

CODY BLOCK

Usage Guidelines for the Education Channel

QUBS' Purpose (why we exist)

To invite children to explore the world through play, sparking a hands-on adventure that's fun and intuitive. QUBS start with the simple joy of wooden toys and embed them with screen-free tech. QUBS toys empower and inspire the next generation of innovators.

QUBS' Vision (what we want to achieve)

An empowered and inspired new generation of innovators.

QUBS' Mission (how we'll realise our vision)

QUBS innovate and design beautiful wooden toys with screen-free tech inside, to balance hands-on play, exploration and intuitive learning. This helps kids develop critical skills in a way that's fun, simple and engaging. At QUBS we nurture creativity, problem-solving, and confidence, providing a guided framework for kids to discover the joy of play. QUBS are committed to delivering quality and sustainability through wooden toys that ignite the imaginations of the next generation of makers and doers.

QUBS' Core Promise (what customers can expect from any experience)

Imagine a new world of play through tech-powered, screen-free wooden toys.

Values (what we stand for and believe in)

Nurturing: QUBS helps kids grow and learn through independent play and exploration.

Smart: playtime is always enriching and exciting thanks to wooden toys embedded with screen-free tech.

Trustworthy: all QUBS toys are made from sustainable materials and will always be screen free

Innovative: The QUBS team constantly create new play concepts pairing screen-free tech with beautiful wooden toys.

Personality (the human characteristics and attributes)

QUBS is a dedicated and nurturing partner empowering kids to return to the simple joys of playing with beautiful wooden toys, while opening up a world of discovery and imagination through the screen-free tech inside everything we build.

QUBS toys offer kids amazing, hands-on ways to explore the world and gain new skills. And they do this through toys that are part of a framework that balances open-ended exploration with discovery, creating an inviting space that sparks personal expression and supports learning objectives.

At QUBS, everything said is positive. They know everything is possible and if someone doesn't know how to do it yet, they'll go figure it out together.

QUBS are always supportive and inspiring, always right there alongside the kids, the parents, the educators. Ready to cheer them on and to show them the way. QUBS is on this journey together with kids, parents and educators.

At QUBS the focus is always on what they can do, on how far they can go, on what this thing does, and what that one does. QUBS loves playtime and loves its potential to spark discovery and growth.

Positioning (the message we want to communicate)

QUBS' Positioning

Smart tech. Simple play.

Cody's Positioning

Take a journey into coding with the smart wooden car

QUBS' Elevator Pitch for Education:

Discover a new world of learning through tech-powered screen-free wooden toys

Cody's Elevator Pitch

Spark imagination and discovery with the smart wooden car that helps kids code.

CODY BLOCK Product Positioning:

Primary: Take a journey into coding with the smart wooden car.

Secondary: Discover a new world of learning through tech-powered screen-free wooden toys

KEY USPs:

- Introduces coding through hands-on play
- Screen-free
- Demonstrates cause and effect
- Introduces computational and design thinking principles
- Develops gross motor skills
- Enhances social skills and collaboration

HOW EDUCATORS USE IT

CODY BLOCK is a fun and powerful learning tool at kindergarten and primary levels.

- Introduces 5 principles of coding: Algorithm, Sequencing, Debugging, Functions and Logical Thinking
- Makes teaching coding easy, intuitive and fun
- Inclusive play engages children at all levels
- Simple to use and no coding knowledge is required by teachers
- Learning and lesson ideas provided support easy integration into lesson plans

CODY INTRODUCES CODING

With Cody inquisitive little minds learn basic coding concepts! Cody drives by responding to the commands coded into the wooden blocks. This hands-on play experience is grounded on the proposition that kids learn best by experiencing the environment around them. Cody Block uses 5 key coding concepts:

- Algorithm
- Sequencing
- Debugging
- Functions
- Logical Thinking

Algorithms are sets of instructions that define sequences of tasks. When children lay out the City Blocks for Cody to follow, they are giving Cody instructions on how and where to move.

Sequencing is the specific order in which instructions are performed in an algorithm. If the steps aren't followed in the right order the algorithm won't work as planned. One missing or misplaced block will send Cody in the wrong direction.

Debugging is the process of identifying an error (known as a bug in code) and then fixing it. The physical City Blocks are the code, so little ones learn to spot and correct bugs.

Functions are self-contained bits of code that can be defined and then used within a wider algorithm. With Cody, kids can define a function and then record it with the Record blocks. Cody will remember that function and perform it again every time he encounters a Replay Block.

Logical thinking empowers kids to tackle complex problems by breaking them down into sequences of smaller, more manageable steps. Setting journeys and tasks for Cody builds their reasoning and problem solving skills.

Find out more about the educational values of CODY BLOCK at www.qubs.toys

USUABLE QUOTES

- *"The quality of the toy is fantastic. My students were able to understand and figure out how to use CODY within just a few minutes."*
- *"Qubs fits in perfectly with our goal of developing computational thinking skills. It allows us to introduce essential concepts like commands, sequencing, loops, and even functions, in a way that is clear and engaging for our young learners. The practical,*

screen-free gamification not only reinforces these key concepts but also enhances how students collaborate to solve algorithms”

- *“(..) best resources available for early years in terms of coding and I shared about the great product you have introduced us to at ISP- Cody! Our teachers and students love the beautiful design and screen free simplicity of the tool and there are endless options for extension and application across grade levels and subject areas”*

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