

# Memorandum of Understanding

between

**University of Jyväskylä, Finland**

**Niilo Mäki Institute, Finland**

and

**Grapho Group, Ltd., Finland**

## Purpose

The purpose of this agreement is to express and enhance a commitment to partnership and trust between the three Parties. The ultimate purpose of our cooperation is to help children around the world to learn how to read. The Parties may share the information of this Memorandum of Understanding with third parties.

## Definitions

GraphoLearn                      Global academic initiative for researching and developing evidence-based literacy acquisition solutions and tools based on GraphoGame

GraphoGame                      Evidence-based software for training literacy skills

## Background

As a result of decades of longitudinal research and development, the University of Jyväskylä and Niilo Mäki Institute created GraphoGame, a literacy training software and e-learning methodology. GraphoGame was developed through the GraphoLearn initiative, a global academic initiative, which is dedicated to creating evidence-based literacy acquisition solutions and tools. GraphoLearn continues to develop and study GraphoGame-based language versions to this day.

All GraphoGame content abides by strict standards of quality and academic validation through peer-reviewed publications and studies. In 2017, the University of Jyväskylä and Niilo Mäki Institute welcomed Grapho Group Ltd as a new partner in developing and distributing GraphoGame.

## Parties of the collaboration

**University of Jyväskylä (JYU)** is a multidisciplinary public research university in Jyväskylä, Finland. JYU carries out independent, open and ethically sound interdisciplinary literacy and e-learning research and academic training. At JYU, research and development for the GraphoLearn initiative includes a wide interdisciplinary approach, academic training and supervision of doctoral and master students, and international research cooperation, scientific seminars and workshops.

**Niilo Mäki Institute (NMI)** supported by the Niilo Mäki Foundation, is a practise-oriented research and development non-governmental, non-profit organization focusing on child and youth learning disabilities and support. NMI is responsible for the research, development and distribution of the Finnish version of the GraphoGame technology "Ekapeli", and provides training for professional development and user support for the game. NMI participates and carries out some of the GraphoLearn initiative's international research cooperation and professional training.

**Grapho Group Ltd. (GG)** is a for-profit private limited company dedicated to implementation of GraphoLearn initiative's research on a large scale under the product name: "GraphoGame". GG develops and distributes evidence-based GraphoGame versions based on peer-reviewed GraphoLearn research. For other than research

purposes, Grapho Group Ltd is the exclusive partner for any desired distribution of GraphoGame applications, including their sales, marketing and advertising.

## Focus

This cooperation is designed to create wide-ranging and long-lasting impact in the lives of children learning to read by:

- Ambitious and ethically solid research of technological tools and solutions for supporting literacy acquisition, and solving challenges related to illiteracy and dyslexia
- Continuous academic peer-review to ensure children are proven to benefit from GraphoGame
- Promotion of efficient dissemination and exploitation of knowledge regarding literacy learning and support among parents, professionals, policy makers and the general public
- Dedicated, evidence-based game development and delivery of GraphoGame as a tool to support learning of reading across different languages, cultures, and geographical areas
- Finding relevant funding to enable these activities

## Responsibilities of Parties

In close cooperation with JYU, NMI and external research partners, GG commits to evidence-based practices by ensuring that GraphoGame evidence-based content will not be altered unilaterally, and that claims of GraphoGame effectiveness will be restricted to what is proven in independent scientific studies. Original research findings will be acknowledged and cited using appropriate academic referencing conventions.


This Memorandum of Understanding is neither intended to place legally binding obligations on the parties nor to give another party authority to act on behalf of or to commit any expenditure by the other party.

## Signatures

This MoU shall become effective from the day the representatives of all Parties have signed the Memorandum of Understanding and continue for an initial term of three years, and is renewable by joint agreement. The Parties agree to consult one another periodically concerning any relevant matters related to this agreement.

### Niilo Mäki Institute


In Jyväskylä 1. 2. 2018

  
Juha Matti Latvala  
Executive Director

  
Päivi Fadjukoff  
Chair of the Board


### University of Jyväskylä

In Jyväskylä 2. 3. 2018

  
Keijo Hämäläinen  
Rector

### Grapho Group Ltd.

In Helsinki 1. 2. 2018

  
Mervi Palander  
Chairman

  
Pertti Jalasvirta  
Chief Executive Officer