

# kiron

Digital Solutions to integrate refugees  
into higher education – First learnings  
from Kiron

## Conflict and persecution prevent millions of young people worldwide from obtaining higher education

**65.3 Million**

people are forcibly displaced worldwide

**34,000**

people per day are forced to flee their homes because of conflict and persecution

**Less than 1%**

of refugees attend university

Status: April 2017, Source: [UNHCR](#)

“Refugees have skills, ideas, hopes and dreams. They are also tough, resilient and creative, with the energy and drive to shape their own destinies, given the chance.”

UN High Commissioner for Refugees  
Filippo Grandi

I want to  
become

an engineer. ن

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and I will

#withRefugees

# Sajida's BARRIERS

In order to allow refugee students to attain a university degree, Kiron will break down the four barriers identified by UNHCR in their Education Strategy 2012-2016.



Costs



Legal



College capacity



Language

# Through its holistic approach to learning, Kiron opens the door for refugee students to access university.

Kiron is an integrated program consisting of tailor-made curricula, a digital interactive platform and an extensive range of supportive services that bridges the gap until students fulfill the formal requirements to apply at a university.

Refugee student



## kiron

### Academics

Curriculum Development & Course Recognition

### Kiron Campus

Digital platform accessible from anywhere delivering MOOCs developed by the best universities worldwide

### Student Services

Supportive programs enhance study success and build a student community.

Transfer Guidance

University



# Kiron's innovative approach to teaching combines digital and traditional learning.

## DIGITAL APPLICATION PROCESS

Year 1



Up to 2 years online studies at Kiron

- Preparation courses/modules
- Specific modules for chosen study track

Year 2



Language Courses

Application for transfer to a partner university & recognition of up to 60 ECTS

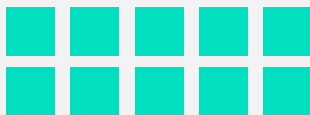
Year 3



2 years of on-campus studies

- Regular enrolment for the remaining semesters leading up to an accredited Bachelor's degree at a partner university

Year 4



Modularized Curriculum

Language Courses

Online Tutoring

## Blended Learning 2.0

Kiron's innovative approach to teaching combines digital and traditional learning.

Asynchronous Massive Open Online Courses

+

Synchronous live tutorials to accompany MOOCS

+

Additional online & offline Student Services

## Online Courses are not the full story. Kiron provides supportive services to create the best learning environment and build a strong community.

Kiron's curriculum is embedded with a variety of Student Services in order to enhance studying success.

- ❑ Mentoring Program
- ❑ Buddy Program
- ❑ Psycho-social Counselling
- ❑ University Transfer Guidance
- ❑ Student Services Centers
- ❑ Student Forum (Online Community)
- ❑ Help Desk
- ❑ Study Groups

**Kiron is a non-profit start-up solving a social challenge through scalable technology.**

Founded in **2015**

**100** Employees

**+ 400** Volunteers

Social Entrepreneurs  
Education Specialists  
Academic Advisors  
Psychologists  
Professors

**41** Partner universities in **8**  
Countries

**5** Offices  
in **4** Countries



## Vision

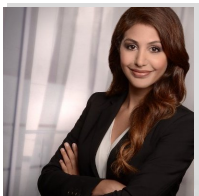
A world in which everyone has the equal chance to access and succeed in higher education.

## Mission

Kiron enables access to higher education and successful learning for refugees through digital solutions.



# Kiron can rely on over 100 years of combined experience among its leadership team and advisory board



**Hila Azadzoy**  
Co-Founder/Head  
of Academics  
*M.Sc. PPE*  
*Associate HRW*



**Scott Goldner**  
Head of Student Services  
*M.Sc. Educational  
Administration*  
*20+ yrs Education Management  
and Program Manager*



**Dr. Uta Mund**  
Head of Fundraising  
PhD Economics, 13 yrs  
Senior Consultant McKinsey,  
Director General for bilateral  
cooperation for UNRWA



**Dr. Adam Roe**  
Chief Technology  
Officer  
*Ph.D. Particle Physics*  
*CERN, Fermilab,  
DESY*



**Michael Tuchen**  
Chief Financial Officer  
*20+ yrs Social Enterprise  
Experience*  
*MD, CFO betterplace,  
gut.org*



**Dr. Renata Suter**  
Head of Research  
*6yrs Research in Behavioral  
Economics and Education*

## Advisory Board members



**Esra Küçük**  
Directorate, Maxim Gorky  
Theater; 5+ yrs at Mercator  
Foundation



**Prof. Dr.-Ing. Rolf Granow**  
Managing Director, OnCampus  
GmbH/Chairman for e-learning  
and further education



**Dr. Sven Fund**  
MD, Unlatched/Investor,  
20+ yrs management  
experience (Bertelsmann)



**Tim Göbel**  
Managing Director, Schöpflin  
Foundation  
12+ yrs VP, Zeppelin  
University



**Ulrich Plett**  
Consultant at UPW7 GmbH  
20+ yrs Partner at EY

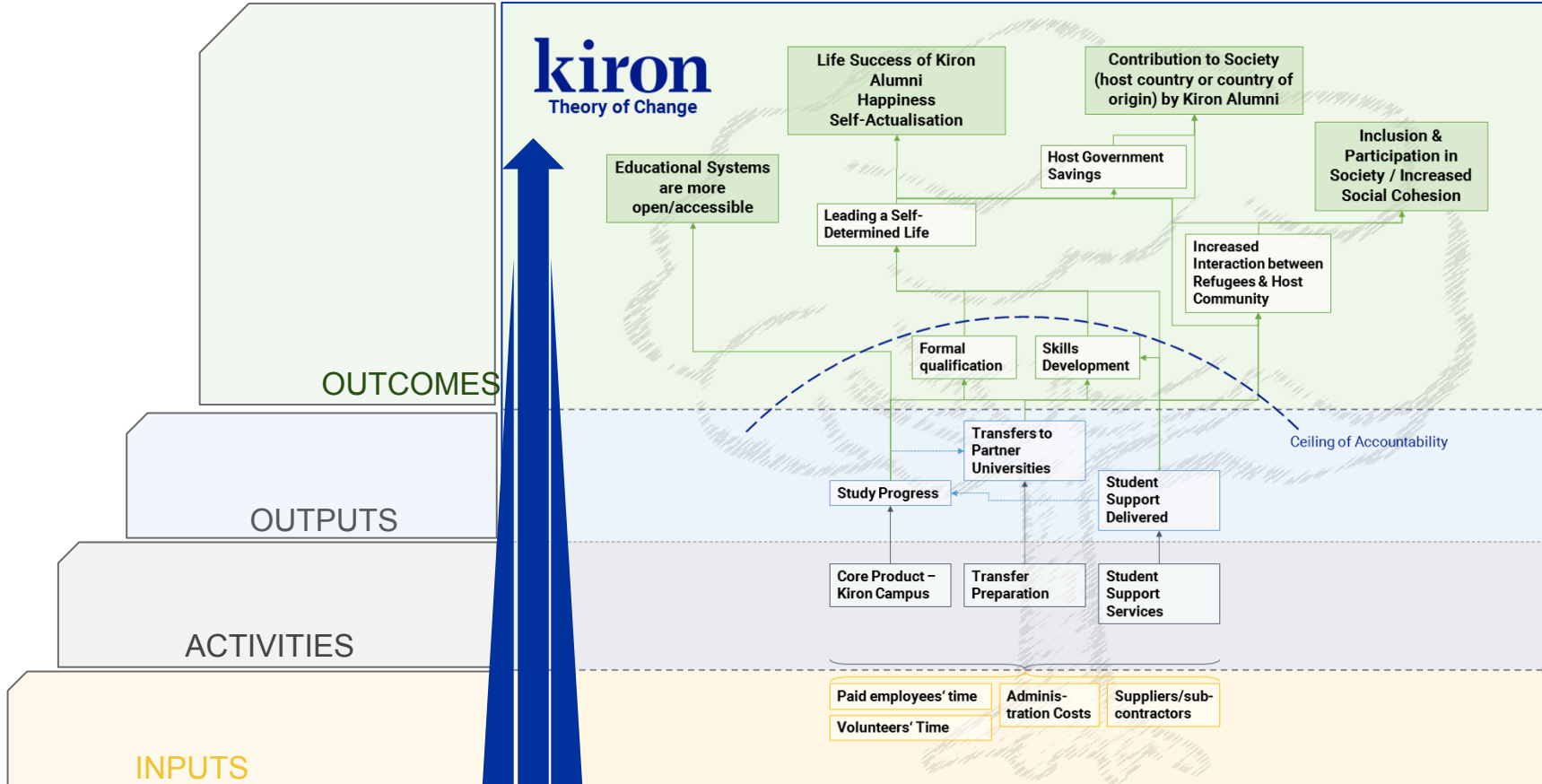
# Our Volunteers



More than 400 volunteers are digitally engaged  
and come together for the Kiron Global  
weekend

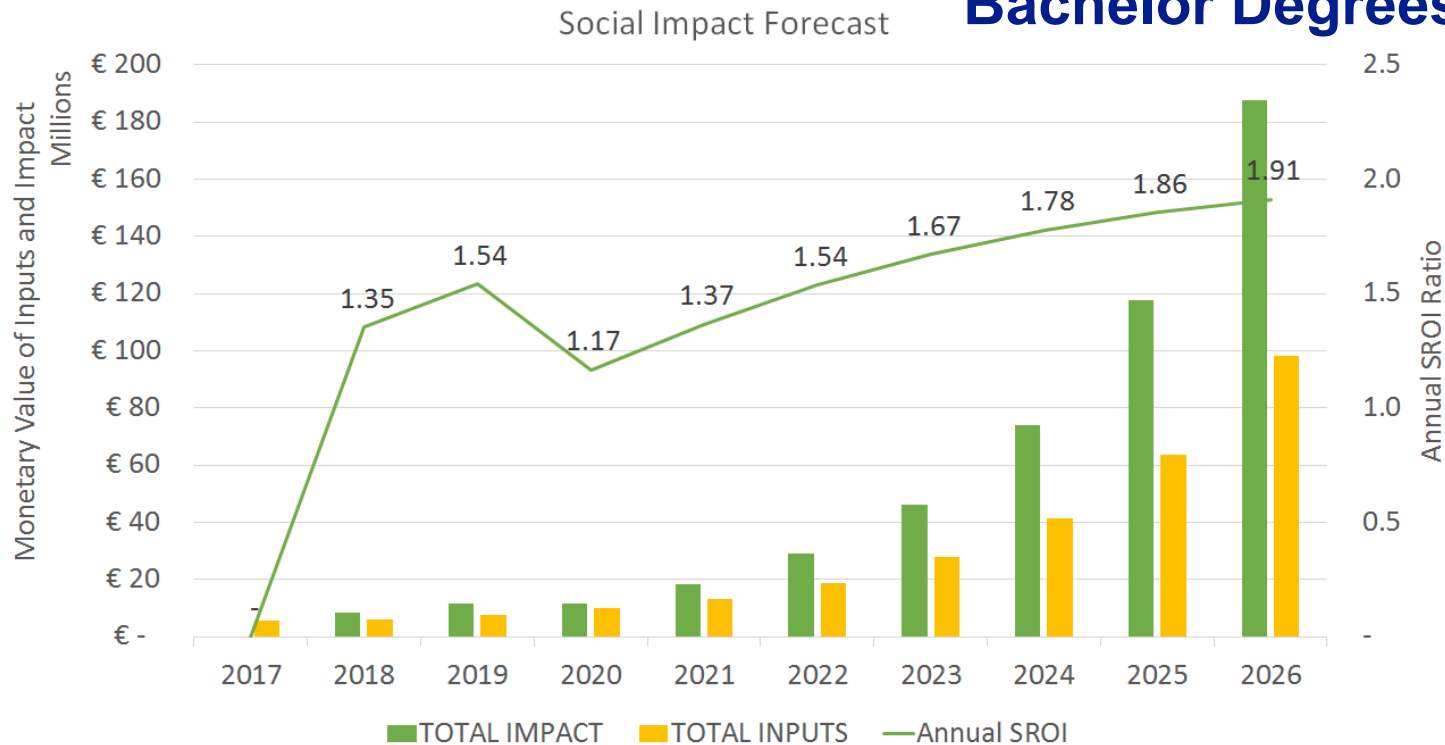
# How to create sustainable Impact?

# Our THEORY OF CHANGE



# SROI

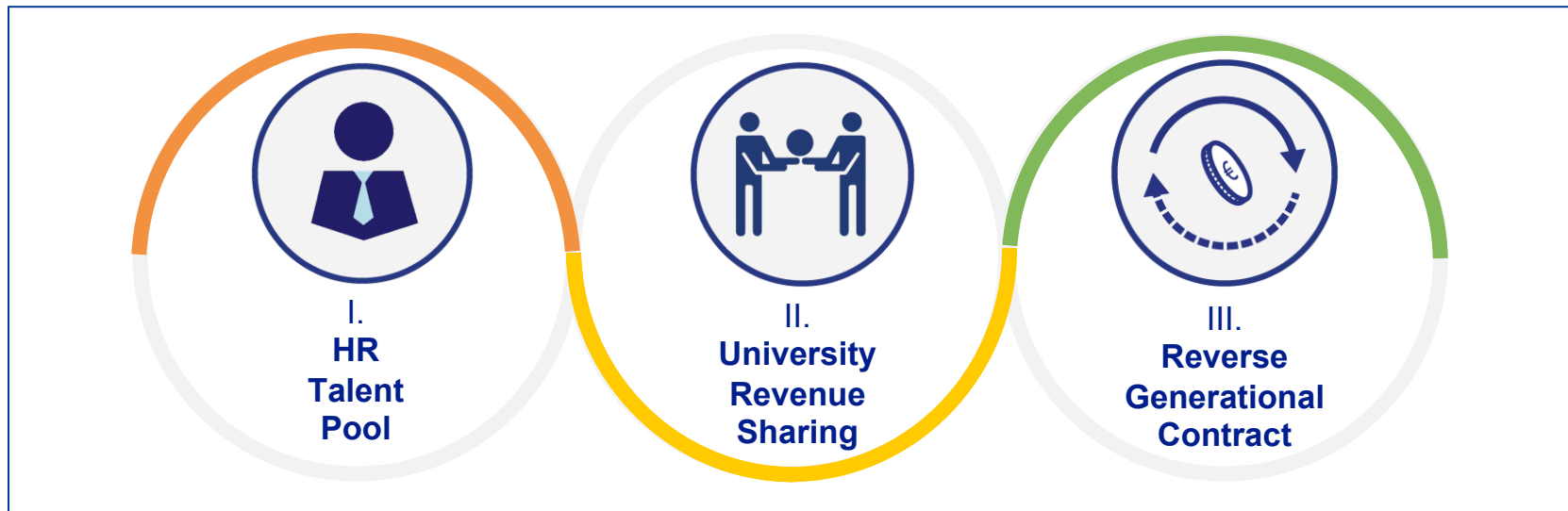
## Lifetime Values of Bachelor Degrees



Calculated SROI likely to be higher given additional impacts:

- Personal-Psychological Impacts
- Socio-Economic Empowerment
- Skills development, language, self-determination

# Kiron's threefold Business Model will ensure sustainable revenue inflows in the long-run



## Raising Human Capital Threefold

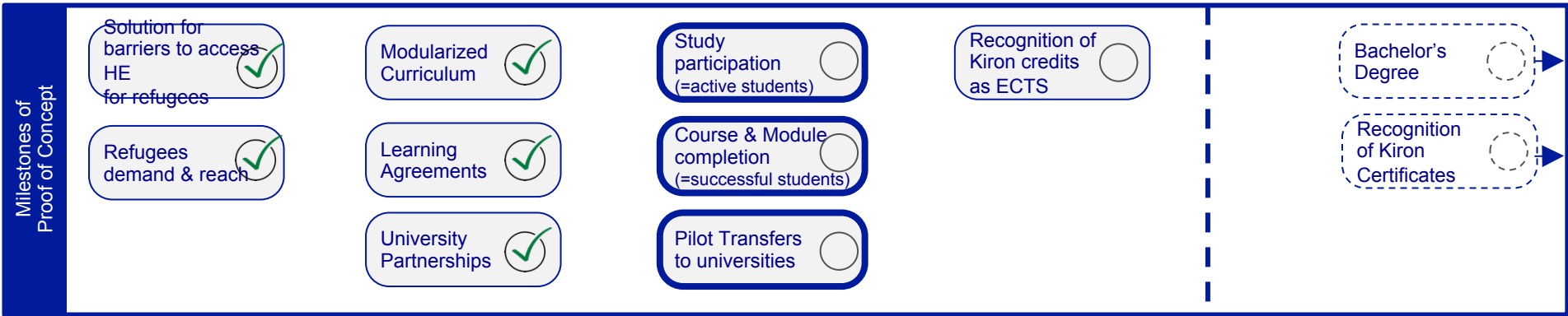
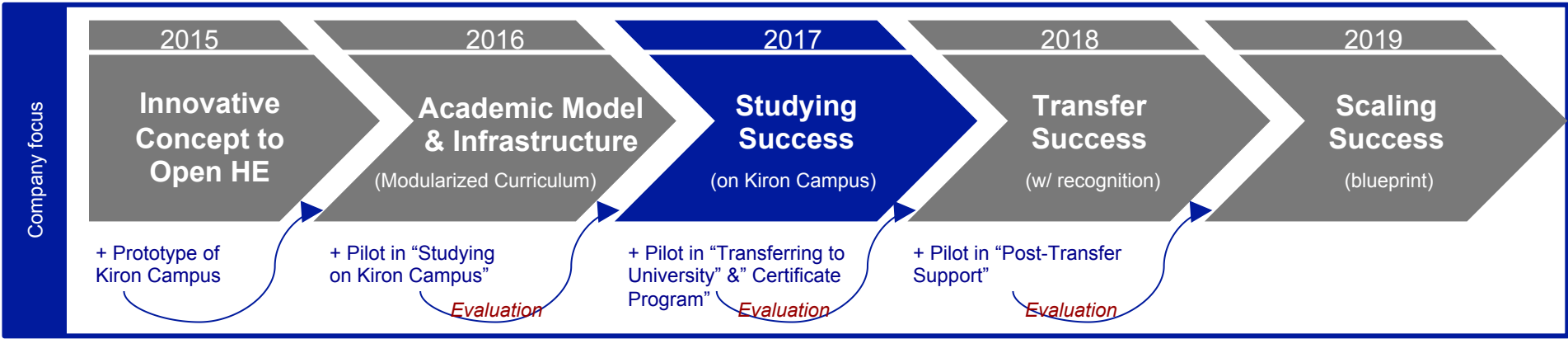
Our threefold business model aligns with our students' successes throughout their academic and professional journey:

**I. HR Talent Pool:** Corporate partners pay lump sums in order to secure a targeted sponsorship and mentoring.

**II. University Revenue Sharing:** When Kiron students transfer to partner universities, governmental funding provided to transfer university is split between Kiron and the latter

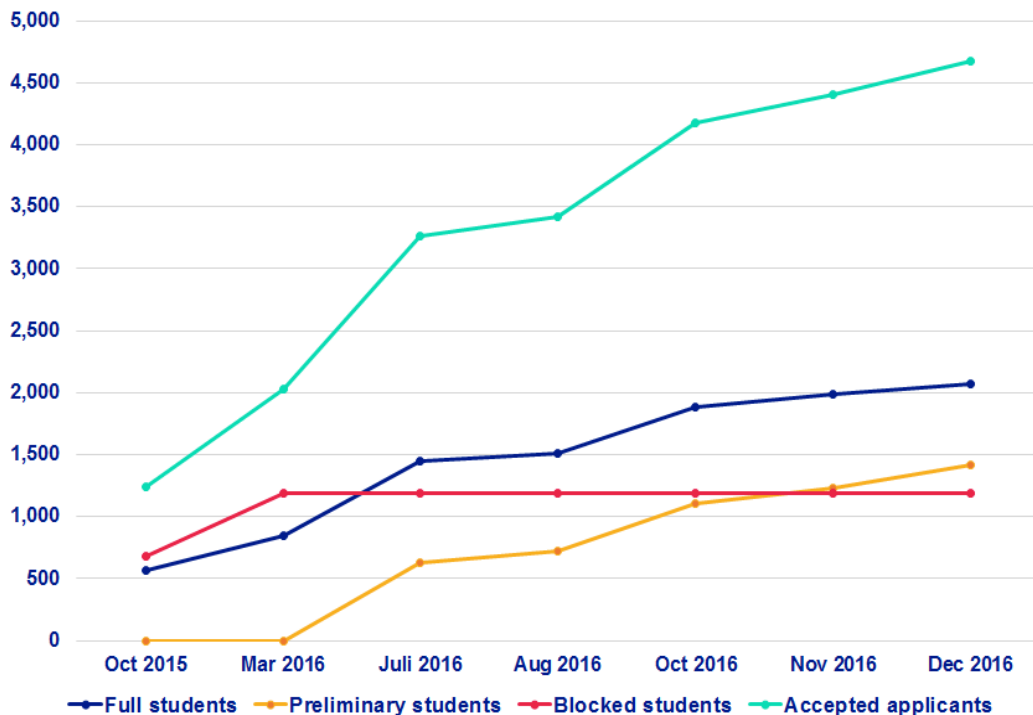
**III. Reverse Generational Contract:** Kiron graduates redirect portions of future gross salaries to finance succeeding cohorts

# Breaking down the Proof of Concept in yearly milestones sharpens our focus in 2017 to the “Studying Success”.



# Kiron's student body in numbers

Cumulative  
Student Numbers



## Explication of Numbers and Changes in Onboarding

### Oct/Nov 2015

Simple application via Kiron platform;  
**red**: never logged in / didn't log in for more than 1 month

### Mar 2016

**New Curricula;**  
**test-MOOCs & motivation test**  
compulsory

### July 2016

**English language test** compulsory

### Oct 2016

Randomized **social belonging**  
**intervention**

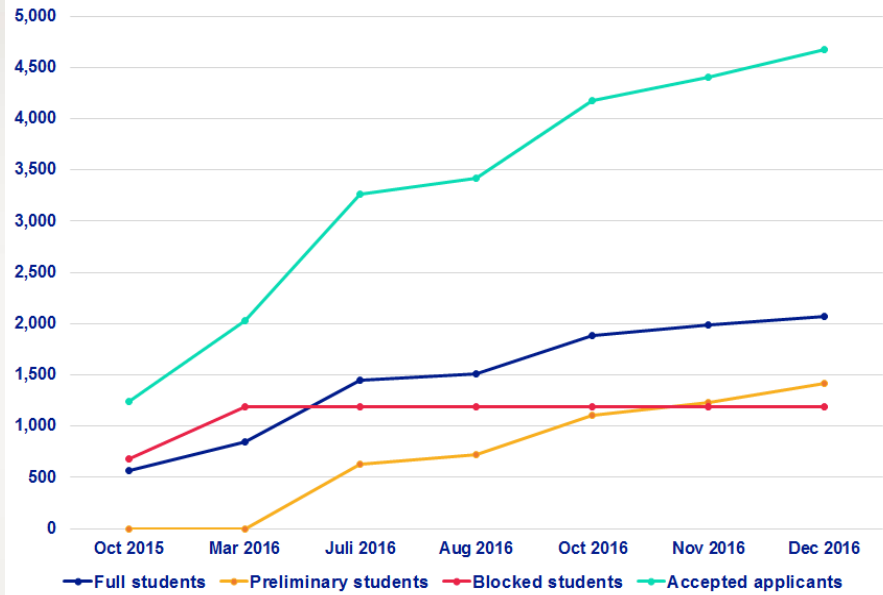
### Dec 2016

Ongoing student intake



Since 2015, Kiron has been able to build a vibrant international student community of..

**2.400+ students enrolled**



Status: April 2017

#### Countries of Origin

Syria	47 %
Afghanistan	12 %
Somalia	5%
Pakistan	4%
Other	32%

#### Chosen Study Tracks

Business & Economics	32 %
Computer Science	32%
Social Sciences	19 %
Engineering	17%

#### Gender

Male	84 %
Female	36 %



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Learnings:

Deep innovation is needed

# Kiron's approach to innovative higher education is evidence-based and coordinated by Kiron's Research department

## Focus Area

### Academic Outreach

## Activities

- **Conference** participation
- **Journal** publications
- **Workshops** and conferences with universities & other stakeholders

### Evidence-based Product Development

- **INTEGRAL<sup>2</sup>** - joint R&D with leading German HEI's
- **Research board**
- **Capstone** projects w/ Columbia University & Georgetown University

### Monitoring & Evaluation

- **SUCCESS** - external HEI's evaluation of factors affecting the success of our students
- Internal **evaluation**
- **Capacity building**



| Bertelsmann Stiftung



Bundesministerium  
für Bildung  
und Forschung



FACH  
HOCHSCHULE  
LÜBECK

University of Applied Sciences

**RWTH**AACHEN  
UNIVERSITY

JOHANNES GUTENBERG  
UNIVERSITÄT MAINZ



# Scalable digital solutions are key to serving refugees' needs through technology accessible from their smartphone anywhere at any time.

## Forum

With Kiron Forum students can discuss study content and collaborate with peers

## Kiron Student Services

Studying online is challenging. The Kiron Student Services provide students with additional online and on-site services like Mentoring, Counseling and the Buddy Program

## Unique Curriculum Algorithm

Our unique and innovative Kiron Algorithm clusters MOOCs from various Education Platforms based on their learning outcomes in modularized curricula

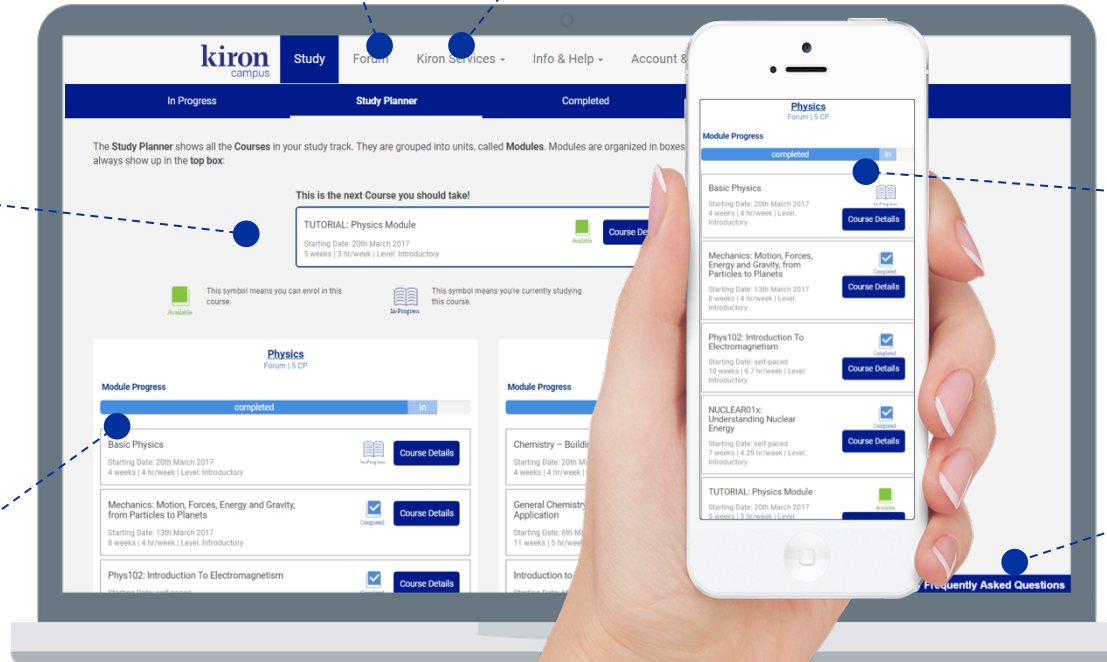
## Progress Tracking

Thanks to modularized curricula students can always track their progress in smaller meaningful units and see which MOOCs they can study next

## Study world-class MOOCs from anywhere at any time

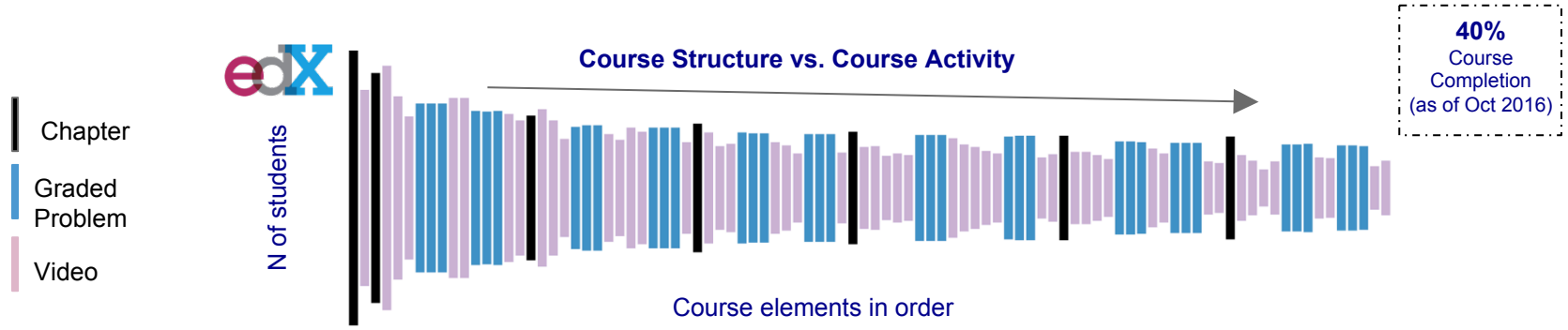
Students choose amongst countless state-of-the-art online courses provided by the world's best universities, like Harvard, Stanford and MIT

**Kiron Help Desk** is always available to answer any student questions



# Independent Course Evaluation: *Introduction to Marketing* by University of British Columbia

Independent Course Evaluation [*Introduction to Marketing* by University of British Columbia and hosted on edX] demonstrates success of Kiron student in the course, which reflects more on-campus activity rather than activity typically seen in MOOC courses: About the same number of people are completing units at the end as at the beginning.



The Eiffel Tower (on its side) is shown to represent the pattern of dropout rates typically seen in MOOC courses.

The Pagoda (on its side) is shown to represent the pattern of dropout rates typically seen in offline University courses.



*“In Kiron’s case, course completion is a lot more like the on campus pictures we see. All in all I would say that the majority of your learners who start the course finish it.”*

- Gregor Kiczales, Computer Science Professor, University of British Columbia -

# Kiron's course completion rates significantly above average

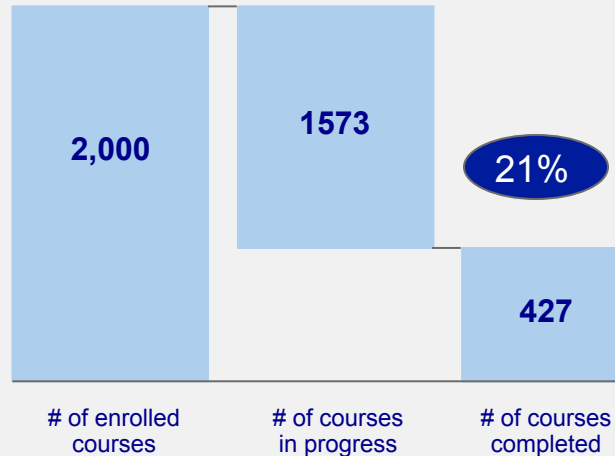
Top MOOC  
Providers

**coursera**

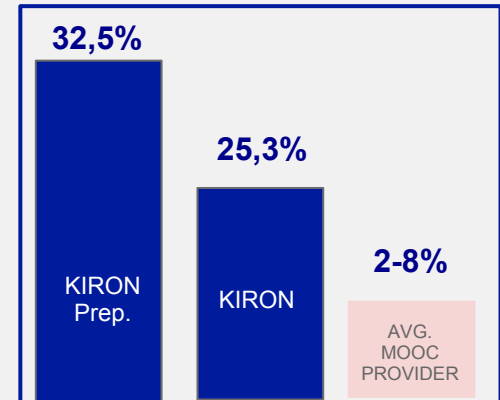
**edX**

**saylor.org**  
ACADEMY

**544** Kiron students enrolled in at least one course on Coursera for Refugees



**COURSE COMPLETION  
COMPARISON**



Female empowerment is at  
the heart of our activities



I want to  
become

an engineer. ٥

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and I will

#withRefugees



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What could go wrong  
from here?



## edX mission is aligned with Kiron's:

- Increasing access to high quality education for anyone anywhere in the world;
- Enhancing teaching and learning both on-campus and online;
- Advancing teaching and learning through research.

EdX is non-profit, open source technology platform, boosting with impressive number of learners.



Best Courses. Top Institutions.  
Learn anytime, anywhere.

15 New Professional Certificate Programs.  
Stand Out in Your Field.

Find Courses

Enroll Now

+10 million learners  
+21 million course enrollments  
+120 prestigious member institutions from around the world  
More than 800 courses  
2.1M+ learners in self-paced courses

## Kirons and edx: A partnership for our students



- 5000 edx certificates to our students and wave of fee by edx partners
- Promote Kiron across the edx network
- Become edx partner in 2016 to help produce more courses
- → Integrate Kiron and edx platform to improve study experience

Kiron partnered with edX since the start and has become an edX partner to support the production of high quality MOOCs



kironX

edX



RWTHAACHEN  
UNIVERSITY



# How can you get involved?

## Help us to create a Smart Network to empower refugees!



# Investing in Kiron means enabling talented young minds such as Ahmad to realize their full potential



## Ahmad Mobayad 22 years old, from Syria

- Highest performing student (23 MOOCs in 6 months)
- Contributed to “Journal of Interrupted Studies through Kiron’s support
- Received a full scholarship from Bard College Berlin after our recommendation
- “Fast track transfer” already after 2 semesters from Kiron to Bard College Berlin
- Recognition of 30 ECTS

*‘Kiron is hope. Kiron is hope for a lot of students. Right now, the whole world is facing the refugee issue, and a lot of division, so the refugees are facing a lot of challenges. To cope with all the challenges, we have to encourage education.’*