



PHOTO



57 million children are not in school
103 million youth are illiterate*

*Figures by UNESCO

A group of four children are smiling and posing for a photo in a refugee camp. The children are of various ages and are dressed in casual clothing. In the background, there are several tents and a fenced-in area with more tents, suggesting a large-scale displacement. The ground is dry and rocky, and the sky is clear and blue.

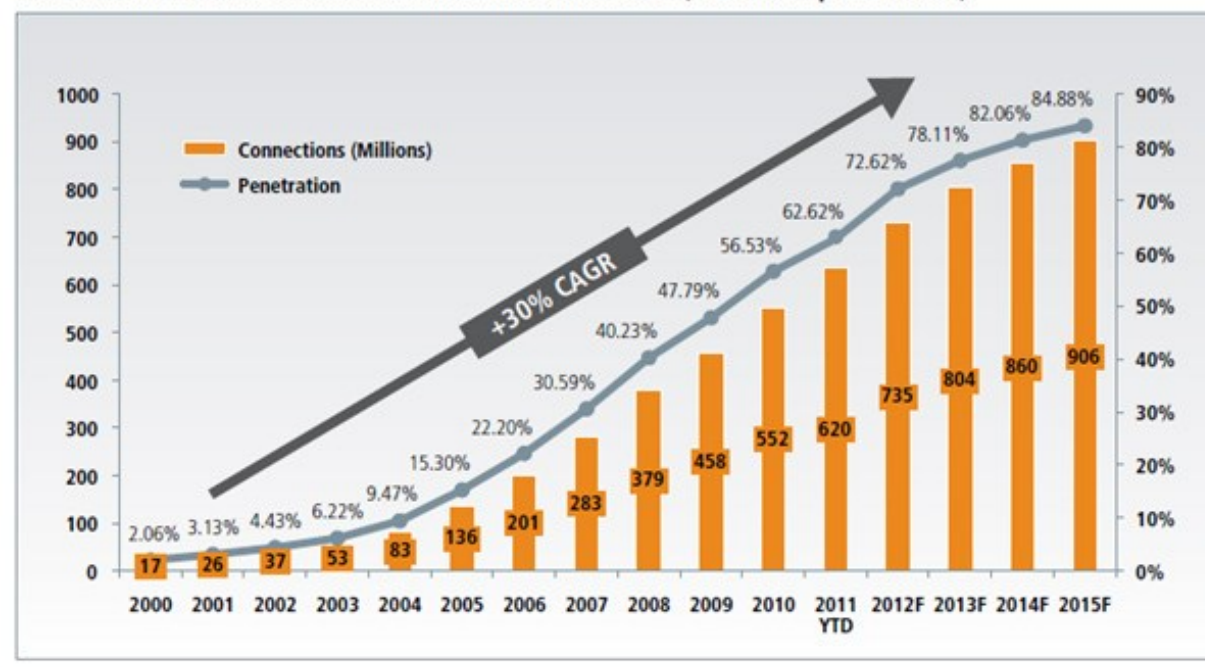
50% of out of school children live
in conflict-affected areas*

*Figures by UNESCO

“Smartphone Adoption is Accelerating as Device Costs Decline in Africa”

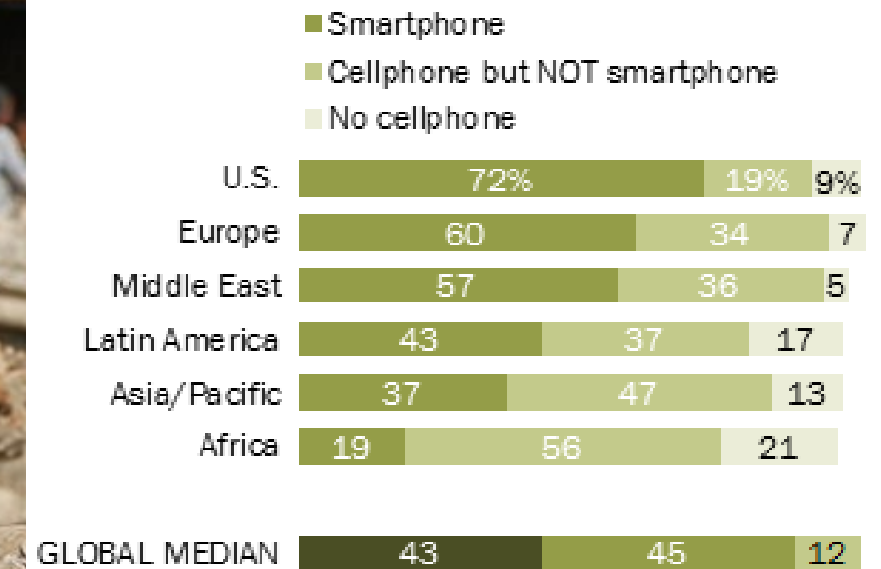
“Smartphone Usage Is On the Rise in Developing Countries”

Total African Mobile Connections and Penetration Rate (million, % penetration)¹



Smartphones are more common in U.S., Europe, and the Middle East

Regional medians of adults who report owning a ...



Note: Percentages based on total sample. Russia and Ukraine not included in Europe median.

Source: Spring 2015 Global Attitudes survey. Q71 & Q72.

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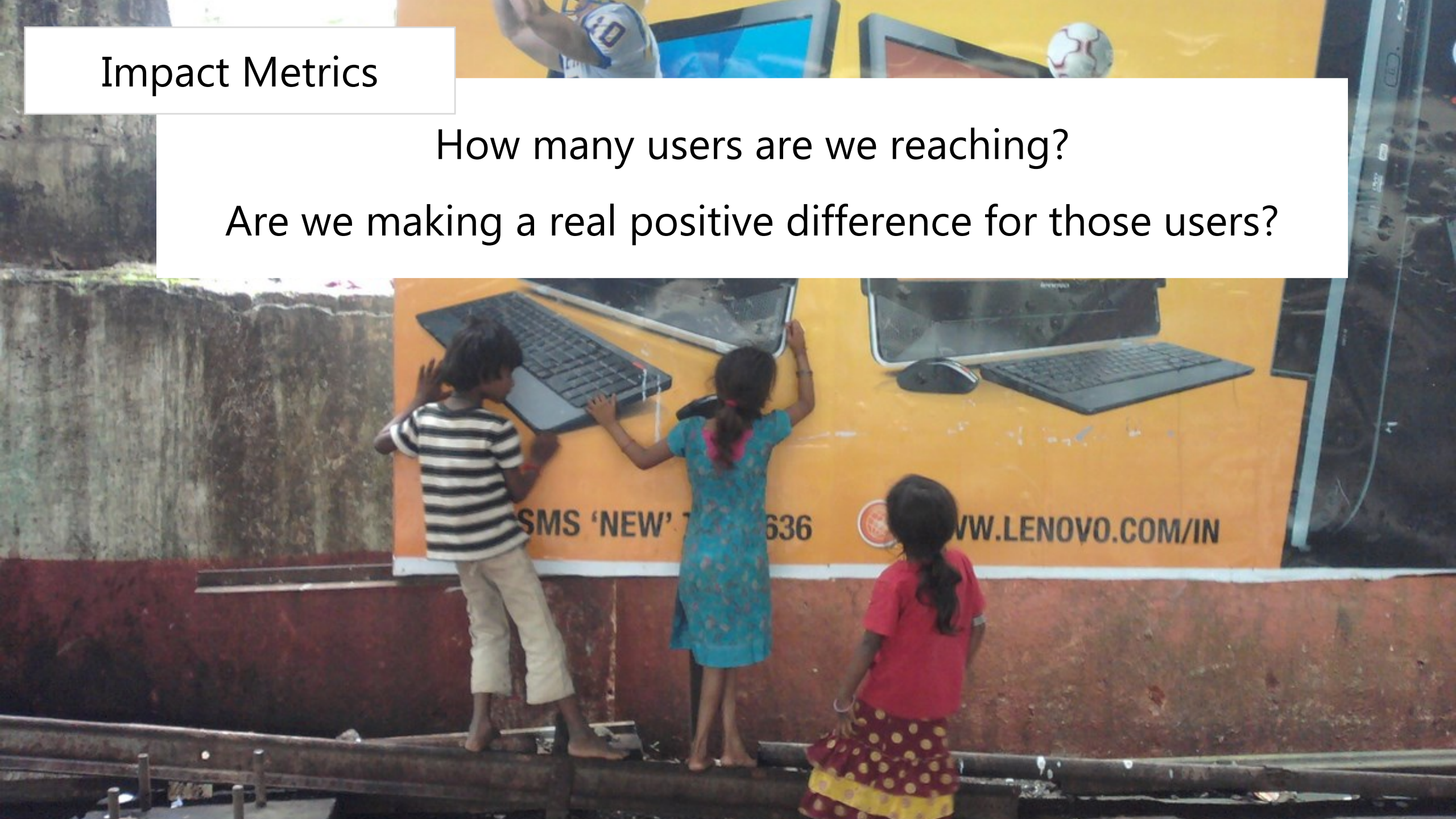
Need + Opportunity -> Solution?

1. Complete Coverage
2. Methods for Effective Learning
3. Target Group Relevance

Impact Metrics

How many users are we reaching?

Are we making a real positive difference for those users?





Strategy

Open Source
Partnerships





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