

Asafeer Education Technologies wins the TRECC Transforming Education Prize at Seedstars Summit

Over the past year, Seedstars has collaborated with TRECC (Transforming Education in Cocoa Communities) to identify the most promising startups positioned to enhance education for communities in rural areas. At the annual Seedstars Summit, Asafeer Education Technologies from Dubai was awarded the Transforming Education Prize, worth CHF 50,000. The Seedstars Summit takes place on April 6th, 2017, at the Swiss Tech Convention Center at EPFL in Lausanne.

LAUSANNE, SWITZERLAND, 6th April, 2017 - [Seedstars](#), the global organization with the mission of impacting people's lives in emerging market through entrepreneurship and technology, launched its 4th edition of the Seedstars World competition in April 2017. The international team covered 65+ countries, scouting for the best startups around the world and all 65 finalists have been selected to participate in the Finals of Seedstars World. This year, Seedstars has partnered with TRECC (Transforming Education in Cocoa Communities), a multi-stakeholder initiative that seeks to improve the quality of education for children and youth in rural areas in Cote d'Ivoire.

Following a two day bootcamp and an investor forum, a panel of investors, alongside jury members from TRECC, selected Asafeer Education Technologies from Dubai, a company which provides schools with online digital resources for reading focused on enhancing literacy, as the winner of the Transforming Education Prize. It received **CHF 50,000 prize** from TRECC to support the company's continued growth and development.

The collaboration between Seedstars World and TRECC aimed to discover and encourage promising Edtech startups from emerging markets to focus on rural education challenges. Throughout the tour, TRECC collaborated with the Seedstars' regional teams in MENA, Africa, Asia and Latam to source the best startup that is transforming education through technology. *"Noting the incredibly important role that technology can play in education access and quality, we were inspired by the number of education entrepreneurs seeking to democratize education and overcome rural learning challenges not only in Cote d'Ivoire but also across the world,"* explains Fabio Segura, Head of International Intervention at Jacobs Foundation, founding member of TRECC.

Seedstars Summit also served as a platform to discuss the great potential of the digitization of education and its impact. TRECC and Seedstars World collaborated together on a special "Edtech workshop" during the Seedstars Summit to share the best innovations in the Edtech sector, and discuss how entrepreneurs are solving one of the world's biggest issues: Education for all. *"In a time where educational technology is booming, technology is reshaping the way we learn and obtain information. Businesses leading in the "digitization of education" industry are trying to totally redefining the teaching process to a very large extent."* explains David Collignon of Seedstars World.

Short description: Seedstars World is a partner of TRECC working to find and support the best Edtech startups from around the world. The partnership includes an award of a CHF 50,000 prize to the winning startup at the Seedstars Summit.

About Seedstars

"They tried to bury us, they didn't know we were seeds." - Mexican proverb

Seedstars ([seedstars.com](#)) is a global organisation based in Switzerland with activities in more than 65 countries around the world. Its mission is to impact people's lives in emerging markets through entrepreneurship and technology. The company's goal is to develop and/or foster startup ecosystems by connecting, building and

investing in driven entrepreneurs. Seedstars **connects** the best entrepreneurs with investors, corporates and media, and helps them to scale to new markets. They **build** companies by bringing together resources, talents and growth techniques, and eventually, **invest** in the most promising entrepreneurs. Sharing the values of trust, efficiency and diversity, Seedstars aims to support the whole entrepreneurial ecosystem from entrepreneurs to investors passing through governments and corporates.

www.seedstars.com

Follow us on:



About TRECC

TRECC – Transforming Education in Cocoa Communities - is a multi-stakeholder initiative focused on improving the quality of education in rural Cote d’Ivoire. The initiative aims to improve access to quality parenting and pre-school education programs (ECD), improve literacy and numeracy skills at the primary education level, and to enhance quality opportunities for technical and vocational education and life-skills acquisition. TRECC was designed and initially financed by the Jacobs Foundation and recently joined by strategic partners the Bernard Von Leer Foundation and UBS Optimus Foundation which have committed important financial and intellectual capital resources to support the ECD component.

<http://jacobsfoundation.org/project/trecc-sustainability-through-strengthening-education-in-ivory-coast/>

Press Contacts:

High-resolution photos, logos, as well as press information and interview options are available on demand. Feel free to contact us at :

Tom Vaillant

Head of Marketing

tom@seedstarsworld.com

+33769139615

Igor Ovcharenko

Media Relations

igor@seedstarsworld.com

+41792533066

Daria Golikova

Media Coordinator

daria@seedstarsworld.com

+41792805753