

Name: CoEduca

Team Members: Bárbara Szuparits Silva, Fabiano Salgado, Joshua Lee Elder, Radhika Kumar, Zifan Yang



CoEduca seeks to equip the family with the tools, resources, and networks necessary to become advocates for their children’s educational journey. Research overwhelmingly indicates that increased family involvement leads to higher student outcomes, lower absenteeism, and lower dropout rates. By empowering his/her family, CoEduca seeks to ensure that each Brazilian child has a chance to reach his/her growth potential.

Problem/Opportunity

Major problem:

- ❖ Drop-out rates
- ❖ Low learning outcomes

Opportunity:

Leverage increasing internet access to equip family with tools to become advocates for child’s educational journey

Problem:

Low engagement of family members

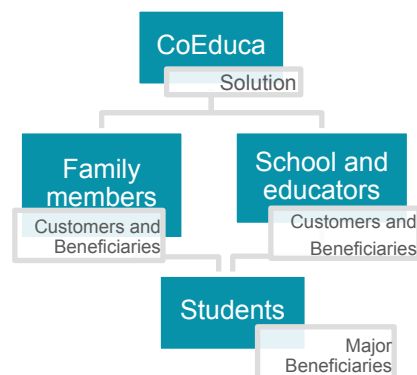
- **Due to:** Low understanding of the importance of engagement
- **Leading to:** Lack of priority on the educational process
- **Aggravated by:** Lack of relationship with the school

Solution

Integrated online and offline model

- ❖ mobile application for guardians with information about BNCC, School IDEB, academic games to extend learning at home, and online community where they can seek and share advice
- ❖ in-person workshops with educators and guardians focused on strengthening family-school relationship

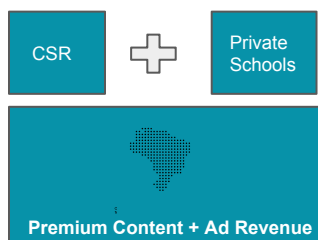
Customers/Beneficiaries



Operating Plan

	I 2018	II 2019	III 2020
Online	Build platform	Sustain platform with sales from offline program + CSR	Premium content and ad revenue
Offline	Implement CoEduca in 1 school network as CSR project, sell to private schools	Establish partnership with public schools, expand private school partnerships	expand across Brazil

Financials



Year 1 Revenue: \$52,000
Year 2 Expenses: \$33,000

Team

3 departments:

- ❖ **Education**
Directors: Barbara Szuparits Silva (BRA) and Radhika Kumar (USA/IND);
- ❖ **Operations and partnerships**
Directors: Fabiano Salgado (BRA) and Zifan Yang (USA)
- ❖ **Technology**
Director: Joshua Lee Elder (USA)
Support: to be hired

Social Impact

- ❖ Lower dropout rate
- ❖ Lower absenteeism
- ❖ Higher levels of student achievement
- ❖ Higher student self-esteem
- ❖ Increased family involvement in schools
- ❖ Increased focus on family engagement in school plans

Competitors

- ❖ **SOS Educação (BR):** A portal with tips for parents and guardians on how to deal with their child’s studies at home
- ❖ **Mira Educação (BR):** Provides tools to empower managers and teachers to document child’s attendance in school and communicate with parents

Risks

- ❖ Cost of scalability to program
- ❖ Offline accessibility
- ❖ Weak Internet infrastructure
- ❖ Lack of private school sign ups

Mission

To equip the family with tools and networks to maximize their child’s learning outcomes.