MobyMax Information Kit

Learn twice as fast.™

Table Of Contents

MobyMax was founded in 2010 with the goal that every child should learn as though they had the best teacher in the world sitting beside them. And, its growth has been nothing short of spectacular. MobyMax is now in over 82% of K-8 public schools with more than 22,000,000 registered students.

MobyMax Personalized Learning includes 27 complete subjects covering all grades from kindergarten to eighth grade. Its depth and quality of curriculum earned MobyMax 11 awards last year, including two highly prized CODiE awards.

This year MobyMax added fully integrated Pinpoint Assessments with Skill Checker and Benchmarker tests for Math, Language, Foundational Reading, and Reading.

Next, Moby will introduce its Interactive Classroom. This will dramatically engage classrooms with STEM "deep think" lessons, fun classroom competitions, and much more.

Personalized Learning, Pinpoint Assessments, and Interactive Classroom put MobyMax uniquely in a league of its own—one that is far more affordable, far more complete, and far more engaging than any other curriculum.

Our approach to learning creates the foundation needed to achieve the kind of gains that make teaching so rewarding. We look forward to working with you to help your students make exciting gains this year!

Sincerely,

Wade Willett   Glynn Willett

MobyMax Co-founders

World Class Curriculum

Math

Uses adaptive technology to find and fix learning gaps and helps students build understanding through personalized learning

Math Facts

Fact Fluency's adaptive instruction enables students to develop math fact fluency quickly.

Number Sense

Number Sense instills an intuitive sense of numbers and base ten using interactive manipulatives.

Reading Stories

Literature and informational texts paired with standards-aligned comprehension questions to build core reading skills

Reading Skills Literature

Leveled passages and standards-aligned questions teach students key ELA skills and foster a love of reading.

Reading Skills Informational

Leveled passages and standards-aligned questions teach students key ELA skills and foster a love of reading.

Early Reading Trio

Early Words. Early Reading. Early Writing. Early Reading Trio is an essential addition for every beginning reader.

Letter Names

Engaging Teach Me lessons and interactive manipulatives help students learn and practice the names of all 26 letters.

Phonics & Spelling Rules

Comprehensive curriculum designed for younger students that lays a solid foundation for reading and spelling mastery

Letter Sounds

Teach Me lessons and interactive manipulatives help students learn and practice letter-sound correspondence for all 26 letters.

Phonics Blending

Uses an expert-curated word list and interactive manipulatives to help students practice blending and segmenting

Phonics Spelling

Engaging manipulatives help students learn to spell words from a hand-curated word list.

World Class Curriculum

Sight Words

Students master Dolch and Fry Sight Words using interactive manipulatives and adaptive practice sets.

Foundational Reading

Teach Me lessons and technology-enhanced problems target key reading skills, setting young readers up for future success.

Language

Comprehensive language lessons teach key skills helping students develop exemplary writing.

Vocabulary

Moby Vocabulary is the fastest way to learn new words. Students remember them for a lifetime.

Spelling List

Quickly create and assign tailor-made spelling lists while automatically grading and tracking progress.

Writing Workshop

Step-by-step lessons break writing assignments into manageable tasks to help students master the writing process.

Writing Assignments

Teachers save time and trees by assigning and grading writing assignments using the writing assignment interface.

Science

Engages students with STEM concepts and the NGSS using interactive manipulatives and discovery-based learning

Social Studies

Engages students with interactive lessons on geography, economics, government, history, and essential skills and practices

Test Prep

Test Prep dramatically increases test scores by using adaptive technology to focus only on the skills students need to practice.

Why Moby?

Find and Fix
Identify and fix learning gaps

Proven 2X Results
Curriculum sets the standard in effectiveness

All Subjects
27 subjects from Math to Science to Early Reading to Phonics

Complete Solution
Progress Monitoring, Diagnostic Tests, Pinpoint Assessments, Success Events, Daily Goals, IEP, Adaptive Lessons, and Test Prep

Touch Curriculum
Thousands of manipulatives designed for greater engagement and deeper learning

Personalized Learning
Individualized Education Plan for each student

Built-in Engagement
Badges, Games, Contests, Messenger, Vibes, Daily Challenges, Daily Comics and more!

Fully Integrated

Data

Games

Reading Skills

Alerts

Number Sense

Cognitive Skill Science

Spelling

Cognitive Skill Social Studies

Grammar

Data

Fact Fluency

Vocabulary

Goals

Math

Phonics

Writing Workshop

Language

Pinpoint Assessments

The Wall

Writing Assignment

Badges

Messenger

Early Trio

Vibes

Data

Reading Stories

Data

Every level of the Moby interface is integrated. It all looks and feels the same, no matter what module students are in. Even better, all of the data is integrated! Teachers can view data by student, lesson, class, subject, standard, and more, so they know exactly where to focus their attention.

Totally Engaging

MobyMax identifies learning gaps and then automatically assigns lessons to address missing skills.
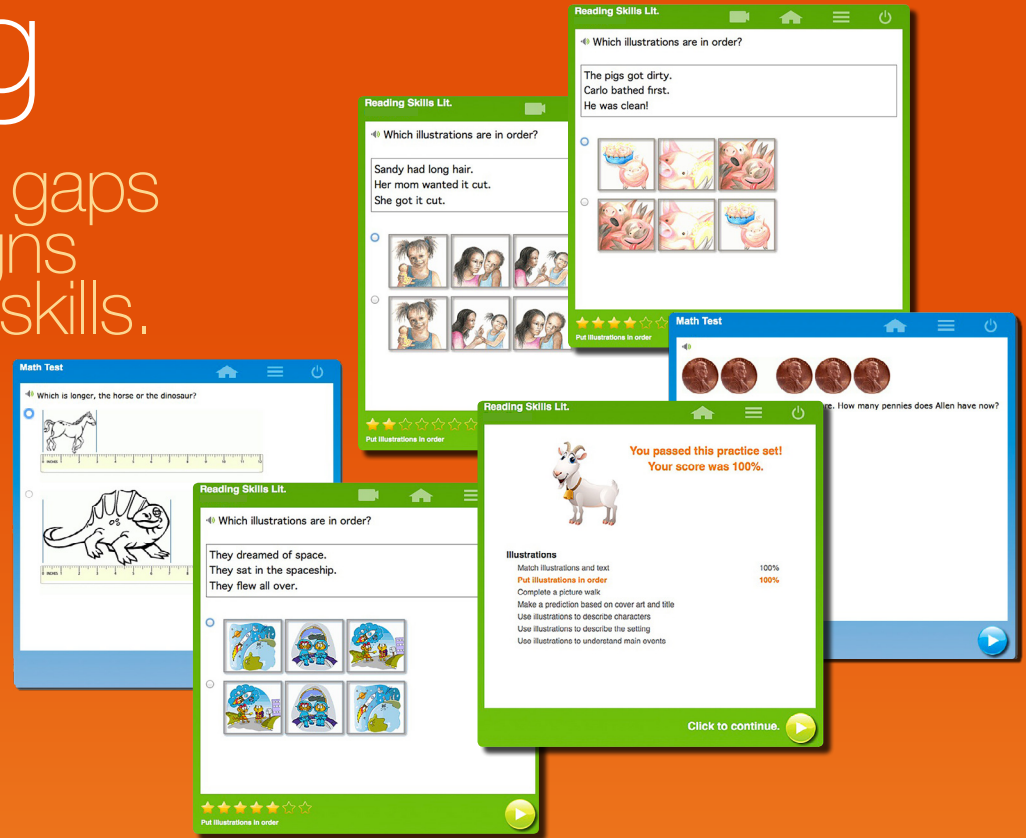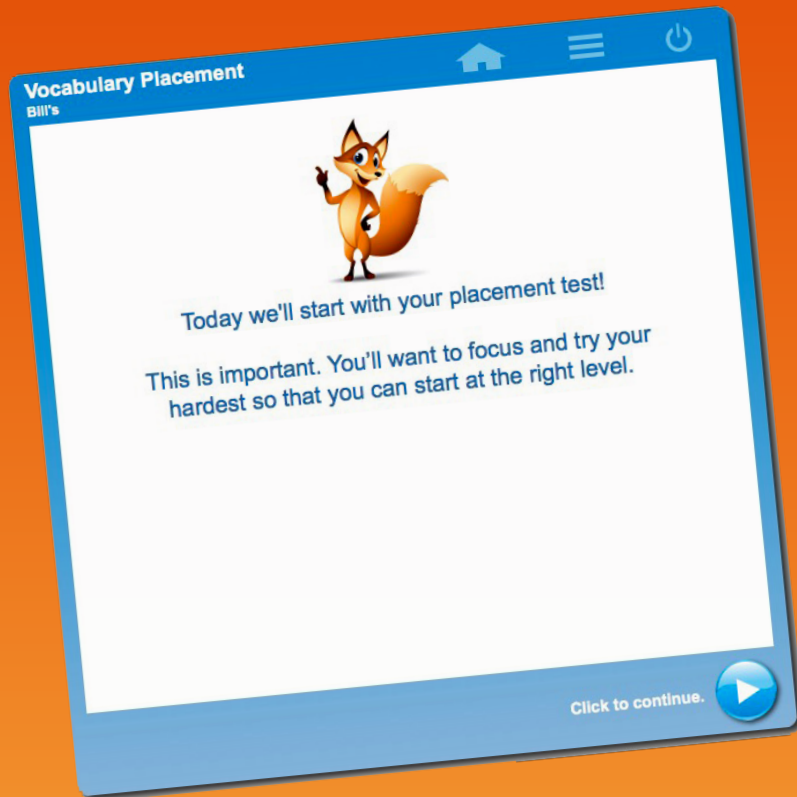
Narrated and animated lessons encourage students' natural curiosity.
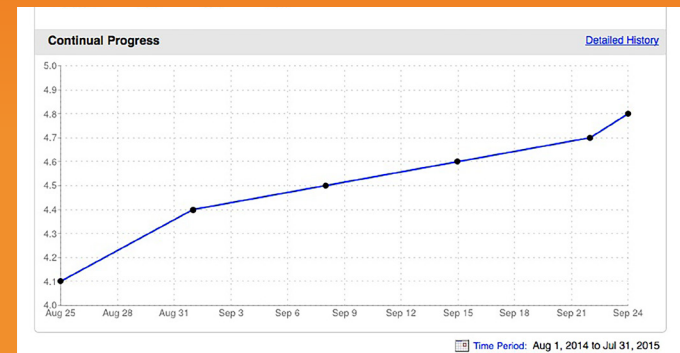
Students and teachers follow progress.

Motivational Tools

Badges

Games

MathMan / MobyMax game screen

Bounce game screen
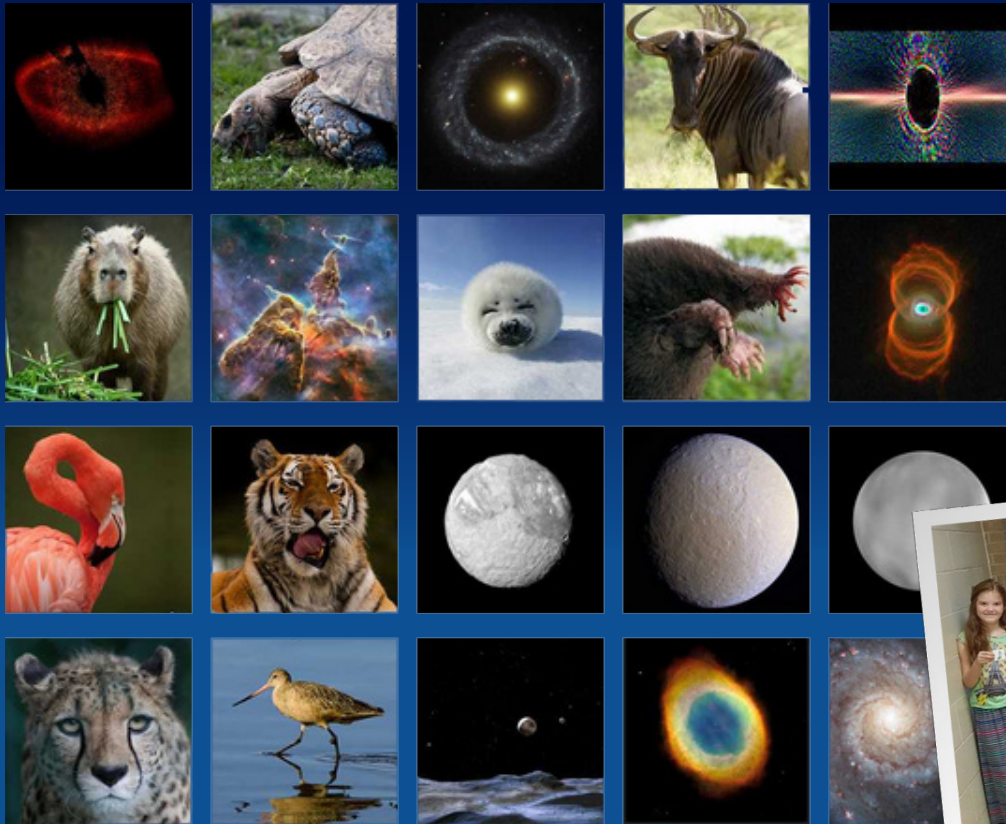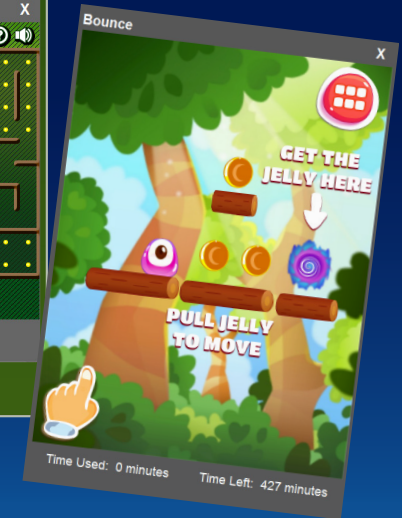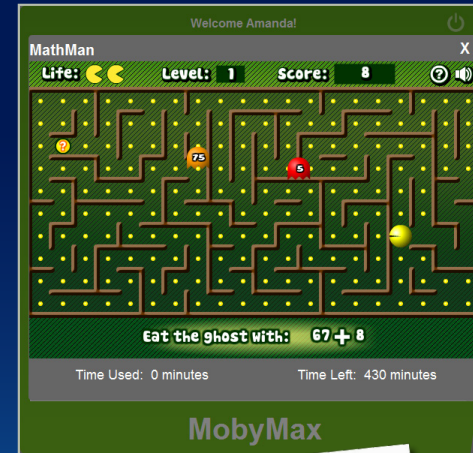
Contests

Click pix to download

...and more!

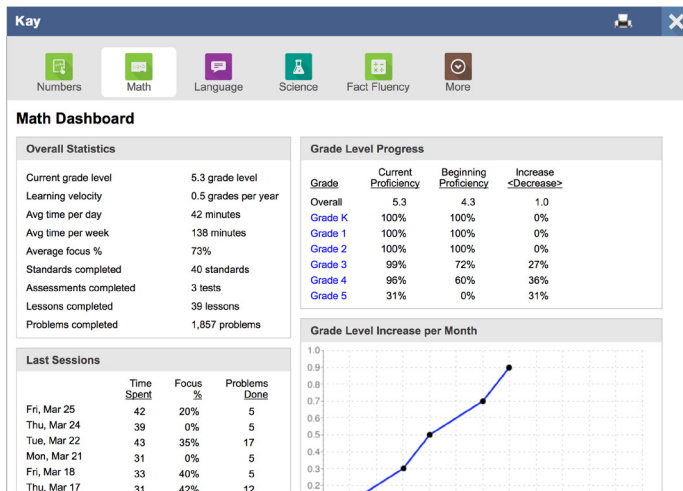Certificates ■ Vibes ■ Time & Alerts ■ Messenger ■ The Wall ■ Daily Goals ■ Daily Comics

Progress Reporting

Targeting areas that need attention has never been easier.

Speed of learning

Monitor improvement

Concise and easy-to-follow data

Progress Monitoring

Snapshot	Progress	Placement	Lessons	Assessment	Goals & IEP	Library

Students | Class

Student	Ending Grade Level	Beginning Grade Level	Increase <Decrease>	Standards Passed	Learning Velocity	Print
Eric	4.8	4.1	0.7	26	2.5	
Molly	7.1	6.7	0.4	15	1.6	

Kay

Numbers | Math | Language | Science | Fact Fluency | More

Math Dashboard

Overall Statistics

Current grade level	5.3 grade level
Learning velocity	0.5 grades per year
Avg time per day	42 minutes
Avg time per week	138 minutes
Average focus %	73%
Standards completed	40 standards
Assessments completed	3 tests
Lessons completed	39 lessons
Problems completed	1,857 problems

Grade Level Progress

Grade	Current Proficiency	Beginning Proficiency	Increase <Decrease>
Overall	5.3	4.3	1.0
Grade K	100%	100%	0%
Grade 1	100%	100%	0%
Grade 2	100%	100%	0%
Grade 3	99%	72%	27%
Grade 4	96%	60%	36%
Grade 5	31%	0%	31%

Grade Level Increase per Month

Last Sessions

	Time Spent	Focus %	Problems Done
Fri, Mar 25	42	20%	5
Thu, Mar 24	39	0%	5
Tue, Mar 22	43	35%	17
Mon, Mar 21	31	0%	5
Fri, Mar 18	33	40%	5
Thu, Mar 17	31	42%	12

Math

Messenger | Behavior Vibes | Help | Print | Home

Snapshot | Progress | Placement | Lessons | Assessments | Goals & IEP | Library

Student Name
Show all students

Summary | Progress Reports

Show: All Standards | Just Missing Standards

Common Core Standards	Ending Proficiency	Beginning Proficiency	Increase <Decrease>
Grade K	100%	100%	0%
Grade 1	100%	100%	0%
Grade 2	100%	100%	0%
Grade 3	99%	72%	27%
3.OA Operations	100%	100%	0%
3.NBT Numbers	100%	100%	0%
3.NF Fractions	94%	11%	83%
3.NF.1 Understand a fraction 1/b as the quantity formed by 1 part when a...	100%	100%	0%
3.NF.2 Understand a fraction as a number on the number line; represent...	100%	0%	100%
3.NF.2a Represent a fraction 1/b on a number line diagram by defining the...	100%	0%	100%
3.NF.2b Represent a fraction a/b on a number line diagram by marking off a...	100%	0%	100%
3.NF.3 Explain equivalence of fractions in special cases, and compare...	75%	0%	75%
3.NF.3a Understand two fractions as equivalent (equal) if they are the...	100%	0%	100%
3.NF.3b Recognize and generate simple equivalent fractions, e.g., 1/2 =...	75%	0%	75%
3.NF.3c Express whole numbers as fractions, and recognize fractions that...	100%	0%	100%
3.NF.3d Compare two fractions with the same numerator or the same...	100%	0%	100%

Continual Progress
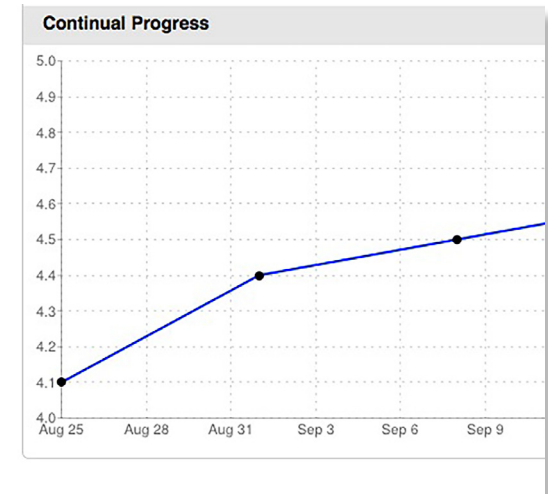
Inside the classroom

FAQ:

Is MobyMax aligned to the Common Core?
Yes. MobyMax's curriculum is built for and aligned with the Common Core State Standards.

What grades and subjects do you cover?
MobyMax is the only completely integrated K-8 curriculum covering:
■ Math ■ Fact Fluency ■ Number Sense ■ Reading Stories ■ Reading Skills Literature ■ Reading Skills Informational ■ Science ■ Social Studies ■ Phonics ■ Letter Names ■ Letter Sounds ■ Phonics Blending ■ Phonics Spelling ■ Early Reading Trio ■ Sight Words ■ Foundational Reading ■ Spelling Rules ■ Language/Grammar ■ Vocabulary ■ Spelling List ■ Writing Workshop ■ Early Writing ■ Writing Assignments

Do you offer professional development or training?
You'll find free PD videos and webinars under the Help menu at the top of your teacher/admin account. Each subject also has its own tutorial. An additional Success Package offers school-specific webinars and one-on-one phone support. There's even Moby Day—an entire fun-filled day of hands-on training by our expert trainers.

What are the system requirements for MobyMax?
The only system requirements for MobyMax are an internet connection and browser.

What does MobyMax cost?
MobyMax's curriculum is free for as many students as you like! A complete price list is on page 31

Press/Awards

Click on articles for full story

Thousands of happy teachers

I am loving this! MobyMax is allowing each and every one of my students to work at a level that is perfect for their instructional level. It's like cloning a copy of me for each student, and at the end of the day I am left with more data to make REAL classroom decisions. Thanks!

Ryan Parrot
Royerton Elementary, IN

MobyMax is a great resource for ESE teachers! I can track their progress on their IEP goals. I am able to bring the data to my meetings with a print out of the data/charts. It's wonderful to have my students working on their level and being successful! They are truly excited about math now!

Nicole Roberts-Webster
Manatee Academy K-8, FL

My whole class is wild about MobyMax! The kids are so motivated to earn badges, and they absolutely love getting messages from me. As a 4th grade teacher I have always found it so challenging to provide assignments for each student at their own level. MobyMax makes this so easy, and I can see that the students are building confidence.

Lynn Watson
Cedar Wood Elementary, WA

Based on scientific research

MobyMax's Research-Based Pedagogy

Chart is based on Professor John Hattie's research that synthesized over 1,000 meta-analyses of over 50,000 studies.

Formative testing*	0.90
Accelerated curriculum*	0.88
Immediate feedback*	0.73
Direct instruction*	0.59
Parental involvement*	0.51
Writing programs*	0.44
Homework*	0.29
Summer school	0.23
Class size	0.21
Summer vacation	-0.09
Television	-0.18

Effect Size Measures Achievement
An effect size of 0.40 means a student made one year's progress within one school year. A teacher normally has an effect size ranging from 0.20 to 0.40.

Learning accelerates	> 0.40
Progresses one grade level	= 0.40
No effect on learning	= 0.00
Negatively affects learning	< 0.00

*All part of MobyMax's curriculum system

Students who have spent just 40 hours using MobyMax average one full grade-level increase in both math and language. These results are due largely to MobyMax's pedagogy, which incorporates multiple research-based techniques that have proven highly effective in increasing student achievement.

Download White Paper

14

Promo Images Click pix to download.
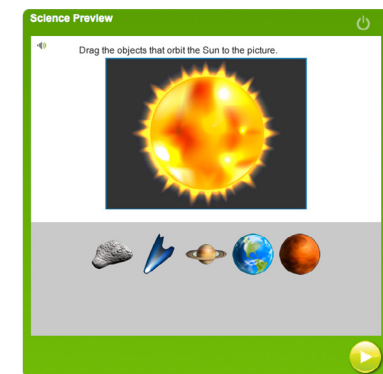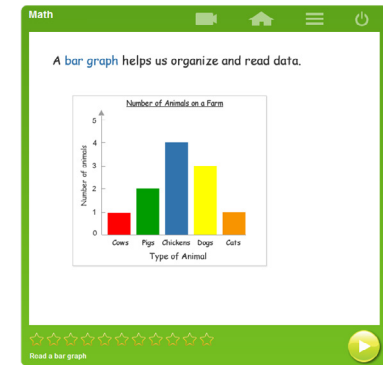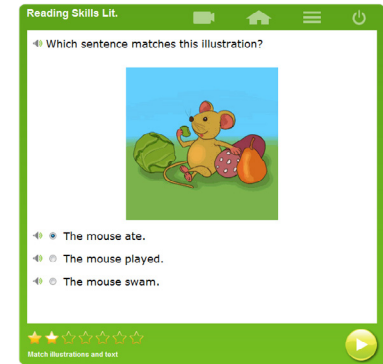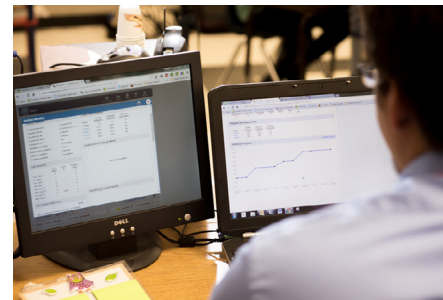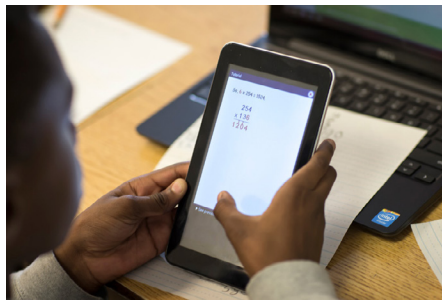
Cognitive Skills Science

A revolutionary way to teach science!

- Manipulatives engage students and teach cognitive skills.
- Students learn science while practicing essential STEM skills.
- Mastery is tracked with quizzes and chapter tests.
- Progress is monitored based on NGSS standards.
- Enhanced motivation features hook students on science.
- Vocabulary and lesson reviews are included in each lesson.

Science Preview

Drag the objects that orbit the Sun to the picture.

Science Preview

The ball below is moving to the right. Choose the arrow that represents a force that would push this ball in the *opposite* direction.

motion

force

f o r c e

Science Preview

Label the parts of the respiratory system.

bronchioles   alveoli

bronchi   tr

Science Preview

Create a weather map using the following informatio
- There is high pressure along the warm front.
- There is a thunderstorm above the cold front.

L   H

Click to view video

Cognitive Skills Social Studies

Teaching social studies will never be the same.

- Students think and touch their way to mastery utilizing interactive cognitive skill manipulatives.

- Engaging lessons cover geography, economics, government, history, and essential social studies skills and practices.

- Vocabulary terms are practiced and applied in context and reviewed at the end of each lesson.

- Short quizzes provide a quick snapshot of mastery as students progress through lessons.

- Chapter tests provide teachers with automatic summative data on student mastery.

- Enhanced motivation features hook students on social studies.

Math

Moby Math uses adaptive algorithms to find and fix missing skills with targeted lessons that include "Teach Me" lessons, interactive manipulatives, and targeted practice.

■ Math

Students increase an average of 1.5 grade levels with just 40 hours of practice.

■ Fact Fluency

Fact Fluency's adaptive instruction enables students to develop math fact fluency quickly.

■ Numbers

Number Sense instills a deep, intuitive sense for numbers.
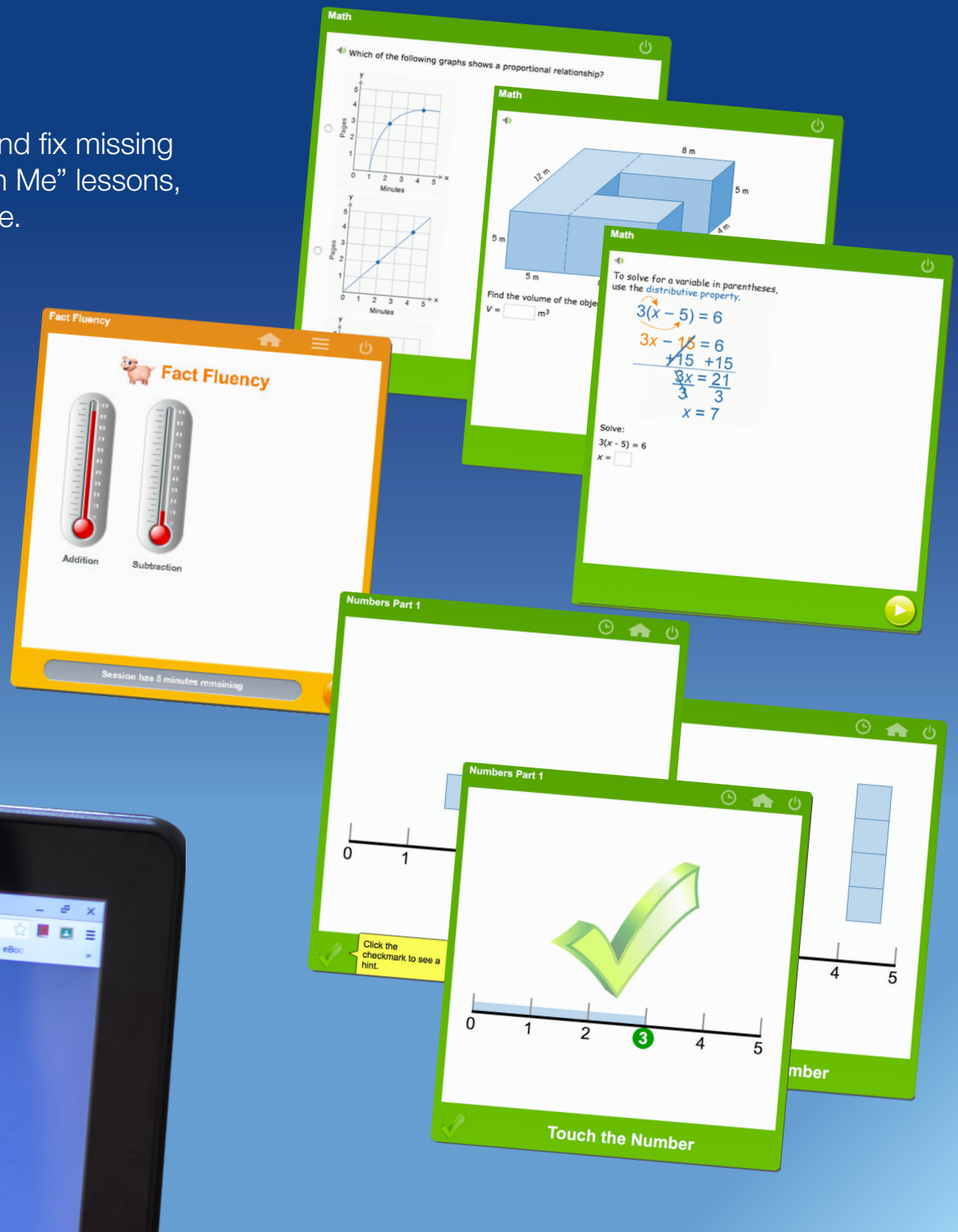
Early Reading

A Multitude of Innovative Early Reading Resources

■ Early Reading Trio

Early Words. Early Reading. Early Writing. Early Reading Trio is an essential addition for every beginning reader.

■ Phonics & Spelling Rules

Phonics uses interactive manipulatives to teach key phonics skills to jumpstart students' reading ability. Spelling Rules covers key spelling rules and patterns that transform students into master spellers.

■ Letter Names

Engaging Teach Me lessons and interactive manipulatives help students learn and practice the names of all 26 letters.

■ Foundational Reading

Teach Me lessons and technology-enhanced problem types target key reading skills, setting young readers up for future success.

■ Sight Words

Students master Dolch and Fry Sight Words using interactive manipulatives and adaptive practice sets.

Reading

Students build core reading and analysis skills by reading literature and informational texts on a wide variety of topics.

■ Paired Reading Stories

Paired literature stories and informational articles with similar topics to encourage deep reading.

■ Reading Skills Literature

Teaches key skills for analyzing literature

■ Reading Skills Informational

Helps students critically analyze complex informational texts
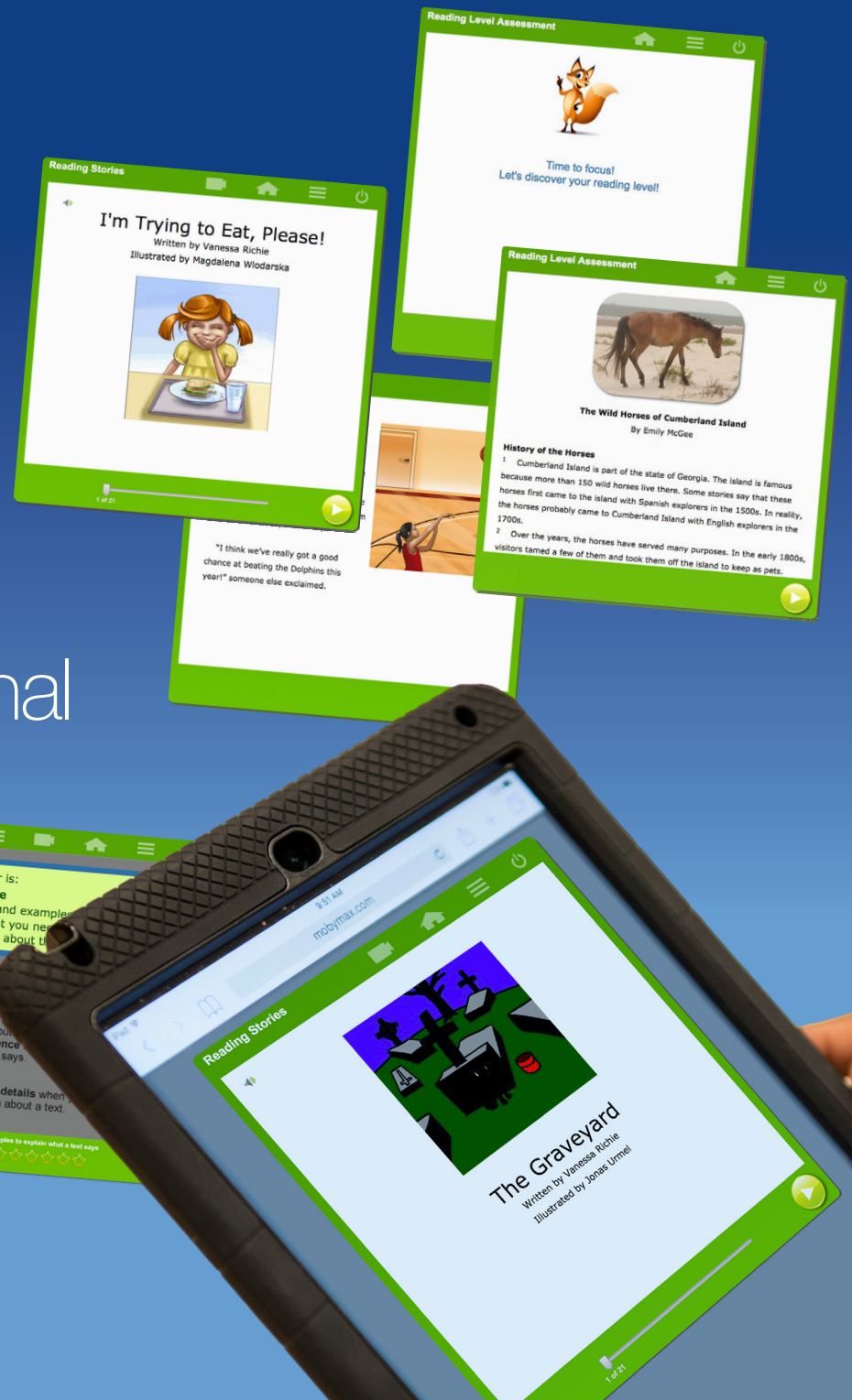
Writing

Teachers save tons of time with the Writing Workshop module and the Writing Assignment interface. And, Early Writing gets kids off to a great start!

■ Early Writing

Students "write" their own stories by dragging and dropping words and pictures to create a digital book.

■ Assignments

The Writing Assignment module is a complete submission-revision-grading system for any type of essay, report, or research paper.

■ Workshop

Writing Workshop makes writing fun and easy. Bite-sized lessons break down writing assignments into simple steps, allowing students to focus on and improve every aspect of their writing.
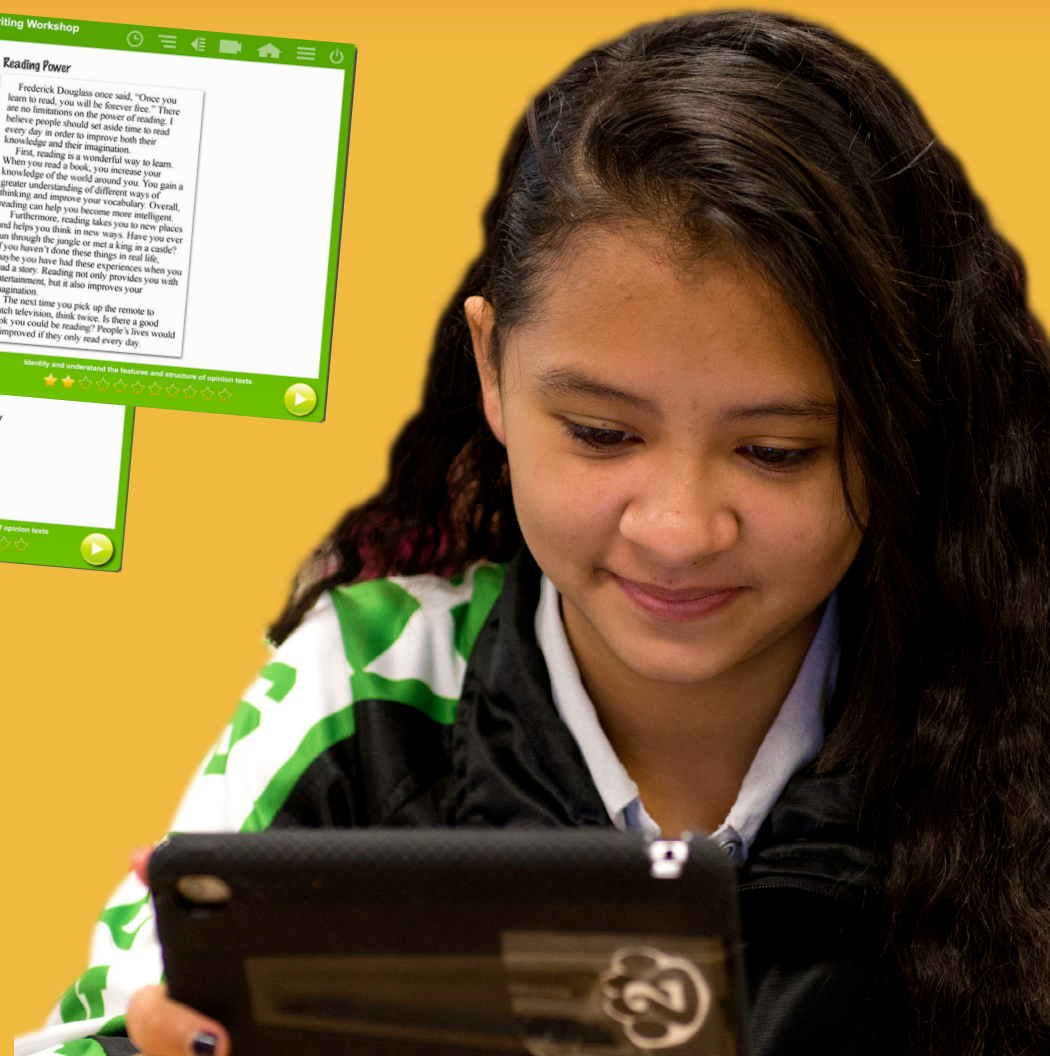
Language

The Language module transforms grammar into more than a list of rules. Students develop a deeper understanding of the English language and learn how to employ grammar to make their writing more effective.

■ Language

Comprehensive lessons that teach students key language skills necessary for success in writing

■ Vocabulary

The fastest way to learn new words and ensure that students remember words for a lifetime

■ Spelling List

Easily assign spelling practice and automatically grade and track progress for each student

Highlights spelling mistakes to help students correct their mistakes and further learning

Student Response System

Moby's Student Response System allows you to queue up a series of problems for students to answer and provides real-time data to quickly assess student understanding. It's a great tool for whole-class instruction, but you can also use it to create exit tickets or even homework assignments.
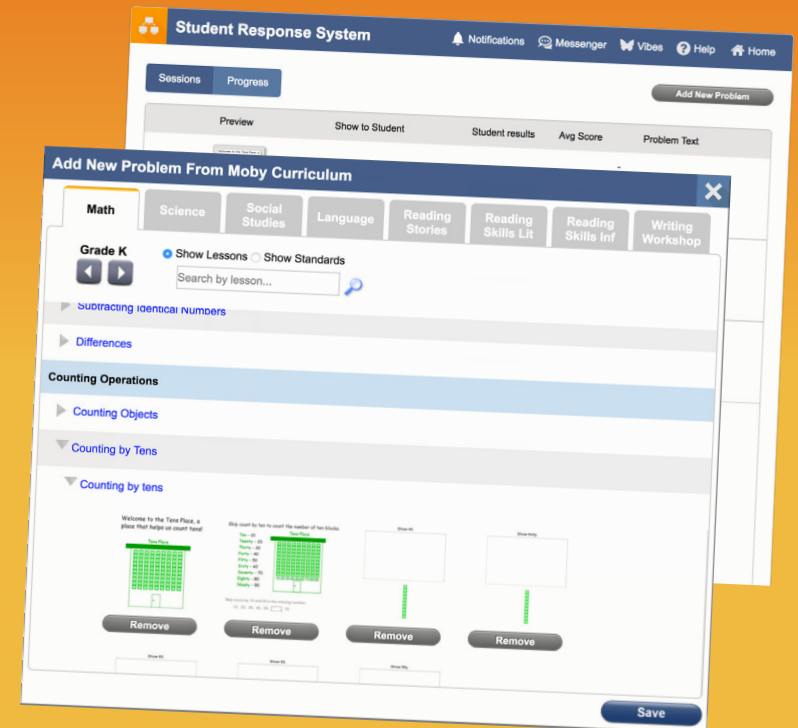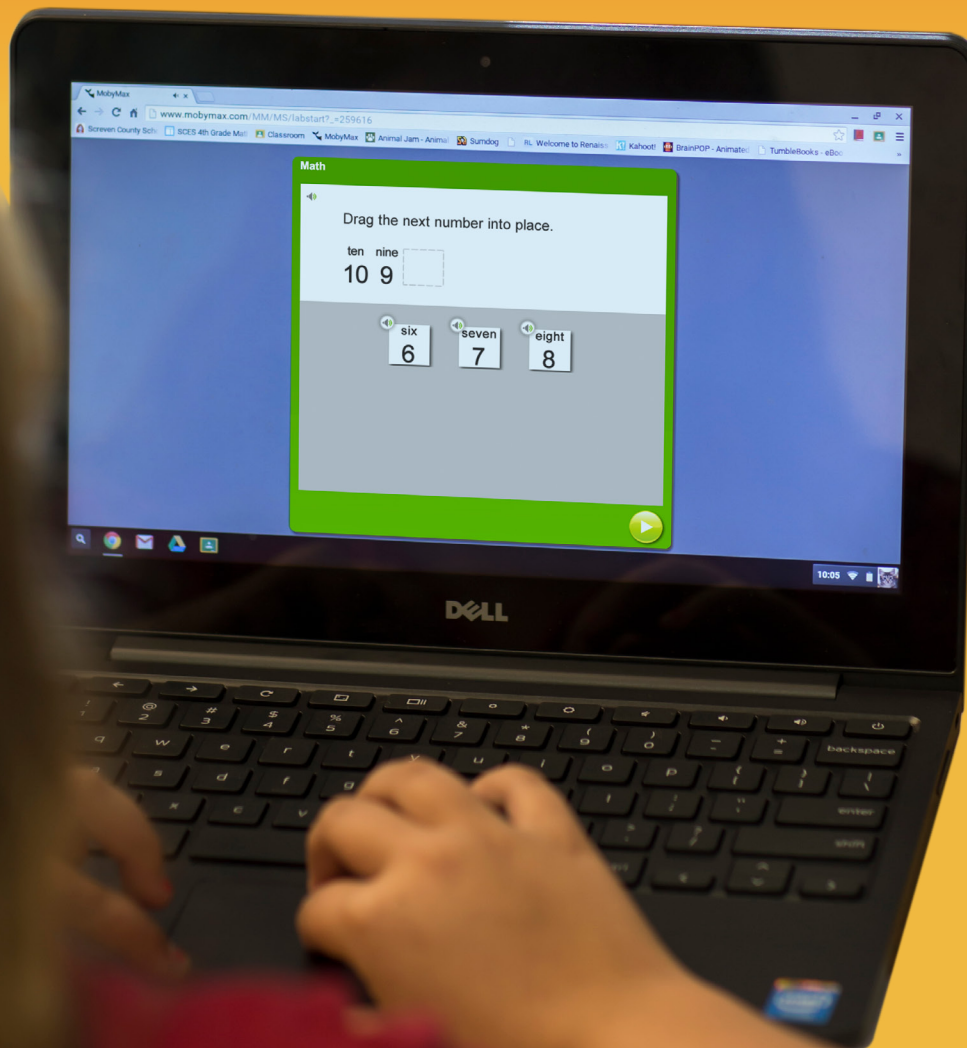
Create lessons by selecting problems from Moby's curriculum or creating your own. Once you enable access to a lesson, students can log in to their own MobyMax accounts via any internet-connected device (such as a laptop, tablet, or phone) to submit answers. You will get real-time data as students answer questions to quickly assess whether or not students understand the material.

Pinpoint Assessments

Quick and deep assessments pinpoint missing skills with Skill Checker and Benchmarker.

■ Skill Checker

Skill Checker pinpoints missing skills quickly and precisely. Teachers can see a snapshot of student growth, assign lessons, and monitor student progress from within the Skill Checker. Accurately pinpoint students' mastery of over 2,000 skills!

■ Benchmarker

Benchmarker accurately measures performance for all standards within a grade level. Easy-to-use reports track your students' progress toward mastery of grade-level standards from the beginning to the end of the school year.

■ 360° Progress Monitoring

MobyMax gives you a complete picture of student learning by combining data from personalized learning, practice, and assessments. You can see complete student data at a glance and drill down in as much detail as needed. You can even see individual student answers on any problem a student has completed.
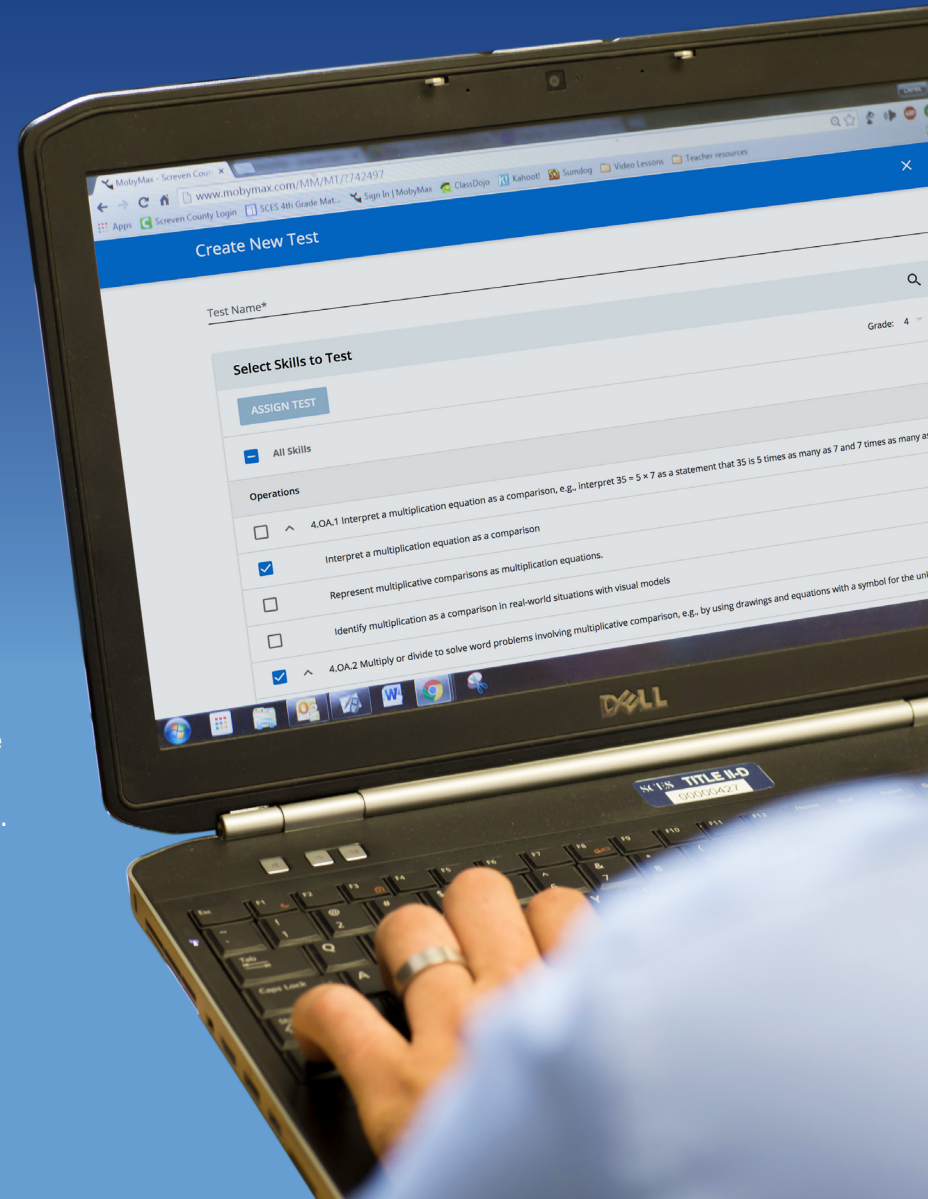
Great Start Events

Start every school year with rollicking enthusiasm with assisted onboarding, t-shirts, posters for teacher training, and a school-wide contest with real prizes.

Easy Rostering
We help you get all your teachers and students registered with manual or automatic rostering.

Webinar Training
Join beginning or advanced webinars with t-shirts and posters for attending teachers.

Moby School-Wide Kick Off
Teachers create excitement by wearing Moby t-shirts and putting Moby contest posters up in class. Teachers post student results on the poster during contest week. Real prizes are awarded to the top students.

Great Start Events.......$495

Whiteboard Activities
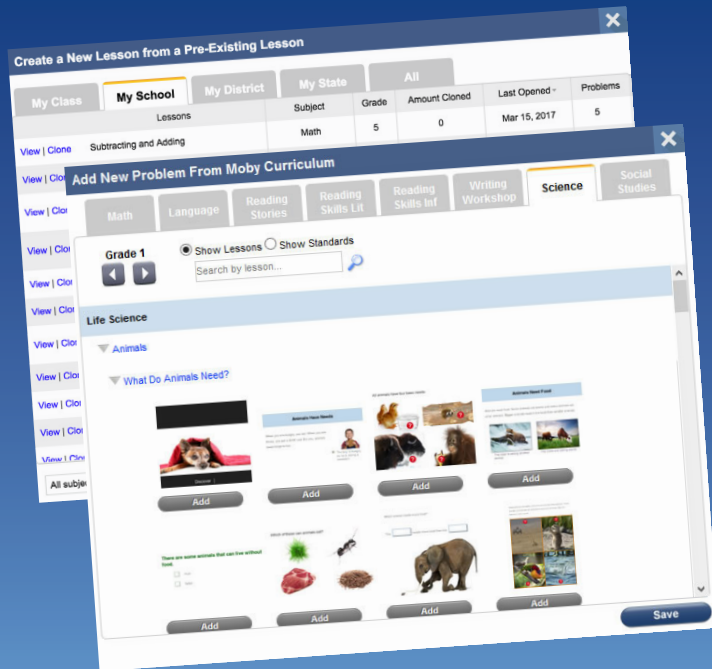
Easily create whiteboard lessons by selecting any problem from MobyMax's curriculum or creating your own problems. Simply click on the lesson you've created, and Moby will display it. The curriculum is fully interactive, so teachers or students can answer problems on a Smart Board or a connected computer as they are displayed.

Adaptive Test Prep
Dramatically Improve Test Scores

Test Prep pinpoints areas of mastery and gives help as it is needed. Students practice all skills covered in your state test with a diagnostic pretest followed by a targeted lesson if required. Students increase their scores and confidence with just two weeks of practice.
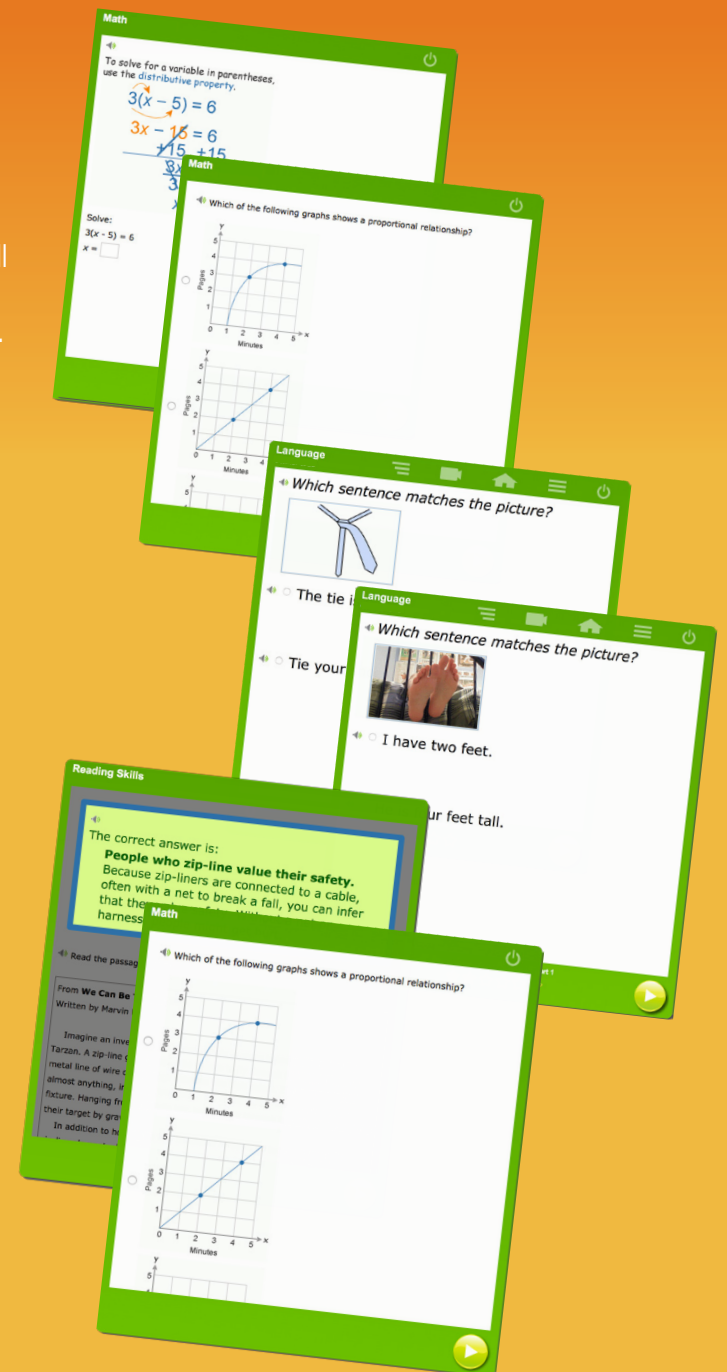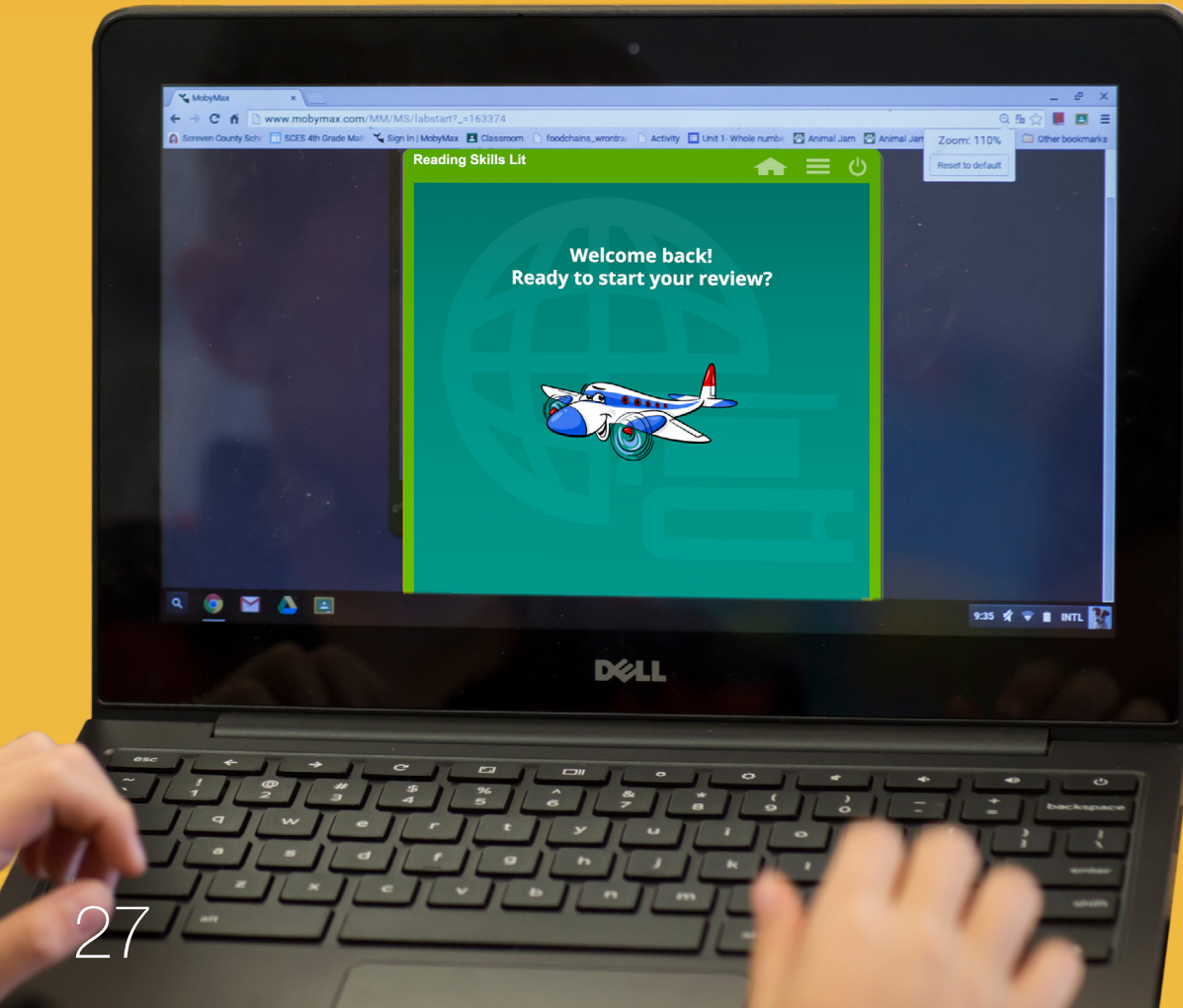
Over 22,000,000* students and growing.

- ■ 0-50,000
- ■ 50,000-200,000
- ■ 200,000-500,000
- ■ > 500,000

MobyMax.com
Learn twice as fast™

*September 13, 2017

28
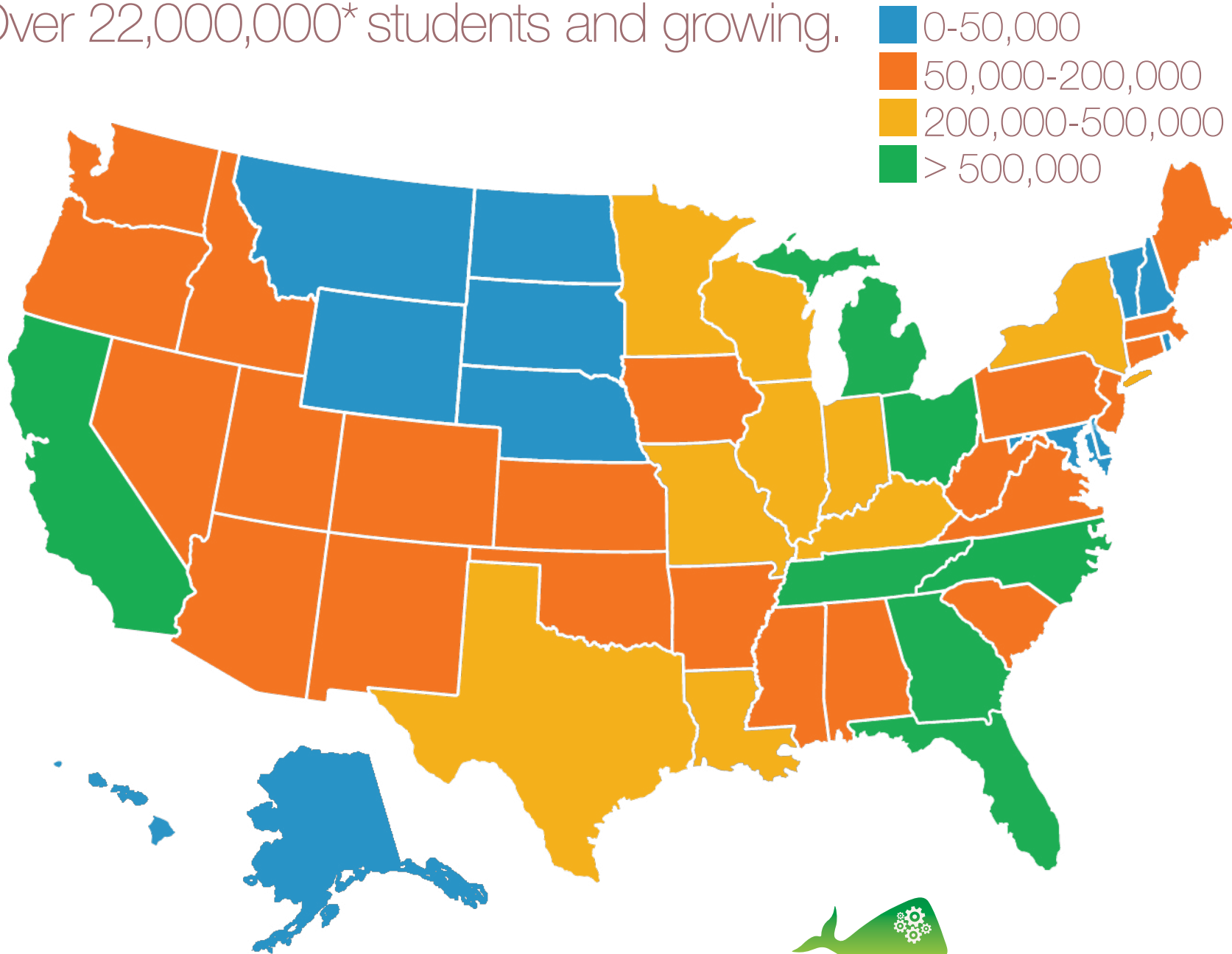
Them/Us

	E-Curriculum						Practice Websites		
	MobyMax	Houghton-Mifflin	Voyager	Edgenuity	Renais-sance	iReady	IXL	Study Island	Khan Academy
Price per student per year*	**$7**[1]	**$1434**[2]	**$86**[3]	**$58**[4]	**$45**[5]	**$30**[6]	**$24**[7]	**$21**[8]	**Free**
K-8 Math	■	■	■	■	■	■	■	■	■
K-8 Language	■		■	■	■	■	■	■	
K-8 Reading	■	■	■	■	■				
K-8 Writing	■	■	■	■		■			
K-8 Science	■					■	■	■	■
K-8 Social Studies	■			■			■	■	
Phonics	■								
Early Reading and Writing	■		■		■				
Numbers	■		■						
Spelling	■		■			■			
Vocabulary	■					■			
Test Prep	■								
Comprehensive Progress Monitoring	■								
Unlimited CCSS Assessments	■		■	■		■			
IEP Tracking	■								
Printable Worksheets	■								
Badges	■								
Games	■	■							
Contests	■	■							
Messenger	■								
Pinpoint Assessments	■								
Success Events	■								

* Based on a school of 422 students
1 - With MobyMax Ultra, all subjects and features are included!
2 - $430,000 per school for Read180 and Math180
3 - $25,727 per school for Language! Live (teacher and student bundle) and VmathLive
4 - $17,400 per school for MyPath Math and Reading
5 - $2,150 for Star Assessments + $2,325 for Accelerated Reader + $2,640 for Accelerated Reading
6 - $9,000 for i-Ready Diagnostic and i-Ready Instruction.
7 - $7,200 for Math, Language, Science, and Social Studies
8 - $6,315 for Math, Language, Science, and Social Studies

" I want to say that I am very pleasantly surprised that an actual person read and answered my questions, and so promptly, too. This gives me great confidence. I know that if I get stuck, there will be someone to help. Thank you very much. Thrilled. **"**

Renae F.
Monroe Elementary
Janesville, WI

Sales and Support

888.793.8331

support@mobymax.com
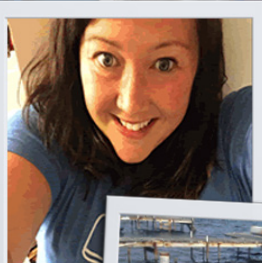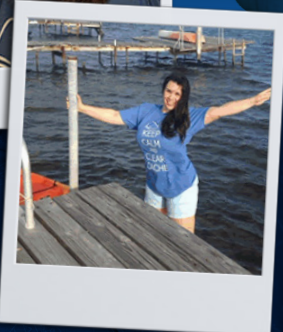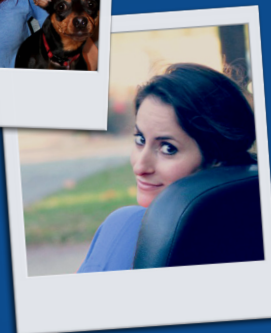
Pricing

Moby Learning

Teacher

Micro: 1 subject of your choice.............................$49
Lite: 3 subjects of your choice.............................$99
Ultra: All subjects...$199

School

Micro: 1 subjects of your choice..........................$995
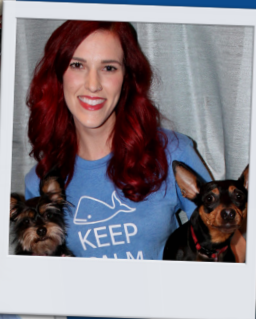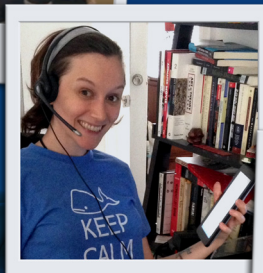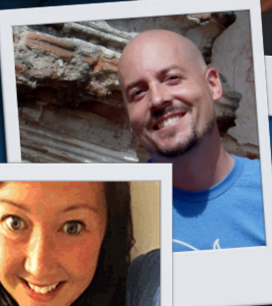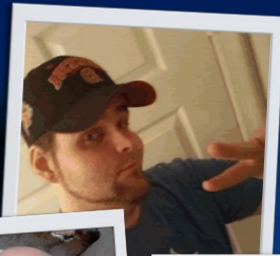Lite: 3 subjects of your choice.............................$1995
Ultra: All subjects...$2995

District

Please call us at 888-793-8331 for pricing.
Pricing is based on the number of schools in your district.

Save up to 40%!

PER YEAR

Moby Assessments

Teacher

Micro: 1 module of your choice.............................$49
Lite: 3 modules of your choice.............................$99
Ultra: All modules...$199

School

Micro: 1 module of your choice.............................$995
Lite: 3 modules of your choice.............................$1995
Ultra: All modules...$2995

District

Please call us at 888-793-8331 for pricing.
Pricing is based on the number of schools in your district.

Save up to 40%!

PER YEAR

Awards 11 in one year alone!

//CODiE// 2017 SIIA CODiE WINNER

2017 SIIA CODiE Award Winner
Best PreK/Early Childhood Learning Solution

//CODiE// 2017 SIIA CODiE WINNER

2017 SIIA CODiE Award Winner
Best Cloud-Based Solution

2018 Learning Magazine Winner
Teachers' Choice Award
for the Classroom

2017 EdTech Digest Award
Finalist for Best Personalized
Learning Solution

2017 EdTech Digest Award
Finalist for Best Special Needs
Solution

2017 THE Journal
Readers' Choice Award
Favorite Interventions &
Remediation Software

2017 THE Journal
Readers' Choice Award
Favorite Adaptive/ Personalized
Learning Tool

2016 EDDIE Awards Winner
Best Multi-Subject Website
Early Elementary

2016 EDDIE Awards Winner
Best Multi-Subject Website Upper
Elementary

2016 EDDIE Awards Winner
Best Multi-Level Website

2016 EDDIE Awards Winner
Best Teacher Tools/Integrated
Classroom Tools

2016 EdTech Digest Award
Best e-Learning and Blended
Learning Solution

2015 EDDIE Awards Winner
Best Multi-Subject Website

2010

- Moby Math is released

2011

- Adaptive Placement Testing
- Progress Monitoring
- Full K-8 Curriculum
- Fact Fluency

2012

- Messenger
- Vibes
- Contests
- The Wall
- Games
- Parent Portal

2013

- Moby Math is now MobyMax
- Vocabulary
- Language
- Paired Reading Stories
- Writing Assignments
- Test Prep (4 subjects)
- Certificates

2014

- Moby Tablet Sync & Lock
- Reading Skills (Literature)
- Reading Skills (Informational)
- Number Sense
- Touch Curriculum

2015

- Writing Workshop
- Cognitive Skills Science
- Early Reading Trio
- Reading Assessment
- Student Response System

2016

- Social Studies
- Letter Sounds
- Letter Names
- Whiteboard Activities
- Sweepstakes

2017

- Phonics Blending
- Phonics Spelling
- Sight Words
- Foundational Reading
- Phonics and Spelling Rules
- Spelling Lists
- Teacher Rewards

New Product

- Pinpoint Assessments with Skill Checker and Benchmarker

Only kids love MobyMax more than teachers!

FREE Curriculum

MobyMax.com
Learn twice as fast.™