

IGNIS

Lean Data

December, 2017

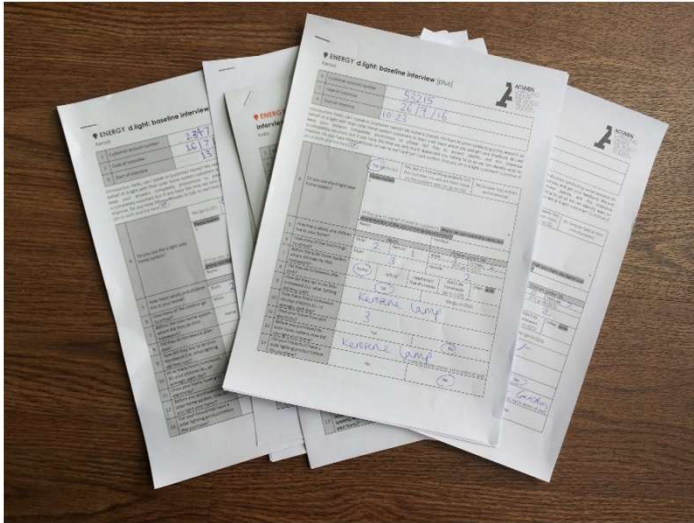


1 **ACUMEN**
CHANGING
THE WAY
THE WORLD
TACKLES
POVERTY



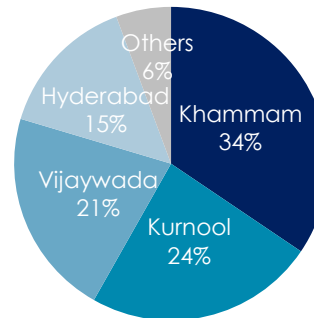
ENGAGEMENT SUMMARY

CORE INSIGHTS SURVEY

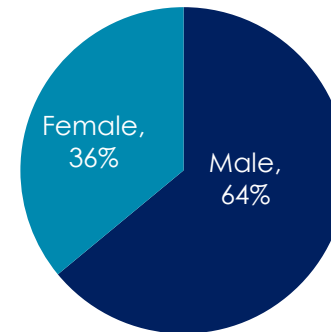


BREAKDOWN OF RESPONDENTS

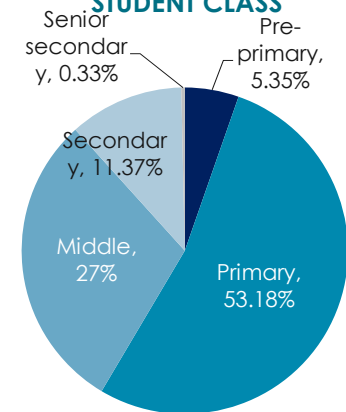
SCHOOL/ REGION



GENDER OF PARENT



STUDENT CLASS



1. SURVEY GOALS

To gather preliminary data on value proposition, customer satisfaction, behaviour and demographics in relation to Ignis parents. We did this applying our "Core Insights" survey, a set of standardized questions that we have seen work well across our portfolio.

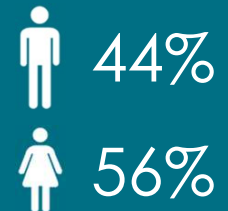
2. SURVEY APPROACH

- + **Method:** Phone interviews
- + **Total completed interviews:** 350
- + **Customer selection:** Randomly selected from a list of Ignis parents

3. SURVEY PERFORMANCE

- + **Response rate:** 38% response rate (completed interviews ÷ phone calls made to customer list).
- + **Average interview time:** 12 minutes
- + **Time Taken (In Weeks):** 6

4. STUDENT GENDER



KEY TAKEAWAYS

STRENGTHS

A majority of parents saw improvements in their child's language capability and attributed the same to Ignis' intervention. Parents view English learning as essential for their children to do good in the future.

- 1 DEPTH OF IMPACT.** 95% of parents **reported an improvement in the child's quality of life** since Ignis' intervention in the child's school.
- 2 PERSONAL GROWTH AND DEVELOPMENT.** **At least 85% of the parents reported positive impact** across different facets of personal growth and development such as **inquisitiveness, confidence, peer to peer interaction**
- 3 NET PROMOTER SCORE.** Ignis' **Net Promoter Score is 54**, is excellent. Parents loved the pedagogy and study material. Most parents also reflected their contentment upon seeing the improvement in their child over a period of one year.
- 4 WILLINGNESS TO PAY FOR AFTER SCHOOL SERVICES.** Even though parents are spending **less than INR 300/month on tuition**, parents are willing to **spend up to INR 500/month for after school classes by Ignis.**

IDEAS FOR DISCUSSION

- 1 PARENT AWARENESS CAMPAIGN:** Only 30% of the parents were aware of Ignis and therefore there is scope for them for the organization to engage with parents through a more organized formal channel.

PARENTS DEEP DIVE



Parent's Awareness and Perception



Impact on the Child

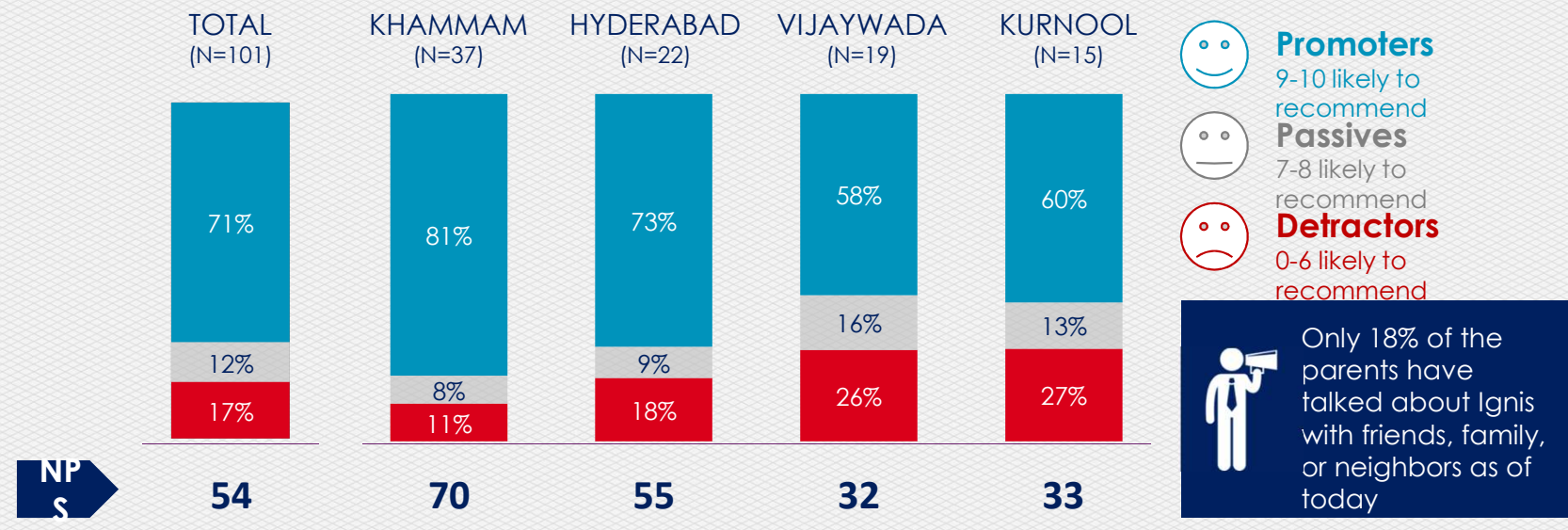


After School Education Details

NET PROMOTER SCORE IS 54

The Net Promoter Score (NPS) is widely used as a proxy for gauging overall satisfaction and loyalty among customers. **Anything above 50 is considered excellent.** NPS for Acumen's education portfolio is 37.

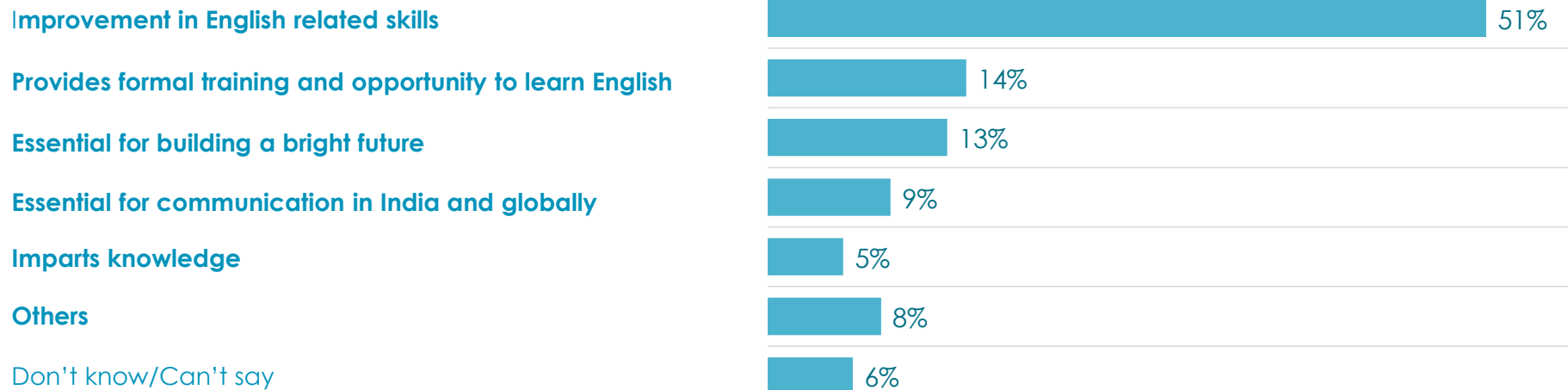
Q: On a scale of 0 to 10, how likely are you to recommend Ignis's English services/services to friends, or family?



**Excludes regions where sample size was <5

PARENT'S INTERACTION WITH IGNIS

IMPORTANCE OF IGNIS



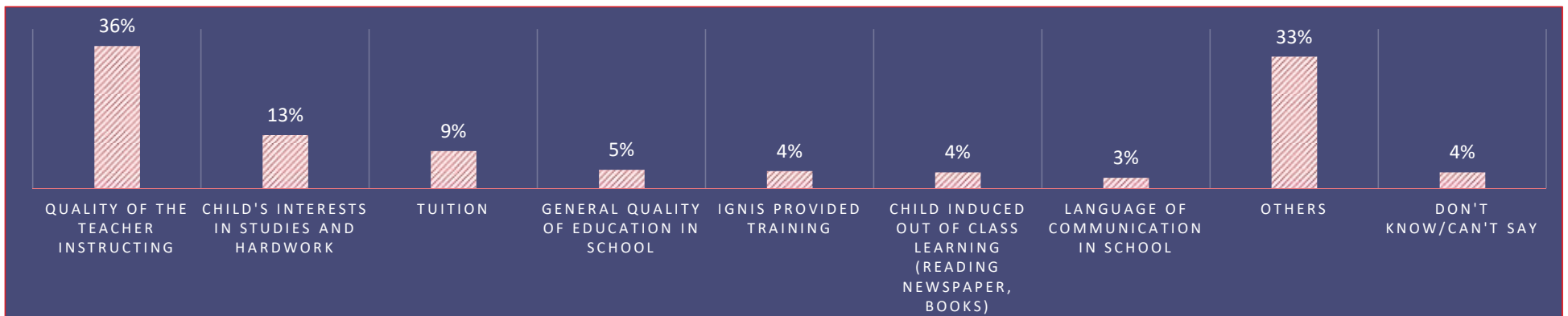
"I am not much educated but my ambition is that my child should learn and speak English, and I believe it will be possible with the help of Ignis"

"My child can speak English fearlessly and frequently with the help of Ignis"

"Ignis will improve the standard of my kids. He will be able to speak in English when he goes abroad"

PARENTS' PERCEPTION ON REQUIREMENTS FOR SUCCESS IN ENGLISH

Q: What do you think is needed for your child to succeed in English? (N= 299)



Q: Please explain...(N= 299)

"Teachers should teach English language properly in school. Communication between teachers and students should only be in English language."

*"Teacher should give proper education to my children and the **child must follow the same to get the success.**"*

*"Children should go regularly to school and the **students should score well in exams.**"*

*"Student should go to school everyday and **listen to what teachers are teaching so that they can learn English well.**"*

*"Proper education should be provided by the school and teachers. **Good learning material should also be provided.**"*

*"Right from the childhood, the kid should speak English. **Learning grammar is also necessary so the child should read newspaper.**"*

PARENTS DEEP DIVE



Parent's Awareness and Perception



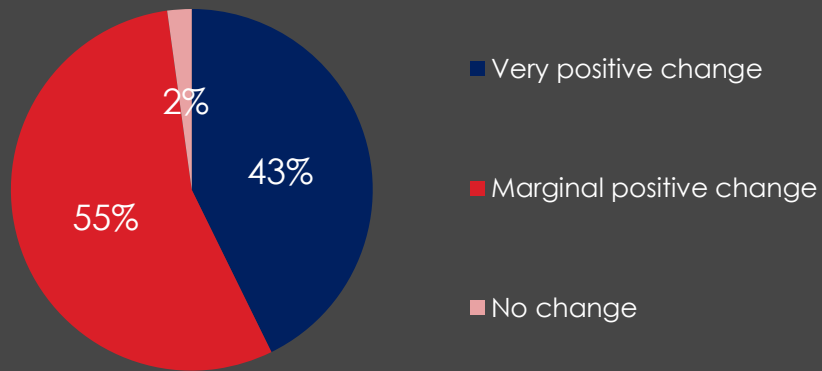
Impact on the Child



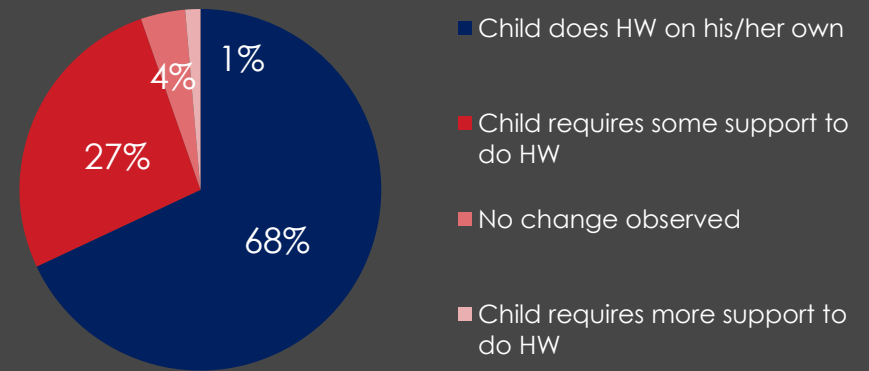
After School Education Details

IMPACT ON CHILD: CHANGE IN ENGLISH CAPABILITIES (1/4)

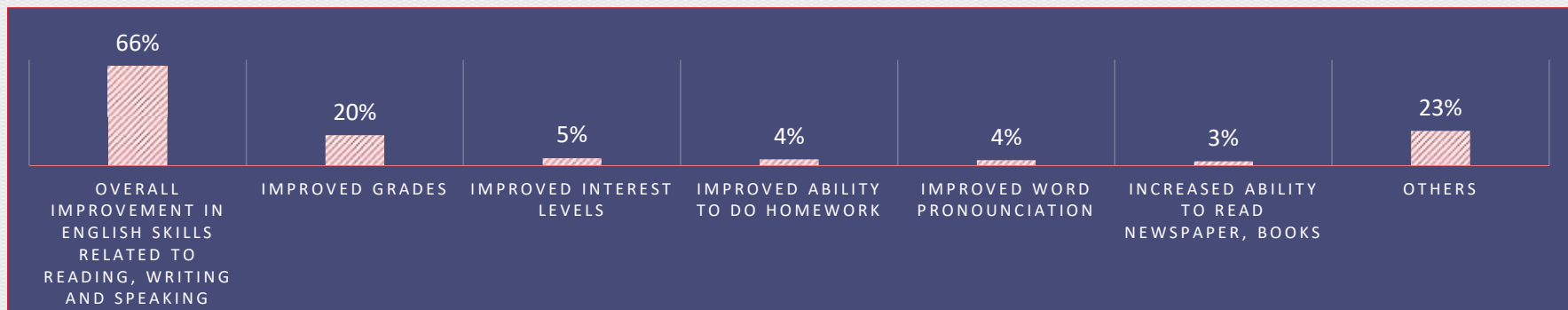
CHANGES IN ENGLISH LANGUAGE ABILITY (N=138)



CHANGES IN ABILITY TO DO HW (N=75)

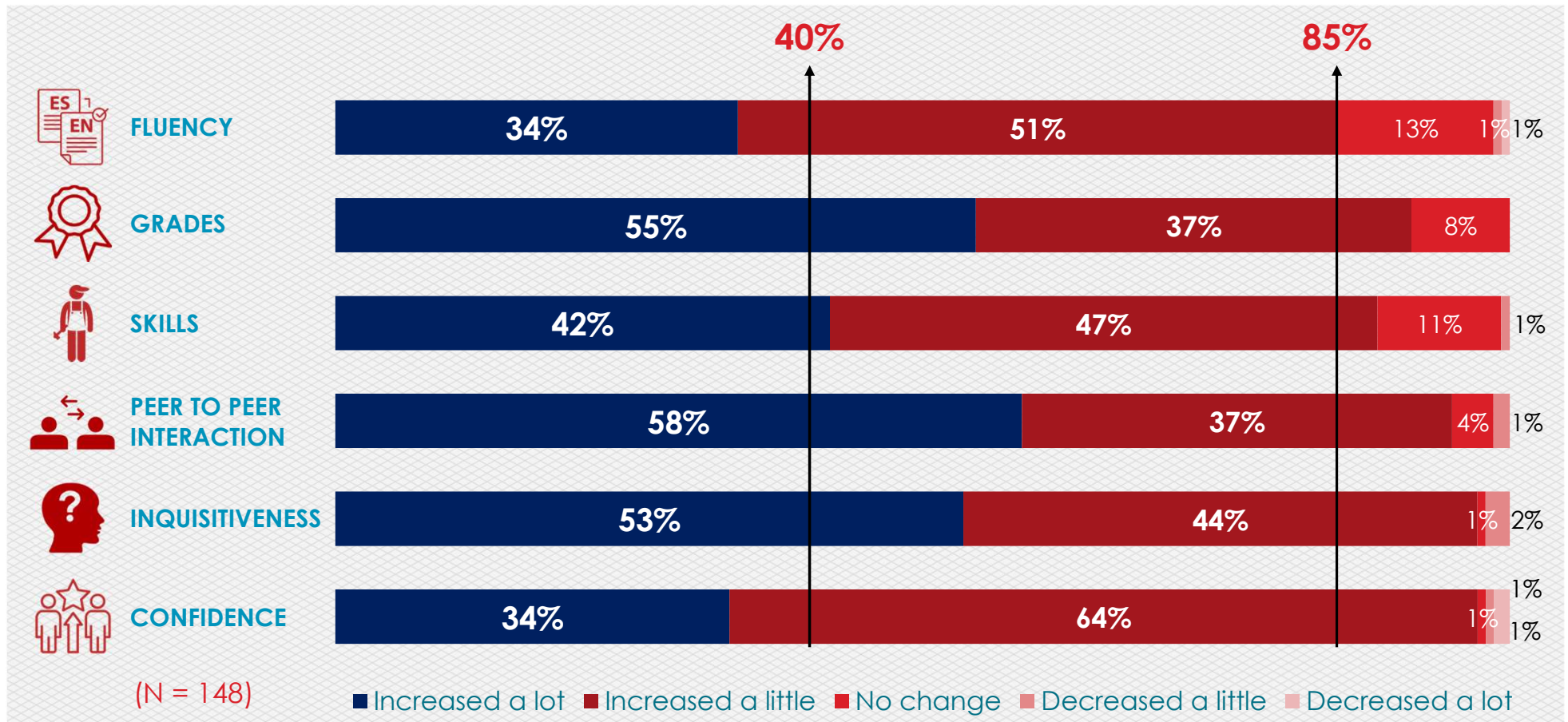


Q: Have you observed any change in your child's English language abilities since Ignis's intervention? (N=138)



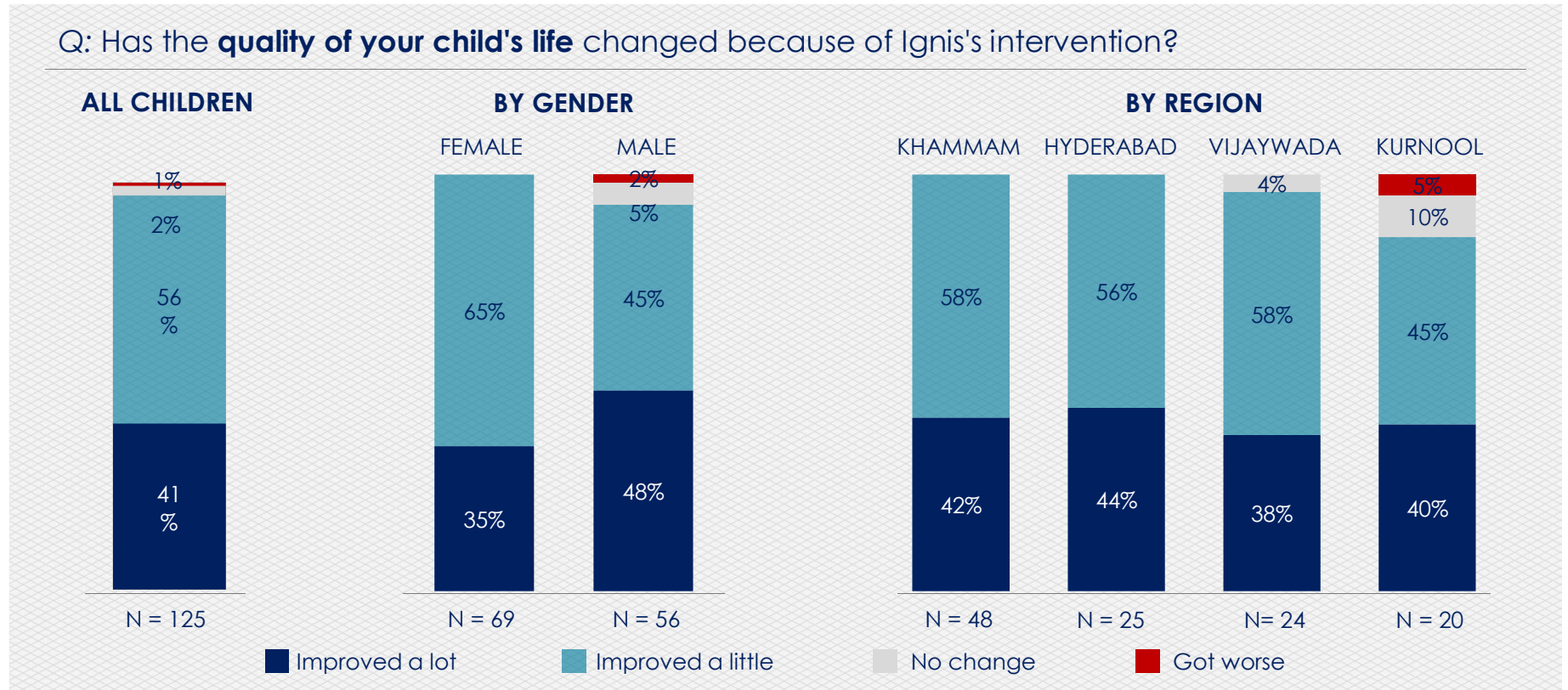
IMPACT ON CHILD: FACETS OF PERSONAL DEVELOPMENT (2/4)

Ever since Ignis' intervention, at least **85%** of the parents found positive changes across six facets of personal development, growth and language performance. They reported these changes as 'increased a lot' or 'increased a little'



IMPACT ON CHILD'S QUALITY OF LIFE (3/4)

Ninety five percent of parents reported improvements in quality of their child's life ever since Ignis' intervention.
There are scope of improvements in the Kurnool region



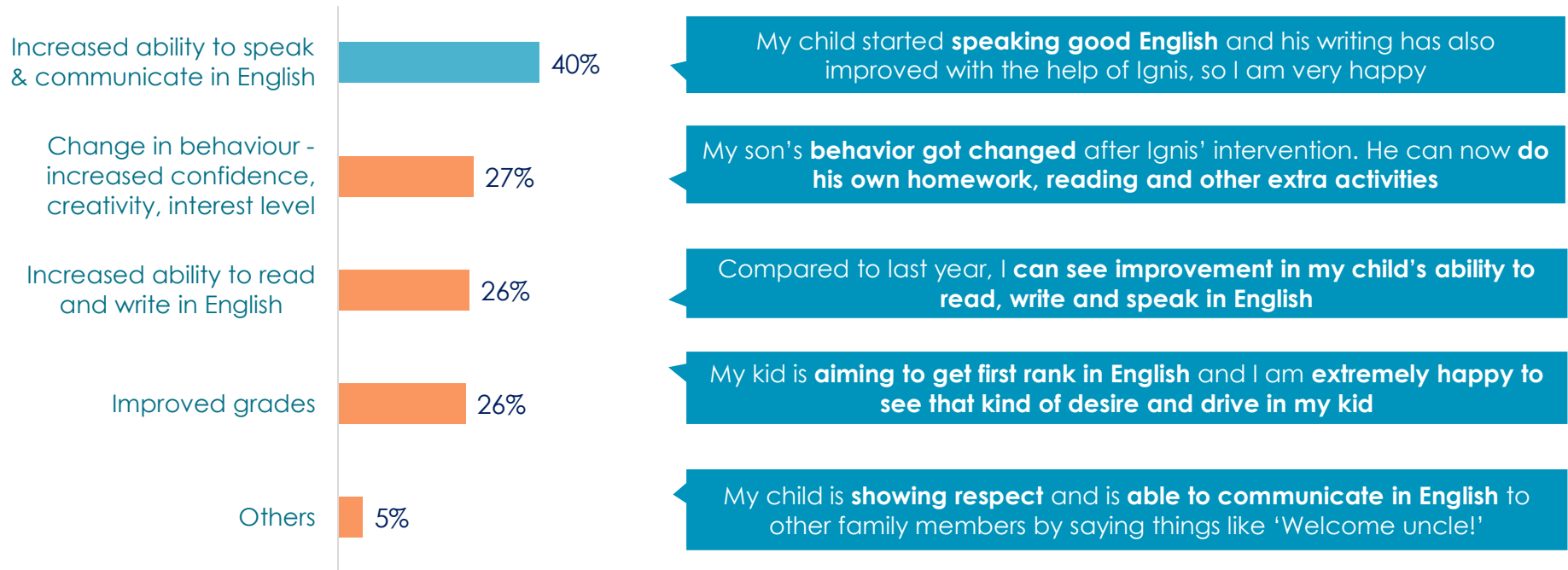
**Excludes regions where sample size was <5

CHANGE IN QUALITY OF LIFE: IN PARENTS' WORDS (3/4)

When we asked parents to describe the changes, they told us about general improvements in spoken and written English, as well as change in behavior such as increased confidence, creativity and interest levels.

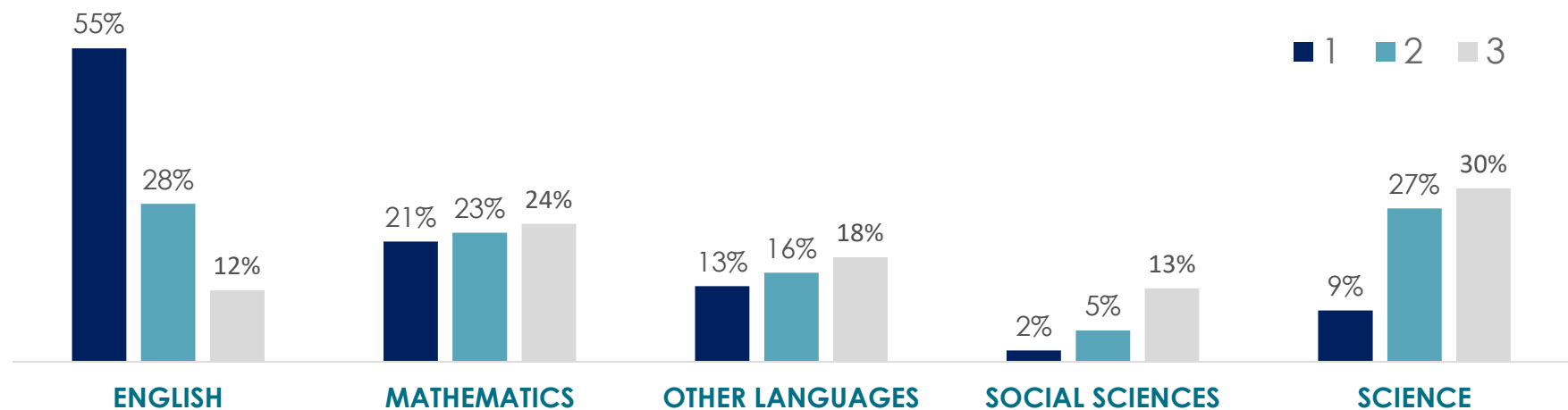
Q: Can you please describe how your **quality of your child's life** has improved because of Ignis?

N = 121



ENGLISH FOLLOWED BY MATHEMATICS WERE STUDENTS' FAVORITE SUBJECTS

Q: What academic subjects does your child enjoy studying? Rank top 3



Can we track this to understand if Ignis' intervention is changing students' interest levels in the subject?

A photograph of a woman and two young boys sitting on a swing set. The woman, in the center, wears a white headscarf and a blue sari. She has a nose ring and several bangles on her right wrist. She is looking directly at the camera with a neutral expression. On either side of her are two young boys, both wearing blue school shirts and red ties. They are also looking towards the camera. The swing set has white metal frames and red horizontal bars. The background is a green wall and some foliage.

“Due to Ignis, I can see the change in my child. Last year he did not even know a single word of English, but now he is speaking the language. I can see a drastic change”

~ Ignis parent from Khammam

IGNIS: PROGRESS OUT OF POVERTY INDEX

19% of users live in poverty compared to 58% of the population more broadly;
Ignis is more inclusive at the \$6 with 68% of users living below it compared to 80% of the population

% living below different \$/day lines, (2011 PPP)
90% confidence level, +/- 6%



WANT TO GEEK OUT?

Purchasing Power Parity (PPP) is an economic theory that compares different countries' currencies through a market "basket of goods" approach. According to this concept, two currencies are in equilibrium or at par when a market basket of goods (taking into account the exchange rate) is priced the same in both countries.

This useful tool which is maintained by the World Bank allows us to get a sense of whether and to what extent you are reaching some of the poorest people living in India and also investigate how this compares across countries. We used Grameen's "Progress out of Poverty" tool to estimate the poverty profile of your users. This tool uses asset and household indicators to estimate poverty likelihood.

**WE'RE EXCITED TO
HEAR YOUR
THOUGHTS.**

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