



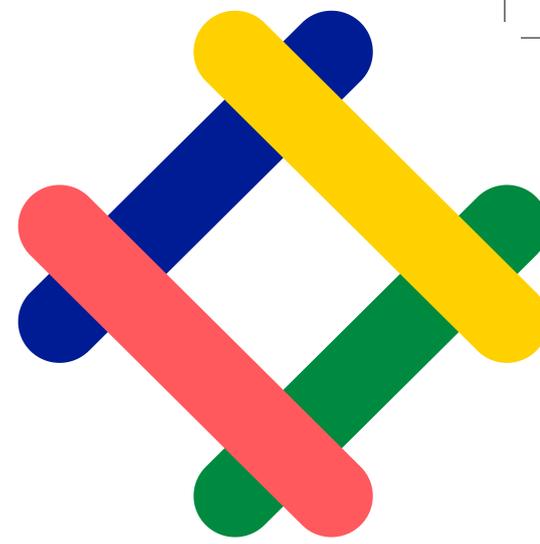
INJINI

Africa's EdTech Accelerator
& Think Tank

Two Years of Impact:

2023 – 2025





Introduction

Since 2017, Injini has been at the forefront of transforming education across Sub-Saharan Africa through technology-enabled solutions. As Africa's first dedicated EdTech accelerator, we have contributed to an ecosystem where innovation meets educational need, supporting ventures that address the continent's most pressing educational challenges.

This impact report presents the measurable outcomes of our work over the past eight years, with a particular focus on the last two years. At the heart of this Theory of Change is a simple idea: if we strengthen African EdTech startups, generate evidence for what works, and foster an enabling ecosystem, then we can create sustainable businesses that deliver contextually relevant solutions, ultimately improving educational outcomes across the region.

Through rigorous data collection and evaluation, we demonstrate how our support for EdTech entrepreneurs translates into both economic value creation and better learning opportunities for millions of learners. In a climate where educational inequality persists and funding for EdTech remains challenging, Injini's programmes have enabled our portfolio companies to reach learners at scale, create quality employment opportunities, secure vital investment, and produce evidence of meaningful learning improvements.

The results presented here reflect our commitment to enabling evidence-based innovation and advancing systemic change in access to quality, relevant education across Sub-Saharan Africa.



Our Impact at a Glance

(Apr 2023 – Apr 2025)

2.2 million learners

and 440,000 teachers ECD practitioners and educators reached across South Africa.

\$1.4 million in external

funding raised by Injini-supported ventures, in a market where African EdTech secured just \$34.6 million in total.

65% of new jobs created went

to women, tackling both youth and gender employment gaps

Evidence of sustained growth:

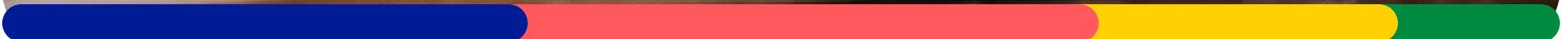
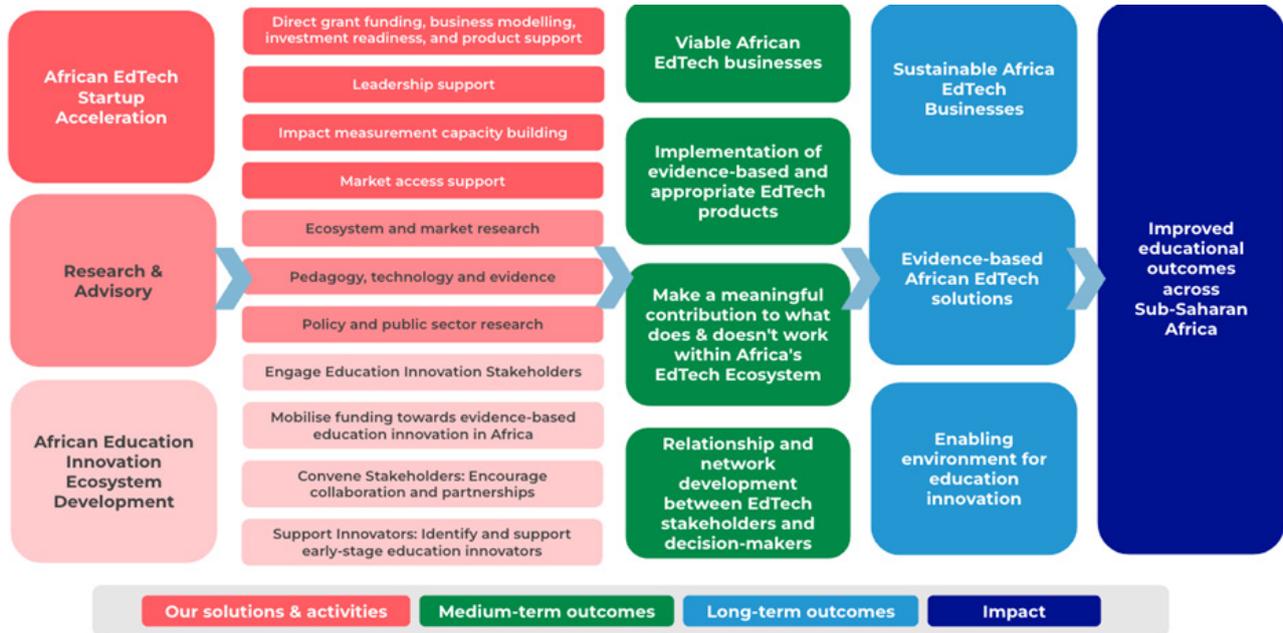
ventures participating for 25 months achieved **31.3% median revenue growth**, compared to **5.5%** for newer cohorts

Improved evidence capacity:

portfolio companies significantly increased their ability to **measure and demonstrate educational impact**

Theory of Change

Injini's Theory of Change is the result of continuous learning over the past eight years. It reflects our current organisational impact strategy, shaped significantly by insights from the last two years—drawn from internal learning sessions and post-programme external evaluations.



Historical Impact

Direct Impact

Since 2017, Injini has supported more than 300 EdTech solutions through 11 entrepreneurial and business support programs. These range from incubation to acceleration, all designed to help promising ventures grow and succeed.

Our reach extends across 18 African countries, where we've trained and empowered over 700 entrepreneurs with the skills, resources, and networks they need to build and scale transformative education solutions.

Over the past eight years, our programs have continually evolved to maximise impact. This report focuses on the last two years — the period where implementation has been most closely aligned to our Theory of Change. During this time, we worked intensively with 24 South African EdTech companies (our EdTech Fellows), tracking their progress between April 2023 and April 2025.

Program Satisfaction

Fellows consistently report extremely positive experiences with Injini programs:

100%

of Fellows said they were either satisfied or very satisfied.

Feedback emphasises the tailored, relevant, and practical support provided, which helps businesses grow without overwhelming founders.

"The EdTech Fellowship programme has been nothing short of amazing. There is no programme with a bespoke and tailored approach like this programme. The support is relevant and real in a way that really aids your entity to grow. The programme is also not exhaustive in its requirements in a way that derails you from focusing on running your business which is also great".

Nhlanhla Mposula, EcoLabs (Cohort 2), November 2024

Organisation
impact since 2017:

300

EdTech solutions

11

dedicated entrepreneurial
and business support
programs.

18

African countries

700+

individuals empowered

Injini's Contribution Effect

While we recognise that the businesses in the Mastercard Foundation EdTech Fellowship Program are often high-achieving, high-potential businesses in their own right, feedback strongly indicates that our programs have played a significant role in driving their outcomes:

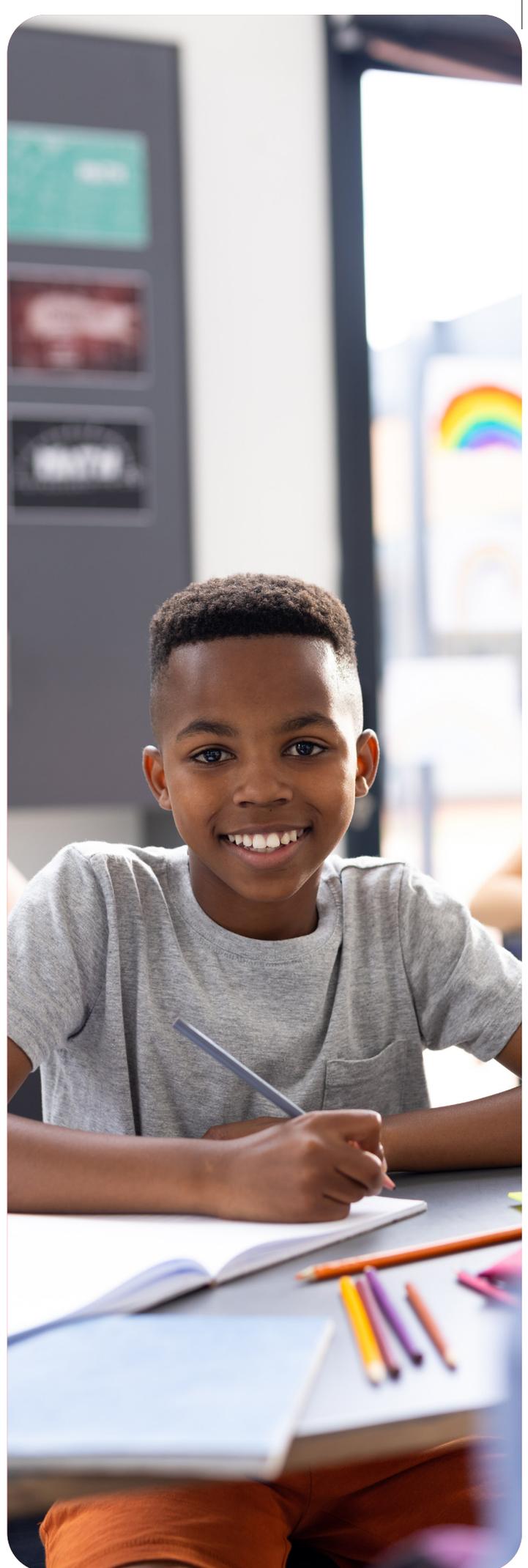
These results show how Injini contributes not only to business growth, but also to strengthening the evidence base and increasing the capacity of EdTech ventures to deliver meaningful educational impact.

71%

of those supported in the first two cohorts of the Mastercard Foundation Fellowship report that the program has “significantly” contributed to their improved ability to track impact/educational outcomes.

83%

of the businesses supported in the Fellowship who were actively fundraising said that Injini's program “significantly” or “somewhat” contributed to achieving their funding goals.





Economic Value Creation

Business Growth and Revenue Generation

Injini-supported start-ups are demonstrating strong business growth. Across the portfolio, ventures achieved a median revenue increase of 11.8%. The median figure is used to provide a more accurate picture, as individual growth rates vary widely.

Time in the programme makes a clear difference:

- Fellows who joined in 2023 (25 months with Injini) achieved a 31.3% median revenue increase.
- Fellows who joined in 2024 (13 months with Injini) reported a more modest 5.5% median increase.

This pattern suggests that the longer companies remain in Injini's programs, the stronger their growth trajectory becomes. If sustained, these results could place Injini-supported EdTech ventures ahead of the projected 8.3% compound annual growth rate (CAGR) forecast for the South African EdTech sector between 2024 and 2029.

Case Study: Economic Value Creation



Key Milestones – 2024:

- Onboarded 3 new franchises
- Secured a landmark contract with Curro, South Africa's leading independent school network
- Impact: 400 teachers reached, 8,000+ children benefiting



Turning a Pitch into Partnership

In 2024, Buzz Kidz reached major milestones on its growth journey. The team successfully onboarded three new franchises and secured a landmark contract with Curro, South Africa's leading independent school network. This partnership will see Buzz Kidz's solution rolled out to 400 teachers and more than 8,000 children.

Founder and CEO Hanneke Mackie credits the Injini programme as a critical factor in achieving this success. She describes her fellowship year as "the year of the pitch deck... reworking this 9,700 times".

The intensive focus on refining her pitch, guided by Injini's support, resulted in a polished and professional presentation that impressed Curro's decision-makers.

Reflecting on the journey, Mackie notes that without Injini's structure and mentorship, she would not have dedicated so much effort to perfecting her pitch — and likely would not have secured the Curro contract.

Case Study: Economic Value Creation



Key Achievements – 2024:

- Refined sales and pricing strategy with dedicated Injini support
- Secured Education Alliance Finland (EAF) certification to validate solution effectiveness
- Strengthened credibility with schools and partners, enabling growth and scaling



Building Sales Confidence and Market Credibility

In 2024, Fintr joined the Injini programme with a clear goal: to strengthen their sales and pricing strategy, a key area they had identified as a barrier to growth. With guidance from a dedicated sales consultant, the team refined their approach to pricing, product packaging, and school engagement, building confidence in areas where they had less experience.

CEO Elijah Djan highlights the value of this support: *“The Injini-managed consultant helped solidify our thinking around sales and pricing. We’re not intrinsically*

salespeople, so this was really helpful.”

Fintr also leveraged the Education Alliance Finland (EAF) certification, facilitated through Injini, to demonstrate the effectiveness of their solution. This certification has helped differentiate Fintr in the market, build credibility, and attract interest from schools and potential partners. Reflecting on their journey, Djan notes that Injini’s structured support was instrumental in positioning Fintr for growth and scaling.

Funding and Investment

Funding Impact

\$1.4m

**external investment raised
by Injini-supported startups**

\$1.6m+

**in direct grant funding
committed by Injini**

66.7%

**of portfolio companies
secured funding during the
programme**

**Achieved in a context where
African EdTech raised just
\$34.6 million VC funding
in 2024 and overall African
startup funding declined
25%**

Between 2023 and 2024, Injini played a pivotal role in strengthening the investment readiness of South African EdTech startups. During this period, Injini facilitated five successful funding connections between its portfolio companies and investors, resulting in \$1.4 million in external investment. This achievement is particularly significant given that EdTech across Africa secured only \$34.6 million in total VC funding in 2024.

In addition, Injini directly committed over \$1.6 million in grant funding to participating companies, further bolstering their financial capacity and resilience.

At a time when startup funding across Africa fell by 25%, with South Africa's ecosystem dominated by fintech and energy, Injini's targeted support helped EdTech ventures stand out in a competitive and constrained investment environment. Through initiatives such as structured investor matchmaking, data room preparation, and strategic fundraising guidance, two-thirds (66.7%) of Injini-supported startups secured funding during the programme.



Case Study: Funding And Investment



Afrika Tikkun
Bamabanani

From Readiness to Results: Securing Major Funding

In 2024, Afrika Tikkun Bamabanani secured R10 million in funding from Capitec Bank, a milestone that underscores the tangible outcomes of Injini's investment readiness support. The achievement reflects the organisation's ability to effectively communicate its value proposition—skills sharpened through Injini's structured programme.

CEO Theresa Michael credits the programme's comprehensive support for this success: "Several elements contributed to this, including the feedback on the pitch deck, input from all other Fellows, the Theory of Change framework, and discussions in different programme workshops with stakeholders about their preferences and priorities. By leveraging 1% from every aspect that the programme offered across the two years, it culminated in a substantial collective impact."

This case highlights how Injini's targeted interventions—particularly pitch deck development and investor-focused workshops—prepared Afrika Tikkun Bamabanani to meet investor expectations and secure a significant partnership with Capitec Bank.

Key Milestones – 2024:

- Secured R10 million in funding from Capitec Bank
- Strengthened investment readiness through pitch deck feedback, Theory of Change, and investor workshops
- Demonstrated the collective impact of Injini's two-year programme on scaling and funding success



Case Study: Funding And Investment



Strengthening Financial Foundations for Growth

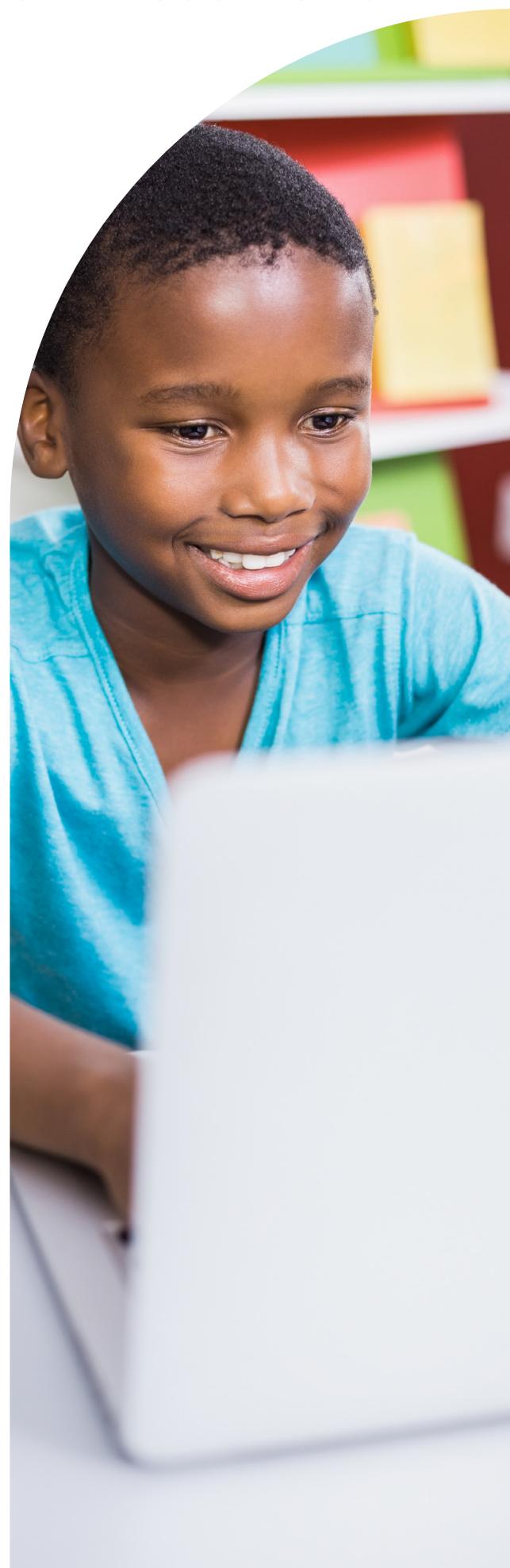
In 2024, EcoLabs, an EdTech company focused on building computer labs in low-income schools, secured R500,000 (USD 28,000) in hybrid financing—less than six months after completing the Injini programme. This milestone was made possible through Injini’s targeted support in refining EcoLabs’ financial model and consolidating key operational documents.

CEO Nhlanhla Mposula reflects on the experience: *“Injini’s help in consolidating our financial and operational documents played a critical role in achieving this milestone. Engaging with clients has also become much easier now that our documentation is organised and accessible.”*

The case demonstrates how Injini’s practical interventions in financial modelling and business operations not only improved EcoLabs’ funding prospects but also delivered lasting benefits to the company’s client engagement and overall efficiency.

Key Milestones – 2024:

- Secured R500,000 (USD 28,000) in hybrid financing within six months of programme completion
- Benefited from specialised financial modelling support and improved operational documentation
- Enhanced client engagement and organisational efficiency as a result of Injini’s structured guidance

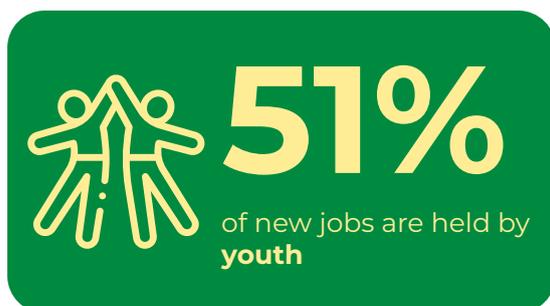


Job Creation

South Africa continues to grapple with persistently high unemployment, with the official rate at 31.9% and youth unemployment reaching 44.6% in Q4 2024. Women and young people remain disproportionately affected, facing fewer opportunities and lower levels of labour market absorption.

Against this challenging backdrop, Injini-supported EdTech startups are helping to drive meaningful change. Across the 24 actively supported companies, a total of 442 people are employed, with 60% of roles held by women and 63% by youth. Importantly, since joining Injini programs, these startups have created 104 new jobs—an impressive achievement in South Africa's constrained job market.

The majority of these new roles have gone to the groups most affected by unemployment:



This growth highlights the potential of the EdTech sector to foster inclusive employment, providing meaningful opportunities to demographics that are often excluded from traditional labour markets. While modest in comparison to national figures, the impact underscores how targeted support and innovation can contribute to addressing South Africa's unemployment crisis.

Job Creation Impact – 2024

442

total jobs across 24 supported EdTech companies

104

new jobs created since joining Injini program



Educational Value Creation

User Reach

Over the past two years, Injini-supported EdTech startups have significantly expanded access to education across South Africa. By April 2025, these companies had engaged with 2,227,880 learners and 448,979 teachers, illustrating the growing influence of innovative learning solutions.

Since joining the programme, startups have collectively reached 1,418,145 new learners and 109,648 new teachers, demonstrating their rapid growth and expanding footprint in the education system.

Importantly, this reach is contributing to greater equity in education. Among startups that track demographic data:

- 59% of learners are female
- 40% are from rural or township areas

In total, Injini-supported companies have reached 37,100 schools, with 20,948 (56.5%) located in South Africa's most economically disadvantaged quintile 1-3 schools. This reflects a strong commitment to engaging historically underserved communities.



User Reach

2.2m
learners engaged

440,000+
teachers engaged

1.4m
new learners reached since
joining Injini program

110,000
new teachers reached since
joining Injini

37,100
schools reached, 56.5% in low-
income quintile 1-3 schools

59%
female learners,

40%
rural/township learners

Monitoring, Evaluation, and Learning (MEL)

The rapid adoption of EdTech brings opportunities to improve access, personalise learning, and strengthen outcomes—but it also highlights a critical gap: few solutions are backed by credible evidence of impact. Globally, a 2019 analysis of 1,640 digital tools found that only 11% had undergone external evaluation, while most apps labelled “educational” remain unverified in terms of effectiveness.

Injini has made evidence generation a central pillar of its support. Among those that joined in 2023, only 45.8% of participating startups could demonstrate any evidence of learning or skills development. By May 2025, this had increased to 79.2%, with all but two startups that joined in 2023 now able to provide credible data.

The shift is not only in systems but also in mindset. At the start of the programme, just 25% of founders expressed confidence in their ability to measure educational impact effectively. By May 2025, this confidence had grown to 69.6%, showing a significant transformation in how EdTech entrepreneurs approach monitoring and evaluation.

While many companies are still in the implementation phase, Injini’s support has laid the foundation for more rigorous, evidence-based approaches to measuring educational value—ensuring that growth translates into tangible improvements in learning outcomes.

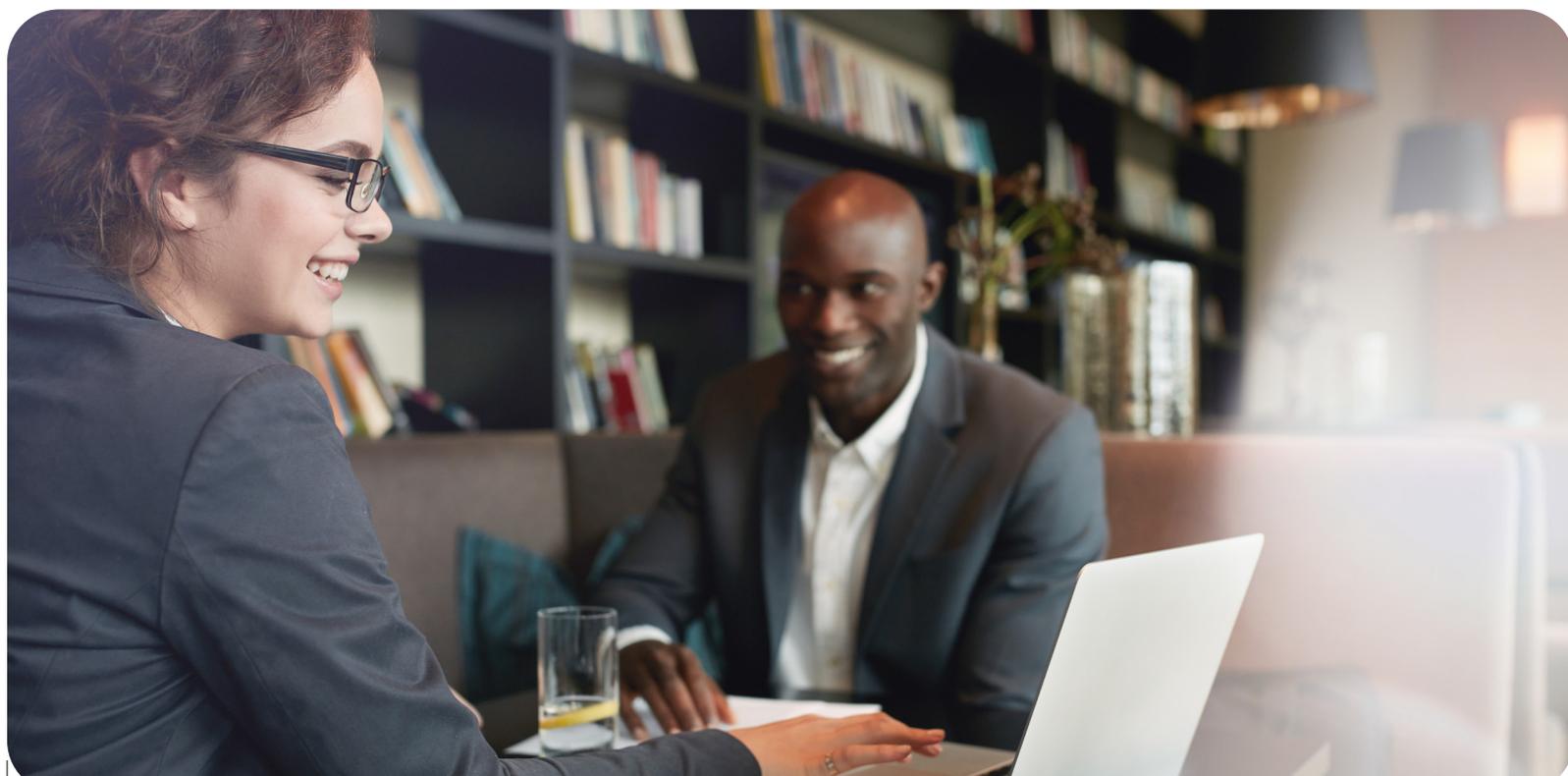
MEL & Evidence Building

2.2m

Evidence of learning/
skills development:
45.8% → 79.2% of
startups

Founders confident in
MEL methods:
25% → 69.6%

Strong shift toward
evidence-driven
EdTech in South Africa



Case Study: MEL



Deepening Engagement for Better Learning Outcomes

In 2024, Click Learning shifted its focus from expansion to consolidation, adopting a new approach to deepen its impact. Instead of prioritising rapid growth, the team concentrated on fostering stronger engagement with existing learners, recognising that usage and interaction are key drivers of improved learning outcomes.

This strategy proved effective: learners averaged 19.1 hours of engagement per year, surpassing the target of 18 hours. Alongside this progress, the team enhanced their approach to impact measurement. Moving away from a single universal quiz, by September 2024 they had developed three tailored assessments designed for different grade levels.

2024 Highlights

- Learners averaged 19.1 hours/year on the platform (target: 18 hours)
- Developed 3 tailored assessments to track learning across grade levels
- Injini programme grant provided capacity for impact research and strategy

Click Learning credits Injini's programme grant as instrumental in achieving this progress. The support gave the team the capacity and resources to invest in research and impact strategy—an area they would not have been able to prioritise otherwise.

Case Study: MEL



Embedding Evidence into Practice

When Resolute Robotics joined the Injini programme in 2023, the team was tracking user engagement and subscriber numbers—but not learning outcomes. Participation in the programme underscored the importance of monitoring educational impact, establishing a benchmark that shaped their strategy moving forward.

In response, the team developed a new assessment process, designed by their in-house academic team in collaboration with external specialists. Rolled out in 2024, the system now includes baseline and exit assessments for learners, with tailored assessments across Foundation, Intermediate, and Senior phases.

Head of the Resolute Robotics Foundation, Kamohelo Makwela, reflected:

“Our participation in the programme highlighted the significance of monitoring changes in understanding. The programme established a benchmark that guided our efforts, and from there we developed our own assessment process.”

Beyond assessments, the team also conducted teacher interviews to better understand classroom use of the solution. Makwela notes that the programme was the catalyst for these changes, with continued post-programme check-ins with the Injini MEL team providing valuable guidance on evaluation and research practices.



2024 Highlights

- Introduced baseline and exit assessments for learners
- Tailored assessment tools across Foundation, Intermediate, and Senior phases
- Conducted teacher interviews to strengthen classroom insights
- Ongoing MEL mentorship from Injini supported long-term evaluation strategy

Education Outcomes and Improved Learning

Assessing learning outcomes is only possible among EdTech companies that intentionally track relevant indicators. For this reason, this section focuses on Fellows who have integrated ongoing assessments or structured research into their models. Because Injini's portfolio spans a wide range of education stages and objectives, aggregating results is challenging. Instead, the following case studies highlight concrete evidence of improved learning linked to specific EdTech solutions.



Case Study: Education Outcomes And Improved Learning



Bridging Languages to Unlock Learning

In 2023, Ambani Africa, a culture-centric EdTech company focused on early learning, demonstrated the effectiveness of its gamified tools designed to improve language acquisition and comprehension. The platform uses bilingual and multilingual strategies to bridge the gap between African home languages and English, accessible via a mobile app and augmented reality (AR) books in isiZulu, isiXhosa, Setswana, Sepedi, Tshivenda, and English.

A study conducted in lower-quintile ECD centres revealed that learners using Ambani showed an average 30% improvement in English vocabulary and comprehension within three months. Parents also reported meaningful benefits,

from improved speech in a child on the autism spectrum to families using the app to preserve cultural heritage through African languages.

This case illustrates how Ambani Africa's multilingual approach not only strengthens classroom outcomes but also creates value at home, where cultural pride and daily learning are reinforced through play.

Case Study: Education Outcomes And Improved Learning



Reversing Learning Loss Through Personalised Support

In 2021, Reflective Learning deployed its personalised online application in a Western Cape public school, where baseline assessments showed severe learning gaps—Grade 10 students were performing at a Grade 3.4 level in mathematics, and Grade 11 students at Grade 4.1.

Through weekly 45-minute sessions with 900 learners, supported by tablet-based interventions, Reflective Learning delivered measurable results. Grade 11 learners, who started the year behind the previous cohort (49% vs. 58%), finished ahead (55% vs. 47%). The solution also played a critical role in reversing COVID-19 learning losses, which had driven grade-

level marks down from 72% to 35% in 2020.

As one educator reflected:

“Reflective Learning is a great academic strengthening tool in Mathematics... it’s an effective and productive dimension in strengthening the Maths minds.”

This case highlights how personalised, data-driven interventions can reverse entrenched deficits and restore learning progress in under-resourced schools.

Case Study: Education Outcomes And Improved Learning



THE REACH TRUST

Changing Caregiver Behaviour Through Play

In 2023, Reach Trust launched Finding Thabo, a play-based cognitive stimulation programme for preschoolers in low-resource environments. Inspired by *Where's Wally?*, the game uses expert-designed search sequences to activate crucial neural pathways and support early childhood development.

To strengthen caregiver engagement, Reach Trust partnered with behavioural science non-profit Ideas42. By applying simple design changes, such as cleaner background imagery, the team significantly improved usage. A cluster randomised controlled trial confirmed the impact: caregivers using the behaviourally optimised version were 13.4 percentage points more likely to engage with the app four or more times a week.

One caregiver reflected:

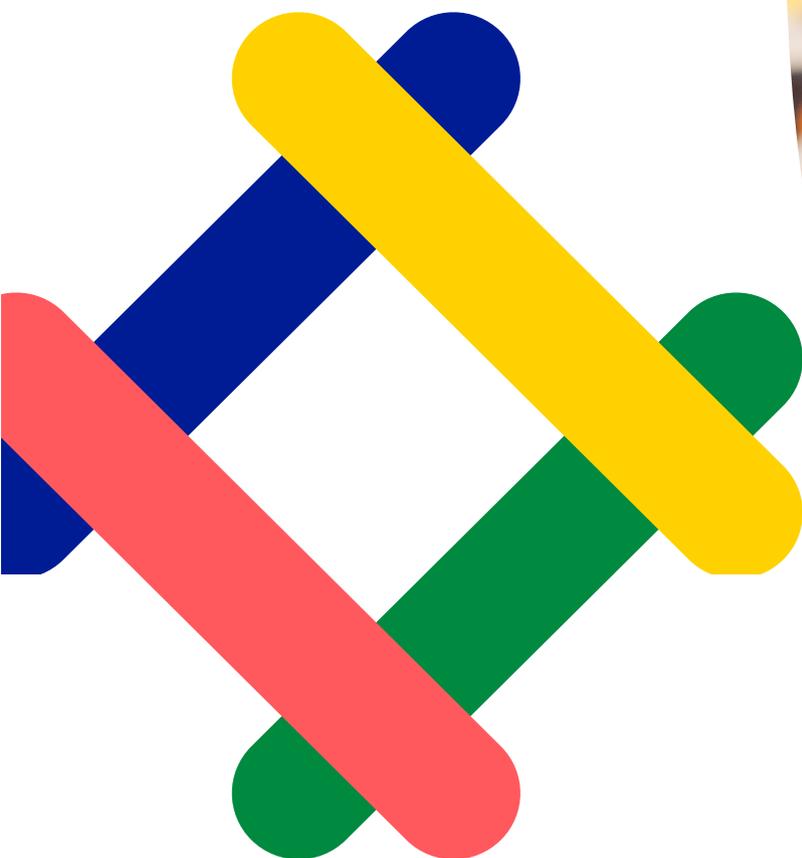
"At first, I had my doubts about my child learning anything before Grade RR. After being introduced to Finding Thabo, I can see the progress."

This case demonstrates how evidence-based, behaviourally informed design can improve both child learning outcomes and caregiver participation, addressing a critical gap in early childhood development.

Conclusion

Injini's impact extends beyond supporting EdTech entrepreneurs. It is shaping sustainable transformation in education across Sub-Saharan Africa. The achievements of our Fellows, whether improving language acquisition, reversing pandemic-related learning losses, or boosting caregiver involvement in early learning, underscore the strength of our approach and Theory of Change.

By investing in evidence-based innovation and building strong partnerships, Injini continues to support entrepreneurs who share our vision: accessible, high-quality education for every African learner. These results not only reflect what has been accomplished but also chart the course toward greater educational equity across the continent.





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