



## **The Alef Platform to benefit more UAE students in new deal**

iCademy, the only online school in the Emirates, taps leading edtech firm to boost digital learning

**Abu Dhabi, United Arab Emirates; Monday 5<sup>th</sup> April, 2021** – Alef Education, the leading edtech firm based in UAE, has signed a deal with iCademy Middle East for access to AI-powered distance learning platform.

Beginning of March 2021, more than 250 students from Grades 5 to 11 of the UAE's only online K-12 school will have access to the Alef Platform that will provide individualised learning modules and assessments in Arabic and Religion.

"iCademy Middle East is a great example of a purely online mode of education that has proved effective in successfully educating hundreds of students. Their accreditations with KHDA and the New England Association of Schools and Colleges attest to the quality of education they provide, and we are happy that they decided to use the Alef Platform initially for a single subject, with plans to include other subjects in the future," said Geoffrey Alphonso, CEO, Alef Education.

Alphonso says there is now an increasing realization among teachers and education professionals as well as parents that distance and online learning will play a significant role in educating our youth for generations to come.

"Distance learning has already proven its worth and effectiveness, no question about that. As various stakeholders in the education system gain more confidence in using online platforms, and as digital learning experiences continue to improve, I believe it will continue to grow as a viable mode of student learning in the future. We are delighted to be working with Alef Education, to help us offer a transformative learning experience for our students in the subjects of Arabic Language and Islamic Studies," said Cody Claver, General Manager, iCademy Middle East, which implements a curriculum that is aligned with Ohio and the US Common Core State Standards.

In addition to state-owned and operated schools in the UAE, Alef Education is now growing in popularity with private schools not just in the UAE, but also in the USA and Canada. More are expected to sign with the edtech firm as it rolls out its global expansion plans in the second half of 2021.

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**About Alef Education:**

Alef Education is a global education technology company based in the United Arab Emirates. Its vision is to design learning experiences that change the way the world is educated with improved learning outcomes. Its mission is to transform K-12 school systems with technology-enabled learning experiences that engage a more individualized sense of inquiry and empower the 21st century workforce. Today, more than 120,000 students in the United Arab Emirates and United States of America in more than 400 schools are using the innovative Alef Platform. In July, 2021 an additional 500,000 students in Indonesia will be using the award winning Alef Platform. Alef Education is committed to building engaged learning experiences for the 21st century learner. [www.alefeducation.com](http://www.alefeducation.com)

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**About iAcademy:**

iCademy Middle East is part of the [Pansophic Learning group](#) and has been based in Dubai since 2007. We successfully educate over 600 students and have enrolled over 4000 students. We have over 50 online teachers who are certified subject specialists, based regionally and in the US and Europe.

iCademy Middle East is a [NEASC \(New England Association of Schools and Colleges\)](#) accredited, private American online school for students in Kindergarten through Grade 12. We are licensed by the KHDA and provide NCAA eligible courses for athletes.

We combine the benefits of a traditional school with the flexibility of individual support and personalized plans. Our blended learning model allows students to study at home or in our Learning Center in Dubai Knowledge Park.