

EDTECH CHALLENGE

Parent Engagement



Context



This is Daniella, she is 31 years old and lives in a **low income neighborhood** in São Paulo. She's divorced and has **2 kids who are studying in a public school**. She works as a seller far way and therefore **has very little time to engage in her childrens education**.

54% of the parents responsible for their child's education are female

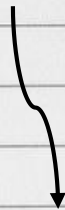
67% of parents work full-time

1 in 10 parents have finished basic school.

Parents are not often engaged in their childrens learning process.

What's Engagement?

Engagement



Value



Connection

with the students routine

Why is engagement important?

Educational
Equity

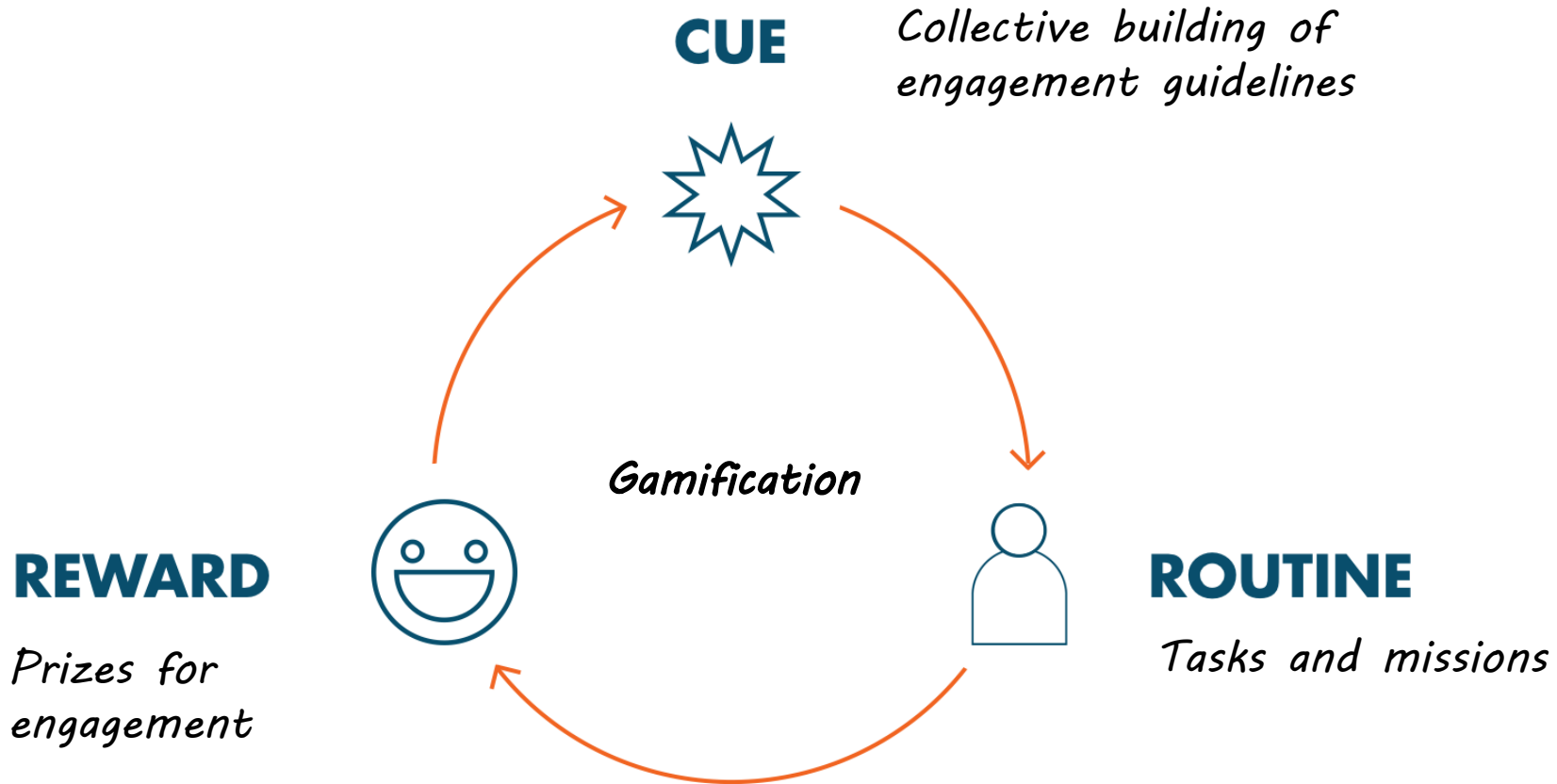


Engagement
habits



Platform: How to build good habits for parent engagement

GET!
INVOLVED!





Platform

Rewards

Accumulate points to exchange for products and services

- Goods (ex: vouchers supermarket)
- Development (Ex: courses)

Contents

School information
Curriculum information (BNCC - common core)

Business Model

- Advertising spots for local companies
- Sponsors: enterprises, government and local companies

Access

Web and App
On and Off line
Centralized at the school

Differentials

Customized to the parents
Free for parents



Next

Steps

Phase 1 – Prototyping

- Getting to know the targets
- Create the MVP
- Test with control group

Phase 2 - Implementation

- Platform – beta version
- Launch school (1) and (50) parents
- Two focus years: 1st and 6th years

Phase 3 - Expansion

- 10 schools
- Presentation to education networks and government



We strongly believe that to have a successful learning process, it takes a whole community. Our goal is to have this community contribute, so the parents can improve their children's future, and society can benefit from the results of a good education.