



PROBLEM:

There are 5 million students in Brazil that dropout of middle school every year. Family engagement begins to decrease in the late stages of elementary school, resulting in a lower participation of parents in schools activities. This results in less support at a critical stage in their child's development.

SOLUTION:

A web platform tool and mobile app for schools to improve Family Engagement through a "triple pong" approach:

1. SCHOOL PROFESSIONAL DEVELOPMENT



Our solution delivers resources to support schools in the development of strategies to create an inclusive school culture. Resources include videos, articles, interviews, and successful cases.

2. SCHOOL-PARENT COMMUNICATION



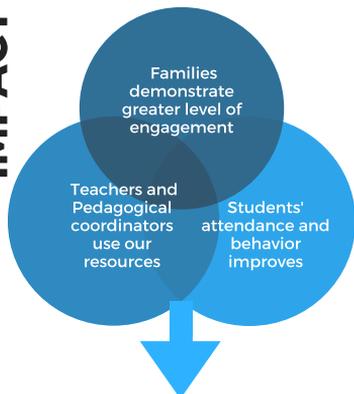
The school will communicate with families through weekly text messages (SMS). Messages will include student attendance, performance, and behavior reports.

3. DATA ANALYSIS



Our analytical model uses demographic information and the interplay of schools and families to predict a family's engagement level. Then, eduPAIS offers ad-hoc strategies and messages to address specific issues.

IMPACT



REDUCE DROPOUT RATES AND INCREASE ACADEMIC PERFORMANCE

MISSION:

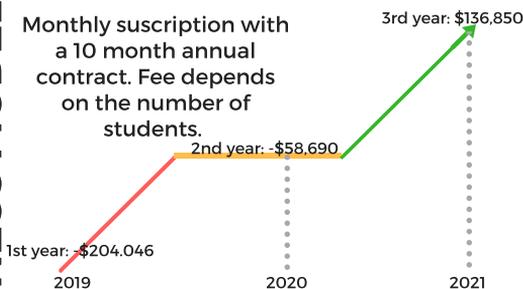
Our solution seeks to improve academic performance and reduce the dropout rate among middle school students in Sao Paulo. **eduPAIS** will achieve this by increasing family engagement and improving communication between the school and families.

20%

OF ALL PUBLIC SCHOOL STUDENTS IN SAO PAULO STATE DROPOUT IN THE TRANSITION FROM MIDDLE SCHOOL TO HIGH SCHOOL EACH YEAR.

BUSINESS MODEL

Monthly subscription with a 10 month annual contract. Fee depends on the number of students.



OUR TEAM:



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Academic Advising Associate



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