

For Immediate Release

MindChamps-University of South Australia Research Partnership Targets Breakthrough in Early Learning

ADELAIDE, Australia, 24 August 2022 – Combining a unique music-based integrative learning model with cutting-edge computing and neuroscience, a partnership between Singapore’s leading premium early learning provider, MindChamps, and the University of South Australia (UniSA) will conduct research into a breakthrough in learning strategies for young children.

The initiative was announced in Adelaide by UniSA Vice Chancellor Professor David Lloyd and MindChamps Founder CEO, David Chiem and builds on two decades of prior research by MindChamps AIR (Applied Integration Research). The collaboration will draw on expertise from UniSA’s Empathetic Computing Laboratory and cognitive neuroscientists in the Australian Research Centre for Interactive and Virtual Environments (IVE).

The ground-breaking partnership has two objectives:

1. to improve foundational musical and language literacy and numeracy among pre-school aged children and
2. to develop augmented reality (AR) technology that empowers children to learn remotely from expert teachers with minimal impact on children’s screen time.



“We are thrilled,” said David Chiem, “to partner with one of Australia’s most forward-looking universities to make a significant difference to the educational outcomes of young children,” while Professor Lloyd, shared, “By leveraging the expertise of our cognitive neuroscience and empathetic computing researchers with an established global early education provider, we look forward to seeing tangible results that can be applied in pre-school settings.”

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About MindChamps

MindChamps PreSchool holds the Number One position in market share of premium range preschools in Singapore with a market share of 38.5 per cent*. Its growing global presence includes premium preschools and enrichment centres in Australia, the Philippines, Myanmar, Malaysia and Indonesia.

Based on a cutting edge scientifically researched curriculum, MindChamps is helmed by a highly experienced management team and an esteemed MindChamps World Research, Advisory & Education Team, chaired by world-renowned Neuroscientist Emeritus Professor Allan Snyder (Fellow of the Royal Society). MindChamps is the only educational institute to collaborate with Emeritus Professor Snyder on the empirical research of the 3 minds model of education - the Champion, the Creative and the Leaning Minds, which is uniquely built into the MindChamps curriculum.

MindChamps' unrelenting commitment to excellence in cultivating young minds has led to the organization being honoured with some of the most sought-after industry awards in the Singapore education sector, as well as industry-wide recognition in the fields of intellectual property, franchise management and branding.

This includes being ranked amongst the top 50 of Singapore's fastest growing companies in 2019 and 2020 by The Straits Times and German-based global research firm Statista; winning the Influential Brands® Top Brands Award for eight consecutive years (2014-2022, 2020 was a year in which the awards didn't take place) and the Superbrands® Mark of Distinction for nine years in a row (2014-2022), the influencer Brands Top Employer Award (2019 and 2020) and the 2017 Dun & Bradstreet Business Eminence Awards. MindChamps was ranked in the top 1000 of Singapore companies for 5 consecutive years in Singapore 1000 Awards (2011-2015) and 8th out of 50 top companies in the 2017 Enterprise 50 Awards. In 2021, MindChamps was ranked 58th in Brand Finance's top 100 Brands in Singapore, being the highest new entrant and the only preschool in the list.

**Based on Independent market research as of 15 September 2017*