



# 7th International Skills Forum

## Anticipating and Preparing for Emerging Skills and Jobs

12–14 December 2017  
Asian Development Bank  
Manila, Philippines

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**The world changes rapidly, but education does not.**

Challenge:

**How to deliver cost-effective access to  
quality learning?**

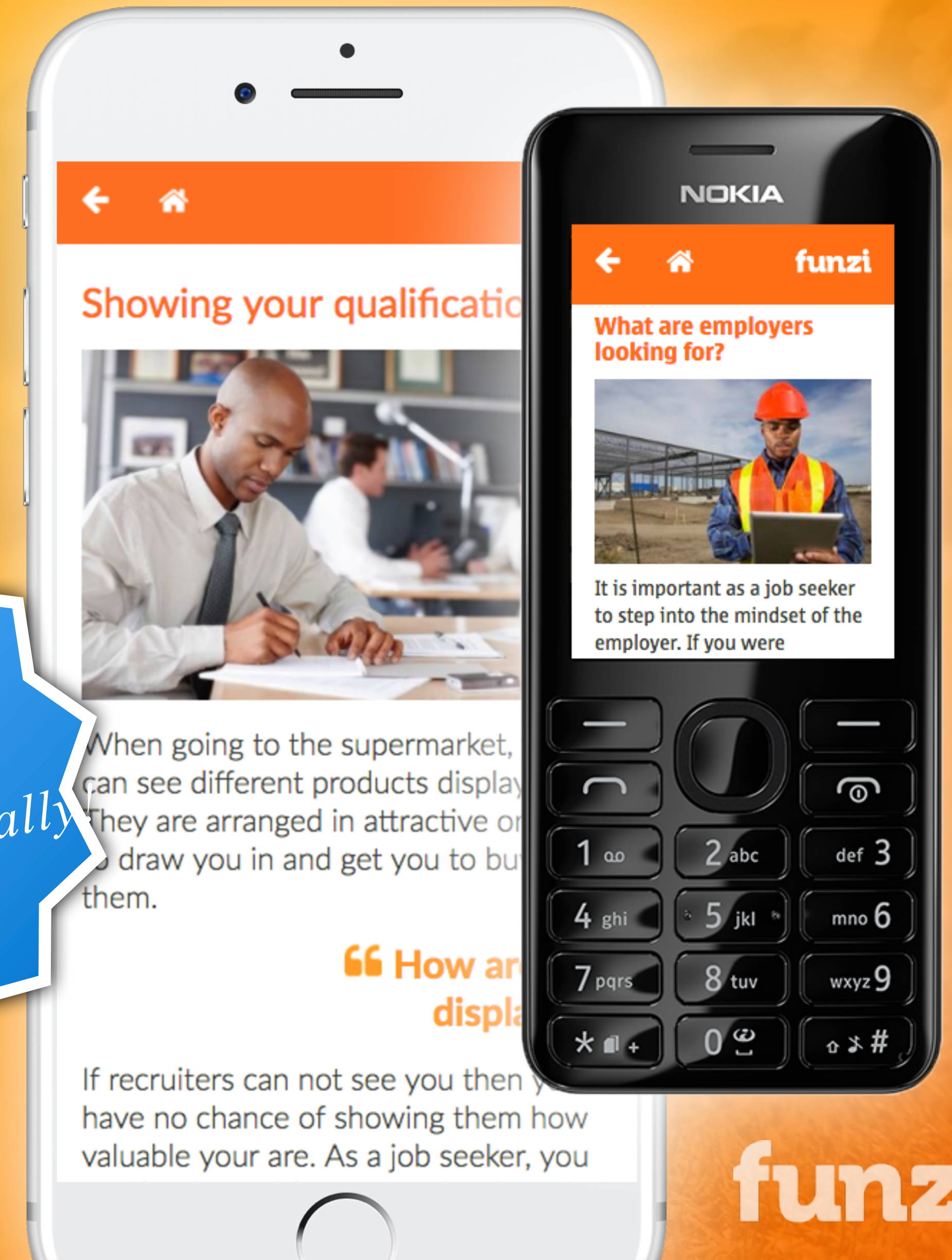




Funzi delivers learning to everyone with a mobile. It runs in all browsers so there's nothing to download.

Funzi is lightweight, and performs well also in slow networks.

> 5 500 000  
all-time users globally







# Funzi Advantages

SCALES

Learning  
content  
available  
whenever &  
wherever

SAVES

Makes  
classroom  
training more  
efficient

MORE EFFICIENT

A complete  
turnkey  
solution from  
one source





# Funzi can support all learners

## Mobile learning

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- Users study Funzi mobile courses at <https://funzi.mobi>
- Online reporting & dashboard for end users and course organizers
- Verification of learning outcomes and user certification



## Blended learning

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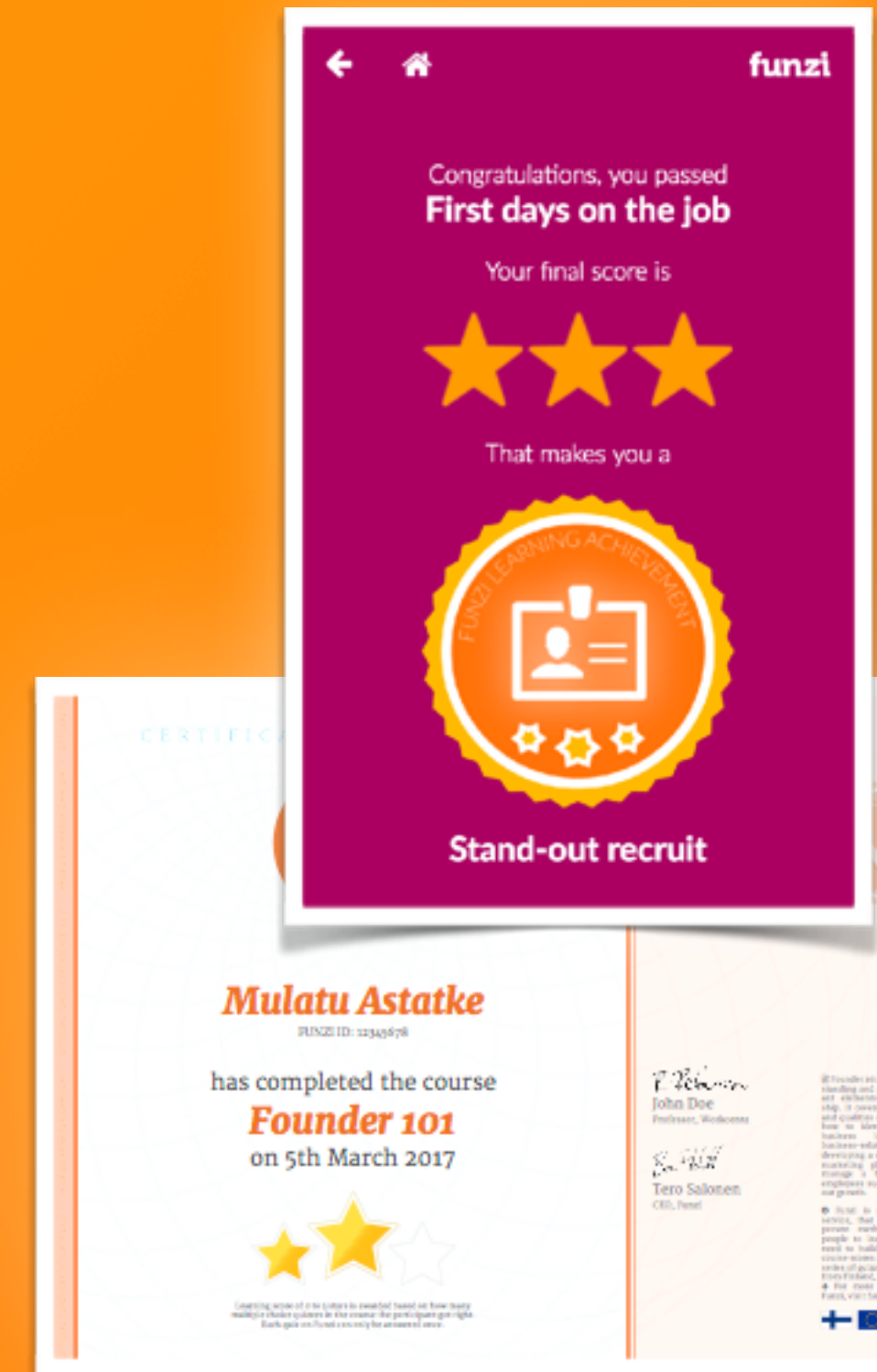
- Users study Funzi's mobile course at <https://funzi.mobi>
- Afterwards, learners attend a traditional classroom training.
- Typical program consists of 4 modules of mobile learning and one classroom module







# Funzi whole product



1  
User acquisition  
Through any digital  
channel

2  
Mobile learning as SaaS from existing content  
Mobile pedagogy and gamification of content, reporting of usage and  
learning outcomes, maintenance and support as a turnkey service

3  
Certification  
of users





# Product & pricing

A SIMPLE, SCALABLE, AND VERIFIED BUSINESS MODEL

- 1 SaaS model: Funzi creates and maintains the mobile courses for its customers.
- 2 User accounts: Funzi sells access to mobile learning to its customers. Price / user / year: 10 - 30 EUR.

From  
project start to  
service launch:  
1-4  
weeks





# Customers & prospects



## Private sector

IN CONTRACTING & PIPELINE



Ministry of Economic Affairs  
and Employment of Finland



## Public sector

IN CONTRACTING & PIPELINE



Empowered lives.  
Resilient nations.



UNOPS



UNHCR  
The UN Refugee Agency



## UN System

IN CONTRACTING & PIPELINE





# Key data points



## RETENTION

Of Funzi active users...

>25% return the next day

>40% return the next month

*Funzi active user* = usage is > 3 min &  $\geq$  2 pages



## COMPLETION RATES

20–40% completion rate  
in weekly topics

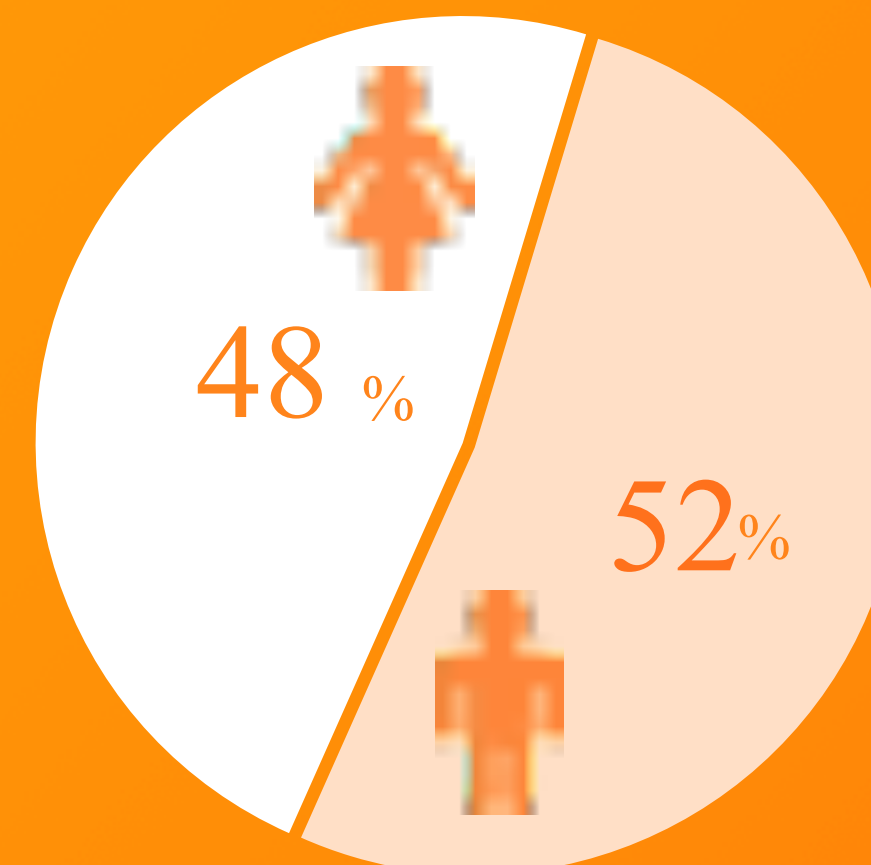


## DEMOGRAPHICS

>5 500 000

all-time users, most of them  
from Africa, Asia, and the  
Middle East

Funzi users have almost equal  
gender ratio:



## FEEDBACK

>95% of feedback sent by the  
users is positive

"It's educating,  
motivating,  
inspires and gives  
hope"  
— Owunmi,  
Nigeria

"Funzi gives the  
knowledge required  
for positive living"  
— Pomondi, Kenya

"So encouraging,  
motivational and a  
life changer"  
— anonymous, Kenya





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# Thank you!



**funzi**

 [funzi.fi](http://funzi.fi)

 [funzi.mobi](http://funzi.mobi)

 [info@funzi.fi](mailto:info@funzi.fi)

 [@funzi](https://twitter.com/funzi)