lectorsa
cognitive & visual processing enhancement

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training visual intelligence

FUNDER SUMMARY · NAMIBIA

Every child reading for meaning

The [Funding Country] Reading for Meaning Project — Namibia: a science-based reading programme taking learners in Grades 4, 6 and 8 to fluent, measured reading for meaning.

Endorsed by the South African National Commission for UNESCO as a partner organisation · 24 May 2026

38
years of reading research and development since 1988

230,000+
learner profiles across eyebraingym® and LAB-on-line

11,886
Grade 6 learners in Reading Riot 2026, all nine provinces

LectorSA (Pty) Ltd · Level 2 B-BBEE · Menlyn Corporate Park, Pretoria
October 2026 · www.lectorsa.com · www.eyebraingym.com · www.reading-riot.com

Namibia project — Funder Summary

13 October 2026

LectorSA is a Level 2 B-BBEE, family-owned South African company that has built reading-development systems since 1988. Its platform, eyebraingym®, trains learners to read for meaning and measures every gain. In May 2026 the South African National Commission for UNESCO endorsed eyebraingym® and named LectorSA a partner organisation.

The ask: fund the [Funding Country] Reading for Meaning Project — Namibia: €985,000 in Year 1 for 19,181 learners in Grades 4, 6 and 8, growing 50% a year to 43,158 learners in Year 3, with funding committed a year at a time against agreed reading targets.

Key fact	Detail
Track record	38 years; 147 schools reached, plus 13 universities and colleges and 36 reading centres
Reach	230,000+ learner profiles
Typical improvement	4–6 years of reading-with-comprehension level
Languages	English, Afrikaans, Sepedi live; Tshivenda and isiZulu imminent
Leadership	Thomas and Minda Marshall (founders); Dr Mike Nkuna (Masingita Group); two former provincial Heads of Education
Funding to date	Bootstrapped; no external investors

The problem

81% of South African Grade 4 learners cannot read for meaning — the lowest result of all countries in PIRLS 2021. Only 51% of the 2013 Grade 1 cohort finished Grade 12. About 674,000 learners repeat Grades 4, 6, 8 or 10 each year, costing the state roughly R17.3 billion.

The gap opens in Grade 4, when learners switch from mother-tongue instruction to English or Afrikaans. A child who cannot read for meaning cannot learn any other subject.

What we do

Five connected components take a learner from first sounds to fluent, measured reading for meaning. Funders can back one or the full pathway.

Component	What it does
WordPlay	Teacher-led phonics curriculum for Grades R–4 that builds decoding
eyebraingym®	Web and mobile app that places each learner by diagnostic, adapts in real time and reports speed and comprehension against international norms; 6–8 active hours per learner, no curriculum change
SACE-accredited training	Eight-module science-of-reading course for Foundation and Intermediate Phase teachers
Phonics to Meaning (P2M)	Research programme with international reading scientists; 66 teachers in 54 rural Limpopo schools in 2026
Reading Riot	National Grade 6 reading competition; 11,886 learners in 630+ schools in 2026

A live dashboard lets schools, districts and funders see each learner's progress, so every rand can be traced to a measured gain.

Track record

eyebraingym® is the latest generation of a system refined over 38 years, from desktop software to a cloud and mobile platform.

Year	Milestone
2026	UNESCO National Commission endorsement; Reading Riot reaches 11,886 learners; National Treasury investment case submitted
2025	Mokopane Destiny Academy Grade 1 class reaches 100% functional literacy; Masingita Group partnership for public-sector expansion
2024	Reading Riot national competition launched with the University of Pretoria
2020	eyebraingym® web app launched, developed with M3line
2011	LAB-on-line cloud platform launched; long-term school clients begin
2008	University of Pretoria JuniorTukkie partnership begins
1992	Eyes Only, South Africa's first computer reading programme
1988	Ecoltech reading research company founded

Proof of impact

Learners typically gain 4–6 years in reading-with-comprehension level. At every level they roughly double their silent reading speed while holding or raising comprehension, and partner schools report higher marks. These are programme data, not yet a controlled trial — which is what the funding would deliver.

Group	Learners	Result
Mokopane Destiny Academy, Grade 1 (2025)	Whole class	100% functional literacy; 49 → 75 words correct per minute in 7 weeks
Silent reading assessment, 15 sessions	2,971	100 → 208 words per minute (Grade 1 → Grade 8 level)
Grade 4 learners (2019)	427	89 → 199 wpm; comprehension 54% → 65%
University of Pretoria JuniorTukkie (2008–2017)	1,754	135 → 307 wpm; comprehension 67% → 73%
Grade 12 distinction candidates, one school	133	Average marks 74% → 81%

> *"We saw tangible results in the improvement of their marks." — Catherine van Wyk, Hoërskool Nelspruit*
>
> *"With Lectorsa, failure is not an option." — Cedric Esterhuizen, Head of Languages, Christel House SA*

Partners

LectorSA works with government, universities, corporates and schools; its longest partnership, with the University of Pretoria, has run since 2008.

Type	Partners
Endorsement and government	SA National Commission for UNESCO; National Treasury (investment case); Namibia Ministry of Education
Universities	University of Pretoria; Stellenbosch University; University of the Free State; UNISA; Tshwane University of Technology; University of Namibia
Sponsors	ABSA and BAIC (Reading Riot 2026); Investec (JuniorTukkie)
Delivery and strategy	M3line (platform developer); Masingita Group
Schools and NGOs	147 schools reached, incl. Christel House, Lebone II College and the Click Foundation
International	Licensed operators in Namibia, Malaysia, Indonesia and The Bahamas

The opportunity: the Namibia project

Conditions before submission. The Namibian licence for eyebraingym® must be secured (LectorSA's licence currently covers South Africa only), a local implementing entity and its tax position must be in place, and the figures must be refreshed from the Ministry's Annual Education Census 2023/24.

This summary accompanies a stand-alone proposal to [EMBASSY OF FUNDING COUNTRY] for the [Funding Country] Reading for Meaning Project — Namibia. The project starts with €985,000 in Year 1, reaching 19,181 learners in Grades 4, 6 and 8, and grows by 50% a year to 43,158 learners in Year 3 — €4.68 million (N$86.6 million excl. VAT) over three years. Every learner report, certificate and the app carry the funding country's name. Funding is committed one year at a time against agreed reading targets; in Year 4 the aim is to bring the Ministry of Education, Arts and Culture on board to continue the work.

Year	Funding	Funding (N$, excl. VAT)	Learners	Share of target grades
1	€985,000	N$18.2m	19,181	8.9%
2	€1.48m	N$27.3m	28,772	13.4%
3	€2.22m	N$41.0m	43,158	20.1%
Years 1–3	€4.68m	N$86.6m (N$99.5m incl. VAT)	91,111	

The need in Namibia. Only 28% of Namibian Grade 3 learners met the literacy benchmark in 2024, and about 19% of Grade 4 learners repeat the grade. About 40,265 of the 214,524 learners in Grades 4, 6 and 8 repeat a grade each year, at an annual cost of about N$725 million.

Programme fit. Namibia switches to English as the medium of instruction in Grade 4, so the programme runs in English.

How the funding works. Before Year 1, the funder, [NGO NAME], LectorSA and the Ministry agree the targets — for example, at least 50% of students completing up to session 10 and average reading speed at least 30% above each learner's baseline. Results are checked at the end of each year. If the targets are met, funding for the following years becomes firm; if not, the partners review delivery and the funder may cancel the remaining funding on notice. Years 2 and 3 compare repetition with matched control schools.

Cost. The project is priced at N$950 per learner per year (excluding VAT) — about 5.3% of the N$18,000 the state spends per learner, against R2,100 at the private price. Amounts are converted at R18.50 per euro; N$1 = R1. The price covers the eyebraingym® licence and its delivery only. Independent evaluation, devices and data are not included, and WordPlay and teacher training are quoted on request according to the project's scope; LectorSA's advisors can help compile it.

Contact. [NGO CONTACT] — LectorSA: Minda and Thomas Marshall, Co-Directors — minda@lectorsa.com, +27 82 872 6310 · Marinda Marshall — marinda@lectorsa.com, +27 82 576 8348 · Office: +27 82 820 3745 · lectorsa.com · eyebraingym.com · reading-riot.com

THE NAMIBIA PROJECT AT A GLANCE

From reading crisis to reading for meaning

A measurable reading programme for Namibian schools — eyebraingym® is endorsed by the SA National Commission for UNESCO

THE CHALLENGE

28%
of Grade 3 learners met the literacy benchmark in 2024

40,265
learners in Grades 4, 6 and 8 repeat a grade every year

N$725m
yearly cost of those repeated grades

19%
of Grade 4 learners repeat the grade

THE PATHWAY — ONE ECOSYSTEM, FIRST SOUNDS TO FLUENT READING

WordPlay
Phonics, Gr R–4

eyebraingym®
Assess · train · measure

SACE training
8 teacher modules

P2M research
66 teachers, 54 schools

Reading Riot
National Gr 6 contest

PROVEN RESULTS

Silent reading speed after 15 sessions (2,971 learners)





functional literacy, Grade 1 class, Mokopane Destiny Academy (2025)

74 → 81%
average marks, 133 Grade 12 distinction candidates

135 → 307
wpm, 1,754 UP JuniorTukkie students

REACH

38 yrs
of research since 1988

230,000+
learner profiles

147
schools reached, plus 13 universities and 36 reading centres

11,886
Reading Riot learners in 630+ schools, 9 provinces

VALUE FOR MONEY

R2,100
eyebraingym® licence, private, per learner

→

N$950
per learner for this project (excl. VAT)

5.3%
N$950 is about 5.3% of what the state spends per learner each year

+50%
growth a year in funding and learners, Years 2–3

Prices cover the eyebraingym® licence and delivery only. WordPlay, teacher training, evaluation, devices and data are scoped per project — our advisors can help compile it.

THE ASK

€985k
Year 1 budget

19,181
learners in Year 1

43,158
learners by Year 3

Funding tied to agreed reading targets; in Year 4, bring the Ministry on board

Sources: LectorSA programme data, PIRLS 2021, MoEAC 15th School Day Report 2019, EMIS 2018/2023, LectorSA Country-Branded Projects Model v11 (Oct 2026). Results are programme data, not a controlled trial.

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