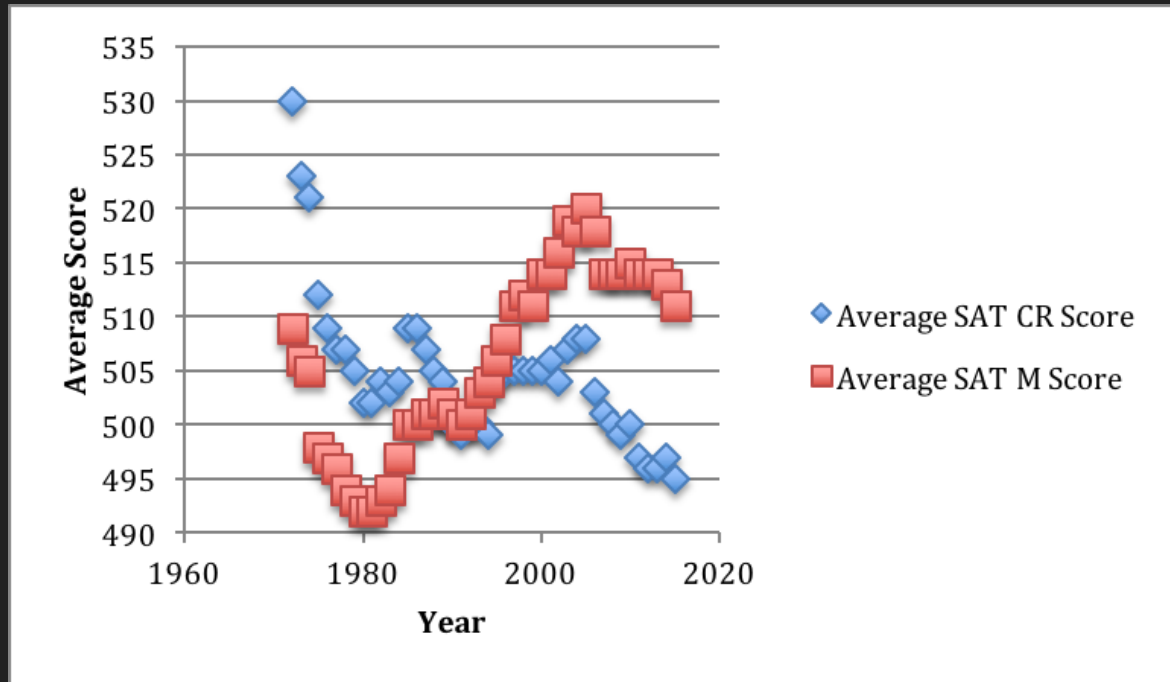
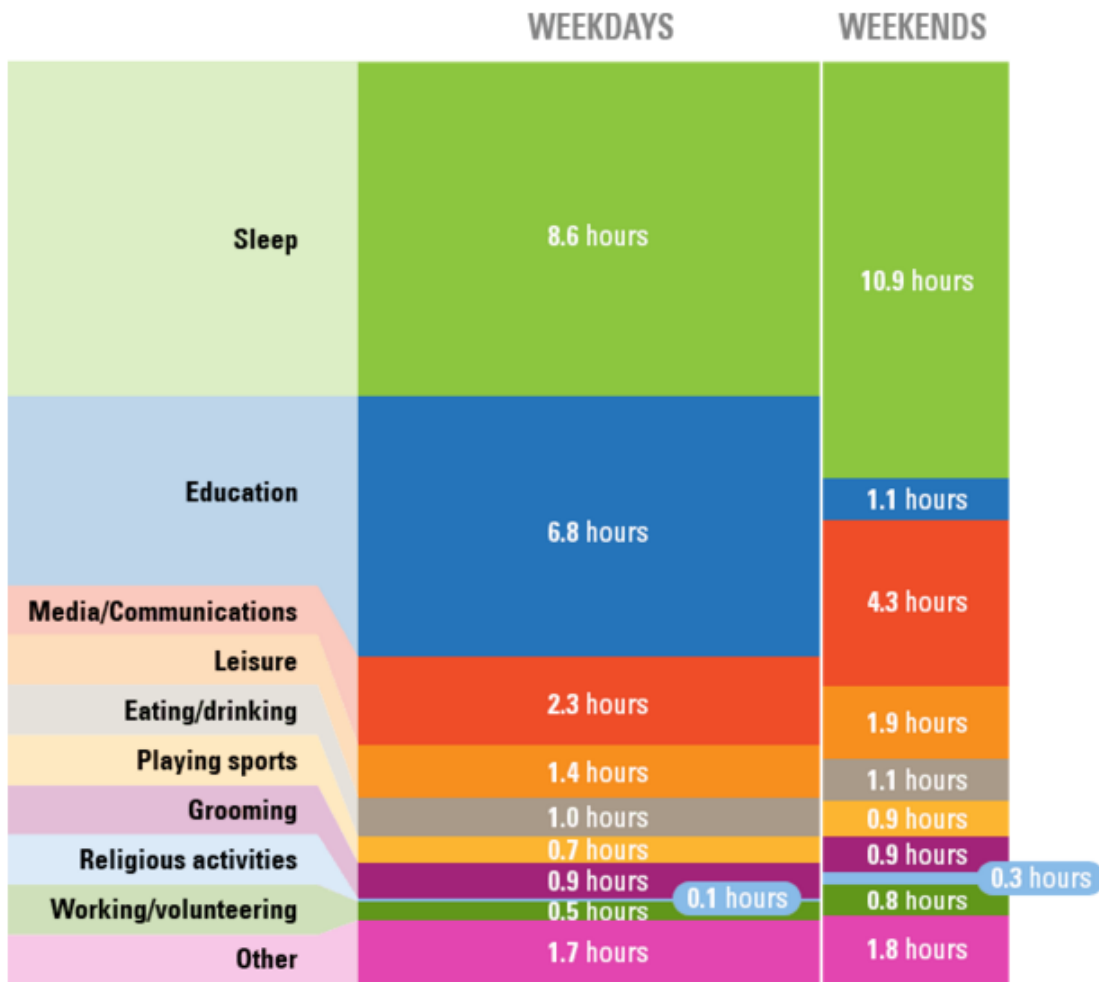




Taking the guesswork out of critical reading  
instruction.

# Past 30 Years: Math vs. Reading SAT Scores





Source: American Time Use Survey, Bureau of Labor Statistics, 2013.

# What's going on?

High school students spend the majority of their free time consuming media

In the past 15 years, our attention span has decreased from 12 to 8 seconds

US Department of Health & Human Services (2013)  
Microsoft attention spans (2015)

# What is Smartyreader?

Engaging content  
(NYT, FT, The Atlantic)

+

Close reading and writing  
questions

+






Vocab Acquisition tools

=






Data-driven, modular eReader  
web app

## New Smarticles

**Critical Reading** Increase your average score to  
unlock more difficult smarticles

Title	Author	Publication	Subject	Averages
 Beehive Management	Gareth Cook	Boston Globe	Social Science	56% -10min
 Introspective Or Narcissistic	David Brooks	The New York Times	Social Science	58% -12min
 A Call To Arms	Ethan Allen	N/A	Founding Fathers / Global Conversation	55% -19min
 To Improve Memory, Consider Chocolate	Pam Belluck	The New York Times	Science / Technology	58% -12min
 Passive Resistance	Steven Pinker	The Atlantic	Social Science	58% -9min

**Grammar** Increase your average score to unlock  
more difficult smarticles

Title	Author	Publication	Subject	Averages
 Junk Food (Diction)	Sarah Beauchemin	SmartyReader	Grammar Skill Drill	59% -8min
 Falling Into the "Uncanny Valley"	Betsy Beacom	SmartyReader	Grammar	58% -10min
 Zombies (Diction)	Sarah Beauchemin	SmartyReader	Grammar Skill Drill	57% -8min
 How Cats Became Domesticated	Sarah Beauchemin	SmartyReader	Grammar	58% -10min
 Tor (Sentence and Paragraph order)	Sarah Beauchemin	SmartyReader	Grammar Skill Drill	55% -8min



# Meet The Smarticle

- Content + Questions that reflect what's on the SAT/ACT/PARCC
- Optimized for any device

Nav

Open saved words

?

## Give Me Liberty Or Give Me Death

Answer all the questions to submit

No man thinks more highly than I do of the patriotism, as well as abilities, of the very worthy gentlemen who have just addressed the House. But different men often see the same subject in different lights; and, therefore, I hope it will not be thought disrespectful to those gentlemen if, entertaining as I do opinions of a character very opposite to theirs, I shall speak forth my sentiments freely and without reserve. This is no time for ceremony. The questing before the House is one of awful moment to this country. For my own part, I consider it as nothing less than a question of freedom or slavery; and in proportion to the magnitude of the subject ought to be the freedom of the debate. It is only in this way that we can hope to arrive at truth, and fulfill the great responsibility which we hold to God and our country. Should I keep back my opinions at such a time, through fear of giving offense, I should consider myself as guilty of treason towards my country, and of an act of disloyalty toward the Majesty of Heaven, which I revere above all earthly kings.

Mr. President, it is natural to man to indulge in the illusions of hope. We are apt to shut our eyes against a painful truth, and listen to the song of that siren till she transforms us into beasts. Is this the part of wise men, engaged in a great and arduous struggle for liberty? Are we disposed to be of the number of those who, having eyes, see not, and, having ears, hear not, the things which so nearly concern their temporal salvation? For my part, whatever anguish of spirit it may cost, I am willing to know the whole truth; to know the worst, and to provide for it.

I have but one lamp by which my feet are guided, and that is the lamp of experience. I know of no way of judging of the future but by the past. And judging by the past, I wish to know what there has been in the conduct of the British ministry for the last ten years to justify those hopes with which gentlemen have been pleased to solace themselves and the House. Is it that insidious smile with which our petition has been lately received?

# Asking the Right Questions

- Comprehension meets higher-order thinking
- Questions are
  - Color-coded based on difficulty
  - Categorized by analytical skill

“

Now MIT's Sandy Pentland has an answer to [this apple pie conundrum](#), and the answer is "data." In this month's Harvard Business Review, he describes years of work outfitting people with electronic badges to track their office interactions. The results suggest that successful teams have a clear [signature](#) - a [DNA](#) of team brilliance - and that lower performing teams can be readily improved with simple changes.

”

## Questions:

### "This apple pie conundrum" refers to

- Choosing between different data collection techniques
- The technological advances in data organization
- The apparent plausibility of unverified management philosophies
- A win-win situation

### As used in context, "signature" and "DNA" most nearly mean

- Pattern and blueprint
- Name and genetic structure
- Characteristic and building block
- Authenticity and theory

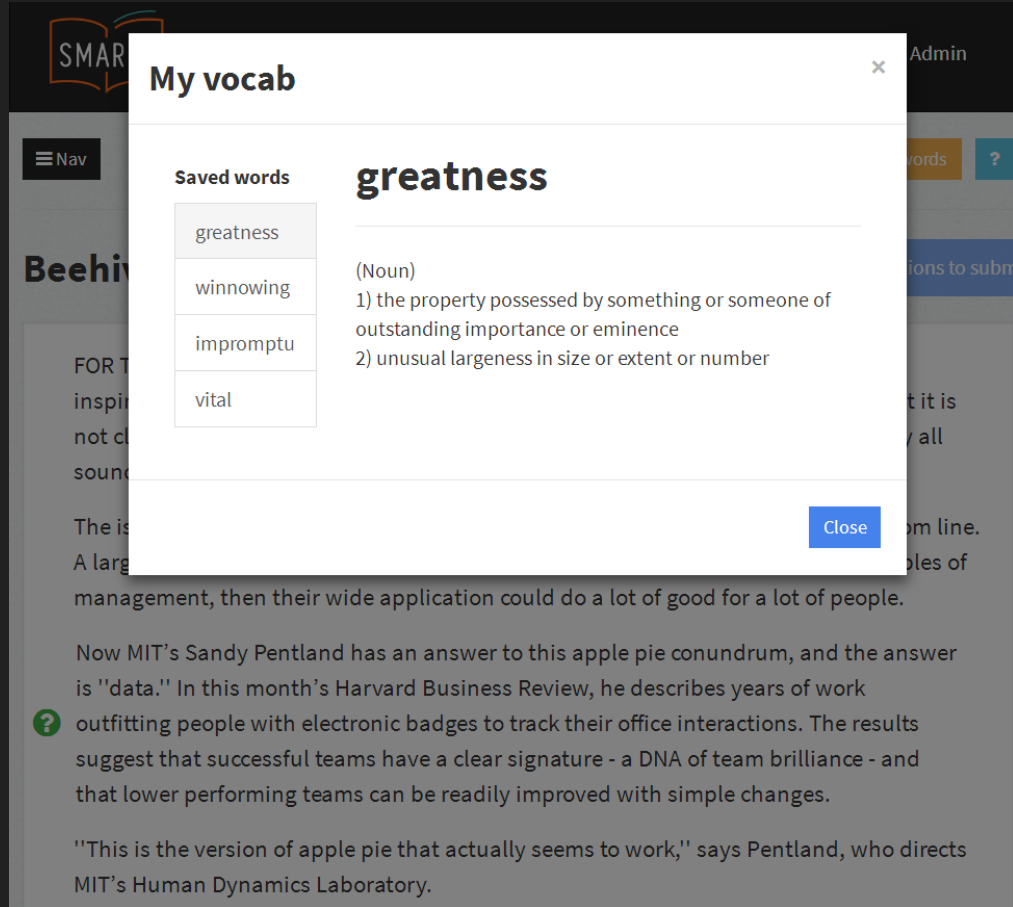
Close

the team, learning new things, and then share when they come back.

Pentland and his colleagues generate graphics with their data and the results are striking. They draw a circle of everyone in a team, with lines between them showing the intensity of communication. In dysfunctional groups,

# Seamless, Effective Vocab Acquisition

- Highlight to define any word
- Save its definition & context to your flashcard stack
- Test your understanding with synonym matching games



**My vocab** ×

**Saved words**

- greatness
- winnowing
- impromptu
- vital

**greatness**

(Noun)

- 1) the property possessed by something or someone of outstanding importance or eminence
- 2) unusual largeness in size or extent or number

[Close](#)

# Immediate Feedback

- Every question comes with a detailed explanation
- Benchmark timer to help with SAT time management

Results for

Hula

Library

Like

Share

347 people like this. Be the first of your friends.

Smarticle Score:

50% Correct

Time: 09:46

SAT Benchmark: 10:11

1. Q1: If the author were to delete the underlined segment, the sentence would lose:

[Hide paragraph](#)

The image of a smiling young Polynesian woman in a grass skirt, plucking a ukelele and dancing the hula on a sandy beach under swaying palm trees<sup>1</sup> came to represent Hawaii in the popular imagination during the early to mid-20<sup>th</sup> century. Even today, tourists visiting this island state often attend hula performances, viewing them as a required Hawaiian experience without understanding why. Many see hula as simply a typical Hawaiian performing art, and it is, but hula is also heavily weighted with a history of colonialism and cultural suppression, and the art form's transformation into a stereotype masks its central role in Hawaiian identity. Hula's shifting role in Hawaiian culture over the past two centuries reflect<sup>2</sup> outside influences, and the art form bears scars from its struggles with colonializers attempting to take a culture away from those to whom it belongs.

A. A unique insight into the geographical features of Hawaii

B. An illustration of a simplistic viewpoint.

C. The knowledge of where hula dancers were required to perform.

D. Nothing; the segment is unnecessary embellishment and serves no function

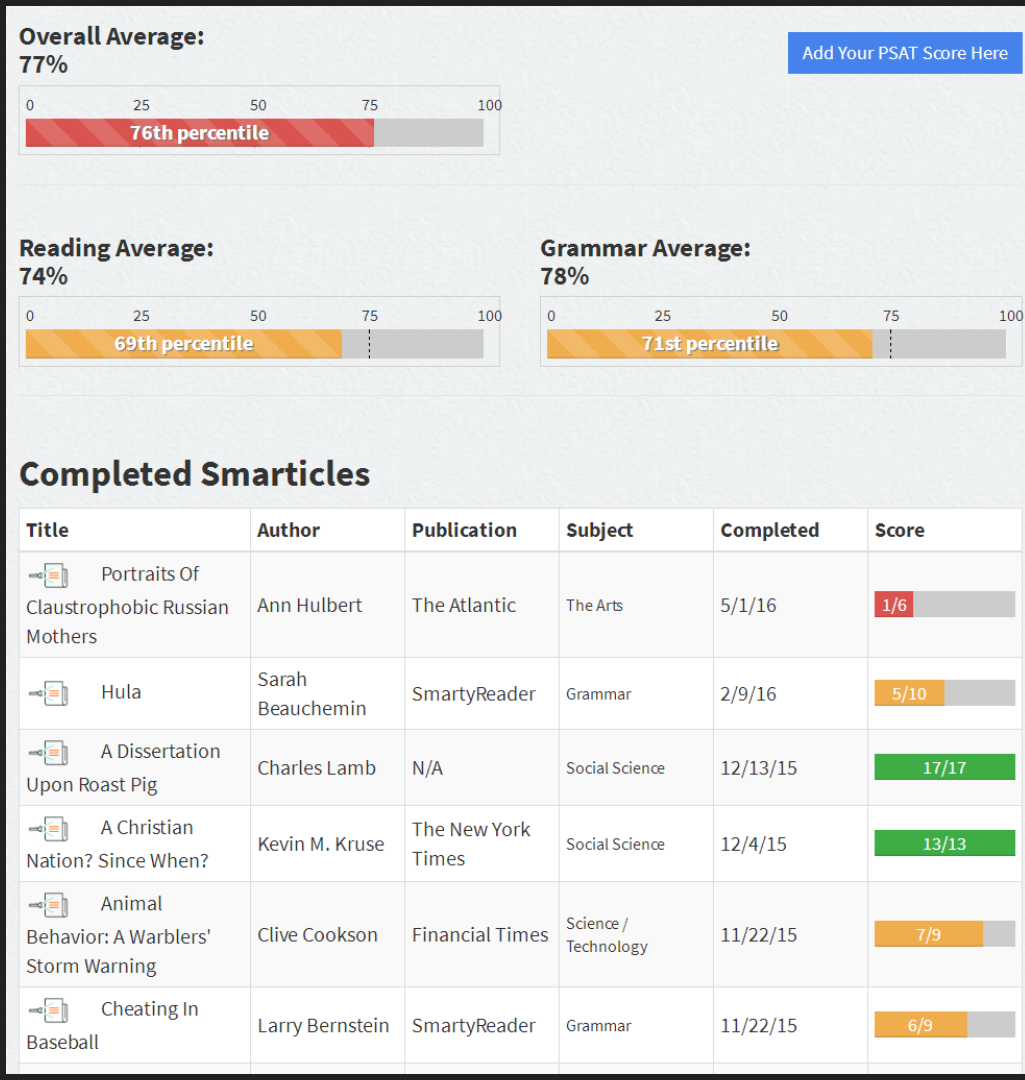
## Explanation

The author is using this introductory sentence to present the stereotypical image of a hula dancing scene. This image will later be dismissed as superficial. The correct answer is "an illustration of a scenic but simplistic viewpoint."



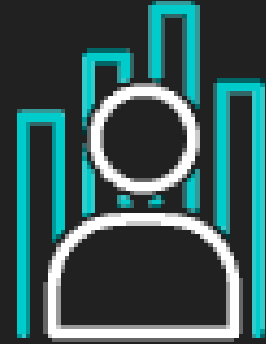
# Data-Driven Skill Building

- Self-monitor incremental improvement
- See how you stack up against all users
- Provide teachers, tutors, & parents with actionable insights



# Competitive, game-ified platform

- Collect SmartyPoints by beating the curve on each Smarticle
- Compete in weekly Smarticle tournaments
- Redeem points for sponsored prizes
- Oh, and significantly improve your critical reading and writing score, too



# Our Team

## Ian Siegel, Co-founder & CEO

- Over 12,000 hours of test prep and tutoring experience
- Written over 2,000 critical reading questions
- Director of Streamline Tutors, LLC
- Degree in English & Spanish Lit, Vanderbilt University

## Nestor Walker, Co-Founder & Lead Developer

- 6 years of consulting programming experience
- Ruby on Rails, Angular
- BS in Computer Science from Elon University

## Grace Ascolese, Research Consultant

- Principal of Ascolese Associates (market research firm)
- Directed the successful implementation of products and services for AOL, DIRECTV, Comcast Cable, and MTV Networks

