

Competitive Analysis

We suggest you compare Mathnasium Learning Centers to others by asking some tough questions:

| | MATHNASIUM | Other Learning Centers |
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| "Do you Specialize in Math?" | YES Our focus on mathematics means better results. | NO They dilute their effectiveness by teaching two or more subjects. |
| "Do teachers lead the instruction?" | YES Qualified teachers customize and lead students through the program. | NO They shift the burden of teaching to a computer program or a fixed series of drill and practice worksheets. |
| "Can my child attend every day you are open?" | YES The more often your child attends, the happier we are. | NO They limit your child's attendance, or make you pay more. |
| "Can I bring my child any time you are open?" | YES You drop in when you want, according to your convenience. | NO They expect your child to come only at a specific time, on a specific day. |
| "Do you use your own proprietary curriculum and materials?" | YES We've spent 30 years perfecting our proven and proprietary curriculum that is not available anywhere else. | NO They re-purpose old curriculum or software that your child may have already seen in school. |
| "Do you test verbally, as well as in writing?" | YES A verbal as well as a written assessment allows us to form a three dimensional picture of a student's strengths and weaknesses. | NO They are not interested in learning how your child thinks through an open ended verbal assessment. |
| "Do you customize instruction for each child?" | YES A customized program is assembled for each student that addresses their weaknesses and builds on their strengths. | NO They have one instructional continuum – and expect your child to fit in. |
| "Do you use various media and methods to teach my child?" | YES We recognize that there are many learning styles (notably visual, auditory, written, and kinesthetic) and use a combination of guided practice, manipulatives, and the latest computer software to engage students at every level and endow them with a deep understanding and love of mathematics. | NO They either work only with worksheets or only on the computer. |

Mathnasium says **YES**.