

Smart Tales App emerges as one of the most promising apps in Apple's App Foundations Program

Marshmallow Games' app teaches math and reading to preschool children. It has already won international awards and recognition and offers safe and educational digital entertainment.



Bari, Puglia May 26, 2023 ([Issuewire.com](https://www.issuewire.com)) - Apple has announced the 5 most promising apps in the App Store Foundations Program. Among these is Smart Tales by Marshmallow Games, an edtech company that creates and distributes educational apps for children worldwide.

Marshmallow Games, founded in Bari (Italy) in 2014 by Cristina Angelillo (CEO), Massimo Michetti (COO), Marianna Pappalardi (CLO & Creative Director), and Francesco Capozzi (CTO), represents excellence in the international edtech landscape.

Smart Tales, the flagship app of the company, stood out among the numerous participating applications and was chosen as the most promising app in Apple's Foundations Program, receiving prestigious recognition for its excellence and promise in the field of digital education.

The App Store Foundations Program is an Apple initiative aimed at supporting and promoting apps

developed by young emerging talents in the field of digital product development. The program selects applications that demonstrate exceptional potential and innovative vision for the future.

Smart Tales has been recognized for preparing children for school through fun. The application is aimed at children aged 3 to 6 and features educational games on STEM subjects and animated stories accompanied by a narrator's voice to foster a love for reading from an early age.

There are over 1000 educational activities that train fundamental skills for growth, such as memory, attention, logic, and critical thinking. The original stories created by Marshmallow Games educators teach healthy values such as collaboration, respect for the environment, and recognizing emotions.

"We are very proud of this recognition," says Cristina Angelillo, CEO and founder of Marshmallow Games. "We are grateful to Apple for supporting the growth of our product. It is a testament to our merit because we offer a digitally valuable educational product to families and beyond. Apple has also recognized our efforts in terms of inclusivity. Smart Tales, in fact, features special features that allow dyslexic and color-blind children to enjoy the stories and has been certified by IBCCES as a resource suitable for children with autism."

Marshmallow Games is committed to maintaining the standards of excellence and innovation that led to the selection of Smart Tales as the most promising app in the Apple Foundation Program. "This recognition motivates us to continue our efforts in developing high-quality educational content. We are working on expanding the product to also help older children cultivate their love for reading and learning," says Cristina Angelillo. Smart Tales Primaria is currently in the works, offering math and STEM games for children up to 12 years old.

MARSHMALLOW GAMES

Marshmallow Games srl is a fast-growing innovative SME in the gaming and edutainment sector for children. Marshmallow Games' apps have surpassed 3,000,000 downloads and have been featured by Apple among the top apps on the App Store worldwide, ranking highly in over 150 countries. Marshmallow Games has collaborated with major entities such as TIM and Clementoni and counts among its investors and advisors some of the leading entrepreneurs and professionals in the Italian digital landscape, as well as some of the most important venture capital funds, including CDP Venture Capital Sgr and Sefea Impact SGR.

SMART TALES

Smart Tales is the only app through which children learn through stories: it offers a collection of interactive tales to teach children (3-6 years old) STEM subjects (science, technology, engineering, and mathematics) and raise awareness about social issues and healthy habits. Used by millions of children worldwide and available in 5 languages (Italian, Spanish, English, French, and German), Smart Tales is consistently recommended on the App Store and has been the "App of the day" in over 50 countries. In Italy, it has been selected by UNICEF for charitable initiatives and to raise awareness among young children about children's rights.

www.marshmallow-games.com

[smarttales.app](https://www.apple.com/itunes/feature/smarttales)

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