EDRAAK
Reimagining Education in the Arab World
64.5% Internet Penetration in MENA

https://www.internetworldstats.com/stats.htm
Purpose: To revolutionize delivery and access to education across the MENA region in order to enable Arab society to fulfil its potential.

Mission: To empower 10 million learners across the MENA region with high quality Arabic online and blended learning.
+1.6 Million Registered Learners

+177,000 Certificates Issued

+80 Courses

+2M Fans
K-12

Continuous Learning
K-12 CHALLENGES

Quality

Arabic Resources

Drop-outs

250 OERs
1,500 OERs

All math OERs are licensed under
Quality

Arabic Resources

Syria

Egypt

Jordan

Drop-outs
Continuous Learning

Higher Education

MOOCs
HIGHER EDUCATION CHALLENGES

Capacity

Cost

Standardization
25%
University Requirements Courses = 27 credit hours

- National Education
- Remedial Computer Skills
- English 102
- Arabic 102
University Requirements Courses = 27 credit hours

- National Education
  Adopted, reused and remixed by 4 local universities
  +12,000 students across Jordan
Capacity

Cost

Standardization
CONTINUOUS LEARNING CHALLENGES

Quality Content

Arabic Resources
+50% MOOCs

+1,120 Educational Videos

Attribution-NonCommercial-ShareAlike
Arabization & Localization

Engagement & Completion Rates are Significantly Lower
Co-Creation
Thank you!

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