



EDULUTION

EDULUTION CATCH-UP PROGRAMME

SSA & SOUTH AFRICA

10/2022



EDULUTION CATCH-UP PROGRAMME SSA & SOUTH AFRICA, OCTOBER 2022

Edulution is an innovative and proven learning model that is partly government-funded and is transforming how Africa learns. To further demonstrate to governments that Edulution is an effective and scalable model that needs to be part of a national solution, we are actively looking for new partners to expand our programme.

PROBLEM

For the last decade, SSA has had the highest rates of children falling behind and failing to learn. Learners in public schools are several years behind their grade level, and this problem compounds year on year. It limits the effectiveness of the curriculum taught by teachers and increases the number of school dropouts. The COVID-19 pandemic further exacerbated this situation. Current learning losses on future learning are so significant that learning recovery interventions have become essential.

With the advent of digital educational technology, highly effective solutions have emerged. The best solutions are scalable, affordable, and rapidly impactful – yet they are rare in practice. Technology alone is insufficient – only when deployed in partnership with government and local stakeholders and delivered by experienced and committed personnel can the educational outcomes of Learners truly be transformed. This is Edulution's mission, to transform how Africa learns.

SOLUTION

Founded in 2015, Edulution runs catch-up programmes in Edulution Learning Centres at government and community schools in South Africa, Namibia, and Zambia. The Edulution model is a unique mix of technology, enterprising Coaches, content, and evidence-based analytics that enable Learners to revise and master essential numeracy and ITC skills. The catch-up programme puts the Learner back on track and helps teachers deliver their curriculum.

The Edulution model reaches marginalised communities living in inner-city townships, remote rural areas and refugee camps. In September 2022, our 68 Centres are serving over 18,900 active Learners. And with over 200 employed Coaches that previously were unemployed local youth, Edulution is making a positive impact on vulnerable communities by creating jobs and promoting entrepreneurship and innovation. [View our story \(click here\)](#)





ACHIEVEMENTS & TRAJECTORY

Achievements to date:

- 3 countries, ZA, NA, ZM
- 68 centres
- impacted over 40,000 learners
- Trained > 200 coaches
- 84% learner improvement

With partners our 2030 targets are:

- 1 million learners
- Employing 2,700 youth
- Expand to 5 countries

ZAMBIA



NAMIBIA



SOUTH AFRICA



MODEL

Edulution achieves its results through a unique combination of technology, exciting content, effective Coaching and a comprehensive and continuous performance measurement system. The model requires active engagement, self-paced learning and concept mastery supported by economically incentivised Coaches who facilitate peer-to-peer learning.

TECHNOLOGY

ROBUST HARDWARE & SOFTWARE, OPERATIONAL IN REMOTE RURAL AREAS, OFFLINE & OFF-GRID



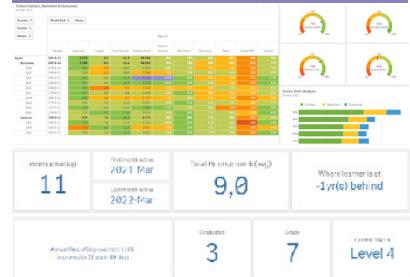
ENGAGING CONTENT

ACTIVE, SELF-PACED, PEER-TO-PEER LEARNING ENVIRONMENT TO ACHIEVE CONTENT MASTERY



REPORTING & ANALYTICS

EVIDENCE BASED ANALYTICS FACILITATE LEARNING AND INFORM STAKEHOLDERS



COACHES

ECONOMICALLY INCENTIVISED AND SOURCED FROM LOCAL COMMUNITIES



EMPOWERED
LEARNERS

CATCH-UP PROGRAMME

Learner Journey:

Our Learners (in grades 4 to 7) engage with the program for 3 to 4 hours a week in groups of 30 to 40 Learners per session and are served by 2 Coaches. The Coaches, guided by 'live' analytical data dashboards, facilitate learning.

Learners use tablets to do an initial assessments and then, facilitated by the Coach and guided by the software, engage with appropriate interactive exercises and videos, working at their own pace to achieve mastery before moving to the next level.

Coaches:

who are previously unemployed youth with a grade 12 pass, are selected from local communities wherever possible. Their training focuses on nurturing self-belief to unleash purpose-led, innovative and accountable Coaches. Their earnings are based on Learner activity and performance

Technology

Robust technology is an important part of Edulution's effectiveness, allowing learning Centres to operate in just about any environment. A bespoke inventory management system tracks and supports all the hardware in the field.

Reporting & Analytics

Learner activity and progress is analysed monthly and is the basis for Edulution's outcome funding and Coach payment model. Data is fed back to all stakeholders - Coaches, program managers, outcome funders, headmasters and other authorised stakeholders

Content:

The courses and Learner pathways are structured to align with the South African curriculum and have been upgraded by Brombacher & Associates and are approved by the DBE. Edulution uses content primarily from Khan Academy for its numeracy programme.

Stakeholder Engagement:

The Edulution team recognises the importance of building good relationships with all stakeholders, both at the local level and with higher authorities. An MOU has been signed with the DBE in partnership with the Sesego Foundation.

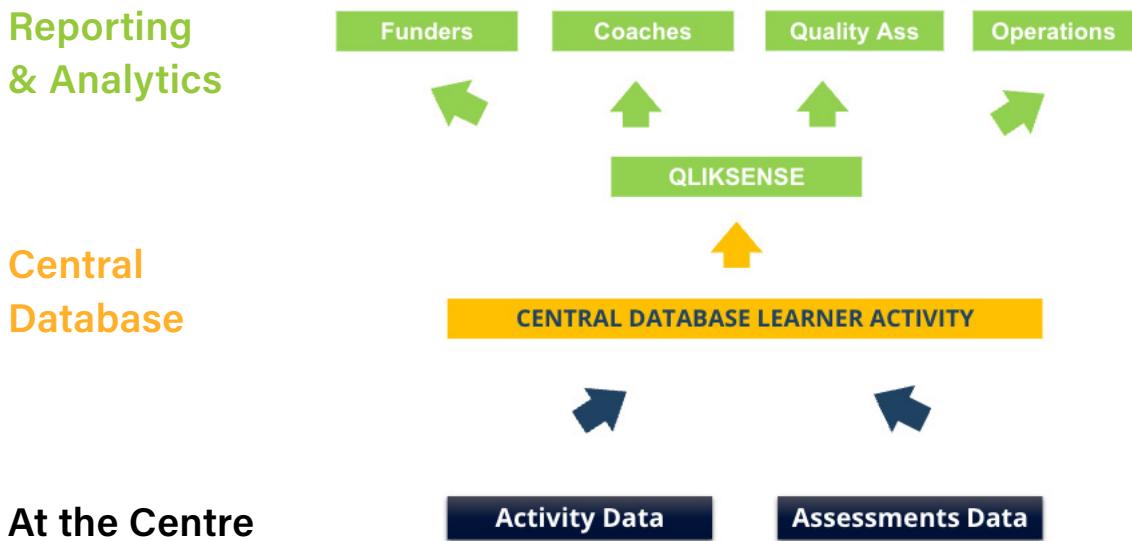
Effectiveness:

In an independent assessment by Brombacher and Associates, published in August 2022, South African Edulution Learners outperform their peers by up to 36%. In KZN, 11% of learners were at their grade level compared to 3% 12 months earlier.



REPORTING & ANALYTICS

Each month Edulutoin gathers and analyses a huge amount of data on our Learners. The data flows from the centre, to the central database, into our in-house reporting and alaytics system, or as we call it, our evidence-based analytics platform:



Our evidence-based analytics platform informs all our stakeholders and calculates Outcome Funding and Coach Commissions based on the Learners' activity and performance. We can segmenet the data per learner, per centre, per country and so much more:

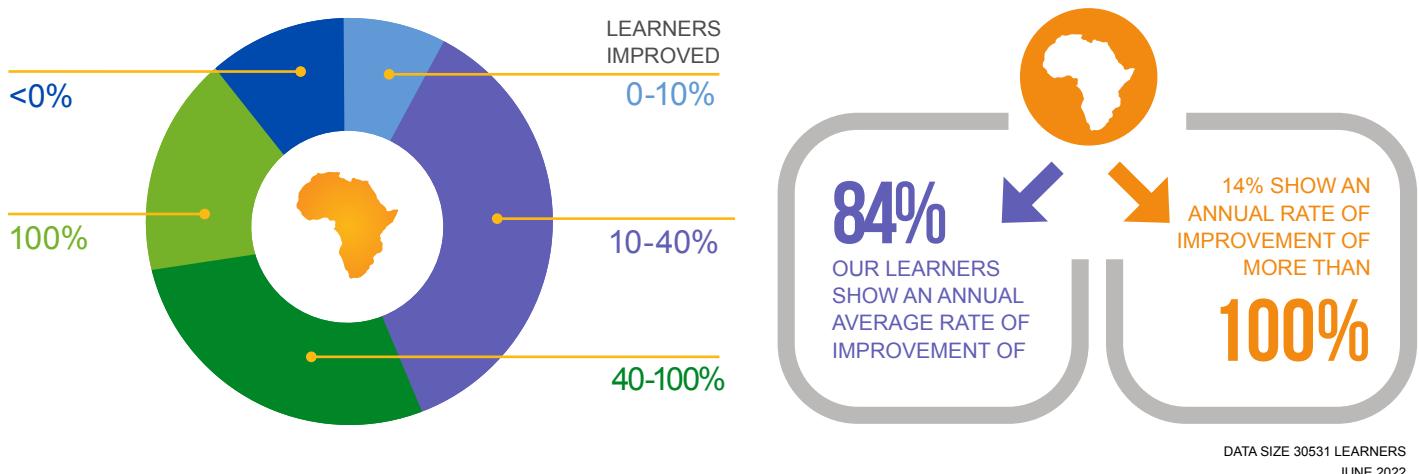


Coaches have set key performance measurables (KPMs) to facilitate maximum learning opportunities:

LEARNERS	250-300 Learners per centre
CONTACT	8 – 16 Hours per month
RETENTION	80% average monthly attendance
OUTCOMES	60% Improvements in course assessments

IMPACT

Internal Evaluation show annual average rate of improvements of 84% in numeracy:



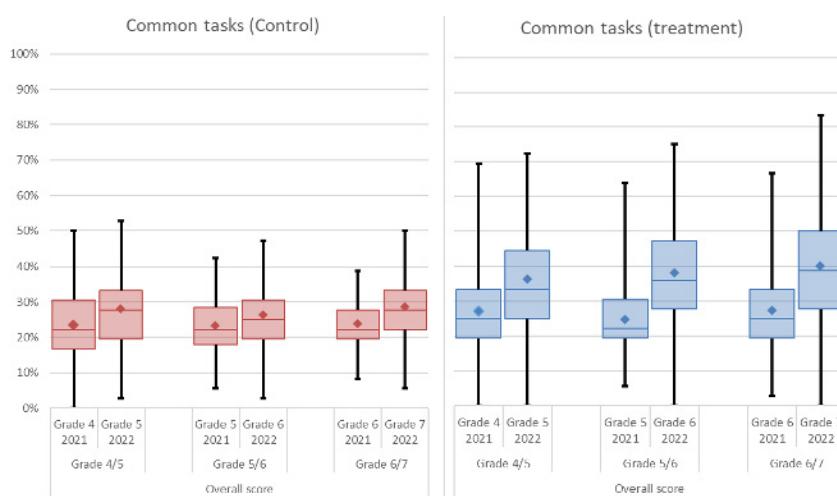
IMPACT IN SOUTH AFRICA

In South Africa, our Learners are on average 1.9 years behind their grade level. This due to a combination of legacy issues which were then compounded by the impact of missed schooling due to the pandemic.

In October 2022, our 25 Centres are serving over 7,400 active Learners. And with 69 employed Coaches that previously were unemployed local youth, Edulution is making a positive impact on vulnerable communities by creating jobs and promoting entrepreneurship and innovation in South Africa.

Brombacher and Associates conducted an independent evaluation in KZN in 2022, in 7 centres.

After just one year, Edulution learners performed 36% better than their peers:





EDULUTION SOUTH AFRICA

The socio-economic impact of the Edulution program goes far beyond numeracy, literacy, and digital skills for primary school Learners.

Currently, South Africa is mired in an environment of high youth unemployment, skills shortage, and limited educational and economic prospects in rural areas. Edulution delivers academic performance while also addressing the previously mentioned challenges in the following ways:

Personal Development:

Edulution embraces the continued development of each Learner and Coach. The unifying force driving the organization is a focus on personal growth, self-driven learning, and building human capital.

Youth Employment:

What truly differentiates the Edulution program is enabling Coaches to become micro-entrepreneurs. Coaches are paid based on their Learner's activity by mobile wallet and are thus incentivized to deliver performance. The ratio of Learners to Coaches in a learning session is one Coach for 15-20 students. However, each market will be assessed to deliver the optimum academic and maximum socio-economic development benefits which has resulted in a higher Coach-Learner ratio in South Africa.

Enterprise Development:

There are three levels of Coaches within the Edulution system: gold, silver and bronze. Gold and Silver Coaches can build businesses by managing more junior Coaches. Additionally, there are a number of services required by Edulution which given each Centre's scale can support new businesses such as catering, transportation and tablet repairs. This solution improves educational outcomes and stimulates local economic development and job creation.

Rural & Urban Connectivity:

ICT education solutions are considered one of the key assets to overcoming inferior physical academic offerings in rural areas. However, the lack of power and internet connectivity in rural areas often reduce or eliminate their effectiveness.

Edulution's significant advantage is that it can operate off-grid and off-line with equal effectiveness, offering all children the same educational experience & opportunity. Lessons are downloaded once a month using data and the tablets don't require internet connectivity to operate. Solar solutions are deployed in areas with no electricity.

The traditional educational system is failing South African children for a variety of reasons including: 1) passive engagement of Learners, 2) strict adherence to the curriculum and its timing rather than a focus on mastery of subjects, 3) a hierarchical system with a single teacher teaching many students, 4) insufficient numbers of teachers (UNESCO estimates that Sub-Saharan Africa needs 17 million teachers over the next 14 years, requiring 3,300 graduates every day for 14 years), 5) poor teacher quality and high levels of teacher absenteeism and 6) a system of 'progressing' Learners to the next grade, irrespective of results achieved.

The Covid-19 pandemic and ensuing lockdown measures have exacerbated the situation and highlighted the deep gulf between the learning experience of affluent and less fortunate Learners, which is often mirrored in the gulf between urban and rural Learners. A "catch-up" program has never been more important.

Edulution started the South African pilot in March 2021 with a mission to serve primary school learners and employ local youth as coaches. In partnership with the Sesego Foundation and the South Africa Department of Basic Education ("DBE"), Edulution opened 14 centres in KwaZulu Natal funded by the Michael & Susan Dell Foundation and the Happel Foundation.

In March 2022 in partnership with and partly funded by the South African Government Jobs Fund

(through the Presidential Youth Employment Initiative), Edulution opened an additional 14 centres in the Mpumalanga Province. By the end of 2022 Edulution South Africa will be serving 7,840 Learners and employing 68 coaches.



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basic education

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Disrupting Poverty



Penreach

2023 & 2014 EXPANSION PILOT PROJECTS

2022



28 **68** **7,800**
CENTRES COACHES LEARNERS

2023



40 **97** **11,000**
CENTRES COACHES LEARNERS

The new Pilot's objective is to prove to the South African government that enrolment in the Edulution program can significantly improve a Learner's mathematical ability, in peri-urban and remote rural schools with no existing ICT infrastructure.

The launching of new Rural Centres in 2023 in KZN and Mpumalanga provinces allows us to expand our impact on Learners, schools, and vulnerable communities. Importantly, it not only increases the sample size, but allows us to test the thesis in more remote rural schools. This data will be incredibly important in demonstrating to the South African government that the Edulution model can be part of a national solution and transform how Africa learns.

Commencing early in 2023, Edulution plans to launch 12 new centres in two rural clusters in KZN and Mpumalanga. We aim to launch these centers at government schools in phased approach in the first six month of 2023.

270 Learners will be enrolled in Edulution's numeracy program at each school, so a total of 3240 at 12 centres employing 29 additional Coaches.

Each centre needs to run for 3 calendar years to provide at least 2.5 years of data for evaluation. Funding for at least 4 Centres needs to be secured to viably open a new cluster.

Based on a Coach-to-center ratio of 2.4 and a Learner-to-center ratio of 270, the following table summarizes Edulution's initial and future impact.

In 2024, Edulution aims to open a new cluster in South Africa, Limpopo. 12 new centres, with 3240 learners and 29 additional coaches are being planned for.

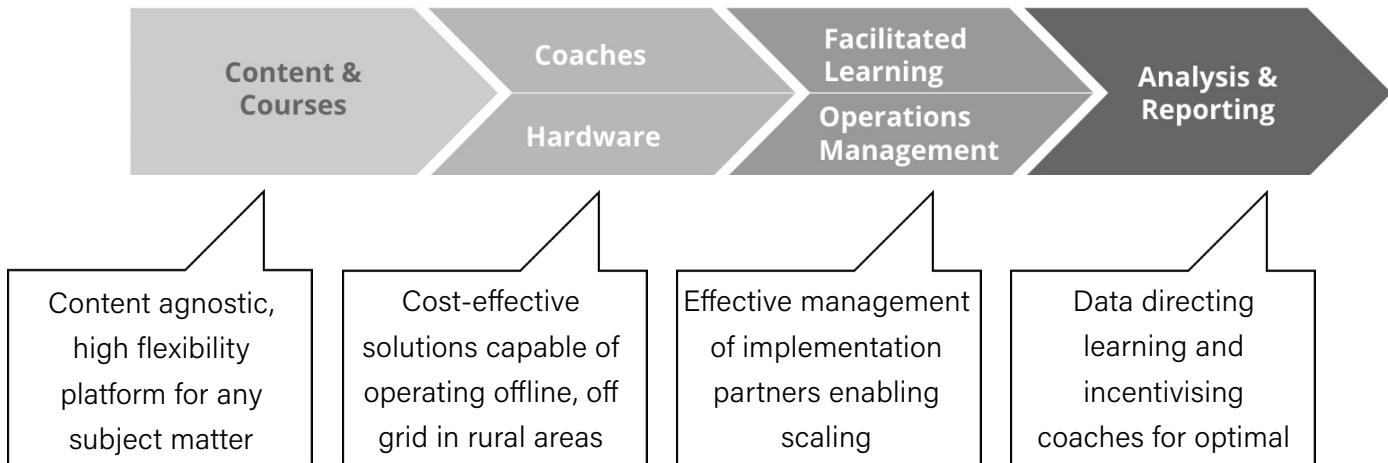


52 **126** **14,200**
CENTRES COACHES LEARNERS

PATH FORWARD

The effective delivery of quality education requires a fully integrated value chain. The Edulution Platform is the most effective facilitated learning platform for South Africa - enabled by technology, data, and empowered and incentivized youth, we can deliver a variety of programmes on behalf of our stakeholders:

The Edulution Platform



At the end of 2022, Edulution is piloting two new projects in Mpumalanga, South Africa:

- (1) Penreach as a new Implementing Service provider supporting Edulution in the running of learning centres
- (2) Teacher Engagement programme delivered through the Edulution Platform

To learn more about our projects and to find out how to partner with us, please connect with:

Richard Akwei, Strategy, Stakeholder Engagement & PPP Lead, rakwei@edulution.org
Kim Nielsen, Head of Stakeholder Engagement, partners@edulution.org



MEET SOME OF OUR TRIBE LEADERS



Michael Wray
CEO & Founder



Kanya Sakala
Head of Technology



Mulenga Mwamba
Gold Coach



Sandy Mattison
Strategy Lead



Richard Akwei
PPP Lead

Zimbabwean

Zambian

Zambian

South African

Ghanaian

Deloitte trained, Software development for JP Morgan, CFO Hedge Fund group, founded Edulution in 2015

Self-taught Software Developer with Biomedical background

Started with Edulution as a learner, and 7 years later manager of several operations across SSA

25 years working for large, blue chip companies gaining operational experience

32 years of experience in developed and emerging markets across investment banking and asset management

Meat free since 2018

Mandarin speaker

Fun-time bodybuilder

Sunset enthusiast

Enjoys ice-cream



www.edulution.org



edulutionafrica

EDULUTION
transforming learning



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Edulution Holdings SA • Switzerland • Company Registration Number: CHE-198.650.699 • Established 2015

Edulution Zambia Ltd • Zambia • Company Registration Number: 130157 • Established 2015

Edulution Learning Namibia (Pty) Ltd • Namibia • Company Registration Number: 2018/0873 • Established 2018

Edulution Learning South Africa NPC • South Africa • Registration Number: 2020/674027/08 • Established 2020



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