

TEAM

Mukadi Shilumba

Ntokozo Lepota

Itumeleng Mohlala

Lesego Mashabela

Yamkela Matomane

GCGO: EDUCATION

Millions of children country wide are unable to access quality education, this is due to the lack of resource, facilities, teacher shortages and overcrowding in classrooms.

As we all know education is the bases for everything, without quality education we lack behind other countries and economies, and we will continue to be behind unless something happens.



A STORY

Eva, a 16 year old female, grew up in a rural area with limited access to educational resources. She had to travel long distances to attend school, and struggled with the lack of resources and support, but remains determined to succeed. Her challenges include limited access to textbooks and other educational materials, limited support from teachers and school administrators, and difficulty keeping up with coursework due to limited resources, support and teachers' attention



How many languages do you need to know to communicate with the rest of the world?



Tip

In this example, we're leading off with something unexpected.

While the audience is trying to come up with a number, we'll surprise them with the next slide.

Just one! Your own.

(With a little help from your smart phone)

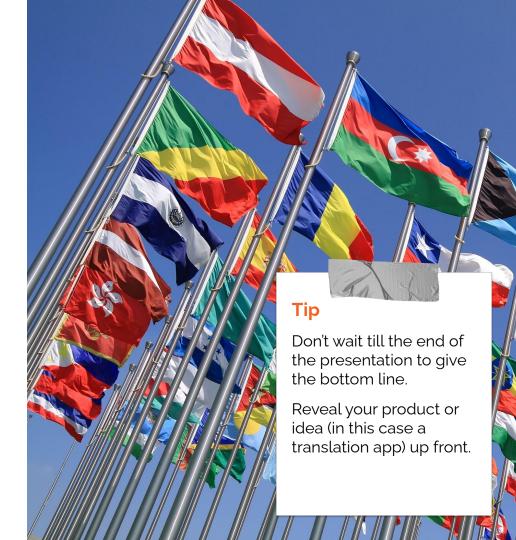


Tip

Remember. If something sounds like common sense, people will ignore it.

Highlight what is unexpected about your topic.

The Google Translate app can repeat anything you say in up to **NINETY LANGUAGES** from German and Japanese to Czech and Zulu





2. Examples

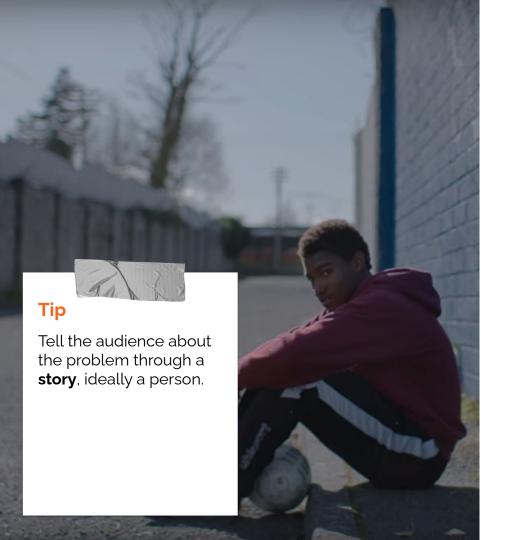
By the end of this section, your audience should be able to visualize:

→ What

What is the pain you cure with your solution?

→ Who

Show them a specific person who would benefit from your solution.



Meet Alberto.

He recently moved from Spain to a small town in Northern Ireland.

He loved soccer, but feared he had no way to talk to a coach or teammates.

PAIN POINTS

- Lack of access to education as students do not have access to quality education due to financial constraints, lack of schools, or remote locations.
- 2. Time constraints: Full-time teachers, have limited time to explore different teaching techniques and methods. They need an online educational network that provides efficient and accessible features, allowing them to easily find suitable part-time teachers and interactive learning tools.

RECOMMENDATIONS

- 1. Give a "free mode "feature within the app so that learners without internet connection can access content, even if it's limited.
- 2. Establish a school-app connection: Create a seamless connection between the app and schools by integrating with existing school systems or providing features that assist in classroom integration. This could include features like syncing with the school's curriculum or allowing teachers to assign specific content through the app.

IF WE GET FUNDING

Firstly we will develop clear learning objectives for our users, with well structured content that will help our users develop. We would then also create an interactive and engaging content such as hands-on activities, games, quizzes so that our users implement what they are learning. Finally will also incorporate multimedia such as videos, audios and other multimedia elements.



WHY EDUBUNTU?

Education forms the foundation of all things, South Africa as an economy is far lacking behind many other economies due to the lack of quality education, Kids are unable to access quality education due to the lack of resources, facilities, teacher shortages, over croweded classrooms and lack of support.



Our solution offers an easy to use interface with alot of interactive content that will have our students learn-as-they-do, offering support in terms of feedback and student-teacher links. EduBuntu is the way to go.

From outsider to star

Alberto scored 30 goals in 21 games. He is now being scouted by several professional clubs in the Premier League. And he's a favorite of the other boys on the team.

See a short video on Alberto's story



Stories become more credible when they use concrete details such as the specific complex moves Alberto learned through Translate and his 30 goals in 21 games performance stats.



3. Examples

People need to understand how rare or frequent your examples are.

Pick 1 or 2 statistics and make them as concrete as possible. Stats are generally not sticky, but here are a few tactics:

→ Relate

Deliver data within the context of a story you've already told

Compare

Make big numbers digestible by putting them in the context of something familiar _

It's no surprise Marcos uses Google Translate in his shop regularly.

There are 23 officially recognized languages in the EU.



Tip

Don't let data stand alone. Always relate it back to a story you've already told, in this case, Marco's shop.

Source: theguardian.com

More than 50 million Americans travelled abroad in 2015

THAT'S MORE THAN THE POPULATION OF CALIFORNIA AND TEXAS COMBINED

Tip When a number is too large or too small to easily comprehend, clarify it with a comparison to something familiar.

Source: travel.trade.gov



4. Closing

Build confidence around your product or idea by including at least one of the these slides:

→ Milestones

What has been accomplished and what might be left to tackle?

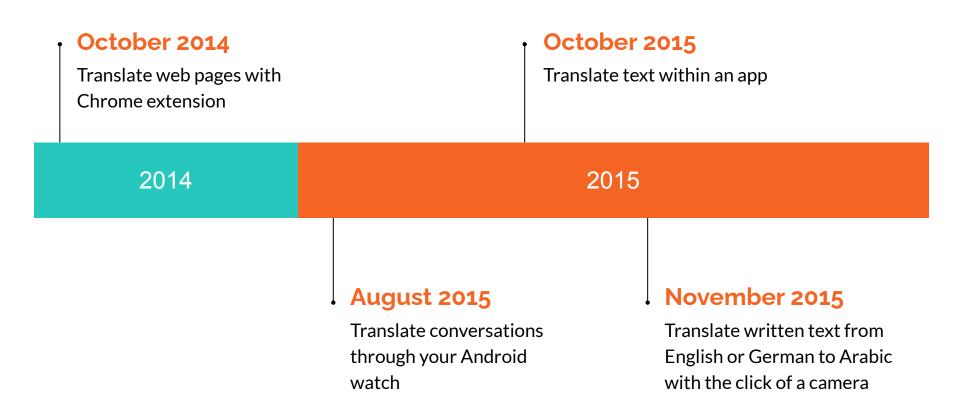
→ Testimonials

Who supports your idea (or doesn't)?

→ What's next?

How can the audience get involved or find out more?

Milestones



What people are saying

With this app, I'm confident to plan a trip to rural Vietnam

Wendy Writer, CA

Visual translation feels like magic

Ronny Reader, NYC

Translate has officially inspired me to learn French

Abby Author, NYC

Know a 2nd language? Make Google Translate even better by joining qiT the community. Inspire your audience to

act on the information they just learned.

Depending on your idea, this can be anything from downloading an app to joining an organization.



Good luck!

We hope you'll use these tips to go out and deliver a memorable pitch for your product or service!

For more (free) presentation tips relevant to other types of messages, go to heathbrothers.com/presentations

For more about making your ideas stick with others, check out our book!

