

**OPEN YOUR  
TOMORROW**

# Disruptive Initiative to drive Education transformation in Lebanon.

Presented by:

**Hussam Kayyal**  
Advisor to the Minister Of  
Telecom in Lebanon

[Hussam@Exceed.me](mailto:Hussam@Exceed.me)



**Bernard Rizk**  
President, CEO of Triple C  
[Bernard.Rizk@Triplec.com.lb](mailto:Bernard.Rizk@Triplec.com.lb)

9 - 10 - 11 / 12 / 2013  
Hotel Ramada Plaza, Gammarth, Tunis



# OPEN YOUR TOMORROW

Personalized elearning  
Anytime, Anywhere

Shock, drop, dust resilient  
Access to secure portal  
Educational software  
Active pen  
1GB 3G

[www.triplec.com.lb/OpenYourTomorrow](http://www.triplec.com.lb/OpenYourTomorrow)

**Hussam Kayyal**

**Advisor to the Minister Of  
Telecom in Lebanon**

**[Hussam@Exceed.me](mailto:Hussam@Exceed.me)**



# Agenda

Lebanon – Country Snap Shot

Building the Architecture of the Program

Anticipated Social and Economical Impact

Implementation and Rollout

Success and Failure factors outside and inside the classroom

# Lebanon – Country Snap Shot



- 4+ Million population
- 1,281 Public Schools , 300+ Private Schools
- Computer Literacy is addressed in basic education

## Challenges

- ➔ Limited Internet Access for Public Schools (Budget, Infrastructure)
- ➔ 3G is available but data packages are expensive
- ➔ Internet @ Home is expensive and also limited in rural areas
- ➔ PC pricing could be a high barrier for households
- ➔ Limited budgets for ICT transformation @ Public Schools

## Opportunities

- ➔ Mobile Networks have wide national coverage
- ➔ Established Publishers base for Educational content
- ➔ Vibrant developers community
- ➔ Well established Mobile Operators that are 100% owned by the government



***How can we provide our young students (k-12)  
with a low cost access to Internet and  
Educational Content (safe and secure)?***

**Key Inputs**

- ✓ PC vs. Tablets?
- ✓ Inside the School ? Outside the School?
- ✓ What type of content?
- ✓ Price range? Reaching all students (70 Cents Per day)
- ✓ Sustainable



# Building the Architecture of the Program

- ✓ Use the 3G network ( Better coverage than the fixed lines )
- ✓ Outside the class room with pilot inside the class room , Educational transformation takes a long time
- ✓ Giving access to our kids will create a disruptive initiative to Education in the country ( access to high quality content and knowledge ) – Bottom Up model
- ✓ Drive for an Ecosystem of developers and content providers to benefit from the mass deployment ( create the market for them )
- ✓ Innovative pricing to make it accessible to all ( free is not a solution ) with creative financing
- ✓ Leverage the size to negotiate a better deal for the country



# Open Your Tomorrow - Program Blue Prints

## Central Bank + Local Banks

Subsidized small loans for the program

Giving access to all citizens whom might not have access to loans in the past

## 2 Mobile Operators ( Alfa and touch )

Create a "Student Bundle " 3G + Tablet + Content at a reduced price ( government subsidy )

Lowering the barriers for entry for all, utilizing the new 3G network ( coverage + price )

## Liban Post

National coverage - Point of Sales to receive applications and deliver the bundled solution

Simplified logistics for students and parents, single point for application and delivery

## Content Providers

Provide Free content acquiring a wide range of customer base for future content purchase

Content is key ( educational and non educational )

## Management

Centralized management of devices @ the operators

block bad Internet and content, push updates and future content

## Ministry of Education and Higher Education

Pilot project at selected schools integrating the devices in the delivery of knowledge, including teachers training

Learn then scale using the installed base

## Selected Vendor

Investment in the model through allocated budgets for Marketing, and training content providers and developers

Share the vision, commitment to success through investing in the ecosystem needed for success



# Key Learning

- **Lower the barriers for access** for our students utilizing a subsidized infrastructure services
- **Educators makes it or breaks it**  
(Oscars for teachers, documenting best practices, Overhauling Teaching Diploma )
- Find an **Economical entry** to drive local business ( not only ICT ), drive long term interest in the transformation process
- **Mindset Shift**, we need to stop mapping the way we learn and force it on our kids, they learn differently
- **Phased roll out**, learn, adjust , then scale (we can make mistakes...its ok)



# OPEN YOUR TOMORROW

Personalized elearning  
Anytime, Anywhere

Shock, drop, dust resilient  
Access to secure portal  
Educational software  
Active pen  
1GB 3G

[www.triplec.com.lb/OpenYourTomorrow](http://www.triplec.com.lb/OpenYourTomorrow)

**Bernard Rizk**

**President, CEO of Triple C**

**[Bernard.Rizk@Triplec.com.lb](mailto:Bernard.Rizk@Triplec.com.lb)**


## Implementation and Rollout

<b>Vendors</b>	Teaming up with the Vendors (Hardware & Software)	Prepare purchase orders, shipment, clearance	Warranty
<b>Hardware</b>	Choice of the device	Products testing and fine tuning	Spare Parts Availability
<b>Software</b>	Choice of the Operating System, Device management, Internet browsing safety, Educational Content.	Tablet image testing and approvals. Install local clouds for Device management and Parental Control	Updates and current Apps Push new Applications
<b>Technical</b>	Technical Team readiness	Training for the Technical team Tablets Quality Control	Dedicated technical team For after sales support
<b>Logistics</b>	Delivery and Warehouse capacity	Package design, packaging, Labelling, Distribution and Documentation	Implement a reparation procedure
<b>Finance</b>	Pricing and project financing capabilities	Contracts and Financing documents	Secure more funds to Upscale the project
<b>Planning/Participation</b>		<b>Award/execution</b>	<b>After Sales Support</b>




# Open Your Tomorrow – Solution and Stakeholders






 - First Intel Inside tablet for the education

**Intel® Learning Series**  
Advancing Education Worldwide

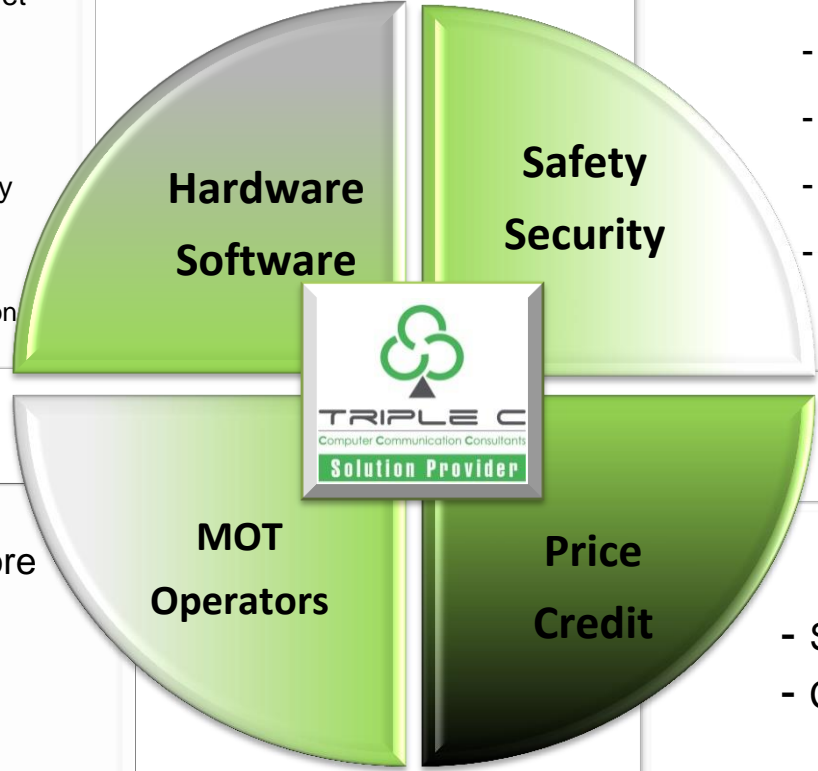
- Skoool.com
- British Council
- Khan Academy


 - Official Books


- Schools preparation


- Manageability 
- Security 
- Parental Control
- Anti-Virus 

**McAfee**  
An Intel Company



 - Application Store

 - Ministère des Télécoms  
وزارة الاتصالات

 - 1GB 3G Connectivity

**alfa**  
MANAGED BY ORASCOM TELECOM

- Subsidized price
- Credit Facility

 **مصرف لبنان**  
BANQUE DU LIBAN

 **BLOM BANK**

**A manageable educational device with fast and secure 3G connection for every Student**



# Success and failure factors

## Government Support

- ✓ Active participation and coaching from the Minister of Telecom and Minister's Advisors
- ✓ Price subsidy and credit facilities
- ✓ Cooperation and coordination with the Minister of Education.

## Project Management

- ✓ Coordination between different stakeholders.
- ✓ Integrate Different vendors solutions into one valuable and complete solution.
- ✓ Time Management is a major key to success.

## Team Work between stakeholders

- ✓ **Technical:** more than 200 Engineers
- ✓ **Marketing/Logistics/Finance/Administration:** more than 50 persons
- ✓ **E-mails:** more than 150000 e-mails exchanged
- ✓ **Phone / Conference calls:** more than 1000 hours
- ✓ **Web EX:** more than 100
- ✓ **Travels:** more than 50 trips and delegations

## Experience and Know How

***This project needs high qualified technical team having long expertise in the IT systems integration field***

- ✓ Initial technical Evaluation
- ✓ Integration and configuration
- ✓ After sales support

## Marketing

- ✓ Marketing Campaigns (Launching events, Billboards, Social Media...)
- ✓ Display and try before buy

# Success and failure factors



## Hardware

### *Intel inside Educational tablet*

- ✓ Multi-touch panel
- ✓ integrated 3G
- ✓ Wifi support latest standards: 802.11 a/b/g/n
- ✓ Shock, drop, dust, and water resilient.
- ✓ Up to 1 Meter drop
- ✓ Fully integrated 8mm active stylus

## Safety and Security Management

### *Security and device management were two main key requirements in the tender.*

- ✓ Tablets are totally secured and managed by the operators
- ✓ Parental Control, kids are not allowed to access harmful sites
- ✓ Antivirus

## Content

### *Provide the right content is a major key to success*

- ✓ Intel Learning Series software (Skool, Khan Academy, British Council)
- ✓ Application stores at both operators sites
- ✓ Encourage publishers to digitize their books
- ✓ Encourage local and International developers to provide educational games and applications.
- ✓ enable kids to become future developers

## Logistics

- ✓ Timely delivery and Quality Assurance

# Pilot Project for Nine Public Schools in Lebanon

## Part of Open Your Tomorrow Initiative



### Challenges

### Inside The School

### Solutions

#### ICT Strategy & Policy

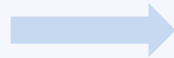
Implemented by the Ministry of Education and Higher Education and CERD

#### School Infrastructure

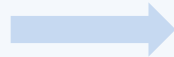
Proper wired/Wireless infrastructure, Internet connectivity Servers, Storage.

#### Content

*Publishers*



*Developers*



Digitized Curriculum, Develop Supportive applications

*Laws and Regulations to protect the Intellectual Property rights*

*Workshops to enable developers to make educational games and applications*

#### Schools' Principles and Teachers readiness

- Leadership change management workshops for schools principals.
- Training on transforming learning with one to one through the use of the devices to be delivered to the teachers.
- Training on classroom management and collaboration programs to the teachers

#### Manageability and Security

Implement a proper Device management, application management and Internet browsing safety solutions

#### Budget and Funding Sources





# Education Transformation !!!

Public Sector



Private Sector

## Together we can

## Thank You