

Prodigy Education Statement from
[James Bigg](#)

Fears over the Math Game Prodigy.

We would appreciate the opportunity for our voice to be included to provide balance to this article.

"First and foremost, we take any concerns such as this extremely seriously, and would be happy to discuss them with the CCFC directly. Our business model was carefully thought through and developed via feedback from educators over many years, with the onus on being able to provide as many students as possible with access to our free in-game math content. In fact, more than 95% of our registered users are free users and have never paid to use Prodigy, which is testament to the unrivaled access our model provides.

At Prodigy, our mission is to help every student in the world love learning. We are completely aligned with parent groups on the importance of ensuring a fun, engaging, accessible, and safe online learning experience. We take our responsibilities to the students, parents, and teachers who use Prodigy very seriously. Our Math Game is certified by iKeepSafe, an organization which works to provide a safe digital landscape for children, schools, and families, and is in compliance with all existing guidelines.

We're proud to provide millions of students, families, and schools with completely free access to standards-aligned educational tools to support in-class and at home learning. This includes access to our entire curriculum bank of hundreds of thousands of math questions and remediation features, as well as extensive access to in-game items, content, and game zones.

To support us in offering all of this educational content for free, we also provide optional memberships for families for use outside of school. This provides gameplay enhancements for students (e.g. virtual outfits for their avatars) as well as deeper insights to help parents choose the best options for their own child's educational development. However, it is important to note that the majority of our users learn through a free subscription. No paid subscription is required for students to continue receiving completely free access to all of the educational content in the game, which has been designed by our team of accredited teachers.

Without this model, we would be required to put all of our educational content behind a paywall, which contradicts our mission of providing full access to fun and engaging math learning. The alternative would be to generate revenue via advertising, which is not a model we believe best benefits or protects our users. We never show third party ads on our platform, nor do we sell or lease any other user information to third parties.

We take these concerns very seriously, and are committed to evaluating our services and making changes if necessary. At the same time, our existing model allows us to provide free and effective educational services to millions of students, teachers, and parents who otherwise would not have access, and we are proud of this commitment."