



'Pinterest for Education' launches BETA at BETT

Why pay when you can get great learning resources free?

London - 15th January 2014

Rockfig Ltd. a London based start-up, is launching a FREE social learning network for 11-18 year olds, their Teachers and Parents, at Excel's BETT show next week. The Rockfig site allows users to share and comment on their favourite free, learning resources on the web, and organises them into 'Collections', by age, national curriculum subject and topic, so they can be easily found on tablets, mobiles and desktops.

David Summers, CEO of Rockfig explained, 'There's a tsunami of free learning resources on the web, but our research shows that time-poor Teachers, Students and Parents find it difficult, if not impossible, to find exactly what they're looking for. Subsequently they tend to rely on a very small number of well-known sites, and totally miss out on the amazing free library of content that's out there. Rockfig solves this problem and becomes their *sat nav for learning*'.

With its clean and simple interface and easy to use social media tools, the site is already proving popular with Teachers, with over 100 requesting a log-in in the first month.

Catharine Slade, Product Development Director commented 'Our BETA site organises resources for Biology, Chemistry, Physics, ICT, and the new Computing curriculum, with Maths and English being added by Easter. We believe curation by humans beats algorithms every time. Algorithms are just not good enough to organise the web into a smart, relevant place for learning. We see Rockfig becoming a favourite with Teachers, Students and Parents who want the best age and curriculum matched resources without the cost.'

About Rockfig

Rockfig is a small start-up based in London.

CEO and Co-Founder, David Summers was previously Editorial Director of Espresso www.espresso.co.uk, where he created BETT and BAFTA award-winning learning services for both primary and secondary schools. He previously worked at BBC Education and was a primary school Teacher.

Catharine Slade, Product Development Director and Co-Founder, has developed BETT and BAFTA award-winning primary and secondary schools' digital products, for companies including Espresso, BBC Active and Pearson. She previously worked at The Science Museum and was a primary school Deputy Head.

Susan Banister, Co-Founder has twenty years' experience in business development, with the last twelve years in the online education sector. She has worked in senior management roles at some of the leading Learning Platform providers in the UK and has a wide and international professional network.

www.rockfig.com

Twitter: @rockfig

Facebook: www.facebook.com/Rockfig

BETT: Excel, London. January 22nd-25th. Stand IN5: Innovation Zone

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