How to invest in child centred AI for more equitable future returns

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What we do

THE OFFICE OF INNOVATION (OOI) HELPS DISCOVER, CO-CREATE, AND SCALE BOLD SOLUTIONS AND TECHNOLOGIES TO DELIVER FOR CHILDREN TODAY AND SET A NEWPACE OF SOCIAL IMPACT FOR COMING GENERATIONS.

We do this in a collective movement with innovative minds globally, across industries and generations. We are particularly proud of our UNICEF network of innovators across

190 countries.
UNICEF serves as the gateway for demand - we source & iterate transformational ideas and solutions, accelerate field implementation through our footprint in 190 countries, and transition to scale the most effective innovations for global adoption and adaptation.

- **Pilot**: Single Country
  - Venture Fund (early-stage, open-source frontier technology start-ups in the global south)

- **Acceleration**: 1-10 Countries
  - Innovations with growing evidence of potential (high impact + high scale) to accelerate results across multiple countries

- **Transition to Scale**: +10 Countries
  - Small number of proven priority innovations with potential to become transformational at scale

- **Integration & Expansion**
  - Regional or Global Adoption
Ventures Fund

Founded in 2014, the Ventures team exists to challenge frontier technologies that have the potential to bring radical change for children.

We add value by testing and investing in early-stage just open innovation and priming the most suitable solutions for scale.

35M

2527 ETH + 8 BTC
We are the RISK TAKERS, the TRAIL BREAKERS and the MAP MAKERS
In pursuit of radical

JOI

for every child
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AI IN EDUCATION

Transforming education with AI-powered solutions and gamification.
Pixframe Studios is a Mexican company with 10 years of experience transforming the education of children, youth, and adults through innovation.

We are a multidisciplinary team formed by neuropsychologists, pedagogues, engineers, designers, and our investment partners UNICEF Innovation Fund, Wayra Mexico, and Nyx Technology, who trust that our mission is transcendental for the future of our users.
Our capacity to diagnose and treat learning problems in schools is very limited, due to the specialization and personalization these activities require.

1 out of 5 children have *learning* and *attention* issues*

They are *3 times more* likely to drop out of school**

* Learning and Attention Issues by the Numbers
** Report: Students with Learning and Attention Issues Three Times More Likely to Drop Out
Pixframe Studios develops educational software using:

**Narrative**
Context based in a history with a main character needs help to achieve their goals.

**Gamification**
Points obtencion, badges, level unlocking and challenges with their friends.

**Artificial Intelligence**
Recommendation systems based in the development of the user and their abilities using the software.
AI can provide personalized learning experiences

They can track and analyze student performance data to provide feedback

They can automate grading and other administrative tasks

They can recommend courses and content based on students' interests and abilities

AI-powered learning tools
Normal Education

Subject 1 ➔ Subject 2 ➔ Subject 3 ➔ Subject N ➔ Evaluation

New Education

Evaluation ➔ Subject 10 ➔ Subject R ➔ Subject 5 ➔ Evaluation

Subject 6 ➔ Subject 10 ➔ Subject 5 ➔ Evaluation
Our main focus

**Personalized Learning**
Increase students’ academic performance and engagement by providing a customized learning experience that adapts to their unique strengths and weaknesses.

**Data-Driven Insights**
Empower teachers and schools with comprehensive data insights and analytics that help them understand students’ learning patterns and make informed instructional decisions.

**Streamlined Teacher Workload**
Save valuable time for teachers by automating routine tasks such as grading and assessment, allowing them to focus on delivering high-quality instruction.
Our products

The products we create help to **innovate** the learning process **through technology** and a boost of **motivation**.
Towi is a game based learning platform designed by neuropsychologists that helps children evaluate and develop their cognitive skills through video games.

Website: towi.com.mx
✓ 3 published scientific papers
✓ More than 400,000 users
✓ Guatemalan Ministry of Education will give it to 1.5 million users
Misión Towi is a series of games that help children develop **mathematical skills** and achieve learning objectives for each school grade according to the PISA evaluation.

Customized training path

3 math axis

More than 15 hours of gameplay

Website: **Misión Towi (Beta)**
Gamified learning platform that helps adolescents to regularize in mathematics to reduce dropout in the first years of upper secondary education in Mexico and Latin America.

Website: matematia.com

54 topics
540 exercises
180 minutes of video lessons
Pixframe Studios has impacted more than 2 million children in Latin America with their products.

Now, Pixframe Studios is launching an investment round, to accelerate the company impact in other countries and accelerate the growth of the company.

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Let's transform education together!