

The Power of Everyday Moments with Vroom

The Core Idea: Everyday shared moments (bath time, snack time, waiting in line) are prime opportunities for brain development.

The Solution: Science-backed, simple, and free brain building tips for parents - reinforces the value in what they are often already doing with their children and expands the touchpoints.

The Advantage: Requires no extra time, money, or special equipment. Available in 15 languages.

Our Collaboration: Proud to fund this study of integrated Vroom Tips within BookSmart in South Africa through MoyaApp's environment.



Laundry



Laundry

Age 3-5

Laundry Sense

Give your child a chance to explore the

Laundry

Age 3-5

Tidy Time

Is it time to clean? This game makes

Laundry

Age 3-5

Laundry Counter

Let your child be your clothes counter.

Laundry

Age 3-5

Perfect Fit

When putting away clothes, ask your

Evaluating BookSmart & Vroom Tips™ in South Africa

Partnership: Worldreader & the International Centre for EdTech Impact (ICEI)

Study Design: Randomized-controlled trial

Key Objectives:

- Assess impact on caregiver self-efficacy, beliefs/practices, and child developmental outcomes.
- Test behavioral science based messaging to increase engagement.



Platform access

Free BookSmart library of
books and Vroom Tips™



Behavioral nudges

Goal-setting and
reminder messages



Caregiver & child outcomes

More books completed linked to **stronger expressive language**; more Vroom Tips™ completed linked to greater cognitive stimulation, better academic skills, and fewer externalizing difficulties.

Platform access is associated with **improved caregiver self-efficacy and confidence** in supporting early learning and development.