

THE PROBLEM

Africa is home to 600M+ children — and 4 in 5 cannot read a simple text by age 10 (UNESCO, 2025). Fewer still have any digital skills. 60% of households have no reliable internet. Existing typing tools require connectivity, Western curricula, and modern devices — locking out the children who need them most.

THE SOLUTION

TypeSpark Africa is a fully offline progressive web app that teaches children aged 5–8

to touch-type using the Byte Back methodology (structured home-row-first curriculum).

Works on any device. Runs in African languages. Zero internet after install.



Byte Back Curriculum

Structured home-row typing methodology



AI Adaptive Engine

Targets each child's weakest keys locally



4 African Languages

English, Swahili, Shona, Zulu



100% Offline After Install

PWA cached on-device. No data leaves.

MARKET OPPORTUNITY

\$2.2B+	African edtech market by 2027
600M+	Children under 18 in Africa
1.4B	Africa's population (youngest globally)
60%+	Households without reliable internet

BUSINESS MODEL

Free Tier	Full curriculum (English). Growth engine.	\$0
TypeSpark Plus	All languages, AI, analytics. Individuals.	\$1.99/yr
TypeSpark School	30 students + Teacher Dashboard. Schools.	\$30/yr
TypeSpark Impact	Custom deployments. NGOs / Govts.	Custom

EARLY TRACTION

- ✓ Beta testing live with learners in Zimbabwe
- ✓ Pilot programmes in 3 schools
- ✓ 7-stage curriculum fully developed
- ✓ 4 languages with full UI translation
- ✓ PWA passing Lighthouse offline audit
- ✓ Teacher Dashboard in development

REVENUE PROJECTIONS

	Users	Schools	Revenue
Year 1	50K free / 2.5K paid	50	\$16K
Year 2	200K free / 16K paid	300	\$113K
Year 3	500K free / 50K paid	1,000	\$446K

USE OF FUNDS (\$25K – \$100K)

40%	Product development (full curriculum, Teacher Dashboard, sound design)
25%	Pilot expansion (10 schools across Zimbabwe, Uganda, South Africa)
20%	Language packs (Luganda, French, Afrikaans) + localisation
15%	Distribution, partnerships, and NGO engagement

THE ASK

Seeking \$25K–\$100K in pre-seed funding to complete product, expand pilots to 10 schools, and secure first NGO partnership.

Open to: angel investment, grant funding, strategic partnerships, and in-kind support.