



Hausa-first foundational learning for Northern Nigeria's children

Learn in Hausa. Master the English fundamentals. Offline,
on a tablet, recognised the moment you look up.

Kratu · September 2026



THE PROBLEM

The North's children are not learning

18.3M

children out of school in
Nigeria — the most on
earth

UNICEF Nigeria, 2024

~69%

of them are in the North

UNICEF / NBS

70%

of ten-year-olds cannot
read a simple sentence

World Bank / UNICEF 2022

2 in 3

Kaduna teachers failed a
Primary 4 exam

Kaduna State, 2017

In an ideal world, Kratu would not need to exist.

A child should learn English at school; that is what school is for. But 1 in 3 teachers is unqualified, there are 72 pupils per teacher, and the teachers are rarely better than the pupils. Until the schools can do their job, Kratu does this part of it.



Hausa is the bridge to English

~88M

Hausa speakers across ten countries: Nigeria's largest language

#2

indigenous language in Africa, after Swahili

Hausa

the language the child thinks in



Kratu

letters · words · numbers · reading



English

the language of school, exams and work



Mother tongue first works

A second language is learned fastest when explained in the first. Miss the fundamentals by ten and nobody catches up.

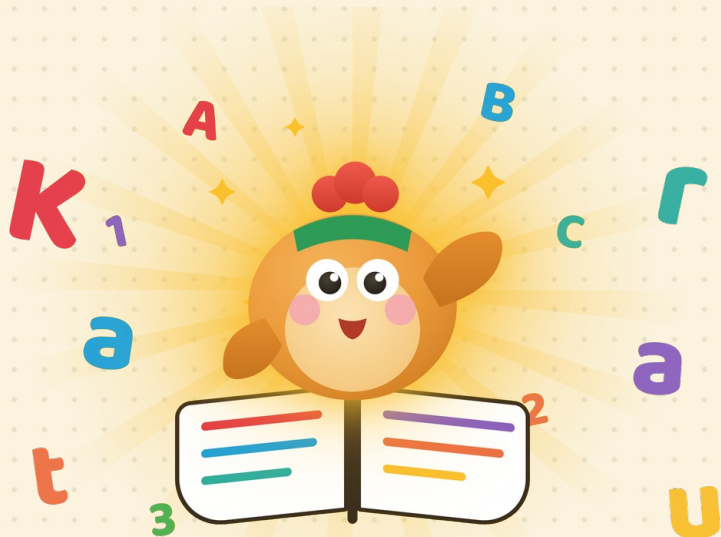


The best-equipped African language for AI

Hausa has more recorded speech and text for AI than any other Nigerian language, so a tablet can understand a child speaking it.

THE NAME

Karatu → Kratu: to read is to be enlightened



Mai karatu

one who reads · one who is enlightened

In Hausa, karatu is reading — and a mai karatu is an enlightened person. Kratu is the road from a child's first letter to that light.



Karatu

reading, study, learning — the everyday word for school



Mai karatu

“one of reading”: lettered, enlightened, respected



Karanta

“read!” — the button a child taps in the app

Drop one letter from karatu and a five-year-old can say it in one breath.

THE PRODUCT

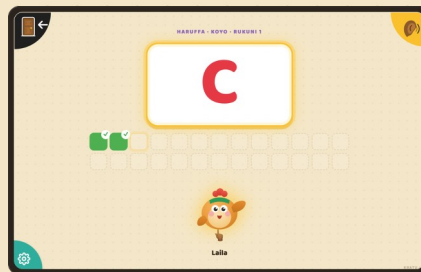
Meet Kratu: Laila guides, the child talks



Zabi darasi — pick a lesson. Six modules, one tap each.

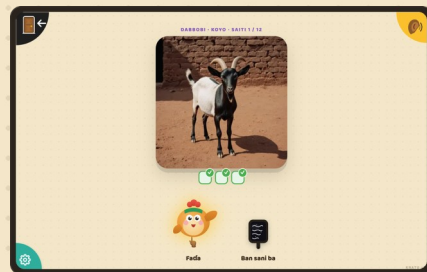


Laila is the guide and the microphone. Tap her, speak. No menus, no reading, no timers, no scores. Everything spoken in Hausa.



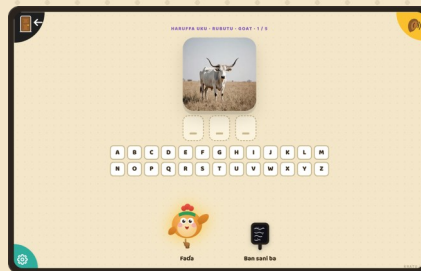
Letters (Haruffa)

Laila says a letter; the child says it back.



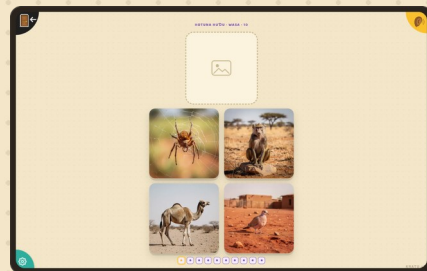
Words (Abubuwa)

Akuya, then "goat". The child repeats it.



Spelling (Rubutu)

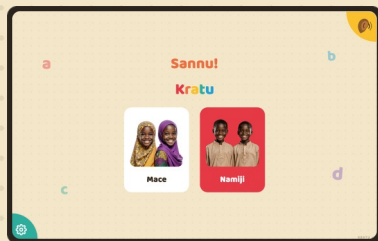
Tap or say the letters; they fly into place.



Listen and find (Nemo hoto)

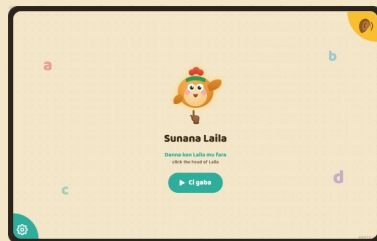
Laila names it; the child taps the right photo.

Logging in is just looking at Laila



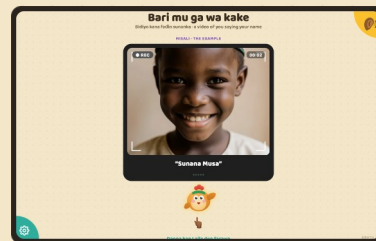
Sannu!

Girl or boy



Sunana Laila

Meet Laila, tap her head



Bari mu ga wa kake

Look at Laila, say your name



Zabi darasi

Recognised — straight to lessons

No passwords, no typing, no reading. A new child is enrolled on the spot; a returning child is greeted by name and continues where they stopped.



Never a photo

A face is a pattern of numbers, not a picture.
A voice-only option where a camera is sensitive.



Never online

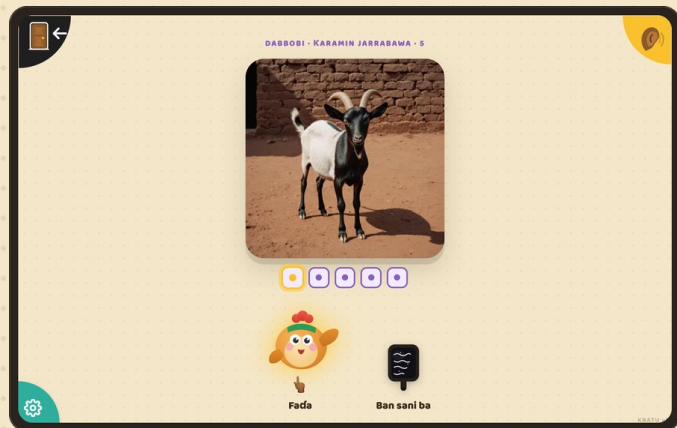
Enrol and log in with the internet completely down. A lost tablet gives up nothing.



One tap to forget

A guardian consents first; a facilitator can delete a child entirely.

Every lesson is built for that child



Jarrabawa — the test after five words.

1

Halima misses “sheep”

She says “ban sani ba”. No red mark; sheep joins her carry list.

2

It returns next set

Four new words plus sheep, in a new order.

3

It crosses modules

Sheep comes back in Nemo hoto and Rubutu until she has it three times.

4

Checkpoints set the pace

Fail N at the 16-letter check and Laila re-teaches only M N O P.



Mastery, not completion

Missed items return until they stick. Progress comes from what the child said, never typed in.



Every attempt recorded

Who came, who is stuck on which letter, which girls stopped coming.



Gets home offline

Tablets pass records to a controller; it sends them on when a connection appears.

Serious AI on a cheap tablet, no internet

Everything a child sees, hears and says is handled by AI that lives inside the tablet. Nothing is sent anywhere.



Sees the child

Recognises a returning child the moment they look up, and enrolls a new one on the spot.



Hears the child

Understands a child's answers in Hausa and in English, spoken to Laila.



Knows the voice

Tells children apart on a shared tablet, so the right record is always the one that grows.



Needs no internet

One install on any ordinary Android tablet. It keeps working with no signal and no data plan.



Built with Claude

Anthropic's AI

The app, and every picture, film and voice in it, was made with AI tools and then checked by hand. No film crew, no recording studio, no development team.



akuya
goat



barkono
pepper



Musa
yaro - boy

Pictures made for here, from a written brief

HOW WE REACH CHILDREN

The tablet has to come to the child

Most homes here have no phone, no power and no data. So Kratu lives on shared 10-inch Android tablets, and comes to the child three ways:



Kiosk model

Our ideal

A Kratu centre in the community. Tablets stay put, children walk in, a facilitator keeps order.



Collaboration model

With schools

A partner school gives us one classroom. We run it as a Kratu class inside the timetable.



Visit model

After school

Our team brings a case of tablets after school hours, on a fixed weekly rhythm.

First stop: Potiskum, Yobe State



Potiskum

Yobe State, North-East

- Yobe's largest city, on the Kano–Maiduguri road
- Hausa is the everyday language
- Dense enough for a walk-in centre
- Schools, mosques and community networks to deliver through



A primary school and classroom in Potiskum — illustrations.



Yobe reports Nigeria's lowest adult literacy, and two in three of its children are out of school. If Kratu works here, it works anywhere in the North.



Build

Done. The app works, and early sessions with children shaped its voice-first design.



Set up

A room, two facilitators, guardian consent, tablets loaded.



Run

100–150 children. Baseline, weekly review, endline.



Evaluate

Independent evaluation, then a second centre and after-school visits.

THE VISION

One centre first. Then everything a child in Nigeria needs to read.

-  **Pilot** One centre in Potiskum, 100–150 children.
-  **More pilots** Kano, Kaduna, Zamfara, Sokoto, Borno.
-  **Measure** An independent evaluation of every centre.
-  **Teachers** The same app helps teachers improve their own English, privately.
-  **More languages** Yoruba, Igbo, Fulani, Pidgin, Kanuri.
-  **Harder things** Sentences, reading, maths, later primary.
-  **English only** For the child who no longer needs the bridge.
-  ... And things we cannot see from here yet.



Kratu

Six ways Kratu can pay for itself



Hausa & English AI data

Native-speaker labelling and licensed speech and image data, consent-based. Data labelling is a \$3.8B market heading to \$17B by 2030.



The local Duolingo

The same engine in reverse: Yoruba, Igbo and Hausa for adults. 17M Nigerians abroad send \$21B home a year; Duolingo passed 50M daily users and \$1B in 2025.



Advanced learning, paid

Students with strong English go further: self-study and teacher-assisted advanced topics, paid by schools, parents or alumni associations.



Family app, paid

Educated Hausa-speaking parents who tested it wanted it for their own children. A paid family app on phones.



Business-to-government

Per-centre or per-state licences for basic-education boards and Almajiri integration.



New languages, new partners

Licence the engine with a new language layer to NGOs and publishers; bundle with telcos.

FOUNDER

Built by someone who ships — and teaches



Sani Yusuf

Founder, Kratu

saniyusuf@gmail.com



Educator at scale

LinkedIn Learning's Ionic courses; Lead Software Engineering Content Developer at DataCamp.



Founder of Haibrid

London mobile studio. Apps for Sworkit, Huddlebuy and Anritsu. Author, "Ionic Framework By Example" (Packt).



Microsoft MVP · former Google Developer Expert

Recognised by both for open-source work and developer education.



Global speaker and trainer

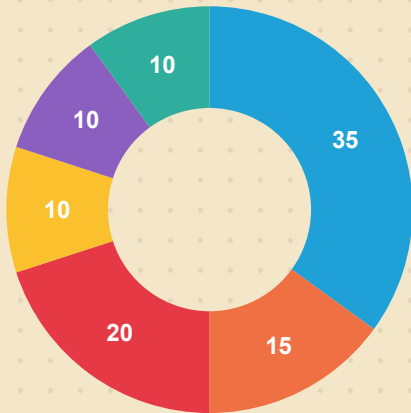
ng-conf (US), International JavaScript Conference (Europe), Ionic UK co-organiser, teams trained on three continents.



Kratu, end to end

Curriculum, content pipeline, on-device speech and face recognition, the app — all built by the founder.

₦10M opens the first Kratu centre



- Tablets, cases, controller
- Centre rent, furniture
- Two facilitators, 12 months
- Snacks and rewards
- Evaluation, remote data, travel
- Contingency

Indicative split, %. The app exists and was built without outside money: there is no burn rate to rescue.



Funding

₦10M to open and run the first centre for a year: tablets bought outright, a room, two facilitators.



Devices

Entry-level 10-inch Android tablets, a controller, cases.



Centre and people

A room in Potiskum, two facilitators, guardian outreach.



Evaluation

Baseline, endline and an independent evaluator. Funders see live data: every record is pushed to a remote store.



Introductions

Yobe SUBEB, Potiskum schools, community and faith leaders.

Sani Yusuf · saniyusuf@gmail.com

GET IN TOUCH

Help us educate Nigeria's children

"Education is the most powerful weapon which you can use to change the world."

Nelson Mandela

www.kratu.ng

Sani Yusuf, Founder · saniyusuf@gmail.com



Kratu