SUSTAINABLE DEVELOPMENT GOALS

KICK OUT MALARIA™

BUSINESS ALLIANCE AGAINST MALARIA

HIGH LANTERN GROUP

KICK OUT MALARIA PROJECT FINANCING PROPOSAL (ENG)

TO

- **BUSINESS ALLIANCE AGAINST MALARIA**
- **HIGH LANTERN GROUP**

OFFEROR

Name:	**LEADALEAP ENTERPRISES**
	IN COLLABORATION WITH **MILLENNIAL SOLUTIONS LLC**
Project Name:	**KICK OUT MALARIA STORYBOOKS, STORY APPS COMPUTER VIDEO GAMES AND SHORT ANIMATED EPISODES FOR CHILDREN AND FAMILIES, PUBLIC SCHOOLS AND LIBRARIES**
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HEREIN REFERRED TO AS "WE", "US", "OUR", OR "OFFEROR".

PURPOSE OF THIS PROPOSAL

We are seeking patronage in grant or investment from the BUSINESS ALLIANCE AGAINST MALARIA (BAAM) / HIGH LANTERN GROUP (HLG) to get our Kick Out Malaria Story and Game series to public schools, community learning centers and libraries in underserved locations with high burden of malaria and NTDs across Africa.

CONCISE TITLE AND ABSTRACT OF THE PROJECT

The Kick Out Malaria series comprises storybooks (printed, e-book and story app editions), computer video games and short animated episodes created to help children and families in 85 countries with high burden of malaria and neglected tropical diseases (NTDs) adopt a healthy lifestyle for their well-being and embrace positive attitudes toward tackling environmental pollution for the common good.

With the Kick Out Malaria project, we are seeking to equip children and families with the requisite knowledge to defeat malaria and NTDs in their communities and act together as a force to eradicate the diseases in society.

We are deploying the art of storytelling and deft digital maneuver to topple malaria and NTDs dominance in Africa.

PROBLEM, SOLUTION, OBJECTIVES OF THE PROJECT AND THE METHOD OF APPROACH

Problem:

According to the World Health Organization (WHO), it is estimated that NTDs affect more than 1 billion people, while the number of people requiring NTD interventions (both preventive and curative) is 1.6 billion. In 2022, malaria caused an estimated 249 million malaria cases and 608,000 malaria deaths in 85 countries. Africa accounts for 94% of malaria cases (233 million) and 95% (580000) of malaria deaths.

Our Solution:

A lot has been done to eradicate malaria and NTDs with more than US $26 billion spent by global funders to fight malaria alone as of June 2023 according to The Global Fund and billions more spent out-of-pocket by households and families in countries with high burden of malaria and NTDs to treat these diseases yearly, but the diseases remain a major global concern still.

We attribute this prevalence to the lack of proper education on the prevention of malaria and NTDs among the populations most vulnerable to these diseases. These populations comprise mostly children and families living in poor rural areas in low-income countries. Most parents in these poor rural areas do not have any form of formal education themselves, so they tend to listen to and observe what their children who have some level of education say or do. We believe that when these children are well informed and their families are properly carried along, a lot will be achieved in eradicating malaria and NTDs. This will also ease the heavy burden on the overstretched health sector and ensure that the limited resources are evenly distributed and prudently used to improve the economy of these nations.

Before it was poverty that caused malaria, now it is malaria causing poverty. This is especially true given that billions of dollars are spent yearly on malaria and NTDs.

For instance, it is estimated that Nigerian households spend over 2 trillion Naira (that's over US$1.5 billion) out of pocket to treat malaria and other preventable diseases every year – whether they have to borrow it, or beg for it, or *steal* it!

Eradicating malaria and other preventable diseases will embolden the people to fight poverty, raise their own standard of living and ensure financial prosperity for themselves, which in turn will provide a conducive, prosperous environment for all.

Our Kick Out Malaria Story and Game series is driving behavioral change. We are adopting a holistic approach to solving one of the major problems that the world has been battling for years.

When we are talking about the effect of pollution on climate change and global warming today, we are simply talking about the poor handling of human waste besides industrial pollution. Heaps of waste blocking the drains, creating breeding sites for mosquitoes, houseflies and other disease-causing agents, and ending up in our oceans today did not happen in one day. It starts from home. Therefore, our series is addressing the root cause of malaria and NTDs prevalence, while, at the same time, fighting climate change.

Knowledge is power. With the Kick Out Malaria project, we are giving power to children and families, and the resources they need to defeat malaria and NTDS. We are putting children and families at the center as both actors and stakeholders in the fight against malaria and other preventable diseases.

One may ask, "What has malaria eradication or NTDs elimination got to do with storybooks, computer video games and educational cartoon episodes?" It is like asking, "What has education got to do with one's career and personal development?" Education, be it conventional, community-based, or personalized, is the bedrock of thriving and sustainable communities. We put this into consideration in the development and delivery of the Kick Out Malaria project.

Whilst having malaria eradication at the core, the Kick Out Malaria Story and Game series will go above and beyond to enrich children and families anywhere in the world with the right knowledge to live healthily.

As The Global Fund puts it - malaria is the oldest pandemic and it has the potential to become the next pandemic (more like COVID).

Our Goals and Objectives:

Our primary goal and objective is to help children and families acquire, practice, and retain the crucial knowledge they need to combat malaria and NTDs in a fun, active, and engaging way using our series of storybooks, story apps, computer video games and short animated episodes thoughtfully designed for this purpose.

Our overall goal is to empower, at least, 5 million poorest households across Africa to defeat malaria and NTDs in their various communities in the next 3 years and eradicate these diseases in Africa over the next 5 to 10 years.

Method of Approach:

Our marketing and distribution activity will be done both online and offline with massive awareness and public education on malaria infection and individual responsibilities towards malaria eradication and may also include donation of computer systems to public schools, community learning centres, and village town halls where children and families can gather regularly to relearn using our storybooks, computer video games and cartoon episodes.

We understand that eradicating malaria and NTDs in Africa as much as any other region of the world is not a small feat and to achieve this, we need to partner with as many resourceful organizations as possible. Therefore, we are open to collaborating with other development organizations in our target locations.

We also have a **Train-the-trainer School and Community Engagement proposal** for the host communities, and sponsorship proposals for **corporate organizations** and **philanthropists** to get our products and donate them to the less-privileged children and families in the communities where these organizations operate.

PRODUCT DESCRIPTION, COST AND DELIVERY TIMELINE

There are twelve (12) products under the Kick Out Malaria project as follows:

1) Storybook (including E-book and Story App) series namely:

1. **Kick Out Malaria: Waste Pickup and Disposal.**
2. **Kick Out Malaria: Plug the Puddles of Water.**
3. **Kick Out Malaria: Clear the Drainage Channels.**

2) Computer video game series namely:

1. **Kick Out Malaria Game 1.**
2. **Kick Out Malaria Game 2.**
3. **Kick Out Malaria Game 3.**

3) Short Animated episodes with the following subtitles:

1. **Kitchen Waste.**
2. **Recyclable Waste.**
3. **Mosquito Breeding Sites - Dirty Utensils.**
4. **Mosquito Breeding Sites - Puddles (in production).**
5. **Personal Hygiene (in production).**
6. **Clogged Drainage (in production).**

These products target children from age 3 with adult supervision, to age 7 and above with little to no supervision. The storybooks, games and video episodes are designed to be used together for effectiveness. Our products are currently available in English, but we are making other language editions to reach our target demographic across the world.

Cost

Physical products: For this proposal, each of the book titles costs a flat rate of **USD $3 per book** (USD $12 retail promo price), while each of the story app and computer video game title DVDs costs a flat rate of **USD $5 per DVD** (USD $14 retail promo price) respectively.

Book size and dimension: Paperback cover edition, A4 size (8 x 11 inches) with glossy laminated cover printed on FBB 250+ gsm, and 32 inner pages with call-to-action and practical activities on 80+ gsm of bond paper in full premium color with saddle stitch binding.

(Note: There may be a little variation due to inflation and availability of materials at the time of production. This will be duly communicated.)

Delivery timeline can take between 1 - 3 months depending on a few factors including quantity purchased, production and logistics, and whether a new language translation is required.

Digital products: For this proposal, e-books and Microsoft Windows PC downloadable story app and games cost a flat rate of **USD $1.50 per e-book/story app or game app per user** (USD $3 retail price).

Our e-books, story apps and video games are ready for purchase on Amazon Kindle, Google Play store, and as Microsoft Windows Installer downloads respectively. We are working on bringing these products to more platforms soon. For the digital products, we will create codes in form of Discount Codes for the number of users/downloads purchased which can be shared with recipients to access the apps. We can also print customized scratch vouchers, gift cards or slips containing the codes that can be presented to beneficiaries.

Product Demonstration

Preview copies are available on our website via this link:

https://www.kickoutmalaria.com/baam

Note: This offer comes with a promotional package for multilateral institutions and corporate organizations buying and donating our products to less-privileged children and families which include brand marking on our products, and award certificates/plaques. Please contact us for negotiation and customization options.

TYPE OF SUPPORT NEEDED FROM BAAM

We are seeking the patronage of the BUSINESS ALLIANCE AGAINST MALARIA (BAAM) / HIGH LANTERN GROUP (HLG) for the following:

1. **Patronage** - BUYING and donating our Kick Out Malaria Storybooks (printed and e-book editions), Story Apps (for computer PC), Computer Video Games and Short Animated Episodes to schools, libraries, and community learning centers.
2. **Investment or grant** to mass produce and distribute our Kick Out Malaria educational materials (storybooks, apps, games and video episodes).
3. **Link up** with BAAM/HLG team working with governments and other stakeholders on malaria and NTDs eradication to adopt our Kick Out Malaria educational products for use in schools, community learning centers and public awareness outreaches.

OUR TARGET CUSTOMERS AND BENEFICIARIES

Our target customers and beneficiaries are **the over 1 billion people across the world (including over 400 million Africans) who are vulnerable to malaria and other neglected tropical diseases (NTDs).** **With the average household members of Sub-Saharan Africa at 6.9 people, that is an estimated 58 million households**. A large proportion of this demographic lives on less than $2 .15 PPP a day according to the new poverty line drawn by the World Bank. These are our primary beneficiaries, while the whole demographic constitutes our total addressable market.

ENVIRONMENTAL IMPACTS

We are producing our storybooks, video/game DVDs and product packages using print-on-demand equipment to avoid waste, ensure quality output and curb piracy. We are using recycled or recyclable materials to reduce impact on the environment.

NAMES AND BIOGRAPHICAL INFORMATION OF THE OFFEROR'S KEY PERSONNEL

1) **Paul Abayomi Jeremiah (also known as Paul Abayomi Jimoh), Founder and Chief Executive Officer:** Paul is an international award-winning social entrepreneur, experienced teacher, children's author and early-learning innovator with over **20 children's titles** to his credit.

After graduating from high school in 2003, Paul was chosen to represent his local council (Ijebu-North Local Government Area) in a training program organized for representatives of the 20 local councils in Ogun state, Nigeria (his state of origin) as a primary health care specialist, a position he held until 2004 when he started a teaching job in Lagos. He worked as an early-grade teacher for 8 years between 2004 and 2012 and authored over 20 storybook titles during the same period to address the inadequacy of supplementary reading materials in the classroom. Some of his book titles were adopted for use in government/public schools in some parts of Nigeria.

In 2011, Paul founded Wemimo House Enterprises under which he initiated and implemented some social impact ideas and programs, including:

1. **SOYES** - a program that recruited and trained over 1,000 participants, mostly youths, from Lagos local communities on basic computer skills, online presence for their local businesses and business development, in partnership with a faith-based organization, from 2011 to 2014.
2. **OneSkool (1School)** – a finalist of a pan-African program called Apps4Africa 2012 sponsored by US Department of State, 1Skool was proposed to build a unified quality learning platform for Africans and the world.
3. **Lead-A-Leap (now LEADALEAP Enterprises)** – a participant in the Youth in Social Enterprise Conference sponsored by Microsoft Nigeria (2013); an After-school Graduate Development Center (AGDC)'s Ignite Idea Contest winner (2015); and a Lagos State Employment Trust Fund (LSETF)'s Lagos Innovates workplace voucher beneficiary (2019) – Lead-A-Leap started as a project to enhance children's learning in the classroom and improve their learning outcome through the production and distribution of quality learning materials to early-grade schools.

In recognition of his social development works, he was nominated for some awards, namely:

a) Actualidad's "Platinum Eagle for Prestige and Quality - Europe 2011".
b) Europe Business Assembly's "Best Enterprise of Europe" and "Best Manager of the Year 2012".
c) Nigerian Top Executives in the Human Resources Industry 2015 Publication and Rating's "Excellence Award", in which he was also featured and rated in the top 9 percent of all Nigerian executives based on the company size and international business network strength in a book published by the award organizer.

Paul garnered relevant experiences in the printing industry as a quality control officer while working with a contractor that produced the works of some of Africa's finest authors. He is a development and operations (DevOps) expert, and a self-taught computer game developer and graphic designer.

2) **Rebecca Amarachi Jeremiah, Co-founder and Chief Operating Officer:** Rebecca is a certified project management professional. She worked as an administrative officer at a social enterprise working for children. She is a co-author of numerous titles on child development, which include:

1. **Jig-Bam: The Wonders of Reading**
2. **Animatopia: The World of Little Friends**
3. **Zoom-zoom, To The Village!**
4. **MOSBUGROACHES: The Household Pests**
5. **Kick Out Malaria series.**

BRIEF DESCRIPTION OF THE ORGANIZATION

1) **LEADALEAP ENTERPRISES** is an EdTech social enterprise startup founded in 2018 by **Paul Abayomi Jeremiah** and **Rebecca Amarachi Jeremiah.** This startup company is producing rich content in early learning for the global market using the latest technologies and techniques. The company is creating apps, games, and short animated series to improve the way children learn and make learning fun in school, at home and on the go.

   LEADALEAP Enterprises was born out of necessity to improve early childhood education in Africa and across the world.

   Our products address social issues from improving early reading skills to combating global warming in a fun, active and engaging way.

   LEADALEAP (an acronym for **Little Leaders of Africa Learning Program** – Africa-focused, and **Little Leaders Active Learning Program** – Global) started as a project to enhance children's learning in the classroom and improve their learning outcome. At least, 300 schools adopted our materials for use in the classroom during our pilot project phase. We currently have over 40 early-learning materials, including charts, and supplementary reading materials – storybooks for digitization and mass distribution.

2) Paul and Rebecca also cofounded **Millennial Solutions LLC** - a Delaware-formed company with operations in enterprise resource planning (ERP), product integration, and professional services.

OTHER INFORMATION

There are FIVE (5) MAIN EDITIONS of the Kick Out Malaria products as follows:

1) **National Stakeholders – MDAs:** With this edition, we are soliciting the support of the ministries, departments and agencies of the government and all political officeholders to get the Kick Out Malaria products for their constituents and people in local communities.

2) **Corporate Engagement (CSR) Edition** is created to enlist the help of corporate organizations and brands to empower children and families to defeat malaria and NTDs by buying and donating our Kick Out Malaria Story and Game sets to public schools and libraries of their choice as part of their corporate social responsibility activities.

3) **Donors and Philanthropists:** This edition is made to get the support of multilateral institutions and individual philanthropists to donate the Kick Out Malaria products to poor children and families in any rural areas of their choice.

4) The **School (Students/Library) edition** of our Kick Out Malaria Storybooks, Apps, Games and Episodes is designed to equip schools with the tools and resources needed to help their students acquire, practice, and retain the crucial knowledge they need to defeat malaria in a fun, active, and engaging way.

5) With the **Home and Family (Retail) edition**, individual users can walk to any retail outlet nearest to them to get copies of our Kick Out Malaria storybook, game and animated video sets.

PROPOSED DURATION OF PROJECT

36 months/3 years

SIGNATURE OF A PERSON AUTHORIZED TO REPRESENT AND CONTRACTUALLY OBLIGATE THE OFFEROR

Paul Abayomi Jeremiah

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