

Company Name: Gradely

Meeting Information	
	<p>Call Date & Time: To be confirmed</p> <p>Contact Name: Mr. Adebayo Alomaja</p> <p>Contact Position: Customer Success Lead</p> <p>Tel: + 234 810 059 8268</p> <p>Email: support@gradely.co</p> <p>Social Media: https://www.linkedin.com/in/alomaja-adebayo/</p>

Company Information		
Prospect Company	Gradely	
URL	www.gradely.co	
Company Profile	<p>Gradely is a digital education startup that supports parents and K-12 schools with personalizing learning resources to help students improve academically. We create personalized learning paths for each student using prior assessment performance.</p> <p>Students can take an initial diagnostic test to begin their learning journey in standalone mode and then take recommended assessments & video lessons to improve.</p> <p>When students connect to their schools, Gradely can use data from homework and class quizzes to make recommended results more relevant.</p> <p>Schools can use Gradely primarily to create assessments and build & share existing lesson resources with students, run live classes, and manage their schools digitally.</p>	
Sub-Sectors	E Learning	
Corporate Footprint (based on information readily available)	Lagos Nigeria	
Size/Financials (where readily available, year of data provided)	Stock market valuation (\$ billion)	-
	Annual Revenue	-
	Employment	21-50
	VC/IPO/Other Funding	-
	Other (R&D spend, sales growth etc.)	-

Additional Information	<p>Gradely operates in Nigeria and in UK catering to 80% African diaspora. Their target audience is from age 5+ They are looking to target African diaspora globally</p> <p>Gradely has raised \$235K in funding https://www.crunchbase.com/organization/gradely-ng/company_financials</p> <p>Gradely customizes learning experience https://guardian.ng/news/gradely-rolls-out-homegrown-learning-management-system/</p> <p>Gradely has trained 5000 teachers https://www.thisdaylive.com/index.php/2021/01/20/gradely-trains-5000-teachers-on-bridging-learning-gaps/</p>
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Corporate Expansion Plan

Description of the investment Plan/Strategy/Opportunity	Gradely is unaware of the UAE market. They want to learn the UAE market and what opportunities are present for the Edtech start ups in the region.
How can the EDO/IPA add Value?	<ul style="list-style-type: none"> • Understand the Edtech ecosystem within the UAE • They want to connect with Influencers who can promote them • Open to partnerships and JV in UAE • Discuss incentive packages and benefits Mofaic has to offer
Date of the Investment Decision (expected date of decision if known)	1-3 years