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.

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.
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