

A guide for parents

Maths that makes sense. A safe place to learn it.

How Blinkcade helps your child understand maths — not just memorise it — and exactly how we look after them while they learn.

Understanding first

Short lessons that show why maths works, with pictures your child can change.

You stay in charge

You create your child's account, confirm it, and see what they've learned.

Safe by design

No ads, no chat, nothing to buy, and nothing public about your child.

Maths should click

Most children who say “I’m bad at maths” aren’t. They were taught the steps before anyone showed them the idea. Blinkcade turns that around.

1

The idea before the rule

Every module starts with something your child can see and change — equal groups, a fraction bar, an array — so the rule makes sense when it arrives.

2

Mistakes that teach

A wrong answer gets a kind, specific explanation of what probably went wrong, and hints that go step by step: a nudge first, then more help only if it’s needed.

3

Little and often

Most modules take about 15 minutes. A mastered module comes back about a week later as a quick refresh, so what your child learns stays learned.

4

Certificates for real mastery

When your child masters every module of a course, a certificate with their name is ready to download or print — with a code anyone can check.

5

You can see the learning

Your Family page shows each child’s week at a glance, with a full report behind it and an optional summary by email every Sunday.

6

Written for their school year

Courses are organised by your child’s Class and board — starting with CBSE and ICSE in India — and each opens only after it has been carefully checked.

We won’t promise higher marks overnight. We promise lessons built so that ideas stick — and a place your child is safe while they learn them.

The Blinkcade Maths Library is free for everyone at blinkcade.com/maths: clear explanations of the big ideas in school maths, each with something to try on the page.

Inside a Blinkcade lesson

Every module follows the same six steps, so your child always knows what comes next.

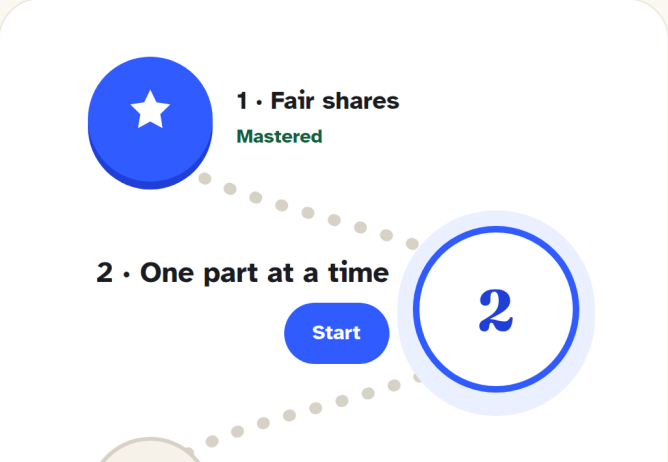
STEP	WHAT YOUR CHILD DOES
1 • Connect	Meets the idea in a real situation — sharing, building, measuring.
2 • Model	Makes a guess first, then builds the idea with a picture they can change.
3 • Guide	Follows a worked example, one clear step at a time.
4 • Practise	Answers questions with help on hand: hints go from a gentle nudge to a full walk-through.
5 • Apply	Uses the idea on a real-world problem.
6 • Check	Shows what they know in a short check, on their own. Passing it means the module is mastered.

Grades K-2 • 5 modules • about 2 hours



Fraction Sense: Equal Shares

Make fair sharing, unit fractions, and a whole visible before introducing procedural fraction work.



1 • Fair shares
Mastered

2 • One part at a time

Start

2

NEXT UP • MODULE 2

One part at a time

Connect a single equal part to its unit-fraction name.

- 1 Short lesson hands-on
- 2 Practice with hints 3 questions
- 3 Real-world question 1 question

Each course is a path of modules. The next one shows exactly what it holds: a short hands-on lesson, practice with hints, a real-world question and a quick check.

REWARDS

Rewards for thinking, not for spending

Children earn **sparks** for good thinking: getting an answer right first time, making a prediction before the answer appears, and explaining how they know. Sparks count towards a daily goal your child chooses, and any day with 10 or more keeps their streak going. Every seven days in a row earns a streak shield that covers a missed day — so one busy evening doesn't undo a month of effort.

Sparks can't be farmed

Each question earns sparks once a day, and there's a limit on the whole day.

Nothing to buy, ever

No coins, no shops, no ads — nothing on Blinkcade is sold to children.

Badges and certificates

Badges celebrate good habits and mastery; certificates mark a whole course mastered.

Your badges

Badges celebrate good thinking, mastering ideas, remembering them, and learning steadily. They're never about speed or beating anyone else.



badges earned

You're close to



Hint to win

Used a hint, then solved it yourself — 10 times.

9 / 10



All-rounder

Mastered a module in 3 different topics.

2 / 3



Habit formed

Learned on 20 different days.

11 / 20

All 33

Earned 16

Not yet 17

Getting started 2 / 4



First spark

Earned your first sparks.

Earned 1 Sep 2026



Lesson one

Finished a whole lesson.

Earned 1 Sep 2026



First steps

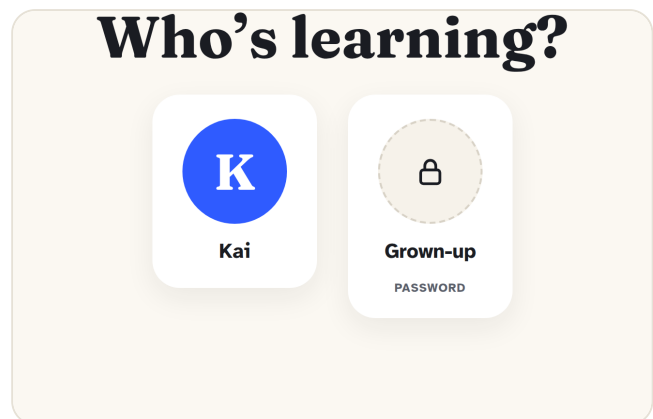
Enrolled in your first course.

Not yet

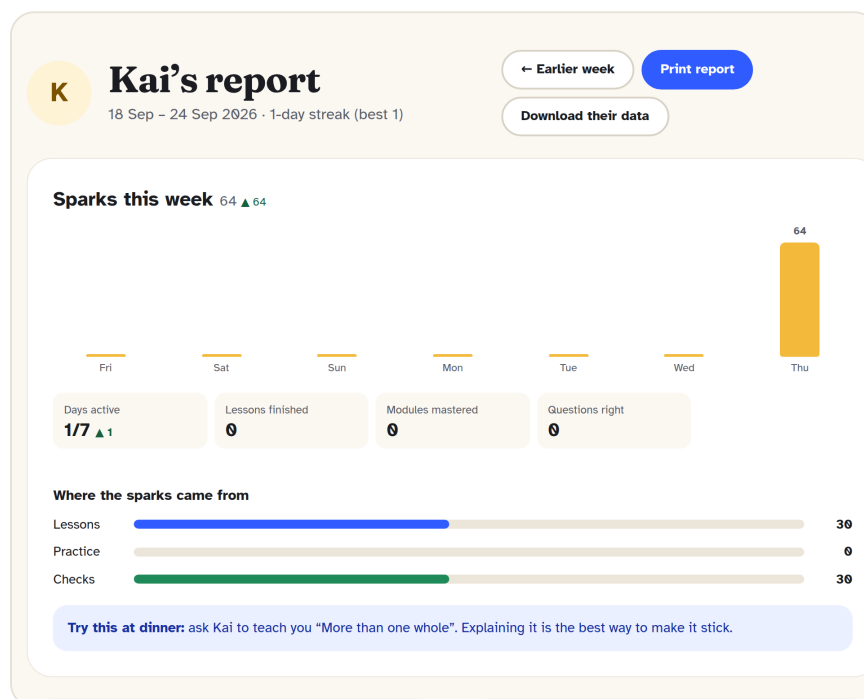
The Badges page shows what your child has earned and how close they are to the next badge — never about speed or beating anyone else.

Your child's account is yours to manage

- **You create the account.** Sign up as a parent, then add your child with their first name, a username and a password you choose. No email address is needed for your child.
- **You confirm it.** We email you a short notice explaining what we collect. Your child's account only unlocks when you click the link.
- **Up to eight children** in one family, each with their own progress. Brothers and sisters never see each other's work.
- **Shared devices made easy.** On a family tablet, children tap their name on "Who's learning?" — with an optional 4-digit PIN.
- **Teenagers with their own account** can link it to yours with a one-time code, and unlink themselves at any time.



"Who's learning?" on a shared family tablet.



Each child's report: this week's sparks, days active, lessons, modules mastered, questions right — and where the sparks came from.

How we keep your child safe

Blinkcade is built for children from the ground up. These are not settings you have to find and switch on — they are how the site works for every child.

What we do

- ✓ Let only a parent (or a school) create an account for a child under 13
- ✓ Ask you to confirm your child's account by email before it can be used
- ✓ Keep each child's progress private to them and you — and, for school accounts, their teachers and school
- ✓ Cap rewards every day, so there's no reason to play on and on
- ✓ Host our own fonts and files, and keep advertising and tracking tools from other companies off the pages children use
- ✓ Give you a download of your child's data, and delete it when you ask

What we never do

- ✗ Show advertising, or sell or share personal information for anyone's marketing
- ✗ Offer chat, messaging or friend requests
- ✗ Show public profiles or leaderboards
- ✗ Ask your child for an email address, photo or location
- ✗ Sell anything to your child
- ✗ Let a child sign up without a parent from our pages

At school

When a school uses Blinkcade, students sign in with a class code and secret pictures (or a 4-digit code) — no email address. The school controls its students' data, teachers see only their own classes, and every time a teacher opens a student's report it is recorded for the school.

Something worrying you?

Email ricky@blinkcade.com and we'll look into it straight away. You can also read our full Child safety page at blinkcade.com/child-safety.

What we keep, and for how long

WE KEEP	WHY
First name, username and password	So your child can sign in. Passwords and PINs are stored encrypted.
Learning progress	Lessons finished, modules mastered, answers and hints — so your child carries on where they left off and you can see how they're doing.
A log of the sparks they earn	What each spark was for and when, so rewards add up fairly and you can see them in the report.

How long we keep it

- If you don't confirm a new child account, it is deleted after 14 days.
- If a child account isn't used for 11 months, we email you; after 12 months it is deleted.
- Delete your child's account at any time from their report: everything goes immediately.

Your choices

- **Download** your child's data from the top of their report.
- **Withdraw consent** with the link in your confirmation email — this deletes the account and its data.
- **Turn off** the Sunday email on your Family page whenever you like.

Full details: blinkcade.com/privacy

Ready in five minutes

- 1 **Create your free parent account** at blinkcade.com/join and choose “My child”.
- 2 **Add your child** on your Family page: first name, level, a username and a password.
- 3 **Confirm by email.** Open the link we send you, and your child’s account unlocks.
- 4 **Set up a shared device** (optional) so your child can just tap their name, with a PIN if you like.
- 5 **Check in on Sundays.** Read the weekly summary, then ask your child about one thing they learned.

If your teenager (13+) already has their own Blinkcade account, send them a one-time code. They enter it and choose to link — then their progress shows up here.

Create a code

Every Sunday, a short summary of each child’s week to rep.parent@example.com.

☒ Send me the weekly summary Save

Shared devices

On a family tablet or laptop, children can pick their name from “Who’s learning?” instead of typing a username and password. You can give each child a 4-digit PIN in their report. Getting back to your side always needs your password.

Open “Who’s learning?”

Name this device

e.g. Kitchen iPad Set up this device

On your Family page: link a teenager’s own account, choose the weekly email, and set up shared devices.

A tip for home

Ask “How did you know?” more than “Did you get it right?”. Explaining an answer is where the understanding happens — which is why Blinkcade rewards it with sparks.

Questions? Visit blinkcade.com/faq or email ricky@blinkcade.com.