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Vital Products Plc Bridge Academies International

Vital Products Plc are thrilled to announce their new partnership with Bridge Academies International in Ikorodu. As part of our Corporate Social Responsibility, Vital Products Plc has dedicated all their Nigeria's Children's Breakfast Club milk produce, resources & time to Bridge Academies International in Lagos. Our partnership will make the Ikorodu school branch of Bridge Academies Vital Product's very own partnership school. Over the last few months we have been very impressed with the work & achievements of Bridge Academies and salute their resilience in breaking the moulds in education quality in Nigeria. Bridge is headquartered in San Francisco in the heart of Silicon Valley and is able to monitor & promote education quality through their progressive & transparent technology. At Vital Products Plc we are always striving to be involved with education & the children of the next generation, we are most keen on transparency of our efforts and found Bridge Academies to be the most transparent and honest in this. The marketing manager and owner of Vital Products Plc met with Mr Jay Kimmel in London at a conference where they realized they had the same dreams for the bottom billion on Nigeria.

Nigeria's Children's Breakfast Club

In 2014 Vital Products Plc founded an in house non –profit body called “Nigeria's Childrens Breakfast Club” we raised significant funding & donated from ou head office as well towards manufacturing, delivery & we cover all over heads. The funding is used purely for the children in need. The non-profit focuses on feeding children milk when they begin school in the morning, most of the children are currently starving when they come to school and find it hard to concentrate, achieve grades, progress in society, be punctual & control their emotions. In a case studied in the UK by Kids Company, it showed that children are more productive, academic, achieving, happy & calm once they have had something to eat. Thus, was born the breakfast club. Today we are feeding 210 children a day at Bridge Academies & hope to increase this number over the next few months.

About Bridge Academies International

Bridge International Academies is the world's largest education innovation company serving the 700 million families who live on less than \$2 USD per day. We strive to provide the highest quality education product to the more than 100,000 students who attend Bridge's more than 400 nursery and primary schools across emerging markets in Africa.

At Bridge International Academies, their mission is to provide every child with the chance to have a high-quality primary education regardless of their family's income – in a nutshell, “Knowledge for all.”

The key to Bridge International Academies' success lies in our vertically-integrated system. Through it, we have re-engineered the entire lifecycle of basic education, leveraging data, technology, and scale.

No small-scale, stand-alone operator can singlehandedly make the massive investments required to deliver quality education at a price point accessible to families living on \$2 a day per person or less.

The amount of money required to develop world class teacher guideline, rigorous training systems, technology to improve and automate core functions, and assessments and research to complete the feedback loop is profound. Such investments need to be amortized over a sufficiently large number of pupils and would come with astoundingly high risks. Prior to Bridge International Academies, no one had put together a viable business model that demonstrated that educating the world's largest market was possible.

Nigeria's Children's Breakfast Club

in Partnership with

Bridge
INTERNATIONAL ACADEMIES

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