

Evidence-Based Exemplar



Who We Are & What We Do

[MIND Education](#)'s mission is to mathematically equip all students to solve the world's most challenging problems. For over 25 years, we've used neuroscience and technology to transform how students experience math. MIND Education doesn't just improve math instruction—we redefine how students learn. Everything we do is built around the science of how the brain makes sense of mathematical ideas. Instead of passively receiving information, students visualize, explore, and problem-solve in a way that deepens understanding and strengthens connections. Our visual, game-based learning model engages the brain differently: allowing students to test ideas, receive immediate feedback, and adjust their thinking in real time. And it works. Decades of research and classroom impact prove that our approach builds lasting comprehension and closes learning gaps.

ST Math is a neuroscience-driven visual learning program that makes math accessible for all students in grades PreK-8. InsightMath (26/27) is the only K-6 comprehensive curriculum designed from the ground up using neuroscience, ensuring students don't just learn math—they understand it deeply and carry that confidence with them for life. During the 2023-24 school year, MIND Education and ST Math reached over 2.17 million students and 115 thousand educators across the country.

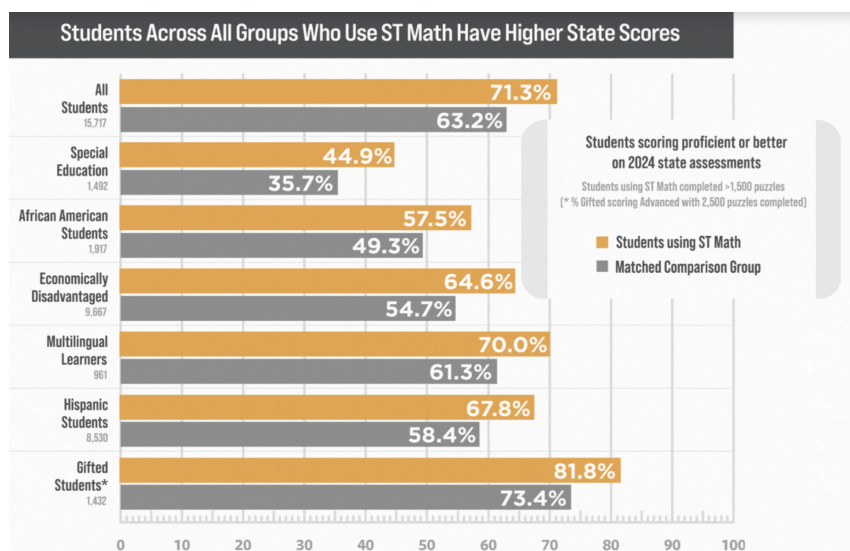
How We Think About Evidence-Based in Our Design Process

At MIND, our genesis was learning sciences research, and we continue to pursue research as a disciplined forcing function toward our mission. Our founders studied brain structure and cognitive capacity and then invented and patented the concept of spatial-temporal video games. As a fundraising organization, we've always needed to measure and demonstrate results. As we grew from one classroom to dozens of schools, then to large districts and national reach, our research scaled as well. We innovated and deployed new methodologies, including school-grade cluster quasi-experiments and district-level dose-vs-impact models using shared district data. Each new school cohort became an opportunity to demonstrate repeatability in multiple ways, and every year we assessed impact.

Disaggregating subgroup results further shaped our mission, expanding our focus to include student learning targets grounded in the greatest needs of our most challenged subgroups. We realized that dramatic effects—not small gains—would be required to drive true market-wide adoption of a superior method. This led to deeper investments in implementation research, including partnerships with entire states, resulting in implementation fidelity rates as high as 80% across all program schools.

In parallel, we built deep and broad internal pipelines from our platform into standardized product usage data and reporting systems to support users and research partners as well as evaluate and evolve our content. We invented a content slice evaluation method and used it to redesign student content components and journeys. This drove two generations of product iteration, which doubled our impact. Alongside perennial high-stakes test outcomes, we introduced new measures like implementation KPIs (e.g., percent of weeks attended) and student-level metrics (e.g., perseverance through failure).

This work has expanded through research partnerships and initiatives with new stakeholders and deliverables. We've added student surveys triggered at key activity moments, launched new product features, and broadened our learning goals to include areas like executive function development. Our recent projects include district co-research, dashboard co-design, and randomized evaluations of specific product features to reduce unproductive struggle and support motivation.



Why Evidence-Based is Important in Our Product

All of this research and evaluation has become continuous. Yet, most education products sell based on hype, with little regard at decision points for demonstrated effectiveness or usability at scale. Choosing to do the hard work isn't rewarded immediately by the market, but it yields something far more powerful in the long term. It builds insight. It attracts deeper partnerships. It unlocks more advanced research. And it accelerates our capacity and momentum in driving continuous program improvement.

Ultimately, that loop—hard-won data leading to better research, which leads to better products, which produces better data—is how we believe scalable, transformative education programs will be built. Programs won't reach wide-scale adoption until they deliver an additional 1.0+ standard deviations of impact. That kind of effect size isn't achievable through surface-level design, intuition, or customer requests. It takes a best-in-market product plus rigorous, ongoing research to get there.

And if a breakthrough is coming—perhaps through the integration of AI to tailor instruction equitably across all subgroups—it will be research, not marketing, that tells us whether we're getting close. This is why we keep investing in research: Not because it's easy or market-driven, but because it's the only path we've found that steadily builds toward the educational outcomes the field desperately needs.

“ST Math has made a difference for ALL students, from those who struggle to high achievers across every subgroup. It builds confidence and transforms math from a subject of anxiety to one of curiosity and excitement, enhancing problem-solving skills and nurturing a growth mindset.”

— Laura Adams, Elementary Math Curriculum Coordinator, Cypress-Fairbanks ISD