



In partnership with



Mastercard Foundation EdTech Fellowship

2025 Annual Report

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The Mastercard Foundation EdTech Fellowship, implemented in Ghana by MEST Africa, supports early and growth-stage education technology startups in developing inclusive, scalable, and contextually relevant solutions that transform teaching and learning. Through funding, mentorship, capacity building, ecosystem engagement, and strategic partnerships, the Fellowship equips EdTech companies with the tools and networks needed to drive sustainable impact.

The Mastercard Foundation EdTech Fellowship supports a cohort of 12 EdTech companies annually. By the end of 2025, the Fellowship had successfully accelerated two cohorts, supporting the scale-up of 24 EdTech companies across Ghana. The programme delivered strategic interventions anchored in hands-on capacity building and bespoke support delivered by the MEST team and expert partners, through which fellows strengthened their business models, product quality, impact measurement practices, and investment readiness. This was reinforced by a series of intentional convenings including an Impact Plenary, Curriculum and Inclusion Plenary, Investment and Capital Linkages Plenary, Leadership Retreat, Demo Day, and ongoing learning science support in partnership with Carnegie Mellon University (CMU) Learning Sciences for Innovators Program. These were complemented by strong ecosystem partnerships with the Ministry of Education, Ghana Education Service (GES), CENDLOS, GSET, T-TEL, Special Education Division and the Ghana Federation of Disability Organizations (GFD), which collectively created enabling conditions for fellows to access schools, align with national curricula, and deepen their impact.

To further enhance ecosystem visibility and connectivity, fellows participated in key national events including the EdTech Stakeholder Forum, the ADEA Conference and the International Disability Day celebration, creating valuable networking opportunities and positioning them as active contributors to Ghana's EdTech discourse.

Together, Cohort 1 and Cohort 2 reached a combined total of 450,261 learners in 2025, a milestone that reflects both the scale and depth of the fellowship's impact across Ghana.



24

EdTech Companies supported

83%

Of EdTech companies satisfied with quality, usefulness, relevance, and accessibility of supports under the fellowship

9,038

Educators using EdTech solutions

2,158

Learning institutions integrating EdTech solutions

309,116

Learners on EdTech solutions (unique learners who have downloaded or signed up for an EdTech solution and used for learning or skills development)

2,306,175

Users of EdTech solutions (unique people who have downloaded or signed up for an EdTech solution)

Impact Highlight



45,813

Learners in rural areas

7,907

Learners with disability

48%

Female learners

163,401

Learners achieving learning outcomes

113

People employed in EdTech companies supported



EdTech Fellowship 2025 Annual Report



About the Fellowship

The Mastercard Foundation EdTech Fellowship is an entrepreneurship acceleration program designed to support promising, African EdTech ventures. Implemented in partnership with innovation hubs and EdTech accelerators across Africa, the Fellowship provides select EdTech companies with critical business and financial support, as well as insight into the science of learning, preparing them for scale, sustainability, and impact. The Mastercard Foundation EdTech Fellowship was launched in 2019 by the Mastercard Foundation through its Centre for Innovative Teaching and Learning, to partner with 12 Tech Hubs and support over 250 EdTech companies, aiming to reach at least 1.8 million young people by 2025.

In Ghana, the programme started in 2024 with the first Cohort made up of 12 EdTech companies and Cohort 2 was recruited and onboarded in 2025, bringing a new cohort of 12 ventures into the programme. Together, both cohorts span a diverse range of EdTech solutions including offline learning platforms, AI-powered tools, STEM hardware, special education platforms, and teacher productivity solutions.

For more information about the Centre for Innovative Teaching and Learning, visit: <https://mastercardfdn.org/all/centre-for-innovative-teaching-and-learning-in-ict/> or contact: edtechfellowship@mastercardfdn.org



Programme Overview



About MEST Africa

Established in 2008 as the non-profit arm of Meltwater, the Meltwater Foundation drives job creation and economic growth in Africa through software entrepreneurship. Headquartered in Accra, Ghana, the Foundation's Entrepreneurial Support Organisation-MEST, delivers a full-time, in-person intensive tech-entrepreneurship training to emerging talent from more than 22 African countries and provides early-stage investment to promising ventures. To extend this impact, the Foundation launched MESTx, a suite of collaborative programs designed and delivered with like-minded partners to expand digital-skills training and startup acceleration across the continent. Since inception, the Meltwater Foundation has trained 2,000+ entrepreneurs and invested in 90+ startups across the continent—fueling innovation, creating jobs, and shaping Africa's next generation of tech entrepreneurs.

Visit www.meltwater.org to learn more.



Programme Overview



About the Mastercard Foundation

The Mastercard Foundation is a registered Canadian charity and one of the largest foundations in the world. It works with visionary organisations to advance education and financial inclusion to enable young people in Africa and Indigenous youth in Canada to access dignified and fulfilling work. Established in 2006 through the generosity of Mastercard when it became a public company, the Foundation is an independent organisation separate from the company, with offices in Toronto, Kigali, Accra, Nairobi, Kampala, Lagos, Dakar, and Addis Ababa. Its policies, operations, and program decisions are determined by the Foundation's Board of Directors and leadership.

For more information on the Foundation, please visit www.mastercardfdn.org



At its core, the Mastercard Foundation EdTech Fellowship operates as a bespoke accelerator, providing each EdTech venture with personalised support tailored to its unique stage, needs, and growth trajectory. This hands-on, company-level support is complemented by a series of intentional convenings that reinforce the acceleration work throughout the year.

Cohort 2 Recruitment, Onboarding & Acceleration

Cohort 2 was recruited through a rigorous and improved process that saw a 143% increase in applications compared to the previous year. Twelve ventures were selected following a process that included interviews and in-person due diligence visits. Fellows were onboarded through a structured two-day programme focused on providing an orientation on the offerings of the program across programme management MEL, learning sciences among others.

Business Diagnostics, Product and Impact Needs Assessment

The Business Diagnostics, Product and Impact Needs Assessments are key activities undertaken following the onboarding of each new cohort. It provides a comprehensive review of the strengths and needs of each participating fellow, enabling the programme to tailor the experts, capacity building, and funding required to address identified gaps and unlock each venture's scale readiness. As such, Cohort 2 Fellows gained valuable insights into the strengths and gaps within their existing product, business processes and systems and impact assessment structures. This provided a foundation for tailored interventions and targeted capacity building throughout the program.

Expert Assignment

Targeted expert and bespoke support was provided to the companies in key areas such as market access, product development, and navigating the education sector based on the outputs from the diagnostics. The experts provided tailored support and handholding to build the companies' capacity in the "need areas" identified and worked with them to execute the actions needed to achieve agreed milestones.

Key 2025 Programme Interventions



Venture Acceleration Support

The program delivered structured venture acceleration support designed to strengthen the operational, strategic, and growth capabilities of participating companies. Through a combination of workshops, mentorship, advisory sessions, and practical assignments, founders received hands-on support to refine their business models and prepare their ventures for scale.

Key focus areas of the acceleration included:

- **Product Strategy and Development:** Supported ventures to refine their product offerings, improve user experience, and align their solutions with the needs of educators and learners.
- **Investment Readiness:** Prepared companies to engage investors through pitch development, financial modeling, and strengthening business narratives.
- **Finance and Accounting:** Built capacity in financial management, budgeting, and financial reporting to support sustainable growth.
- **People and HR Management:** Strengthened team structures, talent management, and leadership practices to support organizational growth.
- **Governance and Business Systems:** Supported ventures to establish strong governance structures, operational processes, and accountability systems.

These interventions ensured that participating companies not only advanced their products but also strengthened the internal systems and strategic capabilities required to scale their impact within the education ecosystem.

Key 2025 Programme Interventions



Impact Plenary & MEL Support

The Impact Plenary is designed to strengthen fellows' capacity in impact measurement and communication. In collaboration with Ghana Society for Education Technology (GSET), 30 participants from Cohort 2 EdTech ventures were equipped with the concepts, methodologies, and practical tools needed to measure their outcomes with rigor and confidence. Following, each company developed a Monitoring, Evaluation and Learning (MEL) plan tailored to their specific project, strengthening their ability to systematically track, assess, and communicate the impact of their solutions and make data informed decisions.

"The Impact Plenary was very informative and excellent" — Fellow, Cohort 2

Product Plenary & Learning Sciences Support (with CMU)

The Product Plenary was undertaken to strengthen fellows' capacity in evidence-based product development. 24 participants from Cohort 2 were equipped with instructional design frameworks and product testing methodologies needed to build high-quality, learner-centred EdTech solutions. To date, all cohort 2 companies have adopted instructional design models for their solutions and conducted usability testing with real users, generating direct feedback to inform ongoing product improvements.

In partnership with Carnegie Mellon University, the programme delivered six virtual webinars and enrolled 56 individuals from Cohort 2 companies into learning science courses. Learning sciences support helped fellows redesign curricula to better suit learner needs, improve assessment design, and strengthen learner engagement.

"The CMU sessions were eye-opening. Learning sciences changed how we design and evaluate learning." — Fellow, Cohort 2

Key 2025 Programme Interventions



Leadership Retreat

The Leadership Retreat was convened in July 2025 and fostered collaboration among fellows and between fellows and government agencies, supporting greater ecosystem alignment. Fellows deepened their understanding of business structures, team management, and partnership success factors. Government representatives gained direct familiarity with fellows and their solutions, creating pathways for collaboration and institutional adoption.

"The leadership retreat was enlightening, especially the Digital Marketing and Storytelling sessions we had previously overlooked."

— Fellow, Cohort 2

Curriculum Design and Inclusion Plenary

Co-facilitated with the Ghana Federation of Disability Organizations (GFD) and the Special Education Division (SpED) of GES, this plenary equipped fellows to align their products with Ghana's curriculum framework while ensuring accessibility for learners with varied disabilities. Fellows tested their solutions directly with learners with disabilities, collected real-time user feedback, and developed roadmaps for implementing inclusive features.

Investment and Capital Linkages Plenary

This plenary improved fellows' investment readiness by strengthening their understanding of investor expectations and impact investment criteria. Through hands-on sessions on valuation and financial modelling, each fellow developed a customised investment readiness or fundraising roadmap.

Demo Day

Demo Day provided a visibility platform for Cohort 2 fellows to showcase their products to key ecosystem stakeholders including government representatives, investors, school leaders, development partners and other EdTech companies and ecosystem players. Fellows strengthened their pitching, storytelling, and stakeholder engagement skills, generating new leads for partnerships, customers, and potential investors.

"I think the demo day was the beginning of better things to come. I liked the fact that there was some intentionality in connecting us to other EdTech companies."

— Fellow, Cohort 2



In 2025, the Mastercard Foundation EdTech Fellowship deepened its ecosystem presence through coordinated engagement across government, academia, civil society, and the private sector. These partnerships were instrumental in creating enabling conditions for fellows, from securing school access to influencing national EdTech policy.

Government and Policy Engagement

The Fellowship engaged extensively with the Ministry of Education, Ghana Education Service, and Centre For National Distance Learning and Open Schooling (CENDLOS). GES approval letters were secured for Cohort 2 fellows, granting access to over 250 pre-tertiary government-assisted schools across 64 districts in 12 of the 16 regions of Ghana.

Fellows were active participants in the 2025 EdTech Stakeholder Forum and Ghana EdTech Strategy Stakeholder Workshops, each attracting over 100 participants from government, academia, development partners, and civil society. These engagements ensured fellows directly contributed to shaping Ghana's draft national EdTech strategy.

EdTech Stakeholder Convenings & Events

MEST Africa facilitated fellows' participation in a range of national and continental events, including the ADEA Triennale Conference, one of Africa's premier high-level education policy forums, the Tech in Ghana Royal Edition in Kumasi and the Neurodiversity and EdTech Fair organised by Fafanto Psych & Wellness Consult. At these events, Fellows showcased solutions and participated in key ecosystem and policy discussions.

Mastercard Foundation EdTech Stakeholder Forum

As part of the EdTech Mondays Ghana, which is a complementary platform to the fellowship, fellows were facilitated to participate in the 3rd EdTech Stakeholders Forum and the EdTech Strategy Stakeholders Workshop. This provided a platform for fellows to contribute to the review of the draft Ghana EdTech Strategy, share best practices, address systemic barriers, and co-create actionable pathways to ensure that technology genuinely improves learning outcomes for all Ghanaian students, especially those in vulnerable populations, and equip them for the evolving global workforce.



The Mastercard Foundation EdTech Fellowship delivered a measurable, far-reaching impact across Ghana in 2025. Through 24 supported EdTech companies offering various EdTech solutions, the programme reached learners across the country, strengthening institutions, and creating employment opportunities within Ghana's growing EdTech ecosystem.

Learners and Learning Outcomes Attained

The fellowship surpassed its learner reach targets significantly, with 309,116 learners accessing EdTech solutions. Of these, 149,086 (48%) were female, 45,813 were from rural areas and 7,907 were Persons with Disabilities. All 24 EdTech companies now have verifiable evidence of learning outcomes from their solutions, a direct result of the fellowship's investment in impact measurement capacity. As such, 163,401 learners who used the EdTech solutions demonstrated improved learning outcomes or skills development. Beyond direct learners, the programme also reached a total of 2,306,175 users.

Institutional Reach and Adoption

2,158 learning institutions across 13 regions of Ghana integrated EdTech solutions, and 9,038 educators actively using EdTech tools. These Institutions are distributed across Greater Accra, Ashanti, Eastern, Central, Western, Upper East, Volta, Savannah, North East, Upper West, Bono, Ahafo, and the Eastern Region.

Business Growth and Financial Sustainability

17 out of 24 EdTech companies reported revenue increases, and 9 secured new or additional funding. Notable examples include Metaschool AI, which secured £ 250,000 from the GSMA Innovation Fund for Impactful AI, and Dext Technology, which secured a government contract to supply STEM Boxes to 667 public schools nationwide.

Our Impact in 2025



Ecosystem and Government Partnerships

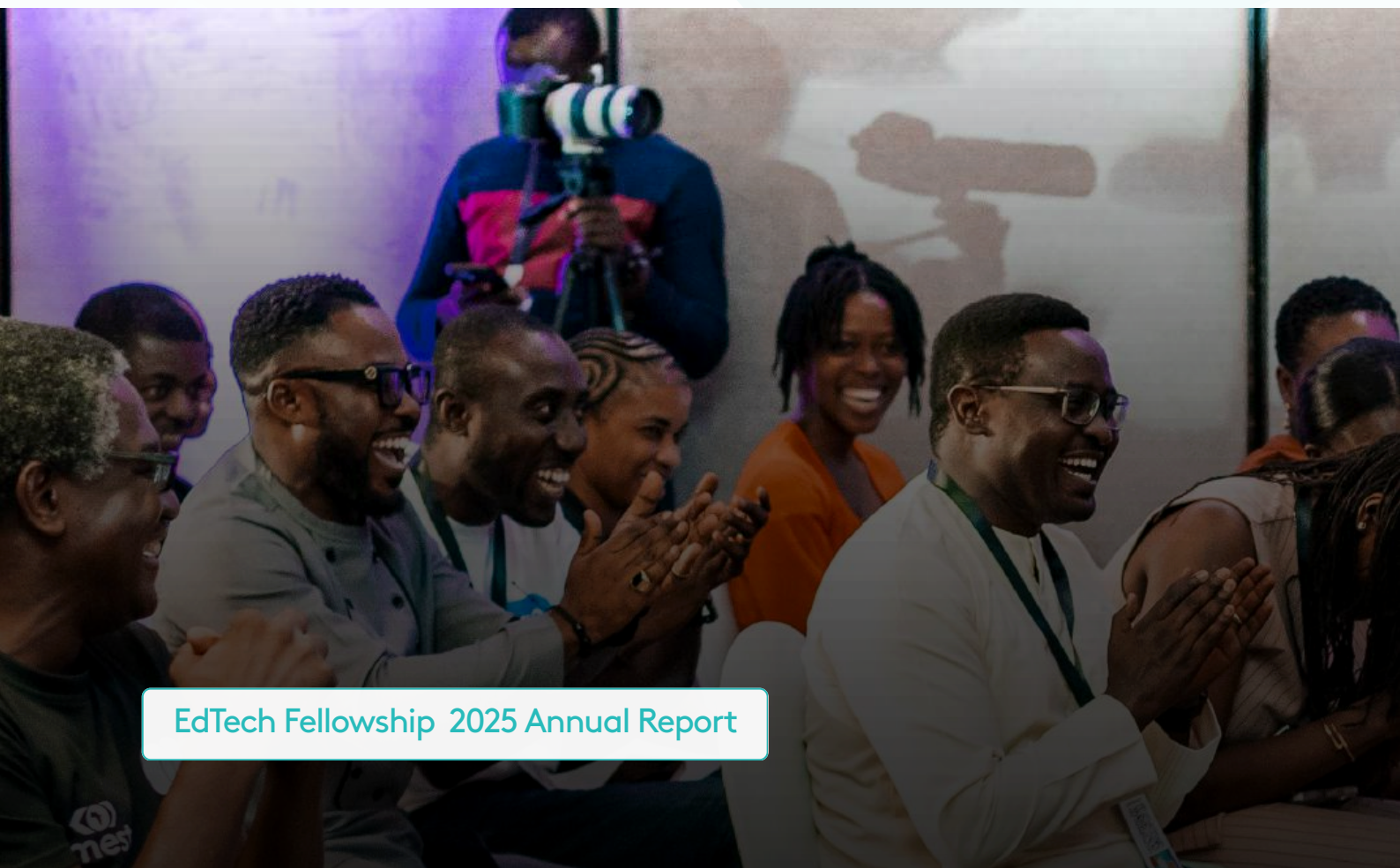
Strengthened partnership with the Ministry of Education, Ghana Education Service, CENDLOS, the Ghana Federation of Disability Organizations, GSET, T-TEL, and UNICEF. These relationships facilitated school access, policy dialogue, and capacity building for fellows, enabling expanded market access, product distribution, and cross-sector collaboration.

Employment Creation

The 24 supported ventures collectively enabled 113 new jobs of whom 47 are women and 90 are young people, underscoring the fellowship's contribution to youth employment and gender equity within Ghana's technology sector.

Fellow Satisfaction

Fellows reported an average satisfaction rate of 83% across all programme supports and engagements, exceeding the 70% target and reflecting consistently positive feedback on the quality, usefulness, relevance, and accessibility of convenings, expert support, and programme management throughout the year.



Key Lessons



The fellowship is highly effective in building startup capacity and direction, helping fellows move from fragmented early-stage ideas to stronger business strategies and clearer product roadmaps.



Learning sciences, usability testing, and MEL support drive tangible product improvements, including better UI/UX, accessibility features, learner-centred design, and stronger data-tracking systems.



Personalised programme management and mentorship is a critical success factor, building fellows' confidence in impact measurement, metrics definition, and data-driven decision-making.



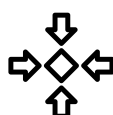
Equity and inclusion are best embedded through intentional design support and direct engagement with learners with disabilities, as demonstrated through the Inclusion Plenary.



Serving underserved learners requires delivery models beyond schools; engaging parents, leveraging community spaces, and designing low-cost adaptable solutions to reach marginalised learners.



Government partnerships with GES, CENDLOS, and MOE are critical enablers of official school access and expanded learner reach.



Limited curriculum and policy alignment remains a barrier to adoption. Earlier co-creation with institutions, curriculum alignment, and structured pilots improve school-level integration.



Intentional participation at stakeholder convenings amplifies partnerships, product visibility, and ecosystem connectivity.



Company Highlights



Cohort 1



Perbi Cubs

Underwent major team restructuring to better serve learners and users, while launching the Perbi Cubs Foundation to secure funding for schools whose learners cannot afford the platform. In June 2025, Perbi Cubs launched the Interschool Reading Quiz Competition, with 87 schools participating from all regions and 107,000 books read.

Inspiring Teachers Ghana



Signed an MOU with the National Teaching Council establishing a temporary certification pathway for teachers in low-fee private schools unable to access formal training, directly addressing a systemic gap in teacher qualification. The team also conducted an end-of-programme assessment to evaluate the efficacy of their literacy programme across 40 schools.



Coral Reef

Continues to build digital literacy labs in partnership with Newmont and Star Oil, delivering programmes including "Demystifying AI" for Junior High School students and "AI for Innovators" for university students. In June 2025, Coral Reef launched the Learnarium programme in partnership with Absa Bank and Coronation Insurance, offering laptops, data, insurance, and content to buyers on a repayment plan of up to seven years.

DEXT**Dext Technology**

Met with the new Minister of Education, Hon. Haruna Iddrisu, leading to the development of a STEM Box for the new national robotics curriculum. Following a government contract funded by the Ghana Education Trust Fund, Dext will supply STEM Boxes to 667 public basic schools — a programme officially launched by the President of Ghana. Dext also signed an MOU with the Ministry of Education, Liberia, to supply 12,000 Science Sets and train 60 facilitators across 16 counties to promote practical STEM education.

Wonderspaced

Was featured on the EdTech Mondays Show on CNBC in June 2025, significantly increasing its visibility across the continent.

**eCampus**

Successfully rolled out its platform at Opoku Ware Senior High School, onboarding over 4,000 learners, and is in active discussions with T-TEL to expand into 13 senior high schools across Ghana.



DEAFCANTALK

Deafcantalk

Updated its mobile app to include video content, sign language learning, and sign language translator booking, and won 1st place for Best International Business at the inaugural 2025 GRIT Summit in Togo.

QKnow EdTech



Leveraged GES approvals facilitated by the Fellowship to launch outreach programmes across three regions, exceeding learner reach targets. The company formalised a partnership with the Ghana Library Authority to deploy its solutions across the national library network, partnered with Silabu EdTech in Tanzania and Egypt-based Proton to introduce educational wearables in Ghana, and is advancing plans for a subsidiary in Côte d'Ivoire supported by the EU Chamber of Commerce, with discussions underway for market entry into Japan.



Firefly IO

Represented Ghana at the VEX World Robotics Competition in the USA, ranking 50th out of 80 teams in its division among 853 global participants. Domestically, the Ghana Robotics Competition attracted over 100 registered schools and 10 active robotics clubs. The team is planning a business reorganisation in 2026 to establish a more sustainable operational model.



Loozele

Deepened its impact in rural Northern Ghana through expanded mobile computer lab initiatives, teacher training in advanced Excel, coding, and prompt optimisation, and skills development for final-year senior high school students in partnership with Ashesi University. The venture welcomed two Mandela Washington Fellows and met all deliverables for its first three consecutive milestones.

AyaPrep



Launched the AyaPrep and AyaPoka mobile applications at the University of Ghana, secured a research partnership with the University of Lagos to validate its local language mathematics content, and is in active discussions with the Ghana Language Centre and NaCCA to secure curriculum approval. The team has also initiated early-stage discussions with government officials across multiple West African countries for regional expansion.



Alpha Virtual Academy

Has suspended its previous Moodle learning platform due to high renewal costs. The company is currently developing a new locally built platform from scratch to retain full ownership of the source code and its content IP. The new platform is expected to launch in the first quarter of 2026, with plans to scale operations by September 2026.



Company Highlights



Cohort 2

Company Highlights



Cohort 2



Academic Talent Development Program Foundation

Significantly improved the Gifted platform, adding Olympiad courses, peer-to-peer community features, and digitised learning resources accessible nationwide. With expert support from the fellowship, ATDP developed a stronger marketing strategy and has onboarded over 9,000 students.

Maxim Nyansa Foundation



Built digital literacy labs across Ghana, including at the Ashanti School for the Deaf, working with traditional leaders to establish community labs serving multiple schools. By partnering with TechAide to procure Asanka devices, Maxim Nyansa made its lab content accessible offline for over 10,500 learners, addressing persistent internet connectivity challenges.



MooslaTrain

Transformed its Buddy Solve platform from a mathematics tutoring site into a comprehensive self-learning platform offering curriculum-aligned content, quizzes, and tutoring support. The venture grew from under 1,000 to 7,555 active learners and secured partnerships with 16 schools by integrating scaffolding and evidence-based learning science principles.



Craft Education

Built a network of therapy centres utilising its Hunu platform to monitor and support learners with neurodiverse challenges, and launched a Quick Start Programme piloting with five therapy centres and special schools.

InovTech STEM Center



Solidified its operational foundation through the fellowship, finalising a three-year strategic roadmap, professionalising its financial systems for audit readiness, and engaging over 6,800 learners during the acceleration phase, positioning the venture for sustainable post-cohort scaling.



Asah Makerspace

Professionalised its infrastructure by developing a custom operational management system and adopting digital accounting software. The venture achieved strong traction with rural and female learners and deepened school penetration using GES approval letters secured through the fellowship, reaching over 6,400 learners.



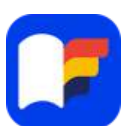
STEMAIDE Africa

Was named EdTech Startup of the Year at the Ghana Startup Awards and featured on the BBC for its STEM education work. The venture launched HACK-STEMAIDE, a hands-on hardware hackathon for young innovators, partnered with Development Bank Ghana, ALX, and the British Council, developed five new curriculum-aligned products, and reached 11,214 learners.

TechAide



Established itself as a key B2B infrastructure partner within the cohort, enabling peers to white-label its offline Asanka device. The team upgraded the device with dynamic content and inclusivity features following user testing with Persons with Disabilities, launched the Ednolab initiative providing rural communities with tech-enabled labs and teacher training, and reached 8,517 learners.



Metaschool AI

More than doubled its learner target, reaching 18,315 learners by the end of 2025, and secured £250,000 in funding from the GSMA Innovation Fund for Impactful AI.



Scribble Works Publishing House

Developed the AssignmentX platform to make mathematics learning more engaging in resource-constrained classrooms, and enhanced its Preptime product with an OMR/OCR feature enabling processing of nearly 9,000 assessments per week. The venture surpassed its annual learner target, reaching 9,446 new learners.

Jesi AI-Node Eight LTD



Grew from a 30-user pilot to over 12,000 teachers and learners on its platform. Fully aligned with Ghana's Standards-Based Curriculum, Jesi AI provides AI-powered lesson planning and personalised learner assessments, onboarding 9,767 learners by December 2025.



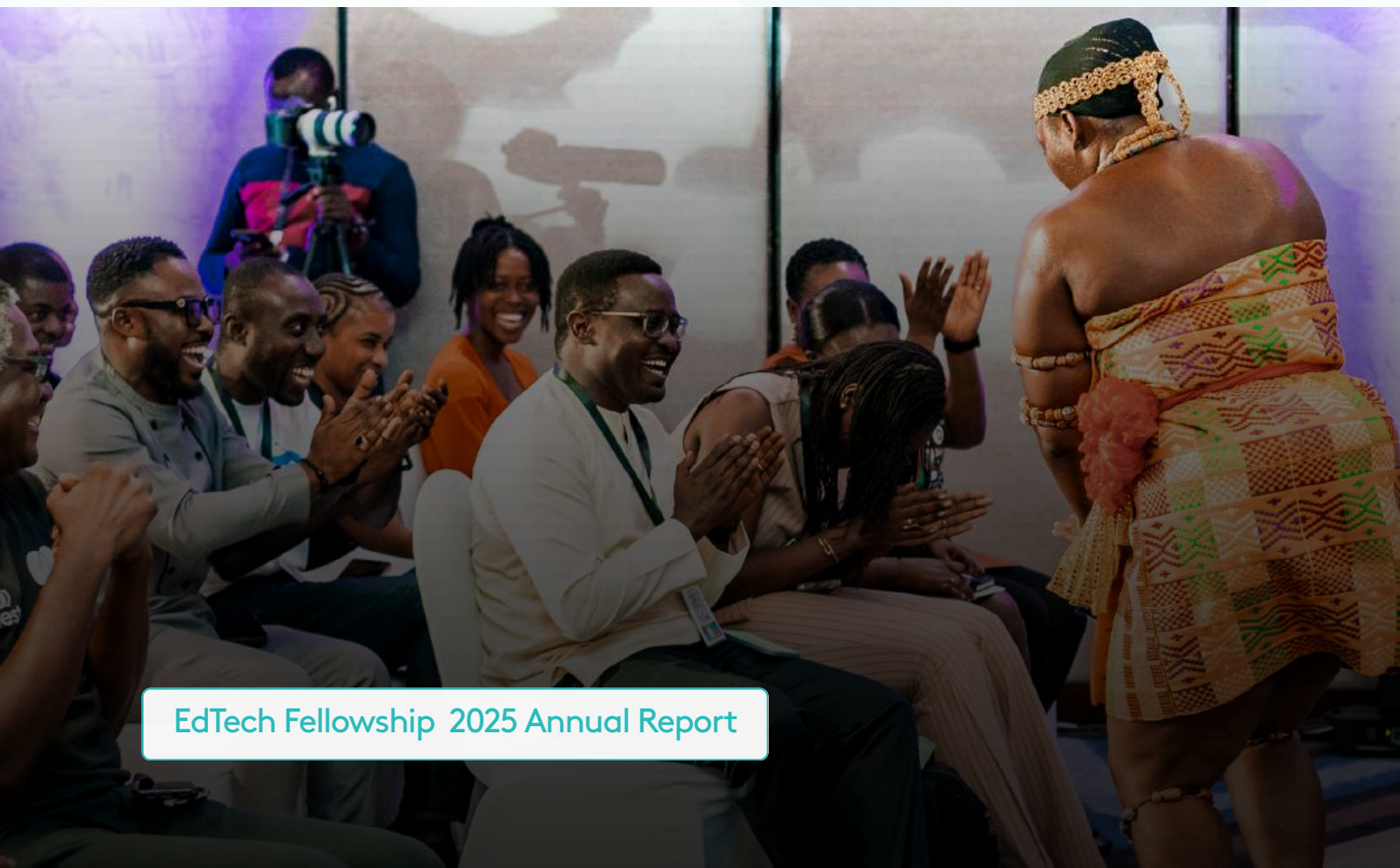
Nikasemo Technologies

Developed the EdLege Academics and EdLege Pay platforms, creating a comprehensive education operating system covering fees, academic reporting, learning content, and performance analytics. Nikasemo also launched a Content API enabling other EdTechs to integrate its content library, and onboarded 11,896 new learners, surpassing its annual target.



The achievements of 2025 demonstrate the growing strength and relevance of the Mastercard Foundation EdTech Fellowship in Ghana. By supporting 24 innovative EdTech ventures and fostering strong collaboration with government, ecosystem partners, and learning science institutions, the programme has significantly expanded access to high-quality, inclusive digital learning solutions across the country.

With over 309,000 learners reached, 163,000 demonstrating improved learning outcomes, and strong progress in inclusion for rural learners and persons with disabilities, the Fellowship continues to build a vibrant EdTech ecosystem capable of addressing Ghana's evolving education challenges. The partnerships, lessons, and momentum generated in 2025 position the programme to deepen its impact further, strengthening sustainable EdTech businesses while advancing equitable learning opportunities for young people across Ghana.





In partnership with

