The future of learning on your mobile

Tomi Saalasti
50% of employees need reskilling

MAJORITY OF SKILLS ARE NOT PART OF OFFICIAL CURRICULA

Reskilling needs

50% of all employees will need reskilling by 2025.


Top 10 skills of 2025

- Analytical thinking and innovation
- Active learning and learning strategies
- Complex problem-solving
- Critical thinking and analysis
- Creativity, originality and initiative
- Leadership and social influence
- Technology use, monitoring and control
- Technology design and programming
- Resilience, stress tolerance and flexibility
- Reasoning, problem-solving and ideation


= skill already in Funzi course collection with content from Pearson
How to solve the $11.5 trillion global skills mismatches problem?
Solution: Funzi mobile learning
Funzi empowers you to deliver motivating and effective mobile learning to your target audience in a way that changes everything.
Funzi mission

Funzi gives the world’s billions of mobile users access to motivating and useful learning.

An opportunity to develop practical skills to build a better tomorrow.

High quality, relevant courses delivered with a combination of an effective mobile pedagogy and an engaging experience.
Funzi method
Who are our learners?

CURRENT EDTECH FOCUSES MOSTLY ON TOP 10% OF THE POPULATION...

~10%

Majority of edtech companies and services focus on the top 10% of the global population who have completed or are in tertiary education

[UNESCO, 2020]

~90%

Billions of people in the world, especially in the emerging markets, can’t improve their current livelihood as they don’t have access to education on the necessary skills for employment growth or starting their own business


... BUT FUNZI FOCUSES ON THE REST OF THE POPULATION.
How do we do it?

A PROCESS TO APPLY OUR PEDAGOGY AND MAKE CONTENT AVAILABLE TO ALL

Existing content transformation
Robust delivery technology
Multiple market pathways
Validated impact

Potential to reach billions of users:
- Very low data consumption
- Scalable technology stack
- Works on all connected devices - even on feature phones

Platform approach:
- Community-driven approach where applicable
- Mobile Network Operators and digital service providers
- Collaboration with United Nations agencies & NGOs, and corporations

Loved, scalable impact:
- Loved by users (>90% positive feedback)
- Qualitatively and quantitatively validated learning outcomes

Our unique pedagogy is designed...
- for mobile-only users
- with bite-sized content
- using natural language
- for immediate impact
Funzi positioning

SPECIFIC

GENERIC

SMS

duolingo

Udemy

coursera

LMS

MASTERCLASS

funzi
Some of our impactful* cases

RECENT PROGRAMS ADDRESS KEY SKILLS THAT ARE HIGHLY NEEDED

Course completion rate > 90%

500 000 beneficiaries

Successful training in crisis area

Nigeria - agriculture
East-West Seed - an organization serving smallholder farmers in the tropics is training better farming practices in rural Nigeria with Funzi.

Vietnam - sustainability in food production
As a part of the EU Switch Asia program, Funzi is used to educate Vietnamese SMEs and consumers on the importance of sustainability in food production.

Syria - NGO field staff
Developed and launched a learning service for UNDP in Syria. Program included e.g. training related to NGO management, warehouses, and project management.

*An article on our pedagogy and technology is to be published in November 2020 in the peer-to-peer reviewed book "Critical Mobile Pedagogy - Cases of Digital Technologies and Learners at the Margins" edited by John Traxler and Helen Crompton and published by Routledge.
User feedback from Nigeria
COURSE: VEGETABLE SEEDLING PRODUCTION WITH EAST-WEST SEED

“I really learnt a lot from this course and I appreciate the organization that established this online course. God bless you and I am looking forward to another course that I can offer again to boost my knowledge in the field of Agriculture.”
April 24th 2020
Ajoba Wasiu Opeyemi

“The program is a must for every vegetable growers so we can stop wasting resources and maximize profit.”
May 6th 2020
Adeoye Olalekan Philip

“I love Funzi!!! Funzi is a website where you can learn easily. I really enjoy my learning time here with Funzi! The class, was amazing and explanatory. Will like to get more update on agricultural related course on Funzi! I really enjoy Learning here!! Thank you.”
April 29th 2020
Bamidele Habeebat
Pearson & Funzi:

the world’s largest educational content repository meets scalable delivery.
Free & premium courses

Funzi’s learning service includes both free courses, and premium courses professionally curated from Pearson’s best-selling books.

Course categories include e.g. career development, life skills, communication skills, and healthy living.

Mobile courses are marketed, sold, and delivered to end users and organisations on https://funzi.mobi
Building a new, professionally curated course selection, including both free and premium courses, that individuals and organisations can use.

Launch in Q1 2021.
The future of learning on your mobile.

Try Funzi: https://funzi.mobi/go/futurepack

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