

HEY Veyra

Every pupil's attention, memory and thinking skills, measured in one lesson.

Built on clinical science. **Made to feel like a game.**

Nine pages: the problem, what Veyra does, the evidence, the price, a free pilot



Fifty seconds on what Veyra does. Watch it at heyveyra.co.uk/deck.

Built to a SENCO's specification

Funded by UK Research and Innovation

Free pilot: one lesson, one group, one readout

Book a 20-minute chat →

Next: **step one, the assessment pack** →

The severe cases are handled. A much bigger group underneath is not.

Children who struggle with focus, memory and organisation, but never reach the threshold for the system to move. Nothing on the shelf measures it, so nothing happens until it becomes a crisis or a referral.

About fifteen per cent of pupils. Every SENCO knows them by name.



Never identified. No adult has flagged them. Girls most of all, because they daydream rather than disrupt.



Parked at SEN support. A need recognised, with no plan, no money and no measurement.



Waiting in the queue. Referred, and losing eighteen months while nothing is measured.

1 in 5

pupils has an identified special educational need (DfE, 2026)

18 months

average wait for an ADHD assessment (NHS England, 2025)

Why now. Every teacher is being trained to identify need, with Individual Support Plans and an Inclusion Strategy duty to follow. Nobody has been given the instrument.

Three things, for every pupil.

Veyra measures every pupil in one lesson, puts the results on one screen, and turns them into things staff can do. The next three pages take each step in turn.



01 · MEASURE

One lesson on school computers. To the pupil it feels like a game.



02 · UNDERSTAND

Every child on one screen, flagged automatically, with a plain-English report.



03 · ACT

Strategies for every flag, a readout with you, repeated each term.



What Veyra does, and why. Watch it at heyveyra.co.uk/deck, or [open it on YouTube](#).

Feels like a game. Measures like a clinic.

The Veyra Mind Skills Check: twelve short game-based tasks and thirty plain-English questions, done by a whole class in one lesson on ordinary school computers. Nothing to revise for, nothing to fail.



12

game-based tasks

30

plain-English questions

1

lesson



Measures attention, focus, memory and thinking: the machinery of getting things done.



Asks how life is going: sleep, confidence, friendships, independence.



Fair to every pupil: reads aloud for younger readers, in fifty-five languages.



Under thirty minutes of SENCO time: we handle the rest and supply the parent wording.

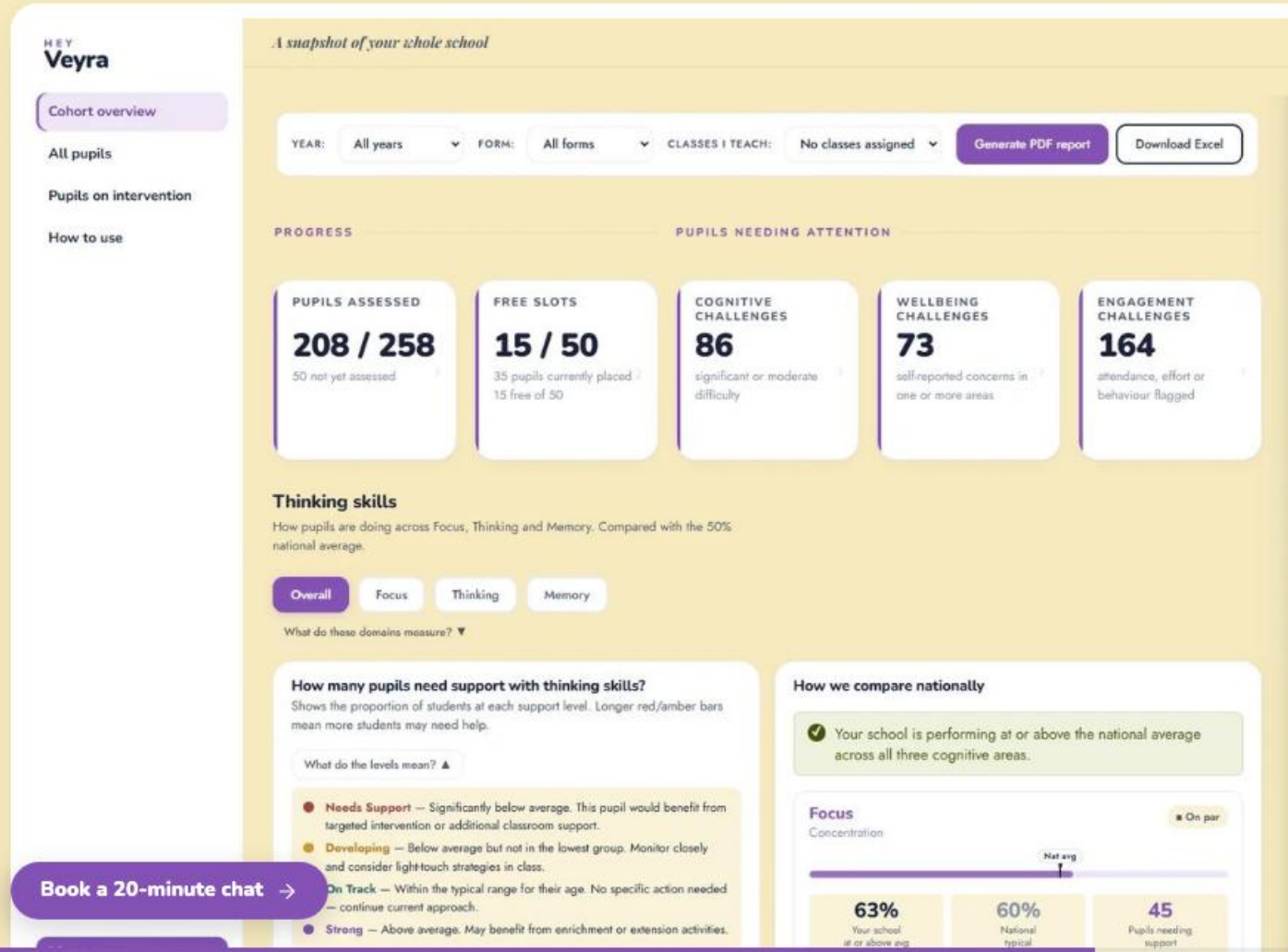
Book a 20-minute chat →

as a pupil sees it: the skills map, then a task. Watch it at heyveyra.co.uk/deck.

Next: [Next steps to the dashboard](#) →

One screen per child.

Results land on one dashboard, next to your own attendance and behaviour data. The SENCO sees the whole school; any child below where they should be is flagged automatically.



Flags find the ones nobody referred

Needs Support, Developing, On Track, Strong.



Next to your own attendance and behaviour data

Connected through Wonde. Your school stays the data controller.



Ask Veyra

"Who needs my attention this morning?" Answered from your own data, safely.

Book a 20-minute chat →

Next: step three **Next reports and what happens next** →

Measuring isn't helping. So we don't stop there.

Every child gets a plain-language report that starts with strengths, and every flag comes with something to do about it. Flick through a sample below, then we read the data with you.



Starts with strengths. Written for the pupil, their teachers and their parents.



A tip for every skill. Classroom strategies that fit the profile. You stay the professional.



Next steps your staff can action. Per-pupil PDFs for meetings and reviews.



Term on term. Change over time, as evidence for plans and inspection.

Then we sit down with you and read the data together.

Tested against the clinical gold standard.

Before any of this reached a pupil it was tested alongside the WISC, co-designed with young people and clinicians, and built so a school's data protection officer can approve it.

176

adolescents tested alongside the WISC, under ethics approval

.71 to .78

agreement with the WISC, where 1.0 is perfect

.88 to .96

consistency, where above .8 is strong



Co-designed with pupils, carers and clinicians. Piloted in UK secondary schools.



Game-based, not word-based. Fifty-five languages. Fair by design.



Does not diagnose. Where the evidence is still building, we say so.

The AI your DPO can approve

Staff already paste pupil details into public chatbots. Ask Veyra is the version a school can sign off, on three protections.

- 01 Enterprise terms.** The provider can never train on our data.
- 02 Names never leave the school.** The AI sees a code and scores, never a name.
- 03 Kept, then deleted.** UK GDPR by design. ICO Children's Code. Never sold, never profiled.

Full detail: heyveyra.co.uk/data-security

Built by a clinical researcher, to a SENCO's specification.

Veyra was started for exactly the children on page two, and built with SENCOs so it never adds to their week. Here is who is behind it, and what we deliberately leave alone.



Dr Sam Swidzinski

Founder and CEO

Clinical researcher in cognitive assessment and remediation, King's College London. Educator. Started Veyra for the children the system does not move for.

The rule we never break: we don't make the SENCO's job harder. A pilot takes under thirty minutes of your time.

What we don't do

- × **Dyslexia.** Your literacy pathway is well served.
- × **Diagnosis.** We identify strengths and needs, plainly.
- × **Replace educational psychologists.** Referrals go out carrying a term of evidence.



Sonya Christensen

Partnerships. A career on the school side, so she knows what your week looks like.



With Bournemouth University, partner · Researchers at Imperial College London and King's College London · NHS clinical advisers · Funded by UK Research and Innovation

About a pound per pupil per month.

One annual membership plus a per-pupil rate, banded like tax bands, so every child in the school is covered. No modules, no per-assessment charges.

£10,000 a year

for a 1,000-pupil school on Foundation membership. Every child measured, explained, flagged and evidenced.

£3,000 membership, plus per pupil:

£10

first 100

£7.50

101 to 500

£6

501 and above

Membership pays for the team who guide you, review the data and support you. The per-pupil rate pays for the platform. Partner and Pioneer tiers at [heyveyra.co.uk/pricing](#).

Pupils on roll	A year	Per pupil, per month
600	£7,600	£1.06
800	£8,800	£0.92
1,000	£10,000	£0.83
1,200	£11,200	£0.78

For roughly what the separate tests, screeners and trackers already cost. Three educational psychologist referrals cost more than covering your whole school.

Start with one class or one year group. Free.

The pilot costs nothing and needs no contract. The only commitment is three dates in the diary, so the results don't drift into the school year and get lost.



DATE ONE

The assessment

One lesson. A group you choose, ideally one you already have a question about. Twenty to thirty minutes of your time to organise.



DATE TWO

The readout

Within ten working days. Sixty minutes with your leadership team: the whole-cohort picture, then three of your own pupils, explained.



DATE THREE

Your decision

Within ten working days of the readout, your own internal conversation. If the answer is not now, that is fine.

