✓ We are: Global partnership of 34 leading development organizations, housed at the World Bank
✓ We believe: Financial inclusion is an important enabler of poverty alleviation
✓ We care about: Innovation driving services for the poor at scale and low cost
✓ We do: Applied research, knowledge sharing and evidence-based advocacy with financial service providers, policy makers and funders

**OUR VISION**
A world where everyone has access to and can use the financial services they need to improve their lives.

**OUR MISSION**
To improve the lives of poor people by spurring innovations and advancing knowledge and solutions that promote responsible, sustainable, inclusive financial markets.
INFLUENCE THROUGH EVIDENCE

1. RESEARCH
2. FIELD TESTING
3. KNOWLEDGE PRODUCTS
4. IMPLEMENTATION TOOLS AND TRAINING
5. CROWD-IN
6. EXIT
BUILD COMMUNITIES OF LEARNING AND PRACTICE

- Partner Events & Peer Learning
- CGAP.org (blog, multi-media, etc.)
- Microfinance Gateway
- Research & Publications
- WorkSpace
- Social Media
- Gateway Academy
What is Gateway Academy?

Gateway Academy is an innovative project (Trust Fund) within CGAP that is funded by The MasterCard Foundation.

We are creating a curated online learning platform that will offer both online and blended learning courses, as well as cultivate communities, focused on financial inclusion in Sub-Saharan Africa.
3 Main Components

- Online learning hub
- Training provider capacity building
- Research and community
Gateway Academy is Intended to:

- Create a transformative impact on financial inclusion by increasing the reach of high-quality training content.
- Capture a significant audience by offering a solution that meets the audience’s needs in terms of user experience.
- Create lasting impact for those working to advance financial inclusion.
The Concept is Relatively Simple…until it isn’t

Gateway Academy Platform

- Training Partner 1
- Training Partner 2
- Training Partner 3
- Training Partner 4
- Training Partner 5

Fee-based, Blended Learning Courses
Fee-based, Instructor-led, Online Courses
Free, Self-paced, Online Courses

- User 1
- User 2
- User 3
- User 4
- User 5
- User 6
- User 7
- User 8

MFI A
MFI B
Saba Sandbox Exercise: Tested Saba with 40+ users from 4 FSPs in 5 countries, and also coordinated with the World Bank’s Open Learning Campus. Determined Saba would not meet our needs.

- No ability to do e-commerce
- Need to build a front-end on Drupal or other platform
- Does not have the learning record store functionality
## Sample Research to Date on Technology Solutions

Platforms researched:

<table>
<thead>
<tr>
<th>CornerStone</th>
<th>Coursera</th>
<th>Creative U</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desire2Learn/BrightSpace</td>
<td>Docebo</td>
<td>Drupal-based MFG</td>
</tr>
<tr>
<td>EdX</td>
<td>Kineo</td>
<td>Intrepid</td>
</tr>
<tr>
<td>LearningStone</td>
<td>LINGOS</td>
<td>Lynda</td>
</tr>
<tr>
<td>mElimu</td>
<td>Moodlerooms</td>
<td>Moodle</td>
</tr>
<tr>
<td>NovoEd</td>
<td>Open Learning Campus (WB)</td>
<td>Open University</td>
</tr>
<tr>
<td>Saba</td>
<td>SumTotal</td>
<td>Teachable</td>
</tr>
<tr>
<td>TechChange</td>
<td>Totara</td>
<td>Udacity</td>
</tr>
<tr>
<td>Udemy</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Examined platforms of key training providers

<table>
<thead>
<tr>
<th>Organization</th>
<th>Platform</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMREF’s platform</td>
<td>Docebo</td>
</tr>
<tr>
<td>Catholics Relief Services</td>
<td>Cornerstone</td>
</tr>
<tr>
<td>Digital Frontier Institute’s platform</td>
<td>Guru</td>
</tr>
<tr>
<td>Freedom from Hunger</td>
<td>Moodle</td>
</tr>
<tr>
<td>ITC-ILO</td>
<td>Moodle</td>
</tr>
<tr>
<td>LINGOS</td>
<td>NetDimensions</td>
</tr>
<tr>
<td>KBA/Moodle</td>
<td>Moodle</td>
</tr>
<tr>
<td>ProCredit Academy</td>
<td>Moodle</td>
</tr>
<tr>
<td>Strathmore Business School</td>
<td>Moodle</td>
</tr>
<tr>
<td>United Nations University</td>
<td>Moodle</td>
</tr>
<tr>
<td>University of New Hampshire SMPD</td>
<td>Canvas</td>
</tr>
<tr>
<td>USAID GHeL</td>
<td>Drupal</td>
</tr>
<tr>
<td>World Bank eInstitute</td>
<td>MoodleRooms</td>
</tr>
</tbody>
</table>
Even More Research on Technology Solutions

Instructional design firms researched and met with:

<table>
<thead>
<tr>
<th>Company</th>
<th>Company</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adayana</td>
<td>Artisan eLearning</td>
<td>AXG-Tecnonexo</td>
</tr>
<tr>
<td>Business Coordinators</td>
<td>Clarity Consultants</td>
<td>Desire2Learn</td>
</tr>
<tr>
<td>Grovo</td>
<td>Karl Kapp</td>
<td>Learning Connects, LLC</td>
</tr>
<tr>
<td>NIIT</td>
<td>Pedago</td>
<td>Relevant Learning</td>
</tr>
<tr>
<td>SifiCorp</td>
<td>Skillsoft</td>
<td>Tata Interactive Systems</td>
</tr>
<tr>
<td>TechChange</td>
<td>Weejee</td>
<td>Udemy</td>
</tr>
</tbody>
</table>
Alpha Prototyping - Testing that takes place before final platform selection that tests platforms, modes of learning, and content.
The Project Manager will oversee alpha testing.

Facilitate development of learning agenda and implement MEL plan.

Monitoring, Evaluation and Learning Partner

FSP

Training Provider/Content Expert

Online Learning Firm

Platform Provider

CGAP Team Member

Online Instructional Design Consultant

Member of Gateway Academy team.

Staff member(s) of identified institutions will test content.

Has a contract with CGAP to digitize course content.

The firm working with the training provider to digitize content.

The firm working with CGAP to host alpha course on their platform.
And then this happened...

what I planned.

what happened.

Julia
The Competitive Dialogue Process
So here we are…

As we continue to go through this process…the procurement and beyond.

• What should we take into account?

• What are the key lessons you’ve learned, not just in building an e-learning platform, but in ICT4D projects?

And beyond the platform…

• What kinds of questions should we be looking at in our learning agenda?

• What would you want to know that would make e-learning more effective in any sector?
In mid-June, we will bring together ~ 60 partners for a workshop in Nairobi.

Learning agenda will include:

- How does HR motivate staff?
- How should we measure our success?
- What are potential business models?
A User-Centered Design Approach

**Alpha** - *Testing that takes place before final platform selection*
Prototype testing of various technologies (platforms), modes of learning, and content. Successful prototypes will be developed into pilots.

**Pilot** – *Courses delivered on final platform*
Fully developed courses that are run with a selected group of users before public deployment. Pilots will be refined prior to Beta.

**Beta** – *Courses delivered on final platform*
Publically available courses, delivered for a fee, that will be refined through feedback and tested prior to full deployment.