

How can a Children's book

Change everything



Be! an Entrepreneur is a box of 50 design driven children's books.

Each book uses a story to teach an entrepreneurial skill to the poorest children in India.

Be! stories are for children who are most at risk of dropping out of school. They're for children you'd think need everything else but a story: shoes, lunch, uniforms, internet, electricity, an inspired teacher, a bicycle to get to school.

At Going to School we believe beautiful stories can change the way children see their lives and opportunities.

We don't believe poor children deserve poor stories.

We believe children deserve the most beautiful story we can imagine, designed, printed and delivered to them free-of-cost. A story that we ensure, by working with the Government, they read in school, once a week.

With Be! we want to prove that stories change the way things are.

"These children have nothing, they are hungry for stories"

Principal Secretary of Education, Government of Bihar, Anjani Kumar Singh.

Creating this story

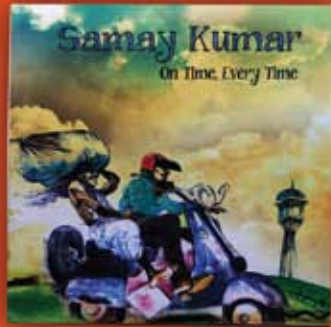


We've talked to over 1,000 children to understand how they see entrepreneurs, entrepreneurial skills and heroes. Based on what children told us, we created Be! stories that were not yet real, but could be if you believed.

We made them into storybooks with the best graphic designers and artists in India. We designed skills activities that once children have read a book, complete themselves. Activities that allow us to monitor what children understood and how they use that 'skill' in their lives.

Sometimes a story makes you believe so strongly in possibility that you know you must make it come true.

50 Be! Books teach 50 Skills



What happens When you Send
these books to a School in Bihar



"I have never seen a group of boys sitting so quietly. But today they have been sitting silently for an hour, just reading this book."
Grade 10 teacher, Rajkiya Pratibha Vikas School

"I loved Bijali. It's so colourful; I've never seen schoolbooks like this."
Pinky, Grade 9, Rajkiya Kanya Uchcha School, Patna

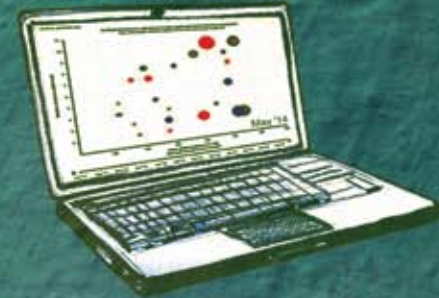




As many children as possible will complete an interactive SKILLS activity, that helps us measure what they understood of the SKILL in their lives.



Children's groups and teachers will send us completed activities (and if we don't get the post, we'll go visit).



Government partners and the Going to School team will log children's responses, measure their comprehension & chart their progress using our impact monitoring system, ibel!

Our goal is to inspire 300,000 children to stay in school to learn skills
We want to prove that beautiful stories for the poorest children can change the way things are.



300,000 children in Grade 9 (150,000 girls!) will read one Be! Book every week for one year.





Be! part of a good story

Stories can make children
DREAM believe in possibility
stay in school **create opportunities**
start a business solve problems
CHANGE THEIR LIVES