

The NatiV Project

By

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23



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28 NOVEMBER - 4 DECEMBER
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Video

The NatiV Project

<http://mynativ.com>



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Referenced Presentations

<http://mynativ.com/presentations/>



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The Premise

Education is the basis of wealth creation.

Literacy facilitates education.



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The Problem

1. Low literacy rates in Africa
2. Neglect of the mother tongue over commercial languages
3. The extinction of the mother tongue due to (2)

Read Shona

- A BANTU language spoken in Zimbabwe
- Research can be applied to ALL the languages in sub-Saharan Africa
- Similar language patterns
- Easy to extend the app to other languages (eg. Shona very similar to Swahili)
- For Many African languages, the words are "open-ended" ie end with a vowel
- Ingredients: Phonetic Alphabet, Large Corpus of Words and Sentences, Spoken Audio Data.



- Opportunity to be heard
 - **Seed Funding**
 - Tablets
 - PCs
 - Etc.
 - **Training and Mentorship**
 - Exposure
- 

Friends





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Challenge: Sustainability

- Challenge of selling apps in Africa
- For NatiV – teamed up with a learning center (pre-school) for children
- Part of fees goes back into the evolution of the app (now a suite of apps)
- Best model so far as it gives more value
- NatiV finds inclusive use in basic ECD



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What's Next

- To do:
 - Enroll more children (Marketing, Branding etc.)
 - Create an even better learning environment
 - Small data center (collecting reading scores etc.)
 - Couple of servers
 - Internet Connection
 - Safe and Reliable Transport
- Outcome: Language e-Learning Center for the Country (or region) – base for expansion into other languages

Thank you
for your
Attention

Questions?



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