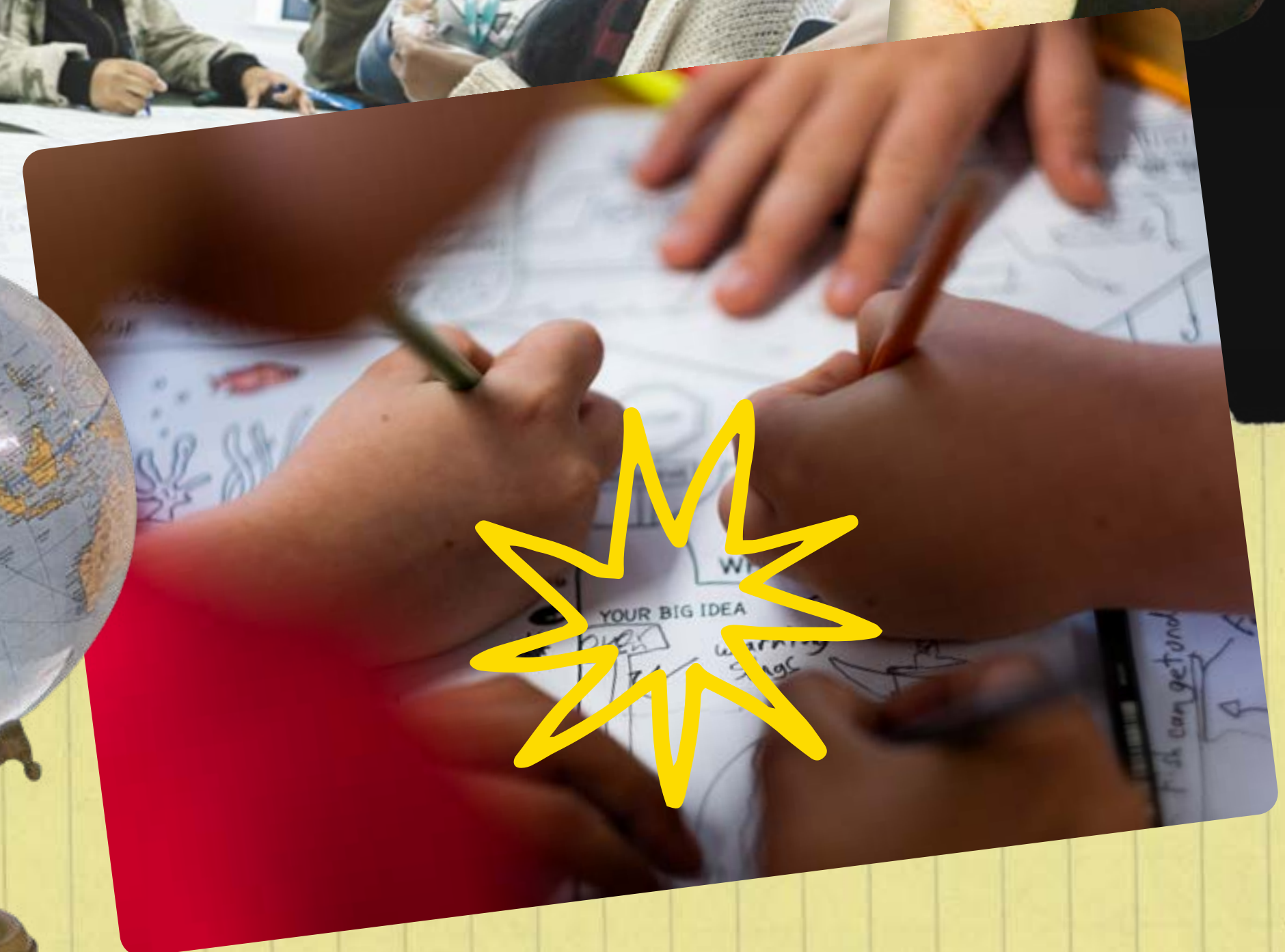


IDEAS SCHOOL

Educating the next-generation of
creative problem solvers, innovators,
and change-makers.



Next-gen schooling

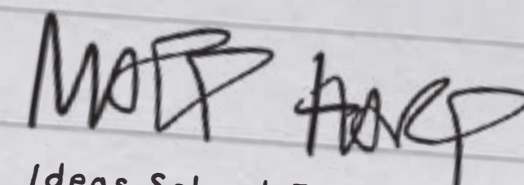
Ideas are changing our world at unprecedented speed. The future we adults are preparing young people for will be radically different from today.

For good or bad, in this future full of technology, automation and climate challenges, the need for creativity, imagination and human problem solving will be great. **Those with ideas will flourish.**

Ideas School is a response to this need. Fun, engaging, natural for young people, it's a way to augment their development with a complimentary set of learning experiences built around proven methods they can learn, do, and build upon forever.

At one level Ideas School is a fun and creative way to ignite imaginations in the classroom. Then at a whole other level, Ideas School is a platform to knowingly and confidently school the future-proofing methods, skills and behaviours of creativity and innovation.

Ideas can change our world. So here's to the next-generation of problem solvers, innovators, and change-makers who will.


Ideas School Founder



**“98% of 5-year olds are
creative geniuses. That
number plummets to
just 2% in adults”**

NASA LONGITUDINAL STUDY



THE PROBLEM AS OPPORTUNITY

“Educating young people into that which they are educated out of”

The Problem Modern education is failing to meet the urgent demands of 21st-century learning. Curriculums and teaching methods rooted in the industrial age are not delivering for a post-industrial world. With a heavy focus on binary learning - where students are seen as empty vessels to be filled with information and tested on recall - it erodes creative confidence, stifles new ideas, and leaves students underprepared for the rapidly evolving job market.

The Opportunity The future belongs to educational approaches that cultivate creativity, imagination, and unconventional thinking. By empowering students to explore and develop their innate creative abilities, Ideas School equips them for any future, no matter how unpredictable. Our solution benefits everyone - educators, learners, parents, business networks - by aligning adult motivations for thriving futures with innovative learning that prepares young hearts and minds to adapt and succeed in a world of constant change.

According to the World Economic Forum, Deloitte and McKinsey,

Creativity is in the top 3 most sought after skills needed to survive the 4th industrial revolution since it is a creative skill that cannot be automated.

The OECD's 'NZ Education at a Glance 2030' shows a significant gap in vocational education and training (VET) programs essential for developing practical skills for modern employment.

The OECD's 'Education 2030' project highlights the importance of competencies that allow students to apply knowledge creatively and ethically in new situations.

*Sources WEF/OECD education, teacher, employer research

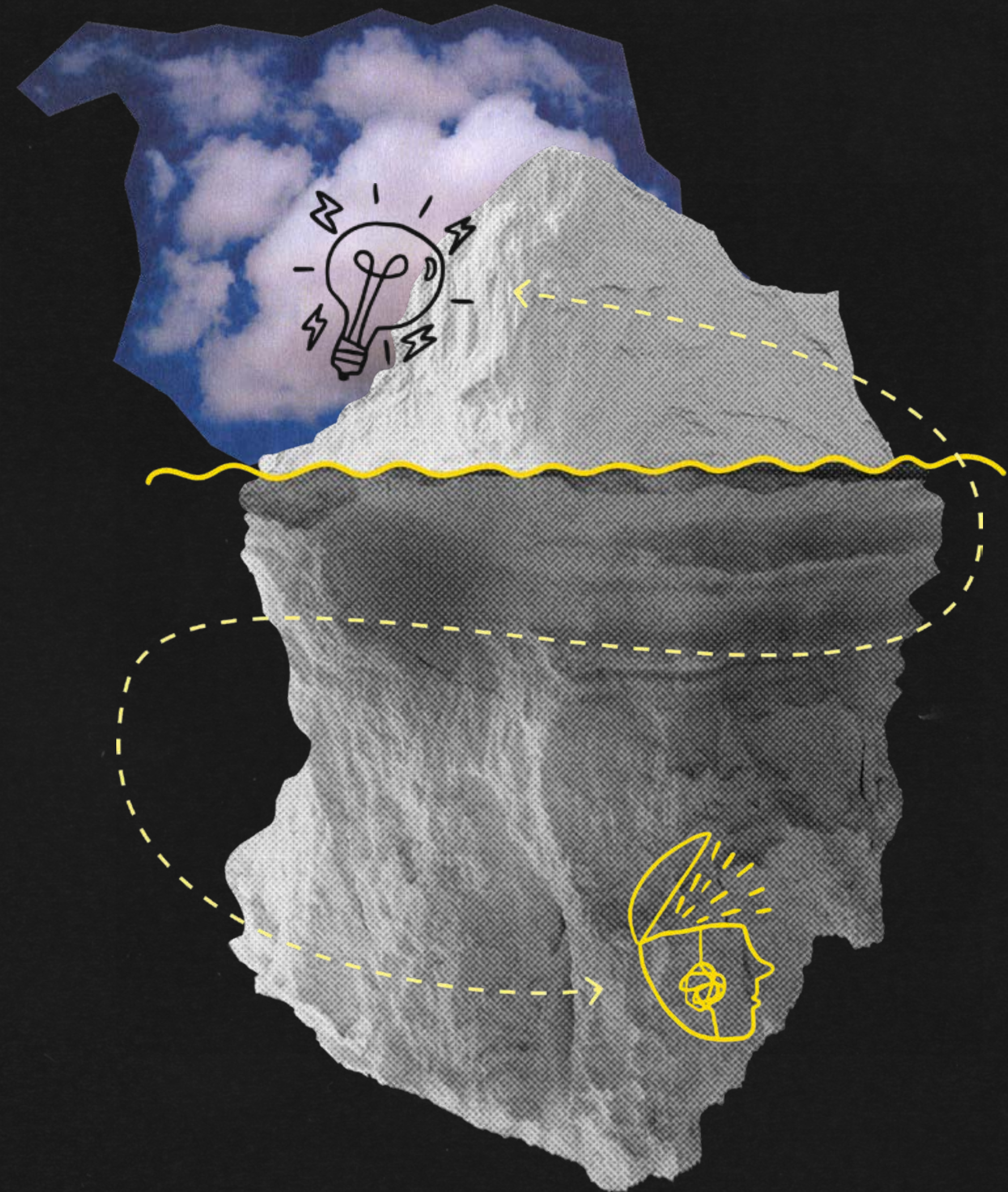
IDEAS SCHOOL VALUE PROPOSITION

Nuturing innate creativity within, for confident idea impact without

In a world where technology evolves at breakneck speed, human creativity remains the one skill that cannot be automated or replaced.

At Ideas School, we see creativity as the ultimate future-proof advantage. By nurturing and developing students' deep creative potential and applying it through real-world experiments and experiences, we prepare youth not just for today's jobs, but for the uncertainties and opportunities of tomorrow.

Our innovative approach equips learners with the skills to build self-identity and creative confidence, while fostering critical thinking, complex problem-solving, and adaptability - ensuring they stay ahead in a world of constant change.





IDEAS SCHOOL'S UNDERLYING MAGIC

Localising global problems for place-based learning & doing

At the heart of Ideas School is an innovative blend of creativity-centered learning and real-world problem-solving, designed to explore and address the central challenges of climate change and advancing technologies that will soon dominate the 21st century.

By localising global issues and translating them into experiential programs, we empower students through a **community is the curriculum** approach that introduces Global Knowledge, localises for place-based context, activates through collaborative inquiry and creative problem solving, hands-on making and showcasing, then completes each 'pack' with learner reflection to trade all forward into better ideas faster next time.

What sets Ideas School apart is our integration of cutting-edge proven methods - , including AI and next-gen technologies when schools are ready - to augment and accelerate the creative process, and place these advanced tools in service of human creativity versus trying to replace it.



☒ **HUMANWARE**

☐ **SOFTWARE**

☐ **HARDWARE**



SUPPORT MODEL

SaaS: School as a Service

Our 'School as a Service' model provides a dynamic, multi-modal learning experience that combines hands-on creativity with cutting-edge technology:

Development and training for educators we help build high-performing school cultures, unleash innate teacher capacities for creativity & collaboraiton, then growing new confidence to support student learning and doing.

Multi-modal content blending digital learning with analogue and physical tools that nurture and develop creativity and innovation in the classroom.

Personalised learning coaching educator creativity for ongoing development, access to curriculum materials & resources, and personal idea shaping and sharing for collaboration (with BIFBOT educator AI support - students using AI to be determined).

Ideas School is a scalable solution designed to empower schools and educators everywhere by integrating seamlessly into existing systems while preparing learners for the future.



For schools, teachers, students, parents, and local communities...



EDUCATORS, PARENTS & CARERS Schools

- * School culture transformation support
- * Creative leadership support
- * Educator masterclasses
- * Curriculum co-creation
- * Educator mastery program
- * Educator coaching
- * Educator online community platform
- * Parents/Carers community town halls



PROBLEM SOLVING SUPERHEROES Primary

- * Employing UN Sustainable Development Goals
- * Localised for local curriculum design & activation
- * Focus is critical inquiry + creative problem-solving
- * Delivered in 4 parts; new knowledge, creative problem solving, making and presenting, then reflection to play learnings forward
- * BIFBOT Ai for educator use in the classroom
- * Includes online curriculum resources
- * Educators sharing outcomes in online community



EDUTAINING YOUNG TEENS Intermediate

- * Combining entertainment + education
- * Graphic novel to entertain the learning
- * Associated workbook to educate the doing
- * Delivered digitally online and/or physical copies
- * Delivering BIF's core creative behaviours; curiosity, empathy, collaboration, resilience (solo/in teams)
- * Solving the challenge of 'what happens next' and making students ideas real - digital, real world, art, performance, presentation, et al
- * BIFBOT Ai for students (tbc)
- * Educators sharing outcomes in online community



YOUNG INNOVATORS Senior

- * Learning by doing BIF innovation via 5-part curriculum delivered as 101 drops of knowledge
- * Blended learning of BIF process (ideas), creative thinking (people) and organisational change (culture) via sensorial 'watch, listen, learn, do'
- * 'Bring your own problem' and/or 'sponsored problem' for community engagement
- * Modernising business curriculums with 21st enterprise knowledge
- * Certified outcomes for potential internships/employment opportunities
- * BIFBOT Ai for students (tbc)
- * Educators sharing outcomes in online community



WORLD-CLASS HERE IN AOTEAROA NZ

About Ideas School

Ideas School is founded by creative pioneer Matt Hart of Better Ideas Faster, bringing over 20 years of global expertise in People, Ideas, and Cultural innovation to Educators, Students, and School communities.



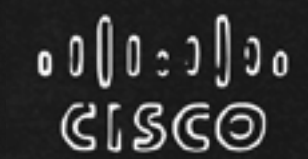
Matt Hart
Founder

Matt is an innovations guy, husband and father of two. He has spent the last 25+ years sparking creativity with the world's leading brands and organisations - and he's now doing the same for schools. He's the founder of Better Ideas Faster (BIF), has published ten books on creativity and innovaiton, and is a cofounder of elearning platform Sideways. Matt is known for pioneering fandom with Artists and Brands. He has been a UNICEF UK Innovation Ambassador, and is a Visting Fellow of the Royal Institute in London. Matt is currently studying for a PhD in creative practice.



Jernej Gračner
Creative Director

Jernej is a multifaceted creative and gentle giant who has spent the last 15+ years transforming complex ideas into clear, compelling visuals. Known for his intuitive ability to simplify and visualize challenging concepts, he specializes in graphic illustration, branding, and both web and print design. As a trusted partner for startups and individuals, he consistently delivers optimal solutions. Beyond his creative work, Jernej leads tech events, and when not designing, you might find him perfecting his sourdough recipe or leveraging his height advantage on the basketball court.



SAN FRANCISCO, USA 2014
BIF for Cisco NetAcad
global tertiary education



LONDON, UK 2014
Cisco inspired Better Ideas Faster by Kids
at Salusbury Primary (BIFKiDS is born)



BEIJING, CHINA 2015
Creative curriculum for Middle School
(Madix and the BIFBOTS is born)



HAYES, UK 2016
Youth Innovation Program at Global Media Academy
(101 is born)



AUCKLAND, NZ 2022-24
BIFKiDS at Ponsonby Primary
BIF NZ MOE PLD 'Local Curriculum Design'

Charter Agency connection

2025...



CURRENT PROGRESS

Prototyped, proven, and ready to scale

Prototyped and Proven Ideas School is not just a concept - it is fully prototyped and proven. Our pedagogy and curriculum have been developed, tested, and validated, ensuring they align with modern educational needs and are ready to scale to market. Having translated our global experience into creativity-centered learning, critical thinking, including playing with AI-augmented support, Ideas School is our focused solution to deliver transformative educational experiences at scale.

Ignition and Growth Strategy Our initial growth has been driven by our commitment and ability to build sustainably - hustling our education works alongside BIF client works. As we move forward, we'll be exploring strategic partnerships to accelerate Ideas School as our single-minded solution for educators, parents and carers, and local communities.

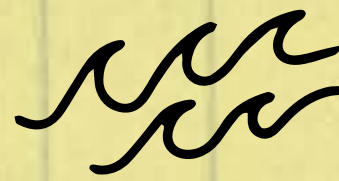


"Working with Matt has been incredible - its a really refreshing approach to creativity that maybe has been lacking in the classroom"

Morgan Johnston,
Ponsonby Primary, Auckland



IDEAS SCHOOL



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betterideasfaster.com