

DCBooks

Education Insider

Insane Logic makes sense

undefined

undefined

http://www.educationinsider.net/detail_news.php?id=393



By Sramana Mitra

Women entrepreneurs abound in the world, but they don't seem to get the same amount of recognition like their male counterparts get. As a serial entrepreneur with a focus on technology, I'm always excited to learn about and, in this case, work with other technology-focused female entrepreneurs like Zoe Peden, co-founder of Insane Logic, in our One Million by One Million premium programme. Insane Logic is an education technology (EduTech) startup that provides interactive communication products to the education and health sectors.

Zoe Peden spent the first nine years of her graduate life working in the education and academic publishing industry in product development and editorial. In 2007, Peden started as a senior manager at The Makaton Charity, a UK-based communications charity that owns a proven language programme consisting of sign language and symbols that aid language acquisition and development to build effective communication skills. It is primarily used for children and adults with learning disabilities but can also be used for unimpaired pre-school

children.

Makaton has been around for over 35 years and was used by mainstream primary and special schools throughout the UK. All the resources were on paper and in VHS video format, and customers were begging for a more mobile version.

Peden left the charity in 2010 to start a prototype of the language programme on the iPad and formed Insane Logic with her friend and technical co-founder Andrew Jackman.



Peden and Jackman launched Insane Logic's flagship product MyChoicePad a year ago, targeting schools and the speech and language therapy markets. Since then, MyChoicePad has taken over Peden's life.

MyChoicePad is an alternative toolkit for language development and communication that enables children and adults with learning or communication difficulties to build confidence to communicate and interact more effectively with peers, teachers, employers and co-workers, and parents.

In September 2011, Peden became a Big Venture Challenge Winner in a competition organized by the UK charity for social entrepreneurs. The competition aimed to find the 25 most investable social entrepreneurs in the UK. All the winners received a grant and three years' support to help them scale their businesses. In 2012, MyChoicePad was a finalist for Innovation in the Technology4Good awards.

Insane Logic was selected for Telefonica's first UK business accelerator programme, Wayra, in June 2012. Currently, the company has 1,100 paying customers spending an average of £120 and 5,000 customers on the free version of the application. Forty percent of all downloads have taken place in the last three months. The company is now getting the word out about how MyChoicePad can help language development and provide access to alternative communication for the 1 in 10 children in the UK who enter school with speech, language and communication needs.

Peden and Jackman are now looking to build partnerships in the education and health sectors to increase distribution for MyChoicePad.

Peden and Jackman are also extending the brand to a more mainstream audience with the release of a series of three game applications. These are all around building effective language development by using sign language, symbols and pictures. They are aimed at the parental market, specifically for parents with children under five years old, in addition to the special needs market that Insane Logic has with MyChoicePad. The first game, MyChoicePad Memory, should be out in the UK Appstore in September 2012.

Finding the right partnerships to expose the brand to a broader audience is a challenge for the company. UK parents, teachers, kids and speech pathologists love the product, but Peden and Jackman need to chart a path to be heard above the noise of the bottomless pit called the iTunes application store.

*(**SramanaMitra** is the founder of the One Million by One Million (1M/1M) initiative, an educational, business development and incubation programme that aims to help one million entrepreneurs globally to reach \$1 million in revenue and beyond. She is a Silicon Valley entrepreneur and strategy consultant. She writes the blog Sramana Mitra On Strategy, and is author of the Entrepreneur Journeys book series and Vision India 2020. From 2008 to 2010, Mitra was a columnist for Forbes. As an entrepreneur CEO, she ran three companies: DAIS, Intarka, and Uuma. Sramana has a master's degree in electrical engineering and computer science from the Massachusetts Institute of Technology.)*

© 2014 Copyright **Education Insider**. All Rights reserved.