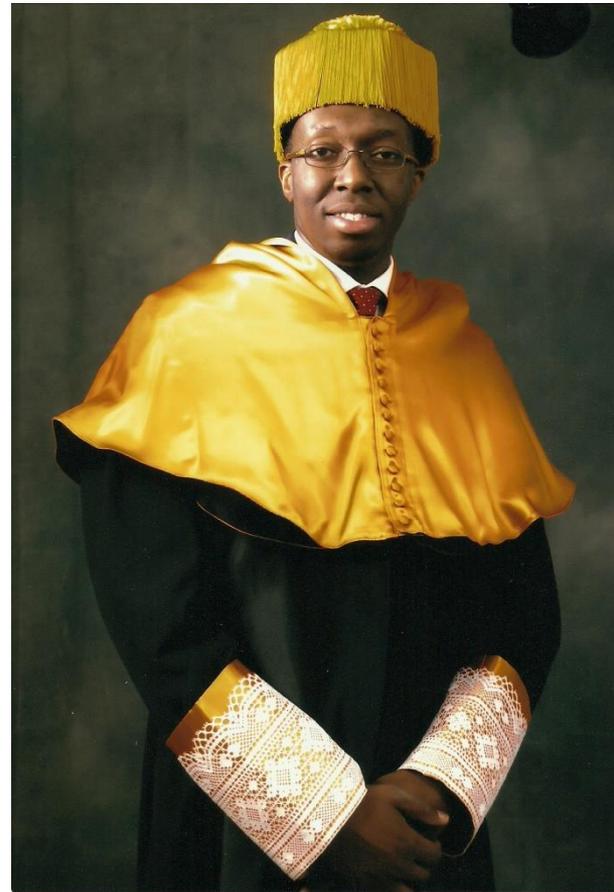


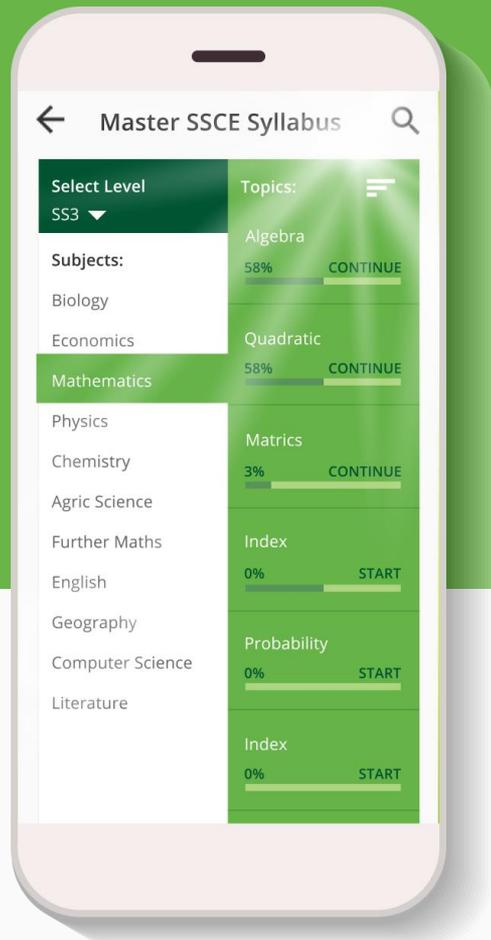
# eCommerce for Development? Experiences from Nigeria & SSA

A Presentation at the “eCommerce for  
Development” Seminar organized by  
Friends of eCommerce for Development

Geneva, 9<sup>th</sup> December 2016

# Started off Studying; Ended up TRYING to do it!





# gidimo

## FIRST IN AFRICA

Africa's first mobile personal advancement platform, whose algorithms use mastery, gamification and social learning theory to drive **individual learning achievement in a convenient and fun way**

## TESTED & PROVEN

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A platform that works with **any mobile device anywhere** in the world where there is a data signal



get

**NIGERIA** to **A**

gidimo





**Using AI algorithms, you can help  
a child with no school, no teacher,  
no money to master their entire  
curriculum for \$18 per year**

“Did he just include an advert??”



# eCommerce for Development? Experiences from Nigeria & SSA

# What has eCommerce meant? (1)

- In Nigeria & much of SSA, eCommerce has meant:
  - a. Lower barriers to **opportunity**
    - In many high-poverty countries like those in SSA, probably **NOTHING** more highly-prized than opportunity
      - We have seen several parlour- (not garage 😊) conceived startups: Gloop, gidimo, OneFi, TechCabal
      - **Which has required huge problem-solving innovations**
        - E.g. Pay on delivery | Mobile money | Airtime money | Trend to marketplaces | Whatsapp commerce
        - In Nigeria in particular, very advanced, tech-driven banking of NECESSITY: much more & much earlier than US & much of EU. **DB**
  - b. **Efficiency & development. Diversification & growth**

# What has eCommerce meant? (2)

- In Nigeria & much of SSA, eCommerce has meant:
  - c. (Perhaps above all): It has meant **YOUTH**
    - SSA is **VERY** young, and some like Nigeria are **young AND large**
      - E.g. Nigeria's population below age of 20 larger than **ENTIRE populations of (Germany + Austria + Switzerland)**.
      - Youth percentage has HUGE impact on national attitudes
        - Opinion: West's baby-boomers in their 20's and now 40 years later
    - **For a subset of them**, eCommerce has meant (in addition to opportunity)
      - Employment and self-employment
      - A strong connection to their culture & aspirations for a globally connected future
      - Wave of diaspora returnees also caused validation & reinforced aspiration



# What has eCommerce meant? (3)

- **Sharply increased** public/private sector collaboration
  - Its strong significance for young, connected, mobile-first populations has brought government & private sector together, in a formerly-rare alignment
    - **CUSTOMER = ELECTOR → KINGS & QUEENS**
  - This was also helped by a handful of transformational leaders in the past decade who drove key reforms in the areas of financial services, fiscal stability, and mobile connectivity
    - In Nigeria some \$20bn in tech-related FDI since 2001 was helpful too!

# It has been great but HARD (1)

- **However there have been challenges**
  - Within country **infrastructure**
    - Payment, logistics & fulfilment, legal
      - These were all pre-existing and although they did not eliminate opportunity, they have constrained speed of uptake and therefore of poverty-reduction
    - Connectivity
      - Is this almost becoming a human right given its power??? Cost & tariffs on equipment should make sense
  - **Cross-border frictions**
    - Cross-border micro-payment processes are still too complex and too long
      - E.g. Leading to innovation too: Flutterwave
    - Legal/government structures outdated/tricky: **some laws haven't kept up**
      - E.g. The customs implication of Jumia & Konga's shift to marketplace
    - One half of the opportunity is not yet practically available to most African players
      - E.g. Uni-directional Paypal in 1 or 2 countries. (Zero direction in most)

# It has been great but HARD (2)

- **CAPITAL**

- These countries are very capital constrained, and a lot of these businesses have dollar-denominated costs
- Much capital attracted (by local standards) but still scarce, even though capital requirements are very small by western standards

- Learning

- **We've been learning how to use parachutes after jumping out of the plane!**
  - Two key market templates we are all looking at right now: China for marketplaces & US for traditional online stores

- **Human capital**

- Greatest opportunity, yet greatest limiting factor **by far**, in my opinion
- Huge global shortfall HC. Zuck came, saw, & **invested** \$20m in: ...

# How can we make things better?

- Near-death experience in Camp Nou: Más, más, más
- So what do we need?
  1. Mas mas mas OPPORTUNITY
    - We need help in reducing local frictions. Help people to help themselves
    - We need help in reducing cross-border frictions, opening up the ENTIRE opportunity to the poor
  2. **BUT *Caveat viator***. You need to carefully manage interests and **incentives** of two key players in Africa
- First of all: telcos
  - Killer app is mobile
  - Telcos are the largest spenders (multi-bn\$\$) and core channel stakeholders. Though they are private (& I don't work for them) **any projects that don't take into account (fair) return on private capital wont work** one way or another
  - Some govts make this mistake which doesn't help their people

# How can we make things better?

- Secondly: governments
  - Governments in Africa very soon have to come to terms with the transparency that eCommerce's enabling & associated technologies impose ipso facto
    - That's one reason reformers in government have driven tech
      - Eg. FIRS & I.O. | “Ghost workers” disappear overnight
      - Connectedness brings more information. “Nothing” is hidden or secret in Nigeria any more | Also easy for youth to organize & express themselves e.g. NUC data rates
    - This is not a direct ecommerce impact but associated with its technologies
  - Sooner or later, governments realise this and may act perversely unless you preempt by convincing them it is a fait accompli before it happens
- With help, we can make the world a better place!

**MAKE THE WORLD A BETTER PLACE**







# Additional information on gidimo and the “Get Nigeria To ‘A’!” Program



get

**NIGERIA** to **A**

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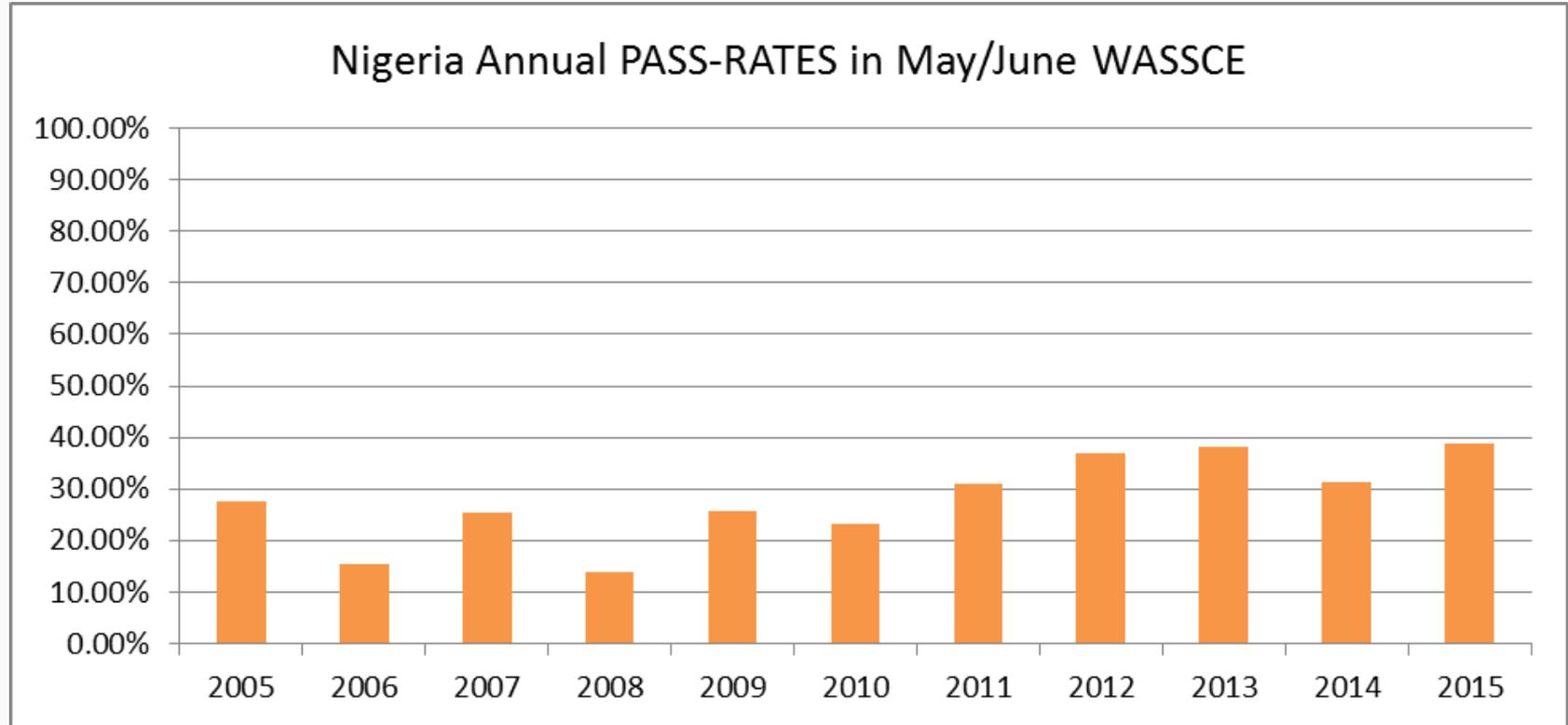
**Part 1**

**SOMETHING IS VERY WRONG**

# Something is wrong with LEARNING

- A catastrophic drop in learning achievement
  - Over the past decade, an average of **72%** of Nigeria's secondary school leavers **HAVE FAILED** the secondary school-leaving examination
    - This ranges from 50% in some parts of the South-East, to **MORE THAN 90% failure in some parts of the North-East!**
    - This means 1,200,000 youth are pushed out onto the streets of Nigeria every year, unable to fend for themselves, and ripe for recruiting by undesirable elements
- For a country that **once led Africa** in education to drop to one of the world's lowest learning achievement rates, is **extraordinarily tragic & an alarming national disgrace**

# Manifested in **Abysmal Pass Rates**



# High failure is **symptom** not problem

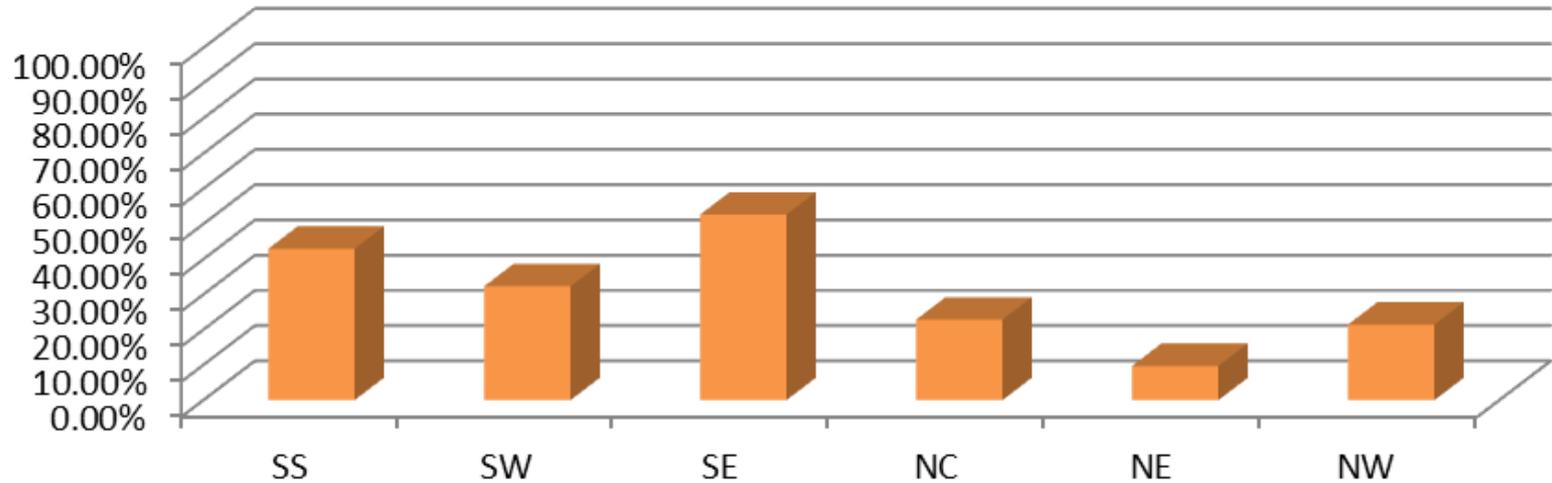
- As shameful as it may seem though, **very high failure rates are just the symptom, not the problem**
  - Students fail **BECAUSE** they have not learnt
  - Therefore the true solution is not to do everything possible to get students to “pass” but rather to do everything possible to help students to **LEARN** and to WANT to learn!
- **Not everyone will go to university, but ALL need basic education to advance in life without becoming societal burdens**
  - The senior secondary educational level is designed to produce citizens who can pursue independent value-creating existences in society.

# An Urgent Problem (1)

- **No space in the universities**
  - **Only 1 in 5 of the 1.7m who finish SS3 every year can fit in university**
    - Their secondary education is all they will depend upon to achieve an independent value-creating existence
- **No jobs**
  - **Youth unemployment has grown to reach 42.24% with no jobs for 15.2m of the 35.9m youth in the labour force!!**
    - If we do not ENSURE that students acquire all the LEARNING required before leaving secondary school, we will be inflating the youth unemployment pool annually with a growing number of **angry & frustrated youth**, who feel impotent to improve their lot

# National Security Issue

2014 WASSCE PASS-RATES by Geo-Political Zone



# An Urgent Problem (2)

- **A fragile polity**

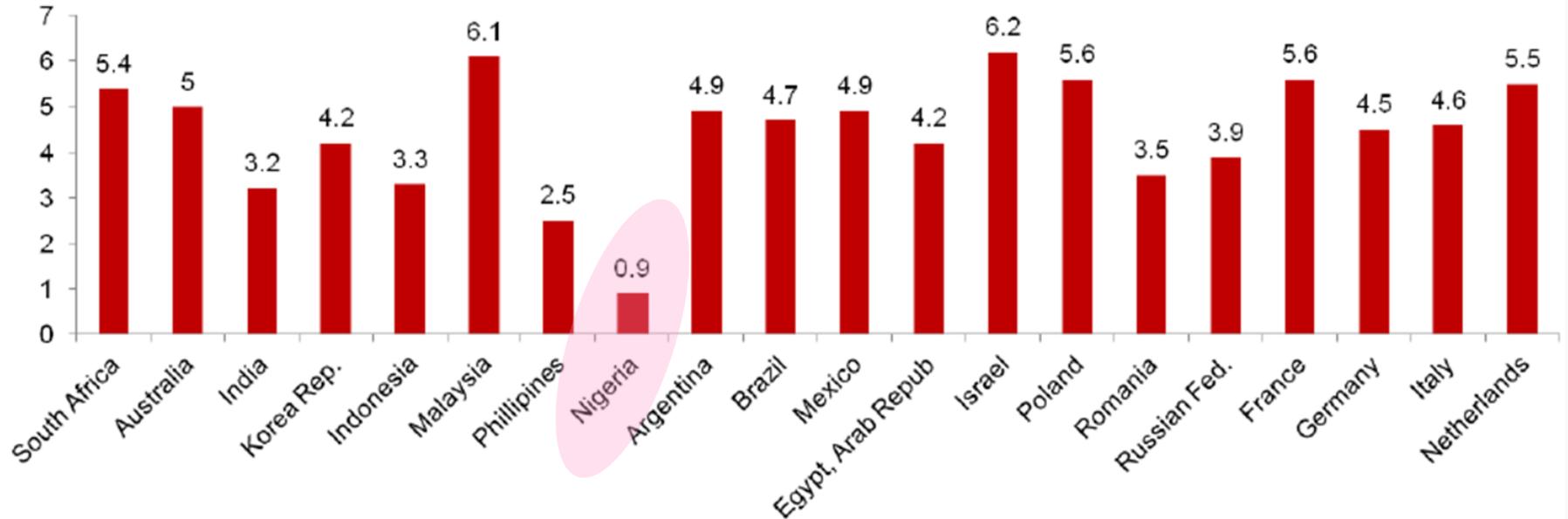
- Our failing school-leavers are some of the most vulnerable youths in the world, ripe for recruiting by seductive & violent forces. Given Nigeria's current demographic & socio-political makeup, **churning out millions of frustrated children on to the streets is a major security risk**

- **The poorest are the worst hit**

- The wealthy can minimize the problems by sending their children to better schools and by hiring private “lesson teachers” for them
- Thus the worst hit are youth from families with the least economic & social safety nets. **They may thus be the most vulnerable to despair & its consequent antisocial behaviour**

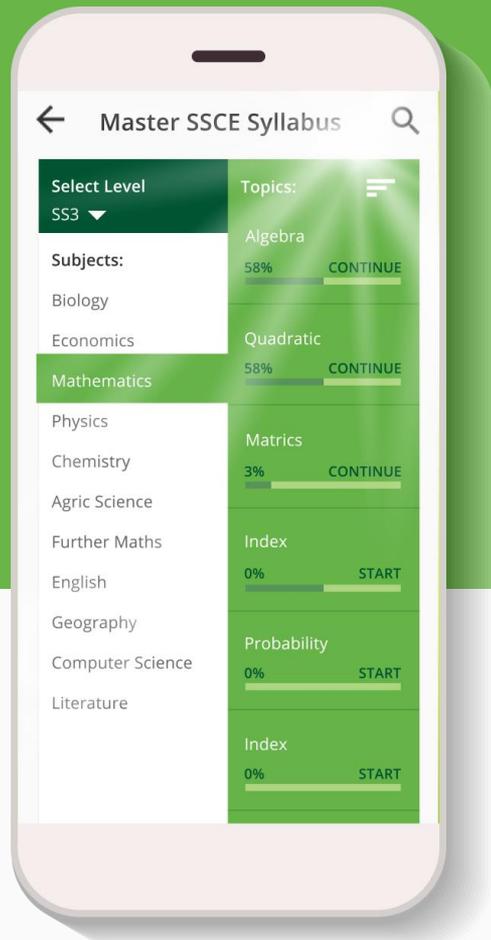
# What do we **value** as a people?

Public Spending on Education as a Percentage of GDP



**Part 2**

**THERE IS A GREAT SOLUTION**



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# A “Lesson teacher” for every student

- With **gidimo**, every child can afford a personal after-school tutor or “lesson teacher”
  - **Mastery learning theory** combined with **social gamification theory** drive an advanced approach to curriculum mastery via a mobile platform
- **Curriculum mastery becomes a gamified objective, and advanced algorithms accompany and direct each student via daily personal work, at his or her own pace, to thoroughly & demonstrably master the set curriculum before the end of the school session**
  - **gidimo** thus supports the teacher’s role of guidance & explanation
- **gidimo democratises the “lesson-teacher”** and makes it accessible to even the poorest in the most remote parts of the country, wherever there is a network signal
- Knowledge competitions further reinforce learning & drive content deeper into long-term memory areas of the brain

# Tested and Proven

- The national pilot was run in partnership with Diamond Bank
  - **85,000 students across all 36 States of Nigeria studied 110 million learning questions, summaries & explanations**
  - On average, each student mastered **33 subject topics in 3 months**
    - Equivalent to the full-year syllabus for 3 subjects
  - In addition to validating efficacy and scalability
    - 97% of participants said that gidimo improved their knowledge of their subjects
    - 90% said gidimo enabled them to achieve better examination results
    - 98% said they would recommend gidimo to a friend or family member
    - 87% of public school students and 75% of private school students said they would love to regularly cover their syllabus before the end of the session

# Current or Past Collaboration



# Features, Highlights, & Mentions



# Over 110 Years of Experience



# Depth and Experience

- **The team of founders & executives includes four 1st-Class graduates; a former CTO & 3 veterans from Africa's first internet software company; an executive from the world's largest internet firm; two of Nigeria's most sought-after server-side experts; and former technology & marketing executives from some of West Africa's largest firms, with **over eleven decades of cumulative experience.****
- **The team is led by Dr Adetunji Adegbesan.** Widely reputed to be Africa's leading strategy scholar, immediately prior to founding Gidi Mobile in 2012, he was a Director of the Centre for Competitiveness & Strategy at the Lagos Business School, & **an award-winning global personality, invited to speak at knowledge events in more than twenty countries across four continents, with a 17-year track record of excellence, integrity & credibility**
  - His consulting experience spans the software, telecommunications, banking, oil and gas, and electronic payments industries; while his work experience covers food and beverages, software development, consulting, information systems management, and electrical engineering, in both manufacturing and service sectors. A member of the Editorial Advisory Board of Businessday Newspapers, he is fluent in English, Spanish and Yoruba, and basic in French and Catalan.

# The GN2A Program

- The “Get Nigeria To ‘A’!” (GN2A) Program is a collaborative national initiative to reverse the decline in learning achievement at the senior secondary school level in Nigeria, enabling in the first 4 years, 75% of senior school students in Nigeria to achieve and demonstrate mastery of their entire assigned curriculum annually

# gidimo

Seize your future

