

*“Education is not the learning of facts,
but the training of the mind to think”*

- Albert Einstein

CREATING A LITERATE WORLD

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PENROSE TEAM



Challenge Based Innovation



Javier
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Issey
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JENNIFER

PENROSE TEAM



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12%

Cut in global poverty

**Million
people**

SOURCE: EFA GMAR, UNESCO.

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**year in
school**



38.65B



GDP



38.79B

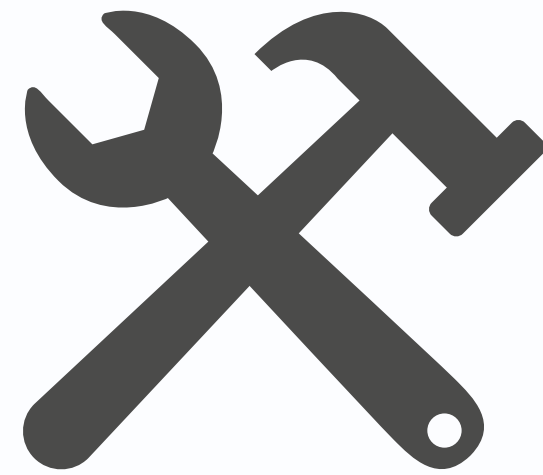
0.37%

143 M

SOURCE: EFA GMAR, UNESCO.



PROBLEMS



Tools



Engagement



Time



Challenge



PROBLEMS

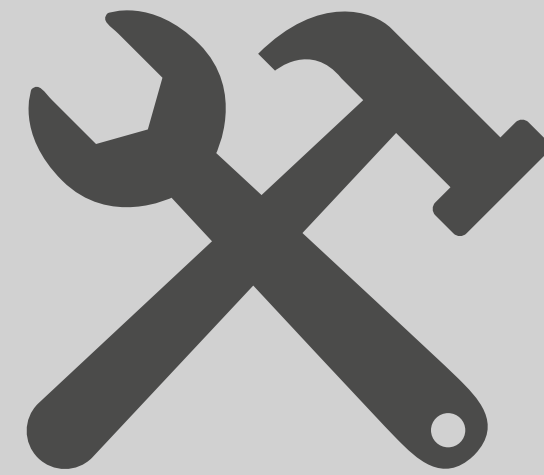


Time

*How can we include education in
their routine?*



PROBLEMS



Tools

*How can we facilitate
the access to information?*



PROBLEMS



Engagement

*How can we provide a solution that helps
the kids stay in the learning process?*

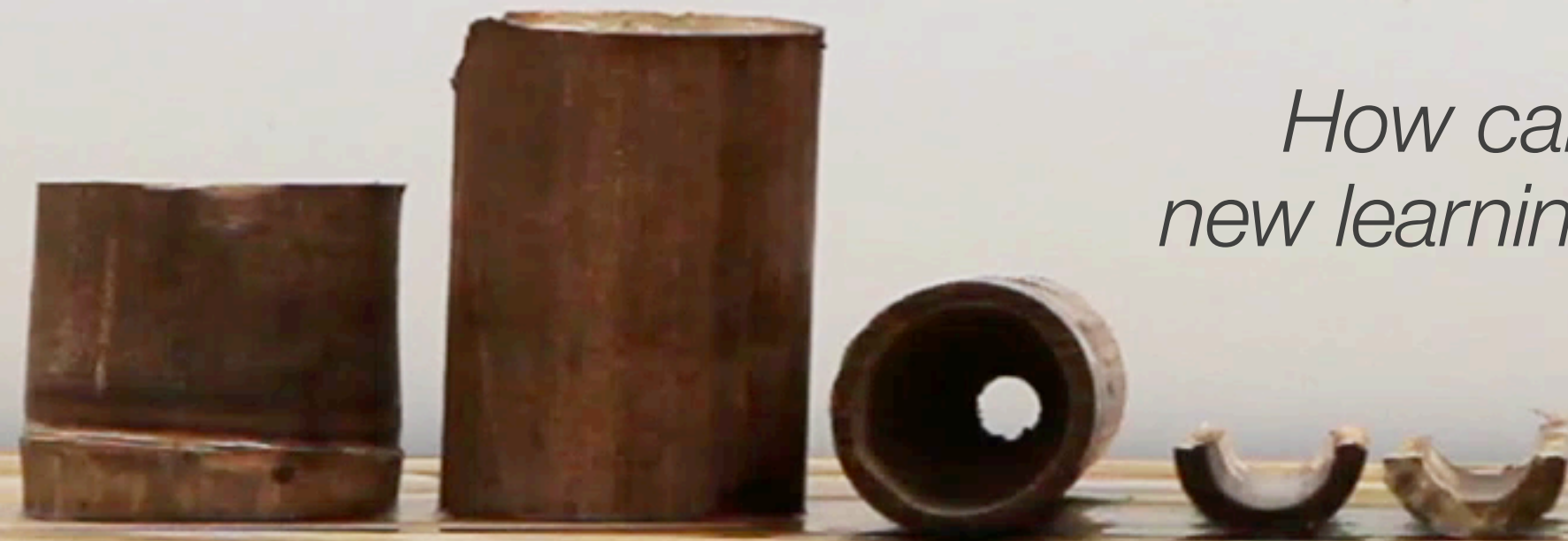


PROBLEMS



Challenge

*How can we introduce
new learning methodologies?*

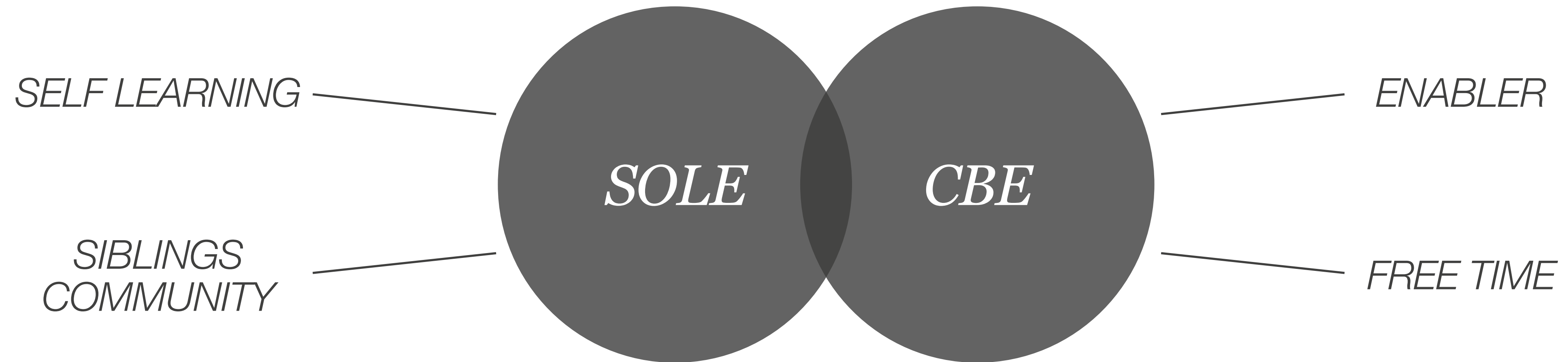


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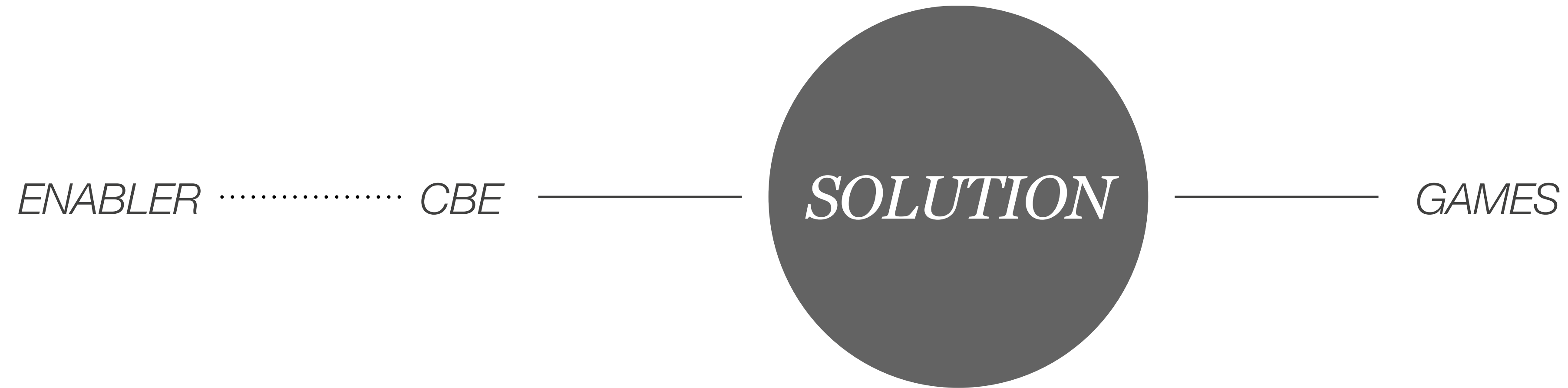


Challenge Based Innovation

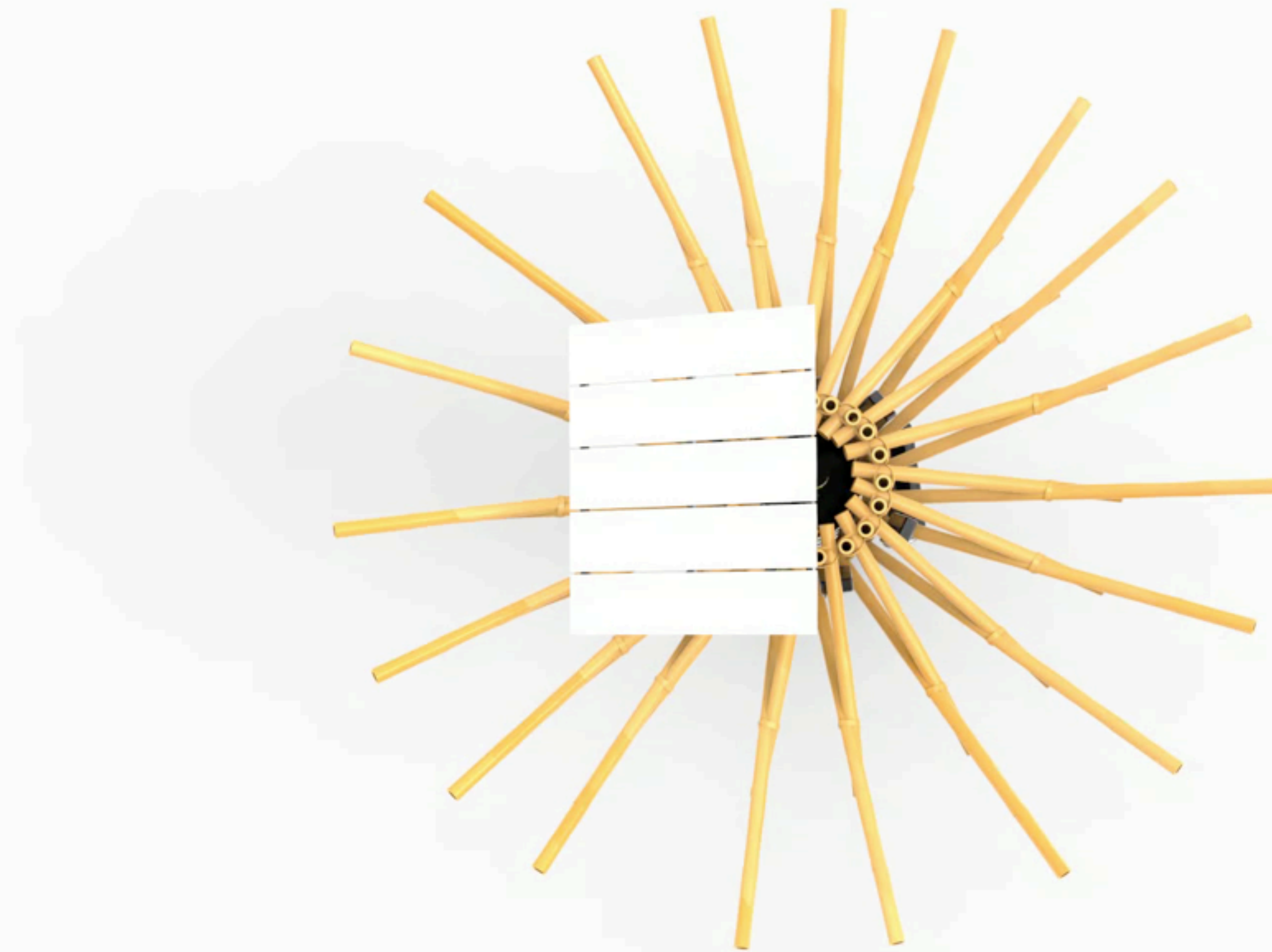
SUCCESSFUL SYSTEMS



OUR SYSTEM



KNOWLEDGE KIOSK





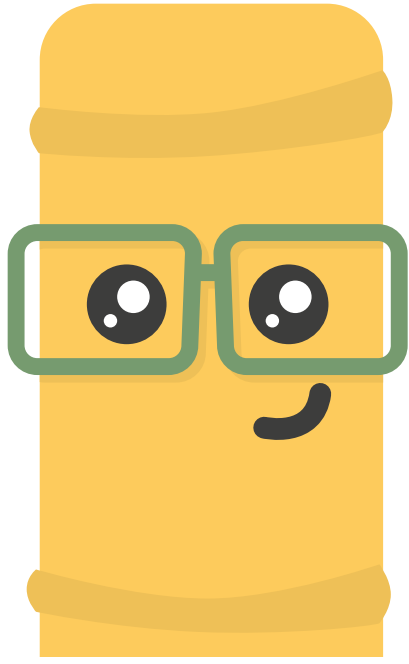
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Challenge Based Innovation



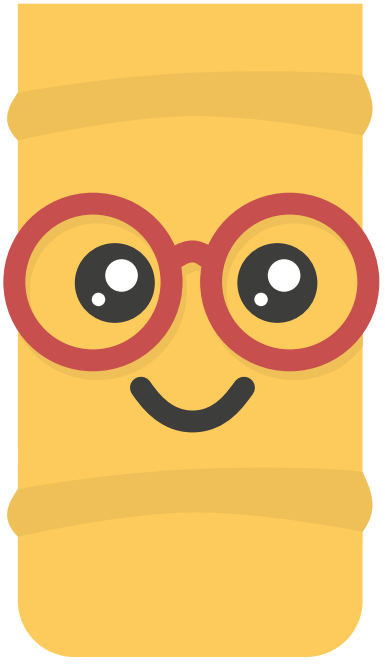
CONTENT DESIGN



Bam

BAM

BOO



Boo



CONTENT DESIGN



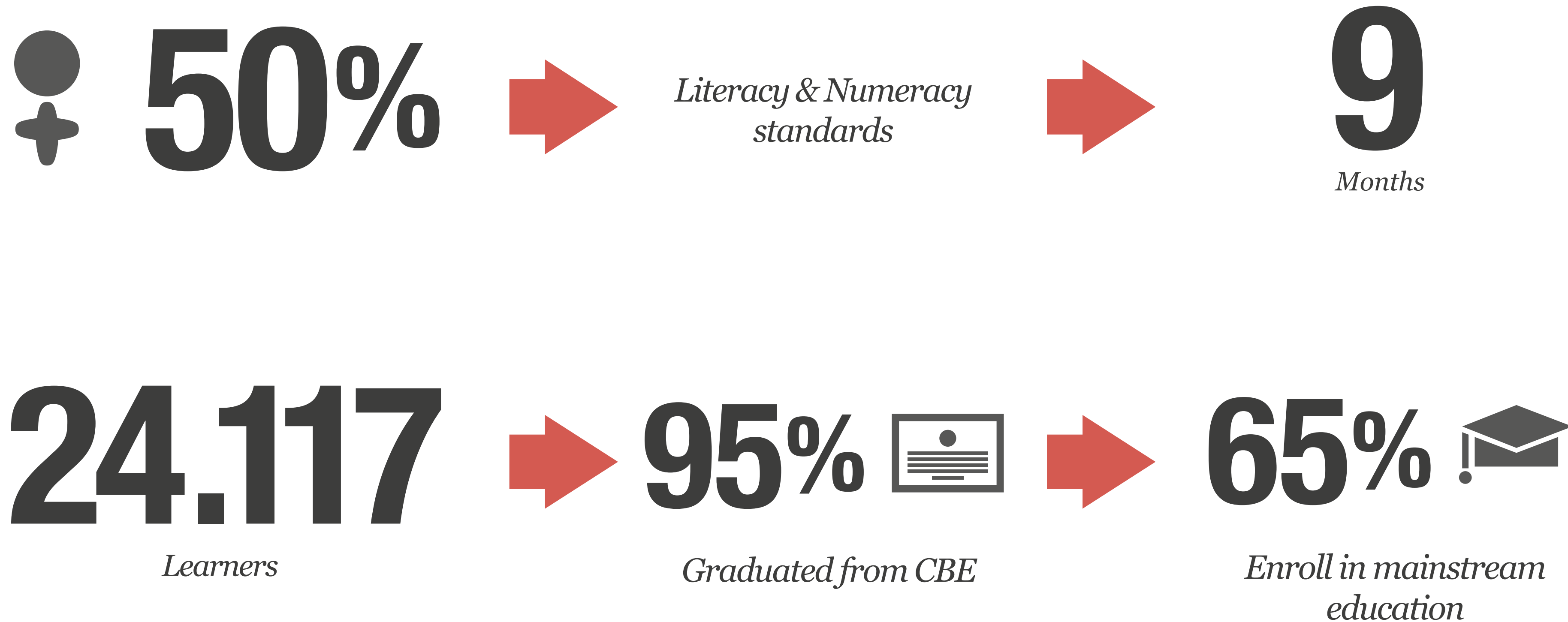
CONTENT INTERACTION





COMPLEMENTARY BASED EDUCATION

www.cbe.ges.gov.gh/



REVENUE MODEL

Buy-One-Get-One



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Challenge Based Innovation

REVENUE MODEL

Bamboo supports education & jobs in local communities



**250 enablers in 5 years
over 1000 enablers in 10 years**

INTEGRATION IN THE COMMUNITY

PENROSE TEAM



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JENNIFER'S

Education Journey

PENROSE TEAM



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THANK YOU

PENROSE TEAM



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