



THE GLOBAL INNOVATION AWARD

Selection Committee

COMPANY

SpellAfrica Nigeria

50-word description of the company or idea

The SpelAfrica is a ESD (Education Sustainable Development) initiative. We are focused on designing new and innovative mobile phones solutions that are efficient and affordable for the purpose of helping Africa's youths to improve English skills and spelling accuracies

ABOUT THE NOMINEE [Please complete this section even if you are nominating yourself]

First name	Elvis	Last name	Austins
Company	SpellAfrica Nigeria	Country	Nigeria
Telephone	'+2347030240731	E-mail	e.austins@spellafrica.org
Web address	www.spellafrica.org		

When was the company formed?

'04 March, 2011

Video

<http://www.youtube.com/watch?v=fMU1akVGt2A>

ABOUT YOU [if different than above]

First name		Last name	
Organisation		Country	
Telephone		E-mail	

THE NOMINATION

The nominee/s: What is their role in the company?

Please include specific examples of their impact on the launch and success to date.

Founder/CEO: The CEO, my roles supervising the head of departments and making sure all staff members and volunteers are living up to their duties.
50, 000 people benefiting till date

What problem/opportunity is the company addressing?

Why does it matter to the economy or society at large? Can you estimate the potential market size?

In sub-Saharan Africa, 10m children drop out of primary school every year. Even those fortunate enough to complete primary school often leave with literacy and numeracy skills far below expected levels. In addition, there is a major shortage of trained and motivated teachers. It is estimated that to ensure that every child has access to quality education by 2015, sub-Saharan Africa will need to recruit 350,000 new teachers every year. It seems increasingly unlikely that this will happen. In the last decade many African countries have, against these significant odds, made solid progress in improving their education levels. However, the challenges are often too large. The "usual" tried and tested methods of delivering education are not enough. The poor standard of teaching English in a conventional Nigeria school system has made it practically impossible for young teenagers to learn Spell and write legibly. I was a victim of this same problem and that is why I am on the forefront in providing a solution the problem

What is unique about the company and its innovations?

How do they challenge or improve on the status quo? Please cite patents, publications and any other intellectual property to support your claim.

Among others, we are currently using the following strategies:

1. Mobile Vocabulary (mVocabulary) is a short message service (SMS) based feature on mobile phones, that helps improve the poor standard of English.

Example:

WORD: Cannibalize

MEANING: Use as a source of spare parts for another

USAGE: Can we cannibalize my old laptop?

On the last day of the month, we conduct a monthly examination by sending our users a set of selected questions drawn from the previous month for the purpose of measuring impact. To attract customers we have designed the Premium (paying) and Freemium (free) packages. While the Premium users receive the English lessons for a full month, the Freemium users get it for only 8 times a month.

We currently have over 15000 premium users and 35,000 freemium users. SpellAfrica has partnered with the English department of the University of Benin, Benin City, Nigeria, in the area of content provision. To fully register our footprints as a pioneer in this industry, we have opened partnership pact discuss with the British council and the Oxford English dictionary.

2. Spell101 is a live-phone in program designed by SpellAfrica Initiative. It is a simple concept that challenges listeners to improve his or her spelling skills on radio. During the 30 minutes program, a caller is informally interviewed by the presenter, for the purpose of testing his or her spelling accuracy. The program is currently being aired on Radio Nigeria bronze FM 101.1 Benin city, with a listening capacity of 11 million listeners. On average about 50 people call-in weekly and over 5000 people participate via SMS.

3. We are developing a new mobile app for the growing number of smart phone users across Africa

Reference: <http://new.livestream.com/bizspark/AustinsEkeke>

How have you financed your start-up to date?

If possible, include the amount and sources of start-up capital, grants received, investments and venture capital.

Since inception, the SpellAfrica Initiative has attracted financial supports from the following organization:
Personal, family and friends: 5000USD (Grant)
Impact investor : 3000USD (Grant)
Action10 International: 1200USD (Loan)

What commercial progress has been achieved to date and what are your growth targets?

To the extent possible, cite year-on-year revenue growth and profits reported (if commercial activities have been launched), licensing fees, orders booked, or other numerical measures of progress.

Over 50,000 users are benefiting from the mVocabulary program.
15,000 premium users and
35,000 freemium users.
The radio program, Spell101 is currently being aired on Bronze 101.1 FM, with a listening capacity of 12million people. on average about 15 people phone in to spell words on a weekly basics.

Use this space to give further details and, if you wish, links to relevant documents.

I am a victim of poor basic education. I passed out of elementary school not been able to spell my name let alone read and write. I understand what it feels like to be limited by education, today my knowledge of English language has enabled me to network with friends on the internet across the world. A major requirement for applying for this fellowship is the ability to communicate in English. I wanted others to also improve and that is why i started the SpellAfrica Initiative. In just 4 years, passion, dedication and resilience has transform this mere idea into an international non profit organization. We currently have 3 staff members and 120 volunteers. Together as a team we have won international scholarships and awards with includes:

EXAM ENGLISH ONLINE SCHOLARSHIP (IATEFL), HARROGATE, UNITED KINGDOM

<http://iatefl.britishcouncil.org/2014/iatefl-scholarship-winners>

STARTUP GENERATION FELLOWSHIP, CANADA

http://www.startupgen.org/?ch_staff=elvis-austins

SOCIAL ENTREPRENEURSHIP FELLOWSHIP, SWEDEN
[http://www.se-](http://www.se-forum.se/?s=elvis+austins)
[forum.se/?s=elvis+austins](http://www.se-forum.se/?s=elvis+austins)

[http://www.se-](http://www.se-forum.se/?s=elvis+austins)

SEMI- FINALIST, ECHOINGREEN FELLOWSHIPS, NEW YORK, UNITED STATES

<http://www.echoingreen.org/blog/2014-echoing-green-fellowships-semi-finalists>

GSBI ONLINE, SANTA CLARA UNIVERSITY, CALIFORNIA, UNITED STATES

<http://www.scu.edu/socialbenefit/entrepreneurship/gsbi/online-2013.cfm>

SEEDSPOT VENTURES, ARIZONA, UNITED STATE

<http://seedspot.org/ventures/>

WORLD SOCIAL ENTERPRISE FORUM, CANADA

SKYPE GUEST, MICROSOFT BIZSPARK PROGRAM.

MEMBER: NIGERIAN LEADERSHIP INITIATIVE

MEMBER HUB- STOCKHOLM

