

EduConnect: Democratizing Quality Education (SDG 4)

Empowering learners worldwide through accessible and affordable digital education.



The Global Education Challenge

Millions Left Behind



260M+ Learners

Lack access to quality education globally.



Disconnected Learners

Many in Africa lack affordable learning resources and internet access.



Expensive & Irrelevant

Current platforms are costly, inaccessible in low-data settings, or not locally relevant.



Cycle of Poverty

Education gaps lead to low employability, poverty, and limited growth.

Introducing EduConnect

Our Solution for Accessible Learning

EduConnect is a **lightweight, accessible learning web app** designed to bridge the education gap for underserved communities worldwide.

- Provides free online courses and study resources.
- Sustained by donations (Paystack) for operations and content.
- Enables personalized progress tracking for skill development.
- **Prioritizes mobile-first design** for low-bandwidth environments.



Our Product in Detail

1

Home

Inspires learners with the core SDG 4 message.

2

Courses

Free educational materials, curated for accessibility.

3

Donate

Support button for funding impact.

4

User Accounts

Secure sign-up & login via Supabase.

 Deployed Live: EduConnect Demo

Target Market & Opportunity

Primary Audience

- Students in underserved regions (Africa, Asia, Latin America).

Secondary Audience

- NGOs, donors, and governments supporting digital education.

Tertiary Audience

- Individuals seeking affordable upskilling (job seekers, youth, women).

Market Size

Global EdTech Market: \$404B by 2025

Africa's eLearning Market: Growing at 14% CAGR, projected \$2B by 2026

Target Niche: 400M+ learners under 25 in Sub-Saharan Africa, mobile-first users.

Competitive Landscape

While competitors exist, none offer the unique blend of accessibility, localisation, and sustainability that EduConnect provides.

Khan Academy	Free, global reach	Not localized for specific contexts
Coursera/Udemy	Wide course selection	Paid, expensive for target learners
Local EdTech Apps	Some localization	Fragmented, limited reach and scale

Our Edge

Free & Sustainable

Donation-based model ensures free access.

Mobile-First

Optimized for low connectivity environments.

Localized

Tailored to specific community needs.



Traction & Roadmap

We've already built a functional MVP and have clear next steps for growth and impact.

1

✓ MVP Live

Deployed web app from hackathon.

2



Next 2 Months

Add localized content + pilot with 100 learners.

3



4-6 Months

Partner with NGOs & integrate more payment methods.

4



12 Months

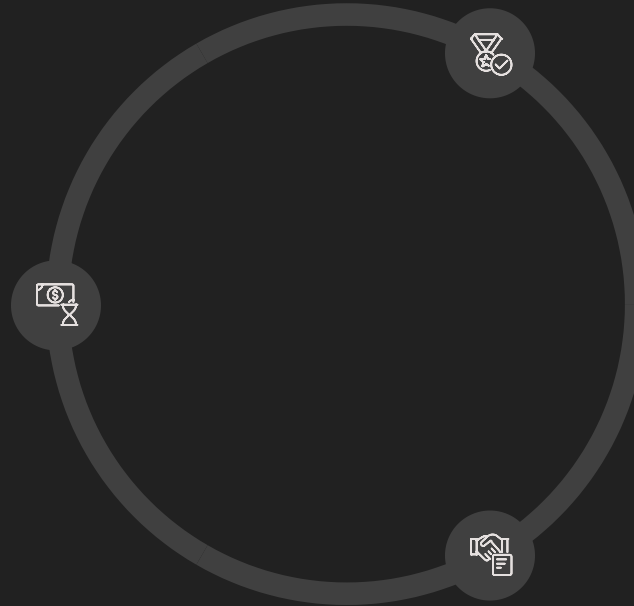
Scale to 10,000 learners across 3 regions.

Business & Revenue Model

Our model is designed for sustainability and impact, leveraging diverse revenue streams.

Donations & Sponsorships

From NGOs, individuals, and corporates.



Freemium Upskilling

Premium certifications for advanced courses.

Partnership Licensing

With schools and governments for wider adoption.

Go-to-Market Strategy

We focus on strategic partnerships and mobile-first outreach to reach our target audience effectively.

Grassroots Partnerships

Collaborate with NGOs & local schools for direct reach.



Social Campaigns

Target youth communities on relevant platforms.



Mobile-First Outreach

Leverage WhatsApp, SMS, and low-data platforms for accessibility.

Our Ask & The Team

Our Ask

\$10,000 in
Funding

- To expand course content rapidly.
- Scale infrastructure for 10,000 learners.
- Strengthen NGO partnerships for broader deployment.



The Team

Precious Anagwu – Founder, Product Lead

Bringing a strong background in both education and technology, Precious leads EduConnect with a clear vision.

Supported by a dedicated network of mentors and the vibrant developer community from the PLP Academy Hackathon.

