



## **Astrid Education partners with CFI in Japan, to contribute to Japan's educational vision using proprietary AI**

The Center For Innovation (CFI) located in Tokyo, Japan has teamed up with Swedish education technology company Astrid Education (Astrid) to support new forms of learning, designed to empower both teachers and young learners in one of the most digitally advanced countries in the world.

**Stockholm (Sweden) and Tokyo (Japan), February 11, 2021** – CFI is a not-for-profit organization building access to international education thought leaders and progressive strategies that are relevant to Japan's educational vision. The organization is devoted to supporting the Japanese Ministry of Education's (MEXT) recent reform initiative, aiming to develop student-centered, inquiry-based, collaborative, and internationally-minded approaches for next-generation Japanese learners.

*"We are committed to providing a gateway by which local practitioners can gain access to global thought leaders and recognized resource areas in education innovation that meet Japan's needs,"* said Edward Lawless, Director, CFI. *"Astrid Education will enable us to explore how proprietary technology can empower Japanese English teachers and students."*

Astrid utilizes award-winning artificial intelligence and speech recognition to build engaging products for children and teens, that actively listen, evaluate, and support pronunciation and fluency practice in real-time. Astrid focuses on the practical side of learning English, by offering a digital product that empowers both students and teachers in the learning process, through deep, actionable insights.

A number of select partnership schools will incorporate Astrid in its learning schedules, with the partnership launching in early 2021 with an initial research phase with the Aoba-Japan International School and Aoba-Japan Bilingual Schools.

John Kristensen, Co-founder of Astrid Education, says *"We are excited to partner with CFI and provide our product to teachers and students in Japan. Human-centered design is a core principle of how we develop products, and this is a great opportunity for us to get a better understanding of our end users in one of the most innovative and customer-centric markets in the world."*

### **About Astrid Education**

Astrid Education AB is an education technology company applying recent breakthroughs in machine learning and speech recognition to education combined with a rigorous academic approach. The company provides a conversation-driven English language learning platform, powered by artificial intelligence. The team consists of experienced engineers, academics and company builders with backgrounds ranging from EF, Google, and Spotify. Astrid is located in Stockholm, Sweden, and Oxford, UK, and is backed by a global group of renowned tech entrepreneurs, investors, and advisers.

### **About The Center For Innovation**

The Center For Innovation is an organization dedicated to working with key partners to develop innovative educational technology resources and services that foster learner inquiry, agency, and collaboration in Japan, and beyond. Services include the provision of web-based, online learning environments, digital education experiences and programs, teacher training and professional development resources, content and curriculum development, education technology infrastructure development and maintenance, edtech events, and consulting services. CFI is based out of Tokyo, Japan, and extends its services to other countries internationally. The organization has a multicultural team with fluency in multiple languages including English, Japanese, Spanish, French, Mandarin, Dutch, and more.

**To arrange an interview with the CFI and/or Astrid team, and/or for visuals/logos, please contact:**

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### **Tags**

Education, EdTech, Machine Learning, Speech Recognition, Artificial Intelligence, E-learning, Language learning, English learning, ELT, Study English, Astrid Education, Center For Innovation, CFI, Japanese Ministry of Education, MEXT, Japan