

What is the problem you are trying to solve?

Students don't have access to the same high-quality educational resources and teaching. And if they do, they may not know how to utilise them in the most effective ways.

Students don't have access to high quality, concise exam notes. Students require classes to better understand topics.

ASSUMPTIONS

Who is your key audience?

16-18-year-old students giving standardised international exams.

Students studying CAIE (IG/AS/A2), IBDP, SAT. Internet and device Survey has some weight. Registration.

ASSUMPTIONS

What is your entry point to reaching your audience?

Social media, word-of-mouth via peers and friends or from teachers at school.

Fast internet connection. Students motivated to engage actively with content. Students register and pay.

ASSUMPTIONS

What steps are needed to bring about change?

Continuously updating notes and adding new resources for other exam boards. Need to hire subject experts to carry out 6-week revision courses. To effectively manage masterclasses through live video platform.

Students are willing to pay for classes. Fast internet connection. Students interact with subject experts and increase productivity.

ASSUMPTIONS

What is the measurable effect of your work?

Web analytics and registered users. Website surpassed 20 million hits, reaching over 2.5 million unique visitors. Over 50 students from across the world build a bank of over 100 sets of notes

Time spent on a card means student is studying & increasing understanding. Resource addition.

ASSUMPTIONS

What are the wider benefits of your work?

Students become proactive self-learners, receive better grades in their final exams. Continuously updating resource bank for examined courses.

Better results = higher success in university and job applications. Growing community for continuous learning & support.

ASSUMPTIONS

What is the long-term change you see?

To level the plane of uneven distribution of academic resources by providing global access to high-quality and precise notes.

Subject Experts (or agencies that support subject experts) NGOs & Org. that support SDGs International schools

STAKEHOLDERS