cell-ed

Evidence-Based Research

Cell-Ed is a proven effective mobile-learning platform for learners across all ages and backgrounds, contributing to their education, engagement, and self-empowerment.

84% faster learning gains

75% program completion rate

A Study on the Power of Micro-Learning

In a randomized controlled trial, researchers from UCLA, Tufts, and Ottawa Universities found the following key results:

- 84% faster learning gains after completing 44 hours of 3-minute stackable micro-lessons, 2 way texting, and live coaching.
- 75% program completion rate compared to 20% to 50% retention with traditional, classroom-based programs
- Post tests showed 2 grade level equivalent increases in reading

There were significant increases in self-efficacy and self-empowerment measures and the primary reasons for success were contributed to Cell-Ed's see-hear-respond micro-learning, accessibility, usability, 24/7 availability, coaching support, relevant curriculum, and convenient ease of use.

Source: Cell-Ed: Learning without Teachers? A Randomized Experiment of a Mobile Phone-Based Adult Education Program in Los Angeles (May 2014).

We are committed to maintaining the highest levels of trust, security, and coaching standards.

SOC 2 TYPE II

NBHWC

ICF

A Platform That Makes Users Excited to Learn

In 2019, the World Education Ed Tech Center performed a field study on Cell-Ed with hospitality and healthcare workers, finding that:

- 95% of hotel frontline employees study Cell-Ed regularly outside of class
- Workers study up to 60 hours on their own time
- Teachers saw learning gains and score increases on TABE exam
- Home health care aides learners English to earn an hourly wage increase

Source: Field Testing Cell-Ed: Mobile Learning for All

Improving Lives for Immigrants

Dr. Karla Perez-Mendoza, on faculty UCLA, received her Ph.D. in Education from UCLA, where she focused her research on Cell-Ed, language and literacy development, digital technology and urban schools.

Perez-Mendoza also wrote *Factors of Motivation and Impact Reported by Cell-Ed Participants,* a summary of a qualitative evaluation of motivation and impact factors as reported by Cell-Ed participants (UCLA, 2013).

It was discovered that the primary motivations for adult learners to use Cell-Ed were:

- Flexibility
- Better chances of finding work
- Essential educational foundation
- Instant, easy access
- Individualized programming
- Privacy

Source: Dissertation: Texting conscientizaçao? A study of immigrant Latina/o adults and mobile learning (2014)

$30.3M
social capital raised by Cell-Ed

$55 to $1
ProSocial ROI

Delivering Measurable Social Impact and ROI

A 2021 ProSocial Valuation of Cell-Ed Essential Skills Programs for sample set of 5,000 users shows why literacy instruction over phones matters. Other findings include:

- Each Cell-Ed course elevates the learner's literacy level by 0.72 of a grade level
- There was an $831 increase in earnings per year specifically due to completing 1 Cell-Ed course
- Other tangible impacts include increase in intergenerational benefits, health & wellbeing, savings, civic engagement, and decrease in incarceration

"For funders seeking to do the most good with their dollars, Cell-Ed is an unduplicated opportunity."
Lesa Ukman, President, ProSocial Valuation

Source: Click here to read the full 2020 ProSocial Valuation

XPRIZE Finalist in Adult Literacy

Cell-Ed was honored to be top 4 finalists selected from 109 teams competing in the XPRIZE for Adult Literacy from 2017-2019 after a field test of 12,000 learners across Los Angeles, Dallas, and Philadelphia. Some of the key findings include:

- **Beginning with empathy yields the best results**
  - Cell-Ed made ease-of-use paramount by utilizing a texting interface with which smartphone users would already be familiar. Such universal design, along with welcoming visuals, gives learners a sense of comfort with the app as soon as they open it.

- **Meet learners at their level and adapt quickly**
  - Cell-Ed includes a brief assessment as part of the initial onboarding of users, incorporated seamlessly into the app design. Users are not made to feel that they are taking a separate, stand-alone assessment, but rather that they are already and simply using the product. Along these same lines, the app also provides adaptive content, allowing learners to proceed at their own pace, accelerating and slowing down as needed.

- **Continuous improvement and collaboration**
  - Cell-Ed built partnerships with literacy groups, states, unions, and employers to pilot their app among a diverse host of adult learner populations.

Source: XPRIZE, https://www.xprize.org/prizes/adult-literacy/articles/unlocking-adult-learners-greatest-potential

Improving Health Through App-Based Exercise Therapy

Results of an 18 month study across 20 hospital networks in the United States showed how Cell-Ed's home-based, mobile phone-administered, and cognitive behavioral technique based exercise therapy program was able to achieve guideline-recommended engagement, including:

- 92% SMART goal achievement
- Improvement in 6-minute walk tests
- Patient-reported outcomes for better health

Source: A National Feasibility, Effectiveness and Utilization Pilot of a Home-Based, Mobile Phone Administered, Exercise Therapy Program Using Cognitive Behavioral Techniques for Intermittent Claudication, Aalami OO [1], Lin J [2], Savage D 1, Ho V 1, Bertges D [3], Corriere M 4, June 2022.

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Honors & Awards

UNICEF Global Case Study 2018

Pearson Global Schools Winner 2019; Pearson Literacy Lab Fellow 2018

Library of Congress Literacy Awards Best Practices Winner 2016

SXSW Top 10 Ed Tech Companies 2017

Intel Innovation Award 2014

Global Ed Tech Award Finalist 2018

XPRIZE Adult Literacy Finalist (Top 3) 2019; Semi Finalist 2018

Rise Prize Innovation Winner 2020

UCSF Medicaid SOLVE Finalist 2019

Employment Technology Fund First Portfolio Company 2017

Village Capital EdTech Fellow 2017

Chloe Capital, Top 5, LA 2019

Other Honors & Awards

- $1 Billion Wage Gain Challenge Winner - JFF/Schmidt Ventures 2019
- Harvard's Christensen Disruptive Innovator to Watch, 2017 to present
- Unreasonable / Pearson Project Literacy Lab 2.0 Fellow 2017
- Amazon Web Services Ed Tech Company and Pitch Winner 2017
- Harvard - Government Innovations Top 25 2016
- Ashoka Social Entrepreneur Award 2014

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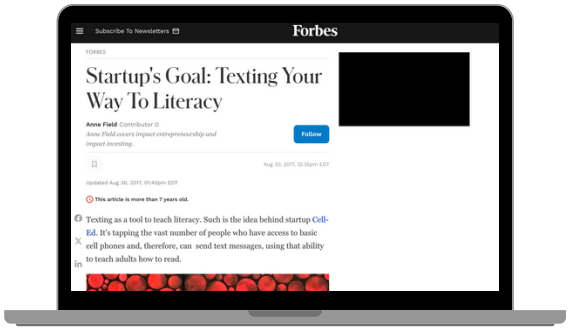
Articles



Startup's Goal: Texting Your Way To Literacy

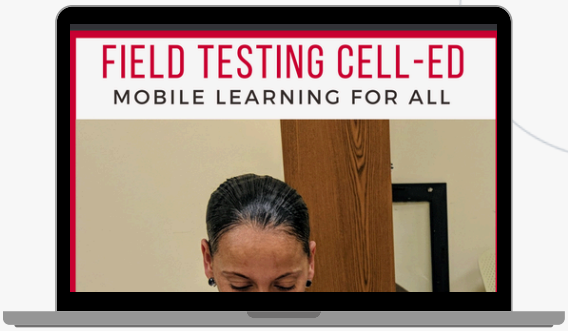
Forbes, Aug 2017

Texting as a tool to teach literacy. Such is the idea behind startup Cell-Ed. It's tapping the vast number of people who have access to basic cell phones and, therefore, can send text messages, using that ability to teach adults how to read.

Field Testing Cell-Ed: Mobile Learning For All

Ed Tech, Nov 2018

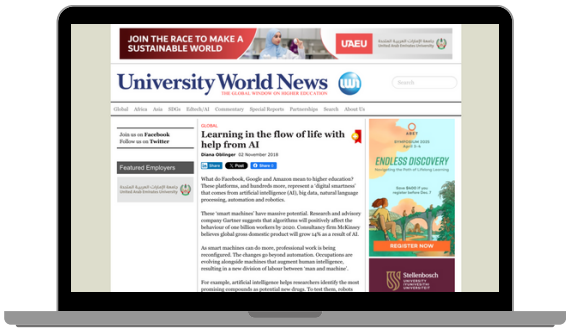
Field testing of Cell-Ed with immigrant service workers proved the potential and power of mobile learning to bring life and career changing educational opportunities to millions of adults motivated to upskill, who cannot attend classes. It also demonstrated how mobile learning can extend and differentiate instruction and increase outcomes for adults within programs.



This Mobile-Learning Platform Aims to Combat the Hidden Epidemic of Adult Illiteracy

Fast Company, Oct 2018

It's an easily overlooked problem: A huge part of the American labor force is illiterate (about one in seven adults can't read at all). Cell-Ed's mobile learning platform is targeted at these low-skill workers.



Learning in the flow of life with help from AI

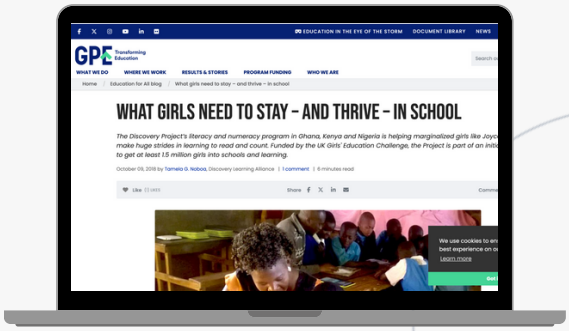
University World News, Nov 2018

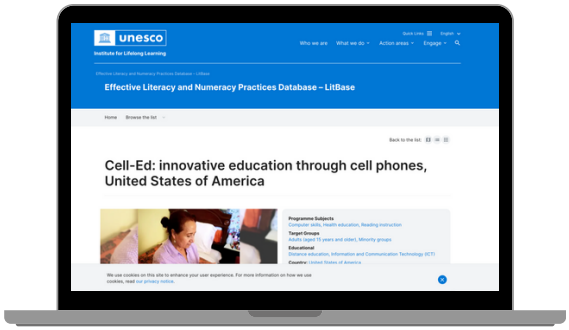
Delivering a good learner experience in micro-learning requires more than shrinking a textbook, of course. But it may be worth the effort. Well-designed micro-learning can provide 84% faster skill gains from three-minute lessons compared to traditional classes. Cell-Ed is an example.

Co-creating for Impact

Global Partnership Education, October 2018

To build more creative and sustainable learning environments that help girls stay in school and develop skills for the future, we actively listen and form dynamic partnerships with their communities and governments, as well as nonprofits and private companies.

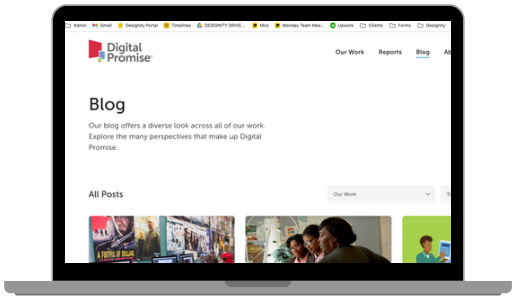




Cell-Ed: innovative education through cell phones

UNESCO, April 2018

The Cell-Ed programme (Cell-Ed) endeavours to address the challenges mentioned above by teaching adults essential skills – reading, writing, oral communication, numeracy, work and social skills – via any type of mobile phone (basic models or smartphones), tablet or computer, even without an internet connection or expensive data plan.



Digital Promise Blog

- **Learner-centered Design for Adult Learners**
  Digital Promise, April 2018
- **Powerful Edtech for Adult Learners: Three Product Demos**
  Digital Promise, July 2017
- **Can Workers Learn Basic Skills on Their Phones?**
  Digital Promise, Mar 2017
- **A Developer and a CBO Make a Difference in Adult Education**
  Digital Promise, Feb 2016
- **A Guide to the Adult Learning Ed-Tech Market**
  Digital Promise, Feb 2017
- **Using Research in Ed-Tech**
  Digital Promise, Jan 2017
- **Mobile Learning: Making the Digital Promise Real**
  Digital Promise, July 2016

Additional Articles:

What Happens When People Are Unable to Work Online?
Digital Trends, Mar 2020

As Alternative Higher-Ed Pathways Take Off, We're Still Forgetting Parent Learners
EdSurge, Oct 2018

The High Cost of Invisibility: Low-literate Adults Go Unseen In Today's Job Market
Unreasonable, Mar 2018

Adult Learner Success Stories
Educate & Elevate, COABE

How Investment in Technology can Accelerate Collective Impact in Adult Learning
EdTech, Nov 2017

Innovators Worth Watching: Cell-Ed
Harvard Christensen Institute, June 2017

Which Edtech Companies Are Producing the Best Research-Based Products?
EdSurge, Nov 2016

How Texting Can Actually Improve Your Writing Skills
GOOD, Dec 2015

NY program uses phone calls, text messages to teach English
AP News, Nov 2015