



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

- **Brian Taylor**, Assistant Principal
BANGKOK PATANA
Thailand



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

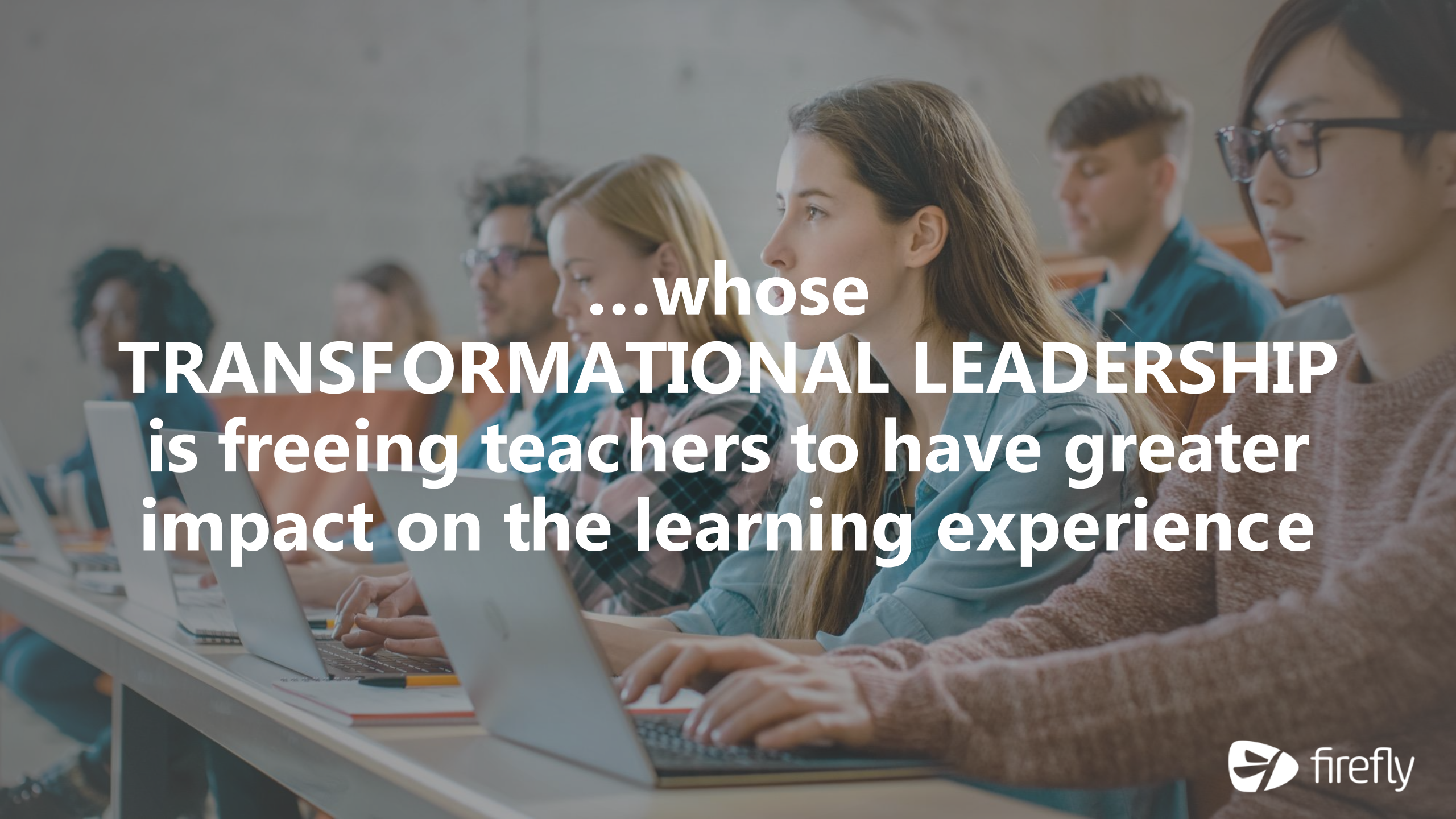
- **Vanita Uppal OBE**, Director
THE BRITISH SCHOOL, NEW
DELHI
India

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

- **Barnaby Sandow**, Principal
JERRUDONG INTERNATIONAL
SCHOOL
Brunei

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

- **Louise Simpson**, Headteacher
ST. PAUL'S SCHOOL
Brazil

A photograph of a diverse group of students in a classroom or computer lab. They are seated at desks, each with a laptop open in front of them. The students are looking towards the right side of the frame, suggesting they are listening to a lecture or participating in a discussion. The lighting is soft and even, highlighting the students' faces and the laptops. The overall atmosphere is one of focused learning and collaboration.

...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?

...build our reputation in the international community?

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

...attract and retain excellent international teachers?

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

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

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

...make sure each student reaches their full potential?

The truth about modern learning

**LEARNING IS A MESSY PROCESS:
The modern learning experience is
complex, fluid, and unpredictable...
...and no two classes are ever the same**

The unfortunate reality

Schools are being held back by the **LIMITATIONS OF EXISTING EDTECH**

rigid

fragmented

one-size-fits-all

data exposure/risk

siloes

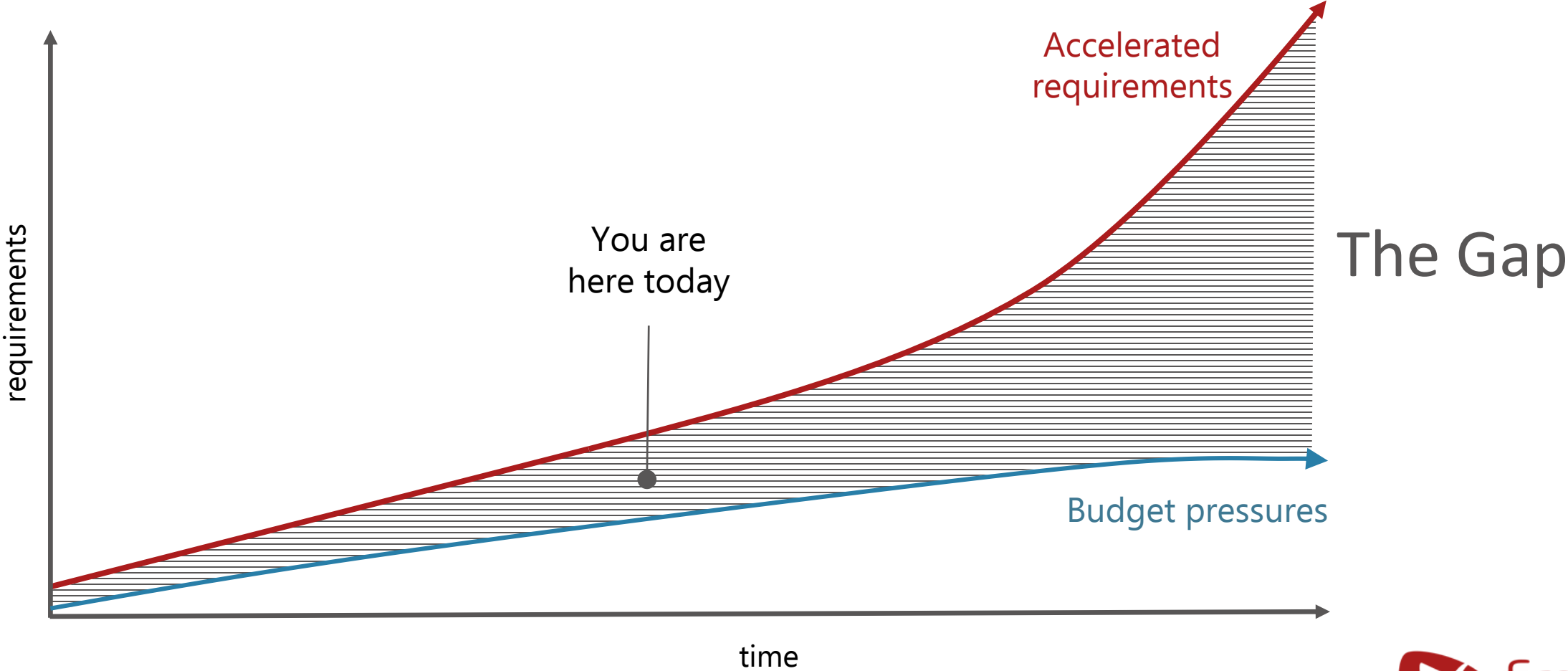
engaging parents
is a burden

waste time on
non-teaching activities

difficult to collaborate
with other teachers

Schools face a Modern Learning Experience Gap

Widening gap: requirements growing faster than budgets




How they closed the gap

A new strategy that powers the MODERN LEARNING EXPERIENCE

TEACHERS | STUDENTS | PARENTS | LEADERS

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

to

NEXT

Modern Learning Experience

- **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

- **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



The requirements for a **MODERN LEARNING EXPERIENCE**

powered by a new class of EdTech platform

●

Embrace Messy Learning

Support the inherently fluid and chaotic nature of modern learning

●

Give Teachers Creative Freedom

Liberate teachers to design and continuously adapt the learning journey

●

Cater to Each Student's Needs

Deliver differentiated learning within a universal construct so each student achieves their personal best

●

Adapt to Your Way

Enable a learning experience that fits your school's unique culture and values

●

Achieve Complete Observability

Provide a 360° view of students for leaders, teachers and parents alike

●

Foster Teacher Collaboration

Enable seamless collaboration and resource sharing to continuously improve course content

●

Capture the Complete Learning Journey

Document the process of learning, assessment and dialogues: every teacher, every student, every parent...over time

●

Engage the Whole School Community

Enable continuous, teacher-led dialogue between students, parents, leaders in ways that fit their daily lives



Existing choices are limited

**Force fit
traditional LMS or
VLE**
prescribed and rigid

**There is
a better
way**

**Stretch workplace
productivity tools**
lowest common
denominator, classroom
only

Do nothing
stagnate, everyone for themselves,
fall further behind

The answer



The modern learning experience
platform

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?

Born for Schools

(pedagogy-centric)

- **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

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 HANDHOLDING REQUIRED:** ease of use drives universal adoption with minimal training

Why Firefly?

Go Further Every Day

(insights, services)

- **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.

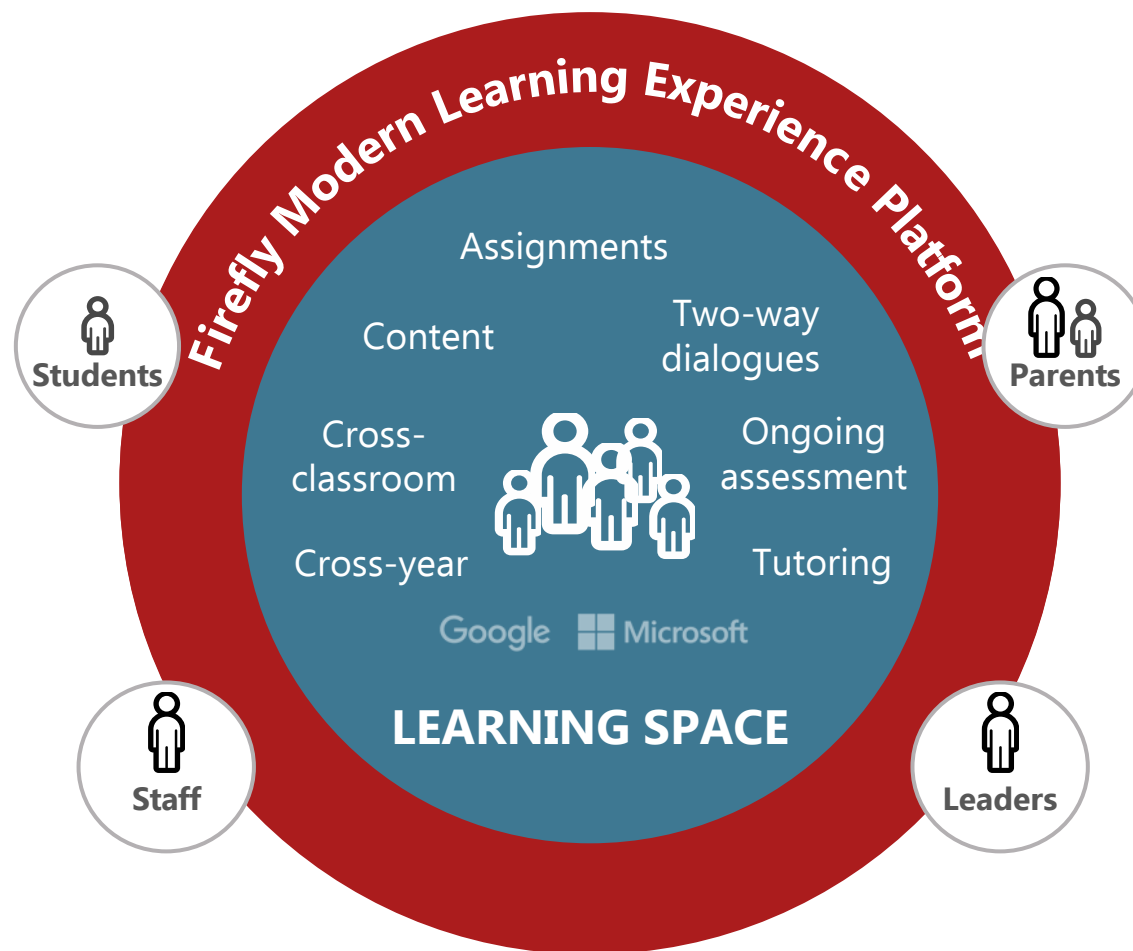
Why Firefly?

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

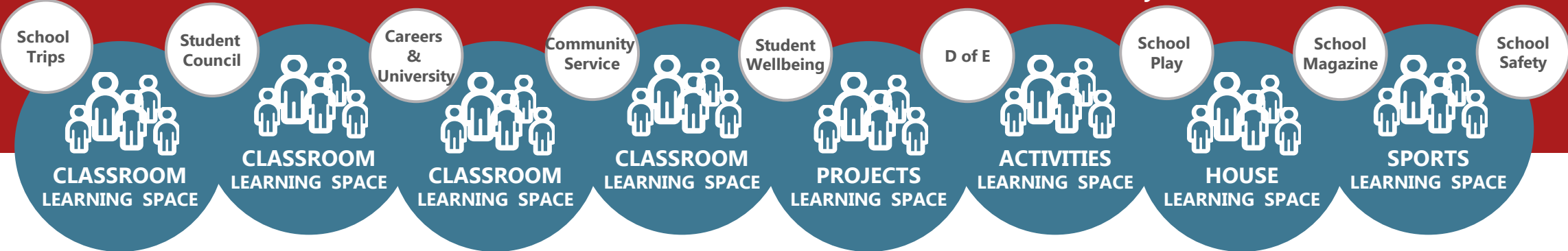


Supports holistic experience across learning spaces and beyond

Transcends traditional classroom boundaries to embrace entire learning experience

FIREFLY MODERN LEARNING EXPERIENCE PLATFORM

HOLISTIC LEARNING EXPERIENCE: classroom and beyond

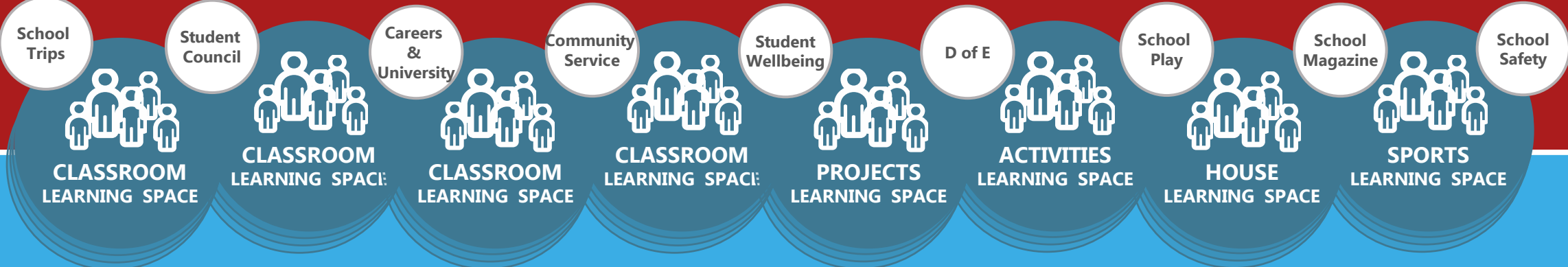


Captures the learning journey: every class, every term, every year

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



Staff



Parents



Students



Leaders

HOLISTIC LEARNING EXPERIENCE: classroom and beyond

School Trips



CLASSROOM LEARNING SPACE

Student Council



CLASSROOM LEARNING SPACE

Careers & University



CLASSROOM LEARNING SPACE

Community Service



CLASSROOM LEARNING SPACE

Student Wellbeing



PROJECTS LEARNING SPACE

D of E



ACTIVITIES LEARNING SPACE

School Play



HOUSE LEARNING SPACE

School Magazine



SPORTS LEARNING SPACE

School Safety

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

The Firefly Platform

Essential foundation for the modern learning experience

FIREFLY MODERN LEARNING EXPERIENCE PLATFORM

WHOLE COMMUNITY ENGAGEMENT: curated and personalised



Staff



Parents



Students



Leaders

HOLISTIC LEARNING EXPERIENCE: classroom and beyond

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CLASSROOM LEARNING SPACE

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ACTIVITIES LEARNING SPACE

HOUSE LEARNING SPACE

SPORTS LEARNING SPACE

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

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

MIS

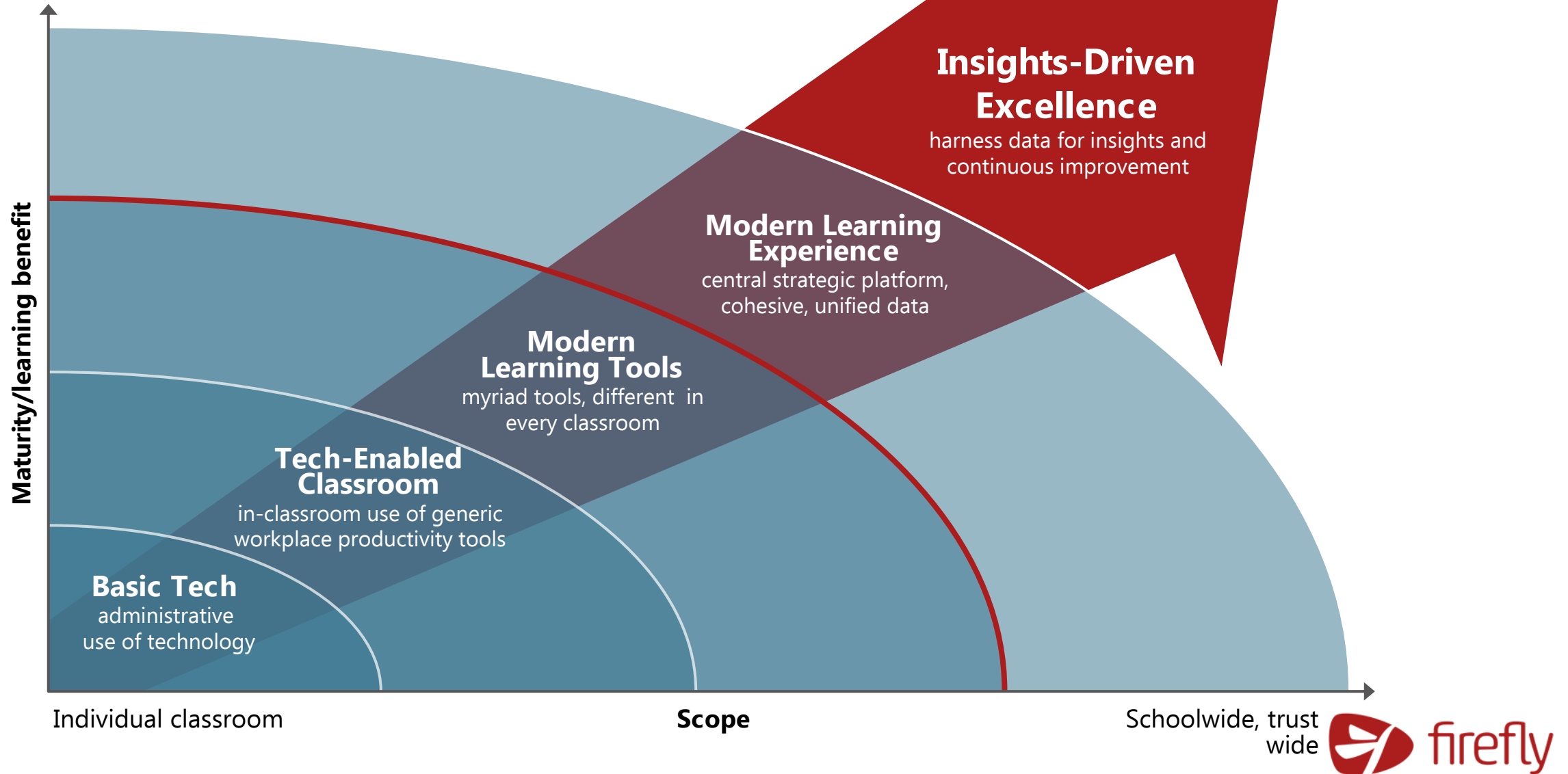
Google

Microsoft

Content Sources

Task-Specific Tools

Charting your strategy for success



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

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

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

99.99

%

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