

LESA LMS<sup>®</sup>



# World Leading Learning Management System

13 September 2023 – GovTech Pitch

# Introduction



National Development Plan Vision 2030 – Quality Education, Skills Development and Access to Learning opportunities for all

LESA LMS aim to leverage the power of AI, Machine learning, pre loaded content and offline availability



Born at the height of Covi19 now with over 10 000 users at R45 per user per month



We believes that Lesa will have the power to reach underserved students across the world.

LESA aims to capture 20% of the global market: 50m users.

The logo for LESA LMS is displayed within a white rectangular box. The word "LESA" is in a bold, orange, sans-serif font, followed by "LMS" in a thinner, blue, sans-serif font. A small registered trademark symbol (®) is positioned to the upper right of the "S".

# Market assumptions

*Business overview and objectives*



**Core value proposition**  
The problem intend to solve for the market

- Pre-loaded coursework serves an unmet need in colleges.
- The Lesa app and web platform will be zero-rated
- Integrated into colleges' IT stack
- High touch support with support staff on-site for launch
- Incorporation of AI and machine learning.
- Partner with Turn It In to mitigate plagiarism.
- End-to-end turnkey solution.



**How will you do it better?**

- Integration
- Content
- Support
- Customisation
- AI
- Machine learning



**Market size?**

Is there room in the market?

- Global market is worth \$2.38B

# What have we built

Capabilities

## Learning management system

- User management
- Community
- Bulk scheduling
- Live video
- Pre-recorded lessons
- Exams proctoring

## Platform

- Web
- Android
- iOS

## Business

- Supply chain ease of exploration
- Payment's processing/credits

## Knowledge management system

- Content
- Libraries
- Tiered access
- Online Assessment Platform
- Online – Offline learning Management Systems
- Native Mobile App ( Android & Apple)
- Separate App for Trainers with inbuilt author

## Analytics and reporting

- Granular reporting
- Aggregated reporting

**All-in one Comprehensive platform for E-Learning**



# Traction

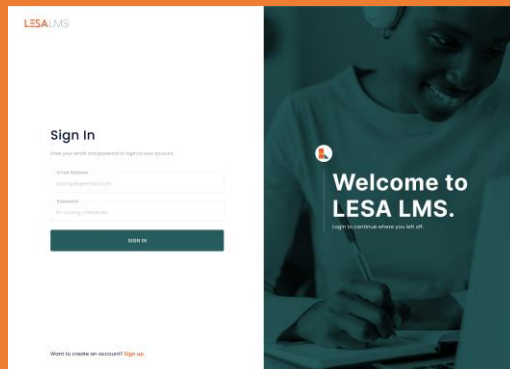
Experience Roadmap

User ability	Tech and Business capabilities
<ul style="list-style-type: none"><li>• MVP functionality needs to match the current solution in order to be able to continue to serve existing contracts</li><li>• Ability to onboard students and lecturers</li><li>• Ability to run classes and submit assignments</li><li>• Community tools e.g., chatrooms etc.,</li></ul>	<ul style="list-style-type: none"><li>• Web / app access</li><li>• Live sessions with automatic recordings and uploads to system</li><li>• Plagiarism check</li><li>• User registration</li><li>• Chatbot</li><li>• Lecturer-created discussion forum</li><li>• Progress tracking for students</li><li>• Automated grading system for assignments and exams</li><li>• Students receive instant results</li><li>• Discussion forums</li></ul>

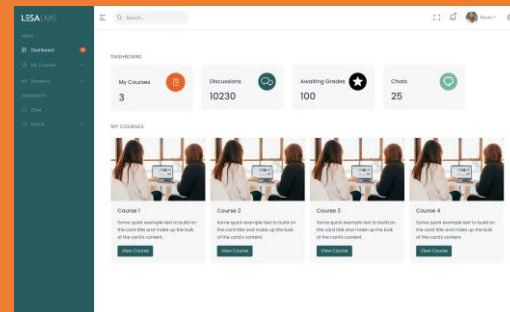
# What have we got?

Walkthrough of the current product

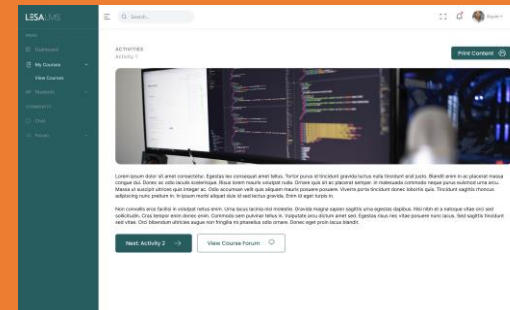
## Sign in



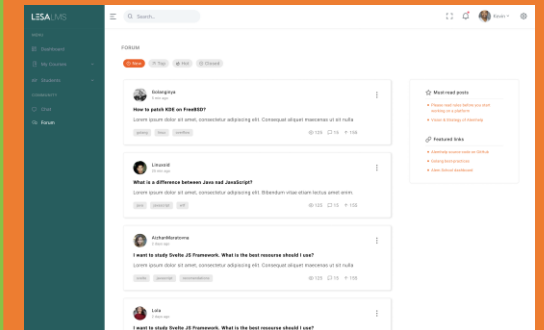
## Dashboard



## Course activity

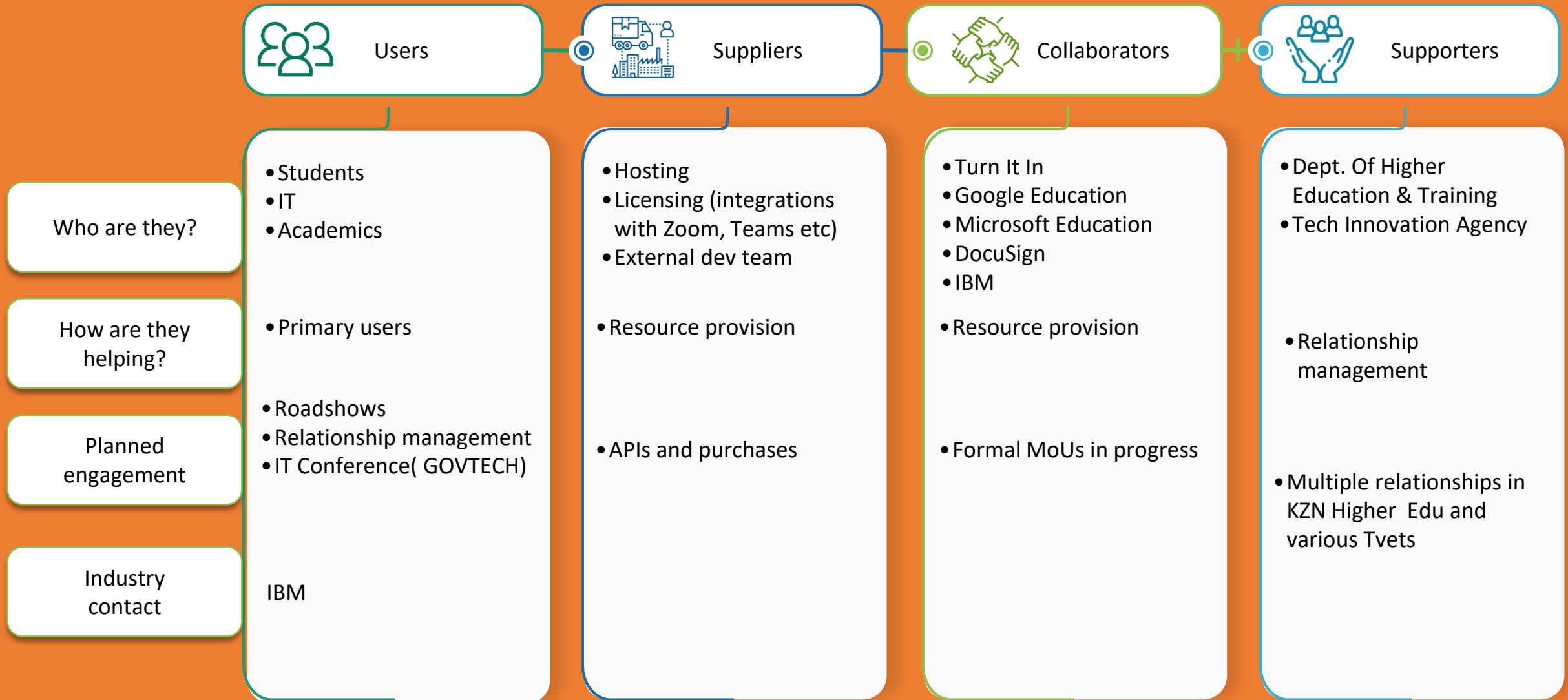


## Discussion Forums



# Marking Strategy

*Go to Market and Partnerships*



# Competitors

*Our Competitors:*

- Moodle
- BlackBaord
- Canvas

**Based on our Market Analyses, We want to focus on regions less serviced-  
Africa**



# Core Team Members



# PHUNGELA

LEADERSHIP TEAM



MS DAWN BLOSE  
HOT

MR ISAAC MANFUL  
HOSS

MS NOLUTHANDO NYATHI  
OM

MS BUYI KHANYILE  
EA

MR NKULULEKO MHLABA  
CEO

MS BUHLE KHWELA  
COO

MR SABELO GABELA  
CTO

MS SIPHOKAZI KUNENE  
P&FS

MS NONKOKELI NONTWANA  
HOLCQA

# Financial Projections

*Vision April 2026 (Short term vision of success)*

## Headlines (the mission)

- Lesa Listing on JSE

## Results (KPIs)

- 1M users within 3 years
- 200 clients
- R300m revenue
- Global expansion (Kenya, West Africa Budapest, USA)



# Funding and Expectations

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1. Accreditation By SITA

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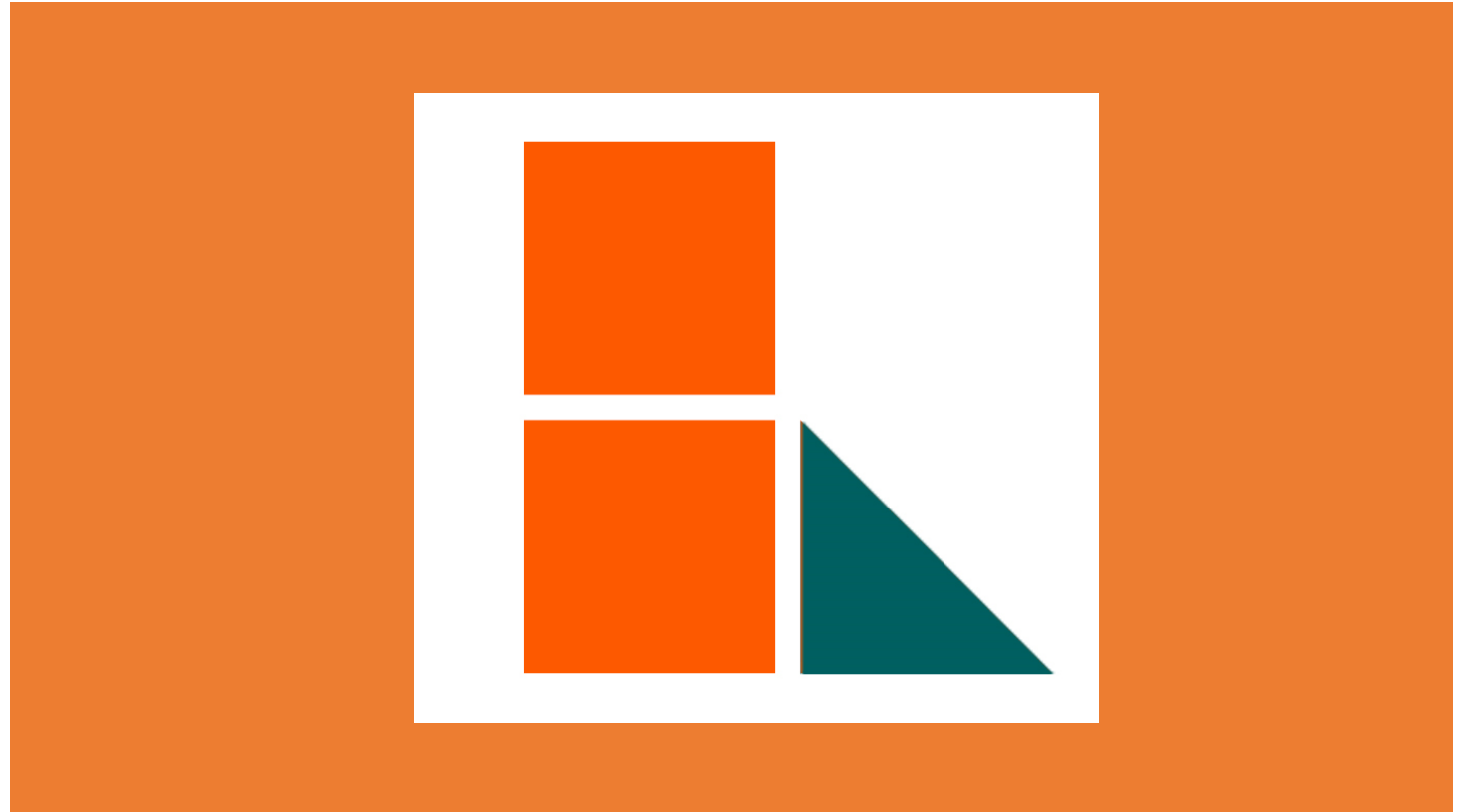
2. SITA Gov Cloud

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3. Customizations for SITA Clients

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R200 000.00 App  
Development





ORACLE



## Partners

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Google for Education  
Partner

DocuSign®



LESA LMS<sup>®</sup>



Thank You  
The End

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