

Taking on the challenge of the century



This is me at age 4. With all of the choices in the world available to me, when asked what I wanted to be when I grew up, I would proudly answer that I wanted to be a fireman.

Realizing this today, I feel extremely privileged to have had a childhood that allowed me to dream and developed the person I am today. Around the world, more than 100 million children don't have the opportunity to experience the same.

Today my dream is to help expand this opportunity to children who need it the most.



It all started with a special call to action by President Bill Clinton. He called on students, both young and old, to create a sustainable business model to address one of the most pressing issues faced in society today: early childhood education. Around the globe, more than 100 million children living in urban slums do not get quality education to prepare them for primary school and to be competitive in society making this, the unmet need of the 21st century. Install for the best team and business model is a prize of US\$1,000,000.00 as seed funding to start your social enterprise.

Answering this call is team Simba, a diverse group of young students pursuing a masters program at Hult International Business School in San Francisco. Simba means empowerment in the Shona language and their vision is to empower communities to empower themselves by creating access to quality education for the people who need it most. Inspired to find a viable solution, Team Simba travelled to Diepsloot slum in Johannesburg South Africa, to immerse them in the challenge.

Through its strategic partnerships in Southern Africa, Simba has developed a curriculum that caters for every stage of development for ages 0 to 6. The curriculum is designed to use materials that can be used in a slum environment for the creation and toys and activities, increasing access to educational materials at virtually no cost to the educator. Housed on the educator's mobile device, the curriculum will be accompanied by a learning management system that tracks the progress of every learner.

So far, the Hult Prize challenge has been an intense journey yet an incredible teacher. This team is getting one step closer to being one of the final teams that will be placed in an accelerator to grow and develop their venture but, there is yet another challenge. Hult Prize has partnered with Indiegogo, a crowd-funding platform. We have just 30 days to raise money for Simba to get to the next round. To get to the next stage, Simba is required to have the highest number of donors. Your donation of just \$1.00 can help us unlock the US\$1,000,000.00 that will give children in slums the opportunity to have a brighter future.

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