

AcceleratED

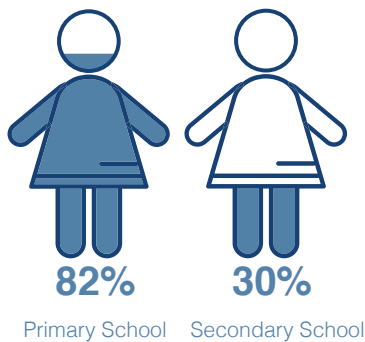
Business that participated in Cohort 3 of SPRING

SPRING is a business accelerator programme funded by DFID, USAID and DFAT. It works with businesses to develop products that impact girls' lives in 9 countries.

Coffey is the independent evaluator of SPRING. Coffey's Business Performance Evaluation is part of the overall evaluation and examines the effects of SPRING on business performance. It also looks at how businesses are reaching adolescent girls.

The education sector in Ethiopia is currently heavily regulated, teaching quality is generally poor, and student retention rates between primary and secondary school are low.

Percentage of Girl Enrolment in Ethiopia¹



AcceleratED is an educational technology business

It uses a teacher-coaching platform and blends behavioural sciences, technology, and classroom data to improve teachers' ability to teach effectively.



AcceleratED's HQ is in Addis Ababa, Ethiopia

AcceleratED aims to operate throughout the country and is planning to expand to **Kenya**

SPRING Prototype and Business Goals

AcceleratED's SPRING prototype is **TeachEasy**, a personalised teacher training programme that equips teachers to foster the development of 21st century skills and aims to:

- Help teachers improve their pedagogy skills by promoting active learning in the classroom, focusing on students' needs.
- Transform and influence the way students learn, in terms of academic outcomes, confidence, and general competence.
- Provide a training that is applicable across all curriculum subjects and grades.

SPRING Support



Business Focused Support

AcceleratED refocused its service and product strategy to put teachers first and to achieve scale and greater efficacy using a flexible, coach-led model.



Financial Support

SPRING supported the development of a pricing structure and financial model.



Girl Focused Support

TeachEasy targets teachers, not girls. It is not directly informed by girls' needs, but by the needs of teachers.

As a result of SPRING support, AcceleratED is now **more aware of gender biases** in teaching and the need to **increase equality** in the classroom.

Use of Human Centred Design

The introduction to Human Centred Design (HCD) was crucial. In applying HCD, AcceleratED:

- Was able to identify and address key challenges around product design and scale.
- Can now better understand, reach and impact its various stakeholders and target beneficiaries, and be more responsive to the needs of schools.
- Improved its hiring processes.

Girl Insights and Emerging Signs of Impact

Teachers now:

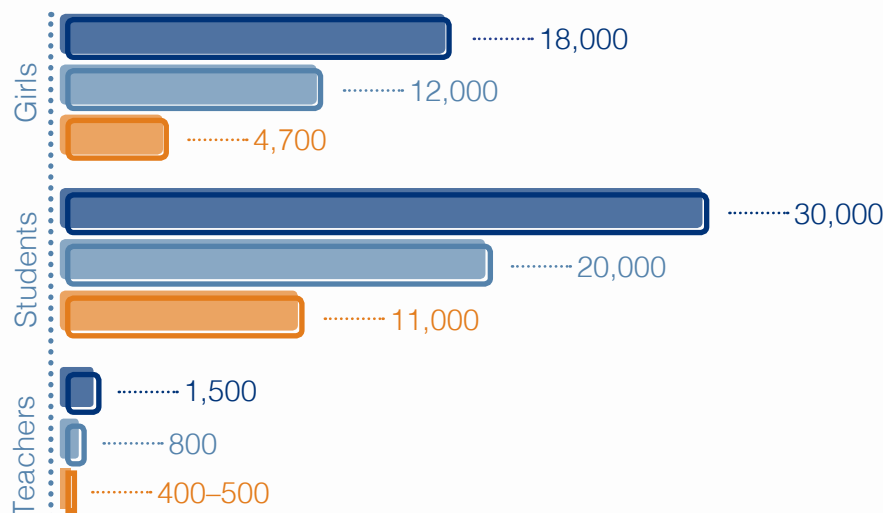
- Work towards creating a supportive and engaging classroom environment for all.
- Clearly recognise gender bias and the resultant exclusion from learning.
- Identify barriers to girls' education.

AcceleratED now continuously updates its training content to be more gender inclusive,

even though it does not offer an explicit gender module. Teachers are now more aware of the different learning styles and needs of students.

Girls are better able to learn as a result of quality teaching.

AcceleratED aims to improve girls' education and well-being.



Girl Reach Figures and Targets

Targets [2019/2020 (dark blue), 2018/2019 (light blue)]

Achieved [2017/2018 (orange)]

Going Forward

AcceleratED is currently operating in a new field with little competition. It has the potential to capture a large share of the market by continuing to add schools to its current portfolio, increase its engagement with each partner school, and expand to offer complementary services along the value chain, such as through school leadership training and teacher recruitment.

Some challenges AcceleratED faces are: a lack of in-country support, political instability, restrictions in business registration, long internet cuts, and bureaucratic regulation. Because of this, AcceleratED has set out to pilot a rapid rollout of **TeachEasy** in Kenya where the market is more favourable.

Footnotes and Further Reading

¹ UNESCO (2019). Ethiopia. <http://uis.unesco.org/country/ET>

Coffey (2019). Case Study Report – AcceleratED. SPRING Evaluation, BPE – Cohort 3