

WELCOME

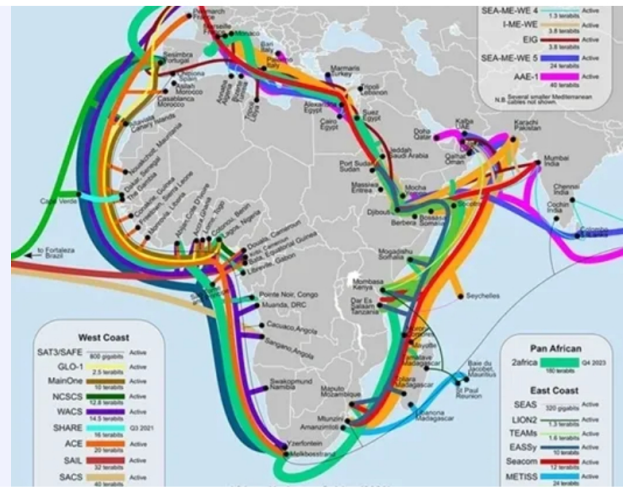
# Research on Kenya's ICT Education

The Case of Moringa School

WHITE PAPER REPORT

## Background

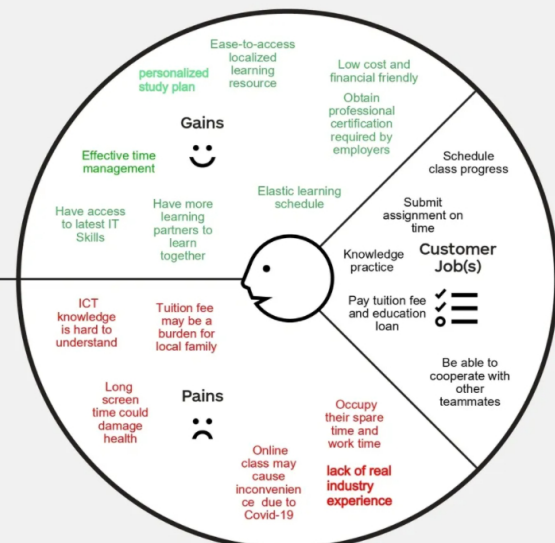
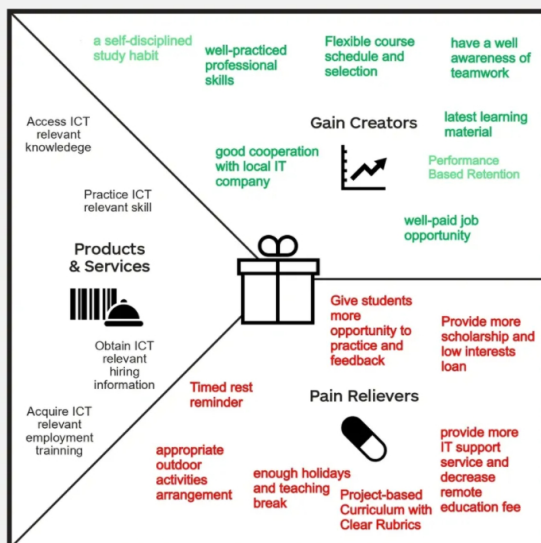
There are three main reasons for the successful implementation of this project. First, The Kenyan government has given some policy support. Second, with the economic development of Kenya in recent years, Kenya has made significant progress in personnel education level and ICT infrastructure construction. Finally, according to the Ministry of Education report, the Kenyan government plans to increase ICT work for its government by at least 5%, providing many job opportunities for ICT talents.



## Problems Analysis

**Value Position:** An education institution for employment training in ICT field for Kenyan higher education graduates

**Customer Segment:** College graduates without enough professional skills



## Financial Problem



The main problem that Moringa School and their students are facing is the financial situation. In Kenya, the gap between the rich and the poor is enormous.

## Infrastructure Problem



Kenya is still a developing country. The ICT infrastructure could be another important obstacle that prevents students from acquiring high-quality education. The statistical data shows that 21.5% of rural youth do not have a cellphone and 6.9% urban counterparts

## Privacy problem



In recent years, many countries have been developing and legislate to protect their citizens' data privacy, like GDPR in Europe. Kenya also has its own data privacy law. And Kenya's data protection Act (the "DPA") entered into force on November 25, 2019, which is based on European Union's GDPR.

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Actions speak louder than words

—  
Western proverb



### MORINGA SCHOOL BUSINESS MODEL



## Learn more about our solutions

We researched on Moringa School's business model and operating model deeply with different design thinking tools. Also we discussed our solution with professional and specialist from different field.

OUR SOLUTION

