

Educate! Blurb

Updated 1/11/23

NEW BLURB HERE

Short Version

By 2035, Africa will contribute more people to the workforce each year than the rest of the world combined. [Educate!](#) leverages an obsession with evidence and iterative learning to tackle one of our planet's greatest challenges — unlocking the potential of its youngest continent.

Educate! prepares youth in Africa with the skills to succeed in today's economy. We've created a 100-hour experience that delivers the most essential skills youth need to transition to work, combining training, mentorship, and practical experience starting a business. We deliver this experience to youth in 3 ways: directly in schools, integrated into education systems, and through bootcamps for out-of-school youth.

All three delivery channels have been [validated by several independent evaluations](#), which found outcomes on employment, gender equity, family planning and sexual and reproductive health, educational attainment, and climate change. To date, more than 250,000 youth have been meaningfully impacted by this model across Uganda, Rwanda, and Kenya, and along the way, Educate! has become the largest youth employment and skills provider in East Africa.

Educate! is [a team of over 210 largely African staff](#) and 300 youth mentors. We have been backed by top foundations such as Imaginable Futures, Big Bang Philanthropy, #startsmall, and Echidna Giving. Educate! won a [2018 Klaus J. Jacobs Prize](#) and a [2015 WISE Award](#), and has been highlighted by [the World Bank's S4YE's Impact Portfolio](#), an [Al Jazeera documentary](#), [BBC](#), [The Brookings Institution](#) as one of 14 case studies on scaling education, and the [Gates Foundation as a Goalkeepers Accelerator](#). In 2022, we received a [catalytic investment from philanthropist Mackenzie Scott](#) to scale our systems change work.

Educate!'s long-term vision is to design solutions that measurably impact millions of youth across Africa each year. By 2025, we aim to scale our annual reach by 4x and measurably impact over 400,000 new youth with the essential skills they need to succeed in life.

Experimental Version

Boris Long Version

Add below if necessary at end of paragraph 3 (before team and accolades paragraph)

Two rigorous [external evaluations](#), including a randomized controlled trial, found that towards the end of secondary school, participants earn nearly double the income of their peers. [A follow-up RCT](#) found that four years later, youth see major improvement in skills like grit and self-efficacy, educational attainment, and gender equity outcomes, especially for girls. Our work integrating this model into Rwanda's national education system and changing teacher practice, including [RCT results](#) which showed a doubling in university enrollment, was featured on [the Global Partnership for Education blog](#).

We're also working to scale this impact to youth who cannot access high school (50%+). In 2013 we helped a former World Bank Chief Economist run an RCT testing a 3 week bootcamp based on our model. This bootcamp had 30% income gains 3 years after, and today, we are working to adapt this model for young people unable to access high school. [The World Bank has said on its blog](#): "Overall, this is a cool result – and one of the strongest I have seen for youth-oriented training." Last year in Kenya, youth doubled income 3-months after completion of an Educate! bootcamp.

Blurb for Job Descriptions

By 2035, Africa will contribute more people to the workforce each year than the rest of the world combined. [Educate!](#) leverages an obsession with evidence and iterative learning to tackle one of our planet's greatest challenges — unlocking the potential of its youngest continent.

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All three delivery channels have been [validated by several independent evaluations](#), and to date, more than 200,000 youth have been meaningfully impacted by this model across Uganda, Rwanda, and Kenya. Along the way, Educate! has become the largest youth skills provider in East Africa.

Educate! is [a team of over 240 largely African staff](#) and 300 volunteer youth mentors. We prioritize building an engaging, fulfilling and growth oriented work environment. 50% of our top 30 leaders have been with us for over 5 years, 10+ alumni have started their own organizations and 6 current or former team members were Acumen Fund East Africa fellows.

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OLDER

[Twinkled Short Version \(could be shortened\)](#)

What if there was a way to measurably change the trajectory of the lives of youth across Africa? Since its launch in 2009, Educate! has worked to do just this, delivering outsized impacts at scale and at disproportionately low cost, through a product-led approach to youth development. As a disruptive, nonprofit, social enterprise, our team leverages an obsession with evidence and entrepreneurial drive to tackle one of our planet's greatest challenges — unlocking the potential of its youngest continent.

Educate!'s core model combines training in key skills with access to practical experience starting a business and mentorship, a formula that has been [validated by several independent evaluations](#).

Developed for scale and flexibility, our model can be adapted to a variety of settings and delivery methods. It was originally conceived as a one and a half year intervention delivered in partnership with schools and Educate!-trained mentors from within the community. We have since packaged this approach in a way that can be deployed at scale by governments through education system reform. In these instances, Educate! works with government and other stakeholders to achieve the necessary policy changes, followed by curriculum development and teacher training - targeting systems-level change by engraining the Educate! model into national curriculum subjects. Finally - we are cognisant that many young people, especially girls, are not able to attend school at all. To serve them, Educate! builds employment-focused bootcamps and business support services targeting out-of-school youth left out of the education system. To date, more than 200,000 youth have been meaningfully impacted by this model across Uganda, Rwanda and Kenya and along the way Educate! has become the largest youth skills provider in East Africa.

Educate! is a team of over 160 largely African staff and 300 volunteer youth mentors. We have been backed by top foundations such as Imaginable Futures, Big Bang Philanthropy, and Echidna Giving. Educate! won a [2018 Klaus J. Jacobs Prize](#) and a [2015 WISE Award](#), and has been highlighted by [Bill Gates](#), in [the World Bank's S4YE's Impact Portfolio](#), an [Al Jazeera documentary](#), [BBC](#), and [The Brookings Institution](#) as one of 14 case studies in their

global scaling education learning initiative. Educate! was also selected by the [UN's Generation Unlimited](#) as 1 of 20 innovative youth solutions and by the [Bill & Melinda Gates Foundation](#) as a [Goalkeepers Accelerator](#).

Educate!'s long-term vision is to design solutions that measurably impact millions of youth across Africa each year.

Short Version (could be shortened)

What if there was a way to measurably change the trajectory of the lives of youth across Africa? Since its launch in 2009, Educate! has worked to do just this, delivering outsized impacts at scale and at disproportionately low cost, through a product-led approach to youth development. As a disruptive, not-for-profit, social enterprise, our team leverages an obsession with evidence and entrepreneurial drive to tackle one of our planet's greatest challenges - unlocking the potential of its youngest continent.

Educate!'s core model combines training in key skills with access to practical experience starting a business and mentorship, a formula that has been [validated by several independent evaluations](#). This model is distributed through two lead channels. First, Educate! works with governments to help reform education systems at scale through policy change, teacher behavior change and tech-enabled products targeting systems-level sustainability, while also working directly with select schools. Second, Educate! builds employment-focused bootcamps and business support services targeting out-of-school youth left out of the education system. To date, more than 200,000 youth have been meaningfully impacted by this model across Uganda, Rwanda and Kenya and along the way Educate! has become the largest youth skills provider in East Africa.

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Long Version

What if there was a way to measurably change the trajectory of the lives of youth across Africa? Since its launch in 2009, Educate! has worked to do just this, delivering outsized impacts at scale and at disproportionately low cost, through a product-led approach to

youth development. As a disruptive, not-for-profit, social enterprise, our team leverages an obsession with evidence and entrepreneurial drive to tackle one of our planet's greatest challenges - unlocking the potential of its youngest continent.

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Two rigorous [external evaluations](#), including a randomized controlled trial, found that towards the end of secondary school, participants earn nearly double the income of their peers. [A follow-up RCT](#) found that four years later, youth see major improvement in skills like grit and self-efficacy, educational attainment, and gender equity outcomes, especially for girls. Our work integrating this model into Rwanda's national education system and changing teacher practice, including [RCT results](#) which showed a doubling in university enrollment, was featured on [the Global Partnership for Education blog](#).

We're also working to scale this impact to youth who can't access high school (50%+). In 2013 we helped a former World Bank Chief Economist run an RCT testing a 3 week bootcamp based off our model. This bootcamp had 30% income gains 3 years after and we are working to bring this model to out-of-school youth. [The World Bank has said on its blog](#): "Overall, this is a cool result – and one of the stronger I have seen for youth-oriented training."

Educate! is a [team of over 160 largely African staff](#) and 300 volunteer youth mentors. We have been backed by top foundations and product leaders such as Imaginable Futures, Big Bang Philanthropy, Echoing Green, the 1st Google Employee's foundation, the head of Google Search and Rippleworks Foundation. Educate! won a [2018 Klaus J. Jacobs Prize](#) and a [2015 WISE Award](#), and has been highlighted by [Bill Gates](#), in the World Bank's [S4YE's Impact Portfolio](#), an [Al Jazeera documentary](#), [BBC](#), and [The Brookings Institution](#) as one of 14 case studies in their global scaling education learning initiative. Educate! was also selected by the [UN's Generation Unlimited](#) as 1 of 20 innovative youth solutions and by the [Bill and Melinda Gates Foundation as a Goalkeepers Accelerator](#).

Educate!'s long-term vision is to design solutions that measurably impact millions of youth across Africa each year.

OLD

[Short Version](#)

Note: None for now. For more info contact joanna@experienceeducate.org

[Educate!](#) prepares youth in Africa with the skills to succeed in today's economy. Since 2009, we have partnered with youth, schools, and governments in [Uganda](#), [Rwanda](#), and [Kenya](#), and are now the biggest youth skills provider in East Africa.

Amidst COVID, we've pivoted to create and deploy a [distance learning model](#) based on our proven in-school experience, leveraging simple, accessible technology to reach over 100,000 students by October 2020.

Two rigorous [external evaluations](#), including a randomized controlled trial, found that towards the end of secondary school, participants earn nearly double the income of their peers. [A follow-up RCT](#) found that four years later, youth see major improvement in skills, educational attainment, and gender equity outcomes, especially for girls.

We have received various recognition for this impact, including from the World Bank's [S4YE Impact Portfolio](#), [BBC](#), [Forbes](#), the [UN's Generation Unlimited](#), [The Brookings Institution](#), and by the [Bill & Melinda Gates Foundation as a 2020 Goalkeepers Accelerator](#).

[Long Version](#)

Note: None for now. For more info contact joanna@experienceeducate.org

[Educate!](#) prepares youth in Africa with the skills to succeed in today's economy.

We tackle youth unemployment by partnering with youth, schools, and governments to design and deliver solutions that equip young people in Africa with the skills to attain further education, overcome gender inequities, start businesses, get jobs, and drive development in their communities. Our goal is to design skills-based education and employment solutions which impact youth life outcomes sustainably and at scale.

In 2019, we partnered with youth, schools, and governments in [Uganda](#), [Rwanda](#), and [Kenya](#) and measurably impacted over 46,000 youth in and out of schools while reaching 470,000 learners more broadly, making us the biggest youth skills providers in East Africa. Amidst the coronavirus pandemic, we've pivoted to create and deploy a distance learning model based on our proven in-school experience, and reached over 100,000 students by October 2020.

Two rigorous external evaluations of our flagship in-school model, including a randomized controlled trial, found that towards the end of secondary school, participants earn nearly double the income of their peers. A follow-up RCT found that four years later, youth achieve strong and lasting shifts in skills, coupled with significant improvements in education and gender equity-related outcomes, especially young women. Our graduates change their lives and their communities, such as [Daniel](#) who opened a rural health clinic in his community employing two people and conducting about 350 checkups per month.

Educate! supports governments with integrating skills-based curriculum nationally. This includes partnering with Uganda's government to integrate curriculum and a Student

Business Club structure into Uganda's entrepreneurship course nationally and serving as a technical advisor to both Rwanda and Kenya on national education reforms.

Educate! is a non-profit social enterprise with over 150 staff and 300 volunteer youth mentors. We have been backed by top foundations such as MasterCard, Big Bang Philanthropy, Echoing Green, Ashoka and Global Innovation Fund. Educate! won a [2018 Klaus J. Jacobs Prize](#), a [2015 WISE Award](#), and was highlighted by [Bill Gates](#), in the World Bank's [S4YE Impact Portfolio](#), an [Al Jazeera documentary](#), [Forbes 30 Under 30](#), [The Brookings Institution](#), and in the [BBC series "People Fixing the World"](#). Educate! was also selected by the [UN's Generation Unlimited](#) as 1 of 20 innovative youth solutions and by the [Bill & Melinda Gates Foundation as a Goalkeepers Accelerator](#).

Educate!'s long-term vision is to design solutions that measurably impact millions of youth across Africa each year.

BORIS VERSIONS

12.2.21

[Educate!](#) prepares youth in Africa with the skills to succeed in today's economy. We've created a core experience with the most essential skills youth need in a secondary level education, delivered through training, practical experience and mentorship.

Since 2009, we have partnered with youth, schools, and governments in [Uganda](#), [Rwanda](#), and [Kenya](#), and are now the biggest youth skills provider in East Africa.

Two rigorous [external evaluations](#), including a randomized controlled trial, found that towards the end of secondary school, participants earn nearly double the income of their peers. [A follow-up RCT](#) found that four years later, youth see major improvement in skills, educational attainment, and gender equity outcomes, especially for girls.

We are also exploring how to scale this impact to girls who can't access secondary. In 2013 helped a former World Bank Chief Economist run an RCT testing a 3 week bootcamp based off our model. This bootcamp had [30% income gains 3 years after](#) and we are working to figure out how to bring this type of model to girls.

We have received various recognition for this impact, including from the [World Bank's S4YE Impact Portfolio](#), [BBC](#), [Forbes](#), the [UN's Generation Unlimited](#), [The Brookings Institution](#), and by the [Bill & Melinda Gates Foundation as a 2020 Goalkeepers Accelerator](#).

Gender focused:

Educate! is the largest youth skills provider organization in East Africa, measurably impacting 46,000 youth intensively each year pre-COVID. We've seen major impact in multiple RCTs, including 4 years post, with particularly large impacts for girls, including on

secondary completion, university enrollment, delayed family formation and inter-partner violence.

Our work integrating this model into Rwanda's national education system, including [RCT results](#) which showed a 167% increase in university enrollment for girls, was recently featured on [the GPE blog](#).

We're also exploring to scale this impact to girls who can't access secondary. In 2013 we helped a former World Bank Chief Economist run an RCT testing a 3 week bootcamp based off our model. This bootcamp had 30% income gains 3 years after and we are working to figure out how to bring this type of model to girls. Last year, Gates Foundation highlighted this work.

We have received various recognition, including from the [World Bank's S4YE Impact Portfolio](#), [BBC](#), [Forbes](#), the [UN's Generation Unlimited](#), and [The Brookings Institution](#).

Karim new one:

<https://docs.google.com/document/d/1wOvnTgFEcwA5zG0lADyq6djmyJyIJHFluzH31Yi68mE/edit#>

BORIS DRAFTS (used as needed)

Sent to Givewell 2.17.21

For over a decade, Educate! has worked to prepare youth in Uganda, Rwanda, and Kenya with the skills to succeed in today's economy, and is now the biggest youth skills-provider in East Africa. The organization pursues an evidence-based approach to youth skill development in partnership with governments, schools, and with young people themselves, and has advised on three education reforms. [An RCT showed](#) that 3.5 years after graduating from secondary school, Educate! participants were better off than their peers in soft/transferable skills, educational attainment, and gender equity, including delayed family formation and decreased inter-partner violence.

Educate! has received various recognition for this impact, including from the [World Bank's S4YE's Impact Portfolio](#), the [UN's Generation Unlimited](#) as 1 of 20 innovative youth solutions, [The Brookings Institution](#) as one of 14 case studies in their global scaling education learning initiative, and by the [Bill and Melinda Gates Foundation as a 2020 Goalkeepers Accelerator](#).

Educate! prepares youth in Africa with the skills to succeed in today's economy. In 2019, we partnered with the governments of Uganda, Rwanda, and Kenya, and worked with over 1,100 schools, impacting over 46,000 in- and out-of-school youth intensively while reaching 470,000 learners more broadly. Amidst the coronavirus pandemic, we've pivoted to create and deploy distance learning strategies based on our proven in-school experience, and reached over 50,000 students by July 2020. These solutions, [outlined here](#), aim to bring our flagship experience to youth leveraging radio, sms and phone and in-person intensive mentorship.

Two rigorous external evaluations of our flagship in-school model, including a randomized controlled trial, found that towards the end of secondary school, participants of our program earn nearly DOUBLE the income of their peers. A follow-up RCT found that four years later, youth achieve strong and lasting shifts in skills, coupled with significant improvements in education and gender equity-related outcomes, especially young women. We have grown to become the biggest youth skills provider in East Africa and have received various recognition, including a highlight by [Bill Gates](#) and recognition from the World Bank's [S4YE's Impact Portfolio](#), and [The Brookings Institution](#) as one of 14 case studies in their global scaling education learning initiative.

Used for Accelerators invite 9.11

Educate! prepares youth in Africa with the skills to succeed in today's economy. We tackle youth unemployment by partnering with youth, schools and governments to design and deliver solutions that equip young people in Africa with the skills to drive development in their communities. In 2019, we partnered with the governments of Uganda, Rwanda, and Kenya and measurably impacted over 46,000 youth in and out of school while reaching 470,000 learners more broadly, making us the biggest youth skills provider in East Africa. Educate! has received various recognition, including from the World Bank's [S4YE's Impact Portfolio](#), The Brookings Institution's [Millions Learning initiative on scaling education](#), and the UN's [Generation Unlimited portfolio](#).

Boris bios

Short

Boris is the CEO and Co-founder of Educate!, which he co-founded when he was 19. Under his leadership, the organization has grown to become the biggest youth skills provider in East Africa and has received various recognition, including highlights by the World Bank's S4YE's Impact Portfolio, The Brookings Institution as one of 14 case studies in their global scaling education learning initiative, the UN's Generation Unlimited as one of 20 innovative youth solutions, and by the Bill & Melinda Gates Foundation as a Goalkeepers Accelerator.

Website

Chief Executive Officer (CEO) and Co-Founder

Under Boris's leadership, Educate! has grown to become the largest youth skills provider in East Africa, meaningfully impacting over 200,000 youth across Uganda, Rwanda, and Kenya. With a team of over 240 staff and 300 youth mentors, the organization has received much acclaim for its work, including the 2018 Klaus J. Jacobs Prize and the 2015 WISE Award. Educate! was also highlighted by the World Bank's S4YE's Impact Portfolio, The Brookings Institution as one of 14 case studies in their global scaling education learning initiative, the UN's Generation Unlimited as one of 20 innovative youth solutions, and by the Bill & Melinda Gates Foundation as a Goalkeepers Accelerator.

Boris emigrated to the U.S. from Latvia at the age of 7. He considers himself lucky to have attended a great public school in San Francisco that eventually got him into Amherst College. As a refugee himself, Boris believes in giving other young people access to the same educational opportunities that have allowed him to get to where he is today.

Before jumping into Educate! full-time, Boris worked at startup incubator Loeb Enterprises. Boris is a recipient of the 2011 Grinnell College Young Innovator for Social Justice Prize, and a two-time Forbes Top 30 Under 30 Social Entrepreneur.

Boris has been with Educate! since 2004.

LinkedIn

Boris Bulayev is the CEO & Co-Founder of Educate!, which provides youth in East Africa with the skills to succeed in today's economy. As an immigrant from Latvia and refugee himself, Boris believes in the power of giving young people access to formative educational opportunities, which have allowed him to get to where he is today.

Under his leadership, Educate! has grown to become the largest youth skills provider in East Africa, meaningfully impacting over 250,000 youth across Uganda, Rwanda, and Kenya. With a team of over 240 staff and 300 youth mentors, the organization has received much acclaim for its work, including the 2018 Klaus J. Jacobs Prize and the 2015 WISE Award. Educate! was also highlighted by the World Bank's S4YE's Impact Portfolio, The Brookings Institution as one of 14 case studies in their global scaling education learning initiative, the UN's Generation

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LinkedIn Experience

- Guided the organization's scaling strategy, meaningfully impacting over 250,000 in-school and out-of-school youth across Uganda, Rwanda, and Kenya, as well as the integration of skills-based education into national education systems.
- Facilitated Educate!'s internal growth to over 240 staff and 300 volunteer youth mentors, with a strong focus on gender-equitable East African leadership and a concerted effort to maintain the organization's core cultural values.
- Supported Educate!'s contributions to global dialogues around 21st century skills-based education for youth, leading to its recognition by top foundations and organizations in our industry. Some examples include backing by MasterCard, Big Bang Philanthropy, Mulago, Echoing Green, Ashoka, Global Innovation Fund; a 2018 Klaus J. Jacobs Prize and 2015 WISE Award; and and features by key S4YE, Al Jazeera, Forbes, The Brookings Institution, and the UN's Generation Unlimited among others.

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