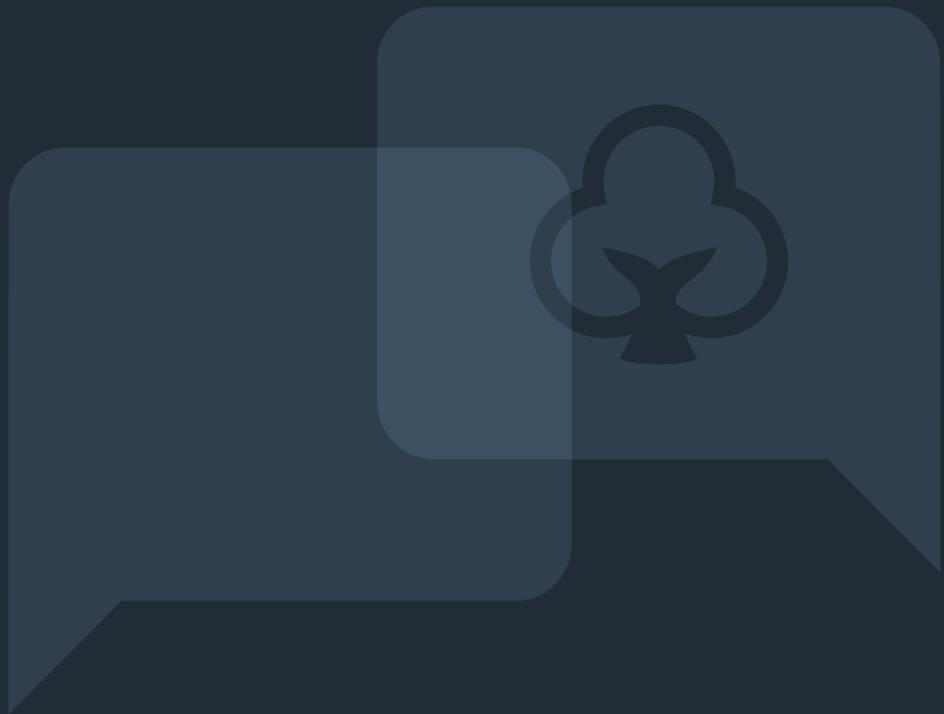


FAQS



What Is Fishtree?

Fishtree is the leading expert when it comes to making personalized learning a reality. Our groundbreaking platform is the first of its kind, designed to drive real results and streamline how educators design, align, and measure personalized learning at scale.



www.fishtree.com

QUICK FACTS



Who uses Fishtree?

Since its inception in 2013, Fishtree has gained more than 500,000 users worldwide, with availability in multiple languages including English, Spanish, and Mandarin. Our next-generation platform is used to enrich the student experience within K-12, post-secondary, and workforce learning environments.

How is Fishtree different from a Learning Management System?

A number of educators have used Content Management Systems (CMS) and Learning Management Systems (LMS) to offer digital learning for their students. However, Fishtree is a completely new technological solution to enter the education marketplace, following the increased usage of the CMS and LMS. Offering an experience like no other, **Fishtree is a dynamic platform** that offers time-saving course authoring tools, matches every lesson with key learning objectives, and serves up actionable data in real time to personalize education for every student's learning style and needs.

While the CMS/LMS typically only allows you to create and deliver a course, our solution enables dynamic and personalized content, driven by powerful learning analytics.

What can I do with Fishtree?

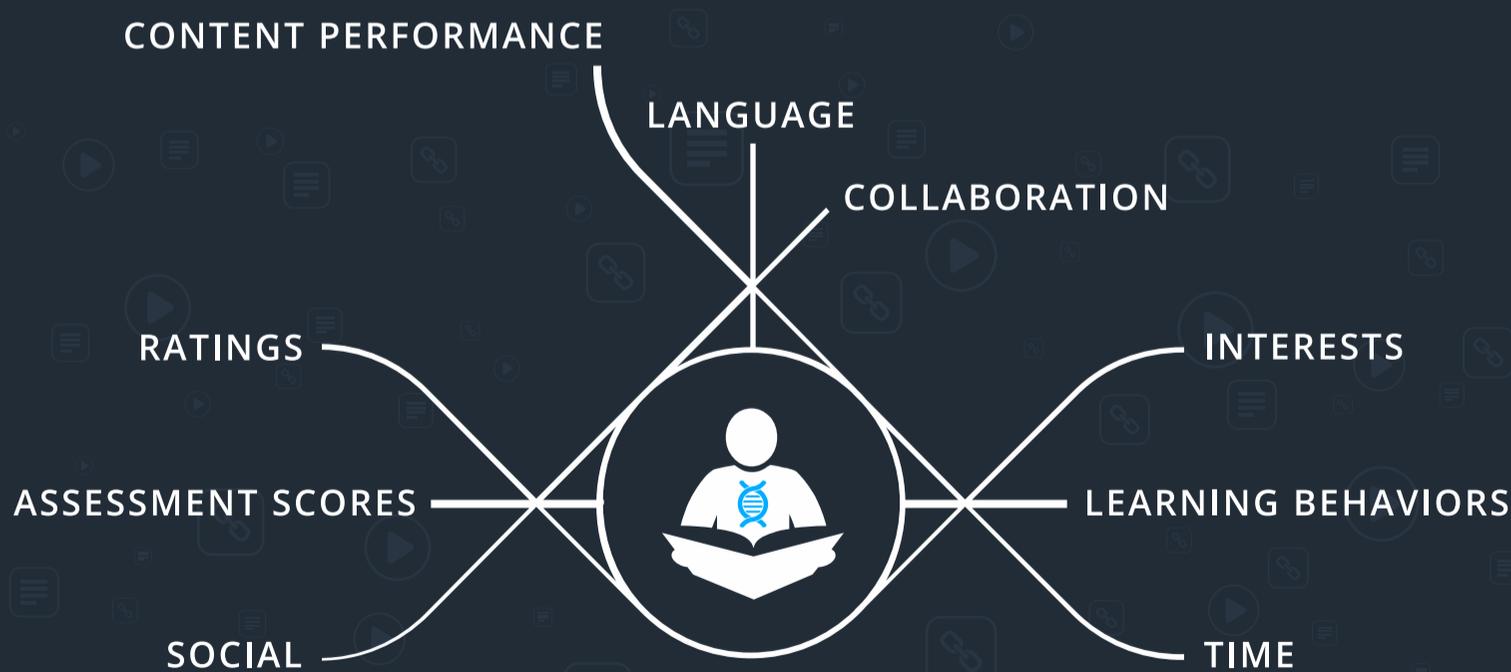
Fishtree enables you to do everything in one place: create courses, align their content with key learning objectives, and personalize learning for every student. You have all the tools you need to teach and support a diversity of students, who all learn and succeed in different ways. Discover more through our free online demo (to sign up, contact us at support@fishtree.com).

SOLVING PROBLEMS WITH TECHNOLOGY

How does it work?

Fishtree was first conceived to apply machine learning in the education world, leveraging cutting-edge technology to solve critical problems facing schools. Our solution utilizes advanced algorithms and natural language processing to eliminate time-consuming tasks for educators: planning their lessons, curating resources and supplemental materials for the classroom, managing grade books, and knowing when and how to reach out to struggling students.

To successfully personalize learning, Fishtree instantly learns every time a student interacts with the course's content – completing a lesson, taking a quiz to test their knowledge, posting a question to the teacher, talking with their peers, watching learning videos, rating their favorite resources, and mastering a topic. Similar to services to Amazon or Netflix, Fishtree has the smart capability to learn from every student's interaction, so it can instantly **personalize their experience** (e.g., provide recommendations on what to read/watch next).



EASY CONTENT CREATION AND CONTROL

Can I create my own content?

Without a doubt. Unlike other platforms, Fishtree gives you the most flexibility and control over your content. You'll have the tools to easily curate, write from scratch, drag and drop, or remix existing lessons, assessments, and courses as you like. You can add other teachers to a course, allowing you to view, share, and collaborate on editing learning materials. In addition, our solution features thousands of open educational resources (OER) that will save valuable time and money.



While you are creating and editing a course, our platform is able to **auto-align content with learning standards** (See the next page to learn how Fishtree aligns with the Common Core and other standards.)

Can I import our existing courses or lessons?

It's quick and easy to import your textbooks and other course content, so it's stored and ready to use on the Fishtree platform. You'll be able to store and access course materials from past years or across different grades and subjects.

To upload your content, you can either use our easy automated tools or send larger batch files to our support team.

REAL-TIME ACTIONABLE INSIGHTS

How does Fishtree collect and use data?

Behind the scenes, Fishtree collects a variety of data as part of our services, enabling detailed learning profiles and in-depth data analytics that enable personalized learning. **We take student privacy very seriously.** Our employees are FERPA trained and fully dedicated to protecting your school's data. Our security safeguards include may include but are not limited to data encryption, firewalls, and data use and access limitations.

When your school/district signs up for an account with us, we offer three different levels of access – **student, teacher, and administrator** – in order to offer protection for school accounts. Every user has a unique login, so that other parties will not be able to access sensitive student information without your knowledge.

What can I do with Fishtree's analytics tool?

Fishtree is different from other technologies, because it offers real-time data and insights into how students learn, progress, and complete courses – including every individual's unique learning path. With a teacher's account, you can track how students consume course content: their learning pace, knowledge base before a lesson, the concepts they've learned, their favorite types of resources, assessment scores, social activity with their peers, and much more.

An administrator's account offers the full rounded picture, from the district view down to the individual student, including the most effective course materials and teaching methods to ensure cost-effectiveness.

LEARNING GOALS & ALIGNMENTS

How do we set goals for our students with Fishtree?

We believe in order for a personalized learning model to work effectively, it **must be goals driven**. That's why the Fishtree platform is designed to find goals that match a student's interests and strengths and enrich student outcomes for your school or district – from tackling achievement gaps to improving retention and growth for your struggling students.

During implementation, your dedicated customer representative works with you to set up the learning standards and goals in your account. So every time you create or modify a course, **Fishtree auto-aligns your content** with the appropriate standard, so you have a clear plan to cultivate, promote, and measure student achievement.

Does Fishtree work with common core and other state-specific or custom standards?

Absolutely. Fishtree includes a comprehensive list of the most prevalent learning standards today, including (but not limited to) the **Common Core State Standards**, **Next Generation Science Standards (NGSS)**, **English Language Proficiency Standards (ELP)**, and other state-specific or district-developed standards. Additionally, we can integrate and align to any other set of competencies or standards used for district professional development or student learning.

