Case Study: Adaptive Curriculum

Company Information:

Adaptive Curriculum is a division of Sebit Inc, a leader in using technology to further learning in math and science. Adaptive Curriculum uses realistic, engaging visuals and hands-on activities to help students develop the knowledge and critical thinking skills they need to improve their performance in middle school and high school. Adaptive Curriculum believes that math and science education can be transformed so that every student can excel, contribute to our society, and help improve our nation’s competitiveness in the global economy.

By 2007 Sebit of Ankara, Turkey, had successfully developed and marketed their educational software with over 2 million Turkish student users. Designed to motivate and teach primary students, the product was ideal for the US education market. To ensure their product’s success, Sebit’s leadership needed expertise in US marketing and education spaces. They sought a creative solution to their problem.

Relationship with ASU:

Sebit’s search led them to SkySong. ASU SkySong partnered with Sebit, providing knowledge and global soft landing tools that allowed the Turkish company to expand into the US. Utilizing ASU SkySong’s faculty and staff, Sebit was able to modify their product and adapt it for the American K–12 educational system. From infrastructure, staffing, and recruitment, to research, product development, and marketing, ASU SkySong was instrumental in helping develop the necessary plan for Sebit’s product to succeed.

Adaptive Curriculum was born out of this strategy. Under the direction of Paul Skiera, Director of ASU’s Technology Based Learning and Research center (TBLR), Adaptive Curriculum launched in the US after one year of research. The company has grown from having no business model and no infrastructure to having over 50 US employees and winning seven academic awards for excellence.

Looking Forward:

Adaptive Curriculum continues to refine its product and to leverage the tools ASU provides. Jim Bowler, CEO, said, “Adaptive Curriculum has developed a truly unique math and science solution with ASU’s resources and connections.” Bowler explains that ASU’s worldwide experts in math, science and online learning theory contribute to the content and design of the interactive activities to deliver effective instruction that improves performance on high-stakes tests, and enhances college and career readiness. “This has been a great partnership for both Adaptive Curriculum and ASU,” he concludes. Bowler says this model is being cultivated for the grade school level and will soon be developed for the high school level.

As the company grows, ASU will continue to provide expert support and guidance. With over 2.5 million users worldwide Adaptive Curriculum’s focus is now shifting to the consumer market with the introduction of a direct-to-consumer solution as well as Spanish language versions of their software to assist English language learners. As part of the SkySong ecosystem, ASU will continue to be a catalyst for and supporter of Adaptive Curriculum’s success.