



PONDERING PANDA

EdTech Partnerships

Game design thinking, applied to real-world learning.

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A game studio that takes learning seriously

Pondering Panda is an independent game studio founded in 2025 and based in Middlesbrough, UK. Our team of 6 combines game design, technical development and art and we're applying that craft to a growing focus on EdTech.

We're not a training company bolting on gamification for the sake of it. We're game developers who understand how interaction, feedback and challenge make information stick and we want to bring that to organisations who need people to actually learn, not just complete a module.

2025

Founded

6

Team members

UK

Middlesbrough

Already in EdTech:

- The Feeling Factory: youth mental health & mindset app
- In talks with Teesside University on module gamification

People learn best when they're playing, not just reading

Games are built entirely around getting someone to understand a system, practise a skill and want to keep going. That's the same problem every training programme, awareness campaign and course is trying to solve. Most just don't have game designers in the room.



Feedback loops

Instant, meaningful feedback helps knowledge stick far better than a static slide or PDF.



Active practice

Doing something in a safe, simulated space builds confidence before the real-world moment.



Emotional engagement

Story and character make sensitive or dry subjects easier to sit with and remember.

Already building in this space



The Feeling Factory

IN PROGRESS

An EdTech app teaching mental health awareness and positive mindset skills to young people.



Trigger

IN DEVELOPMENT

Original IP raising PTSD awareness, developed with Help for Heroes proof of our care with sensitive subjects.



Teesside University

EARLY DISCUSSIONS

Exploring how to gamify taught online modules to improve engagement and completion.

The Feeling Factory

THE CHALLENGE

Young people often struggle to engage with mental health education delivered through traditional, text-heavy formats.

OUR APPROACH

We're building an interactive app that teaches mental health awareness and positive mindset skills through game-based experiences designed specifically for a young audience.

Status: In progress

The Feeling Factory shows exactly the kind of partnership we want more of: a subject-matter expert with real insight, paired with a studio that can turn that insight into an engaging, well-designed experience.

Trigger, with Help for Heroes

THE CHALLENGE

PTSD is widely misunderstood, and awareness campaigns can feel clinical or fail to build real empathy.

OUR APPROACH

We're developing Trigger, an original game IP working alongside Help for Heroes to raise awareness of PTSD with the accuracy and sensitivity the subject deserves.

Why it matters for you

- We work with subject-matter partners to keep sensitive content accurate and respectful
- Proven approach for awareness and behaviour-change projects, not just skills training
- A model we can bring to health, uniformed services or safeguarding-related learning

Gamifying higher education: Teesside University



We're in early conversations with Teesside University about gamifying elements of their taught online modules turning passive course content into interactive experiences that encourage completion and genuine understanding, not just click-through.

What this signals for higher education & training partners

- We work with academic and institutional stakeholders, not just commercial ones
- Comfortable adapting existing course or training content rather than starting from a blank page
- Open to similar conversations with other universities, colleges or training providers

WHERE WE CAN HELP

One approach, any sector



School
Education



NHS &
Healthcare



Site Health
& Safety



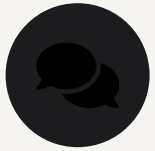
Uniformed
Services



Corporate
L&D

If people need to learn it, remember it or change behaviour because of it we want to help design the experience.

Three ways we can work together



Gamification Consulting

Advising your team on how to apply game design principles to existing content, platforms or training.



Bespoke Build

Designing and building a custom educational game or app from the ground up, as we did with The Feeling Factory.



Embed & Enhance

Adding gamified elements into your existing LMS, course or platform without a full rebuild.



Let's build the future of learning together

Find us at Develop:Brighton 2026 — or reach out any time.



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