1. Real Time feedback to learners
2. Estimate / Assess reading level
3. Personalized learning
Apps & Media are effective

2nd only to learning camps

22 hrs
2 months Literacy Learning

Get it in their hands

Apps & Media are effective
Geluksburg - South Africa

- only 22% 4th graders reading at grade level
- APPs supplement programs
What is the road to scale?
Making online campaigns more impactful and cost effective.

- **2018**
  - 27% Adults Smartphone India
  - 25% Sub-Saharan Africa

- **2025**
  - 50% smartphones
Online Ads

Kenya
Teachers
0.003 USD / video view

Kenya (Kibera)
Parents
0.04 USD / click

Nepal
0.025 USD / download

Bangladesh
0.02 USD / download
Community influences sideloading to parent devices.
Online research at scale with DIME

Increase retention and engagement

Testing Acquisition of user

Tracking learning outcomes

Increase retention and engagement

Testing Acquisition of user

Tracking learning outcomes
DEMO assessment game

https://v1-dot-assessment-285012.ew.r.appspot.com/obione
The Opportunity

- invest in new apps & localization
- supplement interventions and initiatives with app campaigns
- learn from what the data can tell us