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

Literacy rate raised to 59%

Literacy rate raised to 78%

Literacy rate in Gulf region raised to 90%
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

- 84% of internet users are using smart devices.
- 98% are using the internet from home.
- 83% 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%
ESSAY ASSIGNMENT:

"WHAT I DID ON MY SUMMER VACATION"

NO, I DON'T WANT TO "JUST CHECK YOUR FACEBOOK PAGE!..."
But, the region is changing dramatically!
You thought of wars & conflict!!?
The Momentum Has Started
Integrated Solution

The transformation from Traditional to Smart Learning

Smart E-Learning Environment

Partnering with private sectors and support startup companies

Intel Devices Content

Office 365 Content SSO

Training courses to improve teachers’ skills
In addition to agencies in different countries
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
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
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

- Classera Inspire
- Classera Points
- Classera Ambassadors
- Classera Cards

- Social and keep you connected
- Intelligent and personalized
- Inspirational and full of fun

- Kagan Collaborative Learning
- Digital Libraries and Question Banks
- Discussions and Smart Classrooms
- Business Intelligence
- Smart Mate
- Persona
Mobile Apps

Available on the App Store

GET IT ON Google play
Classera sources of funding

Success Partners

E-Mall

Parents

Telcos

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
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
They Can Learn in a Better Way
Case Study of KSA
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
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 Kyel-Blankson
School of Teaching and Learning Illinois State University
April 20, 2015
PHD Research in Dublin - Irland

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 Research

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)

<table>
<thead>
<tr>
<th>Satisfaction Level</th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Completely Dissatisfied</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Dissatisfied</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>Neither Satisfied nor Dissatisfied</td>
<td>4</td>
<td>7</td>
</tr>
<tr>
<td>Satisfied</td>
<td>34</td>
<td>58</td>
</tr>
<tr>
<td>Completely Satisfied</td>
<td>15</td>
<td>25</td>
</tr>
</tbody>
</table>
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