



DATAWIND

ANYTIME/ANYWHERE COMPUTING
& CONNECTIVITY: IMPLICATIONS FOR
BLENDED LEARNING

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Pain Points that can be addressed:

- Teacher Quality = Education Quality
 - ▣ Youtube search: Indian Teacher Funny
 - ▣ http://www.youtube.com/watch?v=slv17Dtw_Y0



- Education isn't limited to the classroom
- Students don't learn at the same way or pace

Blended Learning

- What if you can get personal/private computing/internet devices,
 - ▣ with anytime/anywhere internet connectivity
 - ▣ with content & applications that are engaging and relevant –with every student and teacher



Implications of Technology Pervasiveness

□ Students:

- Empowers them to learn independently, to research, explore and challenge
- Allows learning at an independent pace:
 - Comprehension levels are not equal
- Multimedia/video and interactive content and applications help improve comprehension, help motivate and remove limits

Implications of Technology Pervasiveness

□ Teachers:

- Enables ongoing teacher training
- Motivates self-improvement and advancement
- Challenges teachers due to ‘empowered’ students
- Allows real-time assessments

□ Administrators & Parents:

- Allows visibility into the learning environment
- Improves feedback & updates
- Better reporting efficiencies

Barriers to technology pervasiveness

- Complexity of technology – large learning curves
 - ▣ Touch-screen user interfaces and rich multimedia content significantly reduces learning curves
- Network Connectivity
 - ▣ Broad based mobile network connectivity exists
- Affordability
 - ▣ Devices & network services

Affordability: Does Rs.2,999 empower?

- Hardware priced in the range of a mobile phone
 - ▣ 800 million Indians have been able to afford them
- Further justified against cost of book printing & distribution
 - ▣ In the US:
 - Average cost of books in grade school = \$10,800 over a period of 12 yrs
 - ▣ In India:
 - Average no of books per child per grade = 14.3
 - Average customer price per book = 109.9 INR
 - Average customer price of books per child per grade = 1575 INR
 - Printing/Distribution cost = 35.3% = 556 INR
 - Life of tablet in hands of child = 3 years
 - Total savings on printing & dist over life of tablet = 1668 INR = \$33

Network Affordability & Accessibility Solution

- The network already exists
 - ▣ 800 million mobile phone connections on 2G networks
 - ▣ DataWind's breakthrough web delivery platform delivers a rich, desktop-like experience on existing networks
- Lower data costs
 - ▣ Launch at Rs.98 / \$2/mo.
 - The vision is to deliver basic mobile internet access for FREE

DataWind's Vision

- Fighting poverty with passion
- Empowering through education:
 - ▣ The pre-requisite to drive development, reduce poverty, improve health, gender equality, peace, and stability.
- Breaking the barriers of affordability and accessibility for
 - ▣ Devices
 - ▣ Networks
 - ▣ Content
- Building sustainable ecosystems
 - ▣ Thriving businesses vs. Charity