



AYW Corporation Co., Ltd.

165/35, Ramintra Road, Anusawari, Bang Khen, Bangkok 10220

Tel : 02 026 6355 Fax : 02 024 9255

Tax ID : 0125552011162

โรงเรียนจอมสุรางค์อุปถัมภ์

เลขรับ.....2675.....

วันที่.....14.5.2566.....

เวลา.....

หนังสือขอแนะนำ

วันที่.....14.....เดือน ธันวาคม พ.ศ. 2566

เรื่อง ขออนุญาตนำเสนอ Software Pickatale

เรียน ผู้อำนวยการสถานศึกษา

สิ่งแนบมาด้วย : รายละเอียดเบื้องต้นของ Software Pickatale

AYW Corporation Co., Ltd. เป็นบริษัทที่นำ Software Pickatale จากประเทศสวีเดนเข้ามาเพื่อให้นักเรียนไทยได้มีความรู้เกี่ยวกับภาษาอังกฤษเพิ่มขึ้นปัจจุบันเด็ก ๆ ในประเทศไทยประสบปัญหาเด็กนักเรียนมีสมาธิสั้น ส่วนมากเด็ก ๆ ดูแต่ Youtube และเล่นเกมออนไลน์กันในปัจจุบัน เนื่องจากไม่มีคอนเทนต์ดี ๆ อ่าน ไม่มีสื่อการเรียนการสอนนอกห้องเรียน ยกตัวอย่าง เช่น หนังสือที่ให้ความรู้มีในห้องสมุดแต่ Software Pickatale สามารถอ่านได้ทุกที่ผ่านทางโทรศัพท์มือถือหรือ Ipad, Tablet เป็นต้น มีคอนเทนต์ดี ๆ ให้ศึกษา ซึ่งได้รับมาตรฐานระดับโลก คือ Oxford Reading Tree ได้ฝึกอ่าน ฝึกพูด ฝึกเขียน ฝึกทำแบบฝึกหัด ทำให้มี Skill ในการใช้ภาษาอังกฤษที่ดีขึ้น ที่สำคัญชีวิตของเด็กนักเรียนไม่ได้อยู่แค่โรงเรียน สามารถหาความรู้จาก Pickatale ได้ทุกที่ทุกเวลาทำให้มีทักษะเรื่องภาษาอังกฤษเพิ่มขึ้น โดยเนื้อหาที่มีทำให้เด็ก ๆ มีความสนใจในการใช้งานและศึกษาข้อมูลเป็นอย่างมาก

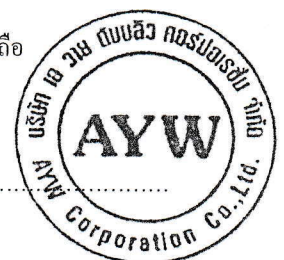
ข้อดีและประโยชน์ของ Software Pickatale มีดังนี้:

1. มีหมวดหมู่เพื่อให้ง่ายต่อการใช้งาน เช่น หมวดการผจญภัย และหมวดเกี่ยวกับสัตว์ เป็นต้น
2. มีแบบฝึกหัดให้ทำเพื่อทดสอบความรู้เบื้องต้นหลังจากอ่านหนังสือ
3. สามารถใช้เมาส์ที่วัดดูเพื่อทราบคำศัพท์ในหน้าที่อ่านได้ โดยทันที
4. มีภาพเคลื่อนไหวระหว่างการอ่านเพื่อสร้างความสนใจในการใช้งานของเด็ก

ดังนั้นเพื่อเป็นการให้เด็ก ๆ ได้ใช้เวลาว่างให้เป็นประโยชน์เพื่อความสนุกสนานด้วยคอนเทนต์ที่มีมาตรฐานระดับโลก Software Pickatale จึงมีความสำคัญกับเด็ก ๆ ในประเทศของเราเป็นอย่างมาก ทางบริษัทฯ จึงขอความอนุเคราะห์พิจารณาตามหัวข้อที่กล่าวมาข้างต้น

ทางบริษัทฯ หวังเป็นอย่างยิ่งว่าจะได้รับความกรุณาจากท่านในการแนะนำเสนอในครั้งนี้และขอขอบพระคุณท่านเป็นการล่วงหน้ามา ณ โอกาสนี้ ทางบริษัทฯ ของเรามี Software Pickatale เพื่อให้ทางโรงเรียนได้ทดลองใช้ ครอบคลุมแจ้งกับตามอีเมลด้านล่างเพื่อรับ Username และ Password ทดลองใช้งานฟรี 1 เดือนครับ

ขอแสดงความนับถือ



(นายสุวัฒน์ ดวงบุญผา)

Sales Manager of Pickatale Thailand

AYW Corporation Co., Ltd.

ผู้ประสานงาน : นายสุวัฒน์ ดวงบุญผา โทรศัพท์ 062-9645644

E-mail: suppawat@aywcorporation.com



Reading Platform

“

Reading for pleasure is a more important indicator of future success than any socio-economic factors.

OECD 2002

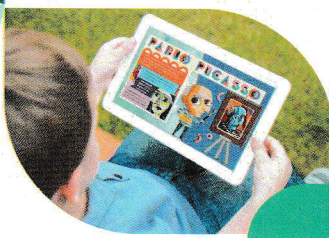


Vision & Mission



Vision

Accelerating reading & learning through fun and technology.



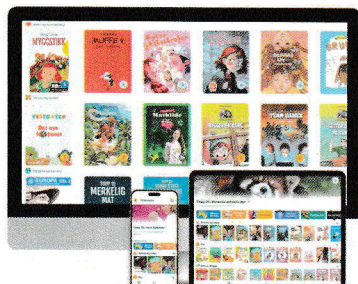
Ambition

To provide all children knowledge through high quality reading material. To use data and technology to positively impact every step of the learning process, making educators more efficient.



A Library For Every School

OVER 2,000 TITLES AND CONTINUALLY GROWING!



Digital Equity

Pickatale ensures all primary schools can maintain and grow their library regardless of school size, book budget or location by cutting the cost of physical books and giving 24/7 access to a constantly growing library available in school and at home via all digital platforms.

“Provides a plethora of good books that children can also enjoy in the comfort of their own homes

Good Shepherd Primary School, UK

“Less money spent on books that get taken home, which can go missing or get broken

Evelyn Street Community Primary School, UK

“Pickatale has saved us having to constantly think of the cost of new books

Belvedere Primary School, UK



History

THE PICKATALE STORY DATES BACK TO 2013.

1. Team

30 employees across multiple countries

2. Norway

Administration, Management, Marketing, Sales

3. Norway/Poland/Spain

Technical, Development

4. UK

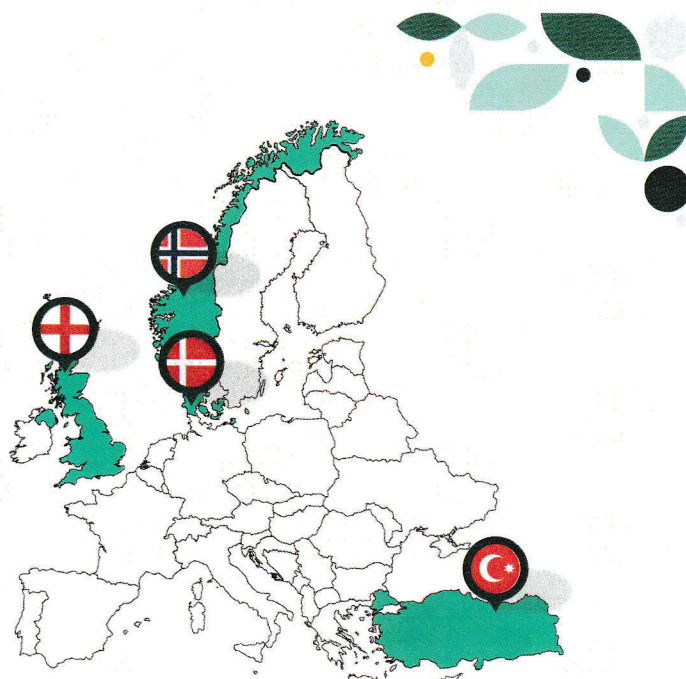
Content, Development, Design & Illustration, Product & Tech

5. Denmark

Sales

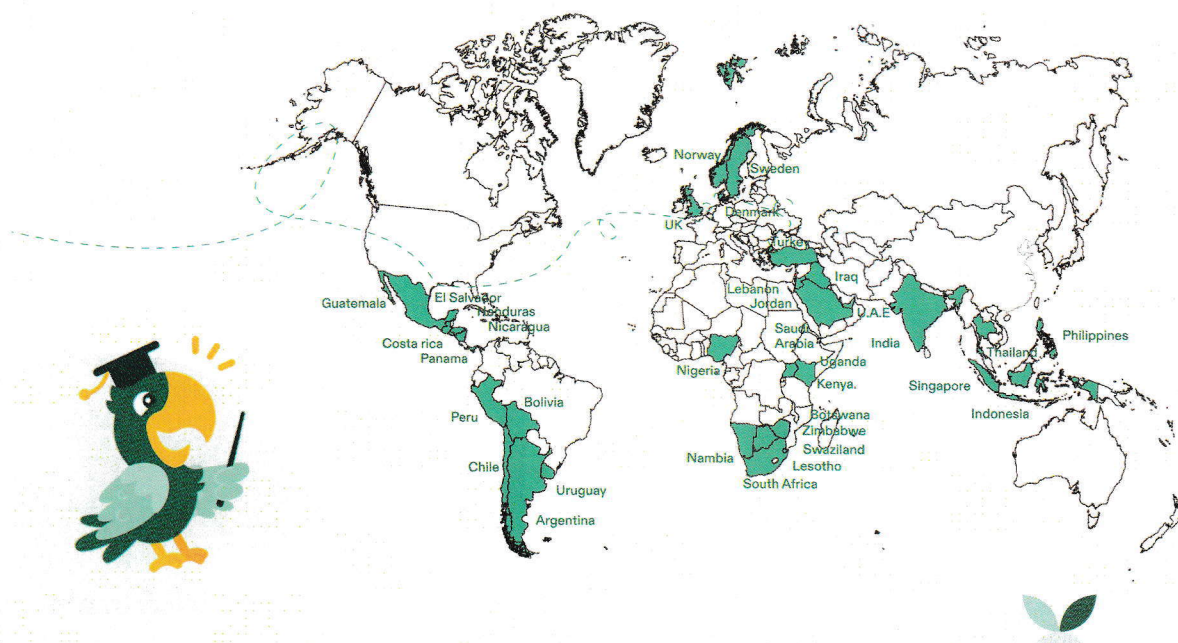
6. Turkey

Content ingestion, Formatting,





Over 10,000+ schools globally and growing



Pickatale accomplishments and ethos



Pickatale champions diversity

Research from literacy charities, such as the Book Trust and the Centre for Children's Literacy (CLPE), highlight the importance of diverse representation of characters and people in children's fiction and nonfiction books. Pickatale continues to play its part when commissioning and acquiring new content.

UKLA
UK LITERACY ASSOCIATION



GESS
EDUCATION
AWARDS
FINALIST
2023

Award-winning books

- UKLA/OU United Kingdom Literacy Association and The Open University Children's Digital Book Awards 2023 judged our Pickatale Originals to be highly recommended to schools.
- Finalist (Primary Resource/Equipment of the Year - GESS Awards 2023)



Proudly collaborating with exceptional authors



71% of teachers say students are more motivated to read with Pickatale than current reading schemes.

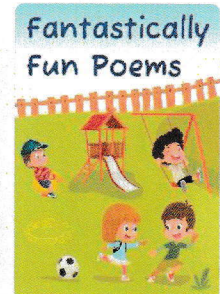
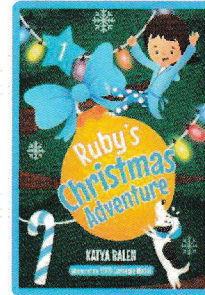
In the past year, Pickatale Original authors have included:

Katya Balen - Yoto Carnegie (UK's longest running children's award) award-winner 2022

Brian Moses - Primary schools' much-loved performance poet

Rachel Lawrence - Prize-winning children's publisher and writer

Baasit Siddiqui - Developing an exciting new book series with TV personality and educational entrepreneur



 **Pickatale**

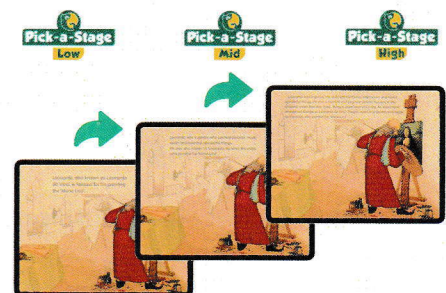
A product and service that schools can trust

Pickatale is rooted in evidence and best educational practice. We are continually developing our pedagogy.

- Top ratings in the **Ed Tech Impact** review site: our resources are developed using the latest educational research and advice.
- Pickatale commissioned **Prof. Natalia Kucirkova** through **WIKIT** to develop a scientific basis for our product and a systematic approach for monitoring and evaluation.

Fostering Individual Progress

- Books at different **Pickatale reading stages** allow students to progress at their own pace.
- The new **Pick-a-Stage** collection supports differentiation in the classroom. Children can access the same content as their peers but at an **appropriate reading level**.
- This category captures the essence of our mission to ensure every child experiences **reading success**.



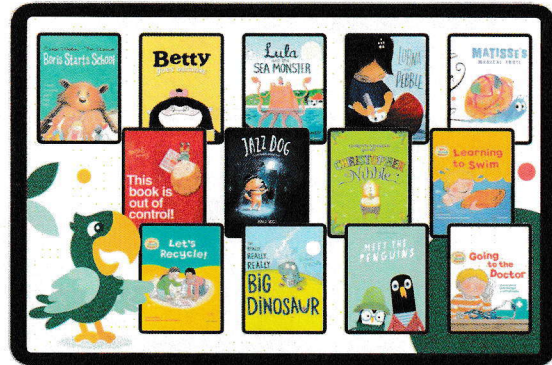
We are rated 4.6 out of 5
★★★★★
impact

 **Pickatale**

Pickatale Partner Content

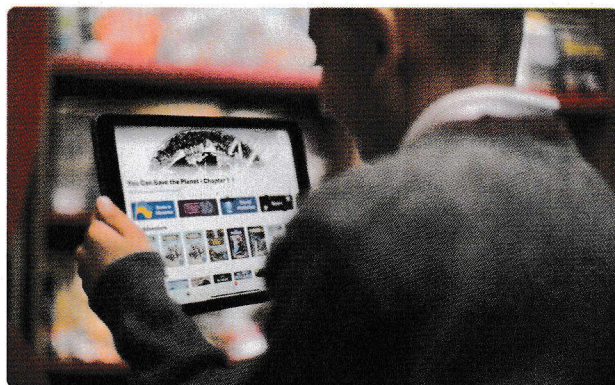
 Partners including Oxford University Press, Bearport, Cricket, Xist and Arcturus find the platform as a great tool to display their books.

 Children lose themselves in the adventures of their favourite characters.



Your New School Reading Platform is Here!

- Appealing **Netflix-style** interface to access book titles by category
- Library aligned to **CEFR** reading levels using Pickatale Reading Stages
- Supporting and engaging learners with interactive features, great for **EFL**
- **9 out of 10** teachers recommend Pickatale to colleagues
- **Competitively priced** annual subscription for schools



With Pickatale's library 'Children are enjoying reading more now!' Safa School, Dubai



Getting The Right Content to The Right User

Presenting the right content for each user filtered by age and interests and new titles



Showcasing specific titles, featured series and interactive features

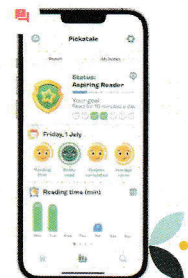


Quizzes for comprehension assessment



Live student reporting within the App

Overview of achievements and reading comprehension



 Pickatale

New Engaging Features

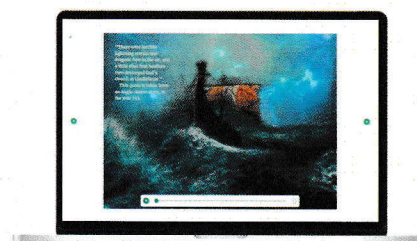
Pick-a-Stage



One book - 3 different levels

Differentiated books allow children to engage with the same content as their peers at their own reading and comprehension level.

Animated books



Animations that engage

Embedded, subtle animations designed to enhance reading engagement for even the most reluctant readers.

 Pickatale

Imminent new features

Pickatale Alive



Hear from real heroes!

Adding an extra layer of engagement and insight for readers, they watch a short animated introduction from characters who lived through significant historical moments.

Pickatale Sparks



Video book trailers

With Sparks, we're showing contextual videos ahead of our non-fiction titles to ensure greater comprehension and to simplify complex subjects. Students provided with context are proven to retain more information.



Upcoming Features on the Horizon



Top Picks

Curriculum-linked books

Add another level of topic engagement using these titles. Watch short video introductions before diving into a diverse selection of books that cover key topics across the curriculum.



Pickatale fluency

Student assessment tool

Introducing our comprehensive Student Assessment feature, teachers are given detailed feedback on student reading ability using real time read along voice recordings to assess class reading and comprehension capabilities.



Upcoming Additions: Landing Soon



Book creation tool

Create your own book for your class

Teachers can create a book on a specific topic and share it with the students in their class. Use innovative AI technology to write text, choose images and edit the content before reading the created book together.



Pickatale Tap-its

Embedded audio for readers to tap

70+ Pickatale Originals with extra audio functionality to engage all readers. Click on the embedded icon to hear sounds that enhance the story's narrative.

 **Pickatale**

A Truly Interactive Reading Experience!

1. Touch and listen option

Revolutionary touch and listen option transforms interactive experiences!

2. Different reading modes

Explore, learn, and immerse with our versatile, innovative reading modes!

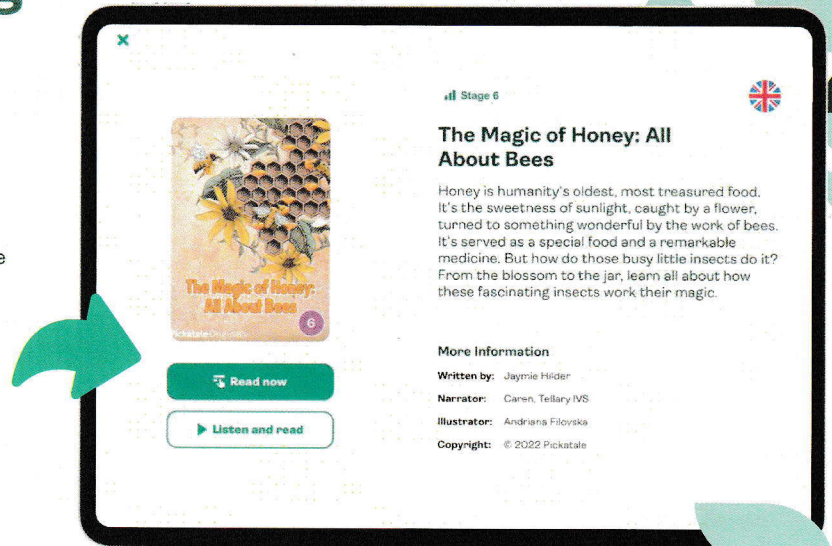
Intuitive audio functionality with a karaoke-style reading experience highlights the word as it's read or narrated.



 **Pickatale**

Fun and Engaging Titles

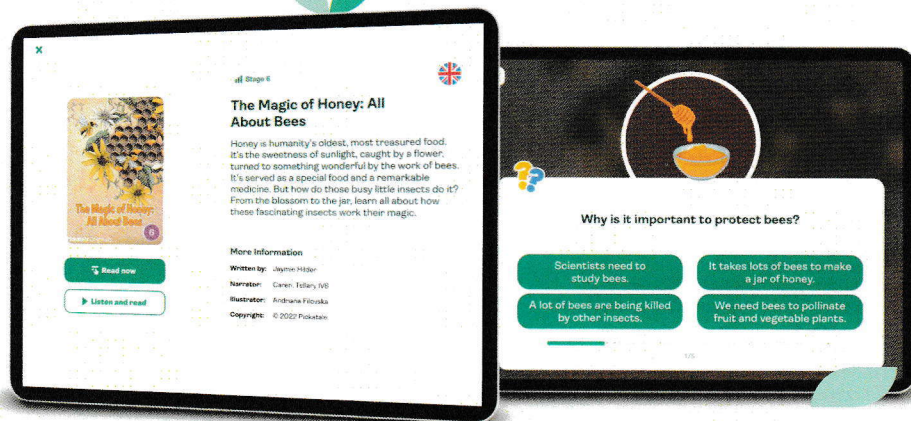
» All books are narrated for an immersive read-along experience. This increases independent reading ability, language development, vocabulary, a grasp of story structure and narrative, emotional development and of course a lifelong love of reading!



Quizzes

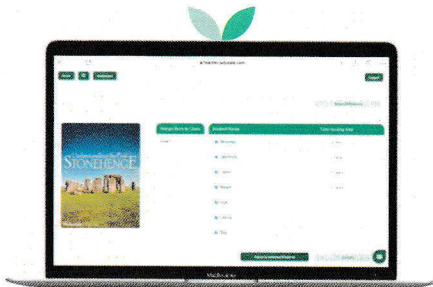
QUESTIONS FOR COMPREHENSION ASSESSMENT

- Vocabulary
- Retrieval
- Inference
- Explanation
- Summary/Sequence



Teacher Dashboard

QUALITY DATA TO SUPPORT TEACHERS TO KEEP TRACK OF STUDENT READING DEVELOPMENT



“It's easier than ever to monitor children's reading. With the teacher dashboard, we can easily find out how much children are reading, as well as how quickly, and whether they are understanding what they have read”

Good Shepherd Primary School, England



Assign homework to student or class



Accurate live reporting and analytics



Monitor students reading progress



Easily identify who needs more support



Thousands of fiction and nonfiction school-related books recorded in student reading records



Reading times and comprehension scores recorded in student app

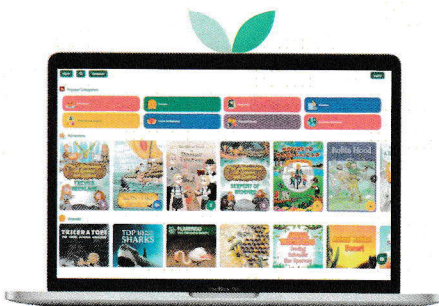


Live teacher dashboard and reporting so you can see your student's progress in real time, on any device



Web Reader

FURTHER EXCITING NEW FEATURES THAT EMBED PICKATALE IN THE CLASSROOM



Search and filter function



Read or listen to books



Narration (US and UK)



Clickable illustrations (Pickatale Originals)



Pinch to zoom



Text optimization options (text only mode)

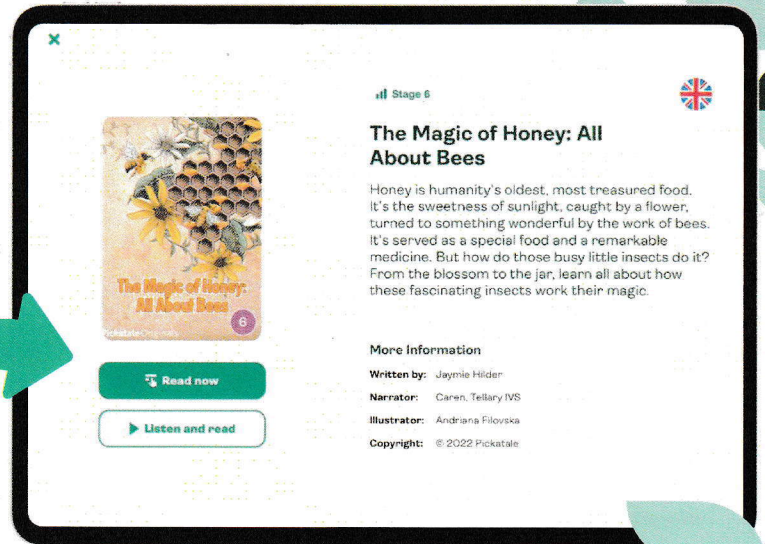
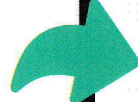
“I was shocked when I first saw the numbers of how many books our children are actually reading on Pickatale. Our stats are amazing. When we used to get books from the library, the children were limited to only two books per week. Now they have unlimited access to books. In fact, the boy who has read the most Pickatale books this year is somebody who I would say was not even really interested in reading before! I think the interactive side of it helps children engage as well.”

Safa British School, Dubai



Fun and Engaging Titles

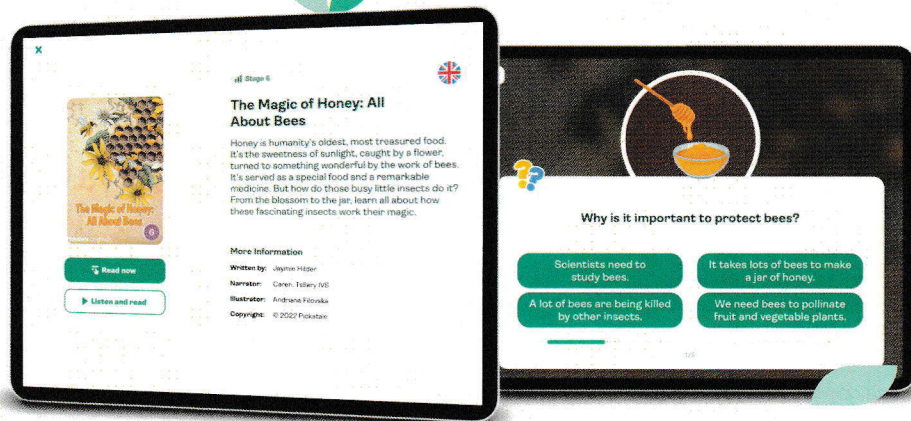
- » All books are narrated for an immersive read-along experience. This increases independent reading ability, language development, vocabulary, a grasp of story structure and narrative, emotional development and of course a lifelong love of reading!



Quizzes

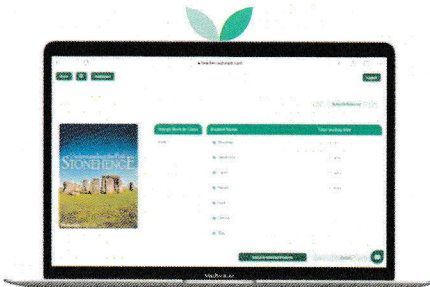
QUESTIONS FOR COMPREHENSION ASSESSMENT

- Vocabulary
- Retrieval
- Inference
- Explanation
- Summary/Sequence



Teacher Dashboard

QUALITY DATA TO SUPPORT TEACHERS TO KEEP TRACK OF STUDENT READING DEVELOPMENT



“It's easier than ever to monitor children's reading. With the teacher dashboard, we can easily find out how much children are reading, as well as how quickly, and whether they are understanding what they have read”

Good Shepherd Primary School, England



Assign homework to student or class



Accurate live reporting and analytics



Monitor students reading progress



Easily identify who needs more support



Thousands of fiction and nonfiction school-related books recorded in student reading records



Reading times and comprehension scores recorded in student app

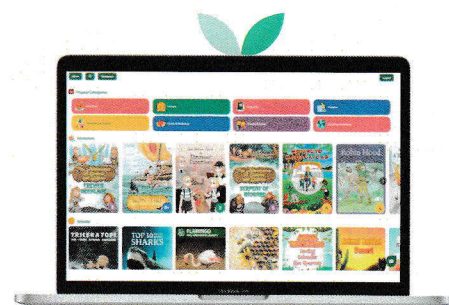


Live teacher dashboard and reporting so you can see your student's progress in real time, on any device



Web Reader

FURTHER EXCITING NEW FEATURES THAT EMBED PICKATALE IN THE CLASSROOM



Search and filter function



Read or listen to books



Narration (US and UK)



Clickable illustrations (Pickatale Originals)



Pinch to zoom



Text optimization options (text only mode)

“I was shocked when I first saw the numbers of how many books our children are actually reading on Pickatale. Our stats are amazing. When we used to get books from the library, the children were limited to only two books per week. Now they have unlimited access to books. In fact, the boy who has read the most Pickatale books this year is somebody who I would say was not even really interested in reading before! I think the interactive side of it helps children engage as well.

Safa British School, Dubai



Trusted Schools Partner

-  More than **200,000** children read with Pickatale every week
-  **Over 10,000+** schools worldwide use Pickatale
-  **9 out of 10** teachers would recommend Pickatale to a colleague



Reading Stages

Progressive Journey

The books in our library are levelled by difficulty, with each level offering children progression in their reading journey. Spanning eight stages, the books offer something for children of all reading abilities - from children who are just learning to read to advanced level readers.

Confident Levelling

We've designed a detailed framework for book levelling so that teachers and parents can have confidence that our books are age and ability appropriate, while also inspiring children and offering a relevant level of challenge.

- 0** Aimed at beginner readers who just learning to read.
- 1** Aimed at emergent readers who are beginning to read more confidently using knowledge of phonics to decode words.
- 2** Aimed at novice readers who read level-appropriate books silently or aloud.
- 3** Aimed at transitional readers who can read most level-appropriate books automatically with fluency and increasing stamina.
- 4** Aimed at intermediate readers who are able read increasingly complex books with confidence, fluency and more stamina.
- 5** Aimed at fluent readers who are able to read a broader range of complex books with confidence, fluency and stamina.
- 6** Aimed at fluent comprehending readers who are able to independently read challenging books with confidence, stamina and perseverance.
- 6+** Aimed at high-ability free readers who are able to independently read long, challenging 'real books' with confidence, stamina and perseverance.



CEFR correlation chart

Aligned Progression

To help you use our books alongside other reading schemes and programs, we've mapped our stages to age-related expectations for reading as well as CEFR. This is a best-fit mapping, which should only be used as a guide.

Individual Growth

Children develop reading skills at different rates, and it's normal for them to be reading above or below expectations or to be making progress at different rates. We believe that the most important outcome for is children to become inspired, confident readers who love reading.

Pickatale stage	Non Native Reading Ages (ELT)	Native Reading age (UK & US etc)	CEFR LEVEL		
0	3-6	3-5	Pre A1 and A1	Basic User	Breakthrough
1	6-7	5-6	A1	Basic User	Breakthrough
2	7-8	6-7	A2	Basic User	Waystage
3	8-9	7-8	B1	Independent User	Threshold
4	9-10	8-9	B1	Independent User	Threshold
5	10-11	9-10	B1	Independent User	Vantage
6	11-12	10-11	B2	Proficient User	Effective Operational Proficiency
6+	12+	11+	B2	Proficient User	Effective Operational Proficiency

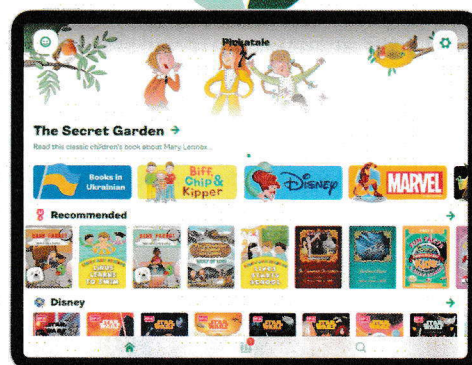


Case Study - Good Shepherd Primary School

WHAT'S BEEN THE BIGGEST BENEFIT OF PICKATALE TO YOUR SCHOOL?

It's impossible to name just one thing! Some of the best things have been:

- Students are now more motivated to read - the children particularly love the quizzes because they can compete with other students in the class; it becomes a bit of a game!
- Parents are more engaged with their childrens' reading journeys. I think this is partly because the children often have to borrow their parents' phones or devices to read, and so parents are more aware that they are reading in the first place. This then prompts conversations at home about what children are reading, and encourages an awareness of the benefits of literacy in general.
- It's easier than ever to monitor childrens' reading. With the teacher dashboard, we can easily find out how much children are reading, as well as how quickly, and whether they are understanding what they have read.



Better Results on Comprehension Tests

Transforming Reading Success

- Before Pickatale, we had huge numbers of children at Good Shepherd who didn't even qualify to take comprehension tests because they simply couldn't read the questions. Unlike with other subjects such as maths, we are not allowed to read the questions to them as that is part of the test. The majority of our students are now able to sit the comprehension tests with no trouble.

Joyful Reading Habits

- We just want children to keep reading, and to do it because they enjoy it! So the more they use Pickatale, the better. Even though we have 'traditional' books in the school, it's more likely that when you ask a child if they have been reading, they'll reply with "Yes, I was on Pickatale yesterday!" It's great. It's just what we want.



Case Study - Safa British School, Dubai

PICKATALE SUPPORTS THE CURRICULUM

How do you use Pickatale at Safa?

We obviously want to raise our attainment across the school, but in order to raise attainment, we know we need to increase reading for pleasure. That is our ultimate goal and Pickatale is helping us to get there!

We call it reading across the curriculum. So within all of our subjects, we'll map out books that can compliment what we're teaching. So, for example, we'll search for books that are linked to science. Pickatale has enabled us to read across the curriculum. We want our children reading all the time and in lessons now we can guide them towards books to use for research purposes and supplement our lessons. I think the books have supplemented our lessons really well.

Fantastic For Children Who Need Extra Support

How has Pickatale helped struggling readers?

There's, there's a boy who has read more books than any other student on Pickatale. He's our top reader across the school. He started off with a reading age of around seven years at the beginning of the school year and he has read and read and read with Pickatale. He's now coming out with a age of 10 reading! I can see his love for reading as well.



Normal Price**In-App Purchases**

1. Pickatale Monthly Subscription 259 Baht.
2. Pickatale Yearly Subscription 2,590 Baht

Special Price**In-App Purchases**

1. Pickatale Monthly Subscription 199 Baht.
2. Pickatale Yearly Subscription 1,990 Baht.

For school

1. 149 Baht Difference 50 Baht / Monthly
2. 1,490 Baht Difference 500 Baht / Yearly

**Pickatale****Thank you**

Contact To: Mr. Suppawat Duangbubpha
Sales Manager

Mobile: [062-964-5644](tel:062-964-5644)

Email: suppawat@pickatale.com

Website: www.pickatalethailand.com

Pickatale Asia Co., Ltd.

24/1 Sukhumvit 49, North Klongtan

Wattana, Bangkok 10110