



Superintendent
Mark Vianello

School Board
Cara Reynolds, Chairman
John LeClair, Vice-Chairman
Kim Amontree
Wendy Atkinson
Bob Segur

August 29, 2024

Learning 20/20 Inc dba Penda Learning, 2425-U Sole Source review of claim for only approved provider of online subscription service

Opened: August 29, 2024

The District will recognize Penda Learning as the sole provider of Learning 20/20 online science content. As a result of no contests being submitted during this Sole Source. This Sole Source was broadcast nationwide to approximately 1054 organizations.

We will continue to recognize this for 1 year, at which time we will again verify this claim and post another Sole Source for those who may wish to challenge.

Effective dates of this Sole Source are from Aug 29, 2024 – Aug 28, 2025.

Roger Somerville

Roger Somerville, MBA, CPSM
Procurement Manager

May 22, 2024

RE: Learning 2020, Inc. (EIN: 84-2197909) - owner and proprietor of Penda Learning

To Whom It May Concern:

Learning 2020, Inc. DBA Penda Learning is a private company registered in Florida and has obtained a SINGLE SOURCE to market and sell in the United States an online subscription service available via the website <https://www.pendalearning.com>. The online subscription service was developed by Learning 2020, Inc., DBA Penda Learning, and is a registered corporation, FEI/EIN Number 84-2197909, with registered address: Learning 2020, Inc., 2400 SE Federal Highway, Fourth Floor, Stuart, FL. 34994.

The online subscription service provides students and teachers in K-12 districts, organizations, and schools with access to online science content that's built on a gaming (gamification) platform, complete with instant feedback and various reports. We work directly with schools and district/organization partners to also provide professional development and implementation consultancy visits to support subscribing schools. Penda Learning uses a unique student directed approach that utilizes gamification elements, including customizable avatars, class and grade-level leaderboards, challenges/competitions, and points to engage students in learning. Penda Learning also uses a unique approach to scaffolding pedagogy (differentiated, scaffolded activities per standard) that helps students re-enforce their learning of key standards assessed on high stakes assessments. No other supplier to our knowledge has taken or followed this approach.

We sell directly to schools and districts/organizations to ensure an affordable pricing structure based on a per student seat subscription and/or number of sites. Our service is provided only by us. Penda Learning is consequently regarded as a proprietary product for the purposes of volume sales to districts.

Unique Features of Penda Learning:

- Unique approach to scaffolding pedagogy including differentiated, scaffolded activities per FL SASS, TX TEKS, and national NGSS standard
- 14,000+ unique science assessment items that have been hand-curated into 5 multiple-choice mini assessment questions for every FL SASS, TX TEKS, and national NGSS standard, via Learning 2020's acquisition of Scantron's entire bank of science assessment items
- Penda's Pacing Assistance Service (PAS) that automatically aligns standards-based activities to a school or district's unique scope and sequence/instructional progression calendars.
- Activities assigned weekly to students automated by Penda's Pacing Assistance Service.
- Student-driven approach incorporating a unique combination of gamification mechanics, including activity and experience points, levels, streaks, achievement items (aka digital badges), leaderboards, standards mastered recognition, weekly & monthly challenges, inclusive customizable avatars, and a collaborative/co-op year-long class mission.
- 3 ready-made reports (usage, progress, line-item analysis) in addition to an enterprise-level Report Builder toolset for teachers, school administrators, and district administrators. Report Builder includes various data metric columns, filter options, and report share capabilities.

Brad Baird
President & CEO


Brad P. Baird (May 22, 2024 09:38 MD1)

CEO

May 22, 2024

Penda Learning, a Learning 2020 company
888.919.0404

www.pendalearning.com