

## PRESS RELEASE

### **JULES Corporation Selected as Unbound50 – Top 50 Disrupting Startups Building the Future of Tech in Southeast Asia**

Singapore, 27 June 2019

We are proud to be selected as part of **Unbound50 at Innovfest Unbound 2019**. In partnership with **Singapore’s Infocomm Media Development Authority (IMDA)**, Innovfest Unbound is organised by **National University of Singapore (NUS)** and is **Southeast Asia’s largest and most exciting innovation festival** where brands connect with disruptive innovation and explore Asian opportunities. In 2019- Innovfest Unbound is the anchor event of Smart Nation Innovations.

**Unbound50** identifies and showcases disruptive startups with the most innovative solutions that are driving the future of technology developments in Southeast Asia.

#### **About JULES Corporation**

**JULES Corporation Pte Ltd (“JULES”)** is a Singapore Social-Enterprise and award-winning global software Education Technology (“EdTech”) company, with a mission to **prepare our children for the jobs of the future**.

The world we live in is changing rapidly with advanced technologies such as A.I., Machine-learning and Robotics; but our education system has remained largely unchanged. For the first time in history, we do not know what to teach our children. The jobs of today will disappear and be replaced by new jobs that do not exist today.

To meet this urgent need, JULES has taken a different approach to education. We equip our children with **thinking skills: to create, to analyze and to problem-solve** – developing the most important asset for success in the 21st century, their own **nimble, creative minds**. We teach them at the **youngest age**, where the **impact to their cognitive development is maximized** (i.e. between ages of 4 to 8 years old); so that they will have a strong foundation to meet the ever-changing needs of the future – regardless of their prevailing educational system.



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Our first solution is the **World’s 1<sup>st</sup> Proprietary “School of Fish (“SoF”)” – Digital Literacy B2B Curriculum focused on Computational Thinking skills for Preschoolers**. Developed after 2 years of extensive R&D by our global team of experts of early childhood educators, world-class game designers, animators, pediatric neuropsychologist and digital technologists; and further trialed at kindergartens for active engagement and feedback from pre-schools, teachers, parents and children. “School of Fish” recently **won an award** under the category of **Gaming, Simulation and Immersive Learning** at the prestigious **2019 IMS Global Learning Impact Award**.

“School of Fish” is currently being deployed commercially across preschools in **Singapore, HK, Taiwan and China**; with over 50,000 hours of lessons taught, over 5,000 kids enrolled, and more than 150 teachers trained in over 100 preschools. As part of our CSR efforts, we have been selected by **UNICEF to partner with Vietnam MOET** for a pilot roll-out in Q4 2019.

Building on the success of SoF, we will be creating a **B2C extension** of the solution that will initially target the parents from our B2B customer base as well as a holistic platform **“JULES ZONE”**, an **all-in-one APP for children, parents and teachers**- offering a range of gamified content (both in-house and 3<sup>rd</sup> Party) focused on **learning of 21<sup>st</sup> Century skills**; anchored by an **“Adaptive Learning Engine”** and a **“Personalised Learning Companion”**.

For further information, please contact:

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