

Nomination: 20812

MindChamps

Page: General Information
Name of Organization / Company MindChamps
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Web Site Address https://www.mindchamps.org/ (https://www.mindchamps.org/)
Page: Entry Information
Entry Title MindChamps
Category B01 - B12 - Award for Excellence in Corporate Innovation > B02C. Award for Excellence in Innovation in Consumer Product & Service Industries - 100 or More Employees
Submission Format An Essay of up to 625 Words
Essay <p>Patents are commonplace in the tech and pharmaceutical sectors, however, are extremely rare in education. MindChamps is the only brand to have achieved a historic first by attaining patent status across three territories – the US (Patent No: 11,790,800), the UK (Patent No: GB2607416), and Australia (Patent No: 2022202096). Examiners in three different patent offices had to be convinced that MindChamps' unique education programme's components were novel enough to warrant patents, and formed key elements of a methodology that was truly a breakthrough approach. The innovation of this methodology lies in its ability to enhance students' interdisciplinary cognition – the brain's capacity to develop understandings (and neural networks) that integrate skills in multiple disciplines simultaneously.</p> <p>The MindChamps patented education methodology draws on fundamental concepts shared between five literacies: Numeracy, Language, Social, Emotional, and Music, and functions as a bridge and a catalyst for the development of other literacies. Therefore, instead of the traditional method of teaching subjects such as numeracy, language, and social skills in separate silos, this education programme takes an interdisciplinary approach, developing shared fundamental concepts across numerous subjects, leading to greater understanding.</p> <p>The MindChamps patent has undergone a three-year empirical research study, where the programme demonstrated significant improvements in scores on internationally recognised measures of language literacy (Test of Preschool Early Literacy - ToPEL) and numeracy (Test of Early Mathematics Assessment - TEMA), as well as results in music literacy that were a remarkable 1.5 standard deviations higher than similar students who did not participate in the programme.</p> <p>These results attracted the interest of major universities, including the University of South Australia, which has already commenced the next phase of study on the programme. The university's cognitive neuroscience laboratory conducted controlled field tests at MindChamps PreSchools in Singapore using electroencephalography protocols. The research results are expected to greatly enhance the development of learning experiences that engage children and deepen the neuroscience community's understanding of early childhood brain development.</p> <p>MindChamps has also developed unique teaching methodologies that help to nurture its young Champs. Under David's leadership, MindChamps gathered global experts from the areas of Education, Psychology, Neuroscience and Theatre, including the world-renowned neuroscientist Emeritus Professor Allan Snyder FRS, to create a revolutionary approach to education – the 3-Mind Education Model that nurtures the Champion, Learning and Creative Mind in young children.</p> <p>MindChamps aims to push the boundaries of education, using a carefully curated curriculum that's research backed to create a truly one of a kind experience. Developed by a team of early literacy experts under David's leadership and guidance, MindChamps Reading is a proprietary programme that sparks a deep love for reading in children. Instead of traditional rote learning, MindChamps Reading focuses on developing a child's 3 Minds to make them a more proficient reader.</p> <p>While there are thousands of education brands globally, only MindChamps can claim the following:</p> <p>Hailed a Global Education Movement by No.1 New York Times and Wall Street Journal bestselling author Dr Joseph A. Michelli</p> <p>Created a breakthrough education methodology that attained patent programme status across 3 continents</p> <p>A renowned team of neuroscientists, and award-winning world-leading experts as part of its MindChamps Global Research, Advisory and Programme Development Team</p> <p>Created the revolutionary 3-Mind Education Model (Champion, Learning, Creative)</p> <p>Proprietary reading and writing programme backed by research, producing 200+ eBooks</p> <p>Granted WIPO-IPOS IP Award by the World Intellectual Property Organisation for excellence in the brand's Trademark Portfolio</p> <p>Requires all teachers to undergo up to 200 hours of professional training and accreditation, regardless experience</p> <p>Its research and education philosophy published in 6 bestselling books by major world publishing houses</p> <p>Nurtures every child to face the unpredictable world with the mindset of 100% Respect and Zero Fear</p>

For this category please provide

An essay of up to 625 words describing the nominated organization's innovative achievements since July 1 2020. **OR** a video of up to five (5) minutes in length illustrating the same. Describe the organization's innovative achievements in at least three (3) of the following areas: organizational management, corporate social responsibility, financial management, corporate communications, customer service, human resources and employee development, information technology, marketing, product design & development, and research & development.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

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