

# What is Gateway Academy?

## Learning for financial inclusion professionals in Sub-Saharan Africa

### About Gateway Academy

Gateway Academy is a curated learning platform offering online and blended learning courses and communities of practice focused on financial inclusion in Sub-Saharan Africa. Our goal is to create a transformative impact on financial inclusion by increasing the reach of high-quality training content. To achieve our goal, we are developing partnerships with financial service providers and leading training and content providers. Through these partnerships, we will identify training and knowledge gaps in the market and address them by offering relevant courses.

Ultimately, our success will be measured by (1) the size and sustainability of a region-wide market for high-quality capacity building in the field of financial inclusion, estimated to include tens of thousands of employees, hundreds of financial service providers, and dozens of training service providers; and (2) the impact of that marketplace on the adoption and effectiveness of financial inclusion practices.

#### For training service providers, we are focused on providing

- Access to new markets of financial service provider clients and employees;
- Opportunities for sustainable and net new revenues from online learning;
- A turnkey and quality online learning solution to diversify product portfolios; and
- Access to additional expertise in developing successful online learning courses and business models.

### About the market

Online learning in the corporate sector is a \$56.2 billion USD market globally. Africa's online learning market is growing at over 15% per year and has doubled in size from 2011 to 2016, reflecting changing demand preferences as well as the adoption of new technologies that are making online learning more appropriate and accessible. As the African economy continues to grow at a more accelerated pace than in other regions, there will be continued and sustained growth among African corporations for the next decade, resulting in an increase in demand for corporate training. Challenges still remain in relation to access to infrastructure, the provision of locally-produced content, and mobile-readiness of learning opportunities.

#### Gateway Academy is taking the lead in accelerating the market by

- Developing a mobile-first approach for the platform and for courses residing on it;
- Recruiting high-quality local content for the platform and building the capacity of emerging training providers;
- Building a platform designed for the next generation of social and collaborative online learning that maximises human connection and makes it easier for employees to adopt online learning compared with face-to-face approaches.