



## **Why Math-U-See Sets?**

We want to ensure that our customers have everything they need to be successful in our program. Math-U-See is unique and the components are all essential to the success of a student.

To make it easier for our customers, we have created combination packs that include the appropriate materials for new or returning customers. We call these “Sets”.

## **Homeschool Messaging**

Math-U-See approaches teaching and learning math just a little bit differently from other math curricula. We’re organized into levels, not grades, so students can proceed at their own pace as they master concepts. We believe in individualized instruction. And at the heart of our math curriculum – our manipulatives. More than just a supplement, Math-U-See Manipulatives are an integral part of our curriculum.

By analyzing customer feedback and returning customer data, we can confidently say that customers who purchase all of the recommended components are most satisfied (and thus, presumably, most successful) as demonstrated by their repeat purchase behaviors. “All recommended components” means the Instruction Pack, Student Pack, and all recommended manipulatives. While we encourage customers to purchase all components, we want to strengthen that message – that each of these pieces are integral contributors toward their student’s success; that they work together in such a way that the end results are greater than the sum of the individual pieces; that individual pieces are not designed for stand-alone success, so picking and choosing which components to use is not an effective way to use Math- U-See.

Because we’re unique, we want to simplify entry into the program for new customers. One of the ways we’ve addressed this was by developing the Integer Block Kit, to clarify how many blocks are needed for all levels. The second, and most significant, way we’re addressing this is by creating new bundles, or Sets, that include all of the Elements required to be successful in our program. These Sets will include special discounted “bundle” pricing that will incentivize purchase of a Set over individual Elements. The Sets were designed to meet the needs of new customers and returning customers and are described below.



### **Universal Sets**

In math, a “universal set” is a set that includes everything. The Math-U-See Universal Set does exactly that by including everything a new customer needs to be successful with our curriculum. The Instruction Pack, Student Pack, any required Manipulatives, and our new Demme Digital Pack are conveniently bundled and specially priced so customers can be certain they have all of the items they need, removing any guesswork - no surprises, no add-ons, just one discounted price that offers a significant savings over individual components.

### **Level Up Sets**

These sets are geared toward several different types of customers who have some or all of the required manipulatives:

- Returning customers or new customers who already have all the manipulatives they need
- Returning customers who are leveling up to Zeta, Pre-Algebra, or Algebra 1 and simply need the Algebra/Decimal Inserts
- New customers who are purchasing a Universal Set that includes the same manipulatives and do not need to purchase duplicate manipulatives

For returning customers looking for their next level’s materials, or for new customers shopping for a second child who are purchasing manipulatives in a separate Universal Set, we’ve got a special “Level Up” Set just for them – all of the items in the Universal Set, minus the manipulatives that they already have. This name plays in a couple of different ways: first, it serves to emphasize that we have “levels” rather than grades; second, “level up” indicates moving up to the next level (and is a pretty well-known expression among kids who play video games). In addition to the Instruction Pack and Student Pack, the Level Up Set also includes the Demme Digital Pack for the appropriate level, with access to streaming instruction videos, instructional PDFs, and all our other online resources for the selected level in one convenient location

### **Base Level Up Sets**

The Level Up Sets for Zeta, Pre-Algebra, and Algebra 1 include Algebra/Decimal Inserts; a second Level Up Base Set is available for each of those levels for customers who already have the inserts as well as the integer blocks. The Level Up Base Set includes only the Instruction Pack, Student Pack, and Digital Pack access (it’s identical to the Level Up Sets of the other levels.) We’ve got a special discounted price for the Level Up Sets that will save our customers over purchasing individual Elements.

### **Important Notes:**

- Customers purchasing **Epsilon** who need manipulatives will need to purchase the Universal Set, even if they are moving up from Delta. This will afford them the greatest savings.
- **Zeta – Algebra 1 Level Ups** include Algebra/Decimal Inserts.
- **Zeta – Algebra 1 Level Up Base Sets** do not include any manipulatives – they are for customers who simply need the Instruction Pack and Student Pack; they also include the Digital Packs, as do all Sets
- Customers in **Geometry, Algebra 2, PreCalculus, and Calculus** will purchase the Universal Set; there is no Level Up Set, since there is no difference (no manipulatives required for these levels)