

*Anytime,
Anywhere*

LEARNING



LOCAL | RELEVANT
ACCESSIBLE

DISCIPLINE

COURAGE

HARDWORK

OUR 'SHULE' MOTTO



Launching This Feb

ShuleDirect

2015 ANNUAL REPORT



Anytime, Anywhere Learning

Dear Shule Director

2015 was our best year yet!

We are all born with potential, with talents, with an inherent mission, with a purpose. There is always a cause that triggers this potential to be set on, a factor that drives people to work on their mission, a spark that lights up talents, for a life that lives its purpose. Well, at Shule Direct, we think education, qualified knowledge and skills, can set people to realize and live to the fullest of their potential. The earlier this is done, the better.

It never ceases to amaze me how teachers do this so well. How they unveil hidden talents by creating interests in subjects, by showing a whole new world of knowledge, by shaping their students' perspectives and most importantly by not giving up on their students. Teachers are there even when we are not. Remember the times you have been so absent minded but your teacher still kept on teaching you.

That is why we are so proud of our Ticha Kidevu and all Teacher - Techies who are harnessing the power of technology to reach and teach more students beyond their physical classroom. They, like us, just want to level the playing field. Together, we bridge the gap so that those who otherwise would not have access to qualified educational resources can now learn, anytime and anywhere. Who knows what this could lead them to?

This Report is an overview of Shule Direct's journey, through the direction we took in 2015, the people we met on the way, our fellow travelers, the destination we sought to get to and how we got there. In between, like any other journey, we smiled, we cried, we got lost, we found our way and we cherished every single step. Each time we moved forward or backward, our journey got more interesting.

Kindest wishes for 2016,

Faraja

Ticha Kidevu's Dream Come True



Ticha Kidevu's Favourite Quote

'The most valuable resource that all teachers have is each other. Without collaboration, our growth is limited to our own perspectives'

What's Inside this Report?



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The Road

Executive Summary

Students in Africa do not have access to local content for learning. In Tanzania, the Government is struggling to provide just one book per subject per student. The situation is even worse in many other African countries, and education systems are failing the 440 million under-16's on the continent. Mobile phone and internet access are increasing exponentially, there are 32,000,000+ mobile subscribers in Tanzania, but there is almost no local digital content for students to access via these new technologies.

Learning within public secondary schools has its share of challenges. They cater for over 80% of all Secondary School students in the country. There is lack of teachers, whereby the recent statistics show that 67% of teachers are absent in rural secondary schools. In some cases, even those present are not qualified to teach and develop teaching resources. There is lack of both teaching and learning resources, inadequate infrastructure and geographical challenges hindering close proximity to access content. Inevitably, lack of financial resources of both the Government and the parents is a factor that decides how children are going to learn and what they will be learning. The inevitable outcomes of this reality have an effect to other areas of development, not just of that child but of the entire society.

Shule Direct is a social enterprise creating and providing access to local, qualified and credible educational learning resources for learners in Tanzania and across Africa. Content from the best local teachers and open educational resources are organized according to the national syllabus in a cloud-based educational content repository. An open API allows this content to be pulled to any device: SMS for basic mobiles, apps for smart phones and educational websites for any internet enabled device.

With just over two years of operations, we focused our early efforts in building a content database and a content structure by developing the educational content repository, which can be used into the future for variety of different platforms and applications. The database covers the entire secondary school curriculum for Tanzania with text based notes for nine Subjects including all compulsory subjects and Science subjects, 3D Science Diagrams and Revision quizzes. This content can now be accessed online at www.shuledirect.co.tz, offline via our learning management system (LMS) for schools and homes and on a basic mobile learning and revision SMS platform (Makini SMS through 15397 for Tigo Users).

As a leader in the e-learning industry in Tanzania and pioneering a platform that can provide relevant, updated, organized and qualified learning resources for developers and learners across Africa, the time is now. Ultimately, we want to improve learning outcomes for our users but we cannot underestimate the learning opportunities and the available choices we are providing. For those not having much, the ability to choose becomes a luxury.

Students and Teachers

The conception of Shule Direct was at the dawn of poor Form IV 2012 national exams results where over 90% of the candidates had failed. It was a wake up call and one that did not stop ringing. The situation did not need a rocket scientist to understand that the students were attending classes in school but there was very little learning. Though nothing can replace the experience of being taught by a capable physical teacher, we are creating a valuable resource by providing students with supplementary and in some cases alternative ways of learning.



Our inspiration came from the need to support the students by enabling access to qualified educational resources. Access creates a channel to knowledge; to improve their learning outcomes, to succeed in their exams and to fulfill their potential in life.



Tanzania has approximately 2,000,000 Secondary School students. For most of them, education is the gateway to their future success. Our users by just being our users show exemplary qualities of determination, hard work and courage, just like our motto. They are 12 - 16 year olds who withstanding all teenage and peer pressures chose to be online, learning, revising and discussing.

We understand the challenges some of them may be facing not to be able to access our educational content; Financial circumstances, geographical circumstances, lack of devices, lack or expensive connectivity, learning discrimination because of a student's gender or even knowledge that Shule Direct exists. It has become our prerogative to think hard on how we can really provide education for all, to the extent that we don't celebrate the 200,000 already online. We have a long way to go but we are here to go the distance with every single student.



Mambo!

I am Ticha Kidevu. I love teaching. This is not just a day job for me. I teach because I know I am moulding a child for what they could potentially be. My students enjoy my classes. I think I enjoy them more than they do, as I get creative with my lessons and support them with different ways of becoming better learners.

All along I wished I could reach more students and help them as much as I can, just as I teach my classroom students.

Shule Direct came just at the right time, I had just bought my brand new phone and technology fascinated me with what it can do. I can now access updated lessons for my students, the current syllabus and encourage them to study on their own, both on the web and the mobile. I am also an online teacher.

And my life long dream of reaching and teaching more students is now fulfilled!

The GPS

VISION

We envision a world where young people are empowered with knowledge and skills

MISSION

To leverage technology to improve access to educational resources for young learners in the society

GOAL

To provide qualified, local, relevant and accessible digital learning content for young learners across Tanzania and Africa

GOALS

1. To provide quality education by developing local Comprehensive Qualified Secondary School Curriculum;
2. To create access to anytime, anywhere learning opportunities, platforms and applications, through accessible technologies.
3. To build sustainable education systems of development and delivery.
4. To enable young learners development through relevant and contextual extra-curricular capacity building skills and knowledge.

Who is on the Bus?

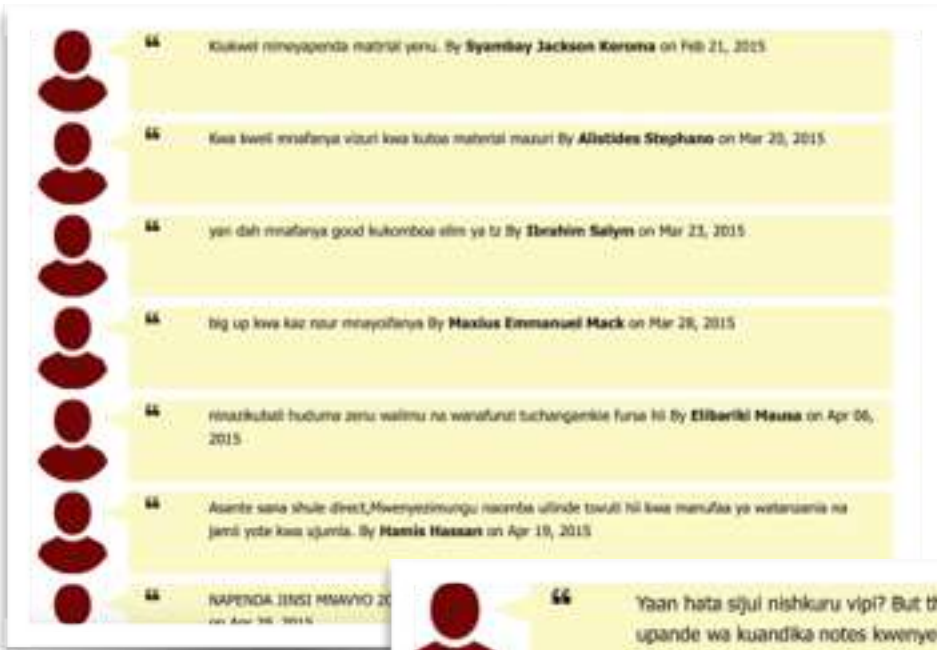
The Stakeholders



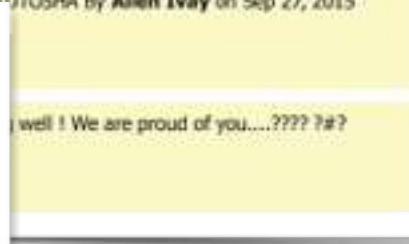
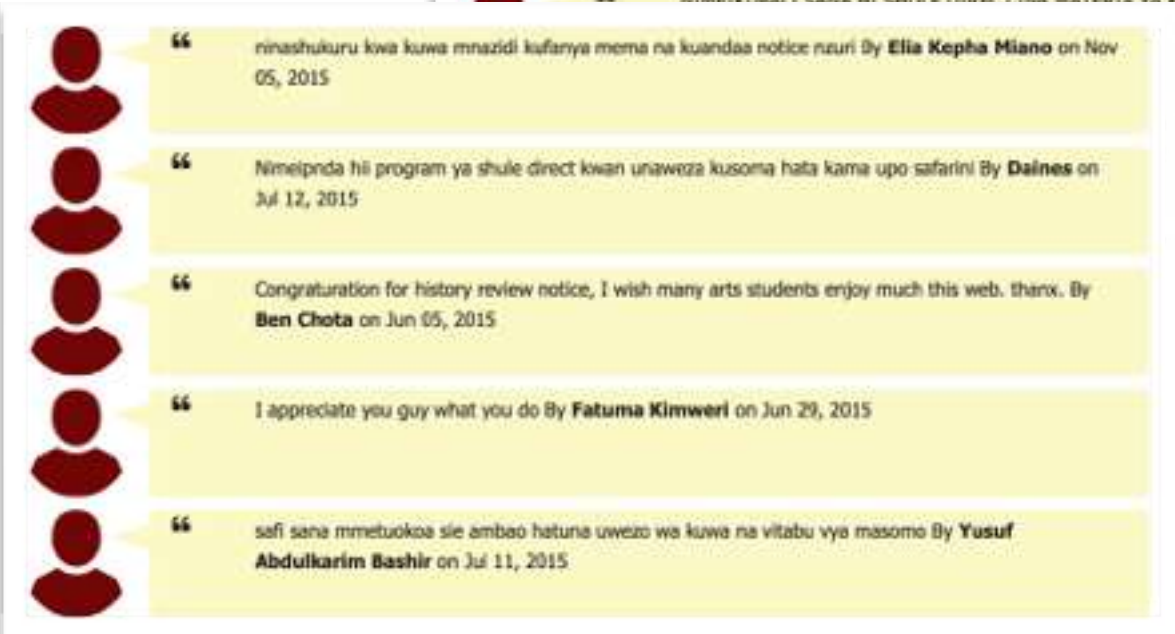
The SignPosts

Highlights

'I love your resources'
 'You are doing well to save Tanzania's education'
 'Thank you Shule Direct, may God protect this website for the benefit of Tanzanians and the entire society'



'It really helps students in the vil-lages'
 'I don't know how to thank you...'
 'Shule Direct has enough materials'
 'I love this pro-



gram, it is possible to study when traveling'
 'You have helped some of us who cannot afford to buy books'

The Web Numbers

Users

7,754 January unique users (monthly) on our open educational resource

www.shuledirect.co.tz and completed the year with **48,458** December unique users.

Our target was **20,000** unique users per month. This year it is **100,000** per month. In

December, we also hit a cumulative total of **217,352** users, cumulatively we plan to hit **1,000,000** in 2016. Partly, we owe this growth to being listed on internet.org app as an education services provider for Tanzania. Largely, we owe this success to the open lines of communication between us and our users, constant feedback during user testing and community engagement and voluntary feedback from people who really want to see us enable more learning among students. It is not a strange thing for our personnel to be stopped and receive recommendations for Shule Direct.

We are made by each and every feedback. We are user centered, it starts with how we design our products, during development and even after going live. Each iteration is tested and developed to meet relevancy and the best user experience.

Returning Visitors

Our rate of returning visitors was at **41%** in January and rose to **49.2%** in December. Our goal was to get to **50%**. This is a crucial analytic because it indicates the value we provide. If it serves the learning needs then more and more people ought to return and learn more.

Subscribers

End of 2014, we introduced a registration board that required users to register and sign in to access the Discussion Forum. By December 31st, 2015, the registered subscribers were **12840**. It was also below our expectations but elsewhere, in the market, anything above 15% conversion rate exceeds expectations. Though we were between **18-20%**, we expected **25%**. In our typical mannerism, we know our users know best. After a feedback session, it became apparent to us that we had locked the wrong platform. The students do not come to Shule Direct with Discussions as a paramount goal, their first and foremost need was learning notes, then the syllabus, then the Discussion Forum. If you visit the web, you will be able to see how we have incorporated this feedback as a new update.

Content

Our content database is constantly growing;

MAKINI SMS - Pilot Numbers

Our coolest product yet. The second quarter of 2015 began with the pilot of MAKINI SMS, we were doing technical development, technical integration, content development and putting our operations plans in place ready for the launch early this year.

We tested the platform with made up of students, teachers, parents and our stakeholders. 2016 is already exciting!

Offline Web Portal ► LMS

We installed offline web portals in 6 Secondary Schools in Morogoro during our baseline survey. The survey enabled us to assess the needs and gathered the findings to develop a custom Learning Management System for Schools and a home version for homes. Call us for a free trial.

We Made News!

- 3rd Place Pearson Africa Education Entrepreneurs
- HDIF Round I innovation Tanzania winner
- Huawei She Leads Africa Fellowship in China
- Nomination - Education Category, Tanzania Women of Achievement Awards
- Pitched and won to attend SLUSH 2015 (Presented at Doing Digital Business in Africa Panel)
- Voted Top 10 most awesome startup at Slush 2015
- Reach for Change Organization - Change Leader (successful contract renewal)
- Read about our Founding story on the Lionesses of Africa web

The Drivers

New Drivers

Dunstan joined Shule Direct in 2015 for Operations and Sales.

‘Working with Shule Direct has offered me a different type of reward: an incentive-based system that isn’t based on a pay, but rather in skills attained and opportunities seized. The experience I have attained has over weighed the pay cut which convinces me that I have more opportunity to grow as Operations Director and build towards future undertaking. The staff continually challenge me when I present a problem because they often view it from a different perspective than I do, giving me a wider appreciation for the different avenues that exist for finding solutions. Innovation is more than creativity. It’s action and reaction, solving problems in a new, enlightening way. Every successful startup has true innovators, and if you find the right ones, you’ll learn plenty.

I’ve learned that if you work at a big company, chances are that all of your hard work is going to be ignored by the boss or someone else is going to snag the credit. But at Shule Direct, it’s nearly impossible not to notice a job well done or to give credit where credit is due. At Shule Direct if you succeed, the small team will recognize it instantly, and the praise and glory is yours to bask in.’

Fatma also joined Shule Direct in 2015 for Finance and Administration

‘Since I was a child I have been so passionate with bringing social impact in our society by helping others and people who are less fortunate. This led me to involve my self in a lot of volunteering activities in order to protect and spread awareness in our society about Children rights. I have always believed that education is every child’s right. Notably, education plays a major role in fighting poverty.

Joining Shule Direct team has been a great experience because I have the chance to do what I have always been inspired with since I was little. I am the Head of the Finance Department. I make sure that all funds for Shule Direct are appropriately used to drive Shule Direct’s goal, which is to improve learning outcomes for young learners in Africa. I build and manage robust financial models that are put in place to meet the plans set to enable Shule Direct to deliver on its objectives and remain sustainable. I have been the right hand person to the Executive Director on ensuring the future plans of Shule Direct are financially viable. But, I am not just a number person; I assist in Strategy Business planning, understanding business drivers, setting relevant financial and commercial goals and objectives. I am so grateful to be among the few people of this incredible innovative initiative of digitizing the education sector in Tanzania and Africa at large. I always sleep with a huge smile, because I am sure in one way or another I have contributed in fighting poverty through provision of quality education to children in our society and beyond’

More Drivers (and their driving licenses)

The 6 Departments in no hierarchical order

At Shule Direct, we have six key departments divided according to our objectives and activities. The structure provides focus and alignment of roles but more often than not, typical of any startup, we find ourselves juggling so many roles. We have all become teachers at some point and we highly encourage participation in another person's role and functions.

As a matter of principle, we expect everyone to be fully versed with what everyone else is doing. Each of our goals ties more than one department and our success depend upon the collective efforts.



2015 Star Volunteer (The Car-Jack)

Last year, we were lucky to have a volunteer who came from all the way from Tele2 in Sweden as a business consultant for Shule Direct. Marcus Janback chose to come to Shule Direct out of more than 30 startups from different parts of the world supported by Reach for Change. As a person well versed in his field of business and marketing and working for a world - class corporate, his knowledge was invaluable. We worked together to review and redevelop our business and financial model for the next five years. We went through so many numbers and facts and figures in a span of one month more than we did the entire year.

Marcus was such a great fit for Shule Direct and at the end of the four weeks he was here, he offered to mentor us with quarterly check-ins. Marcus is a star, Thank you!

Marcus and Iku during a little farewell party at the office, even the giraffe carving had a smile



The Fuel Stations

Existing Supporters and Partners



Our Partners



We are Looking for You

Join us – we are just a click away

You can also be a **Catalyst** who ensures **Students' success** by providing anywhere, anytime **learning opportunities**.



- ★ Support a school by enabling them to learn with our LMS
- ★ Support online students with our premium content
- ★ Support Learning-on-the Go by providing MAKINI SMS mobile subscriptions

Interested? We are here <http://shuledirect.info>

Asante sana!

