



EY Future Skills Text based learning program

September 2021

EY Future Skills – Text based learning program

Providing Future of Work modules via cell phones to empower 10,000 students by 2022

Overview

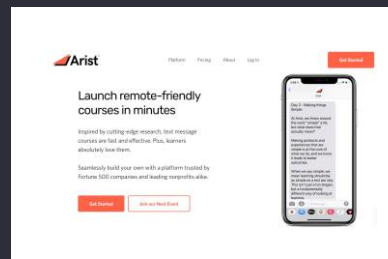
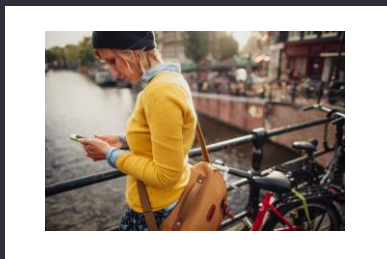
- EY and SAP are collaborating on co-branded modules on Entrepreneurship and Design thinking for students aged 18-22 (will be 16+ in some countries)
- The content will be bite-sized modules that will be delivered to students via text message or WhatsApp
- Students will be able to receive vital Future of Work information straight to their phones
- This offering is focused on lives impacted and has zero employee participation
- In September 2021, over 8,500 young people had completed the courses

Approach

EY and SAP created co-branded modules about Entrepreneurship and design thinking

Work with a third party platform, Arist, to advertise on social media deliver the content via text message and WhatsApp

Inspire thousands of students with the entrepreneurship spirit





“

I love reading and sewing, and my challenge is to get a machine and be an entrepreneur. [This course] has been good to me. I was able to apply ... skills and learning in my daily doings.

Nwagboso Amarachi

Abia, Nigeria

All individuals featured in the following case studies have fully consented to their image, name, and words being used publicly. As well, all individuals featured here are over the age of 18.

“

I learned that I am someone capable of realizing my dreams, overcoming challenges, and many other things.



Ana Millán
Venezuela

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“

I am passionate about football and entrepreneurship. [This course] helped me a lot to realize that I have to believe in myself first. I also learned about pivoting and adapting.



Mmadu Paul
Gwagwaldda, Nigeria

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A person is shown from the chest up, looking upwards towards a dark sky filled with many small, colorful bokeh lights, resembling stars or distant galaxies. The person's face is partially visible, with their eyes looking up. The overall tone is inspirational and aspirational.

“

[This course was] really practical and it helped me to think well. I would definitely recommend this to others who would love to learn about entrepreneurship. I will be looking into taking more of these classes through EY in the near future. Thank you!

Kenechukwu Enoch

Nsukka, Nigeria

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A background image showing a person's hands lighting a sparkler. The sparkler is lit, creating a bright burst of light and sparks. The background is dark with many out-of-focus bokeh lights in shades of blue, green, and yellow, suggesting a night festival or celebration.

“

Rossydera shared that she is "trying to achieve financial breakthrough through becoming an entrepreneur and learning what entrepreneurship is all about."

She shared that this course was "very impactful ... I learned new things such as what social entrepreneurship means and that innovation is not an event but a process. I found out that the motivation I need to get started is right here with me all along."

Rossydera Anyanwu

Abia, Nigeria

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M-Shule

Building education & skills in Africa through AI & SMS



87%

Learners in Africa are in learning poverty.



80%

African households without regular connectivity or access to smartphones.



M-Shule



M-Shule helps organizations educate, evaluate, activate, and monitor offline learners through SMS.

**But how can you
learn anything
over SMS?**



What are the
steps to baking a
cake?

How do I get to
the nearest
shopping centre?

Tell me how to
calculate interest
rate over time.

How do you say
“Hello” in
Korean?



SMS Micro-Courses for Learners of All Ages



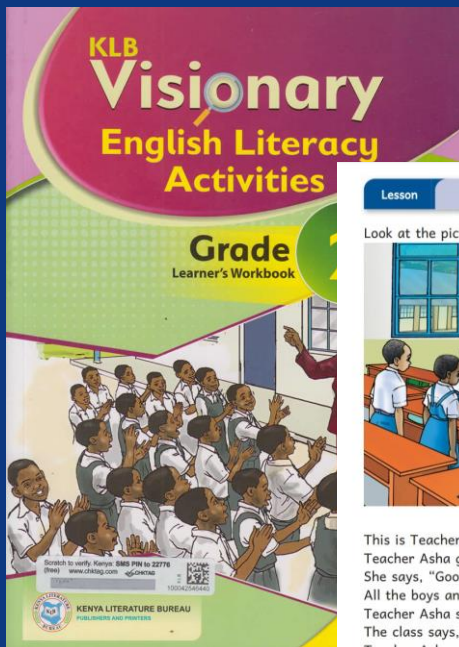
How does the platform work?

Content • Learning • Data




Content:

Program-aligned, self-paced SMS lessons developed from traditional workshop or textbook materials.



Lesson 1 Welcome and greetings

Look at the picture. Listen to the teacher read the story.



Teacher Asha's class

This is Teacher Asha's class. Teacher Asha greets the pupils. She says, "Good morning, class." All the boys and girls say, "Good morning, Teacher." Teacher Asha says, "How are you?" The class says, "We are fine, thank you, Teacher." Teacher Asha reads a story. The boys and girls listen.



Welcome to M-Shule Tusome Early Literacy Program. Please select a language:
1, English
2, Kiswahili

5:09 PM

1 5:09 PM ✓

Reply with 1 to start the lesson. 5:09 PM

1 5:09 PM ✓

Today, we will learn about correct words to use for 'Welcome and greetings'. Read this story between Teacher Asha and her grade one pupils. Reply with 1 to continue. 5:09 PM

1 5:09 PM ✓

In the morning, teacher Asha greets the pupils, "Good morning, class?" The class says, "Good morning, teacher." She then tells them a story. Reply with 1 to continue. 5:09 PM

1. In the morning, teacher Asha greets us ...
A. good morning
B. good bye
C. good evening
D. good afternoon

5:10 PM

A 5:10 PM ✓

Correct! When the sun rises, it is morning. Greet your parents, teachers and friends as 'Good morning'. Reply with 1 to continue. 5:10 PM

1 5:10 PM ✓

2. In the morning the teacher ... a story.
A. tells
B. sings
C. laughs
D. runs

5:10 PM

B 5:10 PM ✓

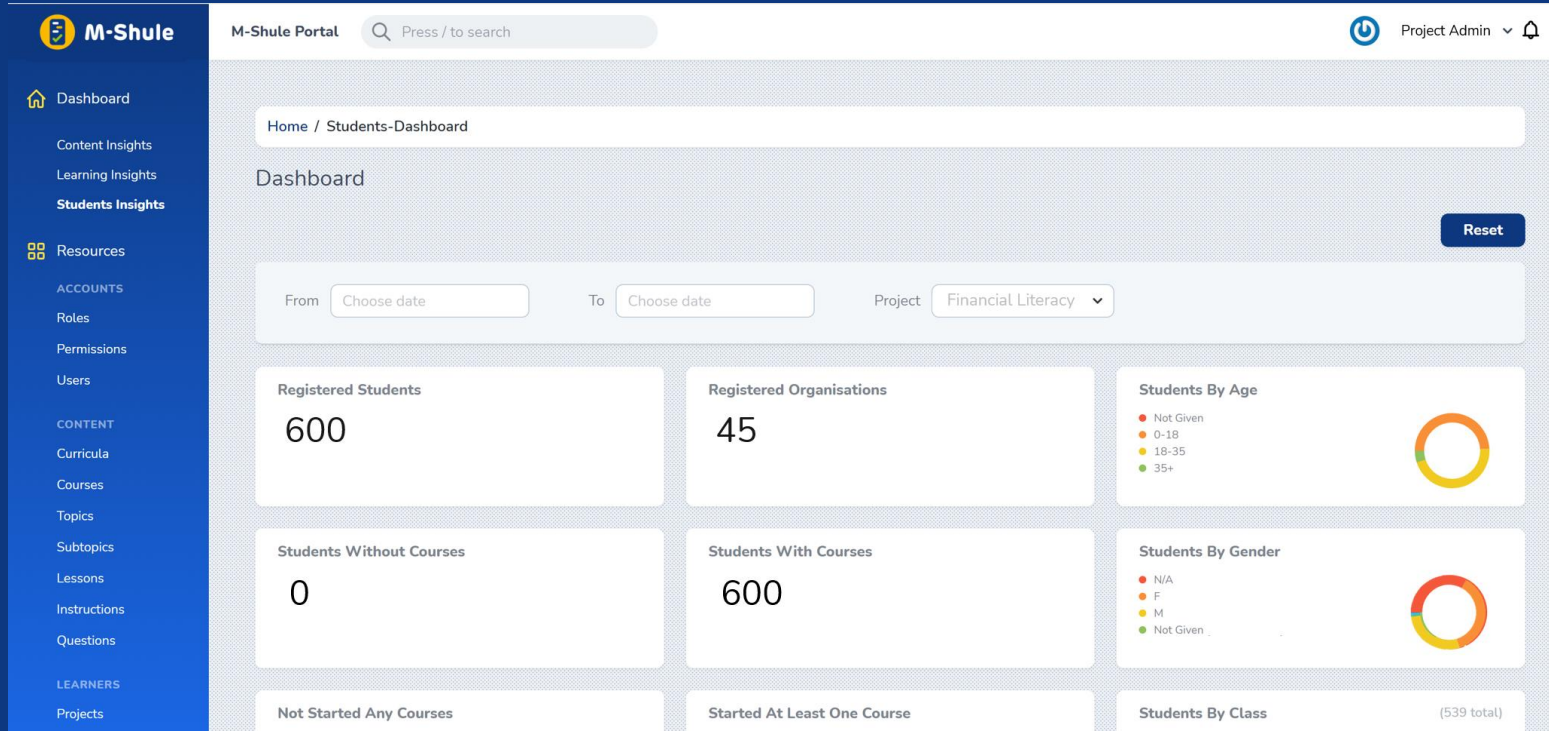
Incorrect! We sing a song. Can you think of any song and sing? We do not sing a story. We tell a story. 5:10 PM

Learning:

Learners are enrolled into relevant courses and practice on basic phones.



Data: Real-time data analyzed and shared on learners' progress, performance, and mastery.



Platform Superpowers

- Accessible and equitable for all households
- Affordable for learners and organisations
- Personalised learning and data



M-Shule

How do we
grow & scale to
new learners?





Learners

- Sign up as an individual
- Selection from existing courses on the platform
- Freemium or subscription
 - Individual reports



Organisations

- Sign up learners as a group
- Create or digitize their own educational content
- Monthly/yearly licenses
 - Cohort analysis



What are our impacts?



1.5X

Literacy learners move up 1.5 levels over a 3-month period; compared to 1 for non-users

1.5M

Learning messages sent

25K

Households reached to date

8

Languages available – and counting!

Case Study: VSO International

When COVID19 hit, VSO International selected M-Shule to deliver SMS livelihoods trainings when they weren't able to continue in-person workshops. M-Shule team adapted VSO's training content into 6 SMS micro-courses in topics like entrepreneurship, financial literacy, and social accountability. Then, we launched a six-month long program where 800 youth received monthly courses, ongoing support, and an SMS certificate for each course. What were the results?

- 95% of users said they wanted to continue receiving courses.
- 98% said that they were able to apply the knowledge to their lives.
- Some had even launched successful small businesses of their own!



Who is our team?





**Claire Mongeau,
CEO & Co-
Founder**

- Bridge International Academies, Design for Change, IDEX Accelerator
- Oxford University, Georgetown University

**Julie Otieno,
CTO & Co-
Founder**

- Arifu, CHAI, General Electric
- Strathmore University



**Our team is experienced, local,
and pioneering.**





M-Shule

Together we learn, together we succeed!

Reach out to learn more!

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M-Shule



Meta & Digify Africa | S4YE

WhatsApp Learning



www.digifyafrica.com

Meta & Digify Africa: WhatsApp Learning



- 2020 forced the world to change how they run their businesses, and Digify Africa had to find new ways to deliver their digital skills training programmes remotely
- As one of the most widely-used messaging platforms, WhatsApp offers a learning solution that is **easily accessible, low-data usage, and cost-effective for marginalised youth in Africa** who are in desperate need of training and work opportunities.
- We took this opportunity to start creating WhatsApp Learning bots. Our WhatsApp bots, Naledi, Kitso and Lesedi are tailored to our target markets and are designed to bring learning to life through **personalised interactive experiences**. Added to that, we've created one of the most **sophisticated user experiences on WhatsApp** via dynamic menus, gamification and keyword recognition to make navigation and learning on WhatsApp a great experience.

Naledi

- Naledi, our award-winning WhatsApp Learning bot, was made in **partnership and powered by Facebook** with the support of Techsys and Geekulcha. Naledi aims to create Facebook Digital Marketing Pros and equips students with the skills they need to grow businesses and pursue a career in digital marketing - and all directly from their phone.
- Naledi offers an **immersive learning experience** with rich content, quizzes, and study groups, as well as **a layer of gamification** through badges and leaderboards to encourage engagement. The beauty of learning with Naledi is the flexibility she gives you to learn conveniently and at your own pace.
- Every step of the learning journey is **measured via analytics and displayed on our dashboards** to ensure we continuously improve the learning experience. We then use this data in **partnership with UNISA** to ensure that we are contributing to the vast pool of research into ed-tech and mobile learning experiences.
- Naledi has already won a **New Gen Silver Award** for 'Most Innovative Learning App', as well as winning at the **Assegai Awards** for 'Use of New Technologies' and 'Innovative Solutions'. This was followed by several other finalists, including various innovation and mobile categories in the **Smarties Awards, MTN App of the Year Awards and The Loeries**.



Lesedi

- Youth unemployment in South Africa has escalated to an all-time high, with **64.4% of young people facing unemployment**. There is an urgent need for practical interventions that will help curb this crisis. One of the key contributing factors is the lack of basic digital skills, which hinder many young people from accessing opportunities online.
- The *Chat For Impact* accelerator programme was launched to help organisations use WhatsApp to address various social issues and amplify impact. When **Digify Africa was selected as one of the 10 global organizations to participate in the programme**, we knew basic digital literacy was a problem we could tackle with one of our learning bots.
- Lesedi the Digibot was launched in September at the Chat For Impact Demo Day. The bot targets 18-35 year-olds who need **basic digital skills to help them access further training and employment opportunities**.
- Lesedi tests users' digital literacy skills, and then provides multiple mobile-first topics combining voice notes, text, and images - all to help them **harness the power of their mobile phone to learn basic mobile skills and supercharge their lives**. Once they complete all course content, they are awarded with a certificate that can be added to job applications and CV's.
- Lesedi has exploded since its recent launch with **900,000+ messages** being sent on WhatsApp in under a month, and over **11,000 registered learners** consuming over **8,500 topics of content**. And this is just the beginning.



To learn more about basic digital literacy, add Lesedi as a contact on WhatsApp by clicking the link below or scanning the QR code with your phone.
wa.me/27766118409?text=hi



Kitso

- As in-person learning becomes harder to do in schools, we developed Kitso to **help educators facilitate easy access to digital learning material right on their phones.**
- Kitso is an exciting addition to Ilizwe Lam, (or 'My World'), and is **an online safety programme delivered by Digify Africa and Facebook for high schools across South Africa.** This youth-targeted programme promotes online safety and seeks to empower **learners, educators, and parents** with the tools they need to navigate their online space safely.
- A certificate is awarded to students that complete the course content. Through our **partnership with the Department of Basic Education**, we are helping thousands of teachers across the country with the knowledge they need to train their students on the basics of Internet Safety.



To learn more about Internet Safety, add Kitso as a contact on WhatsApp by clicking the link below or scanning the QR code with your phone. wa.me/27765937181?text=hi

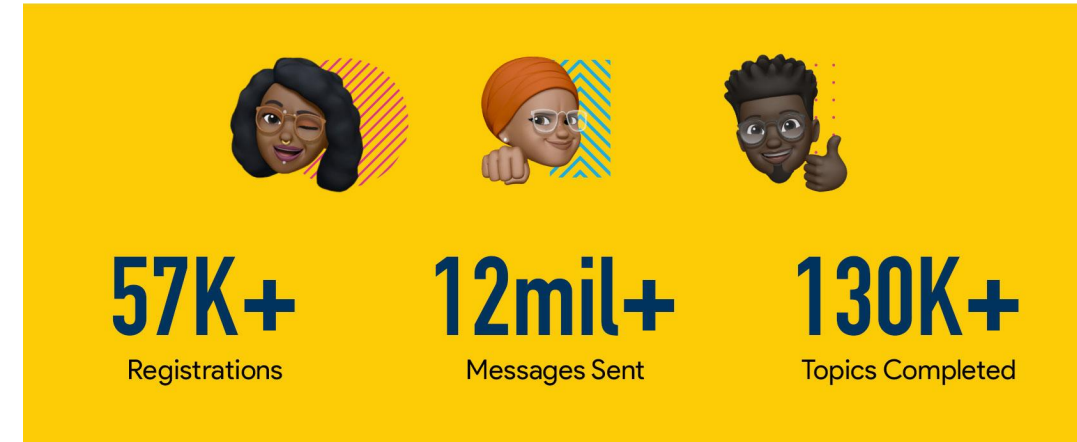




The Digibot Learning Management System



- All of these bots have been built using our **Digibot LMS**, co-developed with our partner Techsys. This ever-improving system includes a **Content Management System, Quizzes, Registration, and our gamification layer** (leaderboards, badges and certificates), as well as advanced WhatsApp UX functionality (menus, reminder messaging, stickers etc), brought to life by our Mobile Innovation team of experienced WhatsApp-Innovation centred Digifi-ers!
- With more features on the way, our Digibot LMS will allow us to improve mobile learning on whatsapp



The Future

- Meta have also launched their **Facebook Business Coach via WhatsApp**.
- We are excited by the potential of WhatsApp Learning as a catalyst for change that will allow **millions of young people across the continent to access quality digital skills education**.
- We want to build on the early success of our three bots to prove **the effectiveness of WhatsApp as a learning tool** for a wide range of educational uses cases - especially the programmes we deliver with the Facebook Public Policy team
- We have lots of new functionality in the roadmap: including **improved UX, community building tools, M&E tools, better gamification, human escalation paths, multiple languages** and much more.
- Our vision is that organisations can use WhatsApp as an **end-to-end learning management system** that will be the easiest way to scale learning to users across Africa
- For our own bots, the skills we provide on WhatsApp will help young Africans either **become entrepreneurs** or **be more prepared to use the web to find a job**, all using the power of WhatsApp - on their phone, wherever they are, whenever they want to learn.



Our WhatsApp Learning Vision



- To **revolutionise access to learning** in Africa with the aim of creating a significant **economic impact** across the continent.
- To create a **comprehensive learning platform** enabling learners across Africa to **learn via WhatsApp** for users with limited access to an internet connection and devices
- Ultra low cost and accessible **learning for all**, providing education to those who are often excluded from online learning, focusing on the developing world
- To set up South Africa as a **Centre Of Excellence for mobile learning**, with an ecosystem of service providers and partners growing the industry
- To fully realise a **homegrown African innovation**, partnering with global tech leaders, to ultimately benefit organisations and learners in developing markets globally

Thank you



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