

An open letter to Parents about the **Rocket Math** iOS Apps for iPads and iPhones

Dear Parents,

I designed the **Rocket Math** Apps to help children LEARN math facts such as  $9 + 7$  or  $6 \times 9$ . Most apps have students randomly practice math facts, but aren't much help in learning the facts in the first place! The **Rocket Math** App is different because your child will be successful from the start and will gradually learn all the facts in each operation—without noticing! They will play the app, but as they progress through the **Levels A to Z** they will LEARN all of the facts in sequence. Children will learn them well enough so that they don't have to count on their fingers or stop to figure out the answer. They will know the facts automatically so they can get on with the rest of learning math. Take it from a long-time educator, they will begin to enjoy math once they stop struggling with figuring out facts, like this young man is doing.



Try it risk free! I don't expect you to take my word for this. If you download **Rocket Math** Addition



HOME or **Rocket Math** Multiplication HOME you won't have to pay up front. Your child can try out the app and pass levels up through Level K for free. At that point your child has already mastered at least 36 basic facts. They are learning and probably enjoying it too! Then if your child wants to continue playing Rocket Math, we ask that you purchase the app for \$2.99 through an in-app purchase. See the two icons to the left. Please look for these free versions of the Rocket Math apps with the word HOME in their name and on their icon.

Why do we have two apps? I designed the **Rocket Math** Apps so that children couldn't skip around and avoid the "hard" facts they need to learn. The App follows the same careful sequence in the paper-and-pencil version that has worked in schools have for over 15 years. Once a child starts on Addition, they have to follow the sequence through addition Level Z and into subtraction. The app can keep track of up to three children as they work through the levels. We have two apps because you may have another child who needs to work on Multiplication and Division. Now you can download **Rocket Math** Multiplication HOME for that other child and your children can each proceed through their own sequence and take turns working on the same device.

Why do children have to take a 30-minute "battery recharge?" So they continue to keep playing and learning the facts until they finish Level Z and know all the facts. Through field testing of the **Rocket Math** Apps before publishing it, we found that children would keep playing for TOO LONG and wore themselves out. (Learning is hard mental work!) Children who played too long stopped playing the app and stopped learning! Now that they can only play for five minutes at a time, they are happy to open the app after the break and do another five minutes of learning. Take it from an education professor, learning that is spaced out like this, through short practice sessions over many days or weeks is THE BEST WAY TO LEARN.

Thanks! And here's to solving the problem of counting on your fingers to do math!

Sincerely, Dr. Don