

Case study

Eneza Education



Year founded:
2011

Type:
EdTech startup

Website:
<http://enezaeducation.com/>

Social Media:
<https://www.facebook.com/EnezaEducation/>

The solution:

A SMS and web-based study solution to improve educational outcomes in Kenya. Students access learning tools and quizzes via sms to practice their learning, and analytics of their performance are tracked and shared with parents.

Key Highlights

- Target: 50 Million rural Africa children
- 2.1 Million unique users
- In 2017, avg of 142,000 active monthly users
- Partnered with over 400 schools
- Based in Kenya, but has expanded services to 4 countries

Ref:
<http://enezaeducation.com/impact/>
<http://www.educationinnovations.org/program/eneza-education-mprep>

Solution

1. Targeting BOP customers through mobile phones.
Population in 95% of all Kenyan households of all income levels possesses a mobile phone.
2. Aiming to improve learning quality and tracking student performance
3. Solution works by providing students access to study material tools and quizzes accessed through an activation code remotely through mobile phones covering curriculum materials from classrooms. Afterwards students are directed to answers, feedback and mini-lessons based on their answers. Teachers can track and analyze student performance based on data collected from quizzes taken.

Impact:

1. Based on 2014 study conducted link in references:
schools increased in ranking overall & increase in growth in education and students.
2. *Targeting teachers:*
When teachers take ownership of the product, student marks increase by 22.7% with minimal extra work required.

Why it worked:

1. Simple to implement
2. Cost effective
3. Capitalization on existing technology i.e. utilizing the availability of mobile phone users to scale their operations with the need and demand of their product