A book famine in the developing world

— 50: Percent of schools in Sub Saharan Africa have no or few books (SACMEQ II)

—6: Total number of bookstores in Botswana (More magazine, March 2010)

—$80: Cost of one year’s books in Ghana (one-third a month’s salary)
Consequences: People and societies held back

—Individual: “12 books of their own choosing” had “as much effect as summer school.” (Univ. of Tennessee)

—Society: Higher literacy correlates with lower poverty (m= -82%)

—Multi-generational: Advantage to children growing up in homes with books “as great as having a university educated parent.” (Univ. of Nevada, 2010)
Providing books the traditional way
The way forward

— Easy, immediate access to any book

— Holds 1000s of books

— GSM / mobile phone enabled

— Classroom friendly

— Sunlight friendly

— Energy frugal
Worldreader Projects and Results

—75,000 e-books distributed wirelessly as of Feb, 2012
—Ghana: 400 students & teachers in Primary, Jr. and Sr. High School (Eastern Region)
—Kenya: 220 students & teachers in Primary school (Kilgoris)
—Uganda: 130 students & teachers in Primary school (Mukono)

—Promising results (USAID/ILC Ghana)
—English scores of students in primary schools without other interventions improved by 12.9% vs. 8.1% control
—Scores of a 2nd group with out-of-classroom interventions improved by 15.7% vs. 8.1% control
It’s working

...sitting with ma and the children...
I am going to see papa in the village.
Keys to success:
Light-weight infrastructure, declining costs
Keys to success: Local, low-cost books

— Local content is critical
— 10 African publishers
— Local textbooks
— 100s of African storybooks
— English, Kiswahili, ...

— Digital books = low costs

— Donated & Creative Commons books from Random House, Penguin, CK12, and others
Keys to success:
Support from Educators high and low

—Approval from the top:
  Ghanaian Ministry of Education, PS of Education in Kenya, Uganda District Education Office

—Support from the teachers:
  More books in the class = easier to teach

—Teachers use the e-readers on their own

Worldreader
Keys to success: Engaged communities

— It takes a village to raise a Worldreader

— Siblings read together and to their parents: 2 others on average

— Community members guard against theft: only 3 of 500 lost to theft
Keys to success: World-class partners
Worldreader’s Mission: Transforming Reading in the Developing World

— Build on e-reader success

— Scale up using Worldreader Kits
  — Lightweight way to increase impact
  — 10 projects in 2012

— Go beyond classrooms with mobile phones
  — 1 billion+ “Feature Phones” globally and still growing fast

— Transform the lives of one million children with millions of books

Worldreader
“Literacy is, finally, the road to human progress and the means through which every man, woman, and child can realize his or her full potential.” - Kofi Annan, 1997
Appendices
## Worldreader Economic trends

<table>
<thead>
<tr>
<th></th>
<th>2007</th>
<th>2012</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Books</td>
<td>$25 (Hardback)</td>
<td>$10 (digital)</td>
<td>$0-$5 (digital)</td>
</tr>
<tr>
<td>Int’l shipping</td>
<td>$0.50/book (container)</td>
<td>Pennies</td>
<td>Fractions of pennies</td>
</tr>
<tr>
<td>Local shipping</td>
<td>Complicated</td>
<td>Instant</td>
<td>Instant</td>
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<tr>
<td>Ruggedized e-reader</td>
<td>$500+</td>
<td>$150</td>
<td>$50 or less</td>
</tr>
<tr>
<td>Visibility / oversight</td>
<td>Limited</td>
<td>Growing</td>
<td>Clear</td>
</tr>
<tr>
<td>Book choice</td>
<td>None</td>
<td>Some</td>
<td>Limitless &amp; priceless</td>
</tr>
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# Paper & electronic textbooks compared

<table>
<thead>
<tr>
<th></th>
<th>Paper Books</th>
<th>E Reader</th>
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<tbody>
<tr>
<td>Av. Price $</td>
<td>$6.00</td>
<td>$2.50</td>
</tr>
<tr>
<td>Textbooks/year</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Years of school</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Total cost of books</td>
<td>$180</td>
<td>$76</td>
</tr>
<tr>
<td>Cost of e-reader</td>
<td></td>
<td>50</td>
</tr>
<tr>
<td>Training/Support/student</td>
<td></td>
<td>20</td>
</tr>
<tr>
<td>TOTAL 3-year cost/student</td>
<td>$180</td>
<td>$146</td>
</tr>
</tbody>
</table>

**Sources:**
Empirically sourced data from Ghana Sep 2011.
Worldreader estimates on future pricing of device and electronic textbooks