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Edusko: Revolutionizing Educational Access Through Digital Innovation and Financial Inclusion

Education is often regarded as one of the most valuable legacies a parent can provide for their children. In Nigeria, this belief holds even greater significance, as formal education has long been a cornerstone of individual progress and national development since its introduction during the colonial era. For decades, Nigerian parents have understood that education not only paves the way for personal success but also has the power to uplift entire families and communities, serving as a critical pathway out of poverty and into a more promising future. Since the advent of formal education in Nigeria, parents have been on a continuous journey to ensure that their wards receive high-quality education. However, in recent years, the quest to provide high-quality education has increasingly become a financial burden for many families. The reality is that quality education, like many of life's most valuable assets, rarely comes cheap. Rising costs have been driven by various factors such as inflation, the commercialization of education, and the underfunding of public schools. As a result, many Nigerian parents find themselves caught between their aspirations for their children's future and the financial barriers to achieving them.

This dilemma is particularly acute when it comes to private education, often considered superior to public schooling. Private institutions offer modern facilities, well-trained teachers, and global curricula, but they come at a cost that is out of reach for the average household. Even public schools, ostensibly free, have hidden costs associated with uniforms, books, and extracurricular activities. This widening gap in access to quality education exacerbates socioeconomic

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inequalities, leaving many families unable to afford the opportunities they so desperately seek for their children.

Founder and CEO Jide Ayegbusi's journey toward founding Edusko Inc. is rooted in his personal experiences and a deep passion for transforming education in Africa. Growing up, Ayegbusi faced the harsh realities that many African families endure. His parents, like countless others, wanted the best for their children and were determined to provide Ayegbusi and his siblings with a quality education. However, they were constantly met with the barrier of affordability, as quality education in Nigeria often came with a steep price tag. This struggle left an indelible mark on Ayegbusi, shaping his future vision for accessible education. As he matured, he became increasingly aware that poverty, not a lack of desire, was the primary reason many African children were deprived of quality education. In Sub-Saharan Africa, the focus for many families is on survival—finding food and meeting basic needs often takes precedence over schooling. This painful reality sparked in Ayegbusi a lifelong commitment to improving access to education across Africa.

With over a decade of professional experience in various sectors, Ayegbusi began to understand the transformative power of education and how it can be leveraged to create opportunities. His rich career in Brand Management, Education Marketing, Channel Management, Strategic Planning, Advertising, Project Management, and Sales Management laid the foundation for his eventual move into the education sector. Alongside his professional accomplishments, Ayegbusi 's academic journey provided a solid platform for his ambitions. He graduated with a degree in Psychology from Adekunle Ajasin University, earned an MSc in Marketing from the University of Lagos, and further honed his leadership skills as a scholar and alumnus of the Nigerian University of Technology and Management. Currently pursuing his PhD at the University of Lagos, Ayegbusi's academic and professional background uniquely positioned him to launch Edusko Inc.

Driven by the belief that technology can redefine education in Africa, Ayegbusi identified an opportunity to address the void left by government inaction. He recognized that while governments across Africa had consistently struggled to provide accessible, quality education for their citizens, the private sector could step in and make a significant impact. Ayegbusi firmly believes that private involvement in education is not just desirable but essential.

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His perspective is simple yet powerful: rather than merely lament the poor state of education, it is necessary to take decisive action. Ayegbusi's mantra encapsulates this sentiment: "We cannot just complain about the state of education; we must take action." This commitment to proactive change drove him to create Edusko, a company dedicated to making high-quality education more accessible to African children.

Through Edusko, Ayegbusi has developed a platform that leverages technology to connect parents with affordable and quality educational options for their children. The company is reshaping the educational landscape by providing access to a wide array of schooling choices, making quality education more attainable for African families. Ayegbusi's vision extends beyond bridging the gap between aspiration and access; he aims to harness the untapped potential of Africa's youth, equipping them with the skills needed to thrive in an increasingly globalized world.

By transforming access to education, Ayegbusi believes that Edusko will help unlock Africa's future, one child at a time. This ambitious goal reflects his commitment to not only improving individual lives but also contributing to the broader development and progress of the African continent through enhanced educational opportunities.

A Vision for Change

The genesis of Edusko Inc. began in 2016, with a simple yet powerful mission: to connect pupils with the right schools. Initially, the platform was designed to help parents find suitable K-12 private schools for their children based on their educational needs and preferences. As the years progressed, Edusko expanded its services, evolving into a more comprehensive solution that not only matches children with appropriate schools but also facilitates access to affordable education financing. Today, Edusko stands as a web-based, one-stop platform that empowers parents to make informed decisions about their children's education while providing financial support to ensure those choices are within reach. At its core, Edusko's platform allows parents to compare a wide array of private schools, giving them the ability to assess various options based on factors such as tuition costs, academic programs, extracurricular activities, and overall school performance. By doing so, parents are equipped to make well-informed decisions about which school best fits their children's aspirations, aptitudes, and personalities. Beyond just school selection, Edusko's unique value lies in its integration of education finance. The platform enables parents to access tuition

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discounts and low-interest loans, making quality education more affordable for families who might otherwise struggle with the high costs associated with private schooling.

The loan process is simple and designed to be as efficient as possible. Parents begin by providing detailed profiles of their children, covering aspects such as their educational aspirations, personal interests, and future career goals, along with the family's financial information. This data is then processed through an online application form that is completed in just 15 minutes. Once submitted, Edusko connects the parent's request with commercial lenders, who conduct a credit assessment and finalize the loan approval process. The funds are disbursed directly to the school, rather than the parents' account, ensuring that the money is allocated strictly for educational purposes. Once a loan application is completed, disbursement occurs within 12 hours, allowing for quick and easy enrollment into schools. Edusko's loan repayment system is flexible, with parents having the option to finance their children's education over a six-month period. This staggered payment schedule allows parents to manage their finances more effectively, ensuring that education costs do not become an overwhelming burden. However, the platform also carefully evaluates parents' creditworthiness to mitigate risks. By leveraging Nigeria's Bank Verification Number (BVN) system, Edusko can assess whether parents are servicing any existing bad loans or managing multiple accounts. This robust credit scoring ensures that only qualified parents receive tuition financing, which has helped maintain a solid loan conversion rate of around 10%.

Since launching its education financing service in 2022, Edusko has made remarkable progress in democratizing access to quality education in Africa. The company has disbursed over \$4.5 million in loans, supporting over 5,000 students across the continent. With an average loan of \$10,000 per student, Edusko has made a tangible impact in bridging the gap between educational aspirations and affordability for African families.

The Team

Edusko's mission to democratize access to quality education in Africa is driven by a team of accomplished professionals, each contributing unique expertise to the company's vision:

- **Mr. Jide Ayegbusi - Founder and CEO**

Jide Ayegbusi leads Edusko with a passion for using technology to transform education. With over a decade of experience in Brand Management, Education Marketing, and

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Strategic Planning, he spearheads the company's efforts to make quality education affordable and accessible across Africa. Ayegbusi holds degrees in Psychology and Marketing and is pursuing a PhD at the University of Lagos.

- **Mr. Niyi Yusuf – Advisor**

Bringing over 20 years of expertise in transformation initiatives across government and private sectors, Niyi Yusuf's knowledge in IT systems development, mergers, and strategic planning has been instrumental in shaping Edusko's direction. He is also the Managing Partner at Verraki Partners and is involved in initiatives preparing undergraduates for the workforce.

- **Dr. Jennifer Smith - Advisory Board Member**

An education leader with more than 25 years of global experience spanning the USA, Africa, the Middle East, and China, Dr. Smith has a proven track record in driving academic excellence and leadership development. Her extensive background in educational leadership and supervision reinforces Edusko's commitment to high academic standards.

- **Mr. Alex Goma - Non-Executive Director**

Alex Goma brings valuable insights from his experience leading global businesses in Africa. His executive roles at major companies like Procter & Gamble, British American Tobacco, and Guinness have honed his expertise in brand building and customer engagement, contributing significantly to Edusko's strategic growth.

This diverse team of experts collectively drives Edusko's mission to revolutionize education across Africa, combining their varied skills and experiences to create a transformative impact on the continent's educational landscape.

The Educational Ecosystems in Emerging Economies

Educational ecosystems in emerging economies are both complex and dynamic, comprising various interconnected actors such as students, teachers, policymakers, private sector players, and families. These ecosystems often grapple with challenges like such as inadequate funding, unequal access, and infrastructural deficits. Yet, they also present opportunities to leverage technology and innovation to enhance education outcomes.

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In many emerging economies, the structure of educational systems is shaped by historical, economic, and socio-cultural factors. For example, Sub-Saharan Africa faces significant disparities in educational access. According to UNESCO (2020), over 20% of primary-aged children in the region are out of school, with low-income families being the most affected. Economic constraints often present a barrier to education, as direct and indirect costs—including tuition fees, materials, and transportation—remain prohibitive for many.

Private sector involvement has grown significantly within these educational ecosystems, particularly in urban centers. In some African nations, private schools now account for over 20% of total enrollments, as noted by the World Bank (2019). These institutions can help fill the gaps left by under-resourced public systems, but they may also reinforce inequalities, as enrollment is typically restricted to families able to afford the higher fees associated with private education.

Technology is emerging as a key solution to several of these challenges, with digital platforms and mobile tech expanding access to educational resources in many emerging economies. EdTech initiatives, such as Kenya's Eneza Education, provide SMS-based learning for students without access to traditional schooling, making education more accessible to underserved rural populations (Brookings Institution, 2019). These technological advancements hold significant potential to scale educational access in regions with limited resources.

However, the adoption of technology in education faces several hurdles, including digital divides and infrastructural gaps. Many areas lack reliable internet or electricity, limiting the impact of digital education initiatives. Additionally, adequate teacher training in digital literacy is crucial to ensure the successful integration of technology into classrooms. As highlighted by the OECD (2021), teachers' readiness and the incorporation of technology into pedagogical practices are essential for creating effective digital learning environments.

Educational policies in emerging economies also play a crucial role in shaping these ecosystems. Governments are increasingly focused on reforms aimed at improving access and quality. For instance, countries like India have introduced the National Education Policy (2020), which aims to make education more inclusive and accessible by promoting technology use, improving teacher training, and decentralizing education governance. Similar reforms are being undertaken in countries like Nigeria, where policies are shifting to encourage partnerships with the private sector and international development organizations.

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The Problem Identified

The problem identified centers on the widespread financial exclusion and burden of educational expenses in Sub-Saharan Africa, particularly for low-income households. Despite the promise of universal primary and secondary education as part of the Sustainable Development Goals (SDGs), millions of children remain out of school, with Sub-Saharan Africa being the hardest hit. In 2020, approximately 64 million children globally were not attending primary school, and about 195 million were out of secondary school. Girls are particularly vulnerable, with over 34 million out of primary school globally. In Sub-Saharan Africa, over one-fifth of primary-age children are out of school, and nearly 60% of youth aged 15-17 are not receiving education. One of the major barriers to education access in this region is the widespread prevalence of school fees. Despite global efforts to provide free or affordable education, school fees remain a significant burden for many families, leading to financial stress and forcing children out of school. Families from low-income backgrounds face difficulty meeting these demands, which often lead to children dropping out of school to alleviate financial pressure. This crisis is not only an educational issue but also a financial one, as evidenced by Global Findex data showing that 54% of adults in Sub-Saharan Africa are highly concerned about paying school fees, with 29% listing it as their primary financial worry, even above other significant expenses like healthcare or retirement.

The situation is particularly alarming in Nigeria, where private education is a growing sector. According to a September 2023 survey by The Guardian, school fees in Lagos range from N240,000 to N450,000 (approximately 150- 280 USD) per term. This means that, for households with an average of three children, as per the Nigeria Bureau of Statistics (NBS), families are paying N1.8 million (approximately 1, 000 USD) per year in school fees—nearly equivalent to the annual income of the average Lagos worker, which is around N2 million (approximately 1, 200 USD). Moreover, in response to economic pressures, some schools have increased fees by nearly 200%, further exacerbating financial distress for families. This situation is even more severe for families attempting to enroll their children in private schooling, where annual fees can soar as high as N4.7 million (approximately 2,900 USD), pushing many households into financial instability.

The educational ecosystem in Africa faces several interrelated challenges, particularly across three key phases: parents, schools, and lenders. These challenges highlight the pressing need for a more streamlined and accessible system that enables children to access quality education, enhances

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school visibility and success, and offers lenders an efficient channel to connect with their target audience.

Parents' Challenges

Parents struggle with the difficulty and expense of sending their children to quality schools. Education, particularly in private institutions, has become increasingly unaffordable for many African families due to the high tuition costs and limited financing options. As a result, forcing them to compromise on the quality of education they can provide, limiting opportunities for upward mobility and success. This financial strain is exacerbated by the proliferation of imperfect public schools, making it hard for parents to find a good fit for their children's educational needs.

Moreover, Africa's growing youth population presents an opportunity for the continent to become a global hub of talent over the next 10-15 years. However, the lack of access to quality education threatens to undermine this potential. Without appropriate education, many students will be ill-prepared to contribute to the global workforce, further deepening social and economic inequalities.

Schools' Challenges

Both public and private schools encounter unique challenges that impact their ability to provide quality education and meet the demands of their communities, although these issues often manifest in different ways.

Private schools, which play an increasingly prominent role in urban areas, struggle to attract and retain students due to limited marketing resources. Unlike public schools that generally rely on government funding, private institutions depend on tuition fees, making enrollment a critical revenue stream. However, many private schools lack the budget to invest in effective advertising and market visibility, limiting their reach to prospective students. This financial constraint affects their ability to scale operations, improve facilities, and hire qualified staff, directly impacting the quality of education they can offer.

On the other hand, public schools face their own set of challenges, primarily stemming from underfunding and overcrowding. In many emerging economies, government budgets for public education are stretched thin, which results in larger class sizes, outdated facilities, and limited access to modern educational tools and technologies. This funding gap often prevents public

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schools from implementing necessary infrastructure improvements or offering competitive salaries to attract highly qualified teachers, leading to a cycle of underperformance and inadequate resources.

These barriers not only affect schools' internal operations but also place limitations on students' access to quality education, especially those from low-income backgrounds who may not have the option to attend better-equipped private schools. As a result, there is an urgent need for innovative solutions that can support both public and private schools in overcoming these challenges, ensuring they are better equipped to meet the educational demands of their communities.

Lenders' Challenges

Lenders in the educational ecosystem face significant obstacles in effectively connecting with parents and schools in need of financial assistance. While educational loans could ease the financial burden for many parents, they remain largely underutilized due to high acquisition costs and challenges in targeted outreach. Identifying creditworthy parents who genuinely need and can responsibly manage financing is difficult, often resulting in higher interest rates to offset lending risks. This dynamic not only discourages parents from pursuing educational loans but also limits lenders' ability to offer attractive rates that would make financing more accessible.

In addition, reaching schools that require financial support to expand facilities or improve educational resources is complicated by similar targeting inefficiencies. Many schools, particularly those in lower-income areas, may benefit from loans to upgrade infrastructure or invest in modern learning tools, but the high cost of customer acquisition deters lenders from prioritizing this segment.

This disconnect between parents, schools, and lenders creates a fragmented educational ecosystem in which each party faces barriers to achieving its goals. Parents are often unable to afford quality education, schools are constrained by limited enrollment and funding, and lenders struggle to scale their educational financing solutions due to inefficiencies in reaching the right clients. Bridging these gaps is essential to creating a more cohesive ecosystem, one that supports increased access to quality education in Africa and drives the continent's potential as a global talent hub in the years ahead.

The Solution

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Edusko offers an integrated solution that addresses the core challenges faced by students, parents, schools, and financiers within Africa's educational landscape. These solutions fall under four primary categories: helping families find the right schools, improving school visibility, connecting parents to financial services, and linking them to essential educational resources. Collectively, these pillars establish Edusko as Africa's largest educational marketplace, effectively bringing together key stakeholders and transforming how education is accessed and funded across the continent

1. Helping Students Find the Right Schools

One of the biggest challenges for parents is selecting the best school for their children amidst a crowded landscape of substandard institutions and limited reliable information. Edusko addresses this by offering a comprehensive platform where parents can compare schools based on critical factors such as academic performance, facilities, extracurricular programs, and location. This enables parents to filter on school quality and make informed decisions based on their child's needs and family budget.

In a region where the quality of education is crucial for future success, this level of transparency empowers parents to choose schools that align with their aspirations, financial capabilities, and preferences without the confusion of misleading advertisements or inadequate information.

2. Helping Schools Improve Their Visibility

For many schools, particularly private institutions, gaining visibility in a competitive market can be a significant challenge. Traditional advertising methods are often costly and inefficient. Edusko provides schools with an affordable platform to enhance their visibility and reach their target audience more effectively. By using digital marketing strategies and data analytics, Edusko helps schools connect with parents actively seeking educational opportunities for their children. Through the platform, schools are able to recruit over 80% of their target students with less than 10% of their marketing budget. This cost-effective approach allows schools to reinvest savings into improving infrastructure, curriculum, and teaching standards, contributing to their long-term growth and sustainability.

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3. Connecting Parents to Financial Services

Financial barriers remain one of the most significant obstacles preventing students from accessing quality education. Many families struggle to afford tuition fees at high-performing private schools with their standard income, while traditional loans often come with rigid terms and slow approval processes. Edusko addresses this challenge by connecting parents with financial institutions that provide tuition loans and discounts. Through these partnerships, parents can benefit from tuition discounts of up to 40% at leading schools and receive loan approvals within 12 hours.

This fast and flexible financing solution ensures that financial constraints do not hinder children from accessing high-quality education. By facilitating access to affordable financing options, Edusko provides a lifeline to families struggling to meet tuition costs, allowing them to invest in their children's future without facing long-term financial hardship.

4. Linking Parents to Educational Resources

Another critical aspect of Edusko's solution is providing access to learning resources. Schools and parents can seamlessly access educational tools, learning materials, and other essential resources through the platform. These resources are offered at affordable prices, ensuring that even schools with limited budgets can provide quality learning environments for their students. The availability of these resources further enhances the value that schools offer, making them more attractive to parents looking for holistic education solutions.

Edusko also ensures that students have access to the resources they need to succeed academically, thereby addressing one of the key factors hindering student success across Africa: the lack of adequate learning materials.

Building a Network

Edusko embarked on its journey with a clear mission to democratize access to quality education for African children. To achieve this, the company focused on creating a robust network and ecosystem that would effectively bridge the gaps between students, parents, schools, and investors. Through strategic initiatives since inception, Edusko has successfully leveraged its network of

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advisors, schools, and influential stakeholders to establish itself as a pivotal force in Africa's education sector, providing innovative solutions that address both financial and accessibility barriers.

The company's network-building strategy has been particularly successful in transforming how private schools approach student recruitment. By onboarding a diverse range of K-12 private schools, Edusko has created a dynamic marketplace where educational institutions can connect with families seeking quality education. By partnering with Edusko, schools have been able to significantly reduce their marketing costs, as the platform effectively targets students on their behalf. Over 80% of the schools' enrollment targets are now met through Edusko's ecosystem, allowing them to allocate less than 10% of their annual marketing budget to traditional promotional efforts. This mutually beneficial partnership not only helps schools maximize their enrollment potential but also empowers parents to find the right educational fit for their children.

Parents are at the heart of Edusko's network. The platform offers them the opportunity to compare various schools based on key factors such as tuition fees, quality of education, and student outcomes. Additionally, the company's tuition finance solutions provide a lifeline for parents who struggle to meet the financial demands of private education. Through low-interest tuition loans, Edusko ensures that families can afford quality education without the burden of paying hefty fees upfront.

Students are the ultimate beneficiaries of Edusko's efforts. By creating a seamless system that matches students with the right schools, the company ensures that young learners have access to educational environments that align with their aspirations, interests, and potential. This ecosystem of schools, investors, parents, and students drives Edusko's mission to democratize education across Africa, making quality schooling more accessible to all.

Financial Milestones

Edusko marked a significant milestone between 2020 and 2021 with its first successful fundraising round through Platform Capital, a venture capital firm known for investing in transformative African businesses. This capital infusion enabled the company to scale operations and enhance its platform, solidifying its position in the education sector.

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Financially, Edusko Inc. has demonstrated exceptional performance, achieving \$4 million in revenue with zero loan defaults. The company's loan structure, operating at a competitive rate of 6% per month for six months, ensures parents can manage school fees without financial distress, particularly benefiting low-income households.

The company plans to expand beyond Nigeria into Ghana and Kenya, planning to raise at least \$2.5 million over the next 12 months to facilitate this growth. The company's marketplace model serves both parents and schools effectively, providing educational options for families and a channel for schools to increase enrollment without heavy marketing investments.

Edusko's focus on technological integration enhances service delivery by streamlining the enrollment process and providing easy access to school information and payment options. This tech-driven approach improves user experience and operational efficiency, contributing to the company's scalability and positioning it for continued growth across the African continent.

Unicorn Incubation

The role of Unicorn Incubation, facilitated through Platform Capital, has been pivotal in accelerating Edusko's growth and scaling efforts. Initially, the company operated with limited resources and funding between 2020 and 2021—a challenging period for startups in the education technology sector. However, a major breakthrough came when Edusko secured its first significant investment, led by Platform Capital, which managed Edusko's initial equity fundraising round in 2021. This round raised \$125,000, providing Edusko with vital capital to invest in technology, expand its platform, and onboard more schools, students, and parents. Along with financial support, Edusko gained access to grants that further fueled its operational and strategic initiatives, allowing it to scale more efficiently and address critical educational challenges in Nigeria and across Africa.

Platform Capital, which owns Unicorn Group, provides more than just financial backing. As a pan-African investment company, Unicorn Group targets innovative startups and early-stage companies within the technology and technology-enabled sectors across Africa, aiming to support ventures with the potential to emerge as "unicorns" (companies valued at \$1 billion or more). Through its ecosystem strategy, Unicorn Group offers entrepreneurs access to education, mentorship, infrastructure, and long-term capital, creating an environment for high-growth

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ventures to flourish. This alignment of Unicorn’s vision with Edusko’s mission to democratize access to quality education has elevated Edusko’s position as a pan-African solution, enabling it to attract additional investments and partnerships beyond Nigeria.

Unicorn Groups incubation model has also provided Edusko with strategic mentorship, market insights, and operational support essential for long-term growth. Looking forward, Platform Capital is set to facilitate further fundraising rounds, which will be crucial to supporting Edusko’s expansion plans across Nigeria and other African countries. As Edusko continues its growth trajectory, Platform Capital’s involvement will remain instrumental, providing the financial resources and strategic guidance needed for Edusko to become Africa’s largest educational marketplace.

The Business Model

Edusko’s business model operates along two main lines: Financing and School Services.

Financing

At the heart of Edusko’s financing model is its commitment to delivering affordable educational financing solutions for parents. The primary revenue stream in this area comes from interest income on loans, with Edusko lending at an average interest rate of 6% and sharing earnings equally with lending partners. This collaborative structure ensures that both Edusko and its lending partners benefit from the financial services provided on the platform. As Edusko’s user base grows, the company plans to expand its offerings to include services such as insurance, school supplies, and e-learning materials, available to both schools and parents. This approach establishes Edusko not only as a financing provider but also as a comprehensive education services platform.

To maintain financial efficiency, Edusko caps marketing expenses at 10% of its revenue, which is expected to decrease as the company optimizes its SEO strategies, reducing reliance on paid advertising. Other operational costs—like onboarding, server maintenance, and customer support—are also limited to 10% of revenue, allowing Edusko to achieve a high unit economics (UE) margin of over 85% per parent using its services. This margin highlights the sustainability and efficiency of the financing model, creating long-term value for Edusko and its users by providing affordable educational financing.

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School Services

Edusko's business model for schools includes two main revenue streams: commissions and subscriptions. Schools pay a commission of 10-20% for student referrals or may choose a subscription plan based on enrollment performance. Additionally, schools can subscribe to the company's platform for a \$100 monthly fee, giving them access to premium features, including advertising tools that enhance visibility and student recruitment efforts.

Edusko keeps acquisition costs for schools below 5% of its budget, including phone calls, email marketing, and site visits for relationship management, maintaining a cost-effective engagement strategy with partner schools. Expenses related to hosting webinars and engagement events for schools are also capped at 5%, allowing Edusko to manage costs effectively. This efficient model yields a unit economics (UE) margin of over 83% for each school, showcasing Edusko's ability to provide valuable, profitable services. By offering both commission- and subscription-based options, Edusko helps schools increase enrollment and provides cost-effective marketing solutions, positioning itself as a strategic partner in advancing educational access and quality across Africa.

Three Easy Steps to Access Financing

Select & Apply: Parents start by selecting a preferred school and completing an online application, providing verified details and necessary documents for a smooth process.

Wait for Approval: Upon submission, applications receive on-the-spot approval, with dedicated loan advisors available to assist parents and address any questions during this stage. This rapid approval process ensures parents can secure financing with minimal delays.

Learn & Repay: Following approval, the loan is disbursed directly to the chosen school within seconds, allowing children to begin their education without interruption. Parents then repay the loan over a flexible schedule tailored to their financial situations, ensuring continued access to education.

Value Proposition

Edusko's value proposition focuses on solving the core challenges that parents, schools, and lenders face within Africa's education landscape. Serving as an all-in-one marketplace, Edusko

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bridges gaps in access, affordability, and information by offering efficient, tech-driven solutions that connect key stakeholders. The platform simplifies school selection, provides financial relief through low-interest tuition loans, and streamlines the enrollment process, ultimately improving education outcomes for families and schools alike.

Marketplace

In Africa's education sector, parents often struggle with limited, unreliable data on schools, making informed decisions difficult. Traditionally, choices are based on word-of-mouth or unverified online sources, which may not provide a comprehensive view of the schools available to them. Edusko solves this by aggregating and regularly updating data on schools, providing a trusted platform for parents to compare options based on criteria like academics, facilities, and extracurricular activities.

Value Added: This transparency empowers parents to make better choices for their children. For schools, Edusko offers a cost-effective advertising platform that boosts visibility and enrolment without the need for expensive traditional marketing.

Affordability

Affordability is a key challenge for both parents and schools. Parents often face high interest rates on education loans, while lenders find it difficult to provide loan options tailored specifically to education. Schools, on the other hand, frequently experience cash flow issues due to late fee payments. Edusko addresses these issues by partnering with lenders to provide low-interest education loans, enabling parents to access quality schooling while ensuring that schools receive timely payments.

Value Added: Parents benefit from accessible financing, while schools experience reduced financial strain and improved cash flow. Lenders gain an efficient, zero-cost acquisition channel for education-focused customers.

Time

Busy parents often struggle to find the time to research and compare schools, a task that requires significant effort and attention to detail. Traditional methods of school selection, such as visiting

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multiple schools or relying on limited word-of-mouth recommendations, can be both time-consuming and unreliable.

The company addresses this by vetting and regularly updating data on listed schools, streamlining the entire process for parents. Instead of spending hours or days researching schools, parents can rely on Edusko's comprehensive database to quickly and easily compare their options.

Value Added: This saves parents valuable time and energy, giving them peace of mind knowing that they are making informed decisions for their children's future. By simplifying the school search process, Edusko enables parents to focus on other important aspects of their lives while ensuring that their children receive the best possible education.

Cost

For schools, the traditional channels of enrolling students are often expensive, requiring significant investment in marketing, outreach, and administrative processes. These costs can be prohibitive, especially for smaller schools or those located in less urbanized areas.

Edusko offers a cost-effective solution by providing schools access to thousands of parents looking for the right educational fit for their children. This reduces the need for schools to rely on costly traditional advertising methods, allowing them to allocate their resources more effectively.

Value Added: Schools benefit from a more efficient and affordable way to attract students. By using Edusko's platform, they can reach a wider audience while spending less on marketing and enrollment efforts. This, in turn, allows schools to invest more in improving their educational offerings, ultimately benefiting both students and parents.

Growth within the Nigerian Market

Edusko's growth within Nigeria has been impressive, positioning the company as a leader in the education marketplace. In Nigeria alone, the platform has onboarded around 10,000 schools, serving as a critical link between parents, students, and educational institutions. With over 2.5 million students benefiting from its services, Edusko has created a vast network that streamlines the process of finding quality education. Also, a total of over 5,000 students have been placed and financed. This level of penetration reflects the platform's ability to meet the significant demand for accessible, affordable, and high-quality education options in the country. One of Edusko's most

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impactful contributions to Nigerian education is its connection with 500,000 parents. By offering tools that allow parents to easily compare schools, access financial assistance, and evaluate educational resources, Edusko has simplified decision-making for families. These parents, many of whom face financial and logistical challenges when securing quality education for their children, now have a reliable platform that provides comprehensive data on schools and access to lenders for tuition assistance. This efficiency not only saves time but also offers peace of mind, knowing they are making well-informed choices for their children's education.

Edusko's growth trajectory in Nigeria is also a reflection of the increasing recognition of the importance of quality education. As parents in Nigeria continue to view their children as key assets for future success, the demand for good schools and resources will only increase. Edusko has tapped into this trend by not only facilitating school placements but also addressing financial barriers, which has been critical to its expansion.

In addition to its success in Nigeria, Edusko has started to scale its operations to other African countries. This pan-African approach aims to replicate the company's Nigerian model across regions with similar educational challenges. Countries like Ghana, Kenya, and South Africa are among those where Edusko is expanding its presence, building relationships with schools and parents, and offering tailored solutions to meet the unique needs of each market. The platform's growth across Africa is driven by the fact that many African countries share common educational constraints—such as financial limitations, lack of quality school choices, and inefficient school advertising. Edusko's ability to address these issues by connecting schools, parents, and lenders gives it a significant competitive advantage. As more countries across the continent face the need to improve access to education and reduce the financial burden on families, Edusko is poised to become a leading educational marketplace across Africa.

Competitors and Differentiation of Edusko

The competitive landscape for Edusko reveals a unique positioning in the education marketplace, where it stands out from its competitors, Schoolable and Zoropay, across several dimensions. Each player in this market offers distinct services, but Edusko excels in several key areas.

Firstly, in the enrollment category, Edusko is the only provider offering comprehensive A-Z admission solutions to schools. This feature enables parents and students to easily navigate the

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often complex process of finding and securing placements at schools, giving Edusko an advantage in terms of addressing pain points in the market. Schoolable and Zoropay do not offer these enrollment solutions, limiting their appeal for families seeking a full-service platform.

In terms of lending, which includes providing access to financing for schools and parents, both Edusko and Zoropay provide these services, but Schoolable does not. Lending is an important component in a market where financial constraints often limit access to quality education, and Edusko's ability to offer these services further strengthens its market presence.

The interest category reveals another critical competitive advantage. Edusko charges less than 6% on average for annual interest rates, significantly lower than its competitors. Both Schoolable and Zoropay charge more than 6%, making Edusko a more attractive option for schools and parents looking for affordable financing options. This low-interest model increases accessibility and makes Edusko a preferred choice for financial services related to education.

In the marketplace category, Edusko stands out by offering a marketplace that drives access to learning resources and services. This one-stop-shop approach consolidates enrollment, resources, and lending into a single platform, simplifying the user experience for both parents and schools. Schoolable and Zoropay do not offer these marketplace features, making them more limited in scope.

Looking at the overall competitive advantages, Edusko's position is reinforced by several strategic differentiators. Edusko's cost leadership allows the company to achieve more with less, helping parents and schools with fewer resources access essential services. It also has liquidity as the largest database of schools in Africa, providing unparalleled access to information and educational options.

Moreover, Edusko's diverse income model strengthens its profitability prospects by providing multiple revenue streams, including commissions, subscriptions, and lending fees. Finally, Edusko offers a one-stop solution for enrollment, resources, and lending, distinguishing itself as a holistic platform in the African education sector, while competitors focus on narrower aspects of the market.

This combination of factors ensures Edusko's competitive edge and positions it as a leading player in Africa's education marketplace, poised to scale and serve a growing demand.

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Product Traction

Edusko has exhibited remarkable product traction, showcasing significant growth in both its user base and revenue streams. The company's performance over the past two years underscores the scalability of its business model and the strong market demand for its education and financing services.

In the last 24 months, the company has generated over \$500,000 in revenue, with a consistent year-over-year (YoY) growth rate exceeding 100%. This impressive financial performance validates the company's business model and its ability to monetize its services effectively. The company has also successfully engaged over 10,000 active schools on its platform. With a 10% conversion rate, this indicates that a substantial number of schools are not only using the platform but also adopting its paid services. This high level of engagement demonstrates Edusko's ability to deliver relevant, effective solutions that schools find indispensable.

Edusko has secured relationships with four commercial lenders, providing access to a \$20 million credit line. This significant financial resource not only reinforces the company's ability to scale its lending services but also demonstrates the trust and confidence that financial institutions have in its business model. The substantial credit line positions Edusko to extend more loans to schools and parents, fueling future growth while meeting increasing demand for educational financing.

The company has facilitated over 5,000 enrollments since inception, with an average customer acquisition cost (CAC) of 10% per enrolled student. This metric is crucial as it reflects the company's ability to grow its user base efficiently. Maintaining such a competitive CAC while expanding its reach to thousands of students and schools indicates a highly effective marketing and outreach strategy.

As Edusko continues to refine its operations, user acquisition costs are expected to decline due to improved SEO and reduced marketing expenses. This trend will lead to increased margins, further boosting the company's profitability.

Edusko's impressive product traction demonstrates its ability to address key pain points in the education system while delivering a user experience that keeps schools, parents, and students engaged. By focusing on these core elements, Edusko has positioned itself for sustained growth and market leadership in the educational technology and financing sector.

The Future of Education in African

The future of education in Africa faces significant challenges, driven by two major factors: population growth and a paradigm shift from traditional education to skills acquisition. These trends are reshaping the landscape and present both opportunities and obstacles for platforms like Edusko as they navigate this evolving environment.

Population Growth in Africa

Africa, and particularly Nigeria, is experiencing a population boom that will have profound implications for its education system. By 2050, Nigeria is projected to become the third-largest country in the world, with approximately 7.5 million children born each year. This explosive growth means that millions of children will require access to quality education annually. Traditional educational infrastructure is already strained, and without significant improvements, it will be increasingly difficult to accommodate the growing number of students.

Edusko, as an educational platform, is well-positioned to play a pivotal role in ensuring that these children can access better schools, whether through traditional means or digital innovations. The demand for virtual infrastructure and comprehensive databases that can manage and connect a large student population will be critical. By offering a platform that aggregates schools, facilitates financing for parents, and provides seamless access to educational resources, Edusko can help bridge the gap between demand and availability.

However, population growth also presents challenges. The sheer scale of students needing education will require more than just access to schools. Infrastructure investments, both physical and digital, will need to keep pace with the growing demand. Edusko will need to continuously expand its platform to handle larger volumes of data and users while maintaining efficiency in matching students to schools and supporting their educational journeys.

Paradigm Shift from Education to Skills Acquisition

Another major issue shaping the future of education in Africa is the shift away from traditional education towards skills acquisition. As the job market evolves, particularly with the rise of automation and technology, students will need more than just academic credentials—they will require practical skills that prepare them for employment. In many African countries, the emphasis

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is increasingly being placed on vocational training, digital skills, and other forms of education that provide direct entry into the workforce.

Edusko must adapt to this shift by evolving its platform beyond merely facilitating school enrollments. The future of education will involve a holistic approach where data about students' education, interactions, and needs will be used to support their long-term development. As Edusko gathers vast amounts of data on students, it can potentially offer services that cross-sell opportunities for skills training, upskilling, and even job placement.

Furthermore, the growing emphasis on community building and peer-to-peer interactions will shape how education platforms operate. In the future, Edusko's platform could serve as a hub where students not only access schools but also connect with each other, share resources, and build networks that facilitate skills development beyond the classroom.

Expanding Horizons

Looking ahead, the company has set ambitious projections for the next five years, focusing on expanding its financing solutions for higher education and establishing a strong presence across the African continent. It aims to operate in eight strategically selected countries, including Ghana, Kenya, Uganda, Egypt, Morocco, Tunisia, Algeria, and Senegal—markets chosen based on rising demand for private education and demonstrated sector growth.

By 2030, Edusko envisions creating a comprehensive educational ecosystem that integrates financing and admissions support for primary, secondary, and higher education. The company's strategy involves onboarding schools from various regions, with a target of having a minimum of 50,000 schools on its platform across Africa. This extensive network will serve as a crucial resource for parents seeking quality educational options for their children.

Edusko's ambitious goal is to finance and place over 1,000,000 students in these schools, addressing the pressing need for accessible education solutions. The projected average loan size will be around \$50 million, contributing to the overall financial support needed to meet educational expenses. To achieve these targets, Edusko aims to secure \$5 million in initial funding to scale operations and enhance platform capabilities..

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The company projects disbursing approximately \$100 million in loans while maintaining its impressive zero-default record. Financial projections indicate revenue exceeding \$8 million by December 2027, with a net profit margin of 83%. This robust financial outlook will be supported by refined product offerings tailored to each market, strategic partnerships with local financial institutions, and continued investment in advanced digital platforms that streamline enrollment and loan processes.

Edusko's expansion strategy includes refining its product offerings to meet the unique needs of each market. The company will explore partnerships with local banks and financial institutions to provide competitive loan terms, making it easier for families to access funding for education. Additionally, Edusko's commitment to technology will play a crucial role in its growth strategy. The company plans to invest in advanced digital platforms that streamline the enrollment and loan application processes, ensuring a seamless experience for parents and schools alike. By leveraging technology, Edusko aims to enhance operational efficiency, reduce costs, and improve customer satisfaction, ultimately driving greater adoption of its services. This focus on innovation and localization positions Edusko to become a leading force in democratizing access to quality education across Africa, addressing the educational challenges faced by families across the continent.

As it continues to expand and refine its offerings, Edusko stands poised to play a pivotal role in shaping the future of education across the continent, embodying the power of private sector innovation to address pressing social challenges.

Building a Comprehensive Educational Ecosystem

While Edusko has demonstrated remarkable success in revolutionizing educational access through its enrollment and financing solutions, the platform has only begun to scratch the surface of its potential impact on Africa's educational ecosystem. The opportunities for expansion and diversification represent vast untapped potential that promises to extend Edusko's influence and sustainability well into the future.

As the company continues to strengthen its core offerings, numerous opportunities await exploration that could significantly enhance the platform's value proposition. By expanding beyond its current services, Edusko is positioned to unlock additional revenue streams while

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deepening its integration into the educational journey of African students. This strategic growth potential underscores the platform's long-term viability and its capacity to create lasting impact in the education sector.

In the digital learning space, Edusko can forge strategic partnerships with publishers and educational technology providers to offer a curated selection of textbooks, e-books, and digital learning materials. This integration would transform the platform into a comprehensive academic resource hub, where students can seamlessly access both traditional and digital learning tools. The convenience of having educational materials integrated within the same platform where they manage their school enrollment and financing creates a compelling value proposition for families.

The platform's evolution naturally extends to personalized learning support through after-school programs and tutoring services. By connecting students with qualified tutors and structured study programs, Edusko can help bridge learning gaps and provide additional academic support. This service not only enhances student performance but also addresses a crucial need for supplementary education support in many African communities.

To streamline the educational experience further, Edusko can expand into educational merchandise, offering carefully selected school supplies, uniforms, and educational equipment. This addition would simplify the preparation process for parents while ensuring students have access to quality materials necessary for their education.

Recognizing the growing importance of practical skills in today's job market, Edusko plans to introduce targeted skills acquisition programs. These initiatives will focus on essential areas such as digital literacy, coding, entrepreneurship, and vocational training, ensuring students develop practical capabilities alongside their academic education. This approach aligns with the evolving demands of the modern workforce and prepares students for future career opportunities.

Edusko's vision, championed Ayegbusi, extends beyond providing educational financing—it aims to revolutionize access to quality education across Africa. The company's mission addresses a critical gap where traditional government initiatives have often fallen short, demonstrating how private sector innovation can effectively tackle social challenges. By 2030, Edusko aims to establish itself as Africa's leading education platform, measured not just by its reach but by its transformative impact on communities.

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Through its innovative combination of technology, comprehensive school matching, and education finance solutions, Edusko is positioned to reshape Africa's educational landscape. The platform's expansion into complementary services reinforces its commitment to making quality education accessible to millions of African families, regardless of their socioeconomic background. This holistic approach to educational access and support isn't just changing individual lives—it's laying the foundation for Africa's future prosperity by ensuring the next generation has the tools and opportunities they need to succeed in a rapidly evolving global economy.

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Appendix I

Team

Marketing, education and software professionals with over 30 years experience



Jide Ayegbusi | CEO

Jide is a PhD candidate with over 12 years of experience in education marketing. He has previously served as a Growth Manager in a Global EdTech Company, where he played a significant role in driving the company's expansion and development.



Bukola Owobello | COO

Bukola holds a Bachelor of Arts degree in English and a Master of Arts degree in Literary Studies. With over 10 years of experience in education marketing, she has acquired a wealth of knowledge and expertise in the field.



Demola Babatunde | CTO

Demola holds a Bachelor of Science degree in Mechanical Engineering and has also completed the Enyata Software Academy. With more than 5 years of experience in software, hardware, and dev ops, he has developed a strong skill set in these areas.



Advisory

We are supported by industry and business leaders with over 100 years of experience



Alex Goma | Strategy

+25 years in consumer goods



Ehia Erhabhor | Tech

VP Tech & Ops, Interswitch Group



Niyi Yusuf | Operations

CEO, Verraki Partners, Ex Accenture CEO



Ghalib Fahad | Education

+30 years leading international schools



Jennifer Smith | Education

+30 leading international schools



Dr Akintoye Akindele | Finance

Founder, CEO & Chairman, Platform Capital

Appendix III

Problem Identified

Problem

The rest of the world will depend on Africa for talents over the next 10 - 15 years

Sadly, parents find it difficult and expensive to send their children to quality schools . . .



Proliferation of **bad schools** makes it difficult to find the perfect fit.



Financial constraints limit access.



Lack of resources hinders students' success

. . .and schools struggle to attract students and deliver quality education.



Inefficient advertising hampers school visibility.



Financial constraints limit access.



Lack of resources hinders schools' success

. . .while lenders struggle to find parents and schools who need financial services at reasonable acquisition costs.



Appendix IV

Market Size

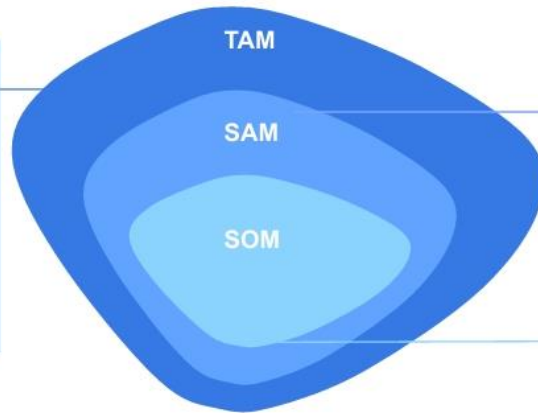
Market Size

It's a \$66 billion problem - hampering the progress of 66 million kids

Total Available Market \$6.5T

Education is a \$10 Trillion industry in 2030. Growing at 4.5% CAGR and making up over 6% of Gross World Product (GDP)

As parents continue viewing their children as assets, this is expected to continue climbing past 2030.



Serviceable Available Market \$66B

66 million kids paying an average of \$1000 tuition per annum are currently enrolled in private schools in SSA



Serviceable Obtainable Market \$13B

More than 21% of the total private schools enrolments are in Nigeria



Appendix V

Solution

**We are Africa's
largest
education
marketplace**



Helping students find the right schools.

Parents can compare schools, weed out the bad ones, & make informed choices easily.



Helping schools improve their visibility.

Schools recruit over 80% of their target students with less than 10% of their marketing budget.



Connecting students to financiers.

Parents can access up to 40% tuition discount from top schools as well as tuition loans in 12 hours.



Connecting students to resource providers.

Schools & parents can access learning resources seamlessly and affordably



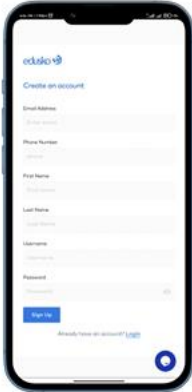
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Appendix VI

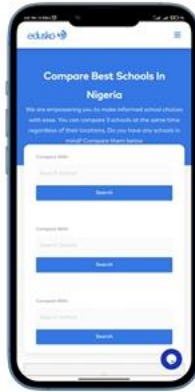
Product

Creating access through a web-based and mobile friendly platform

1. Simple onboarding for schools & lenders



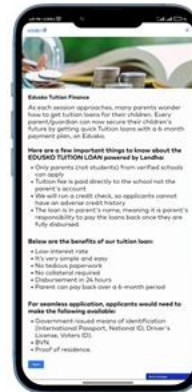
2. Parents compare & apply to Schools & loans



3. Schools receive applications & fee



4. Loans disbursed to schools in 12 hours



Appendix VII

Value Proposition

African children will have a better education leveraging Edusko

	Status Quo	Edusko	Value Added
Marketplace	Limited & subjective data on schools for parents to make decisions	Aggregate and provide rich data on good schools	Better school choices for parents . Advertising channel for schools .
Affordability	High interest rates Lenders lack a niche platform to lend, therefore unable to find efficiencies.	A niche platform for lenders to acquire customers at zero cost	Low-interest financing for parents . Low-interest financing for schools .
Time	Busy parents have no luxury of time to find the right schools	Edusko vets and regularly updates data on listed schools	Peace of mind for parents . Saves time & energy for parents .
Cost	Traditional enrolment channels are expensive for schools	Edusko provides access to thousands of parents for schools	Cost effective way to enrolment for schools .

Appendix VIII

Business Model: Schools

We deliver our value efficiently to schools



Commission Revenue

10 - 20% commission on student referral and or subscription plans.



Subscription Revenue

We charge \$100 on monthly subscription to use additional features such as ad



Acquisition Costs

Less than 5% on phone calls, email marketing and rare visits for relationship and maintenance



Other Costs

About 5% on events - webinars and conferences

> 83% UE margin on every school

Appendix IX

Business Model: Financing

We deliver our value efficiently to parents



- Interest Income**
We lend at 6% on average and share this evenly with lenders
- Future revenue streams**
As we grow our database, we have the opportunity to provide access to insurance, stationery, e-learning, etc
- Acquisition cost**
10% on marketing including events. This will reduce drastically as we improve on our SEO
- Other costs**
10% on onboarding, server, hosting & customer support

> 85% UE margin on every parent

Appendix X

Partnerships

We are proud to be partnered with and backed by some trusted brands.

