



## SUCCESS STORY

### Jordanian App Modernizing Education

The online educational platform is connecting students and educators in and out of the classroom



Nidal Khalifa (far right) created EDaura, an application that allows students to access and engage with learning resources from any browser or smartphone.

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***Nidal Khalifa,  
Founder of EDaura***

Of the many roles teachers play in their classes, management can be the most challenging. Keeping track of your students’ progress and maintaining effective communication with them is key to be an effective teacher.

For Nidal Khalifa, founder of the Jordanian start-up EDaura, this knowledge has been close to home. His family have been making whiteboards and traditional education tools for generations. Nidal however wanted to take this important work and keep it relevant to students and educators of tomorrow. “From manufacturing whiteboards to designing electronic ones, we realized the world of education is ever-changing, and no matter your role, you have to keep up.”

“I find it interesting that humans live to see at least two generations (their children and their children’s children). I think the reason behind this is that we are designed to pass on our experience and knowledge to the future generation. I wanted to help in this process and so I’m investing my time and efforts in educational reform through technology”.

This reform is taking shape in the form of EDaura, an online educational platform that connects teachers with their students virtually, beyond the classroom. The platform also offers tools that measure *skills rather than grades* which will improve curriculum design, and helps educators conduct modern educational methodologies, and most importantly focuses education on learning rather than testing. The start-up was able to grow through entrepreneurial, legal, and advisory services through iPark, a business incubator located across Jordan, supported by USAID.

This support was critical for Nidal. “You have access to all sorts of activities, events, assets, and connections through iPARK” Nidal said. “This helped EDaura scale.” EDaura’s growth has been phenomenal with users located across the globe. “We signed important deals with organizations focused on educational reform and we also have private schools using EDaura. The free app version for teachers and students is being used in 87 countries across the world! ”.

Many teachers prefer popular social media platforms over rigid educational tools to communicate with their students, but they lack privacy. With EDaura both teacher and student privacy is assured, but more importantly it’s easy and enjoyable to use. Nidal explains, “Students repeat one sentence ‘It is very easy to use’. This is important. This means more engagement on the platform. More engagement means more access to learning thus better learning”.

When asked if he sees reform taking place Nidal answers, “We all want to make positive change one way or another. With our generational way of thinking, it will take time, but we’re on the right track.” For the future Nidal plans to keep improving the app and help contribute to Jordan’s economy. Nidal Said, “Successful startups contribute positively to the economy by increasing employment rates and the nation’s GDP. High rate of successful starts in any economy attracts global investments. We all want to make a positive change one way or another. This is my small contribution”.