



Building a Culture of **Better Disagreements**

Skills for innovation and fearless collaboration

ThinkerAnalytix

2023



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THINK: SKILLS

We prepare students, educators, and working professionals for better disagreements.

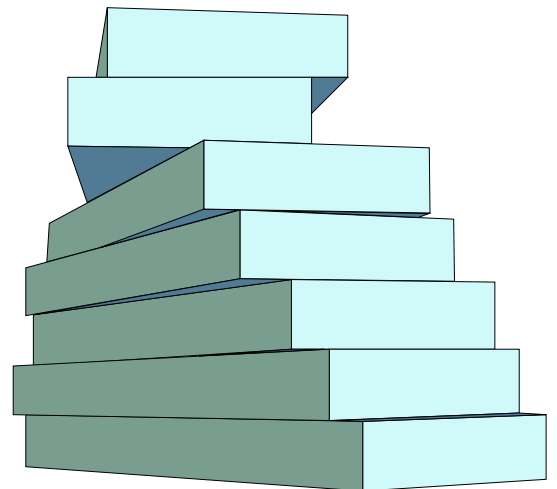
Argument Mapping

Argument Mapping illuminates disagreements, uncovering assumptions, logical errors, and weak evidence as well as points of connection.

Systematic Empathy

Slows down thinking and redrafts disagreements in real time. Through Systematic Empathy, opponents understand the thinking behind each other's views.

Logic and Empathy make even the most contentious disagreements grounds for one-on-one curiosity.



THINK: CRITICALLY

The 2022-2023 academic year was focused on development, moving our core product *How We Argue* from beta phase to a fully-fledged and refined product that teaches both **argument mapping** and **systematic empathy**.



At the same time, the TA team forged **partnerships** with college and university professors and administrators to ensure significant, stable growth in uptake of *How We Argue* in the the 2023 school year. **TA is exploring the possibility of distributing *HWA* as a new, innovative type of training course through publishers and partnerships to serve our mission to scale these skills.**

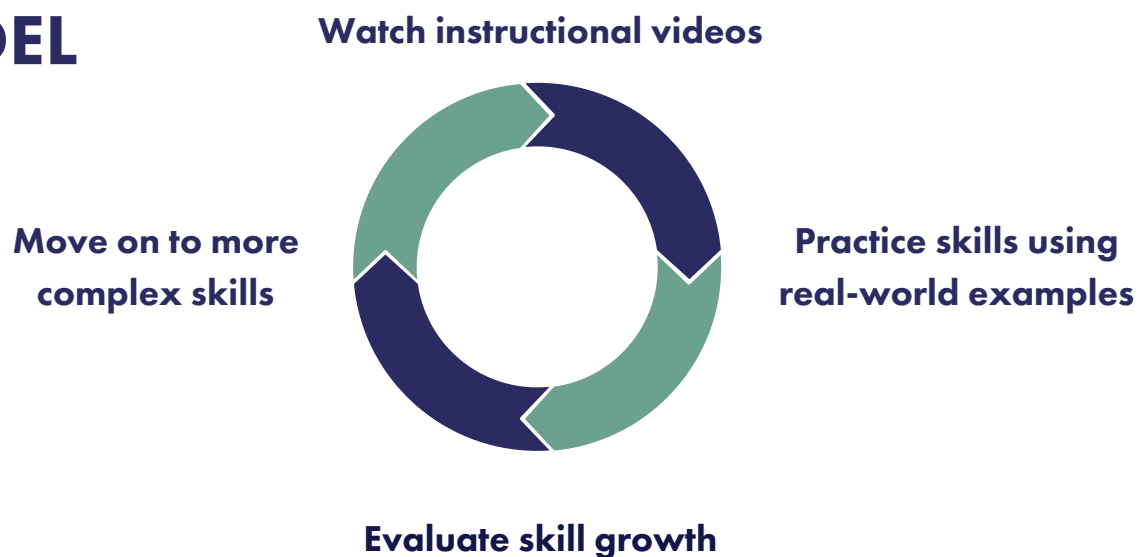
Key Partners



OUR DIFFERENTIATOR: CUSTOMIZED ASYNCHRONOUS LEARNING

Built in response to a well-documented critical thinking deficit, *How We Argue* provides the individualized instruction and coaching students need to learn reasoning skills. Research shows that guiding students through practice and assessment at their own pace is the **most effective method for developing skills**. Through **custom technology** built in partnership with Pedagogy.Cloud, TA delivers instruction to meet individual student needs.

OUR MODEL



GOING TO MARKET



THINKethics

Our new corporate ethics training product, will pilot Summer 2023 in an informal partnership with the World Bank



THINKlab

A virtual collaborative seminar for educators and thought leaders, starting in August 2023 with a focus on disagreement.



THINKlaw

A law school prep module for students launching September 2023, in time for college pre-law programs and LSAT test preparation.



THINKpuzzles

Currently in pilot testing mode, a disagreement puzzle app for current events, launching in full in July 2023

KEY PARTNERSHIPS

Distribution Partners

Through our distributors, ThinkerAnalytix now has a proven track record of designing and delivering online courses and programs at scale.



We trained 130 professionals asynchronously in systematic empathy and argument mapping in spring 2023 through the **Harvard Graduate School of Education**. The **course will run** multiple times from fall 2023-summer 2024.

Acting as course developers and subject-matter experts, ThinkerAnalytix is in the final stages of designing **Arguments 101**, a MOOC focused on argument mapping and systematic empathy that will reach learners around the globe.



Research Partners

ThinkerAnalytix is committed to working with thought leaders to bring cutting-edge research to our products and programs.



Pedagogy.Cloud

NC STATE
UNIVERSITY

2023-2024 GOALS

Summer 2023 will see a shift from product development to marketing and networking -- growing our reach and our mission through new partnerships.

**Q3 &
Q4
2023**

Go to Market

*New THINKethics and THINKlaw products launched;
Marketing experiments begin to broaden user base beyond
philosophy.*

**Q1 &
Q2
2024**

Networking through Thought Leadership

*Expanding our capacity for communications and active
engagement with a widening network; offering expertise as
thought leaders in new academic and professional spaces.*

**2024-
2025**

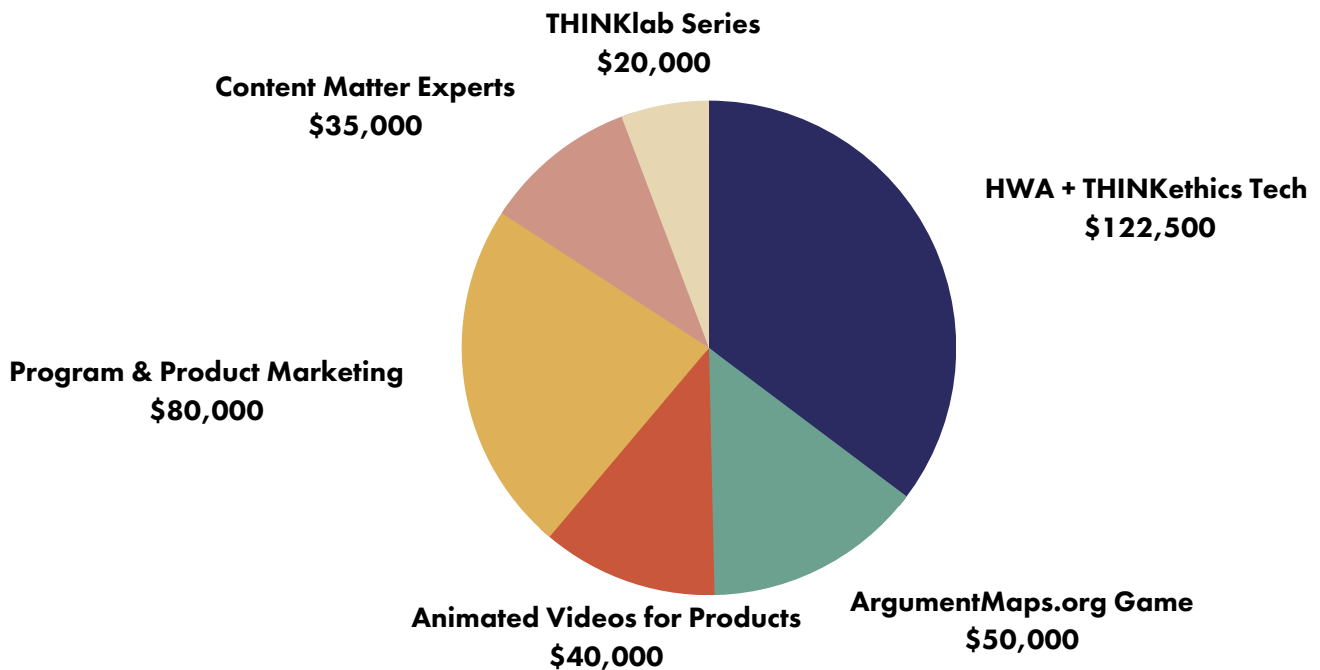
Achieving Capacity

*Complete five year strategic plan; expand staff for in-
person workshops, content builds, and business
development.*

INVEST IN OUR GROWTH

In 2023, we aim to fundraise **\$350,000** to continue growing our products and professional development offerings.

We're currently seeking partners to support our work in the following areas:



100%

The amount of your gift that will go directly toward growing our products and programs

ABOUT US

ThinkerAnalytix is an education non-profit organization spun out of the Harvard Department of Philosophy.

Why philosophy? For philosophers, disagreement is expected, even invited, to tackle seemingly impossible problems. History shows that the best learning happens through disagreement that is inquisitive, respectful, and fearless.

We leverage thousands of years of pedagogy from philosophy and custom education technology to offer a portfolio of courses and programs that teach productive disagreement as an essential part of learning and working communities.

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