

Our approach

We offer tailor-made content for different target groups, and despite the diversification following the diverse needs of each learning cohort, the core of our approach is always the same.

We use innovative interactive tools to make the learning process more effective and entertaining, and accessible at different levels, without sacrificing scientific correctness.

That's why we strongly believe that playfulness holds an essential role. Fun and interactivity increase the efficacy of the learning process and make concepts less intimidating.

In each and every content we develop, we aim at providing the possibility for multilevel education. This means that behind images, analogies and even funny representations used to popularise quantum physics and technologies, there's always a solid scientific background, regardless of the skills of the target audience.

We are aware of the risks of misleading analogies and oversimplified explanations, to which quantum popularisation is exposed, especially in context where the proper mathematical formalism cannot be used. That is why we like to build multilevel educational resources which can help maintain a connection all the way from intuition and engagement to formalisation.

As odd as it may sound, we really think it's more difficult to talk about quantum physics with words than with formulas: which is why even more attention is needed when math is limited!