STRATEGIC PARTNERSHIPS · IVY MACHARIA · NOVEMBER 2026

Recommend partnering with Safaricom.

Safaricom can carry Khan Academy free of data charges to young Kenyans on Safaricom Hook.

AGENDA

1 Strategic fit

2 The partnership: model and value

3 Proven precedents

4 Reach and size: our assumptions

5 Risks and alternatives

SAFARICOM · 1 STRATEGIC FIT

Data costs keep Kenyan learners off Khan Academy; Safaricom wants young, light data users

OUR PROBLEM

KSh 47–100

What one GB of mobile data costs a learner in Kenya (IT Edge News, 2026). Our lessons are free; the data to reach them is not.

WHAT SAFARICOM GETS

4.5M

Young people on Safaricom Hook (Safaricom Annual Report, 2024). Free lessons give them a daily reason to open Hook and use data, a group Safaricom's CFO calls a large opportunity.

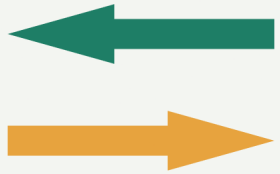
Sources: IT Edge News, "Kenya's data market is repricing", 2026; Safaricom Annual Report 2024.

An in-kind deal: data one way, lessons the other. No money changes hands

SAFARICOM GIVES

Free data on Khan Academy lessons

Zero-rated access for Hook members aged 10–24, plus a place inside the Hook app.



KHAN ACADEMY GIVES

Maths and digital-skills lessons

Mapped to Kenya's CBC curriculum, with usage reports. Khan Academy keeps editorial control.

SAFARICOM · 3 PROVEN PRECEDENTS

Telcos already pay in data so learners can use free content

SAFARICOM × ENEZA, KICD

10M+

Free education bundles redeemed during school closures (Capital FM, 16 Jul 2020).

AIRTEL AFRICA × UNICEF

~11M

Users of 64 zero-rated learning platforms; US$57M partnership (IT Edge News, 13 Jul 2026).

VODACOM E-SCHOOL

1.4M

Registered users of a zero-rated school portal in South Africa (ITWeb, 7 Jul 2023).

What is new here: Khan Academy content inside a youth platform, not a government curriculum portal.

SAFARICOM · 4 REACH, OUR ASSUMPTIONS

ESTIMATE, NOT A FORECAST

4.5M Hook members × 2–5% who use it = 90,000–225,000 learners

VALUE OF THE FREE DATA

$120K–$1.3M

A year, at retail price: 0.3–0.6 GB a learner a month × KSh 47–100 a GB. Middle case about $460K. Not revenue.

COST TO KHAN ACADEMY

$57K–$89K

21–27 weeks of staff time: a partnership lead, an engineer, a curriculum specialist. About $2,700–$3,300 a week (Form 990, 2021–22).

4.5M: Safaricom Annual Report 2024. The 2–5% share and the data per learner are our own estimates, not sourced numbers.

SAFARICOM · 5 RISKS AND ALTERNATIVES

Children’s trust comes first, then the free data stopping

Children's data and ads (Hook users are 10–24)	Deal term: no learner activity used for marketing, and no offers shown on lesson pages.
Safaricom stops the free data	Minimum two-year zero-rating term in the contract. Link out to Khan Academy rather than rebuild, so setup cost stays small.
Alternative: Vodacom e-School	Same shape and 1.4M users, but in South Africa. Kept as the next market once Kenya works.

RECOMMENDATION

Open exploratory talks with Safaricom Hook

WHAT WE KNOW

Safaricom has 4.5M young people on Hook and zero-rated learning content in 2020, when over 10M free bundles were redeemed.

WHAT WE ASSUME

2–5% of Hook members use the lessons, at 0.3–0.6 GB a month each. Both are our own estimates.

THE ASK

Approve a first call with the Safaricom Hook team in Q1 2027, to get Hook's monthly active users and test a two-year zero-rating term.