Funzi

- Leader in mobile learning with focus on emerging markets
- Produces better than industry-average results
- World-class team of experienced professionals
- Builds on experience from Nokia Life Tools (150+M users)

Main problems in education:

Lack of Access

Low Quality

Funzi revolutionizes access to learning

Useful quality content

In an ***easy-to-use*** package

Designed ***mobile*** first

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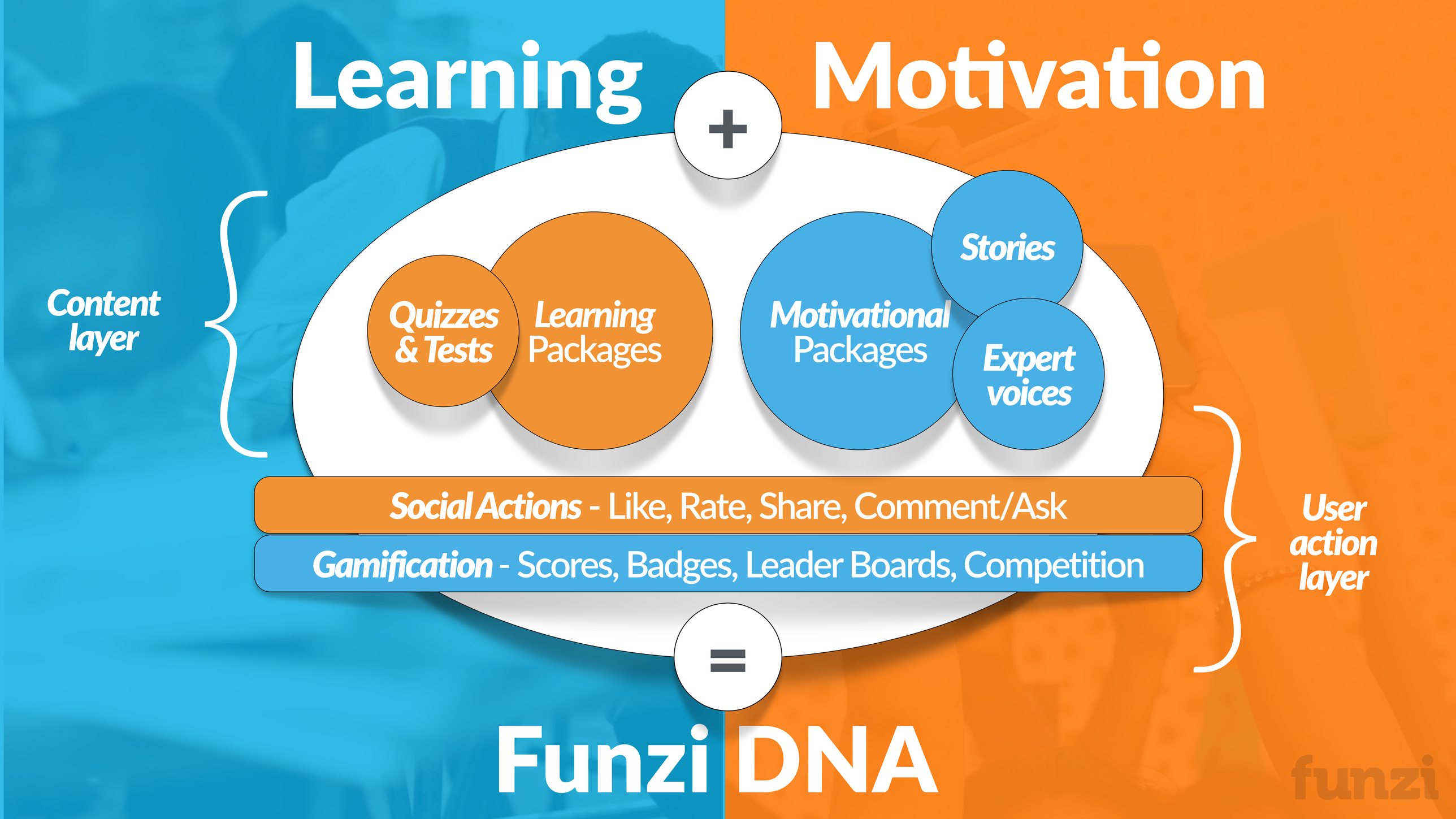
Learning + Motivation



= Funzi DNA

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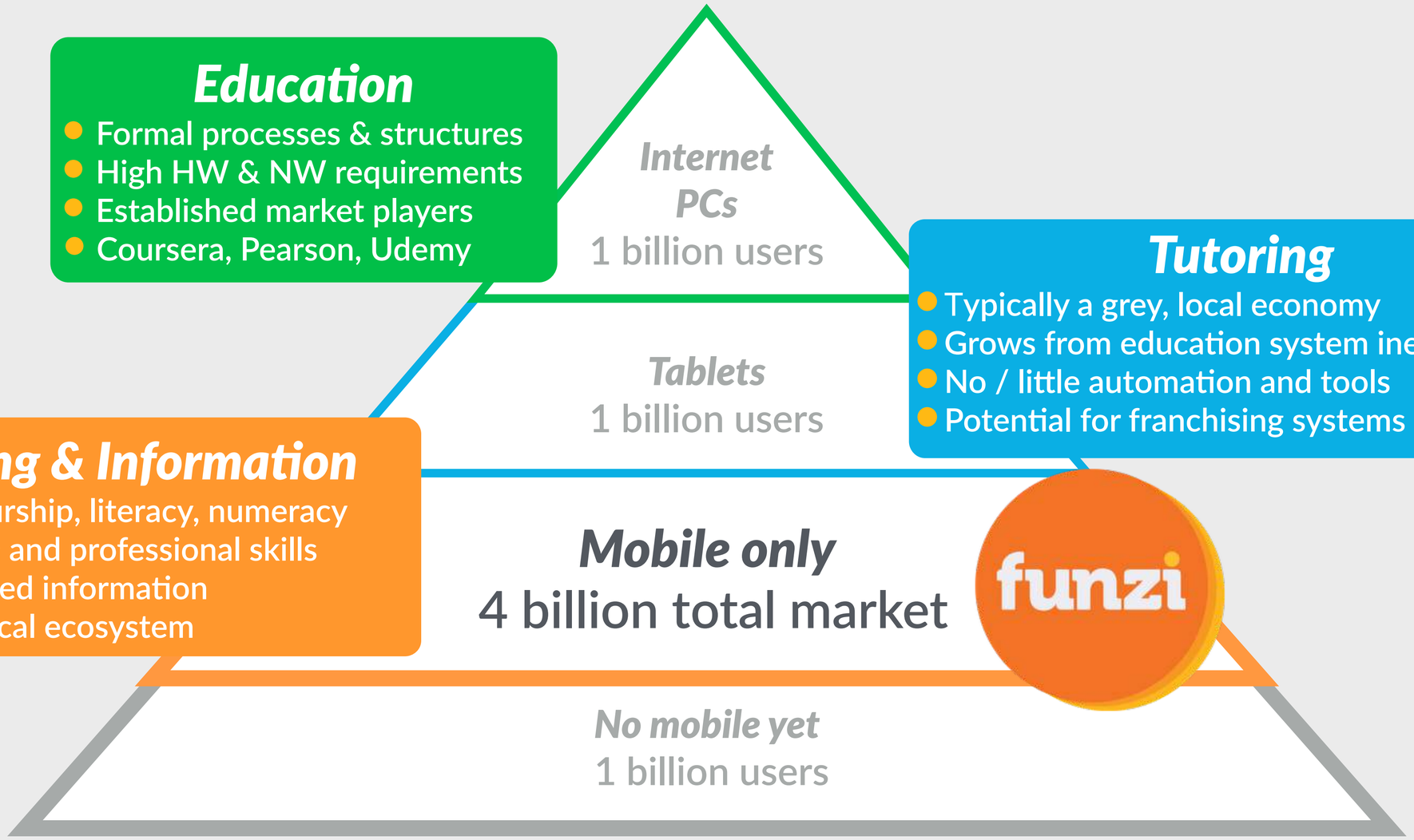
Opportunity & market

Education

- Formal processes & structures
- High HW & NW requirements
- Established market players
- Coursera, Pearson, Udemy

Learning & Information

- Entrepreneurship, literacy, numeracy
- Job creation and professional skills
- Health-related information
- Empower local ecosystem



Tutoring

- Typically a grey, local economy
- Grows from education system inefficiency
- No / little automation and tools
- Potential for franchising systems

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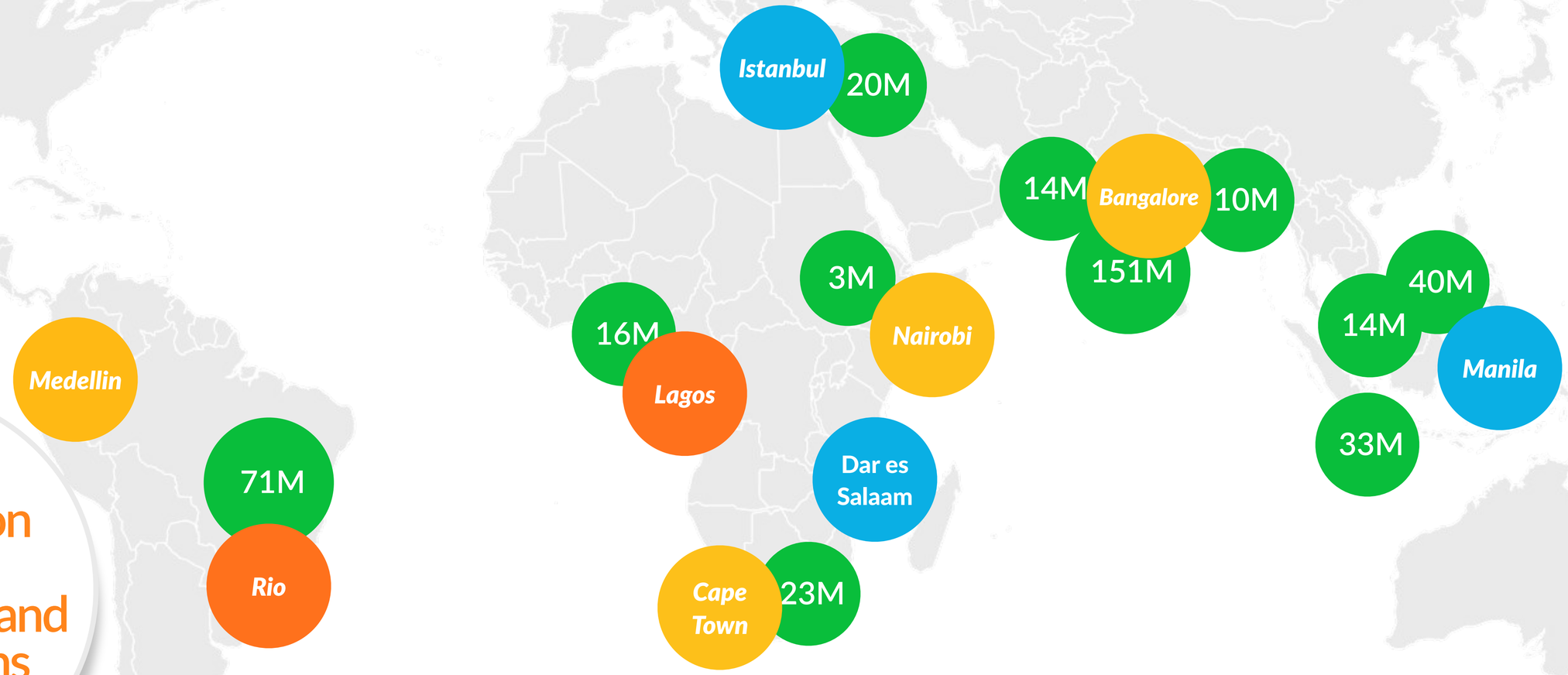
Global market - local focus*



Collaboration with local communities and organizations

2013	1.1B Feature phones 0.8B Smartphones	**2020**	0.5B Feature phones 2.4B Smartphones

ANDROID **>80%**

*We focus on markets with high smartphone penetration and good skills of English. We have relationships in all of these locations enabling fast implementation. The numbers represent an estimated size of our target group in these markets. They are compiled from different data sets.

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Target users

Young, urban and peri-urban, mobile centric high achievers

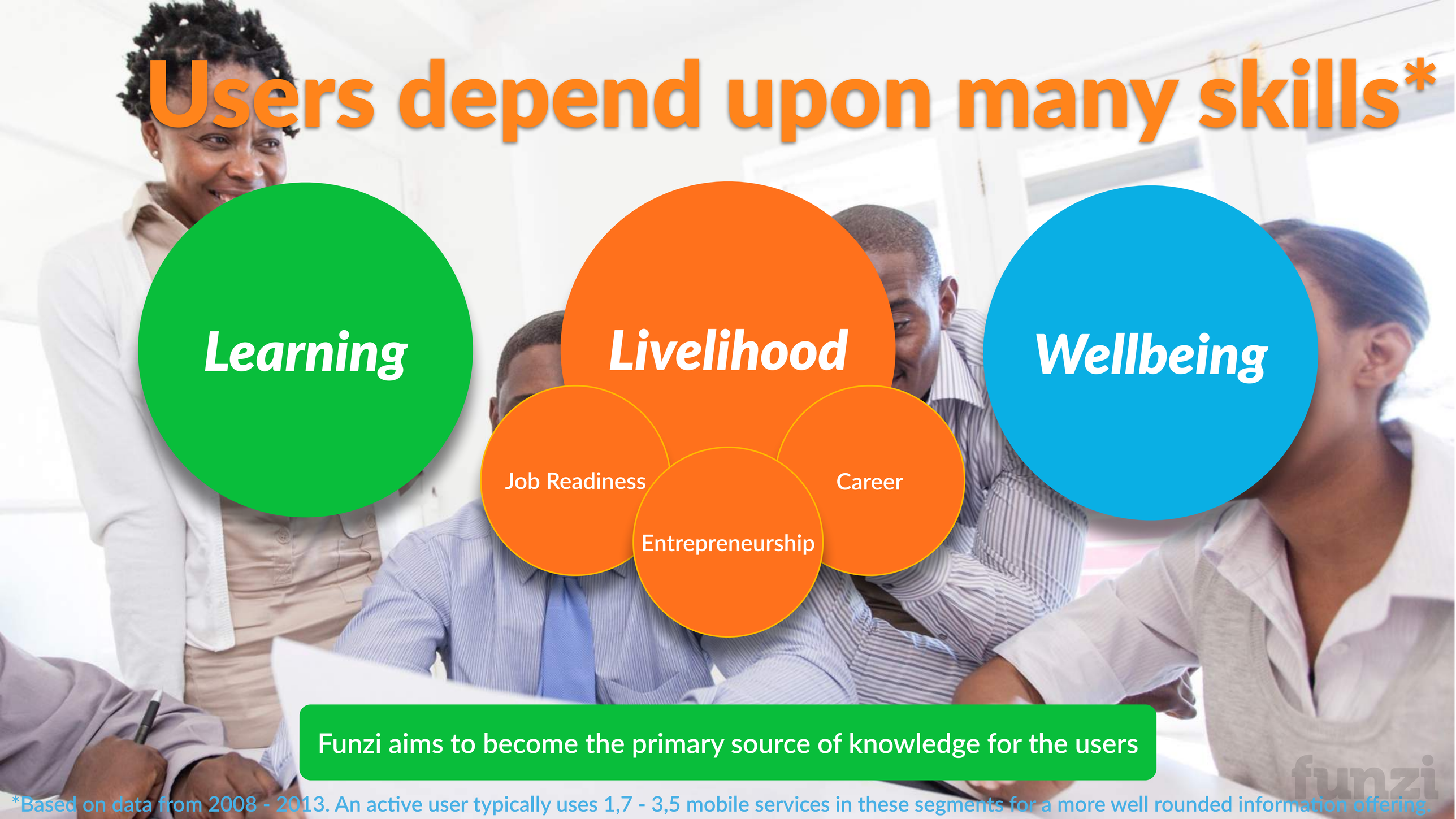
Aspirational, with a passion to change standard of life

Know basic English, have a smartphone & use mobile Internet

4B consumers, a €20 trillion economical impact by 2025*

*McKinsey&Company - Winning the $30 trillion decathlon

Users depend upon many skills*



Funzi aims to become the primary source of knowledge for the users

*Based on data from 2008 - 2013. An active user typically uses 1,7 - 3,5 mobile services in these segments for a more well rounded information offering.

First service: Entrepreneur 101

In collaboration with the founding party of one of world's leading ecosystems

Implemented in collaboration with local leaders

30 day course or brush-up of your entrepreneurship skills

Aaltoes.com

RLABS A SOCIAL REVOLUTION

KINU

Second service: Get That Job

Created in collaboration with leaders in vocational education

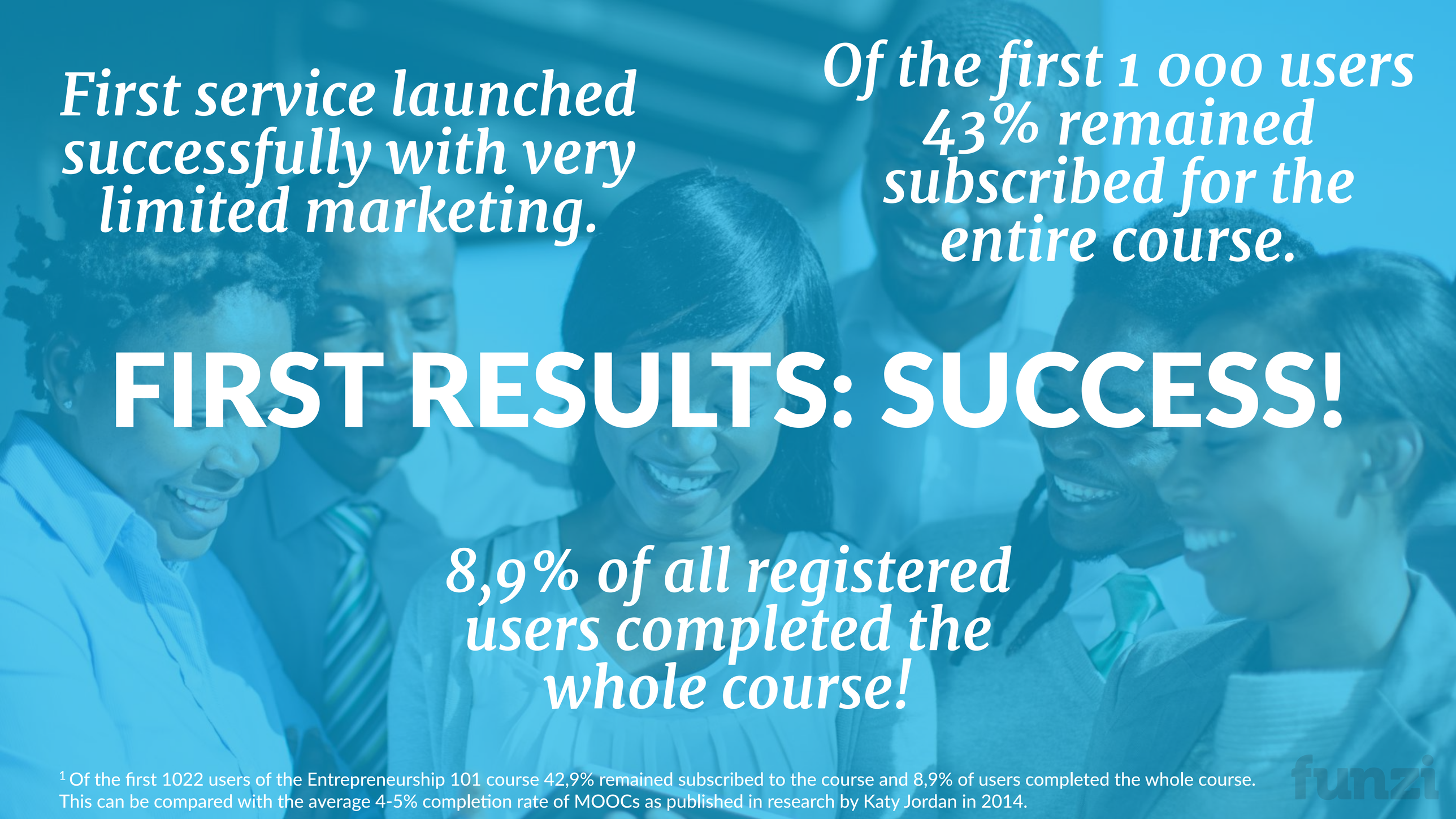
World-class content delivered in an exciting, motivating format

Personal and interpersonal skills. Job application and interview techniques

omnia InnoOmnia

talent match®

EZ Vidya
Let the child blossom



First service launched successfully with very limited marketing.

Of the first 1 000 users 43% remained subscribed for the entire course.

FIRST RESULTS: SUCCESS!

8,9% of all registered users completed the whole course!

[1] Of the first 1022 users of the Entrepreneurship 101 course 42,9% remained subscribed to the course and 8,9% of users completed the whole course. This can be compared with the average 4-5% completion rate of MOOCs as published in research by Katy Jordan in 2014.

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Competition

Web Solutions

Replicate classroom learning

UX not optimized for mobile

Use a lot of [mobile] data

urbanplanet™
Empowering Education

coursera

edX

Mobile Applications

Limited to one content area

No social components

Expensive and slow production

Our competition tries to force a web-oriented approach to mobile.

Or they offer mobile apps that can only offer limited functionality.

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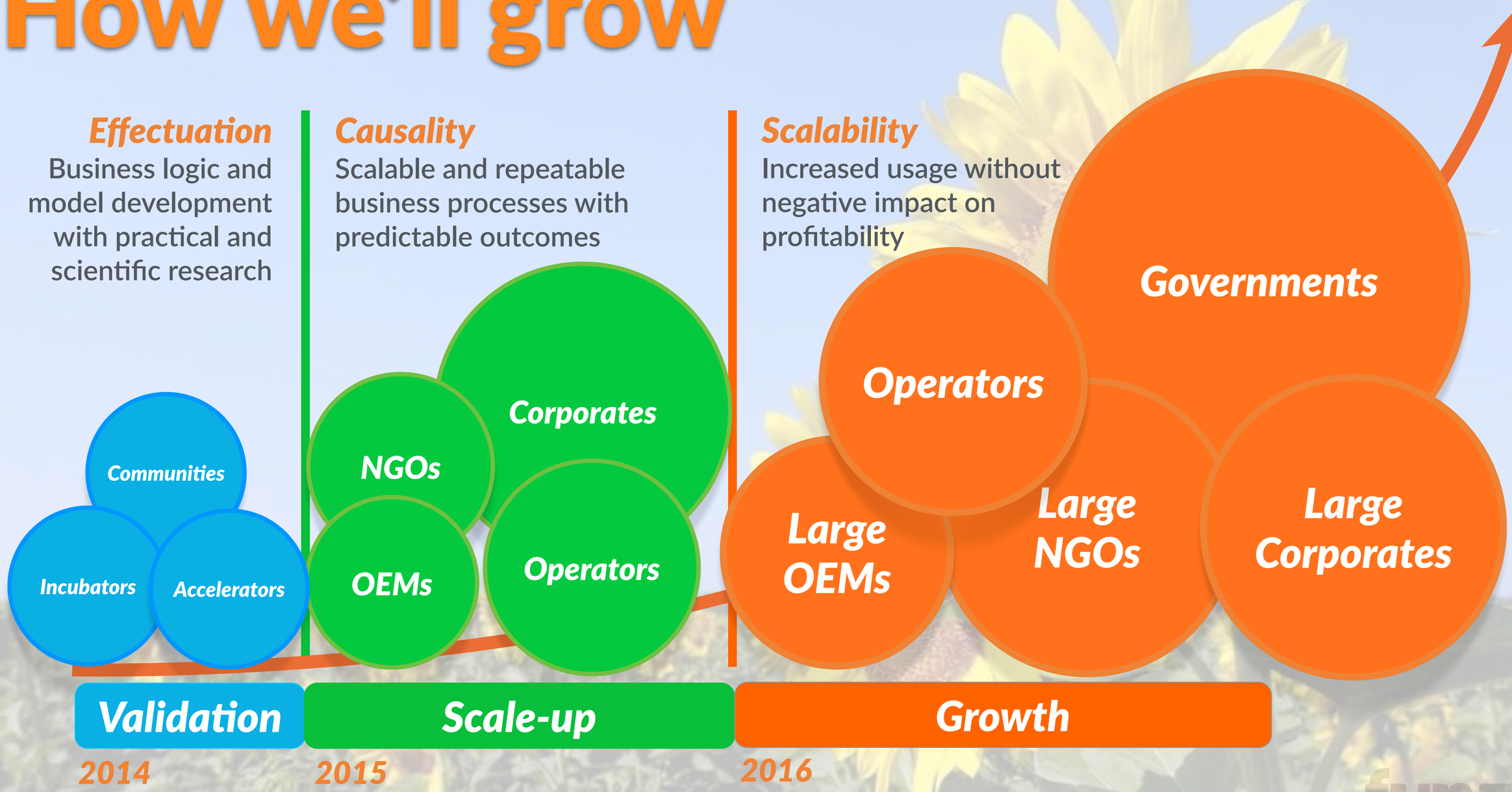
How we'll grow

Effectuation
Business logic and model development with practical and scientific research

Causality
Scalable and repeatable business processes with predictable outcomes

Scalability
Increased usage without negative impact on profitability



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Partners and prospects

Plan

IFC

RLABS
A SOCIAL REVOLUTION

Western Cape Government

KINU

talent match®

TANZICT
INFORMATION SOCIETY ICT INNOVATION

CAMPUS CONNECT INDIA
Powered to change lives

HABARI VYUONI

Aaltoes.com

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Business model

User acquisition

From partner and mobile communities with social media and digital campaigns

Mobile communities

Partner communities

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Measurable impact

Content consumption and learning progress data from Funzi

Private sector

Public sector

Content partners

Monetization

Campaign badges, achievement and qualification certificates, and advertorials produce revenues shared with partners

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Funzi team

Operations

Tero Salonen
Founder, CEO
Serial entrepreneur in digital and mobile business

1 B$ Exit

Antti Kokkinen
Chairman of the Board
Helped Waze disrupt traffic information

150 M users

Bhanu Potta
Product & Ecosystem
Built Nokia Life Tools to 150 M mobile users in 20+ countries

Arjun Thomas
Product & Platform
Built Nokia Life Tools to 150 M mobile users in 20+ countries

Emerging markets

Aape Pohjavirta
Founder, Chief Evangelist
Innovation ecosystem builder, m-Media inventor

Marlon Parker
Advisor
World Economic Forum Future Africa Leader

Science

Dr. Paul Kim
Advisor
Stanford School of Education CTO

John Traxler
Advisor
World's 1st professor for mobile learning

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Skills to build your dreams – delivered to your mobile.
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