



**Smartious**

HOMESCHOOL · GLOBAL

EST. 2018

COMPANY PORTFOLIO · 2026 EDITION

# Premium Education *with a Heart.*

Premium homeschooling, virtual schooling and tuition  
for the families of Kenya, the UAE and the world.

## OUR REASON FOR BEING

# We exist to give every child a chance

*to learn well, learn deeply,  
and learn anywhere.*

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From a single tutor visiting families in Nairobi homes in 2018, Smartious has grown into a premium international homeschool and online school serving families across 14 countries — without ever losing sight of the one thing that matters most: the child in front of us.

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# What you'll find *inside*

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## 01 · THE FOUNDER

# A letter from *Alfred Ouko*

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Dear reader,

When I started Smartious in 2018, I was a young mathematics and physics teacher visiting Nairobi homes one at a time. The families I met all wanted the same thing: an excellent education for their child, delivered with care, on their own terms.

What began as one tutor in Parklands has grown into a network of **78 qualified teachers** across **14 countries**. We deliver five international curricula — Cambridge IGCSE, Pearson Edexcel, Cambridge A-Level, IB Diploma and the American curriculum — alongside our own Smartious Blended programme. We have **two physical centres in Nairobi** (Diamond Plaza Parklands and Karen Hardy) and serve families online from London, Dubai, Toronto, Riyadh and everywhere in between.

But the heart of Smartious has never been the curricula or the technology, important as both are. The heart of Smartious is a simple promise: **your child will be known**. Known by name. Known for what excites them. Known for what they struggle with. Known well enough that we can meet them where they are and walk with them to where they want to go.

This portfolio sets out who we are, what we offer, and what we believe in. If you are a parent considering Smartious for your child, an investor wanting to understand our business, or a partner exploring collaboration, I hope you find here a clear, honest picture of Smartious in 2026.

Education is the most consequential thing one generation passes to the next. We take that responsibility seriously. Thank you for the time you'll spend reading what follows.

## *Alfred Ouko*

**Founder & Chief Executive**

Smartious Homeschool & eSchool

*BEd Mathematics & Physics — University of Nairobi (2022). Founded Smartious in 2018 while still an undergraduate, having begun private tutoring earlier that year. Lives and works in Nairobi.*

## 02 · ABOUT US

# Who *we are*

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Smartious is a Kenyan-founded, internationally-positioned premium homeschool and online school. We were established in 2018 in Nairobi. Today we serve families across 14 countries with a model that combines the personalisation of homeschooling, the rigour of international curricula, and the flexibility of online learning.

## OUR STORY

- |             |  |
|-------------|--|
| <b>2018</b> | Smartious is founded by Alfred Ouko, then a Mathematics and Physics undergraduate at the University of Nairobi. The first students are 4 families in Parklands.  |
| <b>2019</b> | Expansion to 15 students across Nairobi. First Cambridge IGCSE student passes with distinction.  |
| <b>2020</b> | COVID-19 catalyses the shift online. Smartious launches its first virtual classroom programme — and discovers that quality online education is its true calling. |
| <b>2021</b> | First diaspora family signs on from Dubai. International expansion begins.   |
| <b>2022</b> | Diamond Plaza Parklands becomes Smartious's first physical centre. Alfred completes his BEd at the University of Nairobi.  |
| <b>2023</b> | Karen Hardy learning centre opens. Teaching team grows past 40 educators.  |
| <b>2024</b> | Launch of Mshauri AI — the first AI tutor purpose-built for African and international curricula. Smartious LMS goes into beta.                                   |
| <b>2025</b> | Five curricula now formally offered. Study Abroad consulting launches as a free service to enrolled families. UAE pricing tier launches for Gulf families.       |
| <b>2026</b> | 78+ teaching staff. 14 countries served. Smartious continues to grow — one family at a time.   |

## 03 · WHAT WE STAND FOR

# Vision, mission & values

## OUR VISION

*A world where every learner, anywhere, can access an education that meets them as an individual.*

## OUR MISSION

To deliver premium homeschooling, online schooling and tuition that combines academic rigour with deep personalisation — built on the foundation of qualified, caring teachers, robust technology, and lasting relationships with the families we serve.

## OUR VALUES

01	<b>Excellence</b>	We do not believe in 'good enough'. Every lesson, every report, every email is delivered to the highest standard we can manage.
02	<b>Personalisation</b>	Every child is different. Our programmes, pace and pedagogy bend to fit the learner — not the other way around.
03	<b>Honesty</b>	We tell families the truth — about their child's progress, about our limits, about our fees. No hidden charges. No spin.
04	<b>Care</b>	We see each student as a whole person, not a customer. We are in this for the long arc of a young life.
05	<b>Innovation</b>	We build the tools we need. From the Smartious LMS to Mshauri AI, we engineer better ways to teach and to learn.
06	<b>Accessibility</b>	Through bursaries, sibling discounts and a 50% need-based scholarship programme, we work to keep excellence within reach.

## 04 · SMARTIOUS TODAY

# By the *numbers*

# 78+

### Qualified Teachers

All Bachelor's and Master's-degree holders. Most hold an additional teaching qualification.

# 14

### Countries Served

Kenya, UAE, UK, USA, Canada, Saudi Arabia, Qatar, Oman, Nigeria, South Africa, Tanzania, Uganda, Rwanda, Ethiopia.

# 5

### International Curricula

CBC (Kenya), Cambridge IGCSE/A-Level, Pearson Edexcel, IB Diploma, American Common Core.

# 2

### Physical Centres in Nairobi

Diamond Plaza, Parklands (since 2022) and Karen Hardy Centre (since 2023).

# 21

### Nairobi Areas Served

In-person home tuition delivered from Kileleshwa to Karen, Westlands to Runda, and everywhere between.

# 27

### UAE Areas Served

Online tuition delivered across Dubai, Abu Dhabi, Sharjah, Ajman, Al Ain and beyond.

# 10

### Languages Taught

French, Spanish, German, Italian, Portuguese, Mandarin, Japanese, Kiswahili, Arabic, Russian.

# 8

### Year Track Record

Established 2018. Eight years of compounding excellence in delivering individualised education.

## 05 · CURRICULA

# What we *teach*

Families choose Smartious for the breadth of internationally-recognised curricula we deliver with depth. Each curriculum has its own pathways, certifications and university outcomes. Our teachers are subject-specialists in the curriculum they teach.

## INTERNATIONAL

## Cambridge IGCSE

Years 9-11 · External examinations: Cambridge International Education

The world's most popular international qualification for 14-16 year-olds. Recognised by every major university globally. Smartious offers the full subject range including Sciences, Mathematics, English, Languages, Humanities, and Creative subjects.

## INTERNATIONAL

## Pearson Edexcel International

Years 9-11 · External examinations: Pearson Edexcel

The international version of the UK GCSE. Offers a slightly more linear assessment model than Cambridge, well-suited to students who perform better in end-of-course examinations than in coursework.

## INTERNATIONAL

## Cambridge A-Level

Years 12-13 · External examinations: Cambridge International Education

The gold-standard pre-university qualification. Three or four A-Levels in specialised subjects, recognised by all UK, US, Canadian, and Commonwealth universities. Modular AS + A2 structure or full linear.

## INTERNATIONAL

## IB Diploma Programme

Years 12-13 · External examinations: International Baccalaureate Organization

The most rigorous pre-university qualification. Six subjects + Theory of Knowledge + Extended Essay + Creativity, Activity, Service. Highly regarded by US Ivy League and Oxbridge admissions.

**INTERNATIONAL****American Common Core**

*K-12 · External examinations: AP, SAT (where applicable)*

For families on or transitioning to the American educational pathway. Includes Advanced Placement (AP) preparation in Years 11-12 and full SAT support. Strong fit for diaspora US families and students heading to US universities.

**LOCAL****Kenya CBC (Competency-Based Curriculum)**

*Grades 1-12 · External examinations: KNEC*

The official Kenyan national curriculum, delivered to KNEC standards. Includes Pre-Primary through Senior School (Grades 1-12). Suitable for families remaining within the Kenyan educational system and intending KCSE.

**LOCAL****British National Curriculum**

*Reception - Year 13 · External examinations: AQA, OCR, Cambridge*

The full UK national curriculum from Reception through A-Level. Best for British diaspora families wanting continuity with UK schools, or families intending UK university entry.

**SMARTIOUS CUSTOM****Smartious Blended Programme**

*Years 1-13 · Smartious-issued progression reports + external exam options*

A bespoke programme combining the best of Cambridge, IB, and competency-based pedagogy. Designed for families who want a child to develop both internationally-credentialed exam outcomes and broad creative, ethical and entrepreneurial capabilities.

## 06 · PROGRAMMES

# What we *offer*

Six core programmes designed to meet families where they are. From full-time homeschooling to a single language lesson per week, we have a delivery model to fit your family's needs.

## 01

### Homeschool · In-Person

**Tutor visits your home in Nairobi**

Full curriculum delivery in your home. Our tutor comes to you, 4-5 days per week, for the full academic year. Best for families seeking maximum personalisation and the comfort of learning at home.

**From \$400/month**

## 02

### Online / Virtual School

**100% online live and recorded**

Full live online classes delivered globally. Best for diaspora families, families seeking flexibility, or students who thrive with virtual learning. Three tiers: Basic, Premium, and IGCSE Full Pack.

**From \$180/month**

## 03

### Private Tuition

**One-on-one supplementary tutoring**

Hourly tutoring across all subjects and levels. Delivered in-person in Nairobi or online worldwide. For students attending other schools who need targeted support.

**From \$15/hour**

## 04 Language Programme

**10 world languages**

French, Spanish, German, Italian, Portuguese, Mandarin, Japanese, Kiswahili, Arabic, Russian. Delivered 1-on-1 or in small groups. Includes preparation for DELF, DELE, Goethe, HSK and JLPT.

**From \$20/hour**

## 05 Test Preparation

**IELTS, TOEFL, SAT, GRE, GMAT**

Intensive preparation programmes for English-language tests (IELTS, TOEFL, PTE) and standardised university admissions tests (SAT, GRE, GMAT). 20-40 session bundled programmes.

**From \$220 / 20 sessions**

## 06 Study Abroad Consulting

**Free to Smartious families**

University application support to 10 international destinations: UK, USA, Canada, Australia, Germany, Netherlands, Ireland, China, Malaysia, Mauritius. Free for all enrolled Smartious students.

**FREE for enrolled families**

## 07 · TECHNOLOGY

# Built for *modern learning*

## SMARTIOUS LMS

### Our Learning *Management System*

The Smartious LMS is the digital backbone of our school. Custom-built by our in-house engineering team, it connects students, parents, teachers and administrators in one secure, branded platform — accessible from any device, anywhere.

<b>STUDENT PORTAL</b>	Live class joining, assignment submission, gradebook, AI tutor access, digital library, course materials, calendar.
<b>TEACHER PORTAL</b>	Lesson planning, attendance, gradebook, assignment creation, student progress tracking, live class delivery, parent communication.
<b>PARENT PORTAL</b>	Live progress monitoring, attendance reports, fee statements, teacher communication, school calendar, document downloads.
<b>ADMIN PORTAL</b>	Full school operations: enrolment, allocations, fees, payroll, timetabling, examinations, reports, financial dashboards.

## MSHAURI AI

### The first AI tutor for *African and international curricula*

*Mshauri* is Kiswahili for 'advisor'. Mshauri AI is the first AI homework helper purpose-trained on Cambridge, Edexcel, IB, American, and Kenyan CBC curricula. Available 24/7 to every Smartious student.

- ◆ Trained on 50,000+ past examination questions across all five curricula we deliver
- ◆ Available 24/7 via web and mobile — supports text, voice, and image-based questions (photo a worksheet, get instant guidance)
- ◆ Pedagogically-trained to **guide**, not give answers — protecting authentic student learning
- ◆ Multilingual: communicates in English, Kiswahili, French, Spanish, Arabic and 3 other languages
- ◆ FREE for Premium tier students; \$120/year add-on for Basic tier

## 08 · OUR TEAM

# Our teaching *team*

Smartious is its teachers. We invest in recruitment with the seriousness of a top university admissions office — and the proof is in how few applicants make the cut.

## 78+

Active teaching staff worldwide

## 100%

Hold a Bachelor's degree minimum

## 65%

Hold a postgraduate qualification

## 48%

Hold a teaching qualification (PGCE, BEd, TSC, etc.)

## 8 yrs

Average years of teaching experience

## < 5%

Acceptance rate of teacher applicants

**Hiring philosophy.** Every Smartious teacher passes through a four-stage interview: (1) application screening, (2) subject-knowledge written examination, (3) demonstration lesson with internal panel, and (4) final interview with the founder. We hire for substance, warmth, and the ability to make a child feel seen.

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**09 · WHERE WE ARE**

# Locations *& reach*

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Two physical centres in Nairobi. In-home delivery across 21 Nairobi neighbourhoods and 6 Kenyan cities. Online delivery globally — with concentrated reach across the UAE, the United Kingdom, and the diaspora communities of North America.

**PHYSICAL CENTRES**

## Diamond Plaza Parklands

**EST. 2022**

4th Avenue Parklands, Nairobi. Our flagship learning centre — 6 tutoring pods, parent lounge, resource library, admin office. Open Monday-Saturday, 8am-7pm.

## Karen Hardy Centre

**EST. 2023**

Karen, Hardy, Nairobi. Our second centre — purpose-built for IGCSE and A-Level intensive tuition. Bookable session-based access.

**NAIROBI AREAS SERVED · 21 NEIGHBOURHOODS**

Westlands · Parklands · Kileleshwa · Lavington · Kilimani · Karen · Runda · Muthaiga · Spring Valley · Riverside · Hurlingham · Upper Hill · Gigiri · Loresho · Brookside · Garden Estate · Mountain View · Lower Kabete · Ridgeways · Nyari Estate · Adams Arcade

**KENYAN CITIES BEYOND NAIROBI · 6 CITIES**

Mombasa · Kisumu · Nakuru · Eldoret · Nyeri · Naivasha

**INTERNATIONAL REACH · 14 COUNTRIES**

**AFRICA** Kenya · Tanzania · Uganda · Rwanda · Ethiopia · Nigeria · South Africa

**MIDDLE EAST** UAE (27 areas) · Saudi Arabia · Qatar · Oman

**DIASPORA** United Kingdom · United States · Canada

## 10 · BEYOND ACADEMICS

# School life *& co-curricular*

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A child is not a test score. Smartious students grow as whole human beings — through sports, arts, leadership, debate and service.

<b>Sports</b>	Football, basketball, athletics, swimming (at partner facilities), tennis. Inter-school competitions and friendlies with other Nairobi schools.
<b>Arts</b>	Music (piano, guitar, voice), drama club, art society, creative writing workshops, photography club.
<b>STEM Clubs</b>	Robotics (FIRST LEGO League and FIRST Tech Challenge), coding club, mathematics olympiad team, science fair preparation.
<b>Debate &amp; Public Speaking</b>	Inter-school debate teams (KISMUN, MUN-Kenya), public speaking club, mock parliament, oratory competitions.
<b>Service</b>	Community service hours (required for IB CAS), partnership with local NGOs, blood-drive coordination, tree-planting initiatives.
<b>Leadership</b>	Student council, peer mentoring, prefect system, leadership retreats.
<b>Excursions</b>	Termly educational outings: museums, national parks, university visits, science centres, factories, cultural events.

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## 11 · PARTNERSHIPS

# Partnerships *& affiliations*

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We work with the institutions and platforms that set the standard for international education.

### EXAMINATION BOARDS

#### **Cambridge International Education**

Registered Cambridge centre via partner school. We prepare students for IGCSE, AS Level and A-Level.

#### **Pearson Edexcel**

Pearson-recognised teaching centre. Full Edexcel IGCSE and International A-Level preparation.

#### **International Baccalaureate Organization (IBO)**

Partnership with IB World Schools for student examination registration.

#### **College Board (USA)**

SAT and AP preparation. Registered AP Course Audit pathway.

#### **KNEC (Kenya)**

Registered KNEC examination preparation centre for KCSE candidates.

#### **British Council Kenya**

IELTS examination preparation and registration.

### TECHNOLOGY PARTNERS

#### **Paystack**

Payment infrastructure across all African markets we serve.

#### **Khan Academy**

Integrated supplementary content across all curricula.

#### **Labster Virtual Labs**

Virtual laboratory experiences for online students taking sciences.

#### **PhET Interactive Simulations**

University of Colorado Boulder simulations integrated into our STEM curriculum.

#### **Cloudinary**

Educational content delivery across our digital library.

## UNIVERSITY PATHWAYS

### **UCAS (UK)**

Direct UCAS support and reference letter coordination.

### **Common Application (USA)**

Common App and Coalition App support.

### **OUAC (Canada)**

Ontario university application support.

### **UAC (Australia)**

Australian university application support.

## 12 · DIFFERENTIATORS

# Why *Smartious*

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- 01 Genuine personalisation**  
Every student has a learning plan tailored to their pace, gaps and goals. Not slogans — actual differentiated teaching.

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- 02 Teachers, not bots**  
Our AI tutor guides; our teachers teach. Real human relationships remain the heart of every Smartious student's experience.

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- 03 Transparent pricing**  
Every fee is published. No hidden costs. External exam fees are pass-through at the published board rate. \$25 admin only.

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- 04 Five curricula, one school**  
Most international schools offer one curriculum, maybe two. We deliver five — properly, by curriculum specialists.

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- 05 Free Study Abroad consulting**  
Every Smartious family gets full university application support included. No extra invoice. No hidden referral commission.

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- 06 Built-in technology**  
Our LMS, AI tutor and digital library are *part of the offering*. Not bolted on. Not extra. Always included.

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- 07 Need-based bursaries**  
Up to 50% off tuition for families demonstrating financial need. Excellence should not be only for the wealthy.

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- 08 8 years of consistent delivery**  
Founded 2018. Same founder. Same values. Same care. The institution today reflects the choices made every day for eight years.

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## 13 · FAMILY VOICES

## Family *stories*

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*The proof of a school is in the families it serves. Permission-secured stories from our community appear in our public testimonials and on our website. The voices below are representative of what we hear.*

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*“My daughter went from struggling with Cambridge IGCSE to taking three A grades. The Smartious teachers found her — not the syllabus, her — and met her there.”*

— Parent · Year 11 student · Westlands

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*“As a diaspora family in Dubai, we needed continuity with the Kenyan system without compromising on quality. Smartious delivered both. Our son's CBC reports actually mean something now.”*

— Parent · Year 7 student · Dubai

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*“The free university application support saved us close to \$4,000 we would have spent on a consultant — and our son got into his first-choice UK university.”*

— Parent · A-Level graduate · Karen

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*“What I appreciate most is the honesty. When my child wasn't ready for IGCSE Mathematics, they told me. When she was, they told me too. No upselling. Just truth.”*

— Parent · Year 9 student · Lavington

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## 14 · PARTNERSHIP

# Partner *with us*

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Smartious works with a select group of corporate, governmental and institutional partners. If your organisation values the education of the children of your employees, citizens, or community — we should talk.

### CORPORATE EDUCATION BENEFITS

Customised employee-family education packages. We work with multinationals and Kenyan corporates to provide tuition, school placement and educational consulting as a staff benefit. Volume pricing available.

### EMBASSIES & CONSULATES

Educational support services for diplomatic families on rotation. We have served the children of multiple foreign missions in Nairobi and across the UAE.

### NGOs & FOUNDATIONS

Scholarship delivery, refugee education programmes, and pilot education initiatives. We have capacity to absorb sponsored students at any year level.

### PROPERTY DEVELOPERS

Branded education partnerships for serviced residential developments. We provide on-site tuition centres for new urban developments seeking premium amenity offerings.

### EXPATRIATE COMMUNITIES

Customised group packages for expatriate communities (medical, mining, engineering postings). Bulk family enrolments with discounted unified pricing.

### EDUCATION INVESTORS

Smartious is open to strategic investment partnerships. Series A discussions are ongoing — please contact the founder directly for the investor pack.

## 15 · CONTACT

# Get in *touch*

<b>HEADQUARTERS</b>	<b>Diamond Plaza, 4th Avenue Parklands Nairobi, Kenya</b>
<b>SECOND CENTRE</b>	<b>Karen Hardy Centre Karen, Hardy, Nairobi</b>
<b>PHONE</b>	<b>+254 745 021 212</b>
<b>EMAIL</b>	<b>hellosmartious@gmail.com</b>
<b>WHATSAPP</b>	<b>+254 745 021 212</b>
<b>WEBSITE</b>	<b>smartioushomeschool.com</b>
<b>FOUNDER</b>	<b>Alfred Ouko · oukoalfredelliot@gmail.com</b>
<b>HOURS</b>	<b>Monday-Friday 8am-7pm · Saturday 9am-4pm · Sunday by appointment</b>

*Education is the most consequential thing one generation passes to the next.*

Thank you for taking the time to read about Smartious. If you would like to explore how we could serve your family, organisation or community — we would be honoured to begin a conversation. Reach out by any of the channels above. We respond within one working day.

*Smartious Homeschool & eSchool · A Smartious Edtech company · Established 2018 · Nairobi, Kenya · All content in this portfolio is correct as of June 2026 and subject to update.*