

REGIONAL CONNECT



EDUCATION CHALLENGE BRIEF

Addressing opportunities to grow the education industry in Southern Africa.



FOR THIS CHALLENGE WE ARE ASKING THIS QUESTION



HOW DO WE CONTRIBUTE TO A SUSTAINABLE FUTURE FOR EDUCATION IN SOUTHERN AFRICA?



Interactive games that provide enriching learning experiences



Improving literacy skills, specifically in reading, comprehension, and communication



Improving problem solving and critical thinking through mathematics and science skills

WHY FOCUS ON EDUCATION



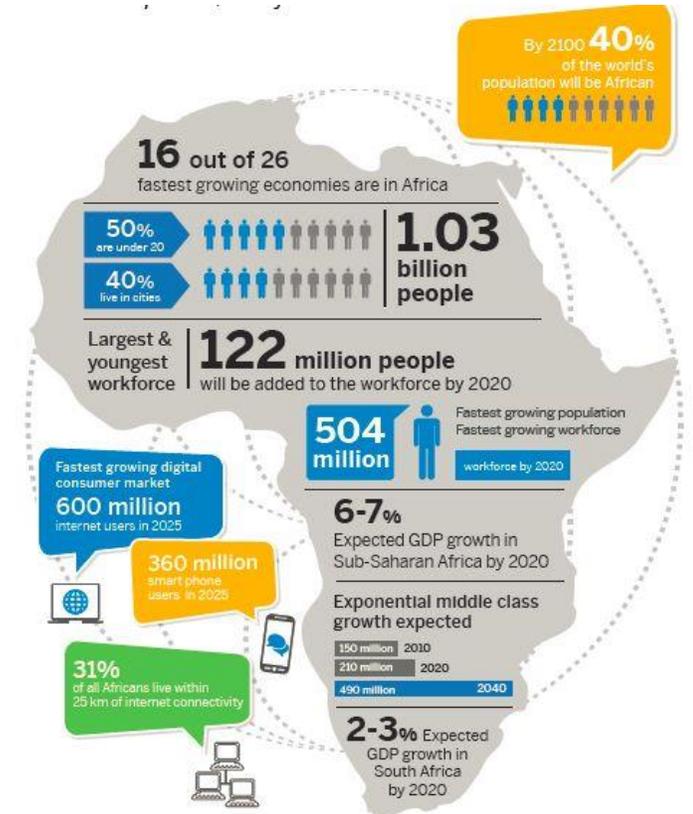
The goal of education is not to increase the amount of knowledge but to create the possibilities for a child to invent and discover, to create men who are capable of doing new things.

- Jean Piaget

In the likelihood of rapid population growth, it is foreseen that Africa's population will grow from 1,2 billion in 2017, to 1,8 billion in 2035. It will account for more than 20% than the worlds population, but Africa's share of the world's economy will only rise from a current 3% to 4%. This tells us that even if the continent grows at a steady rate of 4% per year till 2035; poverty will be an African problem, with 2/3rds of the worlds poor will live in Africa in 2035; (surviving on \$1,90/R27 per day, will live in Sub Saharan Africa) from 46% of the worlds poor in 2017.

Appropriately, to date, government action in the education sector has been focused first on reducing inequality in education. In addition to inequality, the structure of the education system does not currently allow for creativity and innovation, which impacts the level of innovative entrepreneurship activity which is needed for economic growth. (Allangrayorbis.org, 2019). In addition, the average adult in Africa currently attends school for less than 6 years (2yrs below the global average).

In essence, the Southern African population should be empowered to think differently and independently, to limit the reliability that Africa currently has on external funding, and external job opportunities. The employment rate can grow with people being empowered to employ themselves, think critically, and communicate effectively.





ENABLING INTERACTIVE PLAY LEARNING



How might we use interactive board games, activities and social interactions to boost problem solving skills, critical thinking and subject matter knowledge for children?

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What we are looking for:

- Using games at home with family and friends to understand and practice complex topics
- Games can practice knowledge in problem solving, communication, literacy, or a specific subject matter
- Games that are robust, and can withstand poorer environments with limited access to electricity
- Activities that cater for different levels of subject matter understanding (if user is in grade 5, quintile 2; have they had access to information needed to play the game effectively?)
- Activities that build entrepreneurial skills, and enable scholars to think differently about employment vs making your own money

*Not limited to the above list – any solutions that address the mentioned Sustainable development goals and improve the standard of teaching and can be submitted.

Constraints:

- Applicable to all age groups, from 0 – 18 years old
- Applicable for all quintiles, but should you apply for quintile 4-5, a strong motivation of the need of your product is required
- If games are technology dependent and aimed at lower quintile schools, ensure a robust implementation plan is included in your submission (how will maintenance happen, will activities be data dependent, take into account theft, damage of the hardware, etc.).





IMPROVING BASIC COMMUNICATION SKILLS



How might we improve literacy skills in Southern Africa, specifically in reading, comprehension, and communication; without relying on change of the current curriculums in place.

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- Mechanisms to enable scholars to gain strong reading and comprehension skills
- Mechanisms to boost communication skills in and across the region
- Mechanisms to boost communication across cultural and linguistic barriers
- Mechanisms to improve emotional intelligence of individuals, that boosts teamwork and understanding behaviours
- Mechanisms to boost communication of an individual's or teams' thinking, whether in numbers, formulae or images

*Mechanisms includes platforms, games, social events, giving access to books, and any other activity that can boost the abovementioned skills across the region.

Constraints:

- Applicable to all age groups, even adults in the region who can not read
- Applicable for all quintiles, but should you apply for quintile 4-5, a strong motivation of the need of your product is required
- This is not language specific – any language that exists in the Southern African region can be solved for





IMPROVING PROBLEM SOLVING SKILLS



How might we improve problem solving and critical thinking skills in Southern Africa, through mechanisms that practice mathematics and science skills.

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- Mechanisms to enable scholars to think critically about problems and opportunities
- Mechanisms to improve understanding of mathematics concepts

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- Mechanisms to improve understanding of scientific concepts

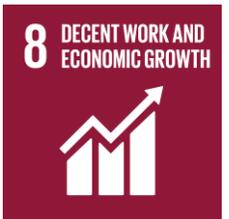
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- Mechanisms to teach and enable programming skills
- Mechanisms to allow scholars to apply concepts to everyday challenges that are faced

*Mechanisms includes platforms, games, social events, giving access to books, and any other activity that can boost the abovementioned skills across the region.

Constraints:

- Applicable to all age groups, from 0-18 years old
- Applicable for all quintiles, but should you apply for quintile 4-5, a strong motivation of the need of your product is required
- Should you have a solution that boosts critical thinking without science or mathematics skills; we can assess it based on a strong motivation as to why it is beneficial for scholars.



WHAT WE ARE LOOKING FOR



A potential solution to solve these issues that are at ANY of the following stages:



Your solution will be judged within parameters according to where your idea is within the start-up development stages. The training and incubation will then be tailored to these outcomes.

Should you be a large corporate entering, we will assess the idea as a 'start-up', adjust the parameters of your submission based on what the judges think is sustainable for your particular business.

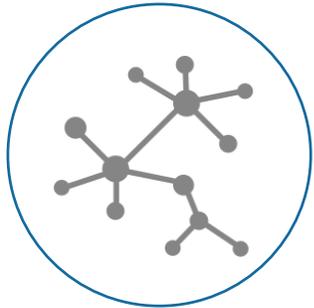
<p>Ideating</p> <p>Entrepreneurial ambition and/or potential scalable product or service idea for a big enough target market. Initial idea on how it would create value. One person or a vague team; no confirmed commitment or no right balance of skills in the team structure yet.</p>	<p>Concepting</p> <p>Defining mission and vision with initial strategy and key milestones for next few years on how to get there. Two or three entrepreneurial core co-founders with complementary skills and ownership plan. Maybe additional team members for specific roles also with ownership.</p>	<p>Committing</p> <p>Committed, skills balanced co-founding team with shared vision, values and attitude. Able to develop the initial product or service version, with committed resources, or already have initial product or service in place. Co-founders shareholder agreement (SHA) signed, including milestones, with shareholders time & money commitments, for next three years with proper vesting terms.</p>	<p>Validating</p> <p>Iterating and testing assumptions for validated solution to demonstrate initial user growth and/or revenue. Initial Key Performance Indicators (KPI's) identified. Can start to attract additional resources (money or work equity) via investments or loans for equity, interest or revenue share from future revenues.</p>	<p>Scaling</p> <p>Focus on KPI based measurable growth in users, customers and revenues and/or market traction & market share in a big or fast growing target market. Can and want to grow fast. Consider or have attracted significant funding or would be able to do so if wanted. Hiring, improving quality and implementing processes</p>	<p>Establishing</p> <p>Achieved great growth, that can be expected to continue. Easily attract financial and people resources. Depending on vision, mission and commitments, will continue to grow and often tries to culturally continue "like a startup". Founders and/or investors make exit(s) or continue with the company.</p>
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Startup Development Phases - From idea to business and team to organization.

Version 3.0 - www.startupcommons.org



END GOALS FOR THIS CHALLENGE



ENABLE COLLABORATION

We aim to enable collaboration between start-ups, students, organisations, industry experts, and supporting ecosystems that will boost capacity, knowledge and skill to ensure the success of finalists.



EMPOWER ENTREPRENEURS

Through this challenge, entrepreneurs and businesses who are capable of solving the issues will gain access to market, valuable business training and be introduced to relevant players in their fields.



SOLVE RELEVANT ISSUES

We want to empower solution providers to solve the pressing issues of today, by creating sustainable businesses that they can use for greater quality of life.



SECURE SOUTHERN AFRICA'S FUTURE

By solving relevant issues now, we can ensure the future of the selected sectors for the SADC region, but ensuring sustainable and scalable solutions are selected and implemented.

WHAT IS IN IT FOR YOU



ENTREPRENEURIAL TRAINING

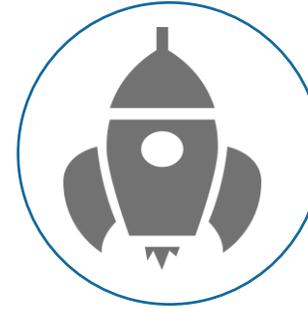
A 3-day entrepreneurial training workshop will take place with the selected finalists.

This will take you through important business basics to get your submission to the next level, and to build your overall business skills.



3 MONTH INCUBATION

The winners of the challenges selected will be incubated, to further develop their submission. This incubation is also tailored to your phase of the startup lifecycle.



ACCELERATOR PROGRAMMES

After the incubation period, should the winners feel they need more support, they will have first access to prestigious accelerator programs across the SADC region.



NETWORK AND MARKET ACCESS

Once the finalists are ready for market, they will be introduced to a range of support networks, as well as potential investors and market accessors, to take their solution to the next level. A second education movement will be implemented next year, where winners will gain access to schools for scholars to physically use their solutions.

CRITERIA FOR JUDGING



CRITERIA	DESCRIPTION	1	2	3	4	5
Solution contributes to building sustainable mechanisms to enhance education in SADC.	Solution is relevant to at least one of the three chosen problem areas, and ultimately works towards enhancing the education industry. Challenge/s solved for must be stipulated in submission.	No value to education in SADC	Limited value add to education in SADC	Fair value add to education in SADC	Excellent value add to education in SADC	Can revolutionise education in SADC
Contribution to Sustainable Development Goals (SDGs)	Does the solution satisfy at least one SDG goal based on the UN's outcomes. Should it be a different goal to what is stipulated in the brief, it must be motivated.	No relation to SDG goals	Limited contribution to achieving SDG goals	Fair contribution to achieving the SDG goals	Can greatly contribute to achieving the SDG goals	Can fulfil an SDG in a specific area/ community
Ease and sustainability of implementation, with all possible impacts considered	An implementation strategy must be included, with sustainability and ease of the strategy noted. All potential positive and negative impacts of implementation must also be considered	Not sustainable AND highly difficult to implement	Not sustainable OR not highly difficult to implement	Potential to be sustainable, with some potential impacts	Easily and sustainably implementable, with minimal negative impacts	Most sustainable, with only positive impacts
Feasibility of solution	The solution is physically possible within it's environment, with no additional R&D required to ensure the success of implementation	Not feasible	Has potential to be feasible	Feasible, with fair obstacles	Feasible, with minimal potential obstacles	Very feasible
Viability of solution	The solution can be used in a business model, and can be profitable.	Not viable (clear financial loss)	Has potential to be viable	Can be viable with additional funding	Solution is financially sustainable	Solution has potential to be a unicorn
Team capability and intent	The team is passionate and dedicated to the solution; and are able to solve problems effectively	No passion or want to solve problems	Team has little interest/ capacity	Team has passion, but other priorities	Team has passion and few other priorities	Team is fully dedicated to solution

TIMELINE

WHAT TO EXPECT



12 January 2020

Submissions Close

28 - 30 January

3-day entrepreneurial training
(Gaborone, Botswana, or
Johannesburg, South Africa)

3 February –
1 May 2020

3-month physical or virtual incubation
(Physical incubation in
Gaborone, Botswana)

Post feedback
discussions

Accelerator program
OR
Investor introduction

- All announcements will be made with enough time to accommodate for planning.
- Please note that for this challenge, no travel costs will be covered. Should you not be able to attend the training in person, you can access the material and exercises through our online platform.
- Should you have any questions or queries, please do not hesitate to contact us at info@oiregionalconnect.com.

SUBMISSION INFORMATION



Send your submission to:

edusubmissions@oiregionalconnect.com

BEFORE 12 January

A template of a submission is available from:

info@oiregionalconnect.com

For exact instructions of information needed to be submitted.

For any questions/ queries, please email

alana@oiregionalconnect.com

SUBMISSION CHECKLIST



- Submissions have to be completed with the submission template, which will be sent to you via email after downloading this brief – other formats will not be accepted. Should you not receive the document, email info@oiregionalconnect.com and we will send a template to you.
- Any additional documents/ materials must be uploaded in pdf format
- Final submission date **12 JANUARY**– nothing will be accepted afterwards
- Check if your submission matches judging criteria. There will be a chance for you to score your submission yourself with the criteria given in the brief
- Should you want to motivate your submission further, write a paragraph to state the additional positive impacts your project can have on Southern Africa
- If you have any questions, do ask.
- ENJOY the submission! 😊

ADDITIONAL RESOURCES TO DELIVER THE BEST SOLUTIONS



BEGINNER BUSINESS TOOLS:

A. The Business Model Canvas

All the building blocks of your idea on one page – it will help you assess what key parts are missing to make your solution a success

<https://www.businessmodelsinc.com/about-bmi/tools/business-model-canvas/>

B. THE DVF Framework

A tool to help you find your ‘innovation sweet spot’ – it will lower your risks when opening your business.

<https://medium.com/innovation-sweet-spot/desirability-feasibility-viability-the-sweet-spot-for-innovation-d7946de2183c>

ADDITIONAL ARTICLES ON EDUCATION, SOUTHERN AFRICA

<https://rekordeast.co.za/221004/expected-trends-in-education-in-next-few-years/>

<https://www.devex.com/news/5-ways-to-innovate-education-in-africa-92772> (For a larger perspective on Africa)

DISCLAIMER

INTELLECTUAL PROPERTY



The intention of this challenge is to identify promising social and technological innovations that could be implemented in the Southern African region.

It is important that no confidential intellectual property or information is disclosed through this process. This may include pre-existing software, processes, systems or market research that is not publicly available.

By submitting a response, you represent that your response does not, and will not be deemed to, contain any confidential information of any kind whatsoever. RIIS, SAIS and its project partners will not be held liable for the loss of any intellectual property.

In the event that your solution is selected, if required, a partner agreement will be signed to protect intellectual property.