

Case Studies



Key Tasks:

- Choose a case study to work on – either Eneza, Bridge Academy or PACE
- Choose a CEO to represent the group
- Prepare the following questions from the case studies

Questions:

- How would you implement this in Pakistan – *describe a business model*
- What would be the value proposition of your idea – *describe its uniqueness*
- Who would be your customer – *describe a pricing model*
- How would you reach him – *describe a marketing channels*
- What would be the critical partnerships for this – *describe who you partner with & why*

Case Studies



Case study	Model	Solution	Impact	Why it worked
Bridge Academies	Low cost private schools	Building LCPS across Africa linked with tech	115,000 students in Kenya since 2009	Low implementation & maintenance cost
PACE	Tuitions & Teachers access	Linking high school teachers with schools of BOP	6500 students since 2013 & 100 teachers trained	High availability of students
Eneza	Mobile phone based learning & assessment tool	SMS based quizzes & learning	3 Million registered users & 142,000 learners per month	Cost effective Building on existing tech