

# MATHS WAALI Project

Leveling the playing field in  
maths learning

by  
LEORA TRUST



# Challenge: Getting girls (and boys) to do maths

- Numerous factors go into effective maths learning
- Learning maths does not happen in a uniform way for all children
- Doing Maths regularly is a prognostic indicator for being adept at maths

# The Eco-system

A few problems per day keeps the bane of maths away

Problems shadow class lessons

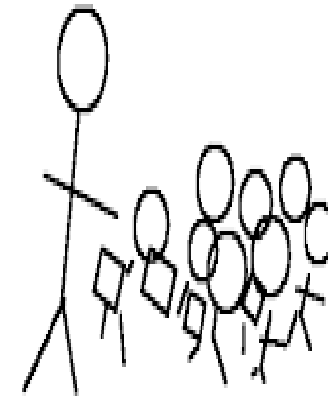


click of button gets you daily maths problem

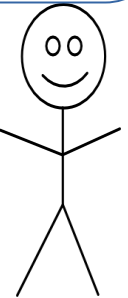
Analysis and dynamic updates

feedback

Send your answer with click of a button



Maths Waali Buddy

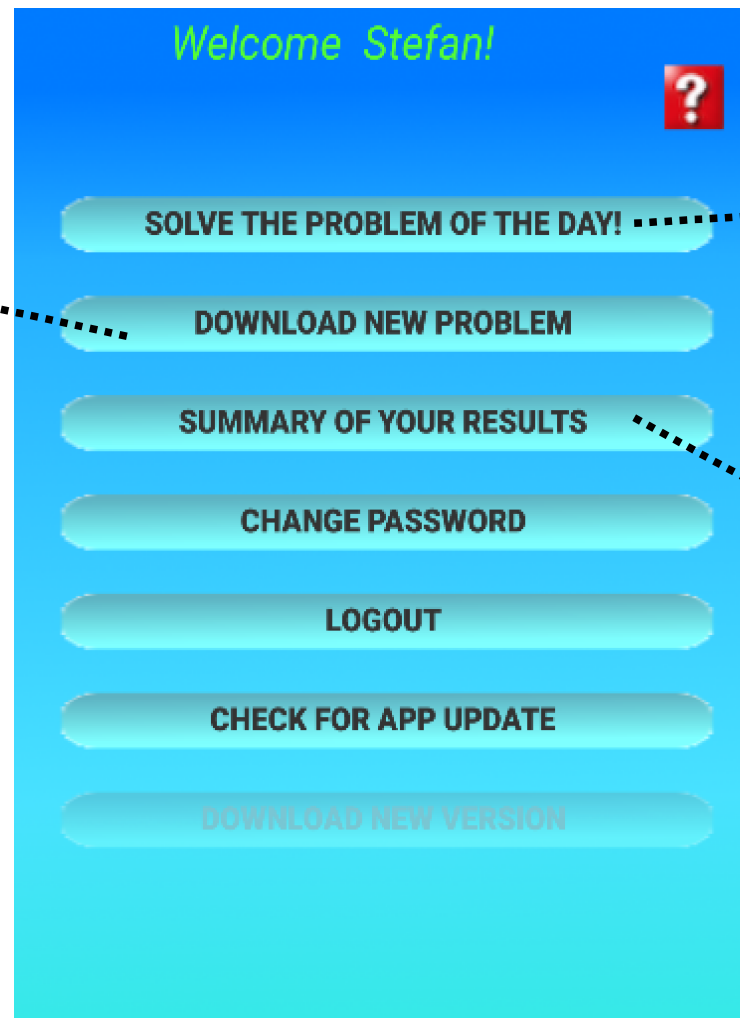


# Phone App prototype

get problem of the day

Send in your answer

Web based learning also possible



Real time Feedback

Notification pop-ups nudge student to do daily problem

# Business Model

- **Target market:** 140 million (m) students (60 m urban / 80 m rural), ages 6 to 16 with no internet but access to smart phone with data plan.
- **Revenue:** Monthly fee (Rs 150). Six month min sign up. Sign up entire school, creating the connection among learners on the ground.
- **Customer base:** Elementary school students to start with. Subsequently, Middle and high schools.
- **Success measures:** Track student ability to tackle problems of increasing difficulty and complexity. Student joy factor. Enrollment growth.
- **Business Growth:** Target population increases by 3m in 2021 and smart phone penetration increase from 70% to 90% vs internet access increase from 10% to 30% in same time frame.

# Underlying Magic

- The electronic “nudge” each day creates the magic. Sets the buzz and excitement rolling among a community of peers. Maths waali buddy to help the buzz. Bi-monthly recognition of most improved student.
- Intelligent database of questions that checks various angles of comprehension of a problem; combined with detailed analysis of student understanding, based on performance across a range of math problems.

# Marketing and Sales

## Primarily through schools

- Leverage existing partnerships with schools/NGOs through established non-profit **LEORA TRUST**.
- Form dedicated partnerships with private schools(30%) and government run schools (70%)
- 1.25 million primary schools in India

## Social Media

- Create social media groups, with mutually beneficial partnerships
- Word of mouth from engaged students/teachers/parents

# The Competition

## Competition

Phone apps and web-based math tools

- Targets a more privileged audience
- Engagement of customer is passive. Apps are mostly in the form of fun games
- Community creation or support largely absent or minimal
- Long term feedback and analysis is often standardized
- Maths content is static vis-a-vis a customer

## Maths Waali

An integrated math learning experience

- Targets an aspirational underprivileged group
- Proactive engagement through app., a buddy on the ground. Fun based on competition, sharing solutions
- Combines technology with an eco-system.
- Instant feedback + long term analysis using artificial intelligence algorithm for individual feedback
- Dynamic modification of lessons based on neural network algorithm



# TEAM

## Founding team

- 🎯 Maths Fearless, in fact Maths Joyous!
- 🎯 Experienced in business and education
- 🎯 Tech savvy with expertise in building apps and complex computer algorithms
- 🎯 Passion for improving lives via maths and science especially for girls
- 🎯 Has a team ready for recruitment

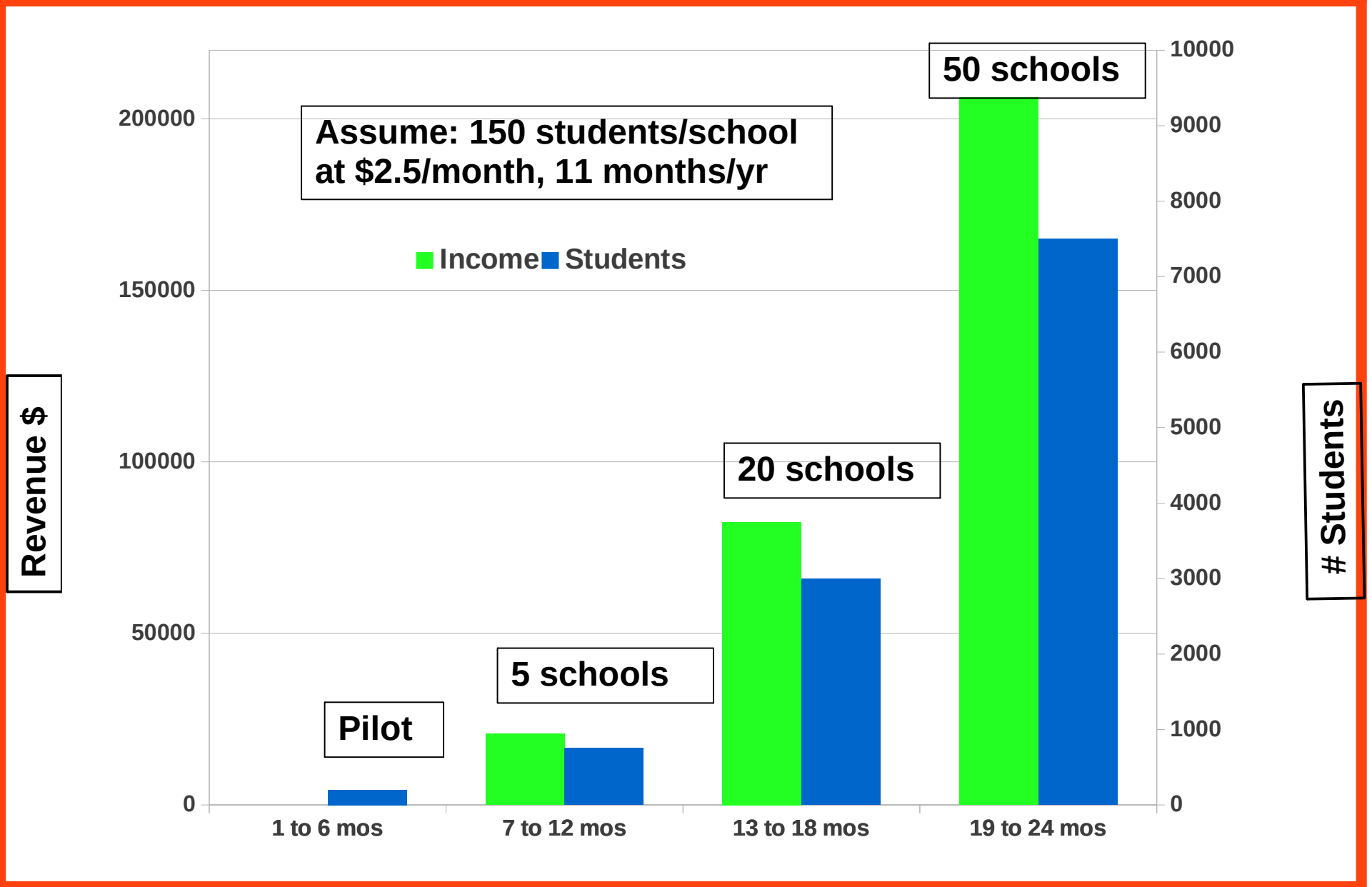
Founder: **Dr. Seema Nanda**

Mathematician, educator,  
entrepreneur with a passion  
to spread love of math and  
science to the young

Co-founder: **Dr. Stefan Schramm**

Physicist, educator,  
programmer with a passion  
for technology

# Projection



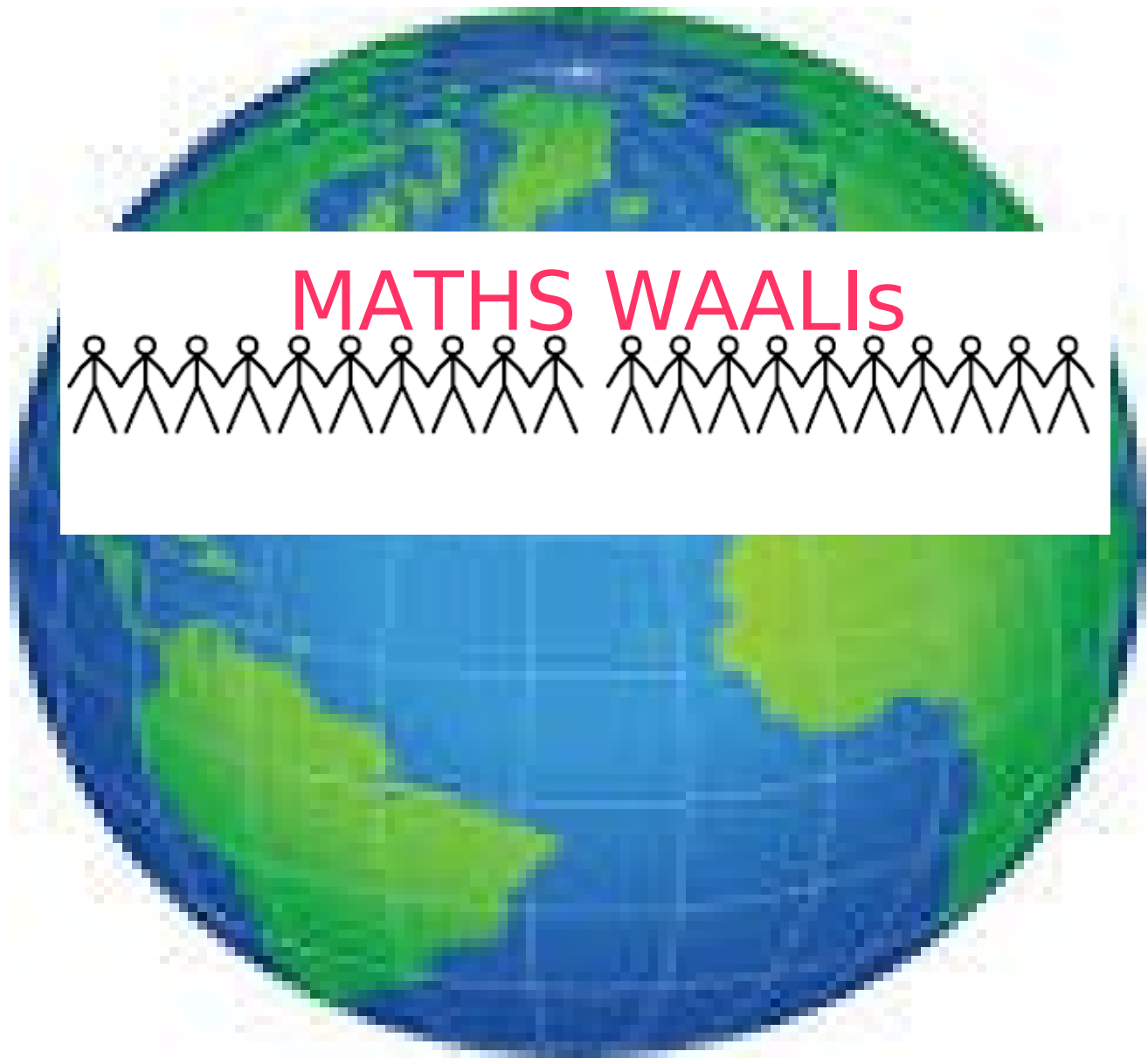
# Status and Timeline

## Prototype Status:

- Mobile phone app ready and tested
- Sample data base of problems ready
- Simple analysis/stats of performance in place
- Back-end website for adding problems to database ready

## Pilot (phase 1) in December 2018

- Lower Income private school located in Chinnappa Garden slums, Bangalore
- Class VIII students. School administration engaged.



# MATHS WAALIS

