



Education for Sustainability

www.ekopages.com

Introduction

EkoPages is an educational platform with a focus on SDG-themed children's literature.

We use relatable African characters, themes, and settings to educate African children on environmental, gender, and sustainability issues affecting them by mirroring their immediate environment. We also advocate for the inclusion of SDG-themed literature books in child education curricula.



Problems



There is an omission of SDG literacy on the Nigerian education curriculum. Nigerian children and adults are ignorant of the SDGs and how it affects their immediate environments.

SDG education might be

Solution

- A one stop online hub for learning about the SDGs through literature stories African children can relate to, quizzes, books and games.
- Inculcating our books into the education curriculum for children.
- Creating a hub for children literature sdg writers to showcase their work(s) and earn from it.



SDG Literacy Drive
in public senior primary and junior secondary schools without a library

Across locations in

Lagos **Edo** **Oyo** **Enugu**
Abuja **Kaduna**

Activities

- Sensitise children on the SDGs particularly SDG 7 & 13
- Installation of hanging Libraries
- Distribution of over 1000 copies of 'Jemima and the Wind Turbine'
- Delivery of donated education resources
- Practical sessions e.g Upcycling

January, 2022



SDG Literacy Drive
in public junior secondary schools without a library

Lagos State

- Oba Obele Community Junior High
- Oke-Odo Junior High
- Sari-Iganmu Junior Secondary

Activities

- Sensitise children on the SDGs particularly SDG 7 & 13
- Installation of hanging Libraries
- Distribution of over 1000 copies of 'Jemima and the Wind Turbine'
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Programme Kicks off
19th - 20th January, 2022

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Product Features



EKO STORIES: A weekly free publication of SDG themed children stories that will be featured on the home page.



EKO LEARN: A section users can access free and paid educational assets that will include Quizzes, games, SDG courses and SDG themed literature books.



EKO NEWS: News from all over the world



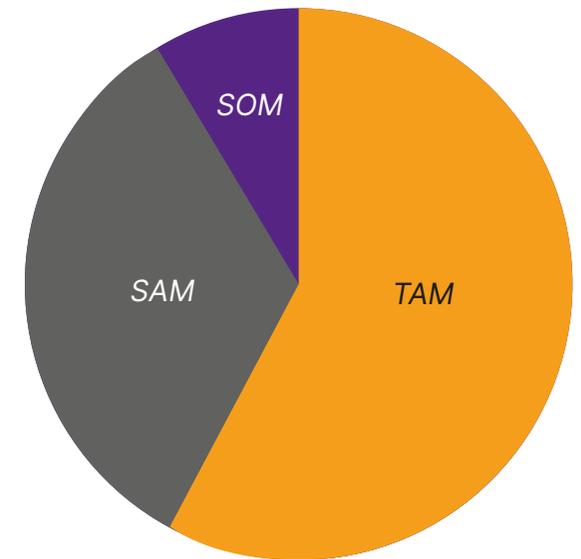
EKO STORE : An online store where users can buy merchandise and other services provided.

Market Sizes

Total Addressable Market (TAM)
5.15 Billion Naira

Serviceable Available Market (SAM)
2 Billion Naira

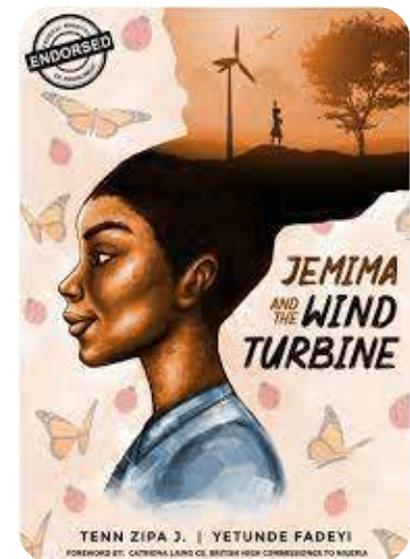
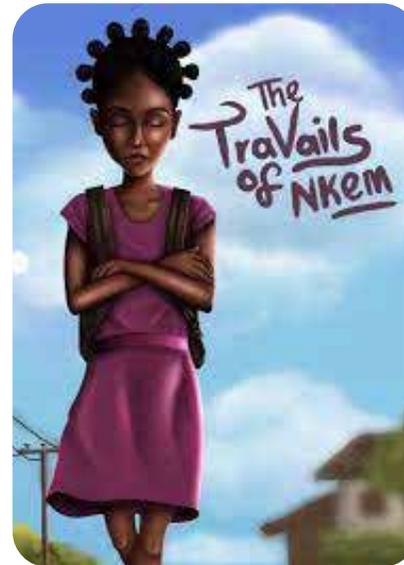
Serviceable Obtainable Market (SOM)
500 Million Naira



Business Model

OFFLINE: We charge **2,500 Naira** for our Jemima and the Wind Turbine, **700 Naira** for “The Travails of Nkem” and “King Hauwa” and **1000 Naira** for “Ade and the Oak Tree”.

ONLINE: We charge **10,000 Naira** for a subscription per month which entails unlimited access to all our books, introductory certified courses, quizzes, stories and games.



Go-To-Market Strategies:

The first move is to put our books on the education curriculum of all states across the country. This automatically creates a need.

Pricing: A subscription model that will allow subscribers access to more features for affordable pay. Schools and individuals will be able to access our books, quizzes, games, and stories in one package for a yearly subscription fee of 10,000 Naira per student.

Freebie Marketing: We will allow our users to read free stories and explore the limited features of our products before requiring them to pay for a subscription.

Business to Business (B2B) Marketing: We will target other businesses like schools, Bookshops and organisations to purchase books, courses, and our other products for students and groups.

Business to Consumers (B2C) Marketing: Our marketing team will target individuals and children who need our products.



Go-To-Market Strategies:

Digital/ Social Marketing: We will explore online channels such as Google ads, Facebook ads, Instagram ads... to reach potential customers.

Email Marketing: Targeted emails to potential customers, organisations, and schools.

Content Marketing: We will create and share online materials including blog, social media posts and videos to create massive brand awareness and valuable information to consumers.

Outdoor Marketing: We will explore channels such as billboards and bus branding to create awareness about our product.

Media Marketing: We will create top adverts and jingles for radio and TV advertisements.

CSR: We encourage organisations who build their CSR programs around climate action and sustainability to sponsor our books and projects.



Projected Timeline



FIRST STAGE: (THE WEB APP STAGE) YEAR 1-3:

Users will be able to navigate the product with the url: www.ekopages.com. Users will be treated to News on sustainability, stories, courses and books about the SDGs. Each user will also have a personal dashboard that will show their assets.

SECOND STAGE: (THE MOBILE APP STAGE) YEAR 3-5:

Users will be able to navigate the product by downloading the EkoPages mobile application from the Play and Apple stores on their mobile devices. Users will be treated to News on sustainability, stories, courses and books about the SDGs. Each user will also have a personal dashboard that will show their assets.

THIRD STAGE: (THE EKOPAGES TAB PHASE) YEAR 5-8:

Users will be able to purchase the EkoPages Tab. The tab will have all the features of the web app and mobile app pre-installed on it.

FOURTH STAGE: (THE EKOPAGES SOLAR-POWERED TAB PHASE) YEAR 8-10:

Users will be able to purchase the EkoPages Tab. The tab will have all the features of the web app and mobile app pre-installed on it. The tab will be powered by solar and will be deployed as a powerful tool used to sensitize children and teachers on the SDGs in rural communities that lack electricity. All books, stories and features will be translated into various indigenous and global languages.

Projected Timeline (1 Year)

1 - 3 MONTHS POST FUNDING:

We will reach 10 Million Naira MRR, 1,000 paying customers and 10,000 users.

4 - 6 MONTHS POST FUNDING:

We will reach 20 MILLION NAIRA MRR, 2,000 paying customers and 20,000 users.

7 - 9 MONTHS POST FUNDING:

We will reach 35 MILLION NAIRA MRR, 3,500 paying customers and 35,000 users.

10 - 12 MONTHS POST FUNDING:

We will reach 50 MILLION NAIRA MRR, 5,000 paying customers and 50,000 users.

KPI Breakdown

With our market activation plan, by the end of the first year:

To gain 50,000 users in 12 months, we'll use 6 school market agents across the Geo-political zones, each onboarding a minimum of 50 schools and 5,000 students monthly.



Competitors

Company	Total Funding (USD M) <small>(as of 29th September 2020)</small>	Last Funding Date	Investors
 Andela	181	23/01/2019	   
 uLesson	3.1	21/04/2020	 
 EDVES™ <small>...digital education</small>	2.126	02/11/2018	  
 PrepClass <small>com.ng</small>	0.62	27/08/2018	 
 schoolable	0.305	28/05/2020	  

Request

\$ 25,000 for the First Year
In seed funding

By the end of the first year:

- 10,000 Paperback books.
- 1 million Students/ Teachers/ Schools Registrations on the website.
- 500,000 Recurring users on the website.
- 50,000 subscribed/Paying users on the website.



Budget

- 60% MARKETING
- 30% OPERATIONS AND PRODUCT
- 10% MISCELLANEOUS



Operations and Product

Marketing and sales team

Engineering and Product

Compliance

Research

Finance

Hr

Setting up sales points at activated markets.

Extending operations in other countries

Marketing

Brand awareness (tv promotions, digital billboards, Lamp post)

Market activations

Sponsored ads

Partnerships with events

Activations in schools

Online promotions

Press

Meet the Team

Tenn Zipa

Co- Founder and CEO
Product & Brand expert and
published author

Mariam Olayiwola

Head of Growth/
Communications
Celebrated Digital and Media
expert

Oyinda Ahmed

Lead Designer (UI/UX)

Yetunde Fadeyi

Co- Founder and COO
Environmentalism and Chevening
Alumnus

Melvin Enoch

CTO
Visual Media Specialist and
Content Development Lead

Ayo Adewale

Backend Developer