



## **Mighty Doodle Debuts On iPhone And Expands App Offering To Canada**

*New Parent Portal Features and Broader Availability Aim to Support Families During Early Education Moments*

MINNEAPOLIS – February 27, 2025 – [Mighty Doodle®](#), the AI-powered virtual tutor designed to teach children in 1st through 4th grades how to read, write, and spell, is now available on iPhone in addition to its original iPad format. This expanded availability ensures more families have access to the interactive, adaptive learning platform. In addition to expanded device availability, Mighty Doodle has launched in Canada, offering more children access to its personalized literacy solutions.

Developed by founder Deb Mallin—an educator, tutor, and mom with over 30 years of experience—Mighty Doodle was designed to help children with learning differences such as dyslexia build foundational literacy skills using evidence-based methodologies like the renowned Orton-Gillingham approach. This multisensory method breaks down language into smaller steps, engaging sight, sound, and touch to support those with reading difficulties.

"Expanding Mighty Doodle to the iPhone and Canadian markets marks an exciting next step in our mission to make literacy accessible to all," says Deb Mallin, Founder of Mighty Doodle. "In these times of educational uncertainty, Mighty Doodle offers families a flexible, proven resource to help their children thrive."

### **Supporting Families Amidst Educational Shifts**

As families face an evolving educational landscape, tools like Mighty Doodle play an increasingly vital role in bridging learning gaps and providing individualized, accessible literacy support. With its AI-driven, adaptive approach, Mighty Doodle enables parents to navigate early education challenges confidently and ensures their children stay on track.

### **Enhanced Parent Portal for Better Learning Support**

Mighty Doodle's Parent Portal has been upgraded to empower caregivers with deeper insights and more personalized support for their children's learning journeys:

- **Improved Progress Reports:** Parents can now select the time frame for which they want to view their child's learning data, including number of lessons completed, total play time, reading and writing proficiency, and the number of golden bananas earned, which is the in-app currency awarded to unlock special features and games. Guardians can pull reports for time periods of 7, 14, 30, 60, and 90 days, as well as view all-time history, giving them flexibility to track progress over different intervals. Parents can also set a default view to track progress and identify trends over time more effectively.



- **Enhanced Flashcards:** Caregivers now have access to vocabulary flashcards for words their child struggled with while reading and writing. These flashcards can be easily printed from the Parent Portal, offering an additional resource to practice frequently missed words and accelerate literacy development.

## **Inclusive Education**

Mighty Doodle believes that all children deserve the confidence that comes with strong reading skills. Through its Buy-1, Give-1 program, the brand donates an annual subscription for every annual subscription purchase made, ensuring that income limitations don't hinder children from reaching their full potential. Mighty Doodle partners with community organizations across the U.S. to identify families in need and handle subscription distribution on behalf of the company.

## **Pricing and Availability**

Mighty Doodle offers a free 7-day trial for all new users. After the trial, parents and caregivers can subscribe to the program at an introductory Mighty VIP rate of \$149 annually or \$14.95 monthly. For Canadian users, the introductory Mighty VIP rate is CAD \$199 annually or CAD \$19.95 monthly. The app is now available for both iPad and iPhone users in the Apple App Store.

## **About Mighty Doodle**

Mighty Doodle is an AI-powered literacy platform designed to support children in 1st through 4th grades as they learn to read, write, and spell. Developed by educator Deb Mallin, the platform combines cutting-edge technology with evidence-based teaching methods to deliver personalized instruction for every child. With engaging, multi-sensory learning experiences, Mighty Doodle is committed to making literacy success accessible to all children, including those with learning challenges such as dyslexia.

For more information, visit [mightydoodle.com](https://mightydoodle.com) and follow the brand on Instagram [@MightyDoodle](https://www.instagram.com/MightyDoodle).

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