

Quality Education for All

Growth capital for ConveGenius, **India and other emerging markets**

ConveGenius is an emerging market leader in technology-based innovations for accessible, high-quality education and skills development. ConveGenius is currently fundraising to catalyze and scale their impact potential in India and other emerging markets to 100 million children.

The problem

According to the Annual Status of Education Report (ASER), less than 50% of all children in Grade 5 can read a Grade 2 level text and only 25% can do simple division in India. The report also found that children from the lowest income quartile were about three grade levels behind the children from the highest income quartile.¹ This has been exacerbated by the COVID-19 pandemic, a disruption that has affected 1.6 billion students globally resulting in a steep decline in learning levels of most school-going children and the reversal or stagnation of progress made in other domains such as health and safety.²

When designed for the social good with caution and intention, artificial intelligence (AI)-based learning platforms can provide equity in access to knowledge and education; however most education technology (EdTech) companies continue to focus on high income families and markets globally. Accessing the mass market can be a game changer in unlocking value for the next generation of learners in India and other emerging markets such as Vietnam, Indonesia, and Africa.

The partner

ConveGenius (CG) is an EdTech social enterprise that was founded in 2013 to solve for educational equity and learning outcomes for children and youth in India. It has emerged as a leader in providing quality education for the mass market through its Conversational AI platform which has reached 80 million children with more than 7 million monthly active users across 13 states in India as of 2023.

The philanthropic solution

CG empowers learners to reach their full potential and thrive in an ever-changing world through innovative, learner-centered approaches and cutting-edge technology. CG's diverse products such as SwiftChat platform, Personalized and Adaptive Learning (PAL) Labs, and CG Insights are shaping up into a full universe for learning where CG serves students, schools,

teachers, and parents with a plethora of AI-assisted solutions in vernacular languages that are able to deliver education at scale and provide governance with access to real-time analytics and visual insights. To elaborate:

- Through SwiftChat, CG has created a store for applications for foundational literacy and numeracy, English, governance and administration of schools, teaching assistance, skills development, news dissemination, among others.
- PAL Labs are digital labs with personalized learning programs implemented at scale in government schools.
- CG Insights measures learning outcomes and enables the generation of real-time, conversational insights and analytics solutions to enable data-driven decision making for all stakeholders in education

The evidence

CG has 80 million registered student profiles from 460,000 schools, reflecting a 30% growth in fiscal year 2023. Students using CG tools have a 65-70% probability of performing better than those on remedial, teacher training, personalized curricula, and non-cognitive programs.³

The impact

- Deliver 2x growth in impact reaching 100 million children and 25 million monthly active users by 2025
- Demonstrate viability of outcomes-linked payments in the government's procurement of technology solutions
- Increase outcomes-linked revenue to > USD 1m in 2023*
- Attain 10% growth from emerging markets beyond India
- Incorporate the collection of sex-disaggregated data categories into the tools by 2023
- Increase female representation in the organization from 27 to 35% by 2026
- Minimum 30% of user base should be from the target underserved segment
- Project level KPIs: Average daily engagement time per user, % of engaged learners, % of engaged teachers, etc.

Location	India and other emerging markets
Target group	Underserved students across primary, secondary, and tertiary education
Partner(s)	ConveGenius International Holdings [∞]
Co-sponsors	Michael and Susan Dell Foundation, Gray Matters Capital, Heritas Capital, BACE Capital
Equity total	USD 1,500,000
SDG(s)	4: Quality Education
Duration	N/A
Program ID	54097

Source: 1/ [Annual Status of Education Report 2022](#); 2/ UNESCO, UNICEF, and WORLD BANK. [The State of the Global Education Crisis: A Path to Recovery](#); 3/2018 – 2019 AY assessment by Gray Matters India

*Outcomes-linked payments currently amount to ~USD 200,000. CG intends to increase this revenue from PAL and SwiftChat to > USD 1M by 2023. Typical project contracts and their targets are as follows: 1) Bharat EdTech Initiative (usage), 2) Niti Aayog Aspirational Districts (2.5x improvement in student learning outcomes to generate USD 1.2M in revenue), 3) Mission Frontier (enrollment, usage, and student learning outcomes).

[∞] CG is headquartered in Singapore but 100% operations and revenues were from India as of FY23

Summary program assessment sheet

All programmatic data provided by ConveGenius. The UBS Optimus Foundation is a grant-making foundation that offers UBS clients a platform to use their wealth to drive positive social and environmental change. The Foundation selects programs that improve children's health, education and protection, ones that have the potential to be transformative, scalable and sustainable as well as programs tackling environmental and climate issues.

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