

EDTECH
ACCELERATOR



EdTech Partner Catalogue

Shaping the future of tech-based home learning for FLN in India



December, 2023

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EDTECH ACCELERATOR

The Accelerator will promote access to and use of high-quality and contextually relevant EdTech solutions in FLN to encourage at-home learning.

EdTech Accelerator Cohorts

SCALE



Organizations that are excited to **discover and unlock new pathways to scale** their solution

ENGAGEMENT



Organizations that are keen to **discover pathways to deepen engagement** for their product

PRODUCT CONTEXTUALIZATION



Organizations that want to build **pedagogically sound and contextually relevant solutions** specifically for low income India



(Product Demo)

ThinkZone's PRAKASHAK program uses low-cost technological solutions (voice calls, SMS, IVRS and WhatsApp) to engage parents in their children's learning journey.

The program works in sync with community educators who support parents to use (free of cost) structured personalized learning content to develop the foundational skills of their children

In addition, the program offers continuous and sustained support through regular workshops and community-led interventions, for parents to lead at-home learning for children aged 3-10 years.

ThinkZone is in the **Scale Cohort** of the Accelerator

ThinkZone is looking to unlock a new scale pathway by:

1

Partnering with the government for on-boarding public schools and have student acquisition happen through the government channel for the PRAKASHAK program.

2

ThinkZone wants to **integrate home learning as part of the school curriculum** with parents being supported by schools towards helping their child learn at home.



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MEET THE TEAM



Binayak is ThinkZone's founder & CEO and has expertise in grassroots program implementation, product development & ICT for development. He has experience in global education practices with the World Bank & impact investment with Unitus. He is also a World-Bank awarded social entrepreneur, Laureate Global Fellow, and MassChallenge alumnus.



**BINAYAK
ACHARYA**

Itishree has extensive experience in learning content development, teacher training, community engagement, and monitoring and evaluation, along with experience in managing diverse teams and implementing multiple education projects. She is also an India Fellow Alumna.



**ITISHREE
BEHERA**

Nrasingha has diverse expertise in full-stack, open-source technologies, complex database architecture design, server-side development, and machine learning. He has led large teams and executed large scale government projects in the education sector.



**NRUSINGHA
NATH NAYAK**



MEET THE MENTOR



PARTHAJEET DAS

Project Director, Central Square Foundation

Parthajeet come with more than 15 years of rich professional experience advising governments, multilateral agencies, and foundations across the entire spectrum of education. He leads the Strategic Support States (SSS) portfolio at CSF, where his team is assisting Odisha state government in designing and implementing Foundation Literacy and Numeracy (FLN) programmes.



(Product Demo)



CURRENT MODEL

Chimple is a gamified, personalized and adaptive learning Android app which guides a child from absolutely no knowledge of the alphabet to a stage where the child can read to learn.

The app also carves out a learning journey for foundational numeracy such that the child can perform basic arithmetic in Hindi, English and other vernacular languages through more than 2,400 activities.

Teachers can monitor and assign activities to children at home through a curriculum oriented dashboard which facilitates EdTech at home.

Chimple is in the **Engagement Cohort** of the Accelerator

As part of the EdTech Accelerator, Chimple will develop and integrate:

1

A **two-way WhatsApp chatbot** into their current teacher-led at-home model

2

A **gamified time spent feature** and enhancing the Chimple avatar to make it conversational and personalized

3

Enhanced leaderboards along with a quiz functionality



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MEET THE TEAM



Srikanth is the CEO and co-founder of Chimple where he led the Global Learning XPRIZE effort for the creation of a self-learning literacy and numeracy product which was selected as one of the 5 finalists. Before Chimple, he founded and managed Amiti Software Technologies, a software services company in Bangalore. He has worked with a variety of software development models and has experience working in Fortune-500 corporations. Srikanth has a MS in Computer Engineering from Rutgers University, and a BE in Electronics & Communication Engineering from SJ College of Engineering, Mysore University.



**SRIKANTH
TALAPADI**

Akshat serves as the Product Manager at Chimple and is passionate about improving education outcomes for under-served children. He has extensive experience in building gamified products



**AKSHAT
TAK**

MEET THE MENTOR



AMIT CHANDRA

Chief Executive Officer, Centre for Civil Society

Amit has played a crucial role in developing, strengthening, and scaling up the National Independent Schools Alliance (NISA), the national federation of associations of low-cost private schools, as 'National Coordinator'.

As a Senior Consultant at CSF, Amit supported and strengthened the work of the Private Schools Governance team.



Educational Initiatives (Ei) developed Mindspark, a Personalized Adaptive Learning (PAL) tool that creates an individualized learning path for each student.

Mindspark provides targeted instruction to enable teaching at the right level at scale (TaRL). It employs a gamified interface, using questions, activities and challenges to engage learners.

The software dynamically adjusts the content to the individual needs of the student using it. It's powered by Ai and machine learning algorithms, which corrects itself as more students use the platform.

Ei Mindspark is in the **Engagement Cohort** of the Accelerator

Ei is working to improve efficacy of Mindspark for early grades by:

1

Strengthening its FLN content and enhancing the software's **adaptive logic** for delivery of foundational skills

2

Improving **program delivery**, and developing **contextual engagement strategies**

3

Contextualizing content in vernacular mediums



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Ei Mindspark

MEET THE TEAM



Sridhar is the Co-Founder and Chief Learning Officer of Educational Initiatives. He is a member of various central and state government education committees, such as the committee for rules for the RTE Act in Gujarat. He is a member of NCERT's National Expert Group on Assessment in Elementary Education and a trustee of Pratham, Gujarat as well as other educational institutions. Sridhar received his bachelor's degree in Engineering from IIT Madras and completed his PGDM from IIM Ahmedabad.



**SRIDHAR
RAJAGOPALAN**

Pranav is the CEO of Ei and has scaled high-quality student assessments, personalized adaptive learning, and impact evaluation services for governments, CSR funders, and philanthropic foundations. Pranav has been named by The World Economic Forum's Schwab Foundation as the Corporate Social Intrapreneur of the Year in 2019, and has an MBA from Harvard Business School.



**PRANAV
KOTHARI**

Ritesh leads Ei's work on large-scale assessments and Ei Mindspark with government, foundations, CSRs, and civil society partners. He has worked closely with governments, institutional funders, and other stakeholders in the sector. He was a Gandhi Fellow, Young India Fellow, and holds a bachelors degree from St. Stephen's College, University of Delhi.



**RITESH
AGARWAL**

Dr. Vaidya leads Ei's work on large-scale assessments, and Mindspark in regional languages with government school systems with an expertise in Language Pedagogy, Assessment Research and Capacity Building. She holds a Post Graduate Diploma in Applied Linguistics and a PhD in Biochemistry from Gujarat University.



**DR. GAYATRI
VAIDYA**



Pratham's Early Childhood Education program focuses on the holistic development and school readiness of children aged 3 to 8 years by sharing pedagogically informed and simple to understand "Idea Videos".

These are shared to WhatsApp groups which leverage the active involvement of mothers, who come together to form groups within a community with the aim of improving their children's learning outcomes.

The program aims to nurture children in four key domains: physical development, socio-emotional growth, cognitive advancement, and language proficiency.

Pratham is in the **Engagement Cohort** of the Accelerator

As part of the EdTech Accelerator, Pratham is developing a 2 way WhatsApp chatbot which will be used to:

1

Automate the delivery of content
and assessments

2

Capture granular and in-depth data
for user engagement

3

Send nudges to enhance
engagement



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**CURRENT
MODEL**



Pratham

Every Child in School & Learning Well

MEET THE TEAM



Nishant Baghel is the Managing Director at Pratham Shah PraDigi Innovation Centre and leads digital initiatives at Pratham. He is passionate about technology for social change and has experience building large scale EdTech programs like Pratham's Hybrid Learning Program, recognized by the WEF. Nishant is a visiting scientist at the MIT Media Lab where he is collaborating with researchers on using AI for building and measuring creativity and problem solving in children.



**NISHANT
BAGHEL**

Smitin is an early childhood development and education professional and leads the Early Childhood Program at Pratham Education Foundation. He has extensive experience building programs at scale and developing pedagogical content. In his time at Pratham, he has established various education projects in Maharashtra, Madhya Pradesh, Rajasthan and Uttar Pradesh and has worked closely with Sarva Shiksha Abhiyan. He was Project Head for an MHRD education project in Uttar Pradesh working on integrating out of school students.



**SMITIN
BRID**

RAHUL KULKARNI

Chief Technologist, Samagra and Co-founder, DoNew
Rahul leads digital transformations at Samagra and has been leveraging data and technology to create impact at scale. He previously served as Chief Product Officer at Sokrati (an ad technology startup), where he led teams to build out ads platform that combines real-time big data analytics with user psychographics. At Google, he spent six years helping build key tech products and businesses (OpenSocial, Orkut).



MEET THE MENTOR



(Product Demo)

ROCKET LEARNING

Rocket Learning is an EdTech non-profit which was founded in 2020 with the mission of catalyzing early childhood education and community engagement in India.

Rocket Learning's product uses a custom communication platform, leveraging existing WhatsApp groups, to mobilize digital communities of parents and teachers.

Daily, Rocket Learning sends contextualized content in local languages, to teachers and parents that they can do with their children on math and literacy

Rocket Learning is in the **Engagement Cohort** of the Accelerator

As part of the EdTech Accelerator, Rocket Learning is building:

1

An **AI coaching engine** which can detect users at risk of dropping-off and send **personalized nudges** to drive engagement

2

An **automated worksheet correction** technology and recommendation system to provide students individual feedback and remedial content



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ROCKET LEARNING

MEET THE TEAM



An alum of IIT Delhi & Harvard Business School, he was previously at McKinsey and Pratham. He led Pratham's work in ed-tech, government partnerships and ECE.



**AZEETZ
GUPTA**

An alum of Harvard College & Harvard Business School. Namya was previously at McKinsey and SEWA, and led their work in Gujarat and advocacy work in childcare.



**NAMYA
MAHAJAN**

An alum of IIM Calcutta & IIT Delhi. Siddhant was a project leader at BCG, and has extensive experience in industrial goods and banking projects across India and Indonesia.



**SIDDHANT
SACHDEVA**

An alum of St. Xavier's, Kolkata & IIM Ahmedabad, Utsav founded and grew EduBridge's vocational program and built their tech-enabled career counseling product.



**UTSAV
KHERIA**

An alum of University of Rochester, Vishal was a co-founder and CTO of Kestrel, an ag-tech company with extensive coding experience.



**VISHAL
SUNIL**

RAHUL KULKARNI

Chief Technologist, Samagra and Co-founder, DoNew
Rahul leads digital transformations at Samagra and has been leveraging data and technology to create impact at scale. He previously served as Chief Product Officer at Sokrati (an ad technology startup), where he led teams to build out ads platform that combines real-time big data analytics with user psychographics. At Google, he spent six years helping build key tech products and businesses (OpenSocial, Orkut).



MEET THE MENTOR



टॉप पेरेंट
शिक्षण के नए तरीके

TOP PARENT



(Product Demo)

Top Parent is a one-stop B2C solution for both parents and children to help families become ready for school and for life.

By promoting parental engagement, the Top Parent initiative aims to make a positive impact on early childhood development.

It equips low-income families with language, resources and strategies to help them support their young kids get ready for school and for life. It is available in Hindi and Marathi and as a free app on the Google Play Store



CURRENT MODEL

Top Parent is in the **Engagement Cohort** of the Accelerator

As part of the EdTech Accelerator, Top Parent is working on introducing features of an:

1

AI chatbot to drive personalized and automated nudging to their users basis their performance on the app

2

Live streaming for blended learning and spoken English classes with the hypothesis to drive engagement time on their product



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टॉप पैरेंट
शिक्षण के नए तरीके

TOP PARENT

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Sashwati is a social development professional with over three decades of experience in organizational leadership, media and communication for change.

Incubated under the Entrepreneur in Residence program at Central Square Foundation, she founded Top Parent. Previously, Sashwati led Sesame Workshop in India as the Founding Managing Director. She has been a speaker at UNESCO MLE, Brookings, TED India and serves on the Boards of Point of View, Katha and Breakthrough.



**SASHWATI
BANERJEE**

Akshina is Top Parent's Chief Operating Officer and is an engineer from IIT-Delhi with 9+ years of experience in EdTech solutions and management consulting having worked with organizations like Bain, UpGrad and Kinsane.



AKSHINA



MEET THE MENTOR



GITANJALI GANDHIOK

Assistant Vice President, Ashoka University
Gitanjali Gandhiok brings more than 25 years of experience in leadership advisory, fundraising, organizational design & development, and general management roles. For the past 5 years, she has been managing the fundraising efforts of Ashoka university.



(Product Demo)



CURRENT MODEL

Amira is the world's first artificial intelligence powered reading coach, utilized by more than two million paid subscribers (Kindergarten through 6th grade students) across 19 countries.

Amira's personalized tutoring feature uses speech recognition tools and Ai to help students to read out loud. It then assesses their areas of struggle and provides remedial support at that very time.

Amira also celebrates the growth and progress of a student growth and allows them to access data points about their skills.

Amira is in the **Product Contextualization** Cohort of the Accelerator

As part of the EdTech Accelerator, Amira Learning will:

1

Contextualize their product for the Indian context

2

Create a content bank that is mapped to the Indian curriculum and **build out a Hindi parent report**



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MEET THE TEAM



Mark serves as the CEO and Co-founder of Amira Learning. Mark formerly served as CTO at Renaissance Learning. He has worked for 30 years in the Silicon Valley as a CEO, CTO and General Manager for innovators in the realm of Ai and NLP.



**MARK
ANGEL**

Manit is the Founder of Xperiential Learning and Co-Founder of The Heritage Schools group. He has been featured amongst the 22 Extraordinary Education Innovators (Education World) and is a former chairperson of FICCI ARISE. He is an alum of Harvard University.



**MANIT
JAIN**

Ashish serves as CFO and Head of International for Amira Learning. He also serves on the National Executive Committee for Pratham, and is on the Advisory Board for Outcomes Collective



**ASHISH
GUPTA**

Ankur serves as a business development and customer success lead for Amira India operations. He has experience working with the government, and private schools. He is an engineering graduate from Delhi Technological University.



**ANKUR
DAHIYA**

Sanjay leads the Customer Success division for Amira's operations in India. He has expertise in collaborating with government and private institutions in the education sector. Sanjay is an alumnus of TISSMumbai



**SANJAY
PANDIT**

AMITAV VIRMANI

Chief Executive Officer, The Education Alliance

Amitav is currently focused on improving the quality of education in Government schools.

He helps Governments provide quality education to every child, by facilitating effective partnerships between state and non-state actors.



MEET THE MENTOR



Sesame Workshop India (SWI) is the Indian arm of Sesame Workshop (SW), the internationally renowned non-profit media and educational organisation behind Sesame Street.

SWI actively engages with children and those in their ecosystem (caregivers, teachers, community leaders, policy makers) during the earliest years.

SWI reaches over 60M children and families to engage for over 1.2M hours annually through its YouTube Hindi channel with ECE and foundational learning content.

CURRENT MODEL

SWI is in the **Product Contextualization** Cohort of the Accelerator

As part of the EdTech Accelerator, SWI will:

1

Develop a low cost, scalable tech platform in the form of a **wraparound app** that will leverage SWI FLN educational content

2

Build **gamified assessments** for the wraparound app. It will feature on the Play Store, as well as be distributed via a government partnership



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SESAME WORKSHOP™ India

MEET THE TEAM



Sonali leads Sesame Workshop India's educational mission in India. Sonali has extensive experience in strategic planning, organizational development, fund raising, board management and partnership development with diverse stakeholders. She has spearheaded organizations like Dasra and Breakthrough. She has received the Nari Shakti Puraskar (Women's Empowerment Award) from the President of India. In 2016, she also received the Skoll Award for Social Entrepreneurship for her work in ending child marriage.



**SONALI
KHAN**

Shobha Kapoor is the Director of Media and Communications at Sesame Workshop India (SWI). Shobha handles the distribution of SWI content and leads government and corporate partnerships to advocate for Early Child Development. She holds a Master's from Mudra Institute of Communications, Ahmedabad. She has extensive experience in leading marketing & communications for the BFSI sector.



**SHOBHA
KAPOOR**



MEET THE MENTOR



NITIN KASHYAP

Senior Vice President & Head of Product, Samagra

Nitin Kashyap is SVP and Head of Product at Samagra where he works towards leveraging GovTech and DataGov to create impact at scale. He was part of the Learning & Education team at Google and led product management for Read Along, Google's AI powered speech based reading tutor app for helping children learn to read. He is passionate about bringing the power and joys of technology to underserved communities and has extensive experience in working with EdTech and Tech for governance.

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