

**The
FutureList**

Kunda Klds

Innovation Memo

WWW.THEFUTURELIST.COM

Innovation In Words



A note from the Director of Kunda Kids, Louisa Kiwana Olafuyi

Our goal is to make sure that all children have access to content that teaches them about the African heritage because you can't call yourself a global citizen when you don't include Africa in that narrative.

Kunda Kids

Executive Summary



EdTech



Media and Publishing



www.kundakids.com



USD 800,000



2020

Kunda Kids is a children's publishing, ed-tech, and media company that aims to revitalize early learning with fun stories that foster literacy, bolster self-esteem, and celebrate Africa's rich history and diverse culture. Founded in 2020 amidst the COVID-19 pandemic, Kunda Kids is the brainchild of Oladele and Louisa Olafuyi, a husband and wife team driven to create preschool content rich in African cultural diversity. Their vision has transformed into a comprehensive platform that offers inclusive and engaging educational experiences.

Kunda Kids, as a children's education publishing and media company, has a diverse range of opportunities and challenges. Potential opportunities include partnerships and collaborations with educational institutions, libraries, ed-tech platforms, children's brands, content platforms, technology companies, and bookstores. There are also expansion opportunities such as entering new markets, forming educational partnerships with well-known brands, content licensing and distribution, merchandising, and collaborations with government and NGOs.

However, Kunda Kids faces potential roadblocks and challenges including market saturation, educational regulations, technological challenges, intellectual property risks, financial constraints, cultural sensitivity, and online security and privacy concerns.

To mitigate these risks, Kunda Kids should conduct thorough market research, stay agile in adapting to changes, prioritize customer feedback, invest in robust technology and security measures, and regularly reassess their business strategy. By taking these steps, Kunda Kids can navigate the challenges and capitalize on the opportunities to achieve long-term success.



Oladele Olafuyi
Co-Founder and CEO

Oladele, an MBA alumnus of the University of Cambridge Judge Business School, is renowned for his impactful role in driving growth in Africa for the unicorn FinTech company WorldRemit. With a strong track record in the FMCG sector, he has built a reputation for effective leadership. His strategic insights and unwavering commitment to excellence cement Kunda Kids as a prominent force in the publishing, ed-tech, and animation spaces.



Louisa Kiwana Olafuyi
Co-Founder and Director

Louisa is an influential figure in UK business and publishing, with a wealth of expertise gained from roles at Cambridge University Press, WPP, and Unilever. As a member of the Publishing Association's Diversity and Inclusion Committee, Louisa, an accomplished author of over 50 children's books, leads Kunda Kids with a mission to celebrate diverse cultures - particularly African heritage.

Innovation Spotlight

Product Innovation:

- **Key Features:** Kunda Kids offers children's books, songs and animations inspired by African history and culture, a fun and educational storytelling app designed specifically for kids ages 3 to 8. Additionally, Kunda Kids offers publishing services for independent authors, providing them with an expansive network of schools, libraries, and bookstores and an opportunity to collaborate with an award-winning team, making a meaningful impact on young readers across the globe.
- **Design and User Experience:** The Kunda Kids app is designed for a young audience. The visual and interactive elements are tailored to be accessible, engaging, and easily comprehensible by children, with a colorful, playful, and visually appealing style.
- **Performance Metrics:** The Kunda Kids mobile app has a 4.4/5 star rating on the Google Play store, with over 10k downloads, and a 5/5 rating on the Apple app store, available for both iPhone and iPad users. Kunda Kids is also rated Excellent (4.3/5) by users on Trustpilot.
- **Safety and Compliance:** The Kunda Kids app incorporates various parental control and child safety measures to ensure a secure and enriching experience for young users.
- **Scalability of Innovation:** The company prioritizes continuous innovation, scalability, partnerships, and user-centric design to enhance functionality, accommodate growth, broaden reach, and ensure intuitive user experiences aligned with user safety and data protection.

Business Model Innovation:

- Kunda Kids operates multiple business models to address its multiple value propositions through one or more products and services. These include an e-commerce model for its publications, a subscription (freemium) model for its mobile app learning content, and a transactional model for its publishing service. Its unique business model easily allows Kunda Kids to diversify risks and take advantage of markets/business offerings that work. It also helps increase its brand recognition among a broader range of customers.

Market Impact and Future Outlook

Market Impact:

By addressing the lack of diversity and cultural representation in early learning materials, Kunda Kids is revolutionizing the landscape of educational content. Their focus on stories that celebrate Africa's rich history and diverse culture not only fills a crucial gap in the market but also promotes inclusivity and fosters a sense of pride and self-esteem among children of African descent. Moreover, by incorporating educational elements into their engaging narratives, Kunda Kids has the potential to enhance literacy skills and promote early learning in a fun and accessible manner.

By providing inclusive and culturally enriching educational experiences, Kunda Kids not only meets the needs of today's diverse families but also sets a new standard for children's content worldwide. This innovative approach not only benefits the industry but also has the potential to positively impact society by promoting cultural understanding and appreciation from a young age.

Future Outlook:

Kunda Kids plans to grow its impact further with a focus on these key areas in the next five years:

- **African Focus:** Kunda Kids aims to increase its focus on improving early years education and media in Africa. Through interactive and culturally relevant content, it is looking to enrich learning experiences, foster creativity, and instill positive values among young audiences on the continent.
- **Collaborations and Partnerships:** Strengthened partnerships with government and key organizations to improve the awareness and urgency for diversity and environmental stewardship in children's media. These partnerships may lead to developing educational programs, events, or initiatives that align with the company's mission of drawing attention to the shortcomings of children's content.
- **Expanding Content Distribution:** Broadening the availability and distribution of educational media both in broadcast and EdTech across Africa and globally.
- **Technological Innovation:** As technology continues to advance, Kunda Kids could explore innovative ways to deliver its content, such as augmented reality (AR), virtual reality (VR), and Artificial Intelligence (AI) for personalized learning or interactive platforms that further engage young learners.
- **Measuring Impact and Feedback:** Regularly measuring the impact of its content on children's learning outcomes and seeking feedback from parents and educators can guide the company's continuous improvement and adaptation to the evolving needs of its audience.

Societal and Cultural Impact

The societal and environmental impact of Kunda Kids is immensely positive, given its unique focus on enlivening early learning with stories that celebrate Africa's rich history and diverse culture. Here are some potential factors that contribute to its impact:

- **Cultural Representation:** Kunda Kids' emphasis on celebrating Africa's rich history and diverse culture addresses the need for diverse and inclusive content in children's education. This can have a positive impact by providing representation for children who may not see themselves reflected in mainstream educational materials.
- **Literacy Promotion:** The focus on fostering literacy aligns with the global emphasis on early childhood education. Kunda Kids' approach to making learning fun through stories has the potential to impact children's literacy development positively.
- **Self-Esteem Building:** By bolstering self-esteem through its content, Kunda Kids contributes to children's social and emotional development. This aspect can resonate well with parents and educators who prioritize holistic learning experiences for young learners.
- **Global Appeal:** While rooted in celebrating African culture, Kunda Kids' content has a global appeal. It can serve as an educational resource for children of African descent and a broader audience interested in diverse perspectives.

Potential Partnership Opportunities

Kunda Kids has developed strategic partnerships with institutions and organizations such as schools, libraries, multinationals, and professional associations across the UK and beyond. Additional partnership and expansion opportunities may include:

- **Ed-Tech Platforms:** Form partnerships with established ed-tech platforms specializing in educational content delivery. This could involve licensing content or integrating Kunda Kids' resources into existing learning platforms. Examples include Google Classroom, Khan Academy, Scholastic Kids, etc.
- **Children's Brands and Products:** Collaborate with other children's brands, toy companies, or product manufacturers to create co-branded content or educational products that enhance the overall learning experience.
- **Content Platforms and Streaming Services:** Explore partnerships with popular content platforms and streaming services for children. This could involve creating exclusive content or making existing content available to a wider audience.
- **Technology Companies:** Collaborate with technology companies to explore innovative ways of delivering educational content, such as through augmented reality (AR) or virtual reality (VR) experiences.

Expansion Opportunities:

- **New Market Penetration:** Explore opportunities to expand into new markets, particularly African countries, either by engaging key communities (online and offline), major distributors, and school managers, translating content into different languages (French for instance), or customizing content to suit the preferences of specific regions.
- **Educational Partnerships with Brands:** Explore partnerships with well-known children's brands for cross-promotional activities that leverage each other's audiences and enhance brand visibility.
- **Content Licensing and Distribution:** Consider licensing Kunda Kids' video content and YouTube series to entertainment companies specialized in the production and distribution of kids' and family properties in major markets like the UK, the United States, and Africa. Examples include SKY Group, Amazon, Showmax, DSTV, Netflix, etc.
- **Merchandising:** Consider licensing characters or themes from Kunda Kids' content for merchandising opportunities, including toys, clothing, and other child-friendly products.

Potential Roadblocks and Risks

While Kunda Kids has the potential to bring about positive impact through its educational products, like any business, it may encounter various roadblocks and risks. Here are some potential challenges:

- **Educational Regulations:** Complying with educational regulations and standards can be complex and varies across regions. Kunda Kids needs to navigate these regulations to ensure its products align with educational curricula and requirements.
- **Technological Challenges:** Technological challenges such as software glitches, cybersecurity concerns, or rapid technological advancements, as seen in Artificial Intelligence, may pose risks in the future. Staying updated with technology trends is crucial to adapting and surviving such disruptive changes.

- **Financial Constraints:** Like any startup, Kunda Kids may face financial constraints. Managing cash flow, securing funding for expansion, and achieving a sustainable revenue model are critical aspects for long-term success, especially in the EdTech sector.
- **Cultural Sensitivity and Localization:** As Kunda Kids continues to expand its operations into diverse markets, it must navigate cultural sensitivities and localize content appropriately. Failure to understand and respect cultural nuances may impact the acceptance of its products.
- **Online Security and Privacy Concerns:** If Kunda Kids collects and processes user data, it must prioritize data privacy and security. Regulatory compliance, transparent data practices, and safeguarding users online are essential to building and maintaining trust.

Kunda Kids must increase its research and development efforts, stay agile in adapting to changes, prioritize customer feedback, invest in robust technology and security measures, and have contingency plans for potential disruptions. Regularly reassessing the business strategy in light of market dynamics is key to long-term success.

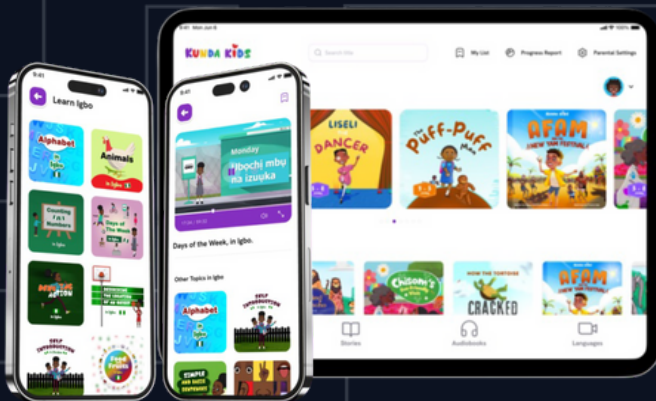
Conclusion

Kunda Kids stands as a beacon in children's publishing, ed-tech, and media, offering a distinctive business model that seamlessly integrates literature, technology, and cultural celebration. By enlivening early learning through captivating stories, music, and animations inspired by Africa's rich history and diverse culture, Kunda Kids fosters literacy, bolsters self-esteem, and contributes to a more inclusive educational landscape. Its commitment to providing publishing services for independent authors further amplifies its impact by nurturing a community of storytellers.

As an award-winning enterprise, Kunda Kids not only shapes the present by empowering young minds but also holds the promise of a brighter future, where education is informative and a celebration of diversity and heritage. The innovative fusion of storytelling, technology, and cultural pride positions Kunda Kids at the forefront of transforming early learning experiences, ensuring a lasting legacy of positive impact.

Innovation In View

How Kunda Kids brings innovation to life



Mobile and Web Application

The Kunda Kids mobile and web applications offer an engaging, educational, and entertaining platform that encourages children to explore, imagine, and learn. With stories ranging from folklore and fairy tales to inspirational tales of real-life heroes. The Kunda Kids application features:

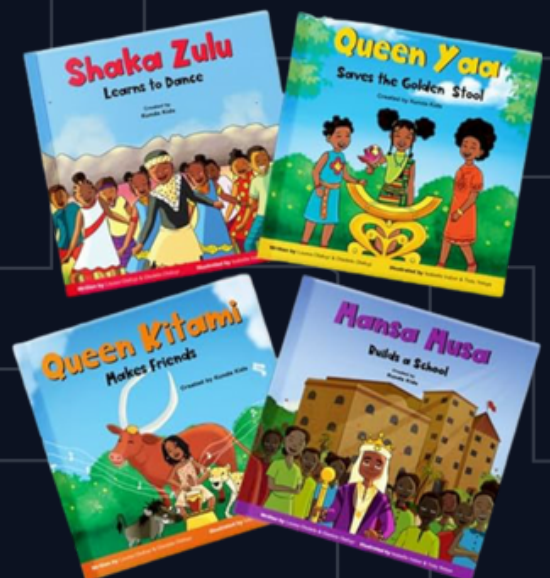
- A vast collection of children's stories
- Varied topics including financial literacy, climate change, STEM, etc.
- Multi-lingual animations
- Interactive quizzes
- Resources for educators

Kunda Kids Books

Kunda Kids offers a collection of physical children's books that spark curiosity and creativity. These include story books, activity books, picture books, book bundles, etc.

Kunda Kids books are available to borrow in all UK libraries and for purchase at popular book stores like:

- World of Books
- Amazon
- Waterstones
- Roving Heights
- BookNook, etc.



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The FutureList

Notes on our methodology

About The FutureList

The FutureList is dedicated to identifying and linking innovative technology companies with the investors, talent and strategic growth partners they need to rapidly scale their innovation. The FutureList leverages its network of local Innovation Scouts, a comprehensive online platform, and curated events to rapidly spot and match opportunities. The FutureList network has already profiled over 6,000 innovative companies, investors and partners globally.

We scout across a broad range of sectors in tech, aiming to identify the most innovative startups globally. This includes everything from AI to biotech, renewable energy, and more. The 10 categories we currently focus on are: Agriculture (farming, food, beverages, crops, forestry, aquaculture, livestock, irrigation, veterinary, etc.), Climate (electricity, energy, environment, renewables, recycling, circular economy, carbon credits, cleantech, etc.), Education (e-learning, school management, assessments, upskilling, tutors, languages, etc.), Enterprise (legal services, AI, cyber security, market research, recruitment, HR, customer success, consulting, SaaS tools, business analytics, etc.), Finance (banking, capital, trading, lending, personal finance, insurance, crypto, real estate, etc.), Health (medicine, biotech, medical equipment, pharmaceuticals, public health, digital health, hospitals, health records, wellness, fitness, beauty, etc.), Infrastructure (architecture, materials, computer networks, safety, law enforcement, construction, data centers, machinery, telecom, wireless internet, manufacturing, etc.), Media (marketing, influencers, animation, arts, gaming, fashion, content, platforms, music, publishing, translation, editing, etc.), Mobility (delivery, transportation, etc.), and Supply Chain (e-commerce, warehousing, logistics, retail, etc.)

About Our Innovation Scouts

Our Innovation Scouts are experienced professionals from diverse sectors with a keen eye for groundbreaking technologies and business models. They undergo rigorous training to ensure they provide maximum value to the startups they work with. They conduct their research on a volunteer basis. We have strict ethical guidelines in place. Any Scout with a potential conflict of interest is recused from the process to ensure fairness and objectivity.

About Our Innovation Memos

Innovation Memos provide a comprehensive profile of an innovator, whether its a startup, hub, investor or more established corporate, highlighting technological and business model innovations. The Memo is written in direct consultation with a verified representative from that entity, and also outlines suggestions around how to rapidly scale their innovation further through use of The FutureList's network. Once published, the Memo accessible to our network of investors, partners, and the general public for free on our platform. The Memo process is completely free for the companies featured as well. The entire process, from initial contact to publishing the Innovation Memo, typically takes about 4-6 weeks, but this can vary based on the startup's availability and responsiveness. Our goal is to promote and scale innovation globally. The FutureList platform and events are sponsored by partners.

Scaling Innovation

How **The FutureList** identifies and scales innovation globally



Ecosystem and sector mapping

Our Ecosystem team identifies the most innovative early-stage and growth-stage tech companies across key sectors in tech hubs around the globe.



Innovation memos and platform profiles

Our Research team interviews founders and tech executives to publish innovation memos and create a comprehensive company profile on our public online platform.



Introductions to strategic opportunities

Our Ecosystem team shares company profiles with relevant investors and strategic growth partners across our global ecosystem, and facilitate warm introductions where requested.



Private dinners and fireside chats

Our exclusive evening events bring together founders, tech executives and other special guests for networking and interactive discussions around technology and innovation.



Global summits and learning trips

Featured companies will be invited to larger annual events held at the regional and global stage that connect the most innovative companies with opportunities for further visibility.

Sponsor

The FutureList platform and events are sponsored by partners.



Sand Technologies, a global technology services company with presence across Silicon Valley, France, the UK, Romania, and several emerging markets, is at the forefront of supporting scale-ups worldwide in overcoming the challenges of rapid growth. We're currently aiding businesses in the United States, New Zealand, Denmark, the Netherlands, the UK, the UAE, South Africa, Kenya, and numerous other locations in developing scalable technology products, constructing world-class tech teams, enhancing revenue generation, and elevating customer satisfaction.

Learn more at www.sandtech.com

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