iConnectED

EMPOWERING EDUCATION IN RURAL MEXICO

iConnectED is designed for low bandwidth and simplicity, making learning accessible for everyone, everywhere.

AT A GLANCE

CHALLENGES

- Shift to online learning
- Limited internet connection
- Access to quality education

BENEFITS

- Over 2000 students and teachers engaged
- Improving the teaching-learning process.

BACKGROUND

In the heart of Mexico's rural Indigenous communities, iConnectED is breaking down the barriers to education, one connection at a time. Faced with the challenges of limited internet access and the high demands of traditional online learning platforms, these communities needed a solution that was as resilient as they are.

Before iConnectED, students and educators struggled with the limitations of Google Classroom, which required high bandwidth and Gmail accounts, often resulting in the need for physical printouts and a confusing mess of WhatsApp messages for education. iConnectED revolutionized this process by leveraging WhatsApp's API to build a more structured, centralized and seamless learning solution.

"This platform has helped us get ahead, since it allows us to send all the activities through WhatsApp messages, which does not consume too much mobile data.

since WhatsApp is one of the main social networks, it allows us to speed up the sending of tasks, grades and observations made by teachers.

YEUDIEL DE JESÚS RODRIGUEZ ALFONSO

Teacher, Campus 16 Ocosingo

IMPACT

Motivating remote learners to use more technology
Over 2000 students and teachers engaged, thriving in an educational model tailored to their needs.

Transitioning away from the traditional school
Significant growth from 30 to over 240 students at a single school, with 11 more schools joining, indicating a scalable impact.

Empowerment through simplicity
No need for Gmail accounts, just a phone number to register, making the digital leap seamless for students in areas with limited internet.

Tailored for inclusivity
With content and UI designed for clear, accessible communication, iConnectED bridges the language and connectivity gap often found in indigenous and rural contexts.

ABOUT US

Indigenous Friends Association

The Indigenous Friends Association (IFA) is an Indigenous-led tech not-for-profit organization that ignites the Spirit of Indigenous communities to create, engage and renovate digital technologies through ethical and communal values. It aims to reduce the education and employment gaps of Indigenous Peoples in the Canadian tech sector.

iConnectED

iConnectED is an innovative learning management system (LMS) that leverages well-known social messaging channels like WhatsApp and Messenger to bridge the education gap in remote and other marginalized communities. We are revolutionizing how learners interact with content - making education more accessible, collaborative, engaging, and interactive.

Magtayani A.C.

Through our strategic partnership with Magtayaní, A.C., we are championing technological innovation, sustainability, and the overall well-being of indigenous communities in Veracruz and Chiapas. Magtayaní is a respected organization dedicated to rebuilding the social fabric of these communities. Together, we are fostering an environment that not only promotes education but also respects and integrates the rich cultural heritage of these communities into the learning process. Our collaboration is a testament to the power of unity in transforming lives and shaping a sustainable future for rural Mexico.

Indigenous Friends Association

Learn more about our impact

✉ iconnected@indigenousfriends.org

📞 1-800-230-6423

📍 4700 Keele St, North York, ON M3J 1P3, Canada