

# COMPANY PROFILE



**MsingiPACK**<sup>TM</sup>  
Foundation for Success

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# ABOUT US



MsingiPACK™

Established in 2006, Virtual Essence has been at the forefront of transforming education technology in Kenya. Operating under the esteemed brand name MsingiPACK, our steadfast commitment is to provide quality education to every child, transcending geographical and circumstantial barriers.



## Vision

**"To bring a School to Every Child in Africa, Wherever They Are."**

Our vision propels us forward, advocating for accessible education that transcends geographical barriers, ensuring that every child in Africa has the opportunity to learn and grow.



## Mission

At Virtual Essence, our mission is to empower learners, educators, and parents by providing innovative and engaging digital solutions that transform traditional education into a dynamic and interactive experience.



## Values

**Innovation:** Pioneering new possibilities in education technology.

**Accessibility:** Ensuring equal access to quality education for all.

**Collaboration:** Fostering partnerships with schools, parents, and policymakers.



# KEY ACHIEVEMENTS



## Market Leadership

Virtual Essence proudly stands as the leading provider of interactive digital content and platforms for Kenyan primary schools, trusted by over 3,000 private schools.



## Extensive Reach

MsingiPACK interactive content is consumed on over 1 million devices across 24,000 public schools through the Kenya Education Cloud, making a significant impact on the national education landscape.



## Parental Trust

Acknowledging the importance of home learning, our content is trusted by over 100,000 parents who actively engage with it at home to support their children's education

# Innovations and Awards

**V2030 ICT Innovation Awards - 2011:** Awarded by The Kenya ICT Board, Virtual Essence Limited emerged tops in the sector of Education & Training with MsingiPACK.



**Most Preferred Emerging Tech Solution Category - 2021:** Recognized for excellence in the emerging technology solutions category.

**Mastercard Foundation Edtech Fellowship Program - 2023:** Selected to participate in the prestigious Mastercard Foundation Edtech Fellowship program, showcasing our commitment to advancing education through technology.



# OUR JOURNEY

Discover the transformative path Virtual Essence has traversed over the past 15 years, shaping the landscape of education technology in Kenya. From our humble beginnings to becoming a leader in the sector, this is our story.

## What We Believe In

At Virtual Essence, we firmly believe that quality education is a human right. As education evolves due to technology, a divide is emerging where 'education for all' no longer means the same thing for all children. We aim to ensure that technology doesn't result in inequality in access to education. We do this by developing and delivering high-quality, affordable digital learning solutions intended to reach every child in Kenya, whether online or offline.



## 2009

Launched MsingiPACK v1  
- SNV International/ Plan  
International in the North Rift



## 2011

Won V2030 ICT Innovation  
Awards, by The Kenya ICT  
Board



## 2013

Open literacy project  
16,000 Children,  
680 Teachers



## 2019

- Crossed 1Mn Learners  
- G1 & G2 for KEC



## 2021

Rolled out G4 and Class 8  
content to KEC to serve  
over 1 million learners



## 2023

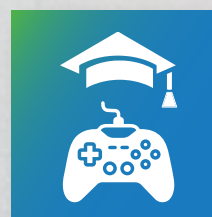
- Mastercard Edtech Fellowship  
- Integrated MsingiPACK Cloud  
with Safaricom to tap into  
17mn Smartphone Users



## 2024 – 2025

**Plans**

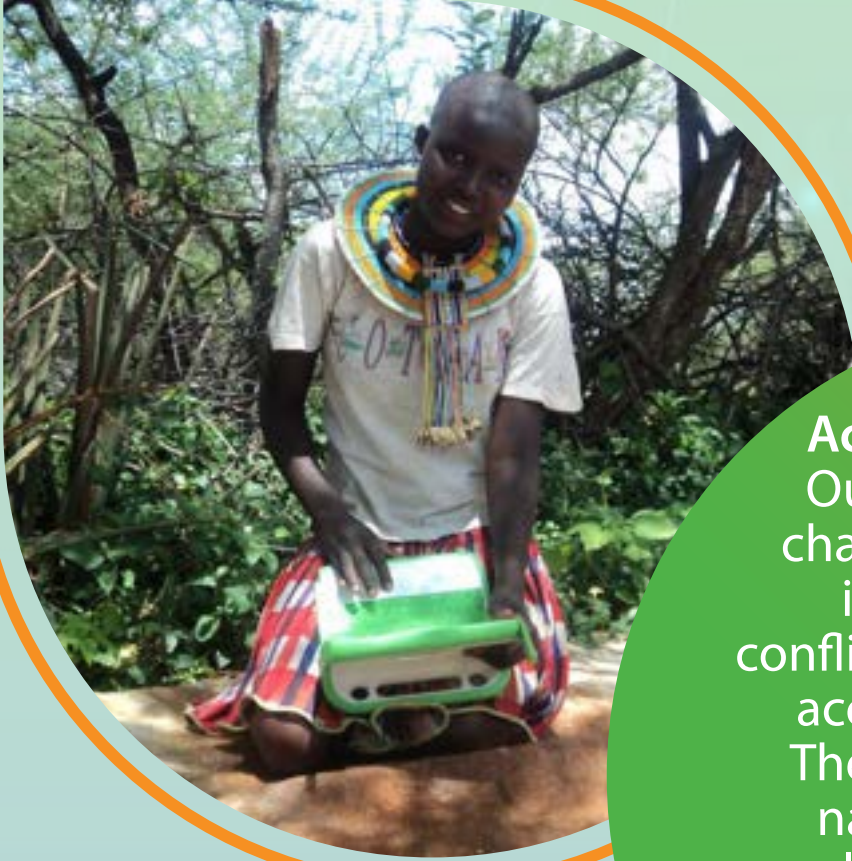
- Integrate AI, Gamify  
the content  
- Scale B2C + New GEOs





# OUR SOLUTION

## Bridging Educational Gaps



**Accessible Learning for All**  
Our solution addresses the challenges faced by students in both urban and rural/ conflict areas, ensuring equitable access to quality education. The self-paced and adaptive nature of our content and platforms guides students along a personalized learning path, complementing in and out-of-school learning experiences.





## High-Quality, Relevant Content

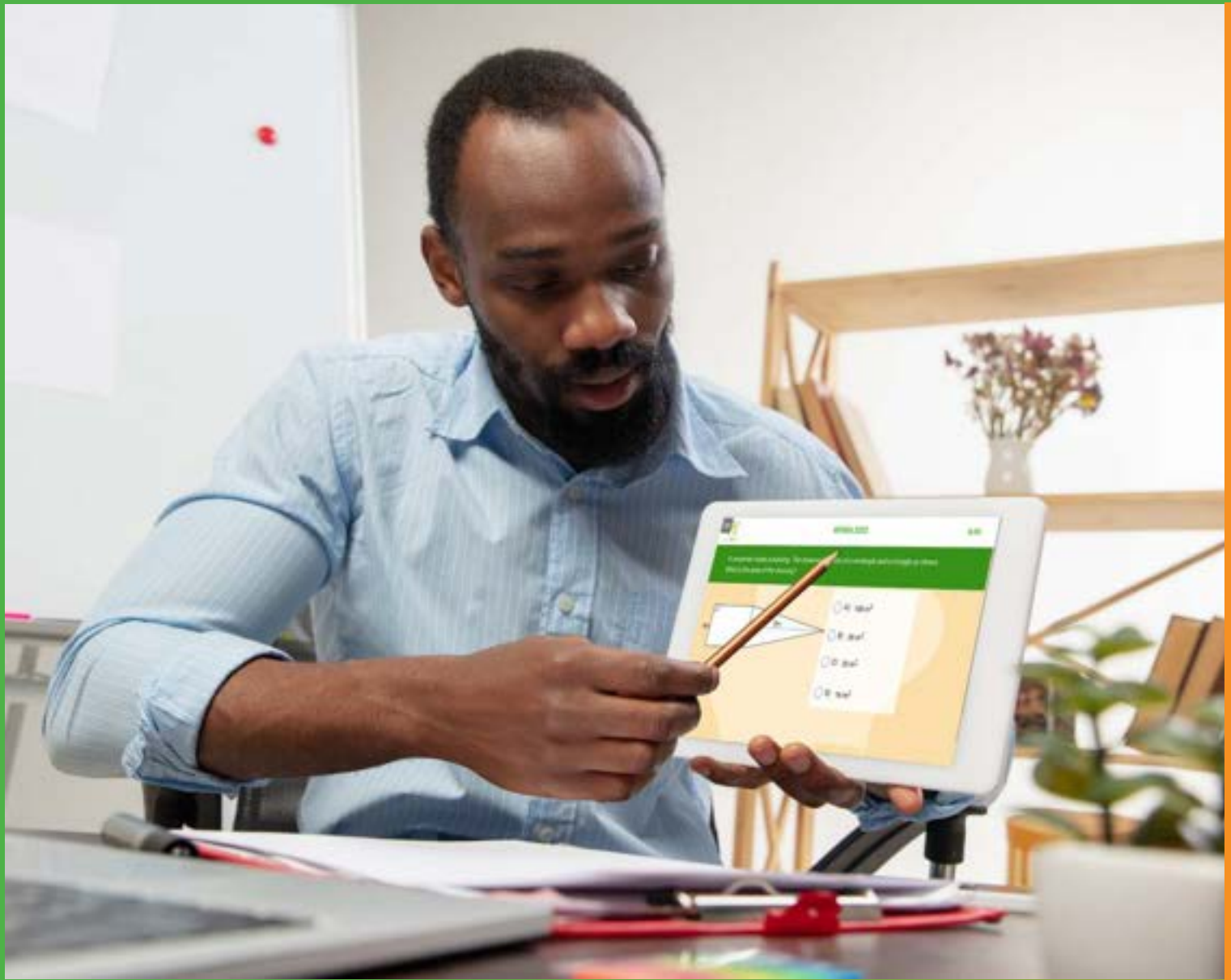
Our content is meticulously crafted by subject panels of experienced and highly competent teachers. Vetted by education consultants and curriculum specialists, it strictly conforms to curriculum stipulations and is approved by the Government regulator, KICD.



## 21st Century Skills Development

We focus on developing children's 21<sup>st</sup>-century skills necessary for their future endeavours. Our modern interpretation and implementation of interactive learning create an engaging and effective educational experience.





## **Adapting to Change**

With the change in curriculum by the Government of Kenya in 2018, MsingiPACK has embraced this shift by gradually phasing out the 8-4-4 curriculum and adopting the new Competency-Based Curriculum for early grades. This approach is filled with interactive activities, quizzes, and multimedia, enriching the learning path.

## **Exam Preparation**

Over the years, MsingiPACK has played a pivotal role in preparing candidates for K.C.P.E as well as recently, KPSEA. Pupils can select a subject of choice, answer questions, and receive instant feedback, including detailed results and reports. This interactive method enhances the learning experience and provides valuable insights for improvement.



**We focus on developing  
children's 21<sup>st</sup>-century  
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future endeavours.**



# MsingiPACK Products

## 1. MsingiPACK Cloud (MCAAS) for Telcos, LMS partners, and Direct school accounts

- ✎ Integration with Safaricom for scalability and affordability providing access to over 17 million smartphone users.
- ✎ Aimed at offering cloud-based educational services at a variety of subscription options ranging from as low as Bronze Service per subject at **KES10 per month** to Gold Service for the entire content at **KES 300 per year**.

## 2. MsingiPACK Apps (Windows and Android) for Schools

- ✎ Can be installed in computer labs or on tablets in classrooms with a recommended ratio of 1:1 between device and child.
- ✎ One-time license option during installation at **KES 500 per grade**
- ✎ Allows schools to use content without the need for continuous internet access.

## 3. MsingiPACK Content in KEC (Kenya Education Cloud)

- ✎ Content is available through the Kenya Education Cloud.
- ✎ Accessible especially for public school learners.

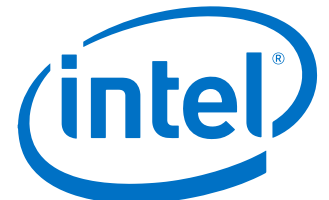
## 4. MsingiPACK for CAP (Opensource & Linux Powered)

- ✎ Designed for remote and conflict areas built for versatile, ruggedized, solar-powered/Low Power gadgets.
- ✎ Allows offline access to learning materials installed in servers accessible via tablets through local WiFi in these areas.



# OUR PARTNERS

Explore the collaborative network that powers our mission. Our esteemed partners contribute to the success of Virtual Essence, working hand-in-hand to bring quality education to every corner of Kenya.







# OUR TEAM



## Leadership

Meet the visionary leaders steering Virtual Essence towards excellence

### **Michael Wachira**

Founder and CEO; responsible for the realization of Virtual Essence Vision, with broad experience and expertise across local and international companies.



### **Julius Momanyi**

Co-Founder and CTO; responsible for the technical vision, product development & management, with years of experience in ICT cutting across different industries.



### **Samuel Leiyio**

Co-Founder and CCO; responsible for overseeing the acquisition, creation, and multi-channel publication of high-quality, relevant, engaging, and interactive digital learning content.



### **Tom Muchina**

Co-Founder and Director; an experienced entrepreneur with a knack for business development and leadership in areas of E-learning and Finance & Real estate.



# Our Experts



Behind the scenes, our team of experienced educators, technologists, and content creators collaborate to deliver cutting-edge educational solutions. Each member is dedicated to the mission of transforming education in Kenya and beyond.



# CONTACT US



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