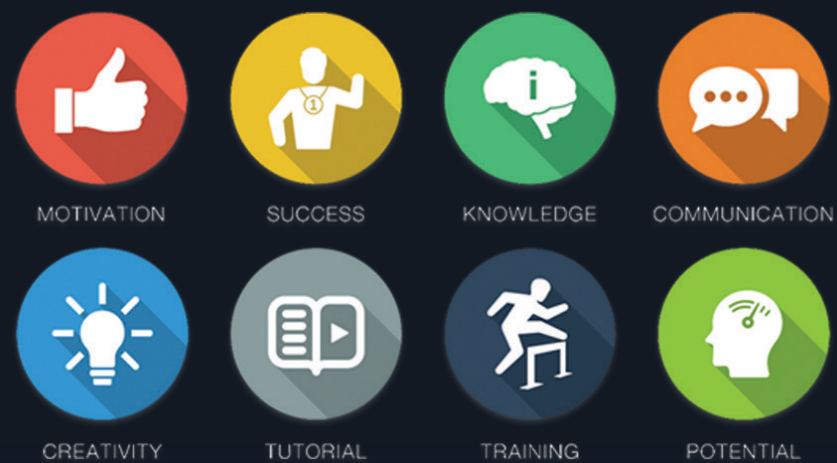


studytracks®



“This is genius, I  
can’t tell you how  
useful it is for my  
students”

Teacher, Los Angeles



## So what exactly is Studytracks?

Think about how easy it is to remember the chorus to “Purple Rain” by Prince or “Umbrella” by Rihanna... Now imagine if your Students could remember Cell Structures in Biology, or Key Themes from Romeo and Juliet in the same way?

— CEO/Founder Studytracks

Studytracks is the award-winning innovation in education that takes school curriculum and puts it to music to drive engagement, retention and achievement in and out of the classroom.

It is a tool to help students to study smarter, by enabling them to retain more information in a shorter amount of time. The more students engage with the app, the more they remember. The more they remember, the better their grades! It's as simple as listening to music.

## How it all started

Studytracks was created by award winning songwriter George Hammond-Hagan with a simple purpose - to help his son study more effectively. Seeing that music and media was something his teenage son couldn't live without (as with most teenagers!), he began creating Physics, Chemistry and Biology tracks that his son could listen to on the way to school.

George's son soon began out-performing his classmates, prompting his friends and teachers to ask how he had been able to make such a drastic improvement over such a short period of time!

Through word of mouth these tracks quickly spread throughout the school and to neighboring schools. Now, just over a year later, Studytracks has over 160,000 users, including teachers who are using the platform to help raise student achievement and increase student engagement.



“Studytracks is a very convenient way of studying and an innovative study tool”

Teacher, United Kingdom

## How does Studytracks work?

Music stimulates the brain. It activates several areas in the brain associated with long-term memory and concentration.

Music stimulates our long term memory, affects how we feel and can increase concentration.

Neuroscientists have found that music stimulates the limbic and orbitofrontal regions of the brain which are associated with long-term memory and concentration. Our brains seek out patterns and associations which are present in the rhythms in music. At Studytracks we call this the “hook”, or the catchy part of a song. This is the reason why song lyrics are so easy to memorize. Just imagine if Algebra or the causes of the American Revolution were as easy to remember as the lyrics to your students’ favorite songs. We have utilized the power of the “hook” and combined it with school curriculums to create lessons that are easy to teach, easy to memorize, and also easy to recall.

## Students

Studytracks is an incredible and convenient fit for today’s student, with the average teenager spending over 4 hours a day listening to music and a staggering 9 hours a day absorbing media through apps. The question we asked was, what if the music they were listening to could actually benefit them, by helping them to learn, as well as providing content that would raise their academic achievements.

By setting the curriculum to current genres of music and collaborating with contemporary artists, Studytracks appeals directly to students. As the Studytracks platform has been developed as an app, it enables students to download our platform on their mobile devices and so learning can now take place, or be consolidated beyond the classroom.

## Teachers

Studytracks is a powerful teaching aid which allows teachers to streamline learning. The highly useable interface comes with built-in, customizable lesson plans. Also teachers are able to customize tests and tasks, track progress and monitor achievement.

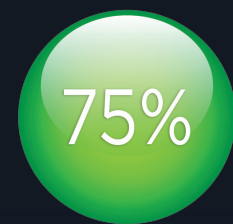
All these functions are fully automated thereby reducing both out of class preparation and assessment time. Lesson plans have been developed to accompany each topic with a variety of activities which support learning and give students the opportunity to practice and apply skills they have learned through the tracks and in class.

Studytracks also gives teachers a new way to engage those students who find traditional teaching methods challenging and would otherwise “fall between the cracks”.

# Research

The ability to retain information:  
key stats

## In app quiz



75% of students were able to retain all information from the first round of testing or improve their test score in at least one of the in-app quizzes.

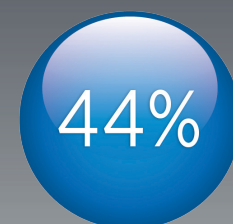


88% of students were able to retain or improve their score when it came to filling in the missing word from lyrics/text that appeared in the app.

## Fill-in-the-blank exercise



50% of students improved on their score from the first test. This test was conducted 2 weeks after the pre-test. Students were tested again without listening back to the track.



44% of students increased their score in at least one of the recall exercises.

- **Students ability to recall elements that they have learnt**
  - On average, students scored 81% in the pre-test
- **The speed in which revisiting students assimilate information:**
  - On average students spent 25 seconds less completing quizzes in the post-test in comparison to the pre-test
- **Student ability to retain information:**
  - Students were able to retain information over a two week period. 75% were able to retain or improve their in-app quiz score from the first week of testing

Source: Dubit independent research - test June 2017

# Studytracks uses Multimodal learning

Communication takes place  
through different modes:



## Modes used in the Studytracks app

\* **Writing and reading**

\* **Speech**

\* **Image (still and moving)**

\* **Music**

\* **Gesture**

- Contemporary communication practices with digital technology are often made in a combination of different modes. This is known as multimodal communication, for example, a website will usually combine all of the above modes. As a result, the success of the app is because it uses more than one mode: music, speech, image and reading.



# How can Studytracks help in the Classroom?

Studytracks has been designed and created for use in schools and each Studytracks license comes with:

- ## The Studytracks app

- Full membership for students
- Access to all tracks and features
- Rewards program for all students
- Videos to facilitate the assimilation of the most complex topics

To find out more please and to start a trial with your school email  
**[schools@studytracks.co](mailto:schools@studytracks.co)**

## Subjects Covered

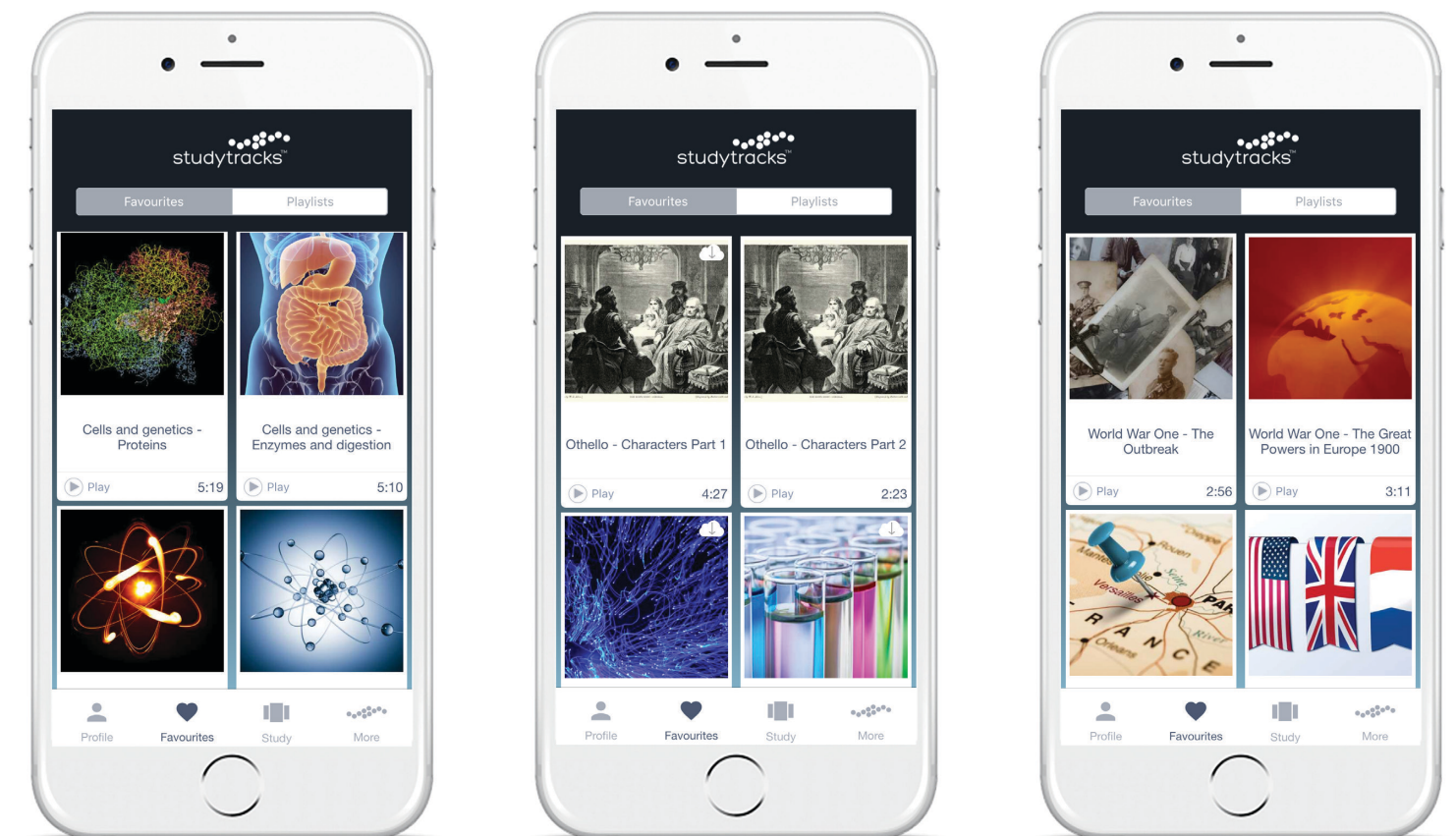
Studytracks, topics cover grades 6-12 in the US.

There are a wide variety of subjects and topics to choose from when using Studytracks, with 100s songs and more being added on a weekly basis. If we don't currently have the subject or topic that you are looking for, just ask and we will create the Studytracks you need to help engage your students and give your teachers more time to teach, so they spend less time grading!

English Foundation, English Literature, Math Foundation, Math, World History, US History, Geography, Biology, Chemistry, Physics, Poetry, History Medicine Through Time.

“The best preparation is; little and often over a good period of time - this app allows you to do just that, it’s brilliant!”

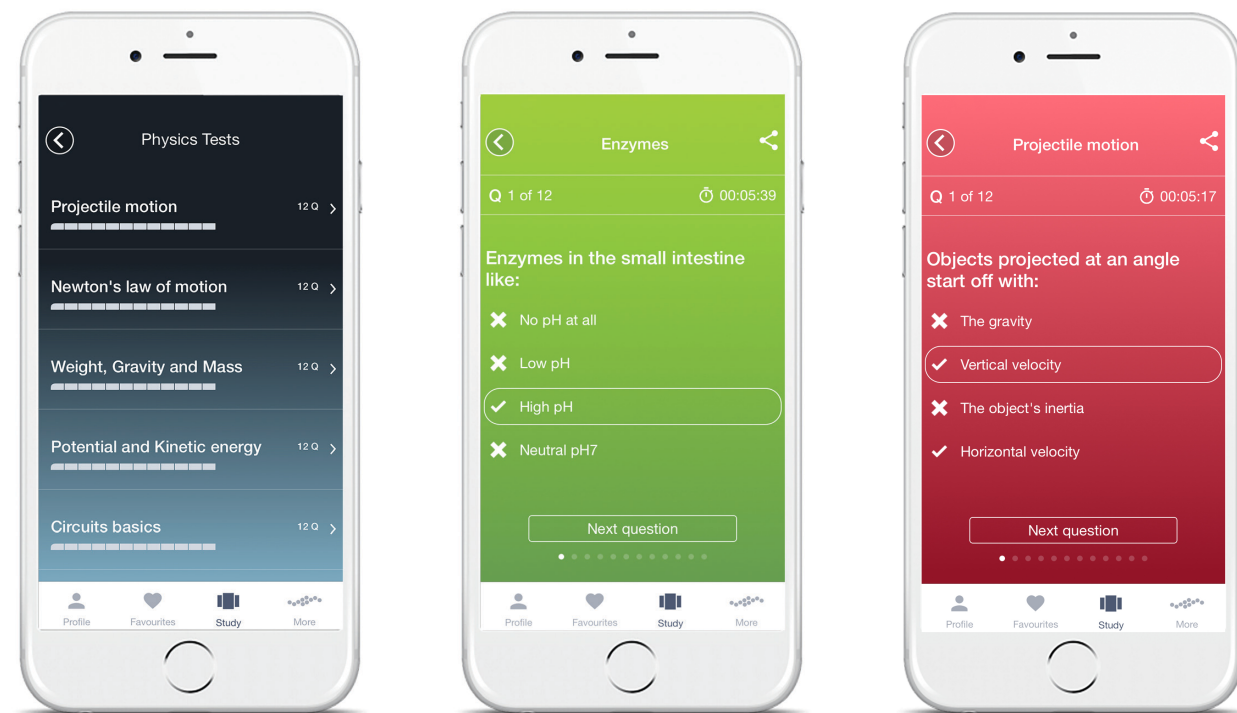
Deputy head, secondary  
school  
Southampton



# Assignments & Testing



Set in-class assignments and homework directly from your 'In the classroom' platform and see in real-time how each student is performing, enabling you to identify the needs of specific students. Tests are automatically graded giving teachers back valuable teaching & preparation time.



## Pricing Plans

Start your schools free trial now!

<p><b>£1.67</b> /mo</p> <p>Price per Student Ex. VAT</p> <p>250 students</p> <p>£20.00 per student / year</p> <p>Free 30 day trial</p>	<p><b>£1.50</b> /mo</p> <p>Price per Student Ex. VAT</p> <p>500 students</p> <p>£18.00 per student / year</p> <p>Free 30 day trial</p>	<p><b>£1.42</b> /mo</p> <p>Price per Student Ex. VAT</p> <p>1000 students</p> <p>£17.00 per student / year</p> <p>Free 30 day trial</p>	<p><b>£1.08</b> /mo</p> <p>Price per Student Ex. VAT</p> <p>2000 students</p> <p>£13.00 per student / year</p> <p>Free 30 day trial</p>
<p><b>£0.83</b> /mo</p> <p>Price per Student Ex. VAT</p> <p>3000 students</p> <p>£10.00 per student / year</p> <p>Free 30 day trial</p>	<p><b>£0.67</b> /mo</p> <p>Price per Student Ex. VAT</p> <p>4000 students</p> <p>£8.00 per student / year</p> <p>Free 30 day trial</p>	<p><b>£0.55</b> /mo</p> <p>Price per Student Ex. VAT</p> <p>5000 students</p> <p>£6.60 per student / year</p> <p>Free 30 day trial</p>	<p>School Borough and Volume Student discounts</p> <p>Request Consultation</p> <p>Free 30 day trial</p>

Features included in every pricing tier include:

- ✓ 100s of tracks/songs across the app
- ✓ Standard aligned content
- ✓ Fully integrated teaching platform
- ✓ Play-list creation for your individual classes
- ✓ Customizable lesson plans
- ✓ Homework tailored to class/individual with real-time grading
- ✓ Prepared assignments and tests that can be pushed out to your student/s
- ✓ Automatic assignment grading
- ✓ Track videos
- ✓ Reports per class and per student
- ✓ Tracking tool to assess student activity in real time
- ✓ Easy to use dashboard
- ✓ Teachers question bank for each topic/class
- ✓ Customizable questions and tests
- ✓ Training, support

\*If you require a more bespoke plan please email us: [schools@studytracks.co](mailto:schools@studytracks.co)



[schools@studytracks.co](mailto:schools@studytracks.co) | [www.studytracks.education](http://www.studytracks.education)