



WELCOME TO

BY KIDS®
TO KIDS

AN EDUCATION COMPANY
FOCUSED ON CREATIVITY





BY KIDS TO KIDS®

The name By Kids to Kids perfectly captures the essence of our work: all content is created by kids specifically for other kids. We started our company, aiming to inspire and enrich the learning experience of students in classrooms.

We opened our office in Helsinki, Finland, and have representatives in Scandinavia, Spain, Brazil, and Portugal.



INSPIRES AND ENRICHES LEARNING. Elementary, Middle and High School.



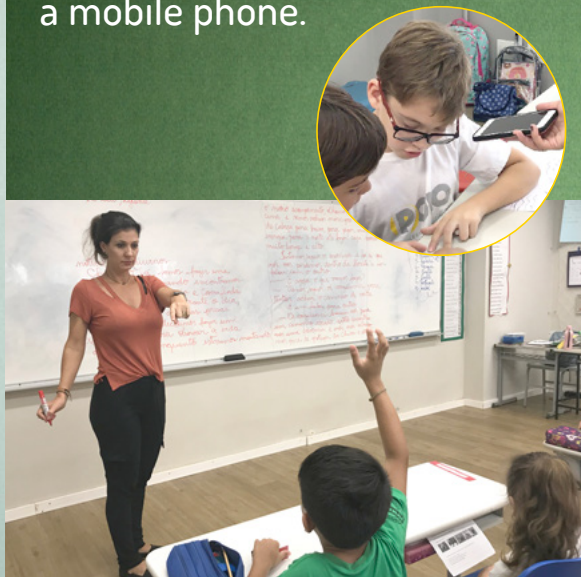
We developed “Creating Together”, a teaching methodology which places students at the center of their learning journey. Simple, fun, and easy to implement, with Creating Together, subjects like math, geography and science, or important issues like racism, inclusion, or bullying become stories that come to life through animation that can be seen repeatedly by students all over the world.





Our method is simple to use. Here's how it works:

Students and teachers team up to create a story and record this story on a mobile phone.



The Students then draw the story (characters, objects and scenarios), and take pictures of their drawings using a mobile phone too.



All this content goes onto a web **collaborative platform**, where our team turns it into animation.



All this material contains the language that students most understand and identify: their own language.

STUDENTS: PROTAGONISTS OF THEIR LEARNING EXPERIENCE

We regard students as capable and competent individuals who play a central and active role in shaping their educational journey. Creating Together uses a student-centered approach, which encourages passive learners to become active participants and contributors, fostering a lifelong love for learning and discovery.





Creating Together boosts the school curriculum and is a great tool for inclusion. One of the best parts is that it helps students realize they're in charge of their learning. When they relate to the material, they're more motivated to keep going.

ENCOMPASSES BASIC AND FUTURE SKILLS





6 REASONS FOR APPLYING CREATING TOGETHER

- SKILLS FOR THE FUTURE

Cooperation, communication, critical thinking, and creativity. Creating Together works on enhancing each of these important 21st Century Skills, contributing to the student's overall development in and outside the classroom, now and for the future.

- COGNITIVE AND EXECUTIVE FUNCTIONS

Both these functions are stimulated during each of the steps of the methodology.

- MEMORABLE AND FUN EXPERIENCE

Creating Together is an enjoyable experience. Students not only increase knowledge recall but have fun.

- SIMPLE AND EASY

No equipment or digital expertise is needed. An idea, a story, some paper and colored pencils, and a mobile phone. That's it!

- INCLUSIVE

Regardless of intellectual level, cultural background, challenges, and age, all students can participate and benefit.

- FLEXIBLE ALL ACROSS

Teachers set their own pace and work with total freedom to choose subjects, themes, language, etc.

IMPROVING LEARNING AND TEACHING EXPERIENCES

The success of our core product, Creating Together, enabled and inspired us to develop new offers that expand and enhance learning and teaching experiences in the classroom, as well as others that provide professional development and job opportunities.

Creating Together

Animations

EncycloKids

Collaborative platform

Studio BKTk

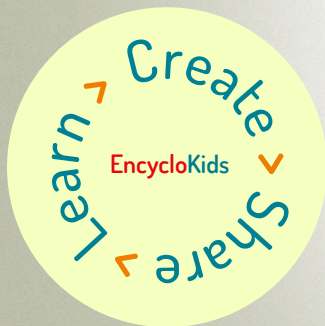
AnimaPIC

2D Course

Books

Games

STUDENTS TEACHING AND INSPIRING OTHERS



Creating Together has produced over **3,000 animations** to date. These are all part of **Encyclokids**, an exclusive online library of animation organized by age, subjects, and language, which serves both teachers, helping them to approach themes in the classroom, and students, as learning and inspirational material.





BKTK Studio + 2D Animation Course

COLLABORATION AND NEW OPPORTUNITIES

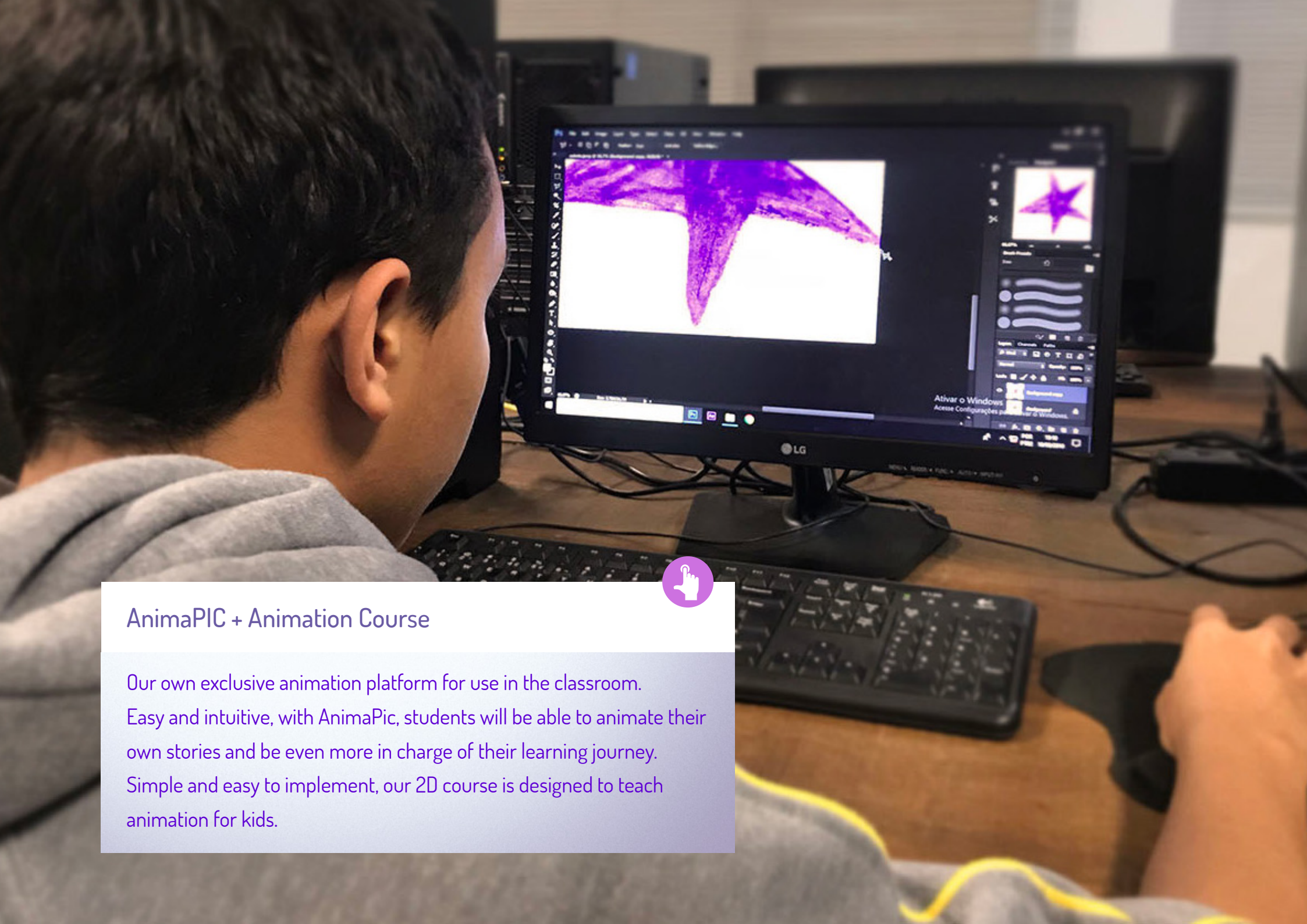


BKTK Studio is an opportunity to develop professionals and provide new job opportunities in the community.

Our unique BKTK Studio is a platform for 2D producers, audio editors, and gamers who wish to collaborate with us and earn extra income.

They can work wherever and whenever they want. All jobs are project-based and available on the platform. Today we have over 2,200 collaborators worldwide.

Our 2D course is designed to teach animation and prepare new professionals.



AnimaPIC + Animation Course



Our own exclusive animation platform for use in the classroom. Easy and intuitive, with AnimaPic, students will be able to animate their own stories and be even more in charge of their learning journey. Simple and easy to implement, our 2D course is designed to teach animation for kids.



GAMES

“Creating Together” is also applied in the creative process of game development, with the aim of engaging and motivating students, making it easier to teach pedagogical concepts. In it, students and teachers create their own games based on the content covered in the classroom, as well as develop characters, objects, settings, and record the possible dialogues for these games.



BOOKS

FROM THE SCREEN TO THE LIBRARY.

All the animations created by children all over the world are transformed into books, either in PDF format or can be published by us or the school. Yes, we still believe in the power of books.



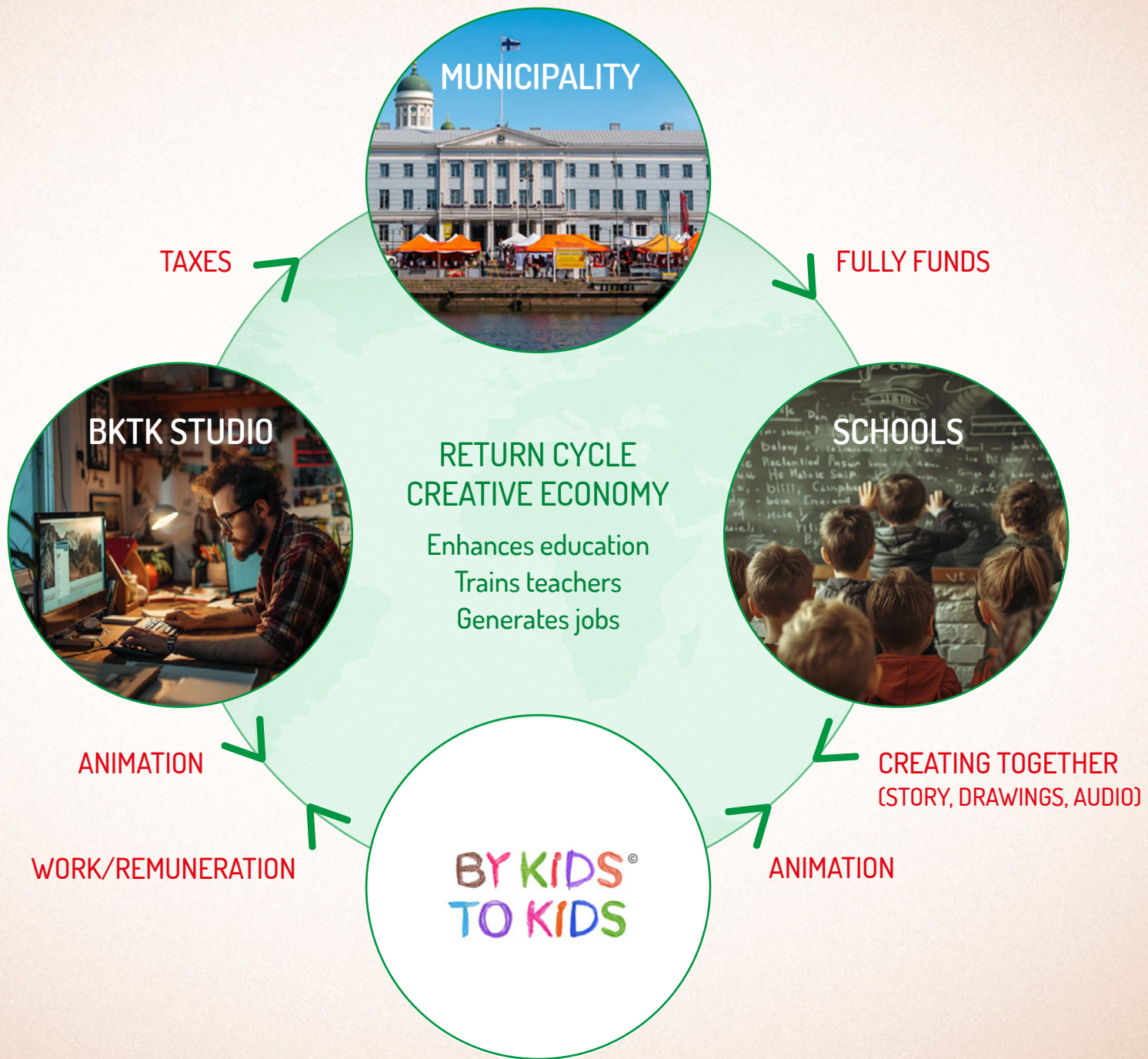


SOCIAL RESPONSIBILITY

CREATING TOGETHER WITH HOSPITALS AND INSTITUTIONS

Children and teenagers are at the heart of our company, even outside the classrooms. That's why we've been working with hospitals and institutions using our Creating Together methodology, with a unique approach.





KNOWLEDGE COMES TO LIFE AROUND THE WORLD



Denmark



Spain



Germany



Ukraine



Special needs



Hospitals



UN/ODS Brazil



Brazil (award)





RECOGNITION

hundrED



- Winner of the ComKids Interactive 2020 festival in the multiplatform category.
- First place in the WSA in the teaching and education category.
- First place in the Let's Go Festival. Largest festival of educational innovation in Latin America.
- 2020 HundrED Global Collection - chosen as one of the 100 most impactful education innovations globally.
- 2021 HundrED Spotlight 21st Century Skills in Latin America and the Caribbean - selected as one of 15 innovations.



Excerpt from the article written and published by Andreas Schleicher, Head of Division and Coordinator of the OECD's Programme for International Student Assessment, on By Kids To Kids.



“Today, education is not just about teaching students something, it is about helping them develop a reliable compass to confidently navigate an increasingly complex, volatile, and uncertain world. Success in education is about building curiosity and compassion, it comes from identity, from the purpose of life. It’s about opening minds and hearts; And it’s about courage — about mobilizing our cognitive, social, and emotional resources to take action. On my last trip to Brazil, I met Vitor Azambuja from By Kids to Kids. Vitor showed me how his organization puts students at the center of the design of learning environments, using an approach so simple and intuitive that it’s hard to understand how no one has created it before.”

Who we are

We are passionate about education. Our dream is to make the knowledge learned and produced in the classroom in a creative way be shared by everyone. It's from the future to school, it's By Kids to Kids.



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Thank you

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