

*The Mathnasium Advantage*

*"My son's confidence in math has skyrocketed!"*

— Jessica C.





# Welcome to Mathnasium

**We're passionate about math — and we want to make your child feel that way too.**

Whether your child struggles in math or needs a greater challenge, our proven approach makes believers out of even the most skeptical parents and children. Hundreds of thousands of positive reviews and testimonials tell us that we truly change lives through math every day.

**The Mathnasium Mission: teach children math so they understand it, master it, and love it. Math can change their lives, and they can change the world.**

Our name illustrates our belief that, while children need physical exercise to develop strong muscles, it's equally important to "exercise" their minds to develop strong "math muscles."

At Mathnasium, students don't just learn how to memorize or calculate, they learn to truly understand the way math works. As they increase comprehension and build math skills, their excitement and confidence grow, and they strengthen their natural love of learning.

We can't wait to answer your questions and show you how we can change your child's life through math.



*"They are both excelling in math way beyond their respective grade levels and loving it!"*

— Alexandra R.







Larry Martinek  
Chief Instructional Officer



## History

In the 1990s, education industry pioneers **Peter Markovitz** and **David Ullendorff** recognized that, to truly be successful in school and in life, students need a solid understanding of mathematics. There was a vast disconnect, though, between students' learning skills and the math curriculum they were taught in school.

To address that gap, they founded Mathnasium — a math-only learning center committed to providing the world's best instruction. Their goal: teach children how to think, with the skills to succeed in math and the confidence to achieve their academic potential.

After an exhaustive search, they found the perfect person to help them achieve their vision:

**Larry Martinek**, a beloved educator, teacher trainer and curriculum consultant. Larry and Mathnasium's expert team spent years refining the most powerful teaching methods and materials into the comprehensive, industry-leading Mathnasium Method™.

The trio opened the first Mathnasium Learning Center in Los Angeles in late 2002 and began franchising in 2003. The extraordinary dedication of Mathnasium's local center owners and staff, combined with Mathnasium's child-centered approach, proved wildly successful.

Mathnasium has become an award-winning, world-class math education company, and global demand for our service has soared.

**Today, Mathnasium changes the lives of more than 100,000 children in neighborhood learning centers on five continents.**

## How We Help

Mathnasium works with children of all skill levels to achieve more than they imagined possible!

### Advanced Students

**Children leap ahead when they conquer big challenges.** By mastering complex concepts, students can reach higher math levels and unlock their true potential.

### Struggling Students

**Kids don't hate math, they hate feeling frustrated.** Our caring instructors give students the guidance and support they need to finally understand math, eliminating their frustration.

### Students with Untapped Potential

**Any child can be a math champion.** Time and time again, the Mathnasium Method™ has unlocked power in "average" students and enabled them to become high achievers.

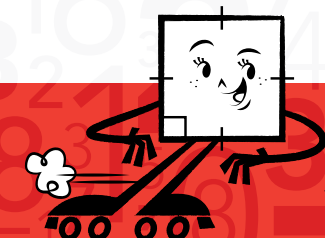
### Test Prep

**Students need math knowledge, not test tricks.** Our test prep teaches critical thinking and problem-solving skills for success on standardized tests, in college and beyond.

### Early Childhood Learners\*

**The right foundation can change a child's destiny.** We bring the fun while we teach number sense and other important math skills to young children.

*"Words can't describe how happy I am with the results Mathnasium has produced!" — Chris J.*



\*Available at participating locations.  
Call for details.



# The Mathnasium Method™

Since 2002, the Mathnasium Method™ has transformed the way children understand and appreciate math. We help students exercise their minds, leading to “aha” moments that generate confidence and enthusiasm.

## **Comprehensive, Expert Assessment**

Mathnasium’s proven assessment process pinpoints your child’s exact strengths and weaknesses.

## **Fully Customized Learning Plan**

Based upon the initial assessment, we customize a learning plan that details specific math concepts your child needs to master in order to meet their learning goals.

## **Math Experts with a Passion for Teaching Children**

We search relentlessly for instructors who have the special ability to connect with children and who find fulfillment in helping them reach their potential. These talented instructors teach face-to-face at the perfect pace, providing the attention and encouragement that promote learning.

## **Teach for Understanding**

With our method, students learn how to think. We build critical thinking and problem-solving skills that help children succeed not just in math, but in life. We don’t believe that rote memorization or mechanically following algorithms leads to true understanding. Instead, our combination of mental, verbal, visual, tactile, and written teaching techniques addresses how each child learns best, ensuring concept mastery.

## **Time-Tested, Proprietary Teaching Methods and Curriculum**

The result of 40+ years of development and millions of dollars invested, our methods and curriculum are unmatched. Yet we still dedicate ourselves to advancing and refining what we do.

We’re the authority on math education. Every day, children and parents tell us that our unique approach has done more than just raise their grades and scores — it’s changed their lives.

**The Mathnasium Method™ isn’t just about doing math, it’s about a total transformation in competence and confidence.**



*“Our son has always been exceptionally gifted in math. Mathnasium is the only avenue we have found that allows him to work at his intellectual capacity.”*

— Eric S.





# Questions To Ask Before Choosing A Math Learning Program

## 1 Do you specialize exclusively in mathematics?

**M:** Mathnasium's answer: Yes. Since our inception, we have been dedicated to delivering the world's premier after-school mathematics program. Our focused approach means better results.

## 2 Will my child receive face-to-face instruction?

**M:** That's the only way we work! There are no group lectures or classes. We encourage engagement and questions — they help your child learn.

## 3 How do you help students?

**M:** We build mastery layer by layer, engaging students with challenging material that develops number sense, mental math ability, critical thinking and problem-solving skills.

## 4 How will you address my child's specific learning needs?

**M:** After our comprehensive assessment process, your child receives a fully customized learning plan. Then our math experts tailor their instruction to their individual learning needs and style.

## 5 Who develops your curriculum?

**M:** Mathnasium's education experts create proprietary curriculum specifically for our unique approach. We don't use off-the-shelf materials designed for classroom-style learning.

## 6 Will my child enjoy attending?

**M:** Yes! Students love our engaging instructors, the thrill of solving problems and the exhilaration of accomplishment. Our reward incentives and in-center activities help make Mathnasium a favorite destination.

## 7 How does this approach compare with private tutoring?

**M:** Unlike private tutors, our curriculum and methodology have been proven through the success of hundreds of thousands of students. Backed by the extensive training and resources of a global organization, our instructors provide better instruction, typically at a lower cost.

## 8 Will you help my child with their math homework?

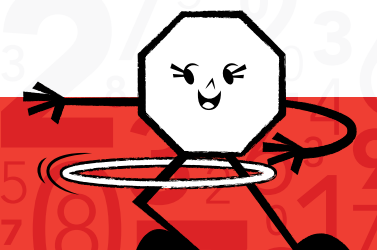
**M:** Yes. We can set aside time during sessions specifically for homework help. This takes the burden off parents and helps keep your child on track in school.

## 9 Will you give my child homework?

**M:** No. All learning occurs under the efficient and effective guidance of our trained instructors. Adding homework would risk frustration and overload.



*"My kids love going. The confidence and skills they're building are life changing!"* — April G.





# Our Results

Children who consistently attend our learning centers enjoy a transformative learning experience and make tremendous strides in comprehension, confidence and grades.

Parents whose children have attended Mathnasium regularly for at least six months told our survey:

**93%** "My child's attitude toward math improved."

**90%** "My child's math grades improved."

**94%** "My child's math skills and understanding improved."

**92%** "My child's homework time is easier."

Multiple independent studies conducted by Watson Education have shown that Mathnasium improves student performance on standards-based tests in 20 sessions or fewer.\*

More than a half-million parents have trusted us since Mathnasium opened its doors in 2002. But our goal isn't to be the biggest math education company — just the best.

**We've grown to more than 1,000 neighborhood learning centers worldwide and continue to change lives, one child at a time.**

\*See [mathnasium.com/our-results](http://mathnasium.com/our-results)



Changing Lives Through Math™

*"My child's attitude toward math has done a 180 and, in turn, has impacted her overall attitude about school."*

— Rebecca L.



*"It is the first time I have ever seen her excited to go and learn about math. :-)*

*Thank you for making learning fun!"*

— Randall S.

*"We are thrilled with our son's progress. No more stress and meltdowns at homework time. He flies through it with full comprehension."*

— Michelle K.

# What We Believe

## ABOUT MATH

### **Math matters, in school and in life.**

Math proficiency impacts a child's academic and career opportunities. It promotes critical thinking and teaches problem-solving. Success in math supports success in life.

### **Anyone can succeed in math.**

Children are not hardwired to be good or bad at math. With the right materials, the right instruction, and the right support, any child can learn, enjoy, and thrive in math.

### **Math is fun.**

Learning math and solving math problems are fundamentally stimulating, rewarding, and fun activities. Although math mastery is a serious subject, we know how to keep the process fun.

## ABOUT LEARNING

### **True understanding leads to higher performance and lasts a lifetime.**

Building a child's foundational understanding supports progressive learning, higher performance, and long-term retention.

### **Individualized instruction is the best way to address a child's unique learning needs.**

We tailor our approach with personalized lesson plans and engaged, face-to-face instruction to support each child exactly where they need it most.

### **People are the best teaching technology.**

There's nothing better than a well-trained, enthusiastic, and compassionate instructor to motivate achievement, provide emotional support, and celebrate student success.

### **Learning is a lifelong process.**

Mastering math doesn't happen overnight. Learning compounds with ongoing training. The investment of time and energy pays lasting dividends.