



Transforming
Foundational
Literacy and
Numeracy

EDTECH
ACCELERATOR



EdTech Partner Catalogue

Shaping the future of tech-based home learning for FLN in India



February, 2025

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Transforming
Foundational
Literacy and
Numeracy

The LiftEd EdTech Accelerator aimed to develop high-quality EdTech solutions and improve learning outcomes for Foundational Literacy and Numeracy (FLN)

EDTECH ACCELERATOR COHORTS

SCALE



Discover **and unlock new pathways to scale** their solution



Ei Mindspark



ENGAGEMENT

Discover **pathways to deepen engagement** for their product

PRODUCT CONTEXTUALISATION



Build **pedagogically sound and contextually relevant solutions** specifically for low income India



(Product Demo)



WHAT IS THE PRODUCT?

ThinkZone's PRAKASHAK (Parent's Remote Assistance and Knowledge Support for Holistic Advancement of Kids) program provides **free, curriculum-aligned learning content** through **WhatsApp based bot** or through **voice calls, SMS, IVRS** for feature phones.



Implemented in **government schools**, it empowers parents to build their children's foundational skills.

→ Their product covers **language (Odia), and math.**

→ The solution is currently available in **Odia.**

WHAT SETS THEM APART!

In two years, ThinkZone **forged partnerships across four districts in Odisha** and boosted PTM attendance in schools through their PRAKASHAK program.

Building on insights from its earlier community-level model, ThinkZone has **leveraged volunteers to scale operations**, including bi-monthly parent calls for feature phone users, enhancing engagement as the program expands.

MEET THE TEAM



BINAYAK ACHARYA

Founder and CEO of ThinkZone, Binayak specialises in grassroots program implementation, product development, and ICT4D. With experience at the World Bank and Unitus, he is a World Bank-awarded social entrepreneur, Laureate Global Fellow, and MassChallenge alumnus. An XIMB graduate, he also received the Global Youth Resiliency Fund grant.



ITISHREE BEHERA

Program Lead at ThinkZone, Itishree brings expertise in content development, teacher training, community engagement, and M&E. An India Fellow alumna, she holds a Master's in Applied Psychology.



NRUSINGHA NATH NAYAK

Technology Head at ThinkZone, Nrusingha specialises in full-stack and open-source technologies, UI development, database architecture, and machine learning. He has led teams in building education products and implementing large-scale government projects.

ACCELERATOR PATHWAY & GOALS

- ➔ **Unlock a new scale pathway** by partnering with the government to onboard public schools, **enabling student acquisition through government channels** for the PRAKASHAK program
- ➔ **Integrate home learning as part of the school curriculum** with parents being supported by schools towards helping their child learn at home



WHAT WAS ACHIEVED?

During their tenure with the Accelerator, ThinkZone unlocked **~46K** users across government schools in **four districts in Odisha** through district-level partnerships. With staggered block-wise expansion, they aim to reach **~100K users by March 2025**—a scale that would have **taken three years under their previous community model**.

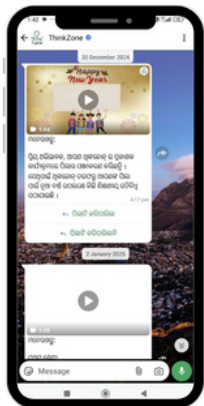
ThinkZone has also unlocked an engagement of **90%** activated users engaging on a monthly basis with an average engagement time of **~54 mins** per week

TAKE A LOOK!



ThinkZone has led parental engagement camps during PTMs across schools in Puri and Jajpur, using them to introduce the program, boost acquisition, and activate users.

WhatsApp Chatbot



Grade-specific learning activities deployed via WhatsApp chatbot

Parental Engagement

Parents attending the PTMs as part of the ThinkZone program in Odisha





WHAT IS THE PRODUCT?

Chimple is a **gamified, personalised learning Android app** that guides a child from absolutely no knowledge of the alphabet to read to learn and perform basic arithmetic.



It **provides teachers with a console** to remotely **assign homework** and **additional practice material** in the form of simple & engaging activities.

→ Their app covers **language and math**.

→ The app is currently available in **English, Hindi, Kannada, Urdu, and Marathi**.

WHAT SETS THEM APART!

A recent RCT evaluated a teacher-led at-home program where students accessed Chimple on their parents' smartphones to supplement in-school learning and improve FLN. Findings show that just **10 minutes of daily** Chimple use over nine months was **equivalent to one additional year of schooling**.

This study is significant as it is the **first of its kind to explore tech-based home learning** interventions in India and create a compelling case for integrating effective technology solutions into the education system.

MEET THE TEAM



**SRIKANTH
TALAPADI**

CEO and co-founder of Chimple, Srikanth led the development of a Global Learning XPRIZE finalist FLN product. Previously, he founded Amiti Software Technologies and worked with Fortune 500 firms. He holds an MS from Rutgers and a BE from SJCE, Mysore.



**SHANKAR
SINGH**

Chimple's Director of Operations, Shankar has 12+ years in program management, with roles at EnglishHelper and Teachmint. He holds a Master's in Mass Journalism from Kannada University and a Bachelor's in Political Science from Gulbarga University.

ACCELERATOR PATHWAY & GOALS

- Build and integrate a **two-way WhatsApp chatbot** and introduce in-app enhancements such as a **gamified time spent feature, personalised Chimple avatar, leaderboards and live quizzes.**
- Develop and deploy a **Chimple Gen AI studio**, an AI-based online studio for **generating customisable gamified FLN content** from existing texts.



WHAT WAS ACHIEVED?

During their tenure with the Accelerator, Chimple has been able to **build a two-way WhatsApp chatbot** for teachers, a **GenAI studio for FLN content generation**, and in-app enhancements such as a **gamified time spent feature, personalised Chimple avatar, leaderboards and live quizzes** to increase student engagement.

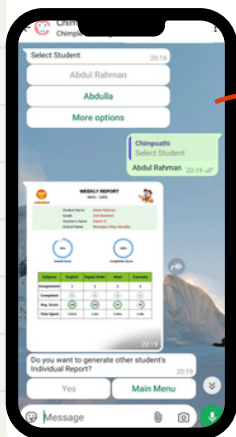
Chimple has also unlocked an engagement of **62%** activated users engaging on a monthly basis with about **25%** of the active users engaging for **30+** mins on a weekly basis.

TAKE A LOOK!



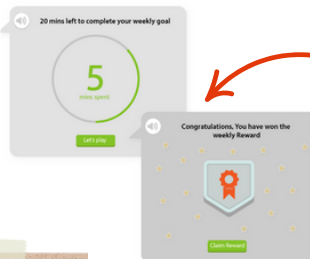
Chimple's two-way WhatsApp chatbot has streamlined teacher tasks, and they have enhanced the Chimple Kids app to increase student engagement.

WhatsApp Chatbot



ChimpSathi:
WhatsApp
chatbot
generating
student-wise
reports

Time Gamification



Chimple's
conversational
avatar & gamified
time tracker for
better student
engagement





WHAT IS THE PRODUCT?

Educational Initiatives (Ei) developed Mindspark, a **Personalised Adaptive Learning (PAL)** tool that creates an individualised learning path for each student based on the pedagogy of "**teaching at the right level**" (**TaRL**).



Its gamified assessment interface challenges & engages users, and **dynamically adjusts the content** to the individual needs of the student using it. It's powered by **AI and ML algorithms, which corrects itself** as more students use the platform.

- Their product covers **language and math**.
- Their content is available in **Kannada, Hindi, Gujarati, Marathi, Tamil, Telugu, Punjabi, Urdu, and Odia**.



WHAT SETS THEM APART!

Ei leverages a variety of channels to reach students in Bharat, including **govt. partnerships, and grassroot NGOs**. Their community model is highly effective in keeping students motivated and engaged, leading to high retention amongst them.

Mindspark underwent a **landmark RCT in 2017** with J-PAL led by Karthik Muralidharan, which showed **2 to 2.5X learning improvements** for students using Mindspark compared to those who didn't use the solution.



MEET THE TEAM



SRIVIDHAR RAJAGOPALAN

Srividhar is co-founder and Chief Learning Officer at Ei, he has played a key role in shaping education policy and have served on government committees like NCERT's Expert Group on Assessment. An IIT Madras and IIM Ahmedabad alum, he is also a trustee of Pratham, Gujarat.



PRANAV KOTHARI

Pranav is the CEO of Ei, and has driven the growth of student assessments, adaptive learning, and impact evaluation for governments and funders. He was named WEF's Corporate Social Intrapreneur of the Year (2019), he holds an MBA from Harvard Business School.



RITESH AGARWAL

Ritesh leads Ei's large-scale assessments and Mindspark implementation with governments, funders, and civil society. A Gandhi and Young India Fellow, he holds a bachelor's from St. Stephen's College, Delhi.

Ei Mindspark

ACCELERATOR PATHWAY & GOALS

- **Strengthen and build** on Mindspark's FLN content, and **enhance its adaptive logic** for delivery of foundation skills.
- **Improve program delivery** in new geographies and develop contextual **engagement strategies** to connect educators, parents, community workers, and students.



WHAT WAS ACHIEVED?

In their tenure with the Accelerator, Ei assessed their existing Mindspark content and **introduced iterated, as well as entirely new modules** to cover additional FLN competencies. Their findings from pilots led them to introduce further product changes for FLN learners, such as **UI/UX enhancements, audio instructions, revised context sequencing, and iterations to their adaptive logic.**

They have reached **45K+** students in the 3 to 8 year old age group via partnerships with govt. schools and NGOs, and have achieved an average engagement time of **70+** minutes per week.

TAKE A LOOK!

Ei is leveraging learnings from their Accelerator journey, of building content and piloting it with their users, to develop a dedicated FLN Mindspark app.



Mindspark for FLN



Enhanced modules introduced in Mindspark for FLN users

Mindspark Pilots

Pilots conducted in schools with low-income students





WHAT IS THE PRODUCT?

Rocket Learning is a non-profit EdTech, which has build a **WhatsApp group chatbot**, backed by highly intelligent **AI/ML technology**, to connect the government education system with parents and communities.



They share bite-sized play-based learning content on parent WhatsApp groups and are able to **strengthen peer accountability** on groups through a multitude of **nudging mechanisms**. These are aimed to encourage a sense of responsibility in parents for their children's learning.

- Their product covers **language, math, social & emotional learning (SEL), and motor-skills**.
- The model is currently available in **Hindi, Marathi and Punjabi**.

WHAT SETS THEM APART!

Rocket Learning's **unique 5 member founding team** brings a range of expertise and that has allowed them to **experiment and scale fast effectively**.

The **sophisticated AI/ML led technology** backing their solution helps it helps drive social pull effects through very personalised and targeted nudging.

MEET THE TEAM



AZEEZ GUPTA

An IIT Delhi and Harvard Business School alum, Azeez has worked at McKinsey, and led EdTech, govt. partnerships and ECE at Pratham.



NAMYA MAHAJAN

A Harvard College and Harvard Business School alum, Namya worked at McKinsey and SEWA, leading efforts in Gujarat and childcare advocacy.



SIDDHANT SACHDEVA

An IIT Delhi and IIM Calcutta alum, Siddhant was a project leader at BCG, specialising in industrial goods and banking across India and Indonesia.



UTSAV KHERIA

A St. Xavier's, Kolkata, and IIM Ahmedabad alum, Utsav founded and scaled EduBridge's vocational program and developed its tech-enabled career counseling product.



VISHAL SUNIL

A University of Rochester alum, Vishal co-founded Kestrel as CTO, bringing extensive coding expertise to the ag-tech space.



ACCELERATOR PATHWAY & GOALS

- Build an **AI based engine** which can **prevent user drop-offs**, **deliver personalised automated nudges** and **rewards**, and **automate user onboarding**
- Launch **AI/ML based automated worksheet correction**
- Deploy **interactive learning games** and build the capacity for **personalised student learning journeys**



WHAT WAS ACHIEVED?

In their tenure with the Accelerator, Rocket Learning built **AI/ML led personalised nudging capabilities**, **automated worksheet correction**, and launched **interactive learning games**. Data from these will be leveraged to personalise learning journeys for students.

They have reached **1M+** students in the 3 to 8 year old age group via govt. partnerships, and have achieved an average engagement time of **~140** minutes (corresponding to almost 6 activities) per week.

TAKE A LOOK!



Rocket Learning has been able to automate the correction of 50K+ worksheets daily, and have seen an increase in the percentage of users who spend 45+ minutes doing learning activities.

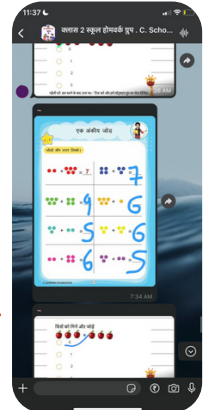
Engagement



AI led nudges and appreciation

Worksheets

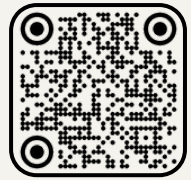
Automatically corrected worksheets shared back within hours to students





टॉप पेरेंट
शिक्षण सिखाने के नए तरीके

TOP PARENT



(Product Demo)



WHAT IS THE PRODUCT?

Top Parent is a free-of-cost one-stop B2C solution to help families become ready for school and for life. It promotes **parental engagement** to support them in having a positive impact on their child's early childhood development. It equips low-income families with the **language, resources and strategies** that can empower them to support their young kids.



They use multimedia content in the form of **quizzes, videos, gamified worksheets**, along with **live-classes** for blended learning and **spoken English**.

- The app covers **language, math, and English**.
- The app is currently available in **Hindi**, and **Marathi**.



WHAT SETS THEM APART!

Top Parent has **optimised digital marketing and SEO** to achieve a customer acquisition cost (CAC) of **~INR 6 (<\$0.10)**.

In collaboration with **Dr. Ryan Baker (University of Pennsylvania)**, Top Parent launched the **Accelerator Learning Framework** to personalise each child's learning journey

MEET THE TEAM



SASHWATI BANERJEE

Sashwati is a social development leader with 30+ years in media and organisational leadership. She founded Top Parent under CSF's Entrepreneur in Residence program. Previously, she was the Founding MD of Sesame Workshop India. A speaker at UNESCO MLE, Brookings, and TED India, she also serves on the boards of Point of View, Katha, and Breakthrough.



AKSHINA GUPTA

Akshina is an engineer from IIT-Delhi with 9+ years of experience in EdTech solutions and management consulting having worked with organisations like Bain, UpGrad and Kinsane.



टॉप पैरेंट
सीखाने सिखाने के नए तरीके

EDTECH
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TOP PARENT

ACCELERATOR PATHWAY & GOALS

- Build an **AI led chatbot** to drive **personalised and automated nudging**
- Develop a **live-streaming feature** for **blended learning and spoken English classes** led by the hypothesis that it will drive engagement on their product



WHAT WAS ACHIEVED?

Over the last year, Top Parent launched the **live-streaming** feature for blended learning & spoken English, and their **WhatsApp based AI chatbot** to drive automated personalised nudging. They were able to reach **450K+** users through these and saw an uptick in **average weekly engagement time** by **~40%** on their product and improved **retention** across months by **~5%**.

Top Parent has also **unlocked pilots to discover innovative pathways for scale**, such as a pilot in the district of **Bharatpur** and partnerships with **gig economy** and **SHG organisations**.

TAKE A LOOK!



Of the users attending live classes, **~70%** of watch them for more than 10 mins out of total 15 mins. These users actively engage in the chat section by responding to the facilitator's questions, and share positive feedback.

AI Chatbot



Significant uptick of **~15%** seen on such as live-streaming and worksheets

Personalised nudges designed for optimised action

In-app features





(Product Demo)



WHAT IS THE PRODUCT?

Pratham's NIPUN program in partnership with the **Govt. of Maharashtra**, aims to **enhance the FLN skills** of children aged 3 to 8 years old, through the sharing of pedagogically informed and simple to understand "**Idea Videos**" over **WhatsApp to mothers**.



Pratham leverages the **involvement of mothers**, who come together to form groups within a community with the **aim of improving their children's learning outcomes**.

- Their content covers **physical development, socio-emotional growth, cognitive advancement, and language proficiency**.
- Their content is available in **Marathi, Hindi, Urdu, and Bengali**.

WHAT SETS THEM APART!

Pratham is able to **effectively partner with governments** to **reach learners at scale**, which is paired with their **strong presence in the field & community** leading to grassroots community empowerment.

The centrality of mothers in their program has **empowered mothers** from low-income communities to **confidently engage with their children**, and with each other in "mother-groups".

MEET THE TEAM



**SMITIN
BRID**

Smitin leads Pratham's Early Childhood Program, bringing expertise in scaling programs and developing pedagogy. He has led education initiatives across Maharashtra, MP, Rajasthan, and UP, working closely with Sarva Shiksha Abhiyan and MHRD to integrate out-of-school students.



**KARTHIK
MENON**

Karthik oversees Pratham's large-scale Government Partnership programs in elementary education for "teaching at the right level" (TaRL), ensuring effective use of insights from measurement and monitoring. He works closely with state leadership to design, refine, and scale partnership strategies.



Pratham

Every Child in School & Learning Well

EDTECH
ACCELERATOR

ACCELERATOR PATHWAY & GOALS

→ Develop a **two-way WhatsApp chatbot** that can automate the delivery of "Idea Videos" and **capture granular and in-depth user-level data**

→ Develop and **experiment with nudges, rewards & incentives for user engagement.**



WHAT WAS ACHIEVED?

During their tenure with the Accelerator, Pratham found that the engagement of mothers was lower than anticipated on cluster-level WhatsApp groups. This led them to **conduct hybrid experiments** with other **WhatsApp groups at the school/community level** with **enhanced engagement strategies.**

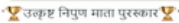
They have reached **~300K** users in Maharashtra and their experiments have helped them understand which strategies are most effective in engaging mothers to participate in the learning journey of their children.

TAKE A LOOK!



After the launch of their hybrid experimentation, they have seen significant differences in engagement levels of mothers in the school/community level WhatsApp groups.

WhatsApp Group Chatbot



या आठवड्याचा "उत्कृष्ट निपुण माता पुरस्कार" समरीत साई यांना जाहीर केला जात आहे. तुमचे हार्दिक अभिनंदन 🥰!!!

तुम्ही आयडिया व्हिडिओमध्ये दिलेला टास्क पूर्ण करून तुमच्या मुलाच्या शैक्षणिक प्रगतीसाठी दाखवलेले समर्पण वाखाणण्याजोगे आहे. तुम्हाला या आठवड्याची **उत्कृष्ट निपुण माता** म्हणून गौरवण्यात आम्हाला अभिमान वाटत आहे.

मुलाच्या शिक्षणसौल प्रगतीसाठी तुमची बांधिलकी महाराष्ट्रातील सर्व मातांसाठी नक्कीच प्रेरणादायी ठरेल. तुमचे पुन्हा एकदा हार्दिक अभिनंदन !!!

निपुण महाराष्ट्र टिम,
महाराष्ट्र शासन

Mother Groups

Mother group meetings taking place in the community



Appreciation messages shared to incentivise participation



(Product Demo)



WHAT IS THE PRODUCT?

Sesame Workshop India (SWI) is the Indian arm of Sesame Workshop (SW), the internationally renowned non-profit media and educational organisation behind Sesame Street.



The **Chalo! Sesame Street App** is a free-of-cost educational wraparound app for their YouTube content. It engages children with **Sesame Street videos** and **assessments** and includes a teacher mode to enable schools, governments, and institutions to use the app as well.

- The app covers **language, math, social & emotional learning (SEL), and life-skills.**
- The app is currently available in **Hindi.**



WHAT SETS THEM APART!

The iconic Sesame Street characters and content is instantly appealing to children with **high recall value**, leaving a lasting impression on young minds

The SWI team is driven and prepared to navigate the EdTech space for Bharat, and has **leveraged their pre-existing education programs** to reach users



MEET THE TEAM



SONALI KHAN

Sonali leads Sesame Workshop India's educational mission, with expertise in strategy, fundraising, and partnerships. She has led Dasra and Breakthrough and received the Nari Shakti Puraskar and the Skoll Award for her work to end child marriage.



SHOBHA KAPOOR

Shobha is Director of Media and Communications at Sesame Workshop India, and manages content distribution and partnerships to promote Early Child Development. A Mudra Institute graduate, she brings extensive marketing and communications experience in the BFSI sector.

SESAME WORKSHOP™ India

ACCELERATOR PATHWAY & GOALS

- Build a low cost, scalable tech platform in the form of a **wraparound app** with **gamified assessments** to leverage SWI FLN educational content
- Launch the app on the Play Store, as well as be **distributed via government & NGO partnerships**



WHAT WAS ACHIEVED?

During their tenure with the Accelerator, SWI developed a **free of cost, wraparound app** for their educational YouTube content, paired with interactive **play-based assessments**.

They have reached **70K+** children in the 3 to 6 year old age group via targeted **digital marketing campaigns**, and via partnerships with **govt. schools and Anganwadis, and NGOs**.

TAKE A LOOK!



After launching the app, they simplified the user journey and enhanced interactive features. They have observed an uptick in registrations and engagement.

Registration

OTP based registration for parents & teachers

Engagement



Interactive assessments to win stars and badges



Read more about the EdTech
partners here!







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Visit our website

 <https://www.edtechaccelerator.org/>

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