ODIN
EDUCATION
A JENDAMARK ECOSYSTEM

connecting every child to a
BRIGHTER FUTURE

Impacting individual lives.
Changing South Africa's future.

The Story of the
South African Child

This is the stark reality for the majority of South Africa's children:

61% live below the upper-bound poverty line

72% have no internet access

77% have no access to a library

53% will not matriculate

55% will be unemployed until at least age 35

What if we could?

PROVIDE critical educational support

ENCOURAGE digital literacy

ADDRESS skills shortages

CLOSE the digital divide

EMPOWER a generation of achievers

Complete
Digital Solution

Our biggest challenge demands the best solution. Enter Odin Education. This ed-tech platform is designed to give learners unprecedented free access – via the Omang tablet – to world-class digital learning resources at the tap of a button.

Odin Education offers one of the only complete digital solutions in the country.

We don't just do hardware or software or security or data connectivity or technical support or web platform integration. We do all of it.

Our
Thinking

Think individual

We create a unique digital identity for each user. Through Omang, we strive to understand each user – and tailor the content and experience to suit their unique talents and aptitudes.

Think human

We focus on the user's circumstances and needs, and ensure that they feel and experience that we understand where they come from.

Think ecosystem

There is an abundance of world-class digital learning resources. By providing access to these resources, we are creating an environment in which individuals can truly thrive.

Think impact

We ensure that all barriers to the use of the technology are mitigated at ground level and have identified the critical factors that an ed-tech solution must have to be truly impactful.

4IR
For Education

Odin Education is developed by Jendamark Automation – one of South Africa's foremost exporters of component assembly systems to automotive giants in Europe and Asia.

Our world-class production lines are enhanced with 4IR-driven technologies. Our Odin Manufacturing division is continuously developing hardware and software solutions to improve production efficiencies and digitalise factories around the globe.

To show our commitment to sustainable socio-economic development, Jendamark has applied its core tech capabilities to addressing the critical skills shortages affecting our country and unlocking the potential of the next generation.

About
Omang

Omang means 'identity' in the Sotho-Tswana languages. The android tablet, which is part of the Odin Education ecosystem, is designed to give every South African child a digital identity and connection to the online world.

The device is simply smart:

- **Dedicated educational device**
  No social media or other distractions.
- **Preloaded with data**
  WiFi-enabled plus 2GB preloaded monthly data.
- **Switch on and play**
  No setup required. Fully preconfigured per learner.
- **Personalised content**
  Preconfigured and preloaded according to registered subjects.
- **Live classroom streaming**
  In-built remote classroom streaming facility. All lessons recorded andavailable post-lesson.
- **Limitless online resources**
  Access to the world's best educational websites, e-learning apps, etc.
- **Data-driven personalisation**
  System learns user interests to personalise more content.
- **Fun features**
  Surveys, quizzes and rewards feature to incentivise learning.
- **Communication**
  Teacher-led chat forums, user pop-up notifications and full-screen Positive Social Messaging feature.
- **Remote support**
  'Private Banker'-level support for every learner. Fully configurable remotely.
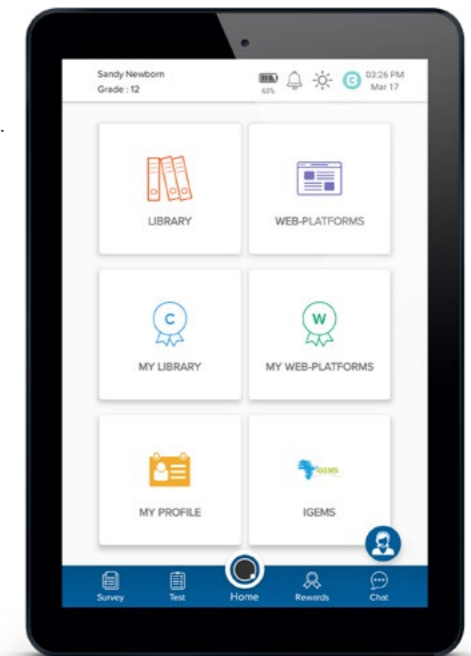
Features of the
Odin System

Our Odin Education service and support team handles all administration via the remote desktop management system.

Configurable dashboard

Dashboard can be designed per user to provide the most relevant ROI information
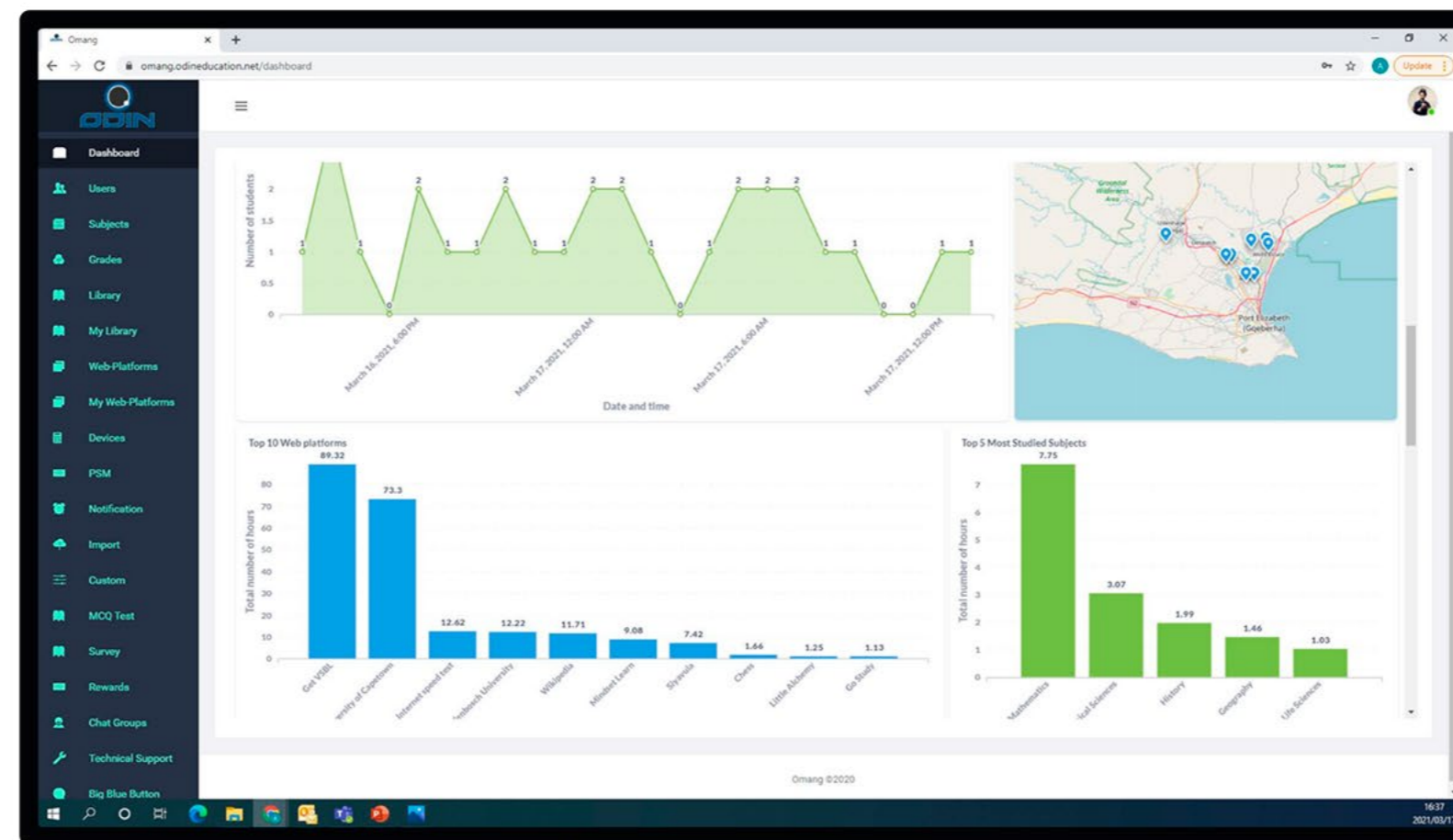
Device security

Devices are traceable and hardware security locks out unauthorised users directly from the admin panel

Data and meta-data

We continuously monitor the data received and use it to improve the personalization and user experience

Upload supporting content

We push books, videos, notes, old exam papers as they become available

Configure online resources

We continuously verify and upload the latest online educational resources to the devices

User management

We upload user profiles, issue and lock devices, as well as manage all configurations from the admin portal

Communication

We are able to manage all comms functionality remotely, including chat forums, pop-up notifications and PSMs

Full administration support

We administer all functions of the Admin portal. Access to all functionality can be granted to teachers and sponsors as required

"We're excited by how learners are engaging with the device and have a greater sense of responsibility for their learning."

- Sehloho Moletsane, headmaster, Mohaladitwe Secondary School

Partner
With Us

Partnering with Odin Education will help us transform the standard of education in South Africa. We have invested in developing one of the only complete digital ed-tech solutions in the country.

The Odin Education infrastructure covers hardware, software, security, data connectivity, web integration platform and tech support – with no additional admin, service providers or hidden costs.

But we need corporate partners to assist us in scaling up the nationwide roll-out and put Omang devices in as many children's hands as possible.

For an upfront investment from just R3999* per learner, you are giving each child:

- a connected device preloaded with 2GB monthly data
- an IP address (digital identity)
- access to the best online learning platforms
- choice-based, individualised learning
- full tech support

*Total cost for a 12-month period. Higher-specification devices available on request.

Premium Impact
Maximum Return

Sustainable social impact
This is not a once-off, faceless investment. It provides individualised support to real learners for long-term learning success.

Rewards channel
Build positive brand relationships by rewarding user engagement with e-vouchers or discounts for your product or service.

Positive social messaging
Associate your brand with a social purpose. Omang devices provide a non-invasive, personalised channel for positively messaging each learner, their family and community.

Consumer market insights
Consumer surveys provide real-time insights into this market's needs, which will help your brand to improve the consumer experience and drive brand loyalty.

Talent pipeline
Interact at scale with learners in their final years of secondary school. We can help to identify potential and drive skills development through tailor-made content for those candidates. Communicate industry opportunities and/or career guidance, and build a long-term, talent-based relationship with potential employees.

Additional
B-BBEE Benefits

Purchase your devices through one of our partner organisations and earn valuable B-BBEE points for your scorecard.

B-BBEE Pillar	Qualifying contribution	Available points	Sponsor devices through
Enterprise Development	1% of net profit after tax or indicative profit margin	5 points	**Kaizen-Unlimited:** A 100% black-owned small business. This young start-up is the official tech support and deployment partner to Odin Education.
Socio-economic Development	1% of net profit after tax or indicative profit margin	5 points	**Unity in Africa Foundation:** Our NPO partner focuses on investing in youth who show a strong work ethic and educational excellence. Can provide a Section 18(A) certificate for tax deductions.
Skills Development (Skills Expenditure)	6% of leviable payroll on training	8 points	Earn points by using the Odin Education ecosystem to engage with and impart skills to learners via live online sessions. 15% of qualifying spend applies (unaccredited training) and actual points earned will depend on trainees' demographic. Odin Education can facilitate campaigns to assist with attracting the desired demographic. Spend val ue is calculated by the hourly rate of the trainer x time in sessions.

NOTE: Sponsor through ED and SED channels and obtain 10 points with a combined target spend of 2% NPAT

Measurable
Social Investment

Odin Education is an interactive, data-driven platform, which makes rich information available for detailed return-on-investment (ROI) reporting.

Sponsors receive login access to their beneficiary school's online dashboard, allowing them to monitor progress and performance in real time. (See example data.)

Some of the trackable indicators include:

- Number of active users
- Daily usage stats
- Most studied subjects
- Most accessed content
- Most used web platforms

This is not a faceless or undefined investment. Corporate sponsors can rest assured that their social investment is both quantifiable and significant, with a measurable impact on individual lives over time.

2020 Data: Free State Pilot Project

2020 Matric Pass Rate: Mohaladitwe 100% | Phehellang 95%

School	Grade(S)	Active Users	Interactive Rating (/10)
Mohaladitwe	11 & 12	229	6.5
Phehellang	12	106	6.4

Top 5 Most Studied Subjects

Total Hours

Total Hours	Subject
633.68	Mathematics
525.84	Life Sciences
348.01	Physical Sciences
329.47	Geography
279.8	English First Additional Language

Top 5 Library Content

- Study & Master
- English FAL P2 Study Guide: Short Stories
- Mathematics P2 2017
- Study & Master
- Mathematics P1 2017 Nov Memo

Top 5 Web Platforms

- Quizizz
- Dictionary
- Calculator
- Little Alchemy
- Mindset Learn
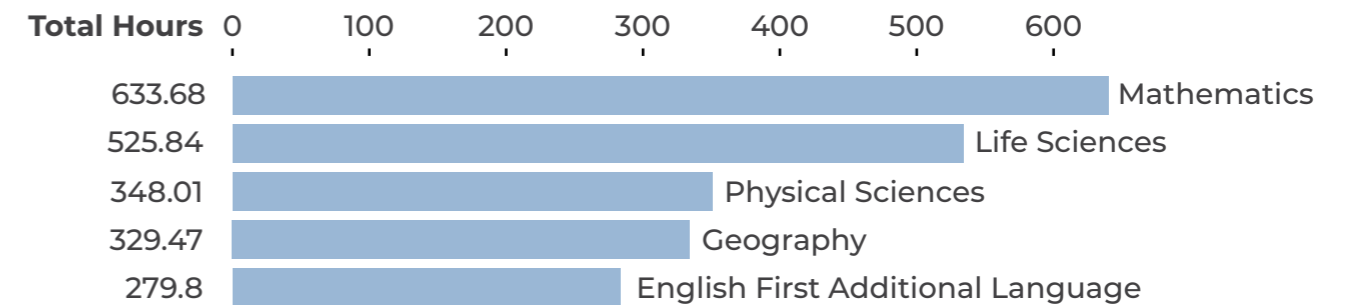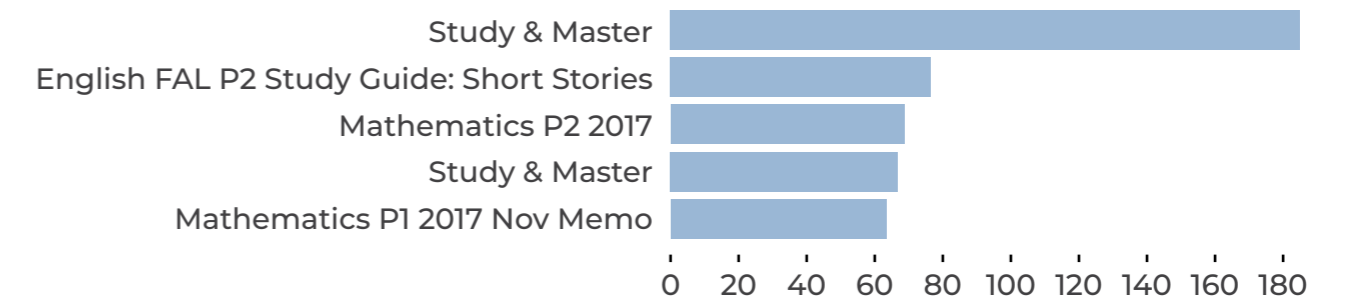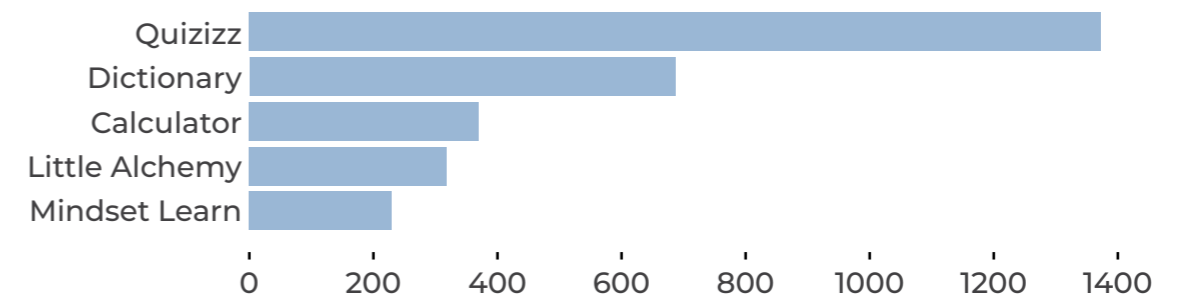
Join Our
Journey

Ready to make an immediate and sustainable social impact? Simply tell us how much you want to spend and we will match you to a pre-approved disadvantaged school in your area.

This is how the partnership roll-out process works:

Presentation
- Team presents Odin Education
- Explain how the solution works
- Discuss sponsor needs and benefits

Sponsor's Decision
- Confirm interest in sponsoring devices
- Indicate desired sponsorship value*
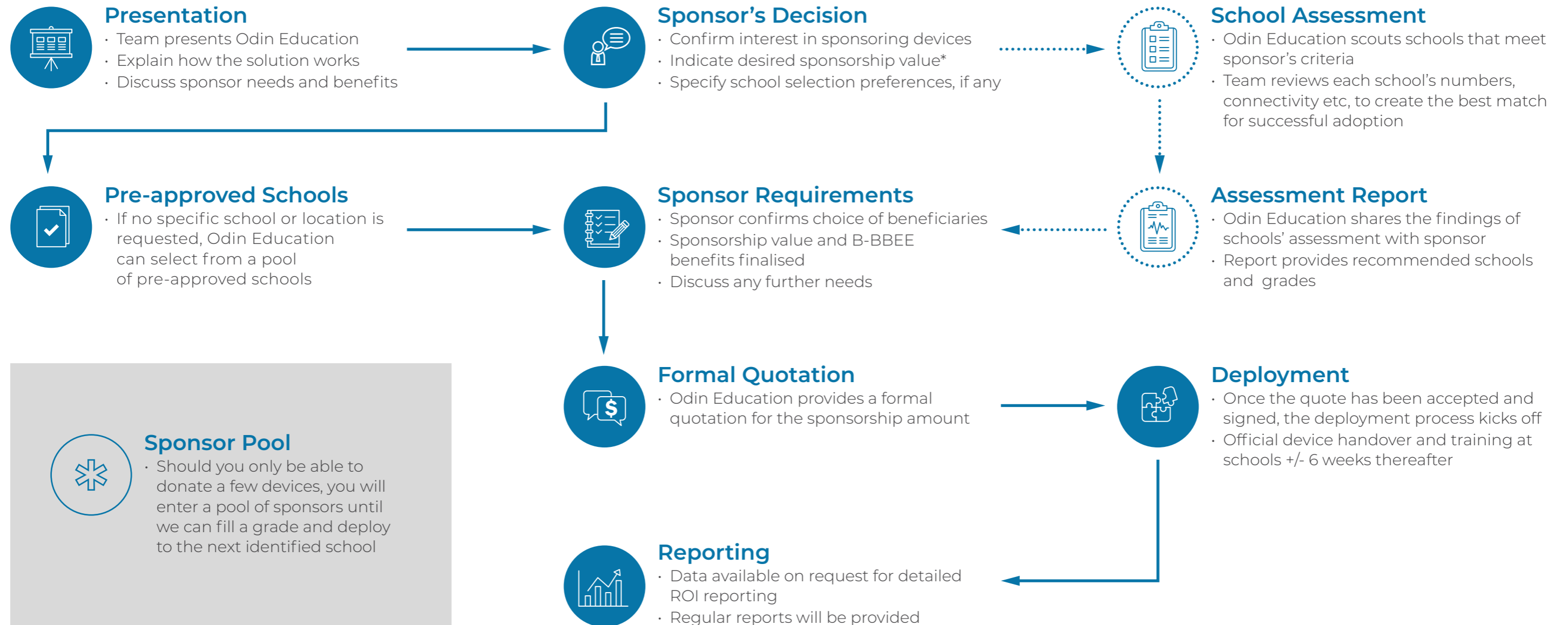- Specify school selection preferences, if any

School Assessment
- Odin Education scouts schools that meet sponsor's criteria
- Team reviews each school's numbers, connectivity etc, to create the best match for successful adoption

Pre-approved Schools
- If no specific school or location is requested, Odin Education can select from a pool of pre-approved schools

Sponsor Requirements
- Sponsor confirms choice of beneficiaries
- Sponsorship value and B-BBEE benefits finalised
- Discuss any further needs

Assessment Report
- Odin Education shares the findings of schools' assessment with sponsor
- Report provides recommended schools and grades

Formal Quotation
- Odin Education provides a formal quotation for the sponsorship amount

Deployment
- Once the quote has been accepted and signed, the deployment process kicks off
- Official device handover and training at schools +/- 6 weeks thereafter

Sponsor Pool
- Should you only be able to donate a few devices, you will enter a pool of sponsors until we can fill a grade and deploy to the next identified school

Reporting
- Data available on request for detailed ROI reporting
- Regular reports will be provided

In Their
Own Words

“ Having the tablet has truly been the best thing ever for me. Data used to be my problem as I couldn't download the study guides and textbooks that I wanted but now I can. This has helped me a lot by getting extra work, books and others. This also helps me understand the work that maybe I didn't understand well at school.”

**Sibonisiwe Cakwebe, learner,
Newton Technical High School**

“ This is huge for us, as we come from very underprivileged homes. This device will enable us to function better, as everything we need is at our disposal. It's like having a second teacher.”

**Xhanti Qandana, learner,
Douglas Mbopa High School**

“ It is going to help the teachers a lot because now, learners can communicate with their teachers about any challenges they are having and, similarly, if there's something that comes up from the educator, it is easy for them to communicate with learners through the devices.”

**Zolile Malotana,
headmaster,
Nqweba Secondary School**

“ Being situated in the rural part of the Free State, the norm would be that we are behind the times. But with the Omang device, we can keep up with the times and teach beyond the classroom. This device has allowed our learners to find information for themselves outside the library hours.”

**Putsoe Modukanele,
headmaster,
Olien Secondary School**

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