

Annual Report



2017



Message

Education plays a fundamental role in the transformation of lives and is the main driver for development. Our commitment, as a society, is to reinvent instructional strategies and educational content ensuring that children acquire necessary skills to face the challenges of the 21st century.

Play is essential for the learning process of children. TAK-TAK-TAK, our leading project, arises from this premise and its aim is that children learn in a funny way through educational video games. Thanks to this, children have been motivated to learn and have acquired skills, knowledge and behaviours that are useful for their lives. Teachers and parents have a fundamental role, so we have developed pedagogical tools, instructional strategies, trainings and other resources available in LabTak to help them in this task of paramount importance related to the transformation of education.

The great achievements for Inoma in 2017 are that our educational video games are already part of the @prendre 2.0 educational digital platform of the Mexican Secretariat of Public Education; and that our learning system and its instructional strategies are already included as a standard offer within the Curriculum Autonomy Component of the New Educational Model of Mexico, that will enable us to reach more children and public schools in the country. In addition, we have continued developing video games and strategies to satisfy more and more children and teachers who are under most unfavorable technological conditions and without connectivity.

We are very proud to have won the Creator Awards Mexico City from WeWork at the beginning of 2018 thanks to the effort made during 2017 and previous years. Being creditors of the Audience Choice award recognizes TAK-TAK-TAK as one of the best Mexican projects of great quality and innovation, and opens up the opportunity for us to benefit more children and young people.

We are sure that the TAK-TAK-TAK System has the potential to benefit 17 million children in Mexico and to expand to Latin America and other countries in the world, with the aim of improving educational quality opportunities for children and young people most in need.

We thank our donors, partners, associates and all the people who have supported our project. Thanks to your trust in us, we have benefited thousands of children and teachers through the TAK-TAK-TAK System.

Carlos Guzmán
Chairman of the Board

Antonio Purón
Executive President

Our Commitment

Education is a priority as a fundamental human right. Its fulfillment contributes to guarantee other rights. In that order having access to an education and even more, one with quality, becomes a catalyst to reduce poverty and improve the well-being and life quality.

Achieving a quality education is everyone's responsibility. Inoma, from the third sector, joins the Agenda of the Sustainable Development Goals 2030 of the UN, particularly with Objective number 4: Quality Education.

In addition, we are also convinced of the importance of acquiring the knowledge, skills and competencies required to face the challenges of work and life. Therefore, we also seek to promote 21st Century Skills, such as critical thinking, problem solving, collaboration, communication, among others.

TAK-TAK-TAK is the educational solution to improve elementary education in Latin America and the world. Through a learning system based on Information and Communication Technologies (ICT), we promote quality learning through game strategy.

Our goal is that any child in the world can access quality education, in order to help reduce inequality and poverty.



Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.



Our Adventure

2009 - 2011

Prototype design

2011 - 2012

Concept evaluation

2013

TAK-TAK-TAK
Todo es una aventura

2014

LabTak

2015

ReporTak 

2016

WSA 2016
winners

2017

Curricular
@prende 2.0

Beneficiaries



421,790

Children in TAK-TAK-TAK



11,564

Teachers in LabTak



407

**Schools that have
used TAK-TAK-TAK**

**Presence in more than
60 countries**



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LabTak Beneficiaries: Teachers, parents

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Deployment
of the TAK-TAK-TAK System

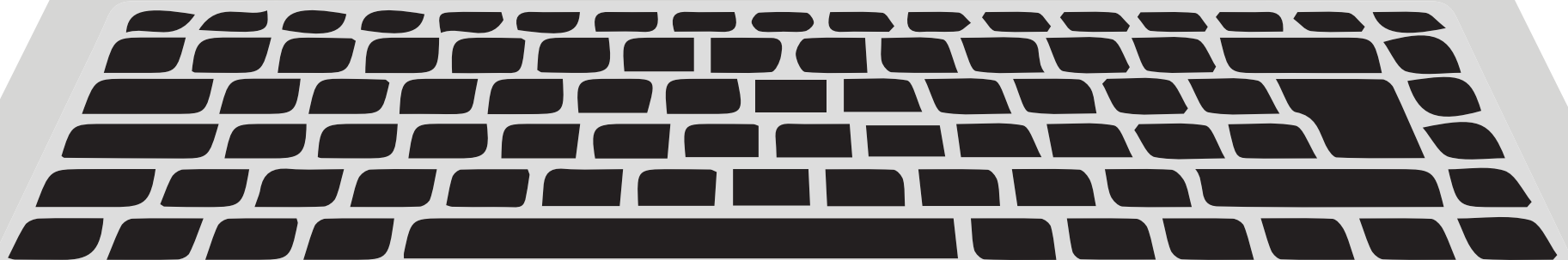
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Philosophy

Mission

Provide ludic-educational tools that, in addition to entertain, help each player improve, at his own educational pace, as well as to impel the use of information technologies in favour of education and its research.

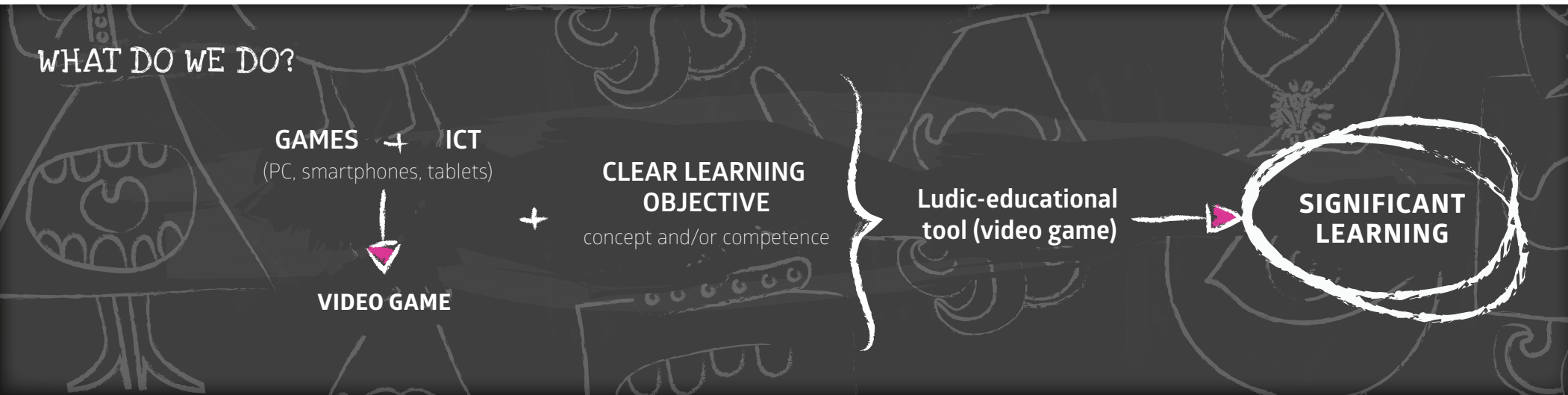
Vision

Any child with or without access to Internet, anywhere in the world, can play, entertain and sharpen his formal learning at no cost. In addition, we want to provide access to any teacher or parent new learning tools and resources.

Values

Equity, Commitment, Innovation,
Transparency, Quality, Account
Redemption, Responsibility

Inoma created the educational model combining technology and gaming at the service of a teaching objective that generates significant learning.



EDUCATIONAL VIDEO GAMES:

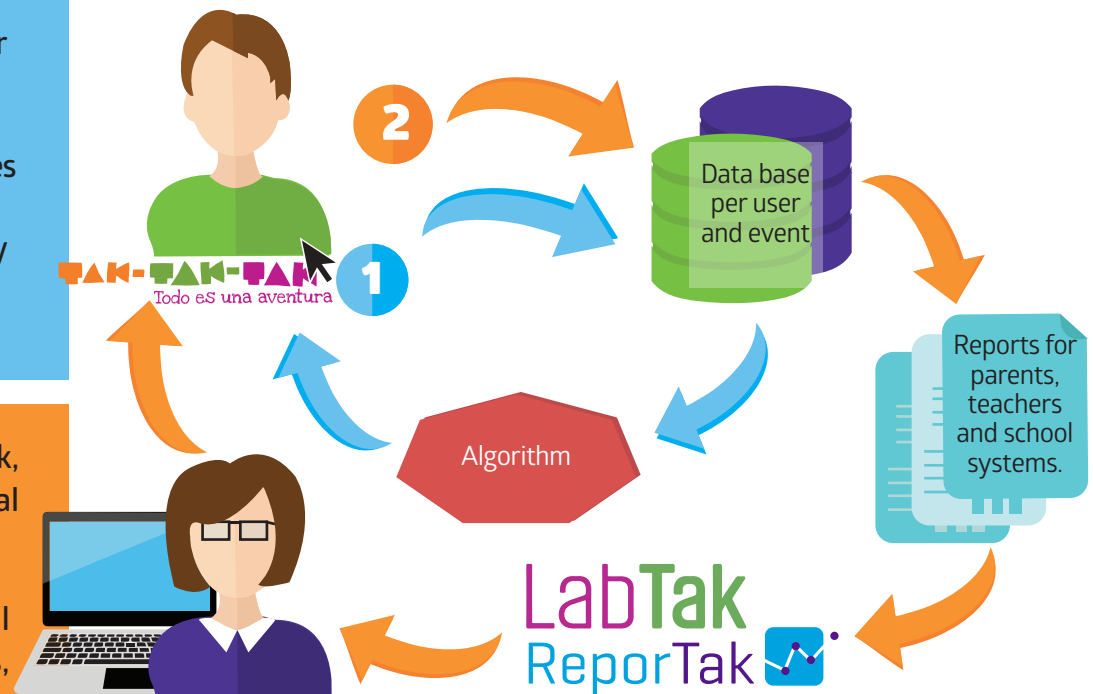
- Are tools that complement and support the learning process of children.
- Provide meaning in a multimodal space through the use of images, sounds, music, movement, by developing sensorial perceptions.
- Encourage the use of problem-solving skills, and develop strategies for the decision-making.
- Encourage the development of cognitive skills and abilities of the 21st century.
- Encourage abilities within a controlled and safe environment, where mistakes are experienced and children learn from it. And at the same time, they develop creativity and imagination.

TAK-TAK-TAK System

The educational model TAK-TAK-TAK consists of a spiral process in which, through educational video games freely selected by the child, his or her learning advances in proportion to the time spent playing. In addition, with the help of a teacher who has access to the child's results, a significant advance in the learning process can be achieved.

- 1
 - The child logs in TAK-TAK-TAK
 - Plays and has fun
 - Information related to the use of video games and his/her performance is saved
 - The site is customized according to their progress and preferences
 - The child learns and reinforces knowledge and skills by themselves

- 2
 - With the information stored, reports are generated, ReporTak, which help the teacher and parents to guide their instructional strategies.
 - ReporTak can be found on LabTak, and contains the pedagogical and playful explanation of video games, instructional strategies, pedagogical research on the use of digital tools, user manuals, and more.
 - With this the teacher acquires the knowledge and information of their students to support them in a more personalized way.





Beneficiaries: Children

Addressed to		Aligned	Video games
Children from 6 to 13 years old (primary school)		With the Education Program from SEP	86 video games
		With international programs (CCSS, 21st century skills)	In Spanish and most of them are also in English
Platforms		Subjects covered	Can be used without connectivity
Computers Smartphones (Android, iOS, Windows)		Mathematics	TAK-Server
		Spanish	TAK-USB
		Sciences	
		History	Other features Free
		Civics and ethics	
		Artistic education	
		Cognitive skills	Best mobile content for Learning and Education WSA 2016

Beneficiaries: Teachers, parents

Addressed to	Contains	ReportTAK
Teachers, directors, parents, scholars, researchers and anyone interested in learning through playful-educational digital tools	Pedagogical and playful information about video games	Video game usage report per student
	Instructional strategies	4 types of report: Subject, Concept, Video Game, Students
	Tutorials	
	Guidebooks	Learning indicator
	Usage reports (ReportTAK)	
Reach	Benefits of the reports	Can be used without connectivity
Computers	Save time	LabTAK Server Other features Technological and pedagogical training (on-site or online) Free help center Fine tuning of media classrooms
	Facilitate planning	
	Give personalized follow-up to students	
	Standardizes the results	

TAK-TAK-TAK System

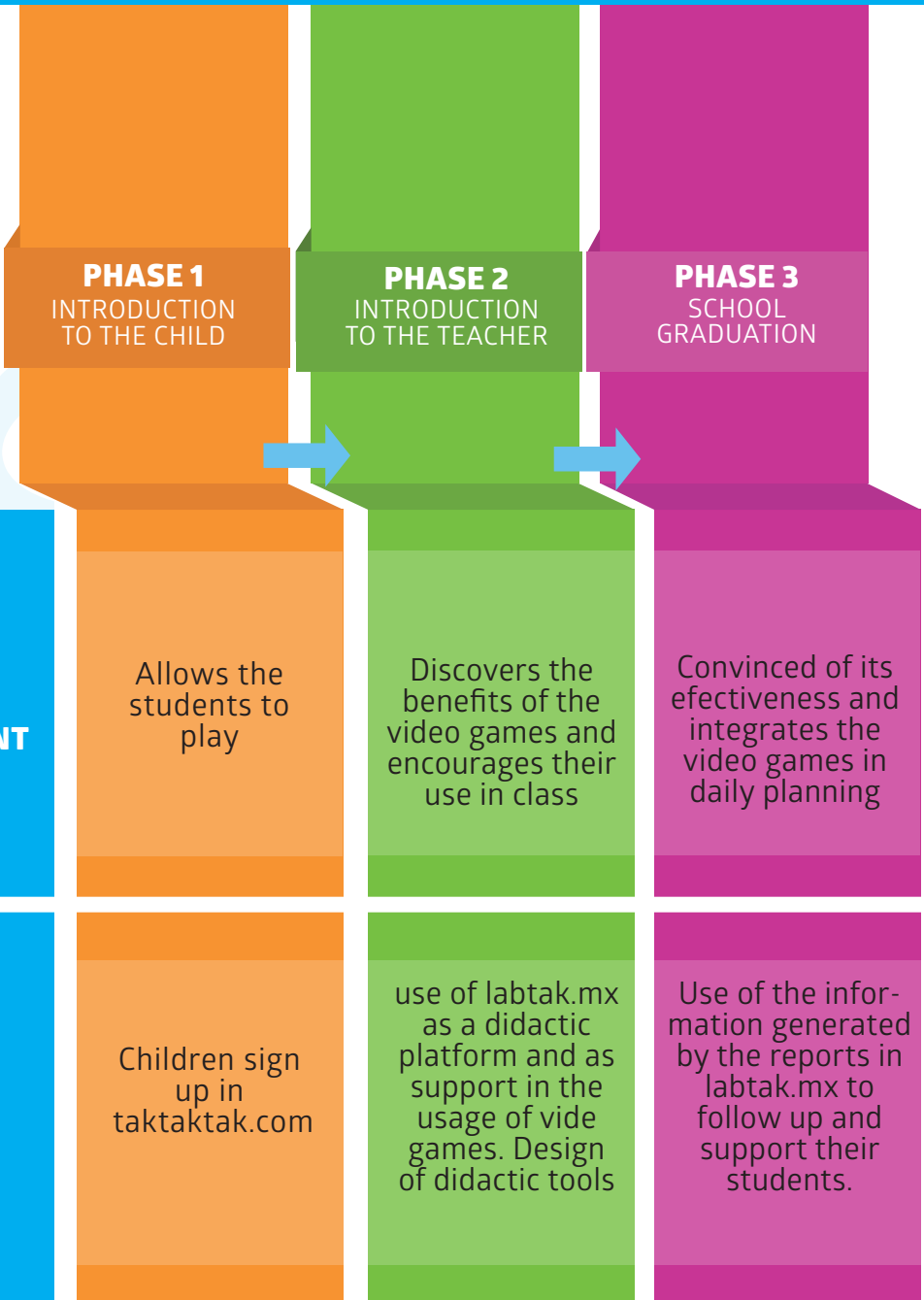


Inoma has two strategies for the project to be used and benefit more children. First teachers and students can visit taktaktak.com and labtak.mx at no cost and second Inoma offers support and training to teachers and educators in schools, media labs, libraries, and educational centers to adopt TTT according to their needs.

Introduction Model in Schools

Inoma offers:

- Media lab inspection and installation of the TAK TAK TAK
- System plug-ins
- Pedagogical training in game-based learning and the TTT as a curricular complement
- Generation and use of activity and advancement reports
- Follow-up visits



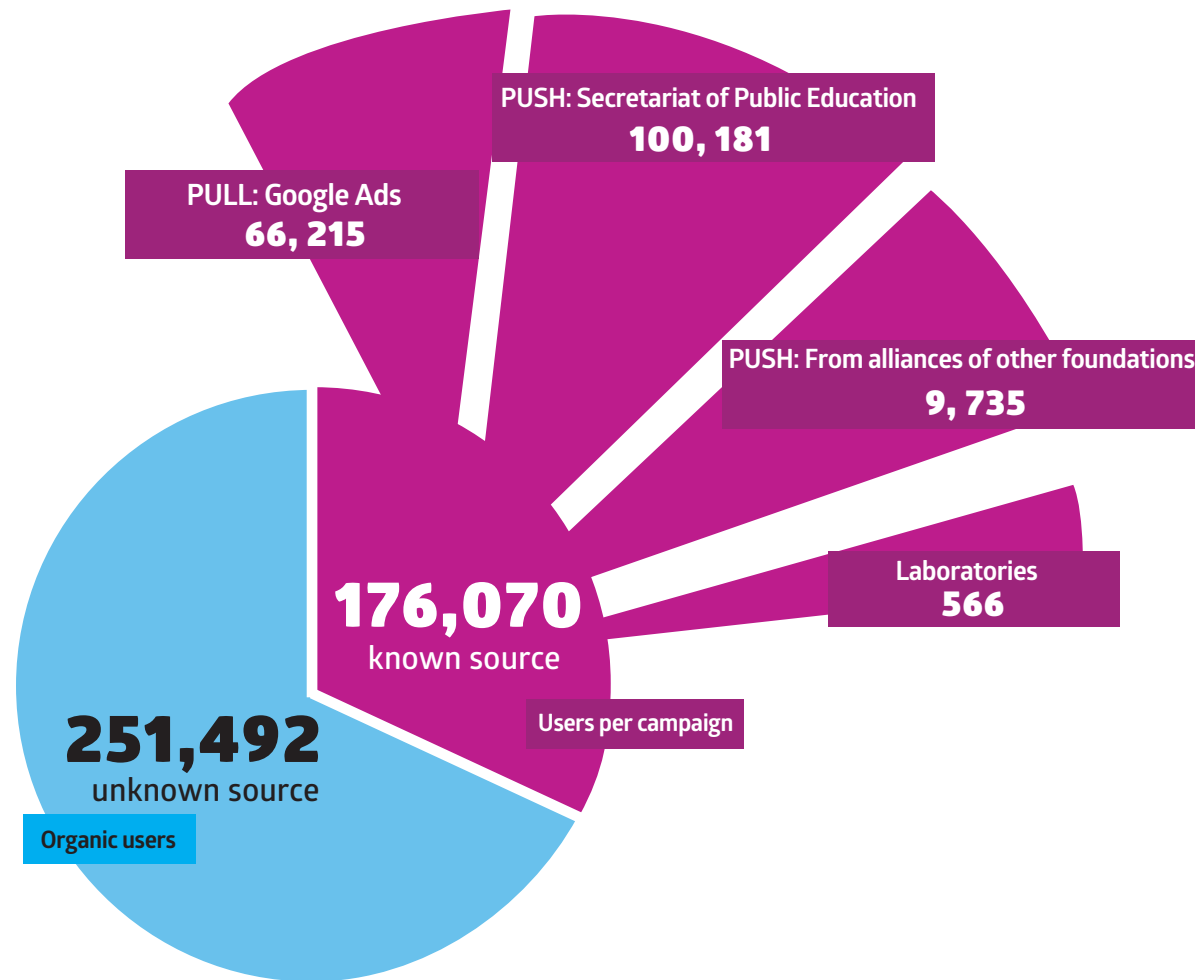
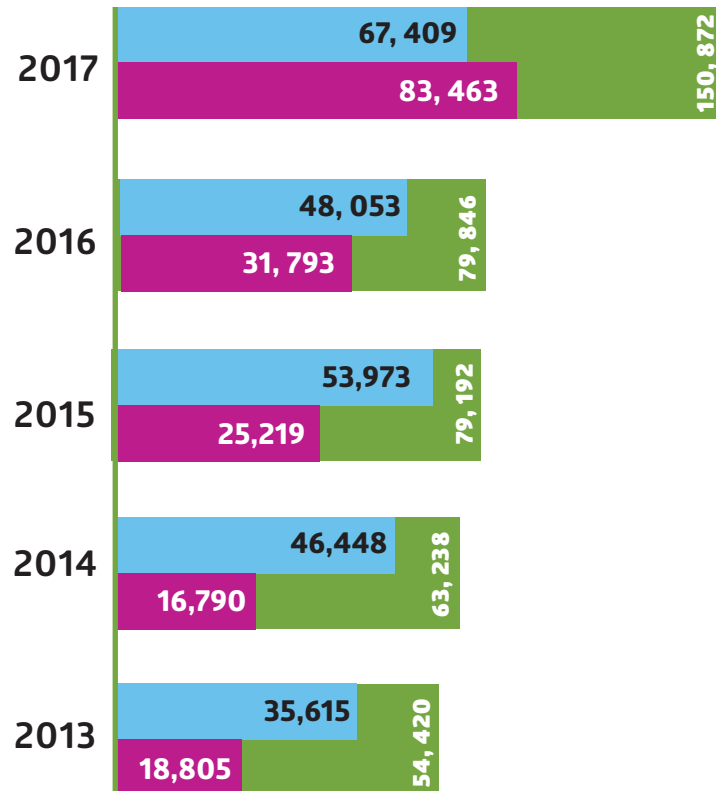
Inoma considers the following introduction process important for the adoption of the TAK- TAK-TAK System.

Historical Results



427, 568

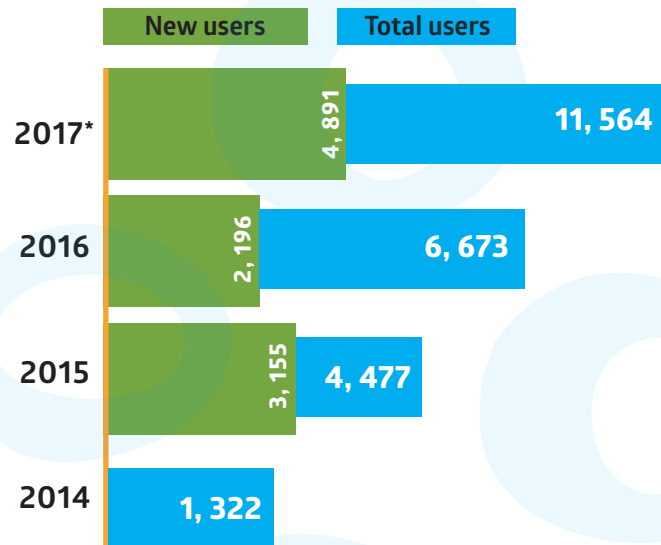
users online and offline



Historical Results

LabTak

11,564
users



407
Schools

399
Public Schools

8
Private Schools



Results 2017

WHERE WAS
TAK-TAK-TAK-TAK
PLAYED?

5 main countries:

5. Canada

3. USA

1. Mexico

4. Venezuela

2. Colombia

Main states in Mexico:

State of Mexico
Mexico City
Jalisco
Veracruz
Nuevo Leon

More than 60
countries actively
playing

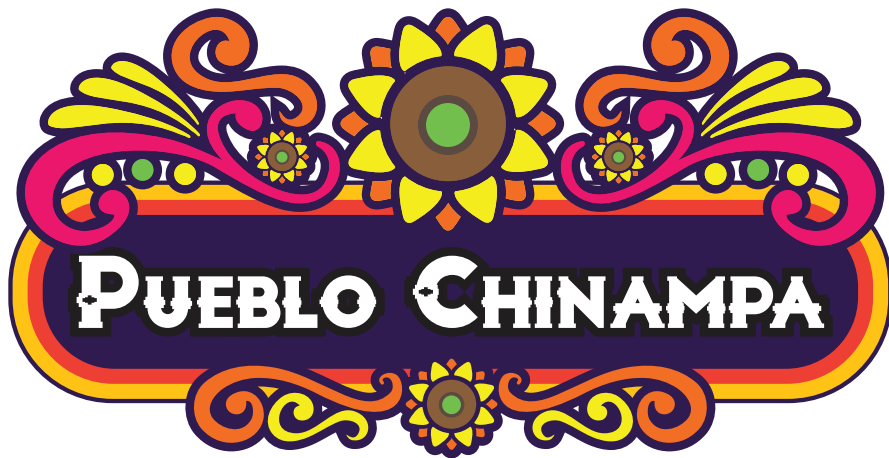
TAK-TAK-TAK-TAK



Pueblo Chinampa

Pueblo Chinampa is a video game developed thanks to the support from the Metlife Foundation in order to promote a culture of savings in children from basic education, specifically from 6 to 12 years old. Through the game, they learn about the smart consumption and the importance of planning and managing resources for the present and future. The playful mechanics of the game immerse the child in a story set in the chinampas of Xochimilco, led by the hand to learn basic concepts of money management, to understand the importance of saving in a secure financial institution, and above

all, through the challenges of the game, to help him make responsible decisions when buying resources, keeping in mind the prevention and future planning of how to use them.



New Video Games For Mobile Devices

iOS	WINDOWS
Corre Cheto	Melodines
Bolo	Electrolab Y
Amicu	Micros
Isla Tortuga	Super Sumas

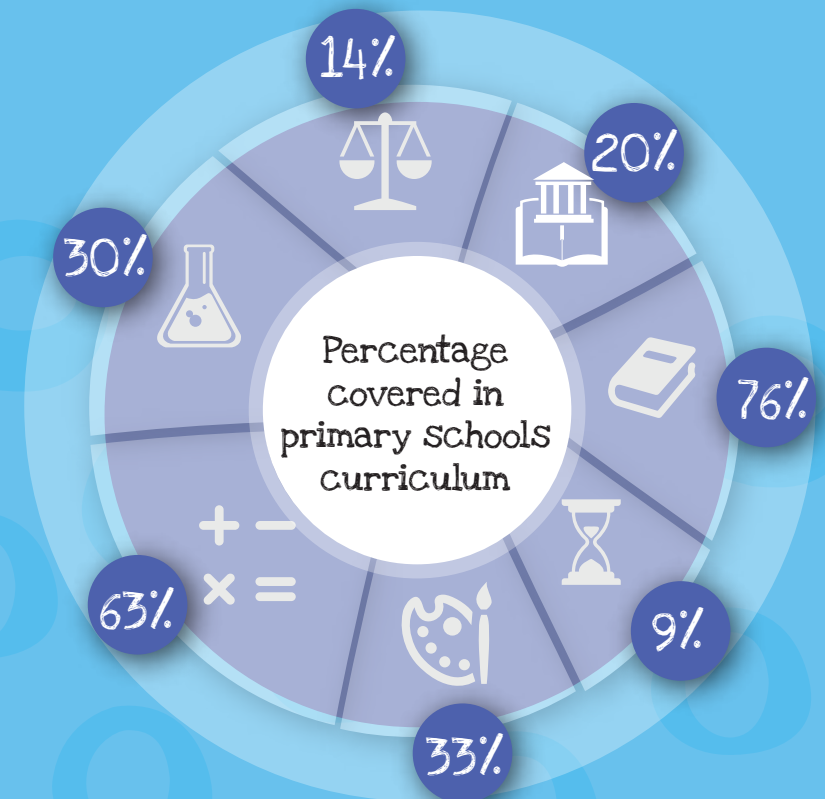
Lumilab X
Materia

Video games available for smartphones:

27
ANDROID

7
iOS

9
WINDOWS





“TAK-TAK-TAK motivates them and their ability to do things better, to dominate math problems so they can move forward in the levels of each game .”

-JOCELYN ESCOBAR NIETO

Teacher, Escuela Margarita Maza de Juárez, Puebla, Mexico

Deployment of the TAK-TAK-TAK System

As every year, we work with different donors and partners so that more children and teachers can use the TAK-TAK-TAK System.

SEP Curriculum Autonomy phase zero - TAK TAK TEKA

September 2017 – July 2018

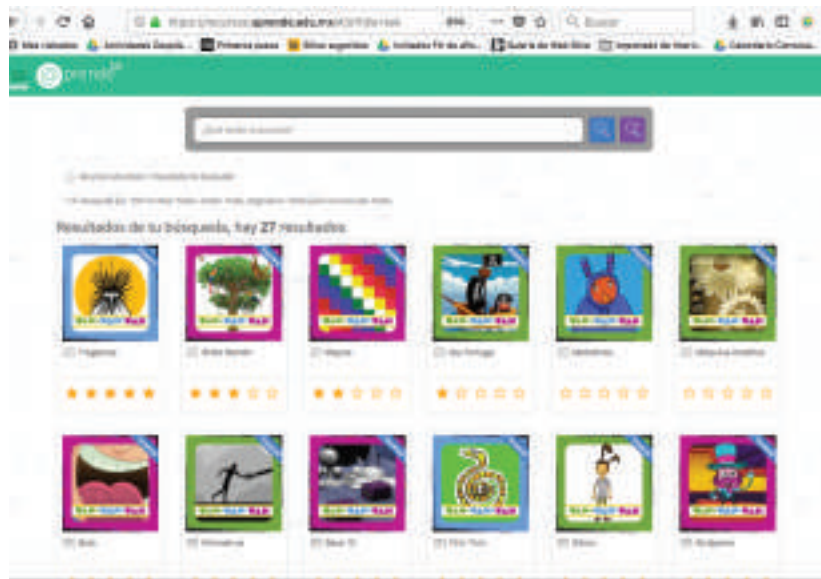
TAK-TAK-TAK is part of the educational offer of the Phase “Zero” from the Curriculum Autonomy Component introduced by the Secretariat of Public Education in Mexico, as part of the New Educational Model. For that purpose, Inoma developed TAK TAK Teka, a space where video games for students, as well as many instructional strategies for teachers to use them can be found. TAK TAK Teka is integrated by activities where the logical thinking, the imagination, the creativity and the game are key elements. And thus, it fosters the development of abilities that help participating students to face the challenges of the 21st century. Learn to learn is the teaching axis in this new program. By doing so, during this first semester, 32 schools from different states of Mexico were

registered and used the educational video games of TAK-TAK-TAK for TAK TAK Teka.



@prende 2.0

@prende 2.0 is the Digital Strategy in Education offered by the Mexican Secretariat of Public Education that seeks to encourage the use of ICT to promote the development of digital skills and computational thinking, necessary in the social and economic context of the 21st century. This digital platform includes digital and educational contents mainly developed by the SEP for basic education, but also integrates digital resources from various institutions, such as TAK-TAK-TAK video games.



SEP - Support for teachers

January to December 2017

With the support of the General Department of Teacher Support in Mexico, trainings were held throughout the year for teachers to know and use TAK-TAK-TAK System as an instructional strategy.



Fundación Telefónica México

Fundación Telefónica México and Inoma have been working together for many years to improve education in Mexico. This way, with the support of Fundación Telefónica México, this year we were able to benefit children and teachers through the following projects.

SEP Tlaxcala

February to July 2017

In cooperation with the Secretariat of Public Education of Tlaxcala, we made a pilot program in 26 public primary schools of the state, with the aim of showing the benefits of the TAK-TAK-TAK System.



SEP Colima

September 2017 to July 2018

We worked in cooperation with the Secretariat of Public Education of Colima explain the TAK-TAK-TAK System in 14 schools of the State of Colima (in Colima, Coquimatlán, Lo de Villa, Piscila, Villa de Álvarez). In addition, we carried out an impact evaluation that will be concluded at the end of the 2017-2018 school year.



Chiapas

January to December 2017

Inoma has been working with primary schools in Chiapas for 4 years. In 2017, teachers from 25 primary schools in the communities of Tenejapa and Chamula, Chiapas, were trained and supported to integrate the TAK-TAK-TAK System.



State of Mexico

January to December 2017

This year we managed to work in the Mazahua region to bring the TAK-TAK-TAK System to communities in the State of Mexico such as: San José del Rincón and San Felipe del Progreso. Teachers were trained and we also made technological visits to 13 public schools in the region.



“A digital tool like TAK-TAK-TAK is very useful to me, because some things that perhaps weren't clear for the student, were with TAK-TAK-TAK.”

-JAVIER GODOY

Principal, Escuela Canadá (Estado), Mexico

Activities

SEP Puebla- Values

May to June 2017

This year a program was created with the aim of developing socio-emotional skills and values (self-esteem, respect, dialogue, responsibility, trust, cooperation and justice) by using some of the TAK-TAK-TAK educational video games in 22 schools of Puebla.



Proeducación

January to December 2017

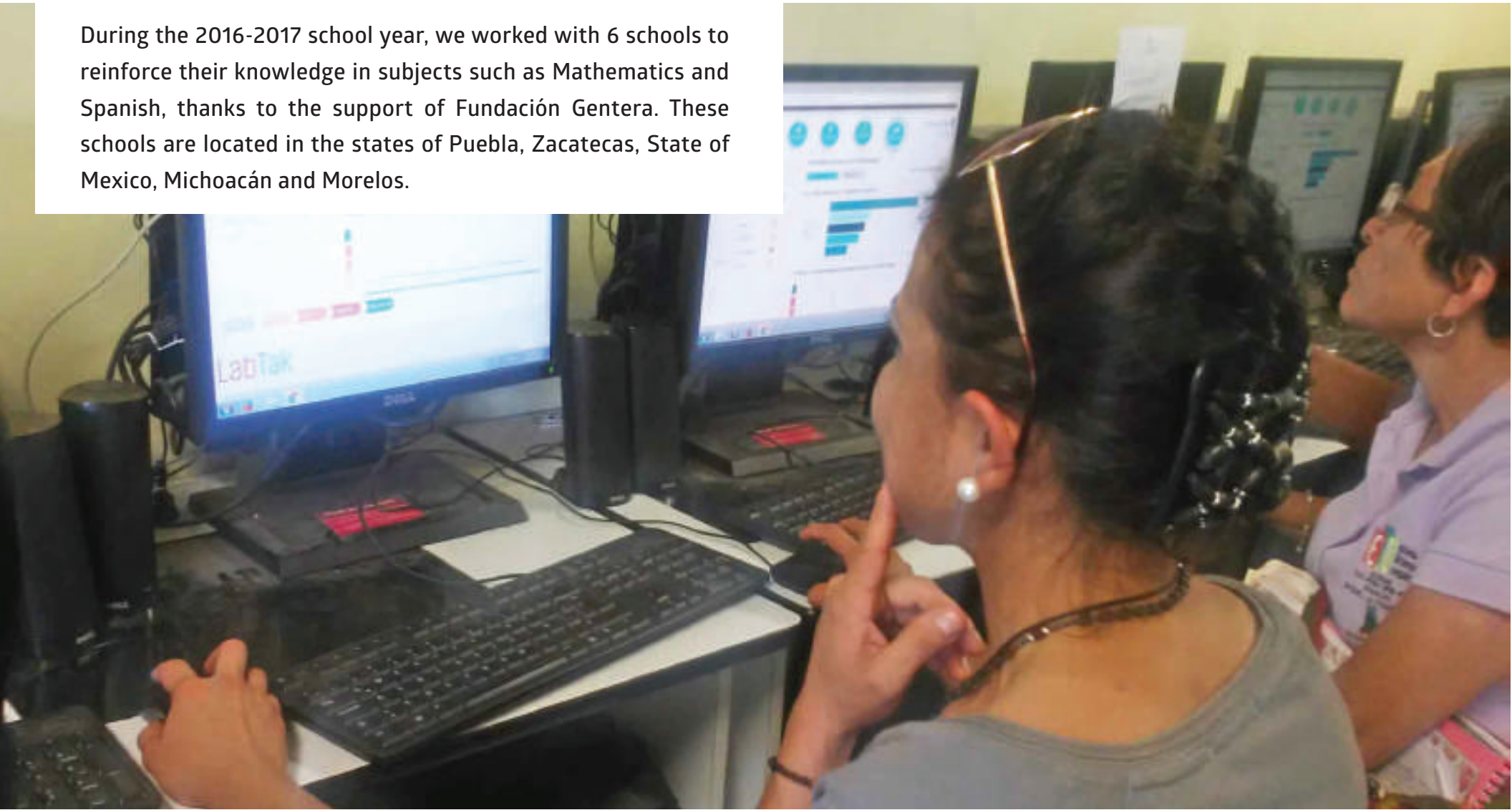
In partnership with Proeducación, teachers from 10 schools of the Proed network were trained to integrate TAK-TAK-TAK System. These schools are located in the State of Mexico, Michoacán, Morelos, Querétaro, Puebla and Zacatecas.



Compartamos Banco (Fundación Gentera)

November 2016 to August 2017

During the 2016-2017 school year, we worked with 6 schools to reinforce their knowledge in subjects such as Mathematics and Spanish, thanks to the support of Fundación Gentera. These schools are located in the states of Puebla, Zacatecas, State of Mexico, Michoacán and Morelos.



Google Ads

January to December 2017

Inoma continues to benefit from Google Ad Grants that helps promote the video game website TAK-TAK-TAK, and the one for teachers, LabTAK, among beneficiaries in Mexico and other countries around the world. Thanks to this, more children and teachers have joined the project and use these tools in their educational practices.

CDMX 2 - Extension of bidding

As an extension of the project that began the second semester of 2016, Inoma carried out the "Course about playful educational tools to reinforce teaching-learning and to develop digital skills in primary schools located in Mexico City" during the first semester of 2017. The task of the organization consisted of granting this course to 150 public primary schools of the city thanks to the bidding that we won from the Federal Administration of Educational Services in Mexico City (AFSEDF).

The aim of the course was to strengthen the skills of teachers to optimize the use of educational resources as a tool to boost the

academic performance of students in subjects such as Spanish and Mathematics. Teachers, principals, technical-pedagogical advisers and supervisors of primary schools in Mexico City were trained.



Ambassadors Training

The objectives of each deployment projects mentioned above were fulfilled thanks to the work and dedication of the TAK-TAK-TAK Ambassadors, and thus it is possible to benefit more children and teachers in Mexico. We work hand in hand with them, we provide them training and feedback to improve support in participating schools.



"Some teachers resist the use of the computer until they see the benefits of this didactic tool."

-ROSALBA TORRES

Tak Ambassador, Puebla, Mexico

Activities related to Laboratory and Research 2017

Colegio Francés del Pedregal

We continued the collaboration with the Colegio Francés del Pedregal as a laboratory school to incorporate the TAK-TAK-TAK System as part of the Primary Technology project. Given the success of the use of the tool, we are also working together with the Spanish coordinator, the Technology teachers and the head teachers of each group, to create a program of transdisciplinary projects that integrate learning of the disciplines; elements of technology such as the use of programs or packages, and games as tools to trigger creativity and reaffirmation of learning.

Being a laboratory school, we have been able to analyze different elements of video games. On this occasion, we conducted an impact evaluation of the TAK-TAK-TAK educational model, based on the students' academic performance in a standardized test of mathematics, like Planea (the standardized educational evaluation in Mexico). Third and fifth grade students of primary schools did the test, with control and treatment groups. After the evaluation we analyzed the results obtained and found that after playing the TAK-TAK-TAK video games there is an improvement in the academic performance of 16%

On a scale from 1 to 100, a girl being in the third grade of primary school improves by 15.6% in mathematics after using the TAK TAK TAK Model.

On a scale from 1 to 100, a girl being in the fifth grade of primary school improves by 17.6% in mathematics after using TAK TAK TAK Model.



— Fundación Haciendas del Mundo Maya —

From February 2017, children from the Mayan community of Dzidzilché, in Yucatán plays on TAK TAK TAK educational video games. In collaboration with the Fundación Hacienda del Mundo Maya, we offered to the community the use of TAK TAK TAK on their library. With the support of promoters, children were monitored and helped during the use of video games. In addition, their progress was evaluated through the progress reports. The project will end in February 2018.

Until today, the integration of the TAK-TAK-TAK System in a non-formal school environment and in an indigenous community has been very favorable. The community engagement, as parents, has been crucial for the good execution of the project. Furthermore, children have adopted the System with great enthusiasm and eager to learn. Although there were some obstacles caused by connectivity and lack of equipment due to electrical storms, the


spirit and the children's desire to play did not diminish, thanks to our TAK-Usb solution, the support and enthusiasm of the participants and people involved in this project.



lak- | alentum

Internal Investigations



A young girl with a long, dark brown braid is seen from the back, looking out over a schoolyard. She is wearing a dark blue school uniform with a white collar. In the background, other students in similar uniforms are standing in a line on a paved area. A basketball hoop is visible on the left, and a green flag is flying in the distance. The scene is set under a white overhang.

“TAK-TAK-TAK are educational games and kids love games. These attract them in a particular way, and they love these activities because for them, they are not doing work or doing homework, they are playing; they are learning while playing.”

-NATHANAEL SÁNCHEZ HERNÁNDEZ

ITC Responsible, Escuela Canadá, Mexico City, Mexico

Bett Latin America 2017

Inoma participated in the last edition of Bett Latin America which took place the 17th and 18th of October in the Citibanamex Center in Mexico City. Bett is a global educational summit that's been present for 30 years. This was the third time the summit takes place in Mexico.

The founder and president of Inoma, Antonio Purón, spoke in the panel “Effective resources to transform the teaching methods: Contrast of the best practices for teacher’s training”; in which he explained how TAK-TAK-TAK and LabTak have transformed the education in public schools of Mexico. At the same time, Inoma took part in the event with a stand where information about the projects and how the teachers have been integrated it in the curricula was given.



Edulab

Edulab is a space organized by ILCE to encourage creativity and the interdisciplinary nature of education. Through dialogues about educational innovation, Edulab promotes a reflection about learning nowadays.

Within the same framework, Inoma's founder, Antonio Purón, spoke about learning with the use of educational video games. During the dialogue with people interested in pedagogic innovation, he presented TAK-TAK-TAK and how it supports, complements, and

reinforces learning with the usage of attractive and entertaining content.

ILCE is an international and autonomous organism with the goal of contributing to the fulfillment of educational, technological, and social development necessities. Through educational models, projects and academic material the use of technology is applied in order to promote the cultural and social development of Latin American and Caribbean countries..



14 Congreso de formación docente EDUCA

The EDUCA Foundation Mexico summoned teachers from the 53 institutions that are part of its network to the 14th EDUCA Teacher Education Convention. At the event, there were 3 conferences and more than 20 workshops. Inoma was invited to impart the workshop: “The educational-recreational tools as a teaching and learning support.” It lasted for 6 hours and approximately 100 teachers from all over the country attended it.

During this workshop, the teachers learned to use the TAK-TAK-TAK and LabTak tools and how to incorporate them to their academic program. Now teachers can support their students in a fun, different and meaningful way since they discovered a new way of reinforcing the knowledge of students through ICT.





“TAK-TAK-TAK breaks the model of conventional education. You can play and learn, and at the same time use new technologies as tools.”

-ARMANDO JIMÉNEZ
Tak Ambassador, Puebla, Mexico



GVP CARBAJAL ASESORES

INFORME DE LOS AUDITORES INDEPENDIENTES

México D. F., 30 de abril de 2018

A los Asociados Fundadores de:
Innova y Moderniza tu Aprendizaje, A. C.

1. Hemos auditado los estados financieros adjuntos de Innova y Moderniza tu Aprendizaje, A. C., que comprenden los estados de posición financiera al 31 de diciembre de 2017 y de 2016, y los estados de actividades y de flujos de efectivo que les son relativos por los años que terminaron en esas fechas, preparados de conformidad con las Normas de Información Financiera (NIF), así como un resumen de las políticas contables significativas y una información explicativa.

La Dirección es responsable de la preparación y presentación razonable de los estados financieros adjuntos de conformidad con las Normas de Información Financiera Mexicanas, y del control interno que la Dirección considere necesario para permitir la preparación de estados financieros libres de desviación material, debido a fraude o error.

2. Nuestra responsabilidad consiste en expresar una opinión sobre los estados financieros adjuntos basada en nuestras auditorías. Hemos llevado a cabo nuestras auditorías de conformidad con las Normas Internacionales de Auditoría; dichas normas nos piden que cumplamos los requerimientos de ética, así como que planifiquemos y ejecutemos la auditoría con el fin de obtener una seguridad razonable sobre si los estados financieros están libres de desviación material.

Una auditoría incluye la aplicación de procedimientos para obtener evidencia sobre los importes y la información revelada en los estados financieros. Los procedimientos seleccionados dependen del juicio del auditor, incluida la evaluación de los riesgos de desviación material en los estados financieros debido a fraude o error. Al efectuar dichas evaluaciones del riesgo, el auditor toma en cuenta el control interno relevante que permite la preparación y presentación razonable por parte de la Asociación de los estados financieros, con el fin de diseñar los procedimientos de auditoría que sean adecuados en función de las circunstancias, y no con la finalidad de expresar una opinión sobre la eficacia del control interno de la Asociación. Una auditoría también incluye la evaluación de las políticas contables significativas aplicadas y de la razonabilidad de las estimaciones contables realizadas por la Dirección, así como la evaluación de la presentación de los estados financieros considerados en su conjunto.

GVP Carbajal Asesores, S. C.
Loreto No. 228 Las Palmas Col. Juárez México, D.F.
06600 Teléfono: 55 5511 1217-1218 Fax: 55 5511 1217-1219

Consideramos que la evidencia que hemos obtenido en nuestras auditorías proporciona una base suficiente y adecuada para emitir nuestra opinión.

3. En nuestra opinión, los estados financieros presentan razonablemente, en todos los aspectos materiales, la posición financiera de Innova y Moderniza tu Aprendizaje, A. C., al 31 de diciembre de 2017 y de 2016, así como los resultados de sus actividades y los cambios en los flujos de efectivo por los años que terminaron en esas fechas, de conformidad con las Normas de Información Financiera Mexicanas.

GVP Carbajal Asesores, S. C.

C. P. C. Pedro Pita Carbajal
Socio de Auditoría y Asesoría de Negocios

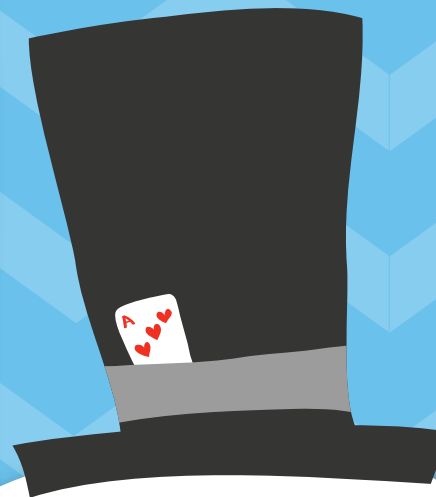
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