



## THE CUSTOMER

# Kids R Kids Preschool

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Kids R Kids in Katy, Texas is an elite preschool providing top notch education to over 300 children in the Katy area. They pride themselves with highly educated and trained staff that embody their motto of always "Hug First, Then Teach".

They also host after-school classes for 5 to 12 year olds.

For pre-school kids aged 3-5, Kids R Kids offers "STEAM AHEAD," an integrated, project-based curriculum incorporating more science, technology, engineering, art, and math into students' everyday learning through play.





## WHY BEAM?



*The school wanted their kids to learn curriculum-based material in a fun and active way.*

The owners of the school, Tina and Haru Karnani, were always searching for new ways to incorporate technology and learning. They wanted kids of various ages to be able to learn curriculum-based material in a fun, active way.

Tina and Haru were looking for a product that would allow the school's teachers to be able to interact with their students in a unique, fun environment.

And they wanted to differentiate their school from other preschools in their area with a state of the art learning tool that would "wow" both kids and parents alike, ultimately bringing an increase in enrollment numbers.





## THE RESULTS



*The school has incorporated "BEAM time" into the daily curriculum. BEAM has received very positive feedback from teachers, the kids and their parents.*

The school has incorporated "BEAM time" into the daily curriculum. This gives the younger kids an outlet for physical activity and development as they burn off some energy on the BEAM floor.

And for older kids, BEAM provides an engaging educational tool that also encourages the development of social skills including teamwork and cooperation.

The school director, Meredith Tritico, has been impressed with the variety of high quality educational games that help kids to learn shapes, numbers and letters in a fun and engaging way.





## THE RESULTS

The teachers are also hugely impressed with the impact of BEAM in the school. They are thrilled that BEAM allows them to have some positive teacher-student interaction.

BEAM's success in encouraging kids to learn while having fun has generated some very positive feedback from the parents too. And with BEAM promoted heavily as part of the school's marketing efforts, it's no surprise that Kids R Kids has seen a 10% increase in enrollment since BEAM was introduced to the school.



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“BEAM is a powerful educational and physical development tool that fosters team spirit, exercise, sharing space, taking turns and above all, learning while having fun. We've seen a 10% increase in enrollment since BEAM was introduced to the school.”

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Meredith Tritico, Director of Kids R Kids  
of Frans Rd Katy, Texas

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