

# SkoolDesk – Better Grades



## Current situation



ONLY 1 IN 4 CHILDREN WHO START PRIMARY SCHOOL MAKES IT TO SECONDARY SCHOOL

60%  
^



MORE THAN 60% OF TEACHERS ARE NOT IN THE CLASSROOM TEACHING IN OVER HALF OF ALL UGANDA'S PUBLIC SCHOOLS

## *Current situation*



Low proficiency in English, Math and Science  
Paper based testing  
Teachers spend hundreds of hours marking

# Our Technology

## Arithmetic Quiz

Score: 0

Time: 00:06

$$9 \times 6 = ?$$

64

63

55

53

44

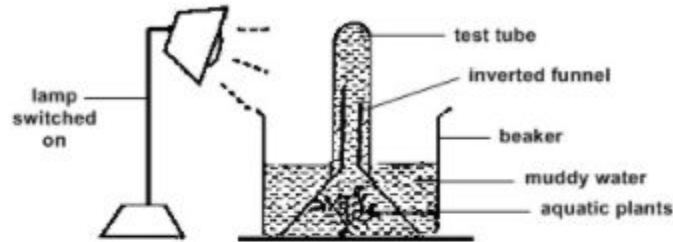
54

*Automatic grading for tests, digital learning objects  
(Games, Puzzles Drag & Drop, interactive audio & video,  
Analytics, AI)*

# Sample Tests / Quizzes

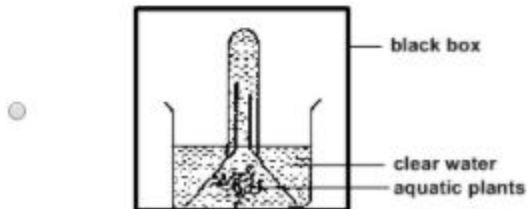
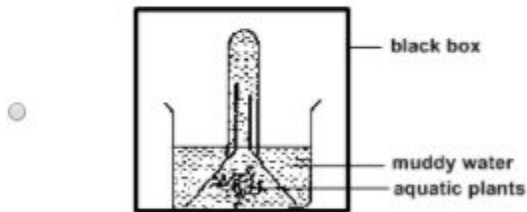
Question 5 of 10

Eddie wanted to find out the effects of muddy water on the rate of photosynthesis in the aquatic plants. He prepared a set-up as shown below.



He needed one more set-up to carry out his investigation. Which of the following set-ups should he use?

Choose one



# Automatic grading - Correct answer

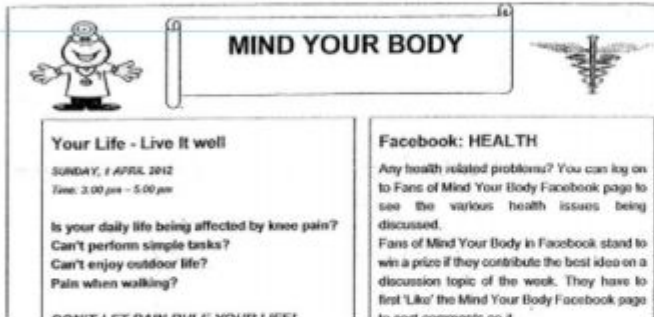
## Question Results

Question:

Score 0 of 1

Study the following text and then answer the questions that follow it.

For each question from 1 to 5, four options are given. One of them is the correct answer. Make your choice (1, 2, 3 or 4).



**MIND YOUR BODY**

**Your Life - Live It well!**  
SUNDAY, 1 APRIL 2012  
Time: 3:00 pm - 5:00 pm

Is your daily life being affected by knee pain?  
Can't perform simple tasks?  
Can't enjoy outdoor life?  
Pain when walking?

**Facebook: HEALTH**  
Any health related problems? You can log on to Fans of Mind Your Body Facebook page to see the various health issues being discussed.  
Fans of Mind Your Body in Facebook stand to win a prize if they contribute the best idea on a discussion topic of the week. They have to first 'Like' the Mind Your Body Facebook page to start commenting on it.

## Sample Correct / Wrong answer

Question:

Score 1 of 1

My mother \_\_\_\_\_ me to school in the morning.

Response:



takes

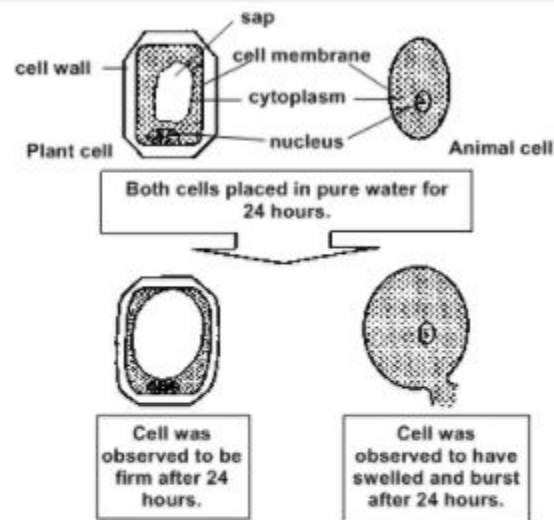
orders

brings

fetches

# Automatic grading - Fail

A plant cell and an animal cell were placed in pure water for twenty-four hours and observed under a microscope after twenty-four hours. The diagram below describes the experiment.



What can be concluded about the cells from the experiment?

Response:



The presence of cell wall in the plant cell helps it to maintain its shape.



The cell wall of the plant cell prevents water from entering the cell.

The animal cell has a fixed shape but the plant cell does not have a fixed shape.

# Interactive Edu games





# *Interactive learning objects - Interactive video*



# Interactive learning objects - Audio

**I like to read**



0:32 / 0:35



# Sign Language



HOME SUBJECTS PRICING CONTACT FAQS DEMO

View Take Statistics

## Uganda Sign Language 1

Question 1 of 1

Which of the following signs did we learn

Maize

Young

Tree

Check



Interactive sign language lesson

# Partnerships

- *Tony Elumelu Foundation (\$ 5,000)*
- 
- *Ministry of ICT (UGX - 140,000,000)*
- 
- *European Union (Organizing a hackathon - DigiEduHack)*
- 
- *Named among top 100 solutions by African Union (Covid vs Virus)*

## Scalable Platform

Where  
in the World



*Multi - lingual Platform, Curated content for each country*

## *Competitive Advantage*

- *Low pricing model*
  - *Multi Lingual*
  - *Accessible to users with disabilities*
- Wide berth of features (Automatic grading, interactive learning objects, Robust analytics engine)*
- *Designed for low resource settings*
  - *Machine Learning (Artificial Intelligence)*

## SWOT ANALYSIS

- **Strengths** (Interactive platform, Multi lingual, Accessible, Artificial Intelligence)
- **Weaknesses** (Computer accessibility, Internet penetration)
- **Opportunities** (Computers, Phones & Internet costs are lowered every year, Government of Uganda has started to provide free internet access to schools across the country especially the rural ones)
- **Threats** (Low barriers to entry in the market, negative attitudes to technology in the classroom, limited budgets for public schools)

## Founding Team

- *Highly experienced team of Educators, Software Developers, Quality Assurance & Quality Control,*
- *Sales & Marketing who have worked for fortune 500 companies, International Organizations and Non*
- *profits across Africa, the United States, Asia & Europe*



Cavin Mugarura



Asma El Khalifa



Uche David



Fiona Ssozi



Emma Aupal



## *Our Ask - \$ 100,000*

- *Hiring new Staff (20%)*
- *Content / Product Development (30%)*
- *Equipment (20%)*
- *Marketing (30%)*

## Traction

*More than 1,000 users in the pilot stage*

*More than 10,000 learning objects digitized*

*Projected revenue of \$1 million in 3 years with a 40% gross profit margin*