

The Future of Smart Learning in the Middle East

& its effect on public & private schools

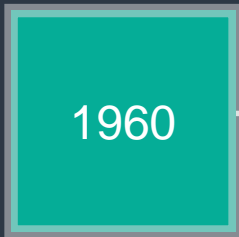
Mohammad Almadani
CEO, Classera



History

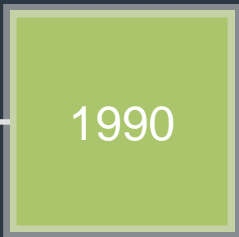


**literacy rate was 40%
in M.E. population**



1960

**Literacy rate raised
to 59%**



1990

**Literacy rate raised
to 78%**



2010

**Literacy rate in Gulf region
raised to 90%**



2015

2012

Reached an equality in education
for male & female in M.E. area

A study showed that:

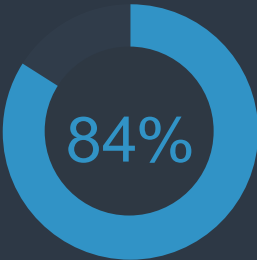
Unlike the global trend, M.E. Grades 4-8
females outperform males in math

Sorry Gentlemen! :)

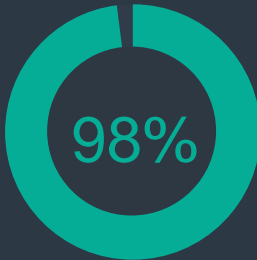
M.E. Governments allocate an average
of 5.3% of their GDP for
Education compare to 3% 20 years ago

Gulf governments allocate
20% of their GDP for education

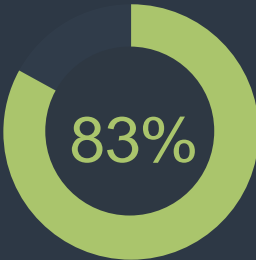
Internet Usage in the Gulf



**Of internet users
Are using smart devices**



**Are using the internet
from home**



**Of the Population
are using the internet**

In 2017, M.E. E-Learning Market Size reached
\$506.7 M

E-Learning Market in M.E. had
an increase of 8.2% since 2015

In M.E. access to internet in
schools is less than 5%



But, the region is changing dramatically !

You thought of wars & conflict !!?

The Momentum Has Started





Classera®

True Joy of Smart Learning

Integrated Solution

The transformation from
Traditional to Smart Learning

Smart E-Learning Environment



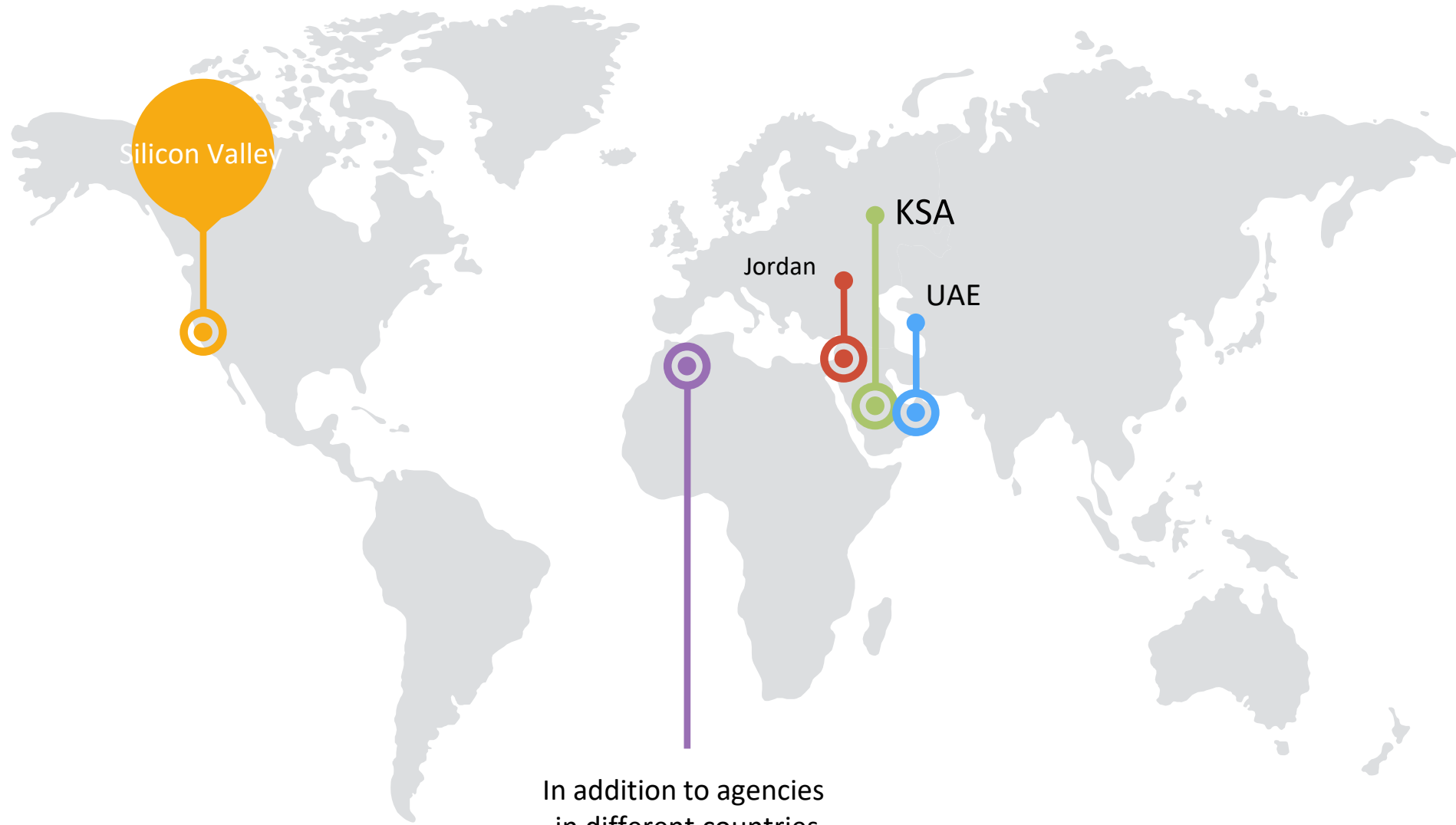
Intel Devices
Content

Partnering with private
sectors and support
startup companies



Office 365
Content
SSO

Training courses to
improve teachers' skills



More than
1,700,000
Users in M.E.



Classera Won

Bett Award 2017

in Innovation for K-12



Among 100s of companies world wide,
Classera was selected to be the best innovative solution for K-12 in 2017



endeavor
GLOBAL
HIGH-IMPACT ENTREPRENEURSHIP



Classera has been selected to be part of
Endeavor International network for High Impact Entrepreneurs



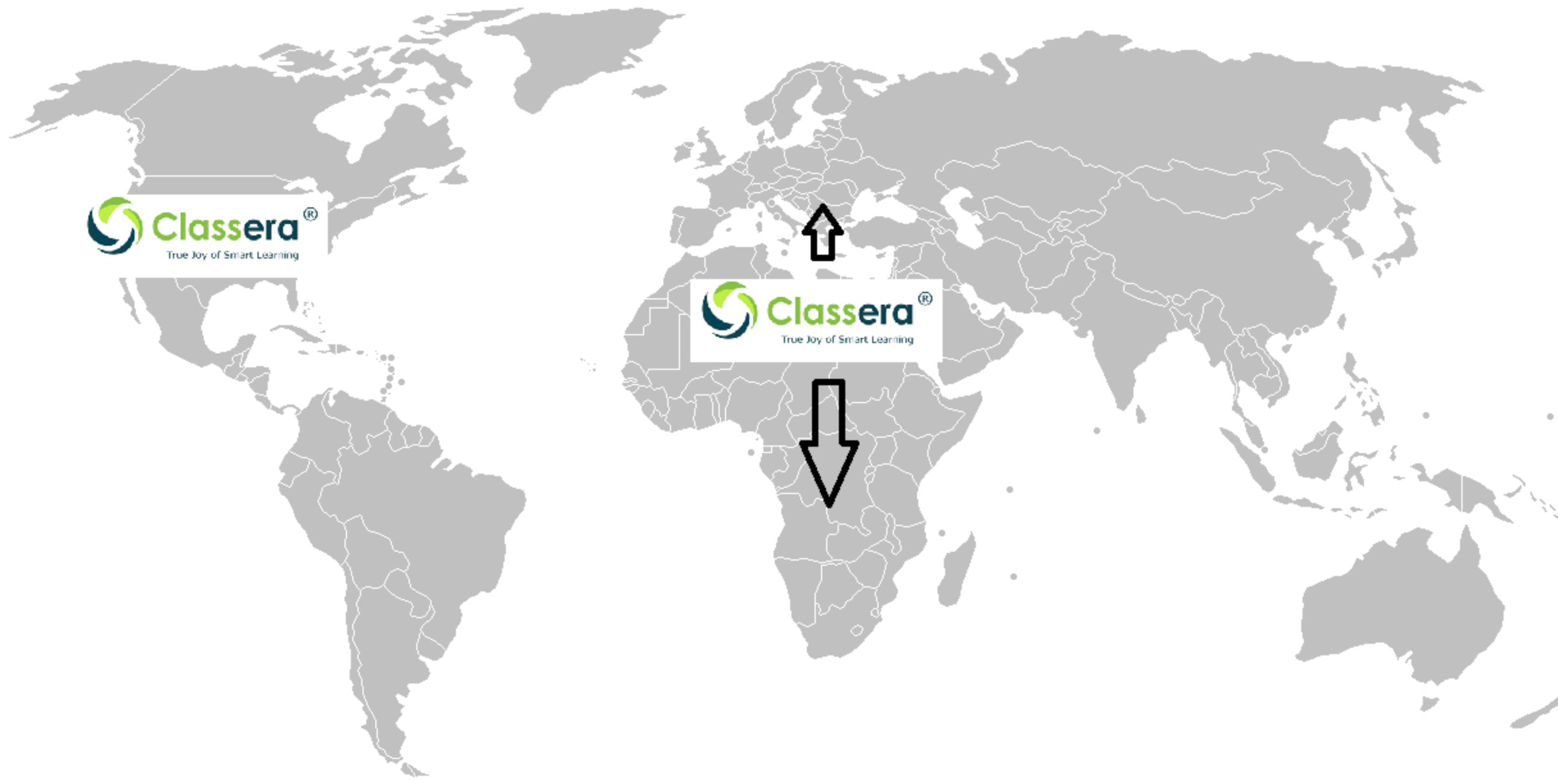
Classera among top 3 companies worldwide
in Digital Learning Transformation
awarded in the Learning Award 2018 in London



GESS
EDUCATION
AWARDS
WINNER
2018



Best Innovative E-Learning Software in 2018
Classera Won the first place worldwide in the Innovation track,
in GESS Education Awards 2018



Inclusive and Integrated System



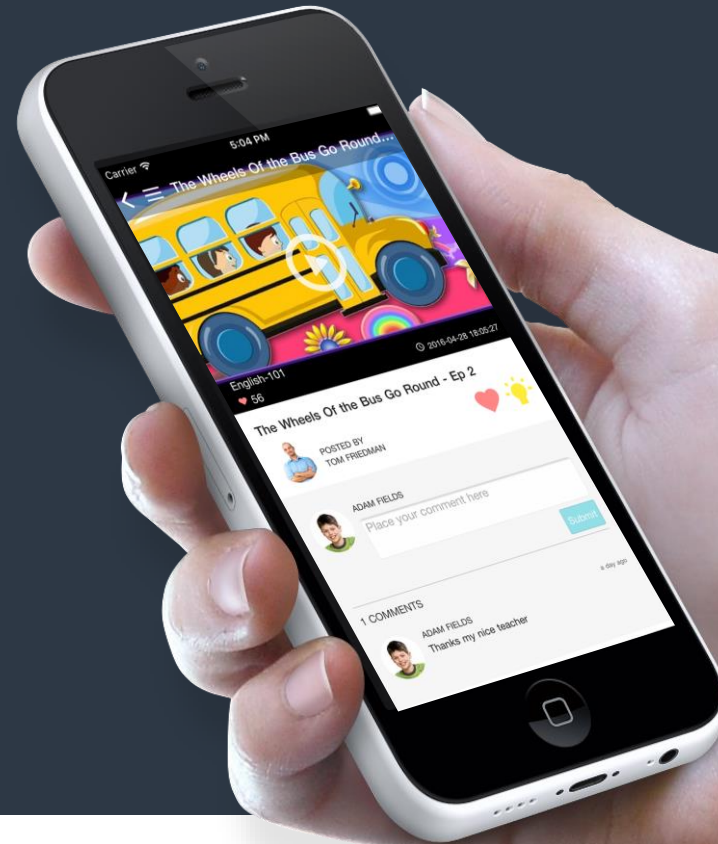
20 + Modules

- 🌀 Learning Management System
- 🌀 Student Information System
- 🌀 Student Behaviour Management System
- 🌀 Student Attendance System
- 🌀 Social Learning
- 🌀 Virtual Classrooms
- 🌀 Bursar System
- 🌀 Assessment System
- 🌀 Surveys And Evaluations
- 🌀 Instant Notification
- 🌀 Grade Book System
- 🌀 Adaptive Learning (Smart Mate)
- 🌀 Messaging System
- 🌀 System Intelligence
- 🌀 Reward System
- 🌀 E-Certificate
- 🌀 Training Courses
- 🌀 E-Portfolio
- 🌀 Announcements
- 🌀 Support Ticketing System

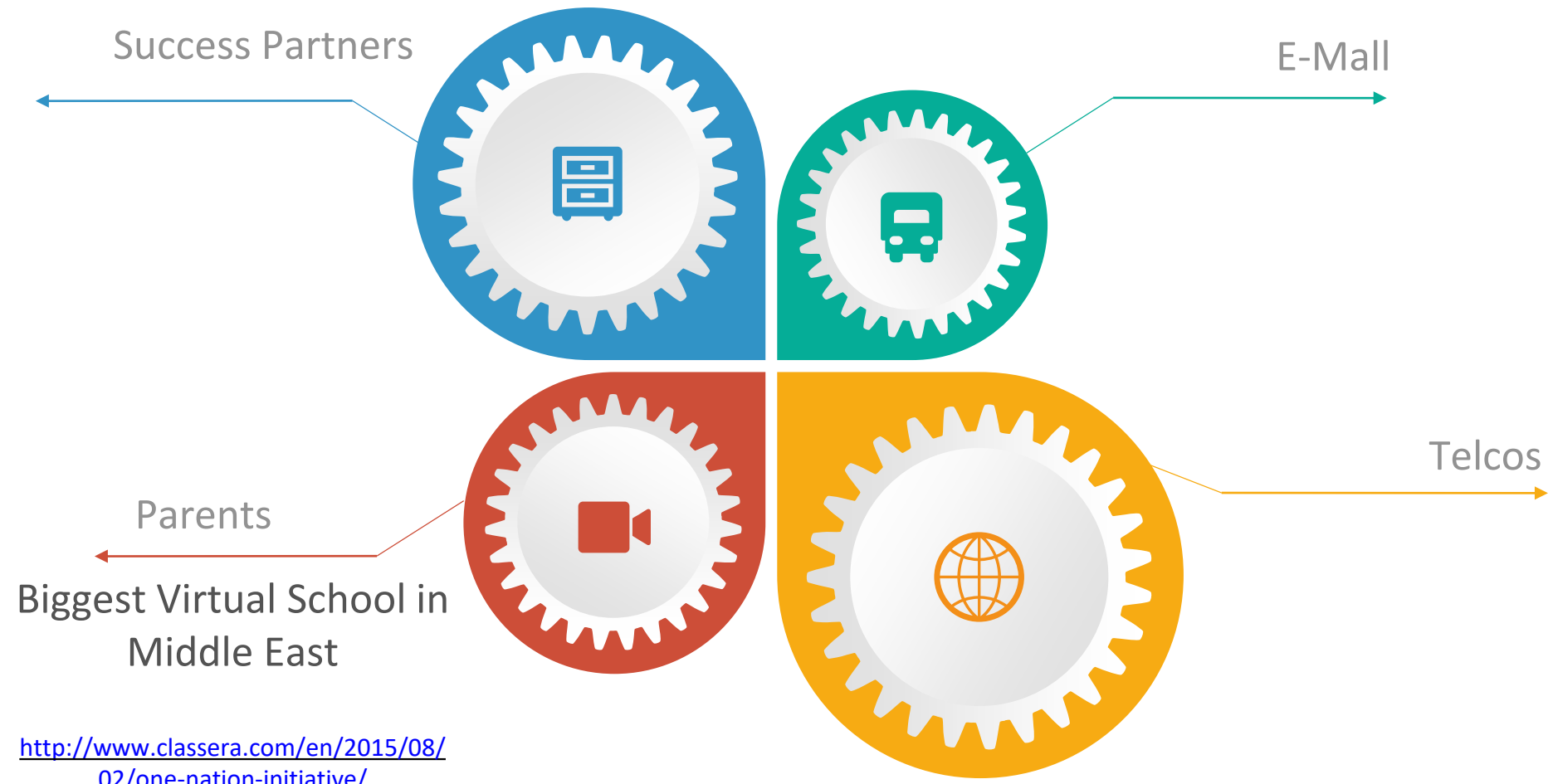
Unmistakable Values



Mobile Apps



Classera sources of funding



Biggest Virtual School in Middle East

Case studies

KSA – UAE – Kuwait

USA

Egypt – Morocco – Tunis

Jordan



80% of A-Class Schools in Gulf

Talented Students






ONE NATION
INITIATIVE..



One Nation Initiative



They lost their schools and
Childhood joy, but we
can't allow them to lose
their future..

Classera motivated
all children to reach
their potential.

One Nation Initiative



More than 95,000
Students in the
Southern Border



20-23 JANUARY 2016
EXCEL LONDON

الشرق الأوسط
أبوظبي - 6 - 7 إبريل 2016



middle east
6-7 APRIL 2016 · ABU DHABI



مبادرة مضيئ
Modhee Initiative

Case Study of KSA

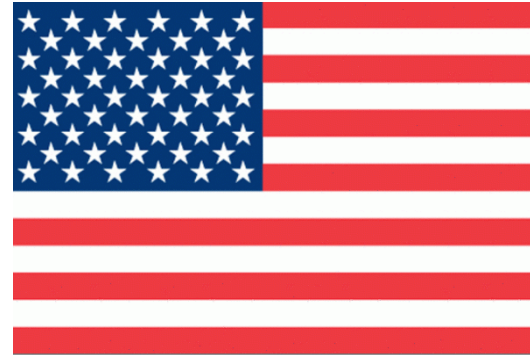


بوابة المستقبل
FUTURE GATE

Case Study of KSA

- More than 100,000 students
- To cover the entire nation by 2020
- as part of the 2030 vision
- more than 5 millions Students
- more than 12 millions users
- More than 33,000 schools
- 13 Provinces





Research & Studies

PHD Research in Dublin - Irland



Supervisor: Patricia O Byrne

Dublin Institute of Technology, School of Computing College of Science,
2016

PHD Research in Illinois - USA



Ayshah Alahmari & Lydia Kyei-Blankson

School of Teaching and Learning Illinois State University

April 20, 2015



PHD Research in Dublin - Ireland



Supervisor: Patricia O Byrne
Dublin Institute of Technology, School of
Computing College of Science, 2016

Amazing effects

Figure 2 Scatterplot shows positive gradient of Math grades when using Classera system in 7 schools



Won the first place in Sheikh Khalif Bin Qasim Al-Thani Award for Academic Rsearch



Ayshah Alahmari & Lydia Kyei-Blankson
School of Teaching and Learning Illinois State University
April 20, 2015

Adopting and Implementing an E-Learning System for Teaching and Learning
in Saudi Public K-12 Schools: The Benefits, Challenges, and Concerns

The study shows a satisfaction rate of 83% of the teachers in the public schools in the southern area of KSA

Table 3. Teacher Level of Satisfaction with Classera (N=59)

Satisfaction Level	N	%
Completely Dissatisfied	1	2
Dissatisfied	5	8
Neither Satisfied nor Dissatisfied	4	7
Satisfied	34	58
Completely Satisfied	15	25

Gamification

Artificial Intelligence

Social Learning

Personalization

Virtual & Augmented Reality

Challenges

Infrastructure

Steady Government Investments

Stability

Cultural Change

Coming Next

- Expanding to new regions worldwide.
- Especially Africa & Europe.
- Have a global learning community.

All that future can be done

Thank You

