



One-Page Summary for Decision-Makers

One-sentence summary

Rollama is a website of activities to learn English grammar, punctuation, spelling, and vocabulary, which uses gamification mechanics to incentivise regular practice and help all students build fluent fundamentals.

What is Rollama?

A child-centred, interactive digital playground of workouts for students to practise English. Teachers can closely supervise student performance and easily celebrate progress and success with real-time data tracking.

What problem does Rollama solve?

English grammar is particularly tricky for children, and especially for those learning English as an Additional Language (EAL). English has many irregular patterns, non-phonetic spellings, and complex verb forms. Grammar errors can affect the flow and meaning in a piece of writing.

The myriad learning gaps and weaknesses within a school cohort are complex and impractical to address through curriculum time alone. Teachers teach grammar, of course, but individual gaps inevitably accumulate among a cohort, and can be time-consuming to address by reteaching and intervention alone.

Rollama is a fun and motivating platform for both independent and guided practice of grammar accuracy, punctuation, vocabulary, spelling, and more.

What does Rollama do?

Our games cover 124 language objectives (and counting) – [aligned to the English National Curriculum for Key Stages 1 to 3](#) (see linked document for details). We have 13 game modes, 1000s of randomly-rolled prompts, and a vibrant, child-friendly, self-contained, advert-free ecosystem, featuring:

- focused game modes; child-friendly, concise Teacher Tips; instant feedback in each game,
- a custom avatar pet; child-safe global leaderboards; certificates; daily streak targets,
- in-game rewards – coins, medals, and trophies,
- curated lists of tasks for all grammar objectives and EAL backgrounds,
- teachers track usage and performance at-a-glance, and drill down to see powerful, impactful data.

What are the alternatives?

The internet is full of free English games, quizzes, and tools.

What makes **Rollama** special is our personalised system of individual accounts, which incentivises students to grow and make progress over time and enables teachers to easily track effort and achievements.

What does it cost? (as of September 2022)

Individual teacher account + 32 student accounts	£13.99 / year
Packages: Small School (up to 10 teachers, 320 students)	£78.95 / year
Medium School (up to 20 teachers, 640 students)	£143.85 / year
Large School (up to 30 teachers, 960 students)	£189.15 / year

Other sites which give individual user accounts cost as much as 10 times the price of Rollama.

Who made Rollama?

Andrew and Bethany Lowery are from Nottingham with 25 years' experience in teaching English and primary in the UK and international schools. Andrew has an MA in International Education from King's College, London.

What are the next steps for Rollama?

We launched in August 2022. We will continue to develop the site, and add new features. If you have any suggestions or feedback, please get in touch via contact@rollama.com.