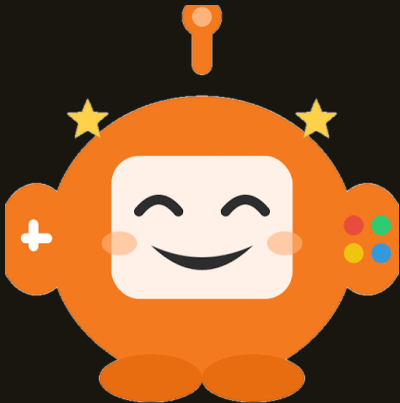


Mr Chip

Your Digital Inclusion Guide



This report sets out the real-world value that Mr Chip — IFB Gaming's AI assistant, powered by the Adewole Intelligence Suite — delivers to the communities we serve. It is written in plain English, for everyone from funders to frontline workers.

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WHAT IS MR CHIP?

Mr Chip is IFB Gaming's friendly AI character — a digital helper with a personality. He lives on ifbgaming.com and answers questions about using technology: how to set up a phone, stay safe online, find services nearby, or just understand what a word means. He is available 24 hours a day, seven days a week, at no cost to the person asking.

Under the hood, Mr Chip is powered by the Adewole Intelligence Suite (AIS) — a purpose-built AI system designed specifically for digital inclusion work. The AIS was previously known as the IFB AI platform. Mr Chip is the human face of that system: approachable, patient, and never condescending.

AT A GLANCE

3 Primary audience groups served	24/7 Always-on availability	Free Zero cost to every user	Multi-lingual Supports many languages
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WHO IS MR CHIP FOR?

Not everyone needs the same kind of help. We assessed Mr Chip's fit against three groups we regularly work with across Southwark, Lambeth, Croydon, and Bromley.

■ Absolute Beginners People who've never owned a smartphone or used the internet — the core of IFB Gaming's mission. ● Excellent fit ■ Plain-English answers, zero jargon ■ Step-by-step guidance on demand ■ Patient, endlessly repeatable support ■ Safe space to ask 'basic' questions ■ Multilingual support for non-English speakers	■ Community Leaders Volunteers, carers, and organisers who support others and need a reliable backup resource. ● Very strong fit ■ Quick reference during group sessions ■ Reduces reliance on a single expert ■ Consistent, trustworthy information ■ Frees leaders for human connection ■ Answers in the language the group needs	■ Advanced Tech Users Experienced users seeking deep technical or specialist integration answers. ● Out of scope ■ Mr Chip is optimised for inclusion, not IT ■ Specialist platforms are better suited here ■ Content calibrated for first-time learners
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THE BENEFITS IN PLAIN ENGLISH

Here is what Mr Chip actually does for the people and organisations we work with.

Benefit	What it means in practice	How we know it's working
Reduces fear of technology	A friendly character lowers the psychological barrier to asking for help. People who would never call a helpline will chat with Mr Chip.	Session start rate; repeat visits
Around-the-clock support	Mr Chip is available at 11pm on a Sunday just as easily as 9am on a Monday. No waiting, no opening hours.	Volume of out-of-hours chats
Scales without extra cost	One deployment serves unlimited people at the same time. Whether 5 or 500 people need help today, the cost is the same.	Concurrent session count
Consistent, accurate answers	Every person gets the same carefully checked information. No bad days, no tired volunteers giving slightly wrong advice.	Helpfulness ratings; complaint rate
Multilingual support	Mr Chip can respond in many languages, removing the language barrier that stops many communities from accessing digital help at all.	Language of chat sessions; non-English engagement rate
Frees up staff time	Routine questions are handled by Mr Chip so the IFB Gaming team can focus on the complex, human-centred work that really needs them.	Queries escalated to a human
Insight into what people need	The questions people ask Mr Chip show us exactly which digital skills gaps exist in our communities — so we can build better programmes.	Monthly insight reports; topic analysis

MULTILINGUAL SUPPORT: WHY IT MATTERS

Across Southwark, Lambeth, Croydon, and Bromley — the boroughs IFB Gaming works in — hundreds of languages are spoken at home. Many residents are highly capable adults who are digitally excluded for one simple reason: the help available is only in English.

Mr Chip breaks that barrier. By responding in the language the person uses, he ensures that a Yoruba-speaking grandmother in Peckham, a Polish-speaking parent in Croydon, or a Somali-speaking carer in Brixton all get the same quality of support as a native English speaker. This is not a nice-to-have — for many people, it is the difference between being included and being left behind.

IN THEIR OWN WORDS

"The Adewole Intelligence Suite has been evaluated against the needs of digitally excluded communities across London. Mr Chip is the most accessible entry point we have created — a character that makes asking for help feel natural rather than intimidating."

— IFB Gaming Digital Inclusion Team, 2026

WHAT HAPPENS NEXT

Mr Chip is live on ifbgaming.com. Our next priorities are:

Expanding the knowledge base Adding more topics based on the questions real people ask most, especially around Universal Credit, NHS App, and local council services.

Community language testing Working with community groups to test Mr Chip's multilingual responses in Yoruba, Polish, Somali, and Bengali.

Impact measurement Publishing quarterly insight reports on the digital skills gaps Mr Chip's conversations reveal.

Partnership integration Embedding Mr Chip into partner organisation websites so more people can access him without leaving a familiar site.

GET IN TOUCH

Partnership or sponsorship enquiries

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ifbgaming.com

About IFB Gaming

IFB Gaming is a London-based non-profit research and learning organisation (company no. 12374867) focused on digital inclusion, gaming, and community development. We operate across Southwark, Lambeth, Croydon, and Bromley.