

PASS.NG

**A mobile-based
testing app for
Nigerian students**

The problem

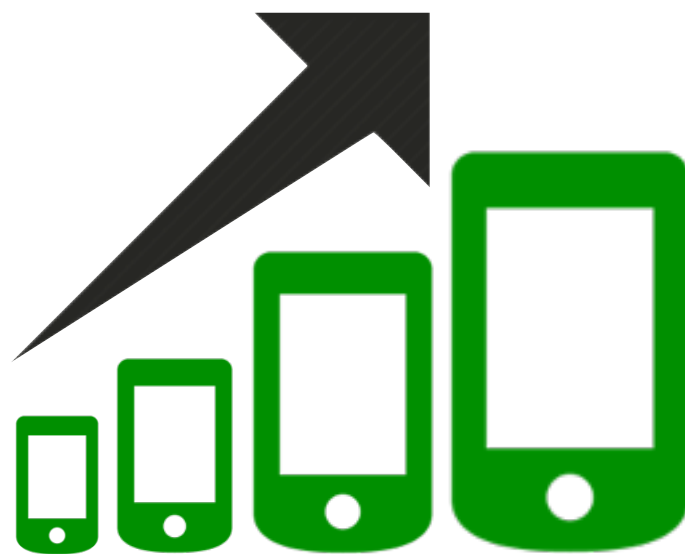
and opportunity

Students prepare for JAMB and other exams using hardcopy books with previous exam questions

It is not optimised for e-examination

It is expensive

= 70% fail



Pass.ng has a solution

Rise in smartphone use in Nigeria

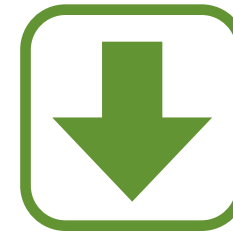
Students can practice previous exam questions, on a platform optimised for e-examination

Easy for anyone to use and see results quickly

How Pass.ng has created and helped students prepare



**USING EXAMS FROM
2000-2013**
14 YEARS OF
13 SUBJECTS =
9100 QUESTIONS



**160,000
DOWNLOADS**



**10,000 users
PRACTICED
OVER 50 HOURS**



We surveyed over
1000 users. **OVER
HALF** of our users
had received a mark
of 200 or above

The app was launched in 2013 on these platforms:

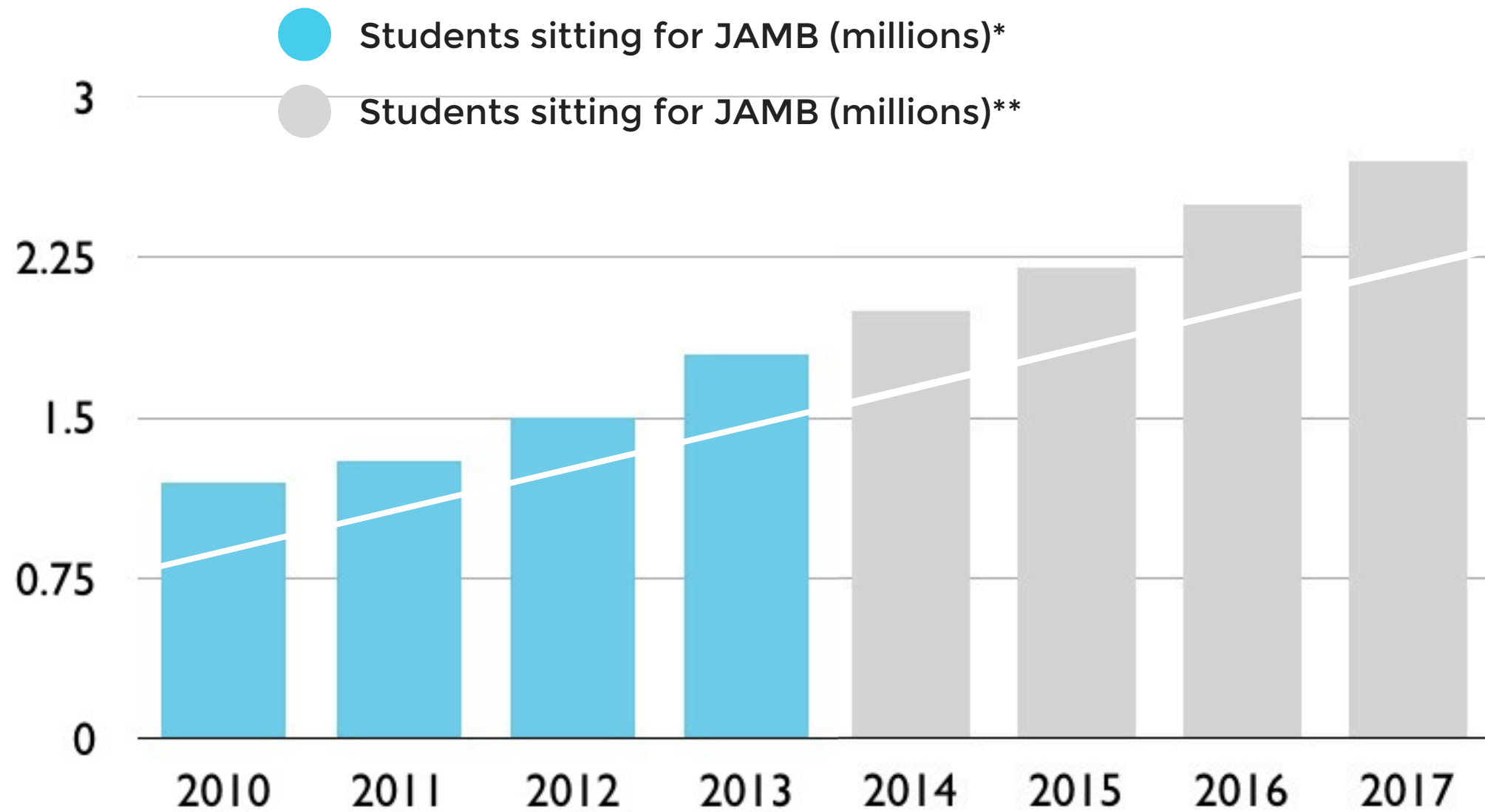


symbian



Who can use it?

We estimate that approximately 80% of all Jambites have the technology and means to download the app.



*Jambites figures over the years. Source: Naira Land, Punch, Vanguard

** Projected growth in Jambites figures 2014 - 2017

Reaching more students

We estimate that approximately 50% of all users (or their parents) have the ability to improve their results by using the app



We anticipate 400,000 downloads for the 2014/2015 term



With official JAMB licence even more students will use the app to improve their scores

Our mission

We aim to ensure that all students who take the JAMB and other admission exams, have the best tools to prepare, excel, and get into the university of their choice.

PASS.NG

thank you.