



# KICK OUT MALARIA NIGERIA

**The RBM Partnership to End Malaria**  
c/o United Nations Office for Project Services (UNOPS)  
Geneva, Switzerland.

# KICK OUT MALARIA PROJECT PROPOSAL

TO

**THE ROLL BACK MALARIA (RBM) PARTNERSHIP  
TO END MALARIA**  
c/o UNOPS  
Geneva, Switzerland.

## OFFEROR

Name: **LEADALEAP ENTERPRISES**  
IN COLLABORATION WITH **MILLENNIAL SOLUTIONS LLC**

Project Name: **KICK OUT MALARIA STORYBOOKS, STORY APPS AND  
COMPUTER VIDEO GAMES FOR CHILDREN AND FAMILIES,  
PUBLIC SCHOOLS AND LIBRARIES**

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Organization Type: **FOR-PROFIT, SOCIAL ENTERPRISE, EDTECH STARTUP  
COMPANY**

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**HEREIN REFERRED TO AS “WE”, “US”, “OUR”, OR “OFFEROR”.**

## PURPOSE OF THIS PROPOSAL

**We are seeking partnership with and patronage from the RBM Partnership to End Malaria to distribute our Kick Out Malaria Products to, at least, five (5) million poorest children and families in Nigeria and other countries with high malaria burden.**

## CONCISE TITLE AND ABSTRACT OF THE PROPOSED PROJECT

**Kick Out Malaria is a series of storybooks (printed, ebook and story app editions), computer video games and short animated episodes created to help children and families in Nigeria and 84 other countries with high burden of malaria and neglected tropical diseases (NTDs) adopt a healthy lifestyle for their well-being and embrace positive attitudes towards 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 in their communities and act together as a force to eradicate malaria in society.

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

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

### **Problem:**

According to the 2021 World Malaria Report: Nearly half the world's population (approximately 3.7 billion people) lives in areas at risk of malaria transmission in 87 countries and territories. And according to the Global Fund's Eligibility List 2022 for HIV, Malaria, and Tuberculosis, there are over 56 countries in the world with high malaria burden.

In 2022, malaria caused estimated 249 million malaria cases and 608 000 malaria deaths in 85 countries, as obtained from the World Health Organization (WHO).

**Africa accounts for 95% of all malaria cases and 96% of all malaria deaths.**

### **Our Solution:**

So much has been done to eradicate malaria **with over USD \$26 billion spent so far as of June 2022 according to the Global Fund**, but there have also been reports of progress being stalled and resurgence of malaria infection in many countries of the world, **with Nigeria being the most affected**. We attribute this occurrence to the lack of proper education on malaria among the populations most vulnerable to the disease. 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. Knowledge is power. With the Kick Out Malaria storybooks, story apps and computer video games, we are giving power to children and families, and the resources they need to defeat malaria. **We are putting children and families at the center as both actors and stakeholders in the fight against malaria.**

### **Our Goals and Objectives:**

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

**Our overall goal is to empower, at least, 5 million poorest households across Nigeria and other countries to defeat malaria in their various communities in the next 3 years, eradicate malaria in Africa and help Nigeria achieve malaria-free status over the next 5 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 and computer video games.

We understand that eradicating malaria in Africa as much as any other region of the world is no small feat and to achieve this, we need to partner with as many resourceful organizations as possible. Therefore, we are open to collaborating and working with the RBM Partnership to End Malaria and other organizations in our target locations.

We are poised to take a lead role in the delivery of this project, but we are also open to discussion on possible merger or acquisition if circumstances warrant such.

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. For more information, please visit these links: <https://www.kickoutmalaria.com/csr>, <https://www.kickoutmalaria.com/donor-global>.

## PRODUCT DESCRIPTION, COST AND DELIVERY TIMELINE

**There are six (6) products under the Kick Out Malaria project as follows:**

**1) Storybook (including Ebook 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.

These products target children from age 3 with adult supervision, to age 7 and above with little or no supervision. The storybooks and games 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 Africa.

### **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 colour.

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

**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/rbm>

**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 RBM

**We are seeking the patronage of the RBM Partnership to End Malaria for the following:**

1. **Patronage** - getting and donating our Kick Out Malaria Storybooks (printed and ebook editions), Story Apps (for computer PC), and Computer Video Games to schools, libraries, and community learning centers
2. **Grant/aid** to mass produce and distribute our Kick Out Malaria educational materials (storybooks, apps and games) in Nigeria.
3. **Link up** with the RBM Partnership to End Malaria team working with the Nigerian government and other stakeholders on education, environment and malaria eradication to adopt our Kick Out Malaria educational materials for use in schools, community learning centers and public awareness outreaches.

## ENVIRONMENTAL IMPACTS AND OTHER STATEMENTS

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, Founder and Chief Executive Officer:**

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, web presence for their local businesses using Google's GNBO platform (now defunct) and business development, in partnership with a faith-based organization, from 2011 to 2014.
2. 1Skool (aka OneSkool or 1School) – a finalist of a pan-African programme 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 organized by LEAP Africa and 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) **The Federal Government of Nigeria – Office of The President:**  
This edition is designed to canvass the support of The Office of The President to buy and donate any number of copies of the Kick Out Malaria Storybooks, Story Apps and Computer Video Games to poor children and families, public schools and libraries.
- 2) **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.
- 3) **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.
- 4) **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.
- 5) With the **Private School (Students/Library) Edition**, we are equipping schools/learning centers with the tools and resources required to help their students acquire, practise, and retain the crucial knowledge they need to combat malaria and other preventable but deadly diseases.

**PROPOSED DURATION OF PROJECT**

**36 months/3 years**

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

**Paul Abayomi Jeremiah**





## CONTACT INFORMATION

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