



**INJINI**  
Africa's EdTech Incubator

**The role of  
incubators  
/accelerators in  
scaling social  
impact**

During this presentation I will try to persuade you of 3 things...

- 1 That our big problems can only be solved by new grass roots ideas (entrepreneurs)**
- 2 That accelerators/incubators will be essential to their success - especially achieving scale**
- 3 That if we get it right - this is the start of a period of big bang social impact**

# Former Adviser to UK SoS for Education & management consultant; now founding Africa's first EdTech incubator

Jamie Martin

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- Special Adviser to UK Secretary of State for Education
- Education specialist at BCG, Deloitte in UK, Dubai offices
- Adviser on strategy, focused on Africa, to international ed companies/VC funds

## Consulting, govt experience in Africa, UK, Middle East

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- **Senior adviser to UK govt** overseeing wholesale reform of school system
- Worked on fundraising, operations, growth with **ed start ups in SA & Ghana**
- **Africa strategy and global transformation** for \$100m revenue UK education business
- Growth strategy, fundraising (\$80M) & market entry for **Middle East school chain**
- Several due diligence projects for top **private equity firms on education assets**
- **Strategy work** for global firms in insurance, retail, technology, healthcare

# Partnered with CiTi to launch Injini - Africa's first EdTech incubator programme

## The problem

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- BAU has comprehensively failed in education in SA & across Africa
- Africa's education challenges lend themselves to technology solutions
- Limited support for new EdTech innovations
- Continent that most needs new EdTech innovations has few reaching scale or big impact



## Our programme

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- Select 8 new EdTech innovations every 6 months
- 2x 6 month cohorts of EdTech specialist workshops, mentoring, hands on support
- Give each ~R 500 000 direct funding
- Support beyond programme to raise funds & scale
- 16 new EdTech innovations reaching scale & big impact p.a; SA major EdTech innovation centre

# Our 1st cohort: 8 companies, 5 countries, all education stages



Education stage: ECD

**EARLYBIRD**  
South Africa

Data analytics app for parents & ECD teachers to track child development



Education stage: K12

**ACCELERATED**  
Ethiopia

Continuous teacher mentoring and learning inputs for engaging classrooms



Education stage: K12

**M-SHULE**  
Kenya

Only adaptive learning platform for feature phones in Africa



Education stage: K12

**SYAFUNDA**  
South Africa

Audio & video Maths & Science lessons focused on low income communities



Education stage: K12

**MTABE**  
Tanzania

Offline search engine for students, powered by artificial intelligence



Education stage:  
University/Skills

**ZELDA**  
South Africa

Platform matching students to most suitable University places/funding & jobs



Education stage: Skills

**UTHINI**  
South Africa

Language learning via chatbot & native speaker on whatsapp style platform



Education stage: Skills

**YO' BOOKS**  
South Sudan

Putting books on low tech devices & distributing them in hard to reach areas

# Top down methods have failed; all key trends cry out for grass roots/bottom up solutions

**Centralised delivery  
by govt has  
largely failed**

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**Aspirational middle  
class demands  
better, tailored  
services**

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**Technology enabling  
new delivery methods**

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**Rush to  
entrepreneurship &  
social innovation**

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# The entrepreneurs are there - they just aren't being supported

*"It is near impossible to raise early stage money"*

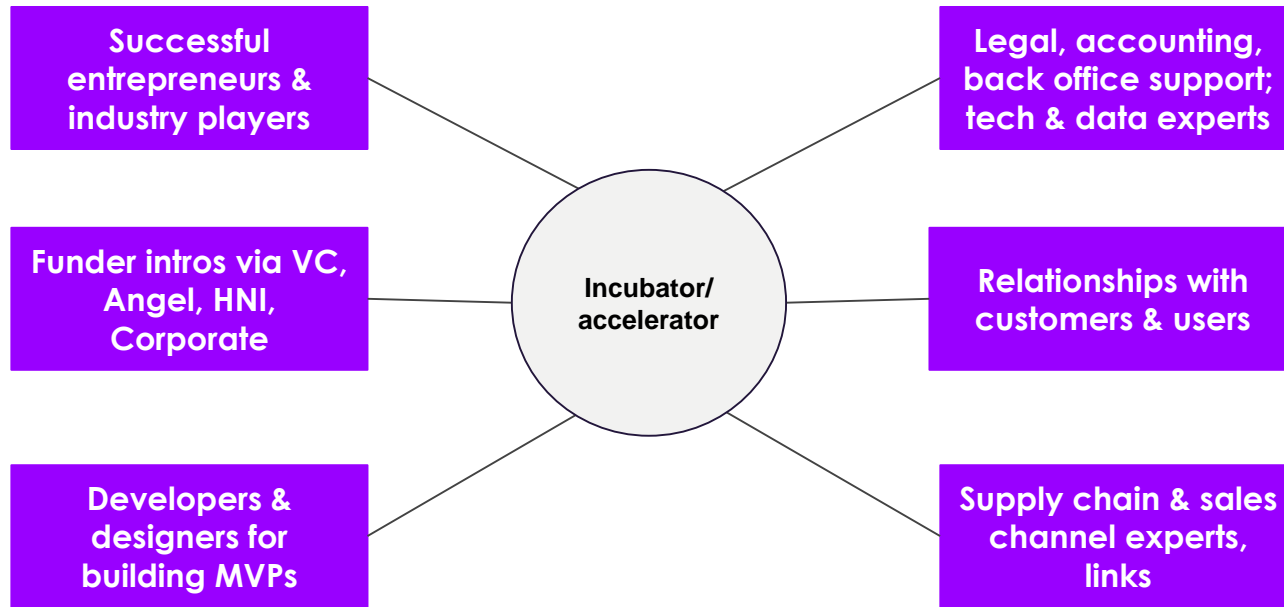
*"It's impossible to hire the people I need cheaply enough"*



*"You can't get a foot in the door with big customers"*

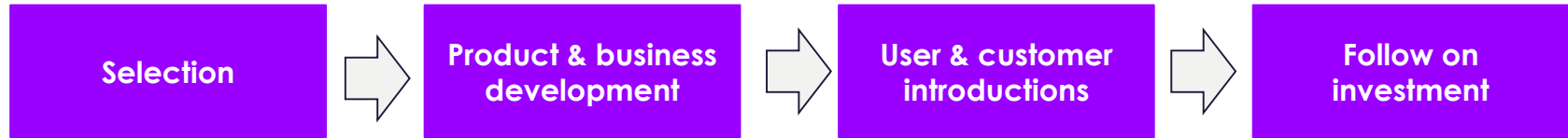
*"I need help looking at stuff like legal contracts & HR"*

Incubators/accelerators can act as a fulcrum for social entrepreneurs to utilise services and access networks

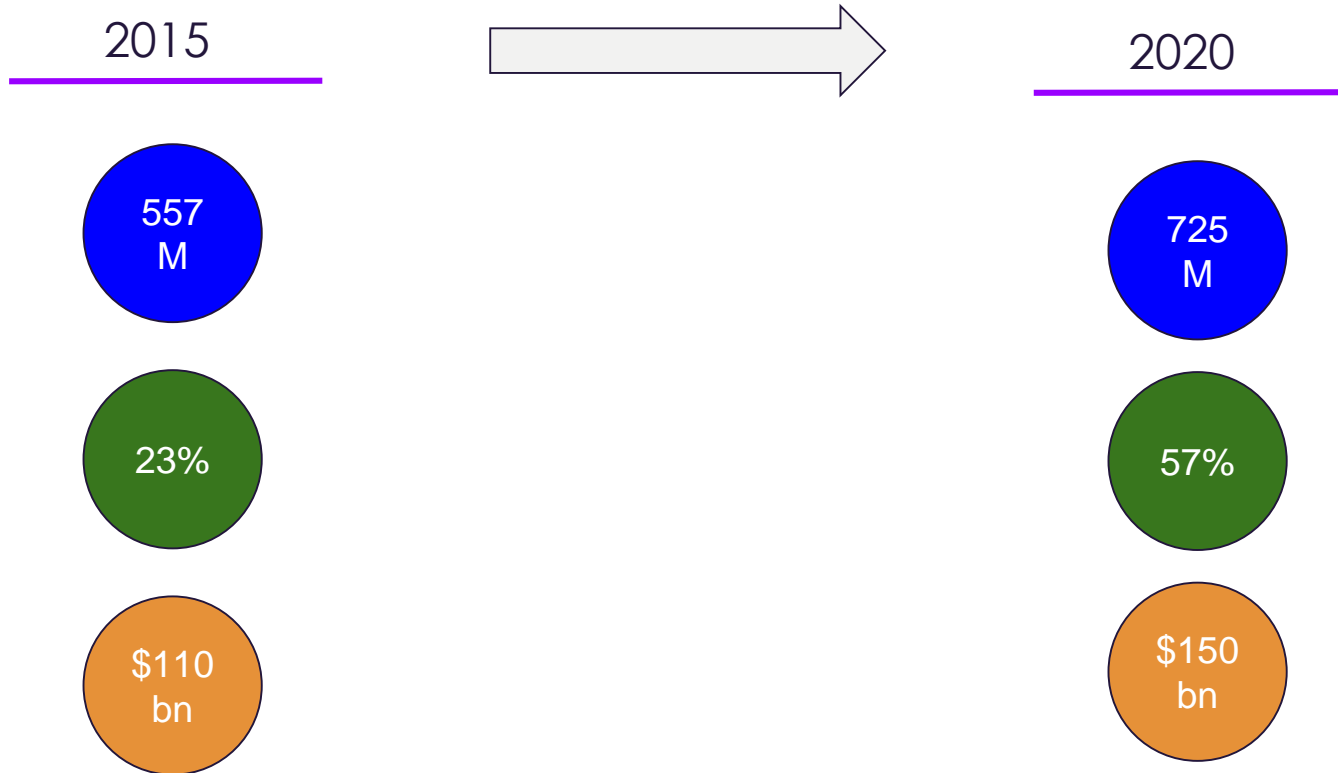




At each stage of the process, they act as an important filter & guide to target resources in the right place



There is an opportunity for a big bang in social impact if we target resources in the right places



Please contact our cohort (below) - or me ([jamie@injini.co.za](mailto:jamie@injini.co.za))



Education stage: ECD

**EARLYBIRD**  
South Africa

Data analytics app for parents & ECD teachers to track child development

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Ethiopia

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**SYAFUNDA**  
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