



LEPOLE

EVOLUTION OF EDTECH BUSINESS MODELS

Prospective Monitoring
March 2021
by Geneva Intelligence



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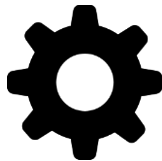
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Summary of the March 2021 Edition



Definition of Edtechs



Methodology



Trends Analysis



Classcraft turns lessons into a role-playing game to engage students in their learning, foster their collaboration and make classroom management easier for teachers.



Vivi is a wireless presentation tool that allows teachers and students to share, display, annotate, capture and record information in real time from any application and computer equipment in a classroom.



Datalumni is a turnkey solution for creating and managing an alumni network.



Squirrel AI is an adaptive learning platform that uses artificial intelligence and advanced algorithms to provide students with a personalised learning plan.



Eneza is a learning platform that offers homework revision materials for primary and secondary school pupils via SMS and the web.



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Definition of Edtechs:

The acronym EdTech is short for Educational Technology. **EdTech represents the use of new technologies to facilitate and improve knowledge learning and transmission.**

For example, e-learning provides individual digital training instead of physically attending classrooms. The "classrooms" and MOOCs (Massive Open Online Courses) are lectures broadcast on the Internet. The LMS (Learning Management System) makes it possible to distribute educational content online, including the possibility of offering a complete course. There are also educational robots that capture the attention of young people and accompany them in their learning.

EdTech provides tailor-made and on-demand services. It revolutionises training, making it possible to **design a personalised learning path for students.**

Teachers and schools in general also benefit from these technologies that facilitate the transmission of knowledge in collaboration with their students through participatory and pedagogical teaching. In addition, they use these technologies as **online platforms to better organize, control and monitor learning and adapt their teachings to students.** This allows them to provide more relevant and effective services.

Overall, Edtech benefits students and teachers as well as schools by **facilitating administration and communication.** They improve dialogue, education, learning and above all pedagogy.

[DISCOVER MONITORING METHODOLOGY](#)



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Definition of Prospective Monitoring



Overview

Prospective monitoring consists collecting strategic information to be able to anticipate changes in the ecosystem in order to respond as soon as possible and adequately. Prospective monitoring provides support for the implementation of a commercial and technological strategy.

Methodology

An effective method is to conduct products and service developments monitoring.

The below steps were taken to carry out the monitoring and illustrate the results:

- Research, analysis and comparison of a dozen innovative offers in the field of Edtech.
- Identification and understanding of the commercial and technological benefits of these results.
- Identification of Edtech trends and innovations. Trends represent market characteristics and developments.

Objectives

For a company or an educational institution to be sustainably competitive it needs to be constantly aware of changes in its market in order to either limit potential risks or benefit from these changes. This would involve the following:

- Monitor competitive products and service developments.
- Identify and distinguish innovative trends and strategies over the long term.
- Analyse and compare this information with the organisation's current strategy.
- Evaluate competition and their business strategies through their innovations.
- Carry out a self-evaluation and develop a strategy.
- Find inspiration in the business and technological trends.

DISCOVER EDTECH TRENDS ANALYSIS



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Edtech Trends Analysis



After a relaxing Easter holiday with his family in Villars, where he was able to enjoy the last snow of the year, Léon returned to school, a little sulky, knowing that he would not be entitled to any more holidays until this summer.

As Léon enters the Classroom slightly late for the first back-to-school French lesson, he immediately notices something different. His teacher, Minerva, and his classmates are already deep in the lesson, even though the class has only been going on for two minutes. Minerva explains with a smile that during the holidays the school has installed the **VIVI** system, a wireless presentation tool that allows teachers and students to share information in real time, from any device in the classroom. The whole system is wireless and saves precious minutes in setting up the computer equipment needed for the course and thus respecting the school curriculum. "You can't stop progress," Léon grumbled before looking at his grammar exercise that Minerva shared on his tablet



After two hectic hours devoted to the language of Molière comes the History class taught by Albus, a long-bearded teacher with half-moon glasses. "Take out your tablets" roars Albus! "Five points from Léon for being late for Minerva's class this morning!".

Léon sighs and explains to Mathilda, a new student, that the history class is actually a role-playing game, thanks to the **Classcraft** solution. Albus has turned his class into a video game and acts as a game master, awarding or subtracting points according to the students' academic achievements and behaviour in class. Positive actions such as answering a question or helping a classmate can earn Léon and his team points, while misbehaving or being late loses points. Students with the most points can acquire 'powers' such as being able to eat in class, change seats during a lesson, or listen to music for a few minutes. On the other hand, students who lose points can be given detentions, punishments (such as copying lines) or extra homework. "This system keeps us motivated and gives us a new educational experience", Léon mischievously tells Mathilda. "5 points to Léon for introducing Mathilda to the course!", says Albus as he launches the quest of the day: the adoption of the new federal constitution in 12 September 1948.



[DISCOVER EDTECH TRENDS ANALYSIS](#)



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Edtech Trends Analysis



After a quick lunch in the school dining hall, the afternoon began with the presence of an alumnus, Severus, who presented the new platform adopted by the school, **Datalumni**, designed to host and animate the alumni network. This tool provides all the services that alumni can expect (employability assistance, coaching-mentoring, networking, professional and academic careers of alumni, etc.) and allows Léon's school to capitalise on its alumni while enhancing the credibility of its diploma and its training courses.



Severus concludes the presentation by saying that an alumnus, Remus, has mobilised the alumni network via Datalumni to launch a new tool, **Eneza Education**. This platform offers learning and revision material to primary and secondary school students via SMS. In addition, it is possible to send questions by SMS to a community of teachers who will answer in less than 5 minutes. This is particularly useful for pupils who do not have smartphones or internet connections.

After a particularly exhausting day at school, Léon returns to Lausanne by the Inter Regio train that he loves so much (read about Léon's railway travels in the previous edition). Once at home, Léon connects to the **Squirell AI platform**, an adaptive learning platform which, thanks to artificial intelligence and advanced algorithms, provides him with a personalised learning plan and individual tutoring. Léon is thus able to revise the notions he lacks in French and history via videos, a medium he particularly appreciates. This is not necessary the case for all his classmates, but the platform offers other solutions as well.



As he drifts off to sleep and recalls the day's technological discoveries, Leon reflects on the future innovations that Albus and Minerva will come up with after the summer holidays to create new educational experiences and make the school day even more fun and interactive.

DISCOVER CLASSCRAFT



Classcraft: Making school learning epic

Classcraft is a motivational management system that uses gamification, particularly role-playing, to engage students in their learning, foster collaboration and make classroom management easier for teachers.

Type

A tool for knowledge acquisition and classroom management through gamification.

Competitive advantage

The solution transposes the teacher's course into a role-play and a quest.

Price

The solution is based on a freemium model. The basic functionality of the solution can be used free of charge, while the more advanced features will require a professional subscription for USD 120 per year.

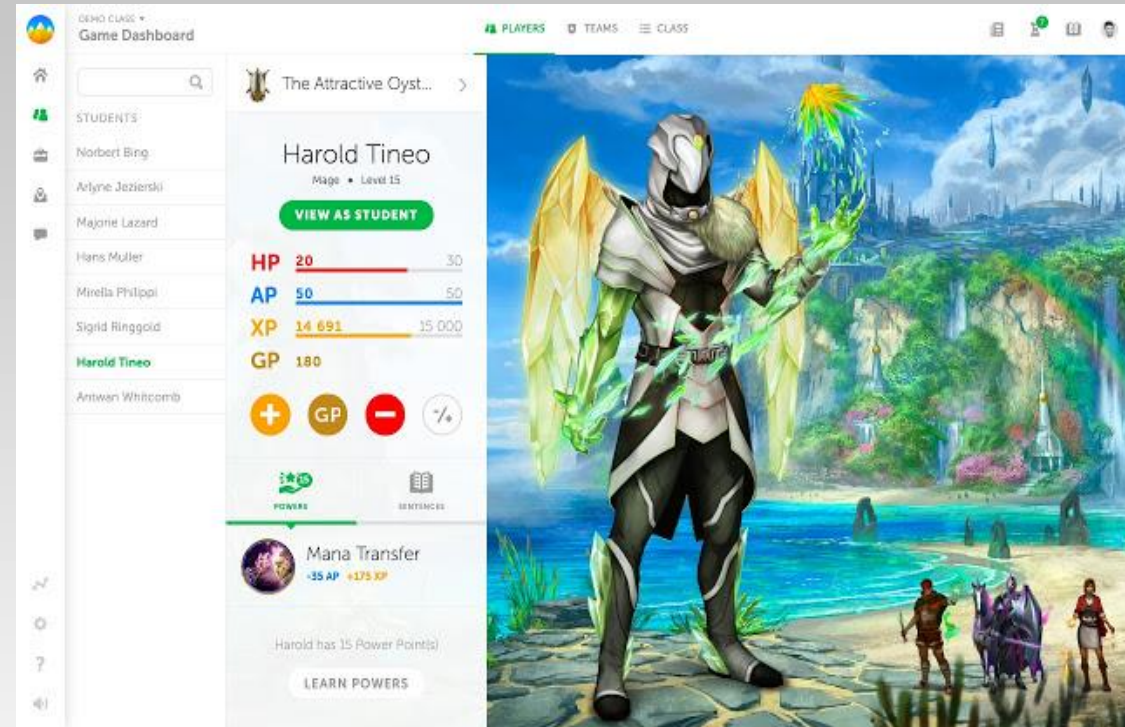
Number of users

By 2019, more than 6 million students and educators were using the system in over 160 countries and in 11 languages.

Stage of development

Classcraft was founded in 2013 by Shawn Young, a physics professor in Quebec. The company raised over USD 4.5 million in March 2021 to accelerate product development, sales and marketing efforts. The company will also expand its team in order to establish partnerships within the Edtech community.

Link <https://www.classcraft.com/fr/>



How does it work ?

Students each choose a character that they can personalise and form teams. The teacher acts as a game master and awards or subtracts points according to their academic performance and behaviour in class. The teacher interacts live on a screen in front of the class.

Positive actions such as answering a teacher's question or helping a classmate can earn students and their team points, while misbehaving or arriving late can make them lose points. Students with the most points can acquire "powers" or "skills" such as being able to eat in class, change seats during a lesson, or listen to music for a few minutes. On the other hand, those who lose points may be given a detention, a punishment (ie. copying lines) or extra homework.



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Classcraft: Making school learning epic

Advantages

- Reinforce students' motivation in their learning through gamification and role-playing.
- Class management features developed (comments and feedback on students' work, time and instructions for an activity, etc.)
- Pedagogical differentiation (adapting teaching to the levels and abilities of students) is encouraged by allowing each of them to progress at their own rhythm.
- Concrete consequences in the game (loss or gain of points and powers) encourage students to adopt positive behaviour.
- The collaborative dimension encourages the principle of student accountability since a loss of points or the death of a student character penalise the entire team.
- The rewards and "malus" are fully customisable by teachers.
- The game experience can be extended into other real-life activities. Participation in school sports events, for example, can earn points in the game.
- The solution can be coupled with different digital solutions such as Google Classroom, Microsoft Office or Clever.

Suitable for:

Kindergarten



Primary school



Secondary School



University





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Classcraft: Making school learning epic

Classcraft turns traditional lessons into a role-playing game through quests and offers several advantages for teachers and schools:

- Teachers can use this tool to **offer a new educational experience** to their students and maintain a high level of motivation in their learning. In particular, it can help students who are dropping out of school or who are particularly shy to engage with the class and interact with their peers.
- Classcraft can also be a tool to **reduce distance between teachers and students**. It offers a support, a common and privileged theme of communication between teaching staff and students, thus favouring interactions and the confidence of learners towards their teachers.
- Using Classecraft can also **enhance the school's reputation** that wants to offer the latest technological and pedagogical innovations to its students. Transposing a lesson into a role-playing game is potentially part of this.

However, the solution has several limitations:

- A risks of using this solution is that **students are constantly looking for a gain in their actions or behaviour in class**. It is therefore necessary to constantly "pay" students for their work. The creator of the game mentions in this respect that his students, caught up in the game, no longer wished to tidy their classroom, for example, without benefiting from points that could be used in the game. This risk is particularly problematic from a pedagogical point of view. The "pleasure of learning" can disappear in favour of the desire to develop the skills of one's character and to "win" the game above all.
- The collaborative dimension of the game is both an advantage and a limitation. Individual actions can penalise a team and, by extension, create enmity between some students and others that would penalise them. **This "collective punishment" mechanism, which has advantages in certain contexts and institutions (army, team building, etc.), is not necessarily relevant in educational institutions** and represents a reputational threat for an institution, as parents may criticise this choice.
- The students most motivated by the game may be tempted to improve their character and are then encouraged to pay for special equipment or powers, as the solution is based on a freemium economic model. **This possibility annihilates the solution's pedagogical interest if the character's development and improvement are no longer linked to academic merit but to the purchasing power of students and their parents**. The teacher does not control the whole game.





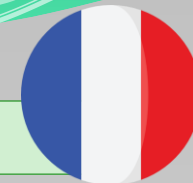
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Datalumni: A platform to animate and structure your alumni network

Datalumni is a turnkey solution that makes it easy to create and manage an alumni network.



Type

Tool for the animation and structuring of an alumni network.

Competitive advantage

The solution offers a turnkey solution for creating and animating your alumni network.

Price

The solution is installed at a price of EUR 2,990 plus a monthly subscription fee ranging from EUR 220 to 460 depending on the various features selected and the number of users.

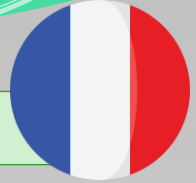
Number of users

More than 40 high schools, universities and colleges representing more than 80,000 users are using Datalumni. The company states that 100% of subscriptions to the platform have been renewed.

Stage of development

The start-up, based in Cran-Gevrier in Haute-Savoie, was created in 2018 by Laura Lize. The company had 7 employees in 2020. The start-up has been awarded several prizes including those of the initiative France network, the O Féminin initiative and the French Tech.

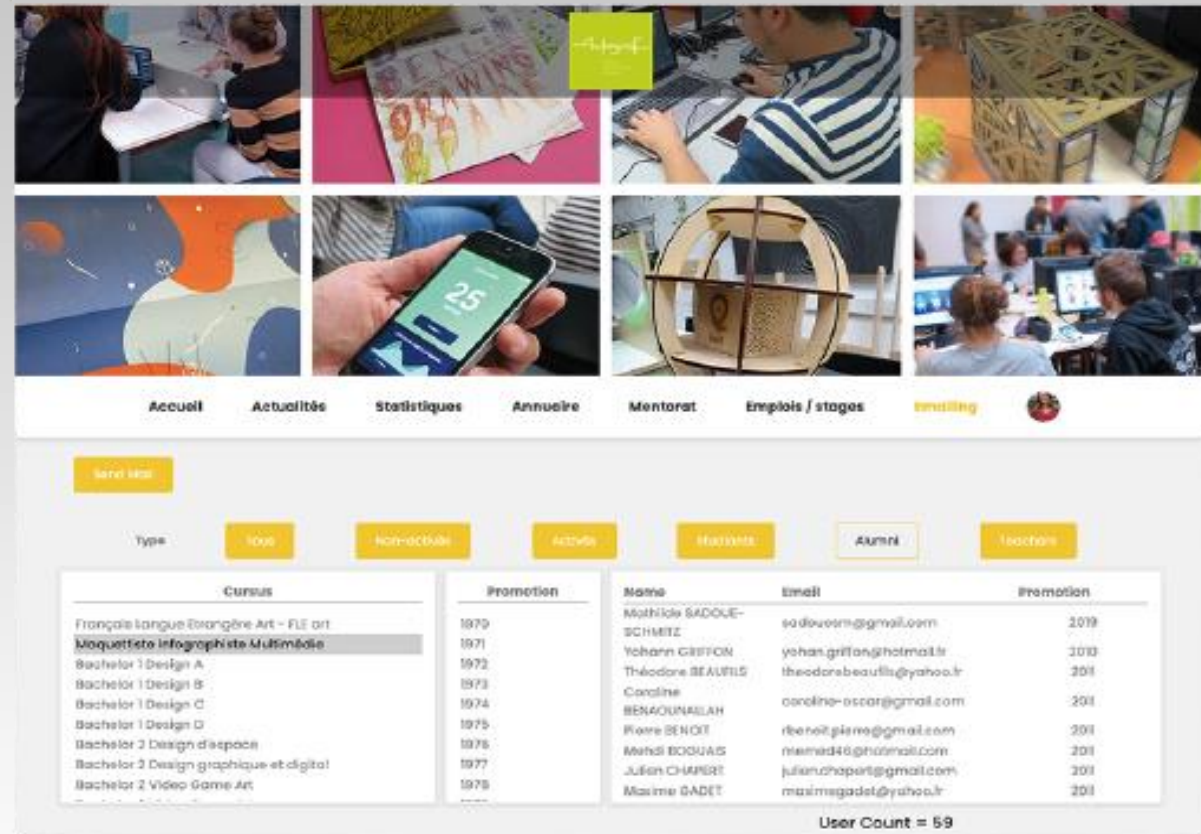
Link <https://datalumni.com/>



Datalumni: A platform to animate and structure your alumni network

Advantages

- Directory with full contact details with filtering according to different criteria (curriculum, employer, location...) and segmentation (students, teachers, companies...).
- Private job board for members to exchange job or internship offers in a preferential way. Each week users receive a notification for the latest job offers from the network.
- Invited companies can post job offers directly on the platform.
- Statistics are available to track students' academic and professional careers. These statistics are displayed on each member's profile and can be exported so that the institution can communicate on opportunities offered by its degree.
- Datalumni includes a blog within the platform so that institutions and alumni communities can communicate. Alumni profiles, event announcements, training courses and job offers can also be relayed via this channel.
- Directory's segmentation and an emailing system allows users to communicate differently according to their profiles and needs.
- Mentoring is offered to each user of the platform. Mentors appear in a specific directory that mentions their availability. Students will only have to search within this directory, through a search engine and filters, for the mentor that best fits their needs.



Suitable for :

Kindergarten



Primary school



Secondary school



University

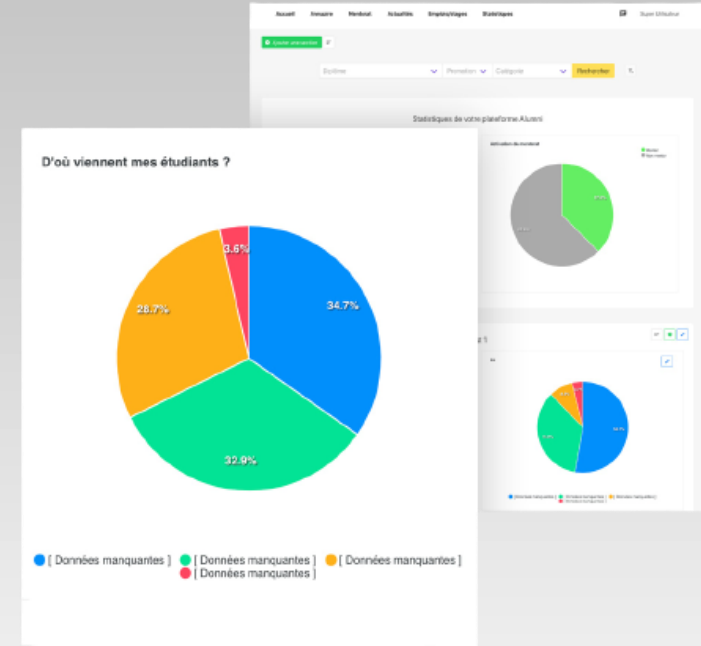




Datalumni: A platform to animate and structure your alumni network

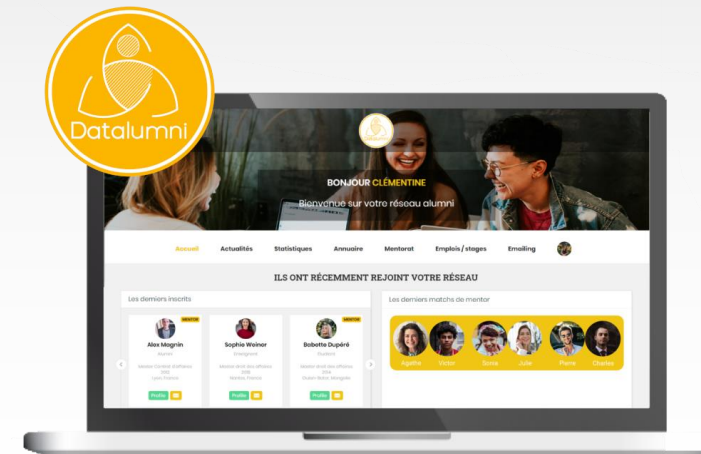
Datalumni is a turnkey digital platform for structuring and animating your alumni network. This solution has several advantages for educational institutions:

- The presence of a structured and developed alumni network is **one of the ways to attract new students**. They are increasingly taking this criterion into account when choosing the institution in which they will study, given the difficulties of entering the job market. The use of a professional alumni management platform such as Datalumni illustrates a school's desire to maintain and structure its alumni network for future students. This is not necessarily the case for institutions with a simple Facebook or LinkedIn page.
- **The alumni's needs are not the same across the network**. For example, young graduates are more interested in coaching and help with employability and professional integration, while older graduates are more interested in networking and recreational events. Schools and alumni networks will therefore have to offer several services (networking, job offers, tutoring-mentoring...) to their members and segment their communication according to the different needs. Using Datalumni allows educational institutions to host and manage several services, to create communities of interest, to distribute their communication, thus guaranteeing a structured and animated network.
- Datalumni also offers a **statistical module to (re)trace the educational and professional careers of students**. Schools can use this module to promote the trainings provided and the potential careers or paths offered by its teaching. This gives credibility to the institution's diplomas, thereby enhancing its reputation and attracting new students.



However, the solution has several disadvantages:

- Most students have not completed their entire academic career at the same school, which can make them **reluctant to connect to multiple platforms from**, unlike social networks where one can centralised everything through one social account.
- Platforms such as Datalumni are standardised. The interface can be very quickly and easily recognised despite a different graphic charter specific to each institution. **This can reduce the "tailor-made" character desired by an institution** regarding its alumni network's hosting.
- **These platforms, while facilitating the structuring of an alumni network, will not be of much help for its animation**. Schools will have to provide human resources to animate their network and communicate in a segmented way according to the various needs of the members.





Vivi: Transforming your classroom into a collaborative and interactive space

Vivi is a wireless presentation tool that allows teachers and students to share, display, annotate, capture and record information in real time from any application and computer equipment in a classroom.

Type

Classroom management tool.

Competitive advantage

A solution that transforms classrooms into an interactive and collaborative learning spaces to increase student engagement and productivity.

Stage of development

Vivi is an Australian Edtech founded in 2016. The start-up currently has 25 employees. In January 2020, the company closed a funding round bringing the total raised to AUD 6 million. The funding will help accelerate Vivi's expansion into the US market in view to replicate the success and growth achieved in the Australian market.

Number of users

Vivi claims to have thousands of users around the world, but does not transparently disclose their numbers. Colleges and universities seem to be the company's main customers, such as the University of Bath and the University of Adelaide.

Price

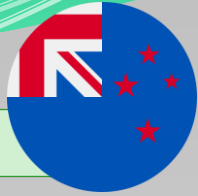
No information on this subject could be found. Vivi simply mentions in this respect that its price offer is based on an annual subscription that includes hardware, software as well as technical support and product development.

Link <https://www.vivi.io/>



How does it work ?

The Vivi solution is based on three devices. The Vivi box which, once installed, allows a screen to be integrated into the system. The Vivi application is the control centre of the system and allows the desired content to be managed and displayed. The application is freely available to students and teachers on the App Store and Google Play Store. Finally, Vivi Central is the system administration platform for managing the solution's features, settings, users and guests. Statistics and data on usage, performance and student engagement are available in this interface.



Vivi: Transforming your classroom into a collaborative and interactive space

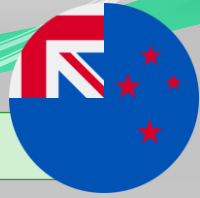
Advantages

- Solution compatible with any computer equipment (smartphone, computer, tablet...) and operating system (Windows, iOS, Mac OS...).
- Wireless equipment allowing teachers to move freely in the classroom and to move among students.
- Teachers are able to control and display content on all the students' devices.
- Classroom management is facilitated as students can project their work onto the large screen and receive feedback from the class and the teacher easily.
- Screenshots are possible from within the solution and can be annotated, saved and shared.
- Guests can connect to the system with a simple URL link.
- A statistical and analytical module allows teachers to monitor the level of student's participation and engagement in lessons.
- Emergency messages can be sent from teachers or schools to all devices connected to the Vivi system.



Suitable for:

Secondary school ★★★★★ Primary School ★★★★★ Kindergarten ★ University ★



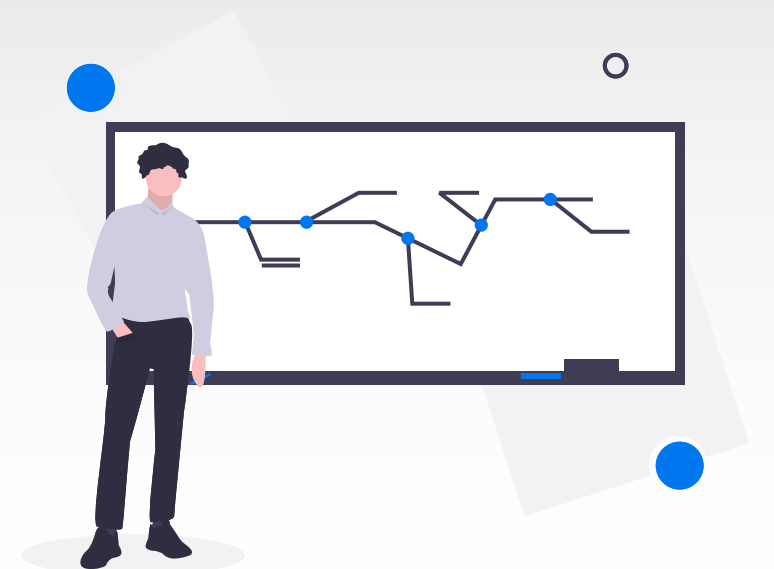
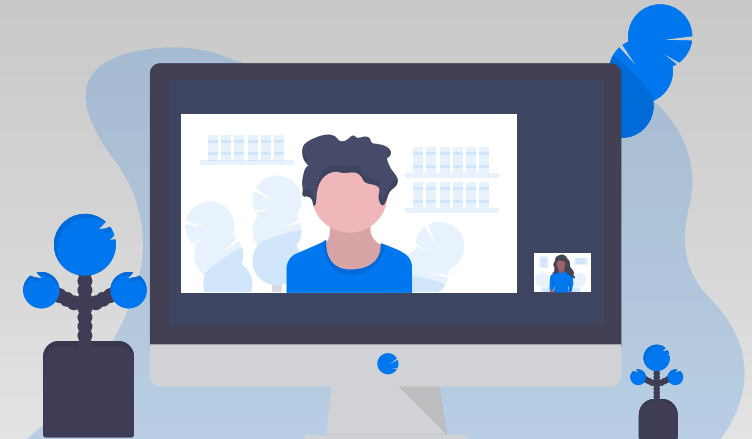
Vivi: Transforming your classroom into a collaborative and interactive space

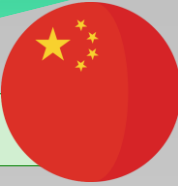
Vivi and its wireless presentation system transforms classrooms into an interactive and collaborative learning spaces and offers many benefits to teachers and schools, including:

- **A significant time saving at the start of the course.** Many minutes are traditionally lost in setting up the computer system to project the teachers' lessons, not to mention the incidents and technical problems that can occur during class. Using Vivi allows teachers to avoid wasting time in launching their lessons, especially as the latency period required to set up the computer equipment is often used by students to squeeze out extra minutes of leisure time. It will be easier for schools and teachers to meet and deal with the traditionally busy school curriculum. This will avoid the need for additional sessions and class time to cover the curriculum.
- **Using Vivi technology allows teachers to implement a more participatory pedagogy** by involving students who will be able to project their work on the big screen in the classroom. Students will be able to receive feedback and comments from their peers as well as from the teacher instantly.
- In addition, by using the Vivi system, teachers will be able to **turn an undesired item – smartphones that can distract – into a pedagogical asset.** Rather than banning mobile phones from the classroom, teachers can encourage students to use them to participate in lessons and answer questions.

However, the solution has several disadvantages:

- **As with any digital solution, a major effort by teachers to restructure their lessons will be necessary** to make the most of the solution's features and potential. A traditional course cannot be directly transposed digitally and will have to be restructured between theoretical explanations and practical work and their collaborative dimension.
- **The school's functioning will have an impact on the budget allocated to acquire the solution.** Each screen on which the teacher's content is projected requires a Vivi Box (excluding mobile phones, tablets and laptops which can be connected via the application). In the case of a school where each teachers has their own classroom and their own screen, the acquisition of a Vivi Box will be necessary, which can very quickly increase the cost.
- **The digital divide issue must also be taken into account.** Not all students are equal regarding the computer equipment and the master of computer skills. Teachers and schools will have to pay particular attention to ensuring that each student has an adequate computer device and that they can use it correctly if they do not wish to impose an inequality in the acquisition of knowledge and skills.





Squirrel AI: Artificial intelligence for school support

Squirrel AI is an adaptive learning platform that uses artificial intelligence and advanced algorithms to provide students with a personalised learning plan and one-to-one tutoring with human guidance as needed for academic support.

Type

A tool to support the acquisition of knowledge.

Competitive advantage

To provide appropriate learning and tutoring for each student.

Stage of development

Squirrel AI was founded in 2014 in Shanghai, China. The company has raised over USD 180 million in funding since its inception and has achieved unicorn status i.e. a valuation exceeding USD 1 billion. Although the solution is currently used in an extracurricular and tutoring logic, discussions between Squirrel AI and several schools in China are currently taking place to make its system the main teaching method.

Number of users

Squirrel AI Learning has opened more than 1,700 schools and has 3,000 teachers in more than 200 cities across more than 20 provinces and regions in China. More than 1 million students benefit from the solution, the equivalent of the New York public school system.

Price

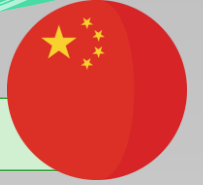
No relevant information could be found on this subject.

Link <http://squirrelai.com/>



How does it work ?

With the help of engineers and artificial intelligence, topics, subjects and curricula are broken down into multiple knowledge points. For example, the secondary school mathematics curriculum is divided into several thousand knowledge points (+10,000), including rational numbers, the properties of an equilateral triangle and the Pythagorean theorem. The aim is to diagnose a student's lack of understanding as accurately as possible. By comparison, a traditional textbook might divide the same subject into 3,000 points. Once knowledge points have been defined, they are combined with lessons, video lectures, revision sheets, concrete examples, questionnaires and personalised tests.



Squirrel AI: Artificial intelligence for school support

Advantages

- Students are offered an adapted and effective learning path according to the current state of their knowledge, strengths, weaknesses, abilities, learning pace and even personality.
- Learning paths are updated in real time as students study.
- The company claims learning gains of 7-9% over human teaching using traditional teaching methods.
- The cost of the solution, while unknown, is much less expensive than using private tutoring or tutors, according to the company.
- Multiple subjects are available such as mathematics, Chinese, English, physics and chemistry.
- Human teachers are not excluded, however, and are used to supplement the shortcomings and problems that artificial intelligence is not able to solve.



Suitable for

Kindergarten



Primary School

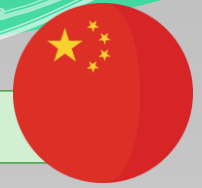


Secondary School



University





Squirrel AI: Artificial intelligence for school support

Squirrel AI, by offering a learning path tailored to each student, has many advantages that schools and teachers could capitalise on:

- **Schools could offer Squirrel AI as a tutoring tool to students.** There is an inequality in the acquisition of knowledge and skills among students. They cannot benefit from individualised tutoring outside the traditional school system. Offering this solution to all students could raise the general level of class. It would also drastically reduce this inequality and allow schools to enhance their reputation by **communicating their actions in favour of equal learning.**
- **Teachers could also use this tool to check the knowledge and skills of their students on key topics and subjects,** allowing them to revisit points in the curriculum that have been poorly or insufficiently covered. The solution's micro-cutting of school curriculum makes it possible to precisely target notions that have not been acquired and to optimise the time devoted to revising or re-learning.

However, the solution has certain disadvantages:

- **Education experts agree that this type of solution offers learning that is tailored to students but not personalised.** The solution does not offer any space for example to the students' desire to learn. The solution has been designed to promote the acquisition of a particular diploma and its use of results in a standardisation of education leading to the same diplomas and training paths. One of the teachers and school's roles, although not a guidance counsellor, is to guide their students in the themes, disciplines, subjects or interests they wish to explore in their higher education or professional lives.
- **Moreover, student do not "learn to learn".** By using the solution, they are simply following instructions from the platform. They do not reflect on their strengths and weaknesses in learning modalities and the ways in which they learn best. This may leave them somewhat helpless for further higher education or in a professional context. However, this ability to reflect on one's learning is also difficult to acquire in traditional education.
- By the founder's own admission, **the artificial intelligence's regulation is paramount as it can get out of control and teach inadequate and irrelevant knowledge to students** that a human teacher would not. Squirrel AI is primarily intended to be a support for teachers to impart knowledge and skills while personalising learning.

Learn More, Faster:
Turning Grading into Learning Using AI

Richard Tong, Chief Architect
Squirrel AI Learning by Yixue Group

松鼠AI·智适应
Squirrel AI Learning

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Squirrel AI Learning

- Why AI for Education?
- What is our approach?
- How well does it work?
- How do we make it (even) better?

松鼠AI·智适应
Squirrel AI Learning

The Impact of AI on Education at 4 Levels

Substitution

- Perform the same task as was done before tech



Eneza: Learning and reviewing with low-tech

Eneza is a learning platform offering learning and revision materials to primary and secondary school students via SMS and the web.

Type

A tool to support the acquisition of knowledge.

Competitive advantage

The solution does not require a smartphone or an internet connection to use. A mobile phone and a connection to the telephone network is sufficient.

Price

The solution is available to learners for 3 Kenyan shillings per day (USD 0.03). During April and September 2020, the platform was available free of charge to enable students to continue learning despite the closure of schools.

Number of users

The platform claims more than 10.2 million users since its creation. Since April 2020 and the closure of schools as a result of the Covid-19 pandemic, the number of students on the platform has increased fourfold from 500,000 to 2.2 million.

Stage of development

Eneza Education was founded in 2011 and the platform was launched in 2013 in Kenya and expanded to Ghana in 2017, Ivory Coast in 2018 and Rwanda in 2021. The company's goal is to support 50 million learners across the whole of Africa, especially Central Africa. Since the beginning of the pandemic, the company has hired 22 additional teachers, bringing the total number of employees to over 50.

Link <https://enezaeducation.com/>



How does it work ?

Once registered on the platform, students choose a topic to study. Questions are sent to them by SMS, in the form of a quiz at the end of which they can see their results and work on another topic, after suggestions from the teaching staff. If a student does not perform satisfactorily on the test, Eneza Education sends short lessons on the subject for the student to fill in the gaps. In addition, students can use the "Ask a Teacher" service, which allows questions to be sent by SMS to a group of teachers who respond in less than five minutes on average.



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SUIVANT



Eneza: Learning and reviewing with low-tech

Advantages

- Students can access learning and revision materials from a mobile phone and a telephone network connection. A smartphone or an internet connection is not required.
- The curriculum is broken down into a series of short lessons to make it easier for students to absorb the knowledge.
- Quizzes and feedback are sent to students to ensure that they have acquired the right knowledge and concepts.
- Students can ask questions to teachers who respond very quickly. More than 6 million questions have been asked since the launch of Ask a Teacher.
- Students' academic performance increases by 23% after 9 months on the platform according to the solution's designers.

Suitable for:

Primary school ★★★★★

Secondary school ★★★★★





ACCEUIL



PRECEDENT



Eneza: Learning and reviewing with low-tech

Eneza Education offers a low-tech solution that is simple, practical and cost-effective to provide students with educational and revision materials to improve academic performance.

The solution has many advantages:

- **Eneza Education can be relevant for a school to offer tutoring while reducing the digital divide among its students** and therefore inequalities in learning. The solution does not require the acquisition of particularly expensive computer and technological equipment such as smartphones. A simple phone connected to the telephone network is enough to receive lessons by SMS.
- For a school, offering a service similar to "Ask and Teacher" could be particularly beneficial as it would allow, for example, to accompany students in the completion of homework. For many reasons, **students are not equal in the amount of support they get from their family circle**. The school institution could partly remedy this by offering this service and by encouraging the commitment and motivation of its students in their learning.
- Using an alternative solution to virtual classrooms, particularly used by teachers and schools during the Covid-19 pandemic and school closures, would help **to "break the rhythm" and counteract "Zoom fatigue"**. Zoom fatigue is defined as a state of weariness, fatigue and boredom that a student may experience when attending multiple meetings, classes or online events throughout the day. By offering a new way of learning and a new educational experience, students could be re-motivated in their learning and the school could communicate on the subject, which is particularly discussed at the moment.

However, the solution has certain limitations:

- Success of this kind of solution mainly depends on the mobile phone penetration of a geographical area as well as its mobile connectivity. For example, mobile phone penetration in Kenya is over 90% and connectivity is good almost everywhere. **Developing the solution in countries with lower mobile phone penetration and poorer connectivity would reduce the relevance of such a solution, its implementation and its low-tech character.**
- Some studies point out that **reading a lot of information on a (more or less small) on a mobile device reduces student's attention** and engagement and, by extension, their ability to acquire and assimilate new knowledge. The solution is however conceived in a school support logic and not as a main tool for knowledge acquisition.
- **The use of SMS, particularly in Europe, is becoming increasingly obsolete, especially among young people, in favour of instant messaging applications** such as WhatsApp, Telegram, Signal, Facebook Messenger or Viber. SMS has technical limitations compared to its competitors, especially when it comes to sharing photos and videos in good resolution, and animating conversations with effects, emojis and other content such as voice messages. This new way of communicating could restrict the use of such a solution and therefore its relevance for an institution.

