Introducing Firefly
Meet the new heroes of modern education

The learner of today has at their disposal a diverse set of tools that enable, empower, connect and extend their capacity to become lifelong learners that have a positive impact on their digital and analogue communities.

Developing open minded, resilient and compassionate global citizens prepared for life in the twenty-first century.

Creating the next generation of self-confident, well rounded, high achieving individuals ready to flourish as global citizens.

“Our aim is to let the passion and talents of all of our pupils flourish, in an innovative and forward-thinking environment.”

- Brian Taylor, Assistant Principal
BANGKOK PATANA
Thailand

- Vanita Uppal OBE, Director
THE BRITISH SCHOOL, NEW DELHI
India

- Barnaby Sandow, Principal
JERRUDONG INTERNATIONAL SCHOOL
Brunei

- Louise Simpson, Headteacher
ST. PAUL’S SCHOOL
Brazil
...whose **TRANSFORMATIONAL LEADERSHIP** is freeing teachers to have greater impact on the learning experience
They are effectively addressing a new set of strategic questions

How do we...

...prepare students for success in our modern digital world?

...attract and retain excellent international teachers?

...empower students to shape their own learning journey?

...build our reputation in the international community?

...drive new levels of happiness and satisfaction in our greater community?

...demonstrate value to parents from different cultures and backgrounds?

...compete for students as more choices become available to them?

...make sure each student reaches their full potential?
LEARNING IS A MESSY PROCESS: The modern learning experience is complex, fluid, and unpredictable...

...and no two classes are ever the same.
Schools are being held back by the limitations of existing EdTech:

- rigid
- fragmented
- one-size-fits-all
- data exposure/risk
- siloed

Engaging parents is a burden.

Waste time on non-teaching activities.

Difficult to collaborate with other teachers.

The unfortunate reality.
Schools face a Modern Learning Experience Gap

Widening gap: requirements growing faster than budgets

Accelerated requirements

The Gap

Budget pressures

You are here today

requirements

time
A new strategy that powers the MODERN LEARNING EXPERIENCE

TEACHERS | STUDENTS | PARENTS | LEADERS

How they closed the gap
Setting a new standard of excellence

LIBERATE TEACHERS
to help every student reach their full potential
The strategic imperative: make a shift

NOW
Traditional EdTech

- TACTICAL: use of multiple point products results in fragmented, siloed environment
- TRANSACTION-CENTRIC: static, periodic, summative
- COOKIE CUTTER: rigid tools force you to work in a prescribed way
- COMPLEX: creates a burden on teachers for non-learning activities
- FLYING BLIND: disparate data hinders visibility and understanding
- UNKNOWN DATA GOVERNANCE: unmanaged data storage/use

NEXT
Modern Learning Experience

- STRATEGIC: unified platform gives teachers freedom within a common construct and holistic visibility for administration
- ENGAGEMENT-CENTRIC: dynamic, continuous, focus on formative experience; open to entire school community (including parents)
- ADAPTABLE: accommodates your unique school culture and educational approach
- INTUITIVE: easy to use, requires minimal training, fits modern digital habits of everyone in your school community
- DATA-DRIVEN: unified data enables actionable insights for continually improving the learning experience
- FULLY GOVERNED DATA: safe for everyone to use
<table>
<thead>
<tr>
<th><strong>Submit</strong></th>
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<tbody>
<tr>
<td><strong>The requirements for a MODERN LEARNING EXPERIENCE</strong> powered by a new class of EdTech platform</td>
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<tr>
<th><strong>Embrace Messy Learning</strong></th>
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<tr>
<td>Support the inherently fluid and chaotic nature of modern learning</td>
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<th><strong>Give Teachers Creative Freedom</strong></th>
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<td>Liberate teachers to design and continuously adapt the learning journey</td>
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<tr>
<th><strong>Cater to Each Student’s Needs</strong></th>
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<td>Deliver differentiated learning within a universal construct so each student achieves their personal best</td>
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<th><strong>Adapt to Your Way</strong></th>
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<td>Enable a learning experience that fits your school’s unique culture and values</td>
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<th><strong>Achieve Complete Observability</strong></th>
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<td>Provide a 360° view of students for leaders, teachers and parents alike</td>
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<th><strong>Foster Teacher Collaboration</strong></th>
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<tr>
<td>Enable seamless collaboration and resource sharing to continuously improve course content</td>
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<th><strong>Capture the Complete Learning Journey</strong></th>
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<td>Document the process of learning, assessment and dialogues: every teacher, every student, every parent...over time</td>
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<th><strong>Engage the Whole School Community</strong></th>
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<tr>
<td>Enable continuous, teacher-led dialogue between students, parents, leaders in ways that fit their daily lives</td>
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Existing choices are limited

- Force fit traditional LMS or VLE prescribed and rigid
- Stretch workplace productivity tools lowest common denominator, classroom only
- Do nothing stagnate, everyone for themselves, fall further behind

There is a better way
The answer

The modern learning experience platform

firefly
Why Firefly?

- Born for Schools
- Fits Your Unique Culture
- Whole Community Engagement
- Go Further Every Day

Firefly Platform: Powering the Modern Learning Experience
Why Firefly?

• **CREATED IN THE CLASSROOM**: originally developed by students and teachers in collaboration, in a real-world school environment

• **PEDAGOGY-FIRST DESIGN**: ongoing product design inspired by teachers, ensuring capabilities and workflows are intuitive and support the inherently complex, fluid and chaotic nature of modern learning

• **INNOVATION EXCLUSIVELY FOR SCHOOLS**: 100% of Firefly product development (millions of pounds invested each year) is exclusively for school-specific innovation, not repurposing a corporate intranet or force-fitting workplace productivity tools

• **SCHOOLS ARE OUR ONLY BUSINESS**: 100% of our revenue comes from schools (not ads or e-commerce); we are fully invested in school success, with strong ongoing relationships that inform our roadmap

• **PURPOSE BUILT FOR SCHOOLS LIKE YOU**: not retrofitted from solutions created for universities or the U.S. market

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Born for Schools

(pedagogy-centric)
Why Firefly?

Fits Your Unique Culture

(versatility)

• **MAKE IT YOUR OWN:** fully accommodates your school’s unique structure, operations, and pedagogical requirements and processes, including:
  • academic strategy, goals and curriculum
  • pastoral strategy, counseling, and tutoring
  • extracurricular programs and activities
  • community/parent involvement
  • other unique dimensions (religion, boarding, etc.)

• **LIBERATE TEACHERS:** gives teachers the freedom to guide and continuously adapt the learning journey, curating content from multiple publishers and sources, yet all within a construct that is common across all courses

• **SHOW WHAT YOU’RE MADE OF:** fully customisable, maximising your investment in your school’s brand and helping to magnify the strength of your values and culture

• **WORKS WITH WHAT YOU’VE GOT:** integrates with your MIS, runs on your devices, works seamlessly with Google and Microsoft productivity tools, and integrates with other tools in your environment to create a seamless experience, including single sign-on
Why Firefly?

Whole Community Engagement
(engagement, visibility)

• **EVERYONE’S INCLUDED**: engages all constituencies including teachers, students, parents, administrators, pastoral heads, housemasters, year heads, SENCOs, even governors and trustees

• **CURATED VIEWS**: personalised content ensures each user sees only what is relevant and important to them and protects that info from unauthorised access

• **COMPLETE OBSERVABILITY**: 360° views provide shared visibility of each student among teachers, parents, and leaders alike, across the entire scope of the student’s school experience, not just a single piece

• **CONTINUOUS TWO-WAY DIALOGUE**: structured, teacher-led conversations – via any device, using text, video, audio – enable mutual understanding and better outcomes with students and parents

• **CLASSROOM AND BEYOND**: access anytime, anywhere; use in-class, at home, and for extracurricular activities/school trips to support whole child learning

• **NO HANDHOOLDING REQUIRED**: ease of use drives universal adoption with minimal training
Why Firefly?

- **INSIGHT-DRIVEN EXCELLENCE**: Firefly’s unique Learning Experience Database tracks student experience and quality of teaching, cohort by cohort, term by term, across all learning spaces, so leaders can understand what’s working, see whether standards are being upheld, measure the success of policies, know what to change and when.

- **TEACHER-TO-TEACHER COLLABORATION**: seamless engagement makes it easy to share resources and identify best practices, continuously improving quality of teaching and course content.

- **EACH STUDENT’S PERSONAL BEST**: differentiated learning enabled within a common construct to help each child get better every day, without adding complexity or burden for teachers.

- **GO AT YOUR OWN PACE**: implement Firefly at a pace that works for you, enjoying the immediate benefit and improving over time as you go further with the platform. Our award-winning services and support team works with you to achieve your goals at a speed that’s right for you.

*Go Further Every Day* (insights, services)
Why Firefly?

Firefly Platform: Powering the Modern Learning Experience

- **ESSENTIAL FOUNDATION FOR THE MODERN LEARNING EXPERIENCE**: Firefly is the anchor of your school’s core systems (Firefly + MIS + Google/Microsoft productivity tools) and multiplies the value of all your other systems.

- **SINGLE, CENTRAL HUB**: one core platform - not dozens of disconnected tools – enabling one “true view” into the school, eliminating data silos, and reducing maintenance burden.

- **REAL-WORLD RELIABILITY**: trusted by hundreds of schools like you who enjoy the ease of the cloud with 99.99% uptime and known governance that make it safe for everyone.
Firefly transforms each learning space

Liberates teachers to guide learning experiences, unlocks the value of Google and Microsoft
Supports holistic experience across learning spaces and beyond
Transcends traditional classroom boundaries to embrace entire learning experience

FIREFLY MODERN LEARNING EXPERIENCE PLATFORM

HOLISTIC LEARNING EXPERIENCE: classroom and beyond
Captures the learning journey: every class, every term, every year

Enlightens leaders with whole-school visibility over time

FIREFLY MODERN LEARNING EXPERIENCE PLATFORM

HOLISTIC LEARNING EXPERIENCE: classroom and beyond

LEARNING EXPERIENCE DATABASE: unified record and visibility, term by term, year by year
Enables whole-community engagement
Curated and personalised, multidimensional communication for everyone

FIREFLY MODERN LEARNING EXPERIENCE PLATFORM

WHOLE COMMUNITY ENGAGEMENT: curated and personalised

HOLISTIC LEARNING EXPERIENCE: classroom and beyond

LEARNING EXPERIENCE DATABASE: unified record and visibility, term by term, year by year
The Firefly Platform
Essential foundation for the modern learning experience

LEARNING EXPERIENCE DATABASE: unified record and visibility, term by term, year by year

HOLISTIC LEARNING EXPERIENCE: classroom and beyond

WHOLE COMMUNITY ENGAGEMENT: curated and personalised

INTEGRATION LAYER: works with what you have, single sign on

MIS  Google  Microsoft  Content Sources  Task-Specific Tools
Charting your strategy for success

- **Insights-Driven Excellence**
  - harness data for insights and continuous improvement

- **Modern Learning Experience**
  - central strategic platform, cohesive, unified data

- **Modern Learning Tools**
  - myriad tools, different in every classroom

- **Tech-Enabled Classroom**
  - in-classroom use of generic workplace productivity tools

- **Basic Tech**
  - administrative use of technology

**Scope**

- **Maturity/learning benefit**
  - Individual classroom
  - Schoolwide, trust wide
Accelerate adoption success with Firefly Services
Trusted partner for your modern learning experience journey

**Planning**
- Strategy assessment
- Technical assessment
- Identify funding
- Roll out plan

**Get Started**
- Set up / integration
- Whole staff training
- Parent launch planning

**Go Further**
- Dedicated Customer Success Manager
- Usage review and consultancy
- Specialist training
- User Community (forum, help centre, roadshows)
- The Lab (online training programme)
## Funded initiatives

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
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<tr>
<td>Enrollment growth/competitiveness</td>
<td>Transform your school’s modern learning experience, strengthen your school’s brand</td>
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<tr>
<td>Teacher attract/retain/productivity</td>
<td>Minimise non-learning activity, liberate teachers to focus on pedagogy</td>
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<tr>
<td>Student engagement</td>
<td>Empower students to shape their own learning journey and reach their full potential</td>
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<tr>
<td>Parent engagement</td>
<td>Always keep parents up to date with personalised communication and interactions, without overtaxing staff</td>
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<td>Budget constraints</td>
<td>Replace multiple tools with comprehensive platform, reduce costs and maintenance burden</td>
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<tr>
<td>Change strategy</td>
<td>Lead your school on a journey toward insights-driven excellence</td>
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Firefly: by the numbers

70% of the UK’s top-performing schools use Firefly

1M students, teachers and parents around the world use Firefly

40 countries with schools that have adopted Firefly

99.999% Firefly platform uptime

96% satisfaction with Firefly support, with 95% of all customer inquiries resolved in <40 minutes

98% of Firefly’s customer renew each year
Firefly: The choice of leading schools worldwide
Next steps

Consultation

Tailored Demo

Build a Plan