



[www.smartcore.co.tz](http://www.smartcore.co.tz)

A group of six people (three men and three women) standing together, overlaid with a white geometric triangle pattern. The image is split into two color zones: light green on the left and light orange on the right. The people are wearing polo shirts, some with 'KISOMO' logos.

# COMPANY PROFILE

## 2021



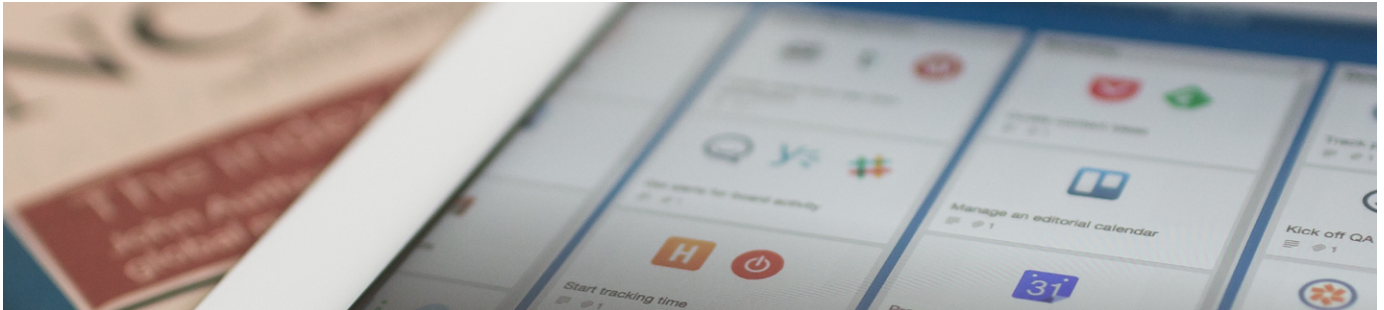
# WELCOME

AT SMARTCORE WE USE TECHNOLOGY  
& DATA TO MAKE LEARNING FUN,  
ENGAGING & EFFECTIVE FOR ALL  
LEARNERS IN AFRICA & BEYOND

"Do not confine your children to  
your own learning, for they were  
born in another time."

**Chinese Proverb**

# OVERVIEW



**“ Well, to put it bluntly, We are just a bunch of tech nerds who love teaching! ”**

Based in Arusha, Tanzania and Hong Kong, China we are a digital learning company, making quality & relevant secondary education accessible to all by leveraging the power of Technology and Data. Our solutions use modern technologies such as AI, VR, Big Data Analytics & Machine Learning to provide the best learning experience to students in secondary schools in Sub-Saharan Africa, offering real-time digital education data to education stakeholders while lowering the cost and time spent in setting up e-Learning infrastructure by offering off the shelf, tested and individually customized e-Learning solutions.

# WHO WE ARE



1//

## **SMARTCORE** MISSION

Making learning fun, engaging and accessible to all youth in Sub-Saharan Africa and beyond using accessible technologies.

### CORE **VALUES**



**Integrity**

2//

## **SMARTCORE** VISION

To help 10 Million learners in and out of schools in Africa to use technology to improve and transform their learning journey.



**Fun**



**Passion**



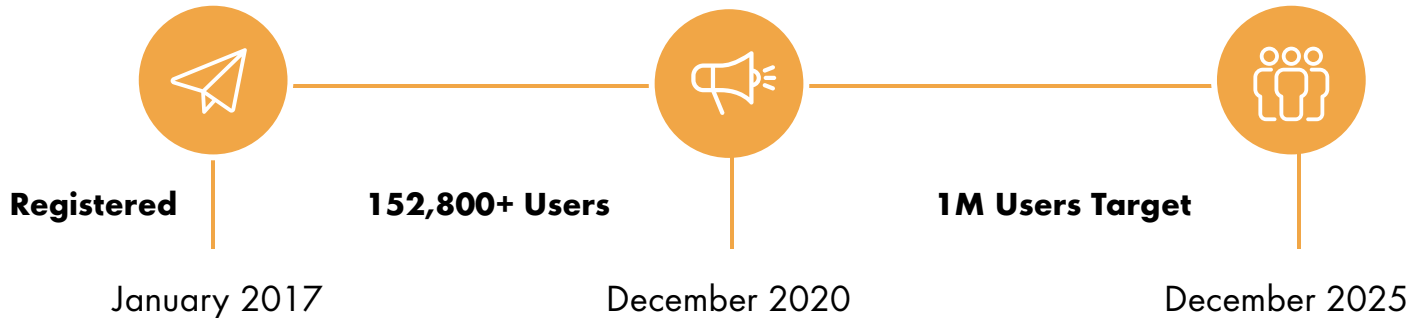
**Simplicity**



# WHY WE EXIST!

Smartcore exists because of the 65 Million secondary school-aged children who are out of school in Sub-Saharan Africa, and even for those who got a chance to get into school, the quality of education is low and does not prepare them for the job market. This is very urgent and important since according to UNESCO data out of 89% of students enrolled in primary education only 9% actually make it to tertiary education and only 6% graduate. This shows how crucial quality secondary & vocational education is to youth in Africa.

## The Journey



# MANAGEMENT TEAM



**GEORGE AKILIMALI**

CEO & Founder

7 years of experience in Educational Technology Industry.



**AMIN MBALAMWEZI**

Chief Operation Officer

6 Years of experience in technical operation management.



**REGINALD SHAYO**

Chief Technology Officer

Extensive experience & professional in emerging technologies.



**ANDRE KWOK**

Director - Hong Kong

10 years of experience, in Emerging markets, and finance.

# OPERATION & TECHNICAL TEAM



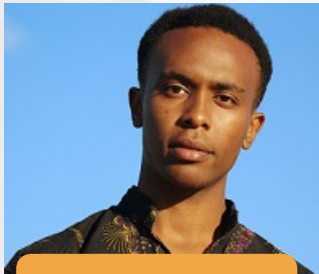
**KUMBUAEL KAAYA**  
Chief Finance Officer



**EUTROPIA PASIAN**  
Sales Lead



**JOHNSON SHIRIMA**  
System Developer



**ATHMAN MBWANA**  
App Developer



**PRISCUS BEDA**  
Content Developer



**CHRISPIN BONIFACE**  
Partnership Lead

## OUR SERVICES

# DIGITAL LEARNING TECHNOLOGY DEVELOPEMENT



Traditional learning is no longer effective nor interesting resulting in poor learning experience & academic performance. Learners in the 21st Century spend most of their time in digital devices such as Smartphones and Television, in most cases, the content which is consumed with these learners have no value towards their academic life.

At Smartcore we work to develop interactive, curated and locally relevant digital learning content which is in the form of Real-life HD Videos, Animations and Interactive Quizzes. Either you are an Academic Institution, a youth training organizations or even a university we got you covered. Our team have expertise and experience in e-Learning space in Tanzania and Africa as whole.

## OUR SERVICES

# SKILLS DEVELOPMENT & CAPACITY BUILDING



We offer interactive training and learning platforms that are tailored to provide solutions to help increase the productivity, performance and profitability of the educational institutions and related businesses and organizations. We believe in customizing and developing specific solutions through a collaborative process designed to identify a client's needs, requirements and objectives. The unique approach combined with the strong faculty of experts, competent trainers, multilingual facilitators puts our company in the position to spur the progress of establishment.



## OUR SERVICES

# ICT CONSULTANCY



As part of digitizing the overall education sector in Tanzania and beyond, Smartcore also offers Information Technology (IT) consultancy and creative services to education institutions and related organizations. These services include but not limited to; Website Design, Mobile Application Development, Software Development, e-Learning Systems Development, Graphics Designs, Printing and Corporate Branding.

# FLAGSHIP PRODUCT



## KISOMO

Kisomo is a data-driven platform available online & offline which makes relevant secondary school & vocational education accessible to all youth in Sub-Saharan Africa. Kisomo allows students to have Fun & Engaging learning experience using relevant and interactive content, Teachers to Streamline and Monitor individual learning journeys of their students while earning extra income teaching online and Education stakeholders like The Government to make an informed decision on all matters related to Educational Technology using real-time and relevant data. [www.kisomo.co.tz](http://www.kisomo.co.tz)

# KISOMO IMPACT



**152,800+**

Students Reached



**3136**

Schools Reached



**146**

Schools Reached

# WHY KISOMO?

## 100% SYLLABUS FOCUSED 01

Our content are 100% aligned with the current East Africa syllabus and supported with local visual examples and illustrations.

## LEARNER INTERACTIVE 02

Digital learning has never been this interactive, from personalized Quizzes, Grading Systems to Self Assessment & Evaluation.

## EASY ACCESSIBILITY 03

We ensure everyone can access with or without internet and more advanced digital equipment such as computers & smartphone.

## AFFORDABLE TO ALL 04

With a social mission in mind we created a solution which is 95% less than the any existing solutions in the market.

# OUR PARTNERS





# GLOBAL AWARDS & RECOGNITIONS



AFRICA'S BUSINESS HEROES



# CONTACT US



**Phone:** +255 769743064

**Email:** [md@smartcore.co.tz](mailto:md@smartcore.co.tz)



**Office HQ:**

Market Street, Mega Complex Building  
6th Floor - Arusha, Tanzania.



**Re-Imagine Learning Experience**

