.
-The child is then asked questions based on the passage and the Computer gives a mark for correct answers. Based on the percentage score, a Reading Level is generated for the child.

At the end, it should be able to say if the child is at the Independent, Instructional, Frustrational stage of each level, identify the issues noted, be able to generate a report and provide suggestions for the intervention.

The Intervention: The intervention will follow the same level system of the test and suggest tailored intervention strategies. It will use the 4 Blocks Approach to Reading and the 3 Cueing Systems for the activities and strategies.

Target Market/ Customers:

A. Governments and Ministries of Education in Jamaica and the Caribbean. Later on, Africa.
B. Private and Independent institutions in the same areas.
C. Online Schools

Consumers: Students and teachers

Business Model: The focus is on a Business to Business model where fees are charged for services through government and institutions contracts in a subscription basis.

MISSION: To utilize Advanced Technology in the development of Reading solutions that will assess and improve Reading and Reading Comprehension for at risk and low income children who are Reading and functioning below their Chronological level.		
IMPLEMENTATION	VALUE	MARKET

Key Allies	Key Resources	Social Value	Customer Relationships	Channels
- Teachers - Ai specialist - Jamaica Lifelong Learning - UNICEF - UNESCO	- Working Capital - Workforce / staff - Marketing - Money - Sweat equity	- Increasing Educational Outcomes - Raising the Standard of testing, intervention and living **Operational Value:** Equity and Diversity (Gender Equality)	Brand conscious customers	- Word of mouth - Social Media

	Key Activities	Value Proposition	Consumer Benefits	
	- Making the app - Reduced cost for the most vulnerable	- It provides a simpler way to identify reading levels. - Utilizes Artificial intelligence (AI) technology - Reduce subjective in assessment - It's quick **and easy to use**	- Children literacy improve - Reduced Subjectivity, - Timely testing and results availability - Holistic reading assessment and intervention	

FINANCES

Cost of Delivery:	CSR/ Reinvestment:	Revenue Stream:
- Cost of creating the app for the Assessment section - Cost of the app for the Intervention section - Cost of the platform game app - Related website - Cost of content creation. - Cost for Marketing	Lower cost for those serving vulnerable individuals and remote areas such as Africa later-on.	- This has a subscription and contract based access. Where Governments or institutions will be asked to pay a per child fee ranging from US$10 to to US$100 per person, depending on the agreed charges. - Recurring monthly or annually subscription fee 5,000 children in the Alternative Secondary High schools will be targeted for the first year at $US10 per student 15,000 children in the 2nd year - Then 20,000 to 25,000 students at the same rate for the 3rd and 4th years.

Competitors:

- The paper version is presently being used by some public and private schools but it is subjective and based on the teacher.
- Other online assessments such as Duolingo but these only include sentences

and speech.

- Mico University provides educational evaluation and intervention for students with special needs. They only assess students recommended, the process is long and is mainly geared for students with Cognitive disability.

Website: https://www.peruzor.com/

Original XD: https://xd.adobe.com/view/d08f5ded-3f53-4536-983b-73ffc4204aa2-85dc/

Mockup:

Mobile app X:

https://xd.adobe.com/view/7e4c1be1-6012-4e19-8087-0c36a069b7aa-2b1f/screen/48a36e3f-53ef-4695-94d0-3a7bda6e562c