47% of low-income children in India can't recognize a single letter of the alphabet when they enter first grade.

Lack of brain stimulation in the early years stifles development: children build fewer neural connections, asetback that becomes increasingly difficult to address later inlife, making it nearly impossible to catch up with peers.

Our Solution

We deliver bite-sized, play-based learning activities to parentsand daycare (anganwadi) workers, so they can work withchildren on learning with joy every day. We partner with theIndian government and use low-cost technology, AI, andbehavioral change techniques to engage caregivers to create alearning environment for children at home. Children on ourplatform see an average 30% increase in test scores, and ourcost per child is less than $1 per year.

Content
Rocket Learning Platform delivers activity to parents on WhatsApp group

Response
Parent shares in chat, boosting accountability & leveraging peer effects

Feedback
Platform sends real-time behavioral nudges, social rewards, & incentives

1   2   3   4   5

Activity
Parent & child complete a simple, fun learning activity together at home

Encouragement
Day care worker provides feedback & encouragement

In 2 years, we have reached **1.5 million children** across India., and our platform has **1.4 million** engaged users across **8 Indian states.**

Our Impact

Our students score 30% higher.

- 90% students on the platform recognize numbers & letters
- Score in top 1/3 of their class

Parents spend double the time on learning.

Parents & daycare workers on our platform spend 2x the time on learning activities with their child

We've trained 60k daycare workers.

- 60,000 government daycare workers are trained on our product
- We are key govt. partners on early childhood education

By 2026, we plan to support 5 million children across India to become curious, joyous learners. Through our low-cost, easy-to use technology product, we are well on our way to get there.

Your support will help us serve more children: www.rocketlearning.org