



July 5<sup>th</sup>, 2020

**Press release:  
Universal education platform  
crowdfunding campaign**

# Press release

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July 1<sup>st</sup>, 2020

New technologies such as Artificial Intelligence, automation, and robotics will make most jobs that do not require an education obsolete over the next twenty years. Billions of young people around the world do not have access to the education they need to get a job in this future world.

The lack of access to education is not a problem specific to developing and emerging markets. Entire communities across the United States do not have access to the right job skills training and additional education they need to compete. In Detroit alone, up to 47% of all adults are functionally illiterate. Unless we take aggressive steps now, communities around the world will be left even further behind.

Today, Akholi is launching a crowdfunding campaign to raise the money needed to expand cost-effective education to every person in the world, regardless of location or circumstance. Money raised will be used to expand Akholi's current global education platform (Jagora Learning Platform) and add additional curriculum to the existing library of over 1,200 courses.

Mr. Phil Hatch, Akholi's managing director, notes, "This is a critical project for us. In April of this year, we gave free education to over 10,000 students in Africa through our Jagora Learning Platform. This crowdfunding campaign will allow us to expand education to all people. For the price of a cup of coffee, we can give a child education for a year or help a single mother in Detroit gain the job skills needed to transform her life. We are excited about this next step in our growth, and we need your help."

This crowdfunding campaign asks that people around the world create a one-minute video thanking the mentor, teacher, coach, or professor who has had the largest impact on their lives. At the end of the video, ask three friends to make the same video. Post this video on all social media properties, including a link to Akholi's website, the hashtag #AkholiUniversalEducation, and tag all friends.

Dr. Mahamouda Salouhou, Akholi's Education Managing Director, says, "We believe in the potential of every person in this world! We are working hard to ensure everyone has access to the education they need to get a job. Education cannot be a privilege, but a basic human right available to every person no matter where they are, or the challenges they have. We need your help now in giving the right training to every person."



# How you can help

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We are asking you to create a short video thanking the mentor, coach, teacher, or professor who has made the biggest difference in your life. At the end of the video, ask three friends to make the same video, and post it to their social media properties. The script guideline we are asking you to follow is:

***“My name is [name], and I am helping Akholi provide education to everyone in the world.*”**

***[Name the teacher, professor, mentor, or coach that has made the largest impact in your life, thank them, and describe how they have helped you. Name three friends asking them to name the coach, professor, teacher, or mentor that has made the largest impact in their life.]”***

We ask that the following text be pasted into the description of each video:

***“Please visit [www.Akholi.com](http://www.Akholi.com) to donate and learn more about how you can help Akholi give education to every person in the world. #AkholiUniversalEducation”***

# Campaign media assets



<https://youtu.be/L968Sx145jY>

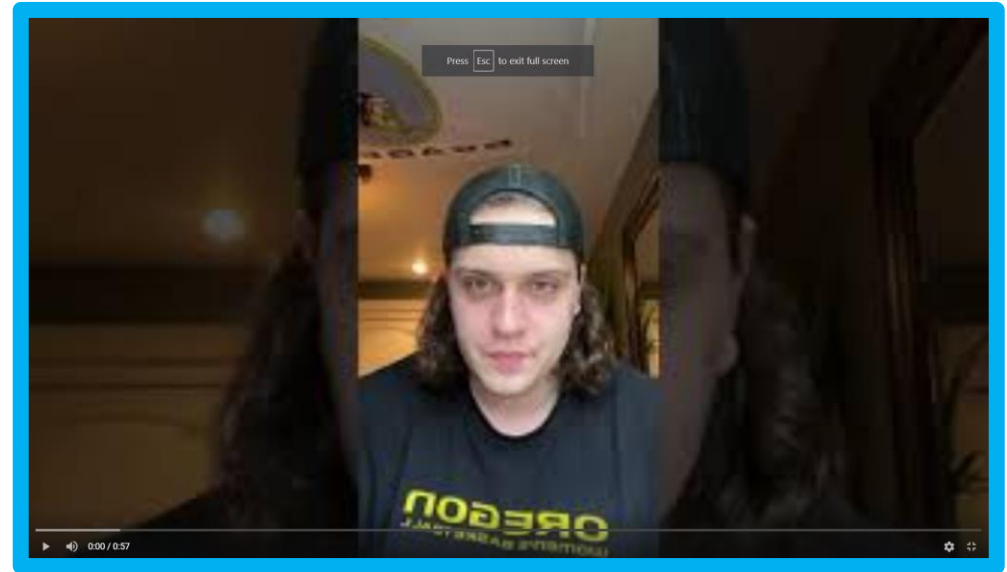


[https://youtu.be/wIJ\\_56LCXnM](https://youtu.be/wIJ_56LCXnM)

# Example videos



<https://youtu.be/v31GBsDsx-w>



<https://youtu.be/bloYTE39RYs>

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# Mr. Phil Hatch

Managing Director

p.hatch@Akholi.com

+1.503.964.8522



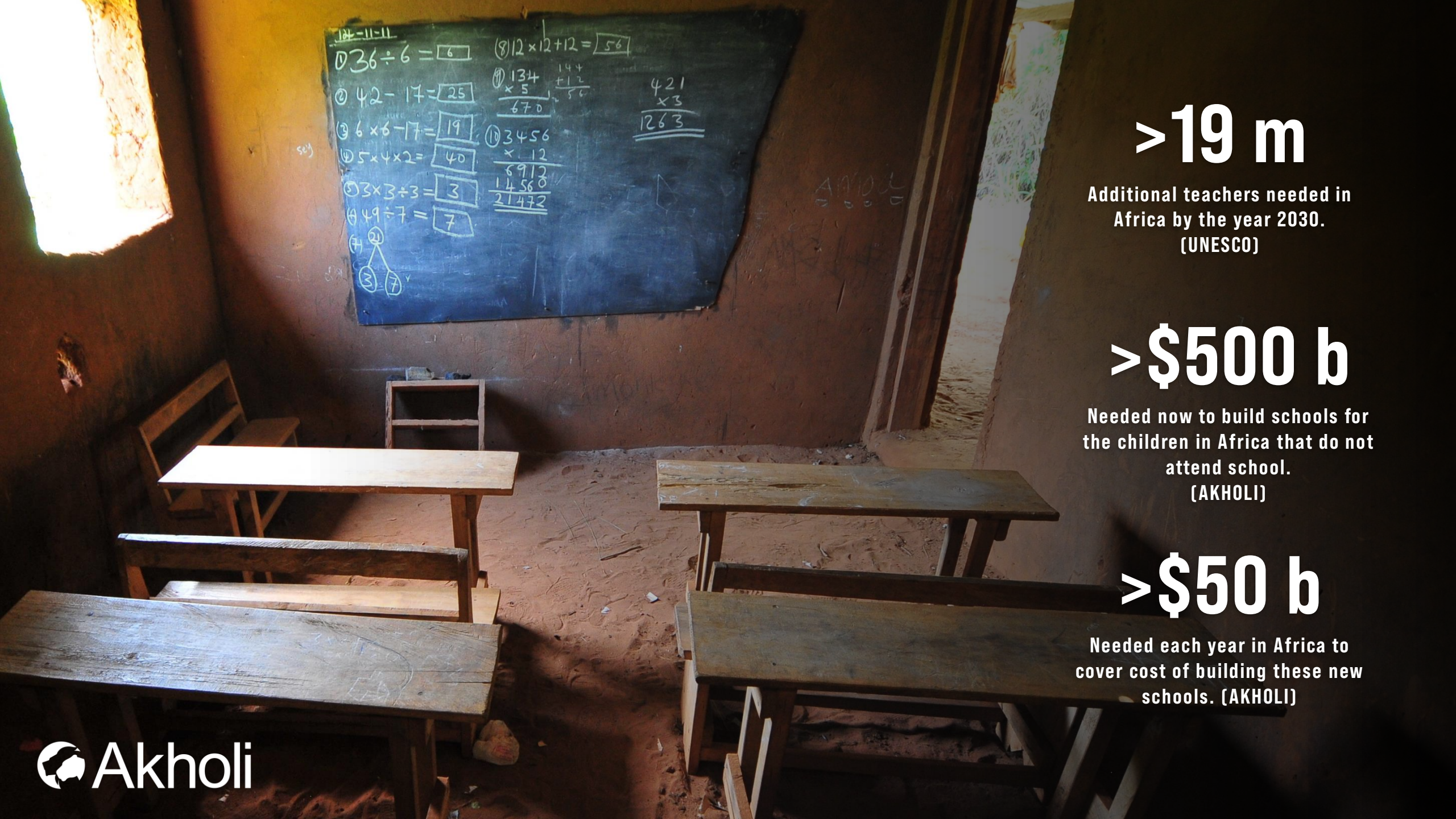




**Over the next 20 years, most jobs that do not require an education will disappear**

**Over ½ of the global population does not have access to the education needed to work within the 4<sup>th</sup> Industrial Revolution.**





184-11-11

①  $36 \div 6 = 6$

②  $42 - 17 = 25$

③  $6 \times 6 - 17 = 19$

④  $5 \times 4 \times 2 = 40$

⑤  $3 \times 3 \div 3 = 3$

⑥  $49 \div 7 = 7$

⑦

⑧  $12 \times 12 + 12 = 156$

⑨  $\begin{array}{r} 134 \\ \times 5 \\ \hline 670 \end{array}$

⑩  $\begin{array}{r} 3456 \\ \times 12 \\ \hline 6912 \\ 6912 \\ \hline 21472 \end{array}$

$\begin{array}{r} 421 \\ \times 3 \\ \hline 1263 \end{array}$

⑪  $\begin{array}{r} 3 \\ \times 7 \\ \hline 21 \end{array}$

**>19 m**

Additional teachers needed in Africa by the year 2030. (UNESCO)

**>\$500 b**

Needed now to build schools for the children in Africa that do not attend school. (AKHOLI)

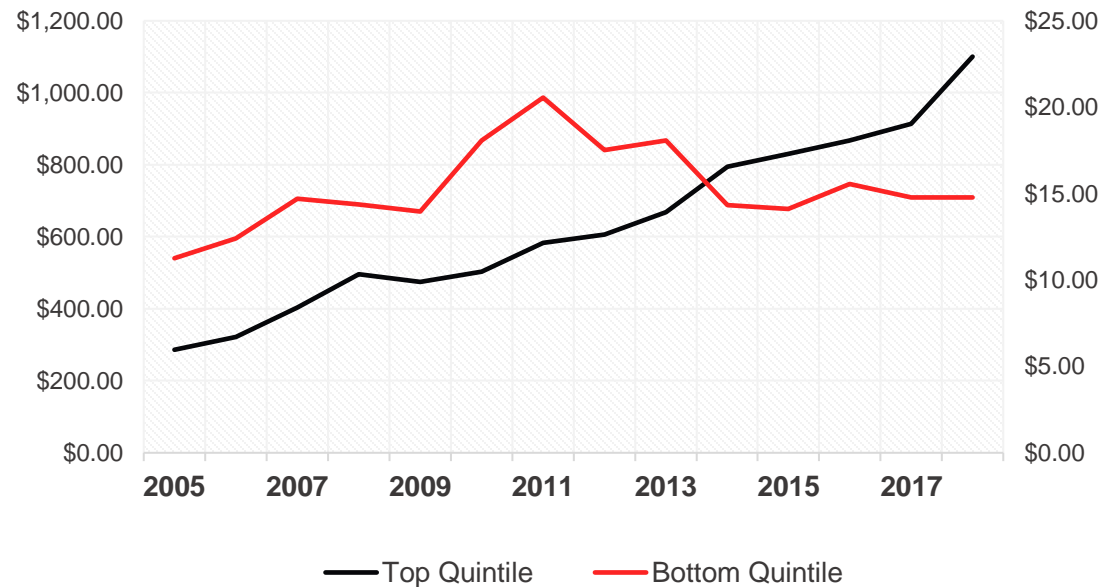
**>\$50 b**

Needed each year in Africa to cover cost of building these new schools. (AKHOLI)



# Growing global divide

ICT SERVICE EXPORTS PER CAPITA BY TERTIARY EDUCATION RATE QUINTILE



## Highly educated economies are pulling away

Starting in 2011, the bottom three tertiary education rate quintile countries have trended flat or down in high-value manufactured goods and service exports on a per capita basis. The world is shifting toward demand for higher educated and more tech-savvy workers.

*Countries that can't produce a modern workforce are being left behind.*

The education crisis is not limited to developing and emerging markets.

**47% of adults in Detroit are functionally illiterate.**

Like the economic separation between countries based on national education levels, the same economic separation is happening within the United States.

# About Akholi

We are a non-profit organization (US 501.c.3 tax exempt corporation) that helps country leaders and education officials extend education, align the skills of the workforce to global demand, increase FDI, and actively create jobs.





# Akholi founders

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## Dr. Mahamouda Salouhou

*“Africa gave me life and my foundation as a human being, Europe gave me the know-how and the United States of America gave me the pragmatism to make things happen.”*

Dr. Salouhou is a passionate global education leader who has devoted his life to helping people gain an education. His efforts have given tens of thousands of students an education. In addition to his roles with Akholi and Jagora, Dr. Salouhou continues to teach a variety of university courses in Lean, Six Sigma and other topics.



## Mr. Phil Hatch

*“Build more than you break. Give more than you take.”*

Mr. Hatch is the former CEO of ManpowerGroup’s outsourcing and strategic global services business unit. Mr. Hatch is a noted global thought leader within the outsourcing and workforce development space. He has created innovative workforce development programs in countries such as Ukraine, India, China, Russia, and Colombia. Mr. Hatch has pioneered methods to partner global employers with countries on workforce development and startup initiatives.

# Initiatives brought to life

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## ECLEE

The European Center for Leadership and Entrepreneurship Education (ECLEE [www.eclee.com](http://www.eclee.com)) is a job skills training program created to help the youth, unemployed, and students gain needed job skills. The organization has extensive relationships with global employers, who have provided their specific curriculum and hired numerous students. To date, over 40,000 students have completed courses with over 90% gaining employment immediately following their education.







# Initiatives brought to life

## DJAGORA FABLAB (TUNISIA)

The Djagora Fablab is our center in Tunisia helping kids grow their love and understanding of technology. Through the Djagora Fablab, students gain access to innovative projects, curriculum, and subject matter experts helping them transition to STEM related universities and careers.



# Initiatives brought to life

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## UKRAINE PHARMACEUTIAL WORKFORCE DEVELOPMENT

At the height of the Euromaidan protests, Akholi partnered global pharmaceutical firms, a Ukrainian outsourcing firm, and Ukrainian universities together creating a collaborative workforce development team. This collaborative team implemented advanced biostatistical programming and bio-informatics courses within Kharkiv National University with students gaining a Master, Master's Minor, or Ph.D. in biostatistical programming. This program was fully funded by private sector employers without cost to the university or Ukrainian government. Since this program's launch, over 20 global pharmaceutical and clinical trials firms have opened offices in Ukraine to hire program graduates and has turned Ukraine into the world's top biostatistical programming workforce.





**DJAGORA**  
**UNIVERSITY**

MIXT  
ESI

# Initiatives brought to life

## FREE EDUCATION TO 10K STUDENTS IN CAMEROON

In April 2020, Jagora University and Akholi launched a pilot program in Cameroon offering 10,000 students free job skills training and university studies through Jagora University. This program was fully funded by Jagora University without cost to any student, education organization, or public office in Cameroon. *Our cost per student is below \$5 per year.*



# Jagora (Hausa): “A guide. A shepherd.”

Education for every child in this world is our passion and purpose. Through the Jagora Learning Platform, we will globally extend education to every child at a price point every country can afford.



# Our Brands

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## **AKHOLI**

[WWW.AKHOLI.COM](http://WWW.AKHOLI.COM)

Akholi is our consulting service working with country leadership. Through Akholi, we provide workforce research services and help countries implement our workforce development framework, create startup ecosystems, drive foreign direct investment into workforce development, and internationally commercialize the workforce.

## **JAGORA UNIVERSITY**

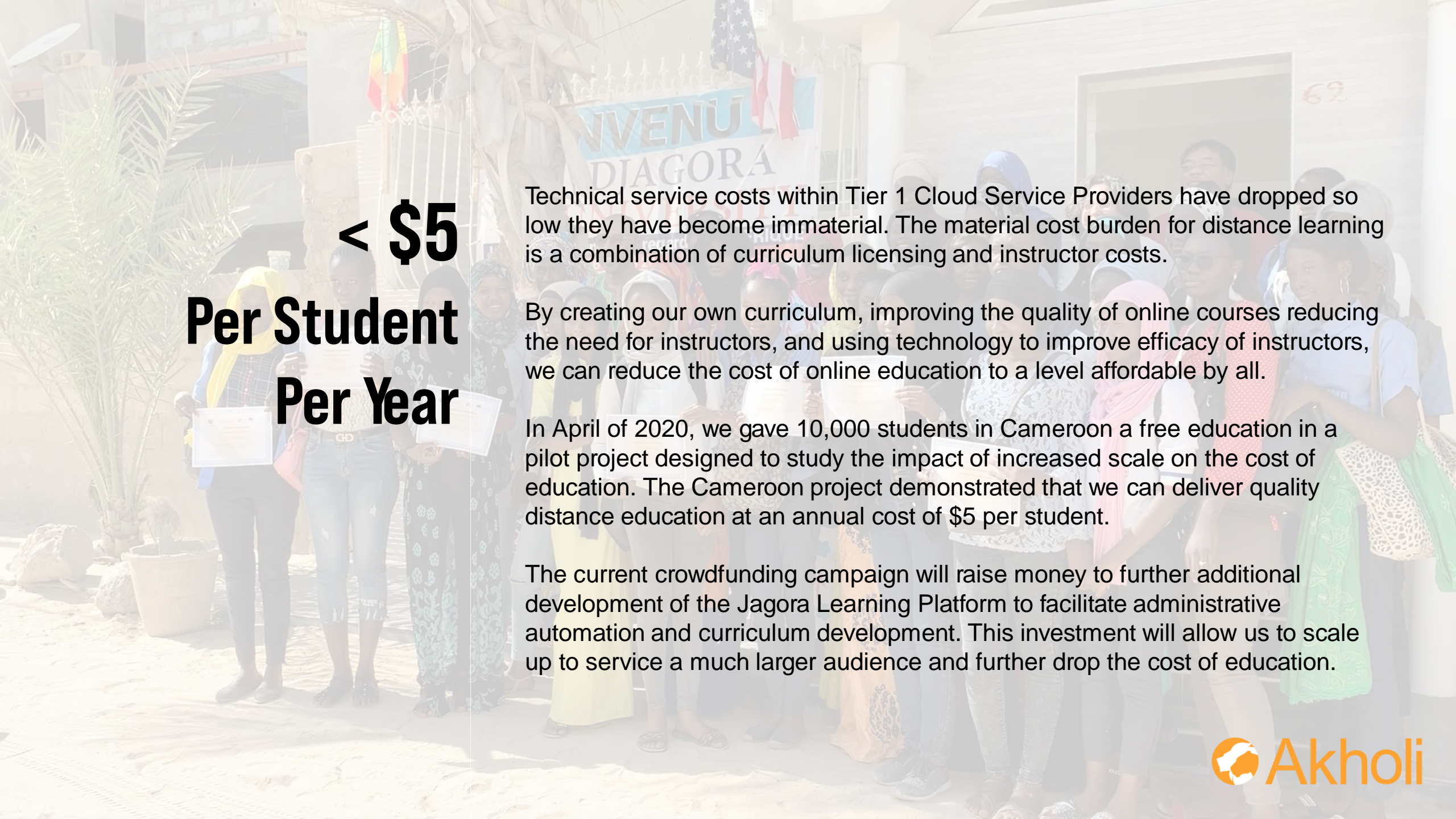
[WWW.JAGORA.ORG](http://WWW.JAGORA.ORG)

Jagora University is our fully-accredited university and adult education (job skills training) program. Since launch, over 8,000 students have taken courses through Jagora University.

## **ECLEE**

[WWW.ECLEE.COM](http://WWW.ECLEE.COM)

The European Center for Leadership and Entrepreneurship Education is a job skills training program created to help the youth, unemployed, and students gain needed job skills. The organization has extensive relationships with global employers, who have provided specific curriculum and hired numerous graduates. To date, over 40,000 students have completed courses with over 90% gaining employment immediately following their education.



**< \$5**  
**Per Student**  
**Per Year**

Technical service costs within Tier 1 Cloud Service Providers have dropped so low they have become immaterial. The material cost burden for distance learning is a combination of curriculum licensing and instructor costs.

By creating our own curriculum, improving the quality of online courses reducing the need for instructors, and using technology to improve efficacy of instructors, we can reduce the cost of online education to a level affordable by all.

In April of 2020, we gave 10,000 students in Cameroon a free education in a pilot project designed to study the impact of increased scale on the cost of education. The Cameroon project demonstrated that we can deliver quality distance education at an annual cost of \$5 per student.

The current crowdfunding campaign will raise money to further additional development of the Jagora Learning Platform to facilitate administrative automation and curriculum development. This investment will allow us to scale up to service a much larger audience and further drop the cost of education.



# Challenges



## 1. Cost

The cost of education is skyrocketing. Few countries can afford to offer current education to all students within existing education models.

## 2. Opportunity Cost

Even when schools are available, students in many emerging and developing countries must work during the day to help provide for their family

## 3. Employment

There is a significant logistical gap between education and employment. Further, many students, education officials, and public leaders do not know what skills are needed to get a job.

## 4. Curriculum

Few countries have access to the advanced curriculum needed to create jobs within the 4<sup>th</sup> Industrial Revolution. Even if a country has experts capable of creating this advanced curriculum, the cost is prohibitive.

## 5. Instructors

There is a massive global shortage of qualified instructors for current curriculum. In Africa alone, 19 million more teachers are needed within the next decade.

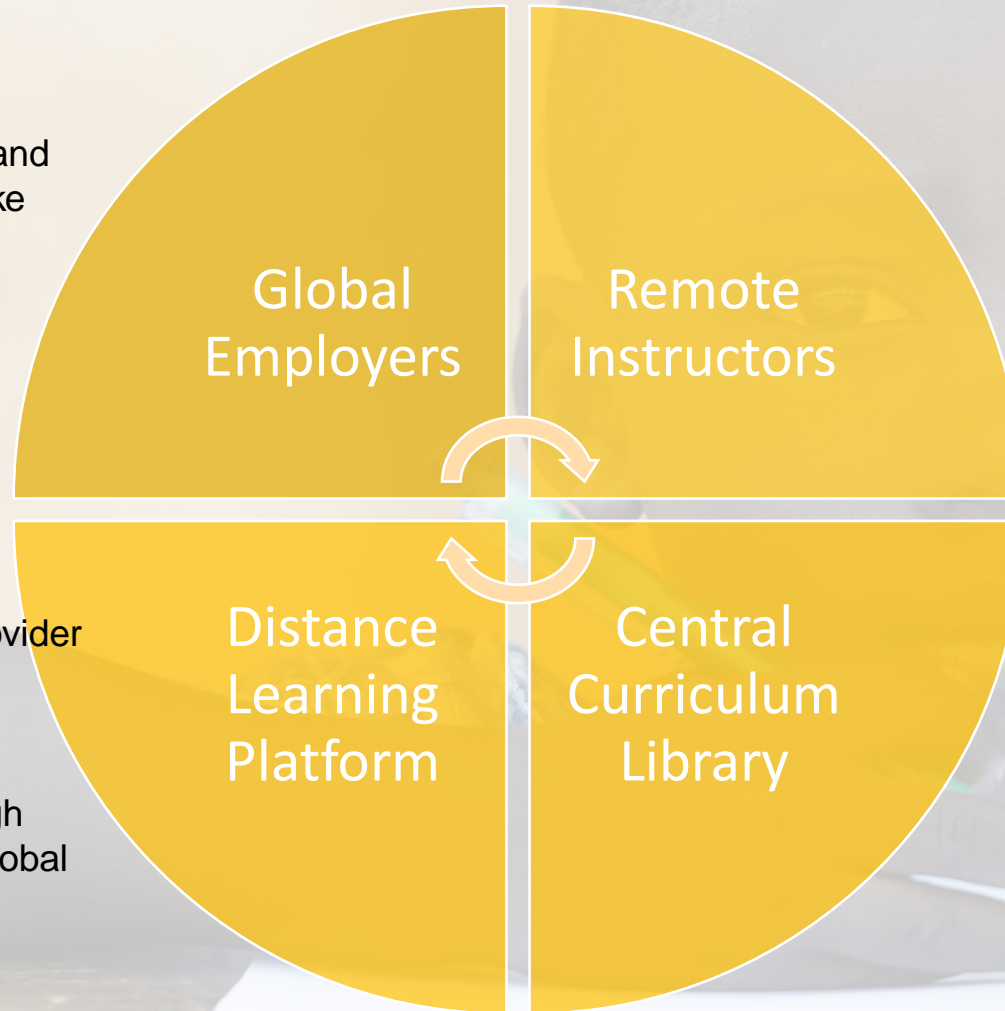
## 6. Proximity

Hundreds of millions of people around the world do not live near a school capable of providing the education and skills training needed to get a modern job. There simply isn't a school in their local community.

# Jagora Learning Platform features

- Identifies 3<sup>rd</sup> party curriculum that helps create needed talent.
- Distributes internally developed curriculum to a broad audience.
- Identifies future workforce needs and helps educators and students make informed curriculum decisions.
- Posts internships and jobs.

- Powerful Tier 1 Cloud Service Provider hosted distance learning platform provides global access to communities.
- Enables course completion through smartphones further expanding global reach.



- Network of global instructors, subject matter experts, and tutors available to teach through the internet.
- Promotes “adopt a class” opportunities to corporate teams, university graduate students, etc.

- Central curriculum library aggregates highly immersive multi-media content from sources around the world.
- Allows university programs, companies, educators, curriculum developers to load, edit, create, and manage courses within the core platform.



# Target learning audiences

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## Individuals

Akholi will make courses available to individuals around the world. Any person wanting access to a world-class education to further their academic career or gain specific skills training for a better job will be able to take courses online.

Courses will be optimized for mobile devices.

## Countries / Public Education

Akholi will allow entire countries, public education systems, and schools (primary through tertiary) to use the entire learning platform (technical infrastructure and curriculum) to enhance classroom-based education and to extend distance learning to all students.

Pricing for use of the platform will be billed on a cost per student basis estimated at \$5 per year.

## Companies / Organizations

Akholi will market online courses and use of the platform to companies and organizations in countries around the world.

Corporate pricing will generate a profit for Akholi that will be used to further enhance the platform and develop additional curriculum allowing us to better serve individuals, public sector education, and countries that need help.

# COVID impact on education in developing and emerging countries

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The current pandemic is having a catastrophic effect on education in developing and emerging countries. Most do not have the infrastructure, online curriculum, or expertise to effectively offer distance learning to students of any age. Over the past three months, we have helped education institutions in Africa make the transition to distance learning using our Jagora Learning Platform.

We need help now to assist developing and emerging countries transition to online learning and prevent the pandemic from disrupting the education of the most at-risk students in the world. These countries must avoid losing a generation of children.

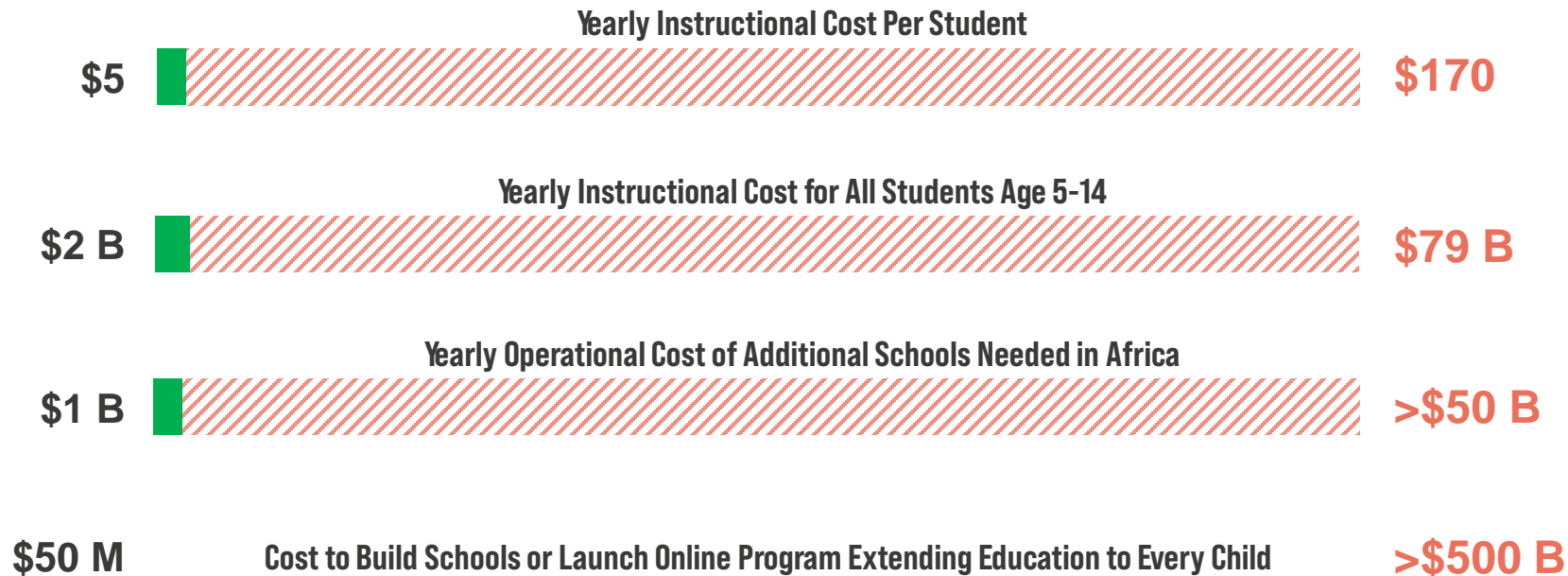


# Objective

Establish the world's most cost-effective learning platform with the largest curriculum library allowing Akholi to extend the education needed to gain a job within the 4<sup>th</sup> Industrial Revolution to every person in the world regardless of circumstance or location.

Working directly with individuals around the world, and through public education systems, extend education to an additional 1 million individuals in 2021.

# Cost of education comparison for Sub-Saharan Africa





# Implementation roadmap

10k



Pilot learning platform with 10k students in Cameroon. (2020)

Open platform up to individuals globally. 1 million students.

Pilot country-wide rollout through public education systems.



Pan-African release to all public education systems across the continent.



Global release to all public education systems.

**PHASE 1**

Establish Baseline Cost

**PHASE 2: 2021**

Buildout Scalability

Fill Curriculum Library

Grow Global Instructor Network

**PHASE 3: 2022**

Global Release Capability

**PHASE 4: TBD**

# What we have



Full LMS and Distance Learning Platform



Relationships with over 10 global employers.



50,000 current and former students



1,200 university and job skills training courses in English and French.



Curriculum optimized for smartphones



Curriculum centered in IT, business, Lean, and Six Sigma

# What we need



Global employer interface



Central curriculum library



Remote instructor interface



Enhanced central administration and automation



Comprehensive analytics & reporting features.



T1 CSP Support



Connection with new global employers



Full K12 curriculum



Increased number of university level programs

# Go-to-market options

	MINIMUM VIABLE PRODUCT	MID-TARGET	FULL PLATFORM
<b>Cost</b>	\$5 Million	\$15 Million	\$30 Million
<b>Included Features</b>	<ul style="list-style-type: none"><li>• Base K12 curriculum translated into English and French.</li><li>• Existing university and skills training courses.</li><li>• Basic back-end administration and automation.</li><li>• Manual configuration for a pilot country.</li></ul>	<ul style="list-style-type: none"><li>• Extended K12 curriculum.</li><li>• All curriculum translated into English, French, and Spanish.</li><li>• Ability to find and use remote instructors.</li><li>• Ability to create, share, and find curriculum created by others around the world.</li><li>• Limited analytics features.</li></ul>	<ul style="list-style-type: none"><li>• Full K12 and Higher Education curriculum set in central library.</li><li>• Global employer interface allowing employers to note their future workforce needs, post current jobs and internships.</li><li>• Full analytics and reporting features.</li><li>• Automated administration and country launch functions.</li></ul>
<b>Upside</b>	<ul style="list-style-type: none"><li>• Fast to launch</li></ul>	<ul style="list-style-type: none"><li>• Allows for a multi-country pilot</li></ul>	<ul style="list-style-type: none"><li>• Allows us to service every country in the world.</li></ul>
<b>Risk</b>	<ul style="list-style-type: none"><li>• May delay a Pan-African release as we fund additional curriculum and platform development out of revenues and grants.</li></ul>	<ul style="list-style-type: none"><li>• May delay a global rollout as we fund full platform development through revenues and grants.</li></ul>	<ul style="list-style-type: none"><li>• None</li></ul>



# Thank you

Phil Hatch

[p.hatch@akholi.com](mailto:p.hatch@akholi.com)

+1.503.964.8522



# Akholi