

**POSITIVO BGH**



WHO ARE WE ?

# POSITIVO BGH

Joint Venture



**POSITIVO**



+40 years old  
+8000 employees

EDUCATION

IT MANUFACTURING

**BGH**



+100 years old  
+3000 employees

CONSUMER PRODUCTS

CONTRACT MANUFACTURING

SPECIAL PROJECTS



# WHAT MAKE US DIFFERENT ...

## POSITIVO BGH

offers Unique Value Proposition to developing countries.

### 1. TRACK RECORD

On delivering high volume projects for education

### 3. EDUCATIONAL KNOW HOW

University / Schools  
80k students in ADAPTIVE learning

### 5. ECONOMY OF SCOPE

Full range of educational and consumer products

### 2. CREDIBILITY

Long list of successful education projects in several countries

### 4. ECONOMY OF SCALE

As a group 2 Mln computers delivered per year

### 6. UNDERSTANDING

We come from Latin America we best understand the environment and needs





**11.000**

students in its own schools

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Over  
**25.000**

undergraduate, graduate and  
continuing education students,  
with traditional and online  
programs available.

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Posigraf prints and distributes  
more than

**10 million**  
books a year.



**POSITIVO BGH**



Over  
**1 million**  
students assisted by  
Positivo's education  
system.



# Seven

Manufacturing Plants

South America and Africa



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A woman with long brown hair is smiling and holding a white smartphone in her right hand. The phone's screen displays the word 'Joy' in a white, stylized font against a background of warm, out-of-focus bokeh lights. The background of the entire image is a blurred outdoor scene with green foliage and a car.

Capability to  
manufacture full  
range of  
**Consumer Products**

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## OUR PROJECTS: ARGENTINA

**CONECTAR**  
**IGUALDAD.**



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## OUR PROJECTS : ARGENTINA

Sermient 



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# OUR PROJECTS : Uruguay



Plan Ceibal



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## OUR PROJECTS : Rwanda



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# OUR PROJECTS : Kenya



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## OUR CORE OBJECTIVE

Our objective is to deliver  
full **sustainable solutions** to developing countries...

### Sustainable Education

1. Teacher Training

2. E Learning

3. Pedagogic  
Know how



4. Content

5. School infra  
structure and  
technology

### Sustainable Manufacturing

1. IT Products

2. Consumer  
Products



3. Contract  
Manufacturing

4. Special Projects

... which is possible through combination of our unique set of group capabilities together with strong ecosystem of strategic partners.

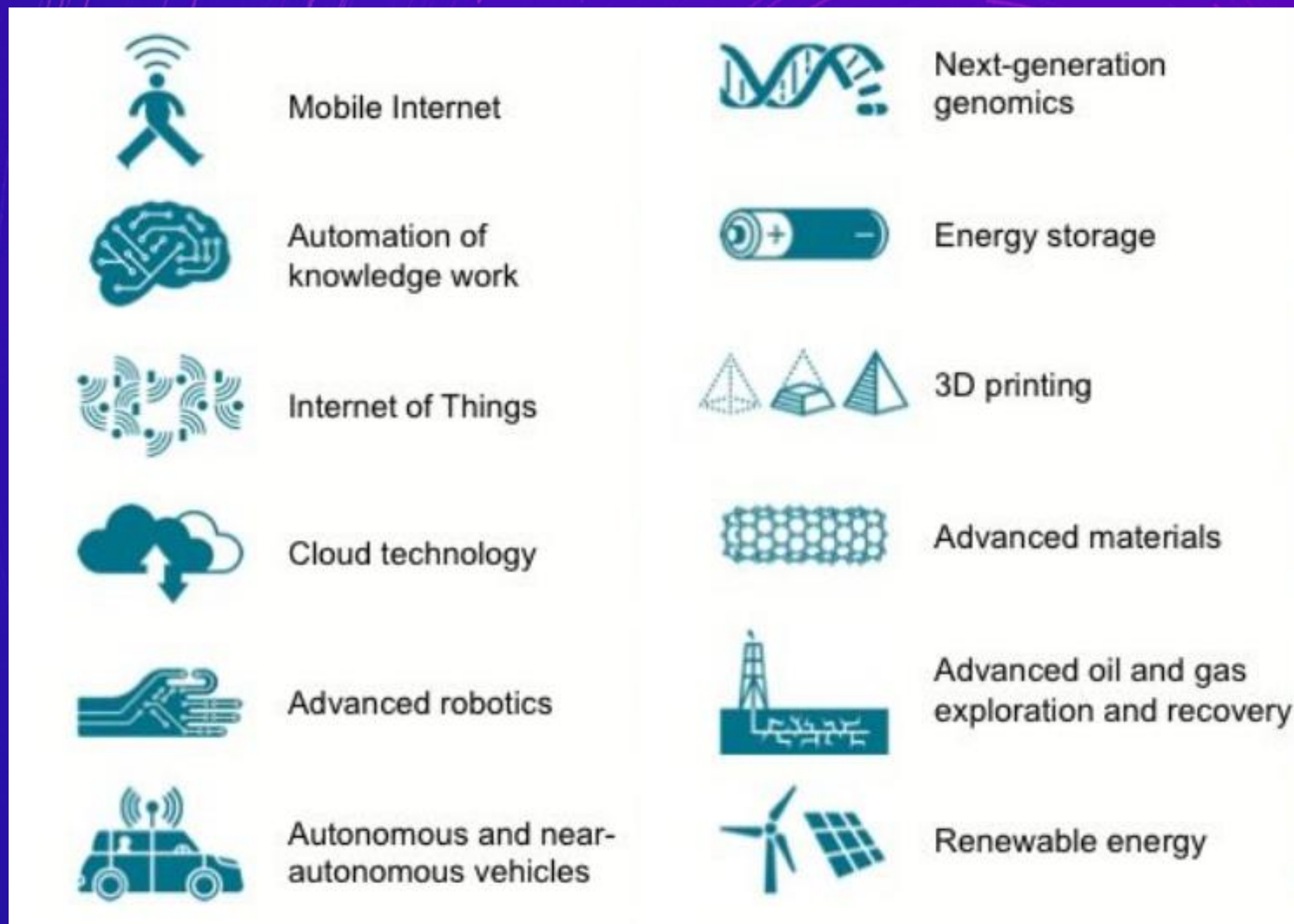


# SUSTAINABLE EDUCATION



# WHY INVEST IN TECHNOLOGY FOR YOUR SCHOOL?

## 12 Disruptive Technologies That Are Changing The World



**These things are changing**

- **The way students learn**
- **The way professors teach**
- **The content**

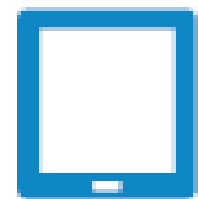


# WHY INVEST IN TECHNOLOGY FOR YOUR SCHOOL?



## Learning becomes more interesting

Equiped according to the needs of today,s world, the school challenges, stimulates and speaks the language of students



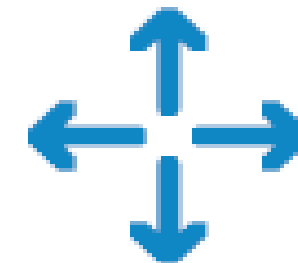
## Future-oriented School.

The multimedia world is a reality. Technology is transforming different areas; the school cannot be left behind



## Develops 21st century skills

The shool is prepared to train skills , citizens to act in the information era



## Expands the horizons

Learning happens anytime, anyway  
The world fits into the classroom



## Motivates and challenges educators

Technology leads educators to update their practice.  
With expressive benefits for the quality of their classrooms



## SOME ADVISES FOR SUCCESSFUL EDUCATION TECHNOLOGY PROJECTS IMPLEMENTATION

- **Breake the resistance to change**

People is afraid of what they don't know , give school opportunity to experience technology before project implementation

- **Right devices to right students**

The need of today students are different ; concepts of coding , robotics have to be inserted into the smart classroom approach

- **Engage people to talk and exchange experience about the IT education project**

Estimulating schools to exchange experiences , sharing best practices is key.

- **Learning technology before investing**

Invest in a step by step basis

Before going to high volume one laptop per child approach , smart labs seems to be best approach



**AMBASSADORS OF INNOVATION**



**Initiative developed by  
Positivo Education Technology Group  
in Brazil**

**POSITIVO BGH**



# AMBASSADORS OF INNOVATION

**A program exclusive for the development of innovative spirit, which aim to develop STEAM and the culture of innovation and creativity.**



SCIENCE • TECHNOLOGY • ENGINEERING + ARTS • MATHEMATICS



## OBJECTIVE

- ✓ To awaken in the students the real comprehension of the global impact of disciplines connected to STEAM and to get them ready for the future.
- ✓ To measure the impact of technology innovation in education.

## TARGET PARTICIPANTS

- ✓ Educators who want to innovate.
- ✓ Schools that believe that education is under transformation and innovation is needed.

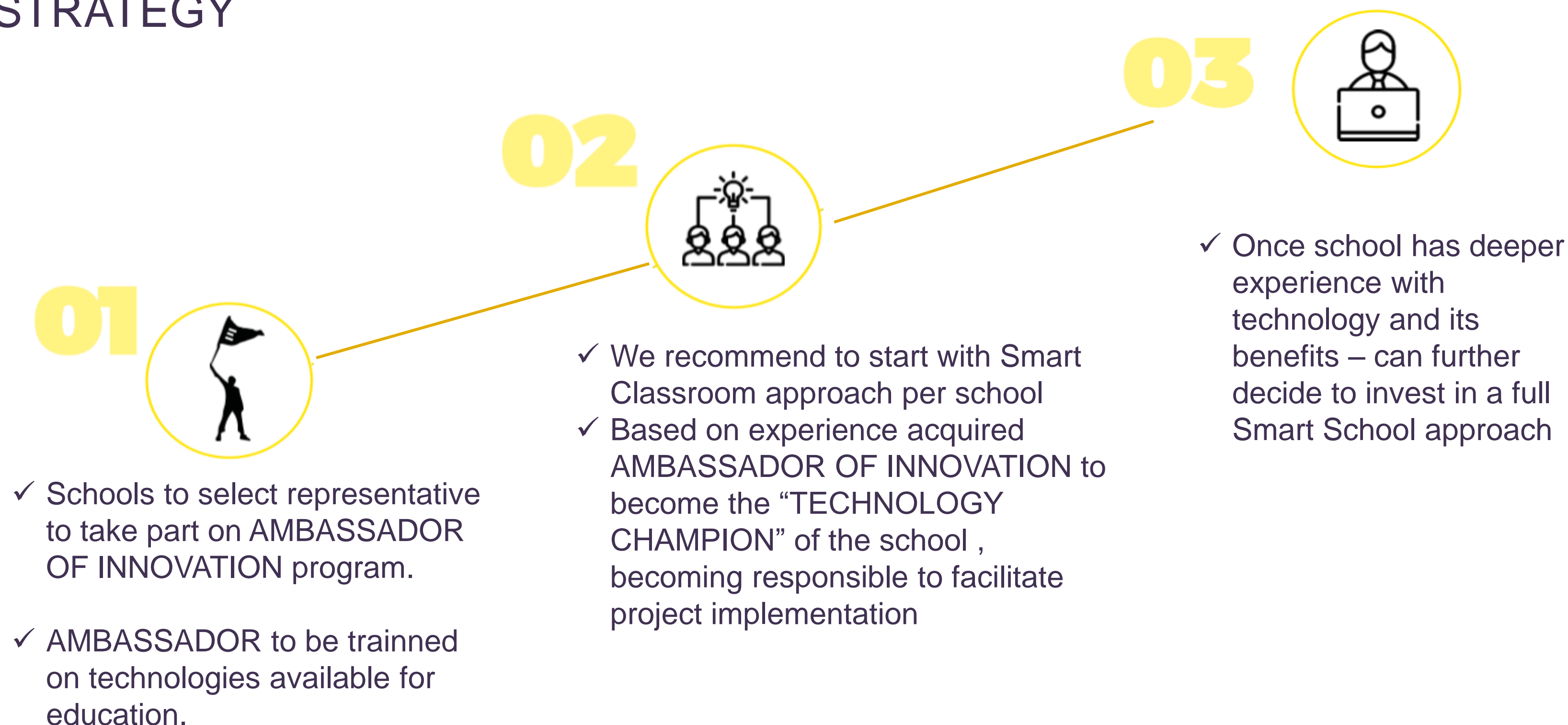


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# AMBASSADORS OF INNOVATION

## STRATEGY





# AMBASSADORS OF INNOVATION

## ADVANTAGE

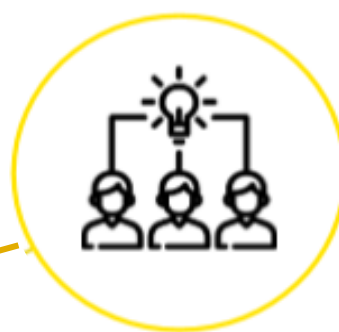
01



To give opportunity to schools to:

- ✓ Learn technology
- ✓ Start with low investment approach
- ✓ Learn technology on step by step basis and define best technology implementation strategy
- ✓ To bring school into AMBASSADOR OF INNOVATION community being able to consult / exchange experiences.

02



- ✓ Once AMBASSADOR OF INNOVATION is back to school he will be responsible to facilitate project implementation
- ✓ Here idea is to create multiplier effect by creating collaborative community of AMBASSADORS OF INNOVATION to share best practices and experiences among schools.

03



- ✓ Finally when school is experienced and confident on technologies to be used , how to implement and benefits – can take decision to go for SMART SCHOOL APPROACH

**TO ALLOW SCHOOL TO LEARN TECHNOLOGY BEFORE INVESTING**



# EXAMPLE OF SMART CLASSROOM



STUDENT  
devices



TEACHER'S  
notebooks



Offline  
CONTENT SERVER



School  
ACCESS POINT



SPECIAL EDUCATION  
Devices





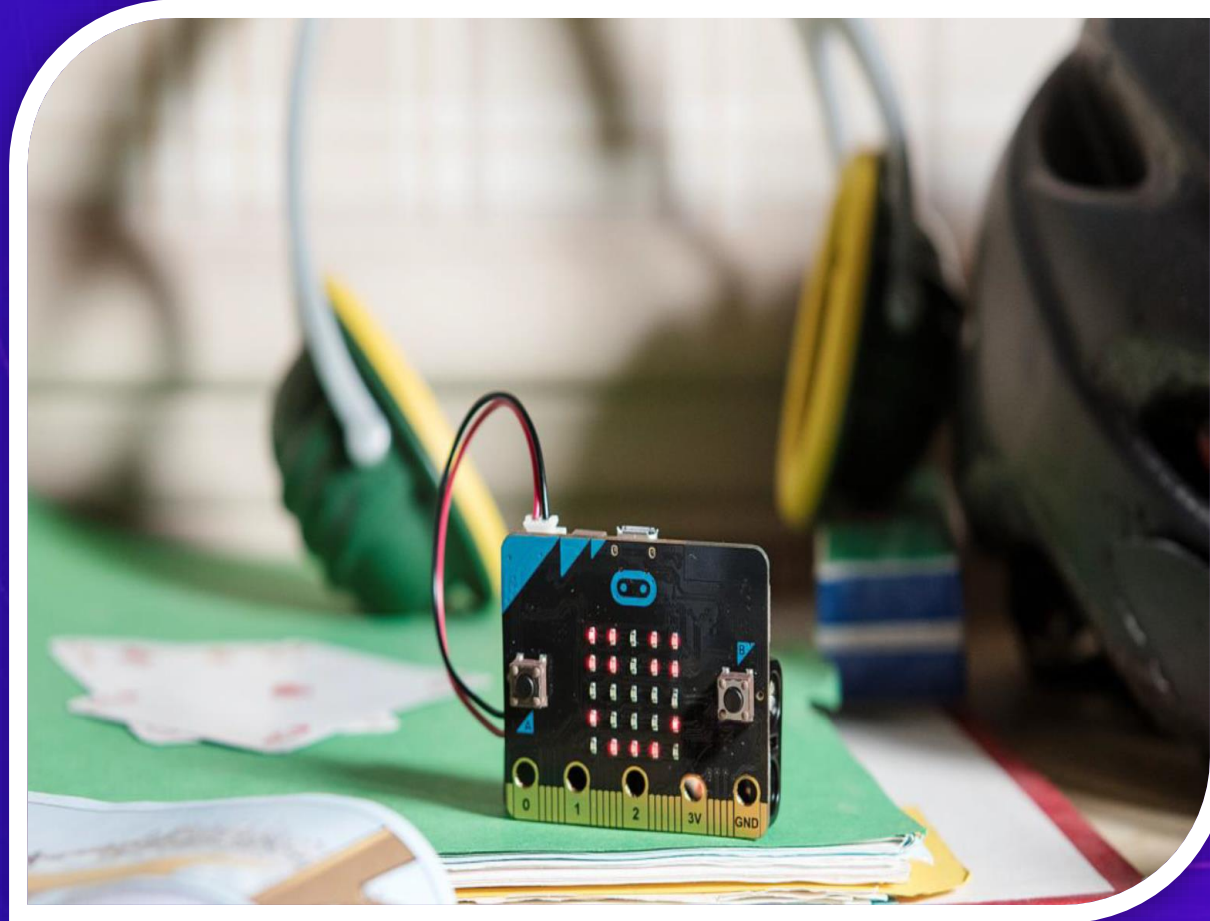
# AMBASSADORS OF INNOVATION

## STEM SOLUTIONS

### Initial Literacy, Language & Math



### Math Thinking



### Coding



### Robotics

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# AMBASSADORS OF INNOVATION



The tool creates a unique learning experience that combines multimedia software and real objects in a collaborative environment.

Exciting learning activities, pictures, music, animation and games stimulate cooperative interaction make learning a concrete social experience.

Initial Literacy, Language & Math



✓ English  
✓ Math

✓ Spanish  
✓ Portuguese

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Math Thinking

Primary & Elementary School

The program Pense Matematica promotes logical reasoning by focusing on the development of two fundamental cognitive skills: number sense and problem solving. It aims to develop the ability of mathematical research and fluency.

The program includes LEGO Kits, coding and a number of concrete materials.



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AMBASSADORS OF INNOVATION



## Primary & Elementary School

- Kits for activities in several subject areas.
- Robotics



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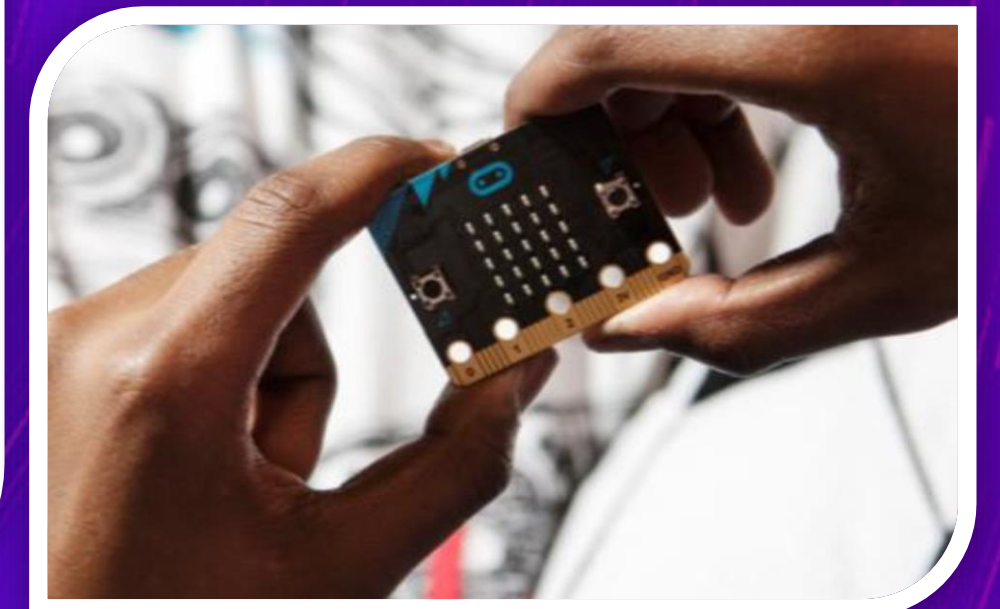
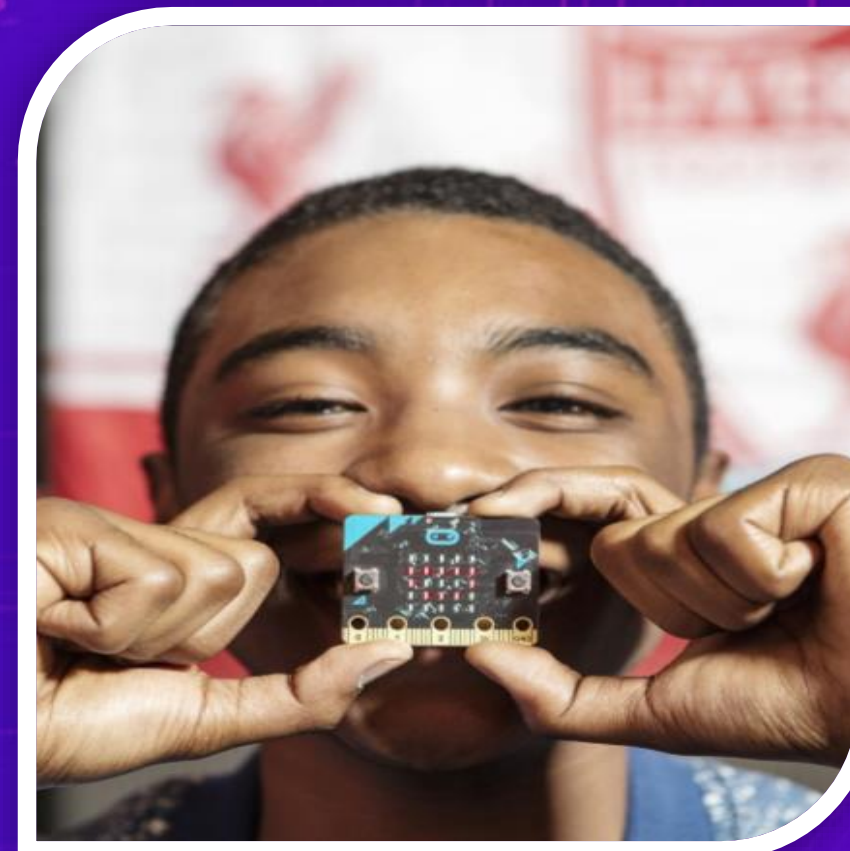
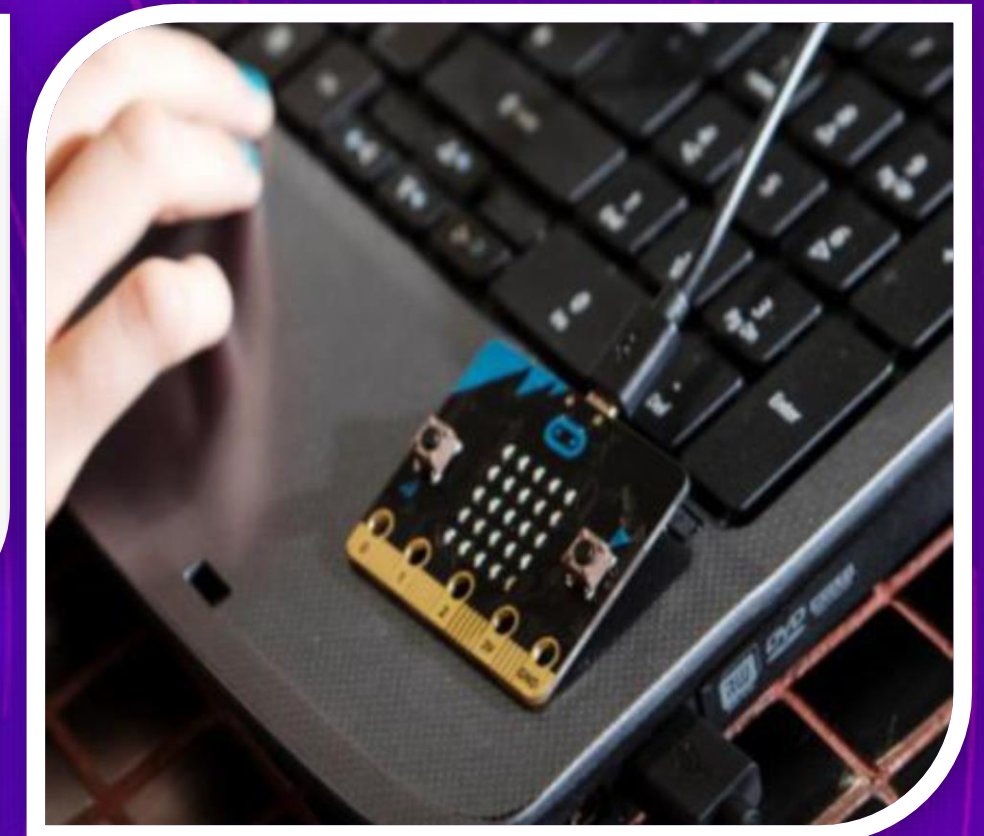
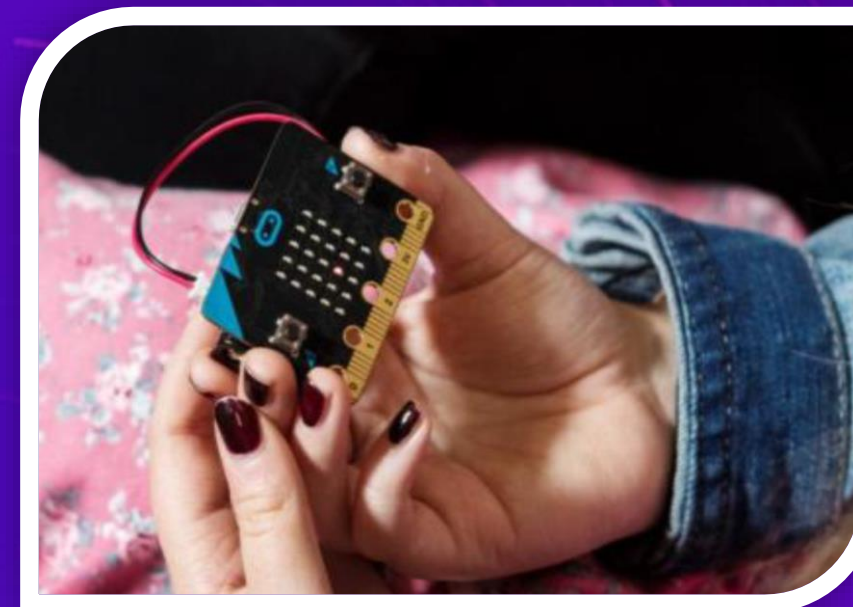


## The Initiative

Aims to inspire the digital creativity for a new generation of innovators that are interested to develop concepts of Science , Tecnology , Engineering and Math ( STEM) and related carriers.

## What is

Microbit consists of a mini processor which can be used in many different creations ; from robots to musical instruments – the possibilities are limitless.



*A positive impact that is changing attitudes*

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## Projects

- In the future , every child will be an inventor
- To Empower children , parents and teachers around the globe to learn and innovate using the micro:bit
- 100 M people globally will experience micro:bit





# SUSTAINABLE MANUFACTURING





WE ARE HERE  
TO MANUFACTURE  
PRODUCTS  
MADE IN AFRICA

3D

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# OUR STRATEGY: BUILT SUSTAINABLE MANUFACTURING

## Layer 1:

Start with  
educational projects

Learn

Engage



Engage Foundations  
to drive the social  
change

School Infrastructure

Educational Content /  
Teachers training

Hardware  
(PC, Tablets, etc)

## Layer 2:

Finance



Engage financing  
agents to ensure  
educational project  
funding

Financing Agent

## Layer 3:

Sustainable  
Manufacturing

Develop  
Skills

Grow



Drive sustainable  
manufacturing  
through economy of  
scope and scale

Consumer products  
(mobile phones, TVs)

Special Projects with  
government  
(Infrastructure)

Penetrate Retail = PC,  
tablets, etc

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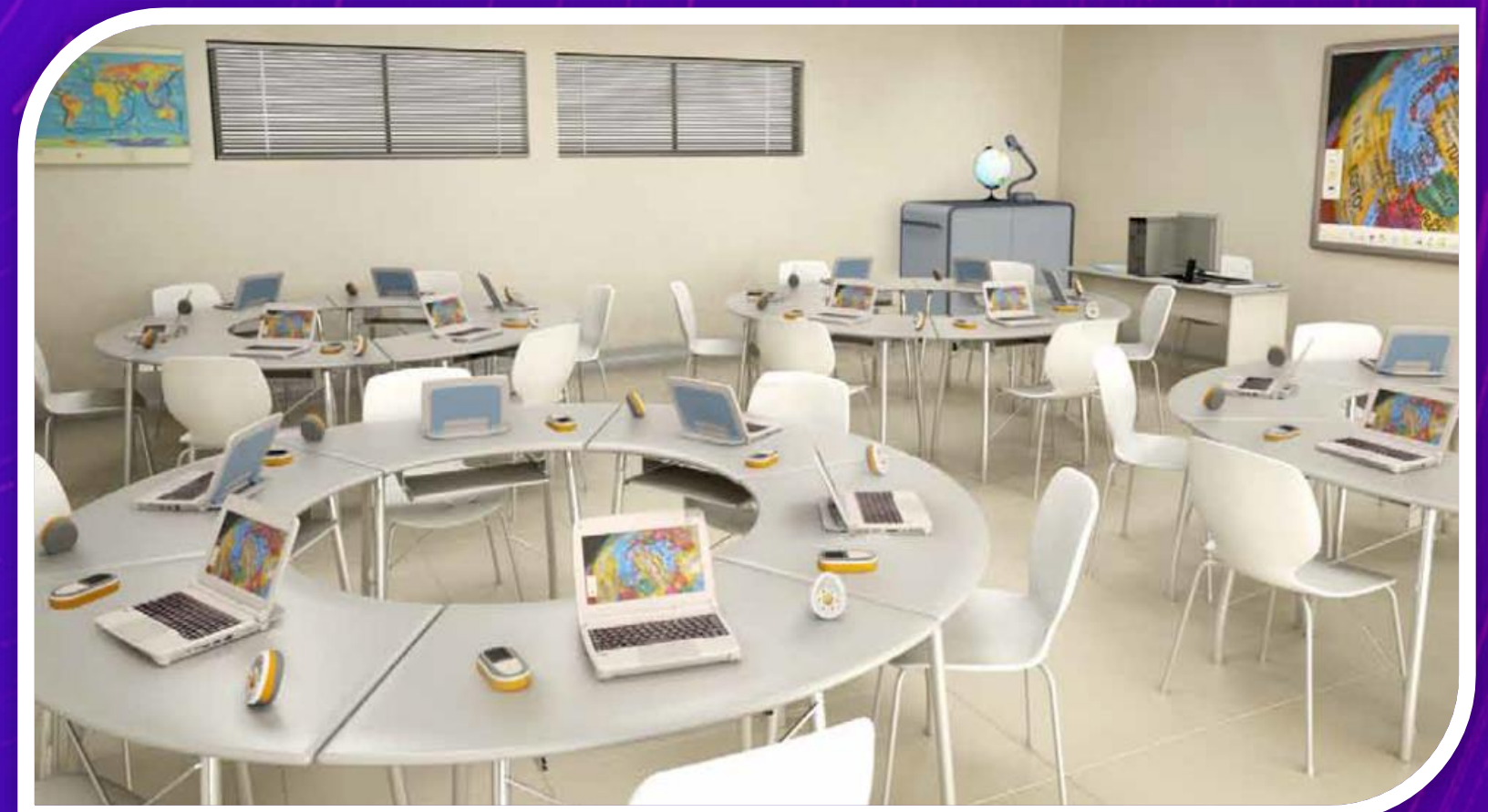


## AFRICA

### *Potential for FULL SUSTAINABLE PROJECTS*

**EDUCATIONAL:** Involving consultancy, content delivery, E-Block, e learning, Microbit, robotics, smart classroom, teacher training, etc.

**MANUFACTURING:** We have started in many countries with factories dedicated to deliver IT equipment (computers and tablets) for government and retail but we have flexibility and capability to manufacture and consumer product (example, we are starting TVs in Rwanda).





# SUMMARY

- Positivo BGH *is important partner in the implementation of SUSTAINABLE EDUCATION AND SUSTAINABLE MANUFACTURING projects to developing countries.*
- *Our objective is to invite government representatives to learn and recognize our track record and capabilities.*
- *And that we can be considered your partner to deliver country vision.*

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**THANK  
YOU**

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