



Press Release

## Pearson introduces Project Literacy Lab - world's first accelerator for entrepreneurs focused on closing the global literacy gap

- **Pearson leads the effort on fighting illiteracy**
- **16 high-potential ventures selected globally as beneficiaries**
- **From India, Bangalore-based 'Guru-G Learning Labs' and Chennai-based 'Karadi Path' chosen for their innovative approach**

**Bangalore/ Chennai, July 18, 2016** - [Pearson](#), the world's leading learning company, has partnered the [Unreasonable Group](#) to launch "[Project Literacy Lab](#)," the world's first accelerator for entrepreneurs dedicated to closing the global literacy gap by 2030. As a part of the inaugural program, Project Literacy Lab has identified 16 high-growth ventures, headquartered across five continents, which are working collaboratively on scaling their technologies and products to combat illiteracy worldwide.

After a rigorous evaluation of India-based learning models, two innovative Edupreneurs have been selected among the 16 promising ventures worldwide under the 'Project Literacy Lab' program – **Bangalore-based 'Guru-G'**, the fastest growing mobile app for Indian teachers that's already led to 86% improvement in student outcomes and Chennai-based '**Karadi Path**', the language-learning curriculum reaching over 1,500 schools and 500,000 children across India. **Pearson and Unreasonable Group will support these entrepreneurs by providing them world-class mentors, access to financing, and a global network of support.**

*"1.19 trillion US dollars is the cost of illiteracy to the world economy each year."* explains **Jennifer Young, Director of Social Impact Programs at Pearson**. Young explains that in fact, *"Illiteracy is linked to just about every major sustainable development challenge. That is why Pearson, as the founder and convener of Project Literacy, is excited about our partnership with Unreasonable, a group that has a track record of helping entrepreneurs solve pressing global challenges."*

Some other global participating ventures include the world's first customizable machine learning technology platform for one billion people around the world with disabilities ([Livox](#), Brazil) and a company that decreases recidivism by providing the 2.25 million incarcerated adults in the United States with daily access to educational and vocational programming via tablets ([Edovo](#), USA).

During the recently organized program, the entrepreneurs met up with 20 mentors and specialists including **Emilie Colker, Vice President, Global Brand & Social Impact Strategy and Campaigns at Pearson**, who is steering the Project Literacy initiative. She further elaborates, *“Today, there is a need to provide an impetus to entrepreneurs that are introducing innovative technologies & solutions to complex social issues.”*

Guru-G Learning Labs ([www.gurug.net](http://www.gurug.net)) is a teaching innovations company that is transforming the teaching-learning process globally through the world's first gamified platform for teaching & teacher training. Guru-G improves student outcomes by increasing teacher motivation and skills through an engaging mobile application that continuously mentors the teachers on the best ways to use new teaching methods & innovative practices in their classrooms such as guided lesson plans, 21<sup>st</sup> century practices and adaptation to different student moods etc. The platform works offline as well as in local languages. Guru-G reaches to 350+ rural schools.

Karadi Path ([www.karadipath.com](http://www.karadipath.com)) addresses the huge need to improve language learning across India, which is often the key to student progress, whether in higher education or the workplace. To accelerate learning, Karadi Path provides schools with a proprietary curriculum that includes multi-media materials and training designed to accelerate the acquisition of language skills. They use a highly impactful approach that mimics the processes of mother-tongue learning to help students learn English through actions, music and stories in an immersive environment. Founded in 2011, Karadi Path now operates in over 1,200 schools, both private and government-run, across 8 states, reaching over 200,000 students this school year. They have also trained over 6,000 teachers till date.

Adds **Asheesh Sabarwal, Vice President - Marketing, Pearson India**, *“Enabling access to quality education is one of the key efforts that Pearson is driving globally and I am confident that firms like Guru-G and Karadi Path, with their innovative learning models, will contribute towards this shared vision.”*

For more information about Project Literacy Lab, please visit: [www.projectliteracylab.com](http://www.projectliteracylab.com)

### **About Project Literacy**

[Project Literacy](#) is global movement to make significant and sustainable advances in the fight against illiteracy so that all people – regardless of geography, language, race, class, or gender – have the opportunity to fulfill their potential through the power of words. Founded and convened by [Pearson](#), the world’s learning company, Project Literacy brings together a diverse and global cross-section of people and organizations to help unlock the potential of individuals, families and communities everywhere to make significant and sustainable advances in literacy over the next five years so that by 2030, no child will be born at risk of poor literacy.

### **About Unreasonable Group**

The vision behind [Unreasonable Group](#) is to launch a portfolio of companies that will together support the next generation of entrepreneurs aimed at leveraging profit to tackle seemingly intractable social and environmental problems.

### **About Pearson**

Pearson is the world’s learning company, with expertise in educational courseware and assessment, and a range of teaching and learning services powered by technology. Their mission is to help people make progress through access to better learning. Pearson believes that learning opens up opportunities, creating fulfilling careers and better lives. For more visit <http://www.pearson.com>.

### **The 16 Selected Companies**

[Guru-G](#): The fastest growing mobile app for teachers to discover new lesson plans, teach better and improve student performance in India. 86% improvement in student outcomes.

[Karadi Path Education Company](#): Language-learning curriculum developed over 15+ years of R&D for multicultural, multilingual India. Reaching over 1500 schools and 500,000 children.

[AFRIpads](#): Providing affordable & reusable sanitary pads to women and girls in East Africa, ensuring girls no longer have to miss school during their periods. Over 1 million Menstrual Kits sold and counting.

[Angaza Design](#): A pay-as-you-go technology platform that makes solar energy products affordable to the 1 billion individuals without access to electricity.

[Edom](#): Eliminating malnutrition with fortified food products for over 500 million children & young women in Sub-Saharan Africa. Economy packs sell for \$0.4, making them affordable to those who live on \$1-2 a day, ensuring children receive nutritious meals in and out of school to stay on the learning path.

[Edovo](#): Decreasing recidivism by providing the 2.25 million incarcerated adults in the U.S. daily access to educational, vocational and treatment programming delivered via tablet technology.

[Eduze](#): A South African digital media startup revolutionizing access to education, content and entertainment without high data costs or slow internet. Reaching 6,000 people per unit.

[Guten](#): The world's first machine learning software designed to assess the readability of texts in Portuguese, personalizing reading instruction for Brazilian students. Used by over 15,000 students weekly.

[Infantium](#): World's most advanced computational system bringing emotionally intelligent AI tutors to personalize and maximize learning for each individual child.

[Insane Logic](#): The UK's leading provider of language and communication development software to the education, social care and health sectors. Supporting over 80,000 people across the UK.

[Kingo](#): Providing a clean, safe and affordable prepaid solar energy service for thousands of homes in Central America and South Africa ensuring that increased availability of solar power increases the learning hours for children.

[LightSail](#): Reading platform combining digital libraries, adaptive learning and real-time data to make school literacy programs more effective. Serving thousands of students across 500 school districts in the US.

[Livox](#): World's first customizable machine learning technology platform for the 1 billion people around the world with disabilities. Over 20,000 users to date.

[SunCulture](#): Solar-powered irrigation systems that make it cheaper and easier for farmers to grow fresh fruits and vegetables. Farmer profits increase by US \$14,000 per acre annually, this has a direct impact on ensuring children from these communities can afford education.

[ThinkCERCA](#): Personalized, online literacy platform for teachers to increase test scores while preparing students for college and life. Closing achievement gap by 264% for low-income students, 456% for black students, and 749% for Hispanic students.

[Ubongo](#): Educational animated TV series and radio podcast that teach kids to love math, science and literacy learning. Watched by over 5 million children per week in East Africa.

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