

IDEA Digital Education begins research: How AI will transform learning in emerging markets.

IDEA Digital Education has teamed up with Prof Benjamin Rosman (Google Research Award recipient 2018 for Machine Learning and Big Data, Africa) to research the impact of Artificial Intelligence in the personalization and automation of content and multi-language support. IDEA is expanding across West and North African, South East Asia and the Middle East. To support this growth, IDEA's content will be translated into four additional languages, French, Spanish, Arabic, Swahili and eight partial cross-language scaffolds including Zulu, Sesuthu, Mandarin and Hindi.

IDEA's goal is to reach 20million students and teachers by 2020 with over 250,000 new weekly active students beginning in July 2018. IDEA is exhibiting at RISE2018 in the GROWTH program and is currently fundraising for a \$4.12mil A-Series round to enable its global scale-up. IDEA Digital Education's CEO, Dr Corrin Varady, said, "we have arrived at a very exciting time in our development. From an idea that was supposed to only meet the needs of a few remote schools in northern Tanzania, to 1mil new users starting on our program in 2018 & 2019, IDEA is now developing a plan on how we can use AI to link our rich content, assessments and data and thereby create to a truly personalized but global educational offering."

IDEA has created high quality, interactive, data-driven digital education content and software for students and teachers globally. IDEA is a start-to-finish digital STEM content solution and learning platform from Kindergarten to Grade 12 as well as teacher training courses and ICT skills development. Seven out of ten students interviewed preferred IDEA over the other educational games and IDEA users are four times more likely to complete a digital learning outcome than the other programs and content currently offered. IDEA has 127 team members across 5 countries and successfully raised US\$1.85mil in its Seed round in 2016 allowing the Company to write, design, develop and implement over 34,000 pages of content with 27,000 animations, interactive activities, documentaries and illustrations.

For more information during the RISE 2018 Conference please contact Dr Corrin Varady, CEO of IDEA Digital Education on: corrin@ideasonline.com

Biography:

Dr Corrin Varady, CEO (*attending RISE 2018*)

#ExploreMyIDEA

Corrin Varady, PhD is an author and Edtech entrepreneur. Varady started the global digital education company, IDEA Digital Education in 2014. As the Company's CEO, he leads 127 educators, creatives, writers, scientists and developers around the world all working on the mission to provide high quality, low cost digital education content to emerging communities. IDEA's mission is to create and develop disruptive digital solutions for the education industry. Varady has finished two masters (Università Commerciale Luigi Bocconi/University of New South Wales and the London School of Economics) with First Class Honours and a PhD at

the London School of Economics. Varady's first book was published by Palgrave Macmillan titled 'Vigorous Self Defense' challenging the use of military force in peacekeeping in the Middle East. Varady has held a number of ambassadorships for both government and University institutions including being an Australia Day Ambassador and ambassador for the Australian Graduate School of Management, UNSW.

Varady founded IDEA to create and deliver STEM fields digital education content to primary and secondary students across Africa and the Middle East. The Company currently has 127 team members across 5 countries and the IDEA suite of products has over 600 curriculum topics for students aligned to the national syllabuses in South and East Africa. The IDEA team continues to create self-paced, personalized, interactive digital content for teachers and students. The content has been written and developed by a team of international educators and teachers, focusing on bringing technology and STEM programs to emerging markets.