



# Pitch deck

World-class Designer

MARCH 2021

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01

# Team

# Team



**Guidione Machava**

**CEO**  
Mozambique

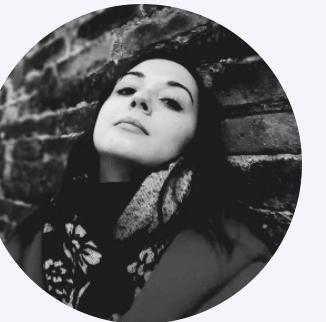
Guidione is an Economist, designer & author with experience working for World Bank projects, scrappy startups and non-profits in Africa.



**Camila Holanda**

**CKO**  
Brazil

A designer who codes. Camila has experience working in multiple Latin American based companies, including one of the biggest telcos providers in Brazil, Oi.



**Maria Karnaukhova**

**COO**  
Russia

Maria is a Service Designer & expert in design facilitation with a background in design and journalism. She also has experience working across multiple startups in Europe.

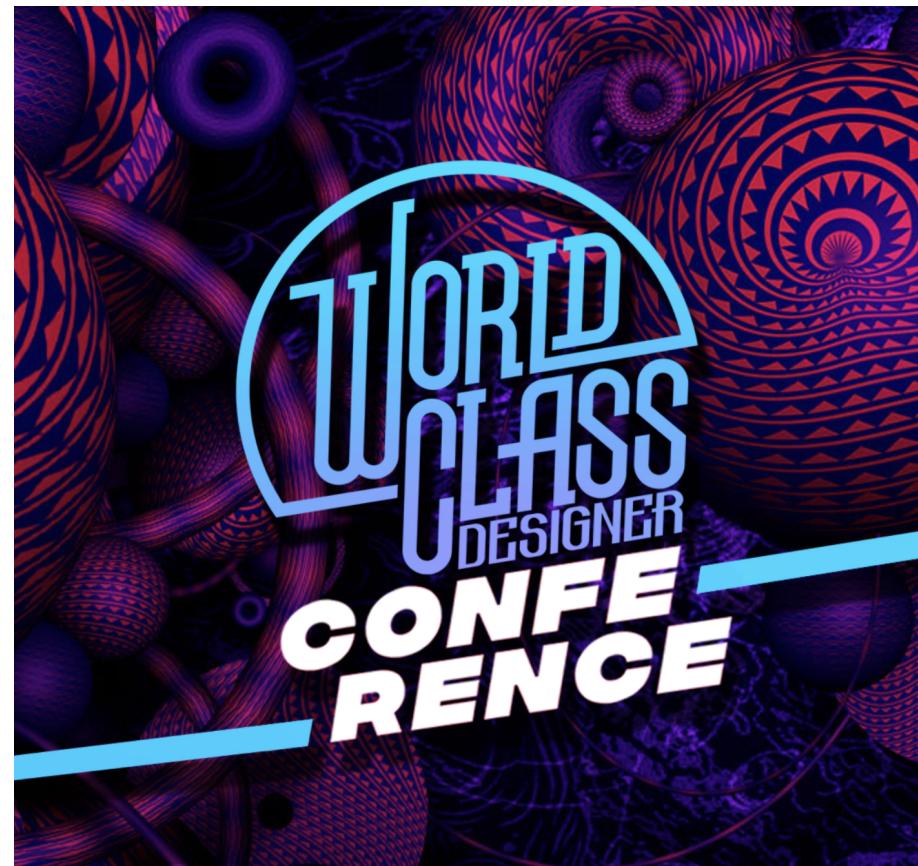


**Pradyumna Surampudi**

**CTO**  
India

Pradyumna is a multidisciplinary interaction designer and developer with experience working in startups in Europe and Asia. He holds a degree in C.S. & Interaction Design.

# World-Class Designer Conference 2021



24 hours

48 speakers

892 attendees

42 countries

## Sponsors

**webflow**

 **shopify**

 argodesign

 **Framer**

# Advisors



**Janaki Kumar**

HEAD OF DESIGN, COMMERCIAL BANK  
AT JPMORGAN CHASE & CO, USA



**Mehera O'Brien**

HEAD OF CREATIVE,  
ARGODESIGN NEW YORK, USA



**You**

02

# Problem

# Africa is on a digital rise

The digital transformation is expanding to almost all economic sectors.

The continent boasts headline digital successes.

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**300 mln**

mobile money accounts –  
the highest in the world

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**636 mln**

smartphone connections  
forecast in 2022 – twice  
the projected number  
in North America

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**>640**

tech hubs

Source: Africa's Development Dynamics 2021 : Digital Transformation for Quality Jobs

# The youngest continent on Earth

Africa is full of young talents which are motivated and hungry to learn, especially about everything digital and mobile.

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**20 years**

median age in Africa

Source: Africa's overlooked business revolution by McKinsey



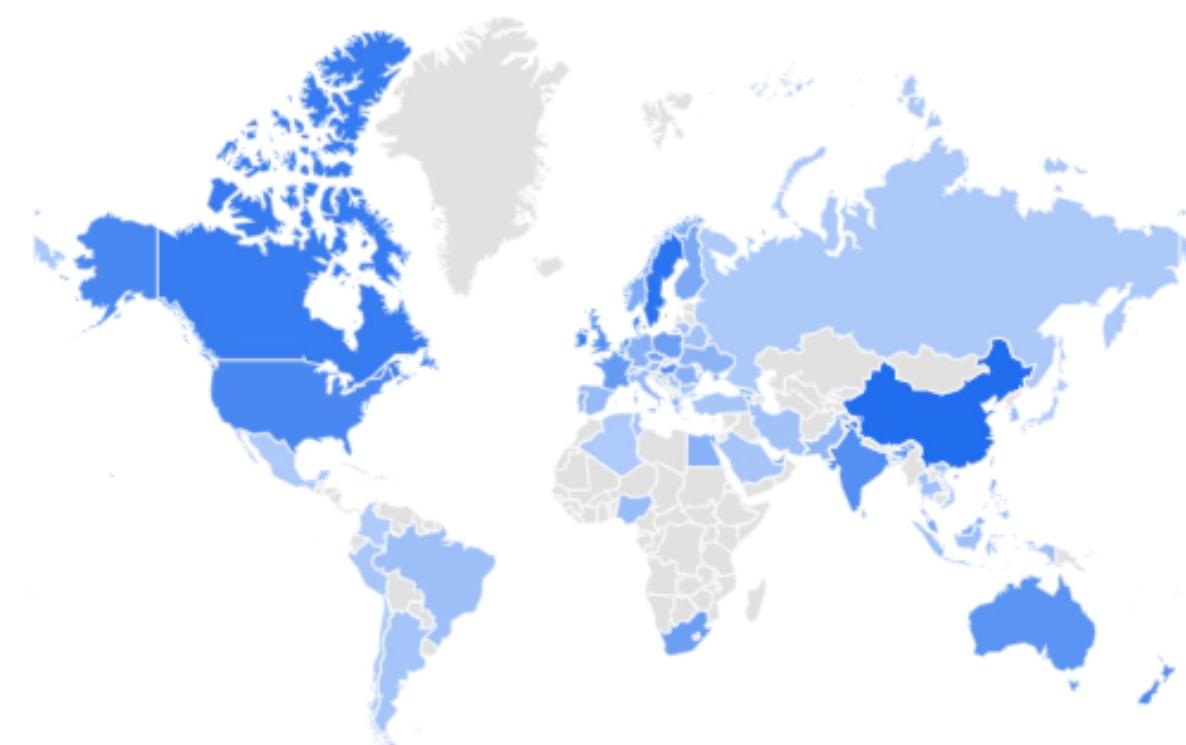
*"The future of design is rooted  
in product and innovation behind it."*

Steve Vranakis, Executive Creative Director  
at Google Creative Lab

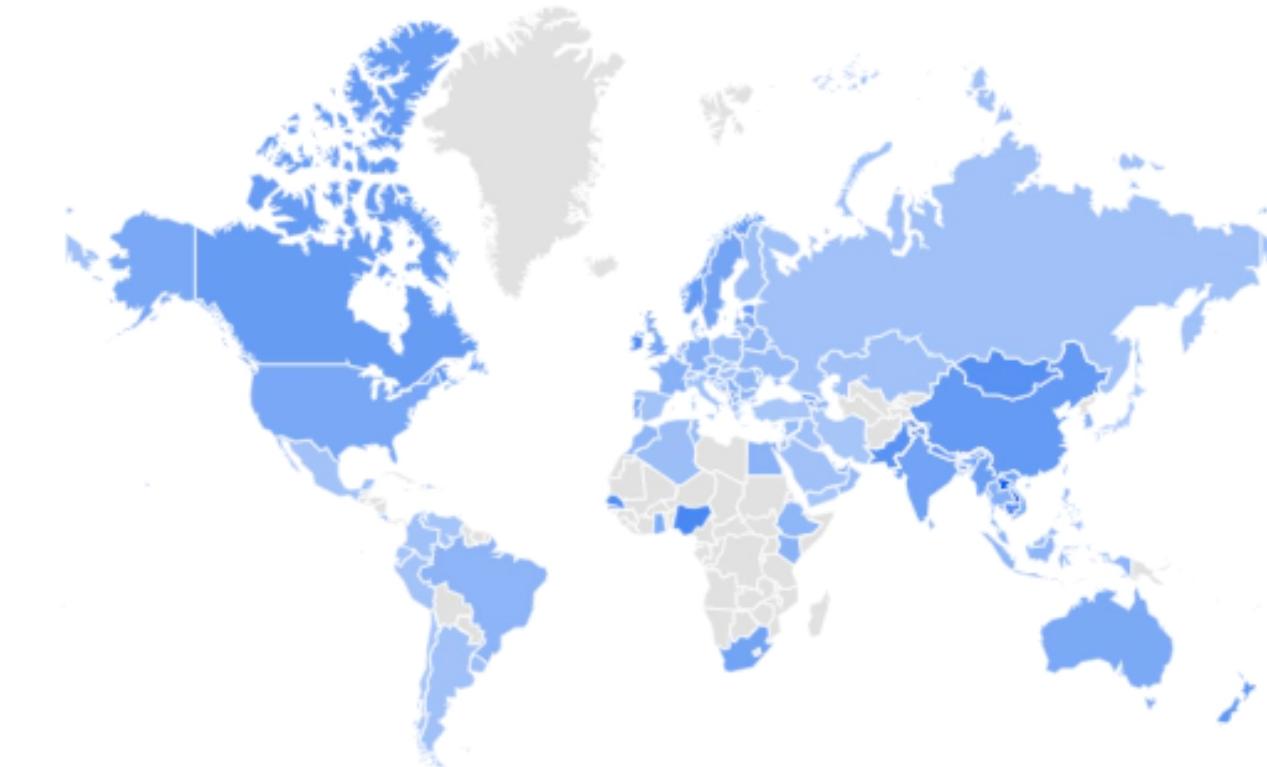
**Design plays an important role in digital transformation. It is meant to improve the products and processes to drive the innovation and customer experience expected in the digital age.**

# Interest in Experience Design is rising

SEARCH INTEREST FOR UX DESIGN 3 YEARS AGO VS LAST YEAR



4 African countries



10 African Countries

# Opportunity for growth

Currently, US Based UX Designers = **185,000**

Currently, Africa Based UX Designers = **20,000**

UX Designers (733,000)

## GRADUATES OF UX BOOTCAMPS

US Based UX Designers = **26,000**

Africa UX Designers = **643**

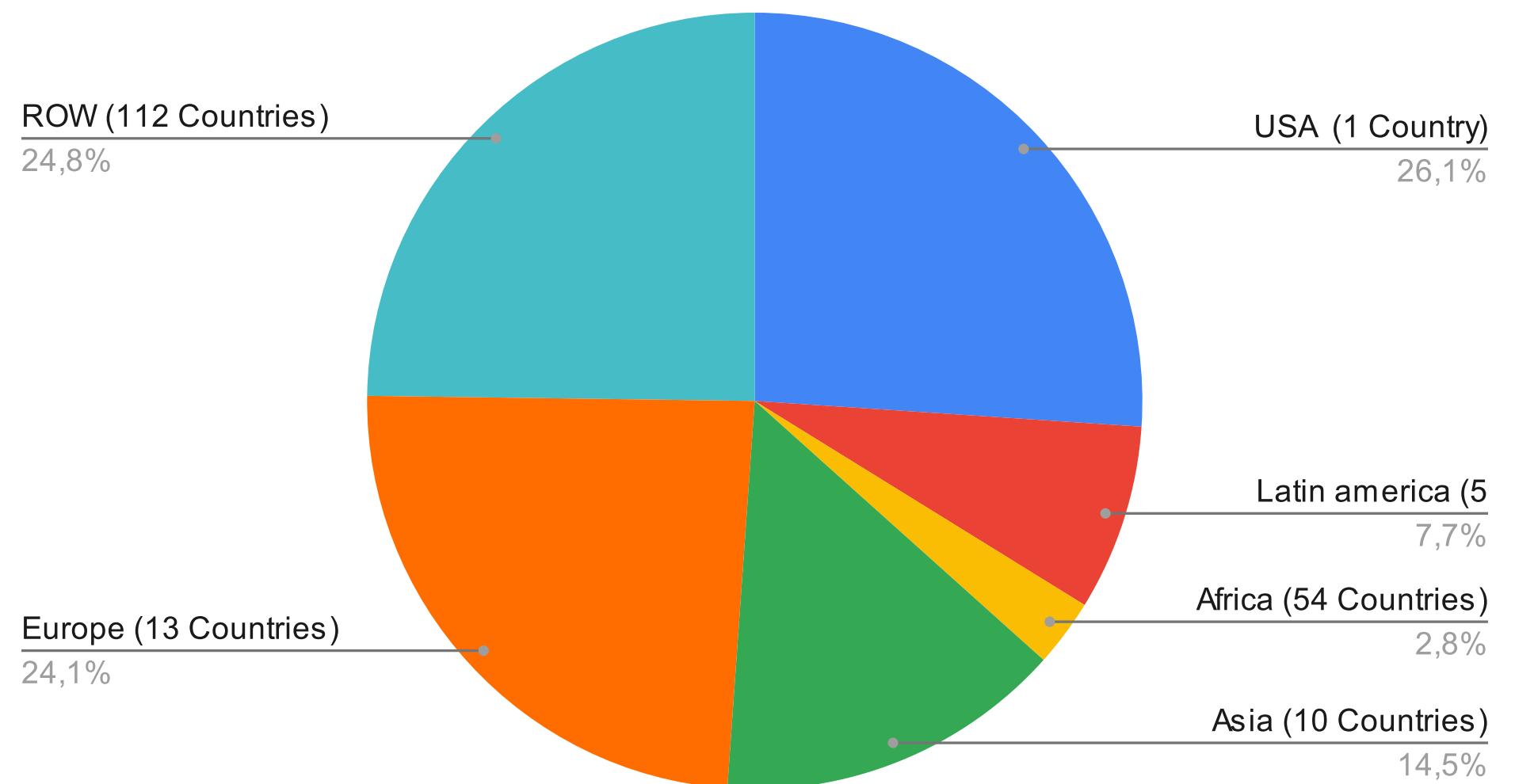
## UX DESIGNERS BY POPULATION

US Based UX designers = **~0.05%**

Africa Based UX designers = **~0.0015%**

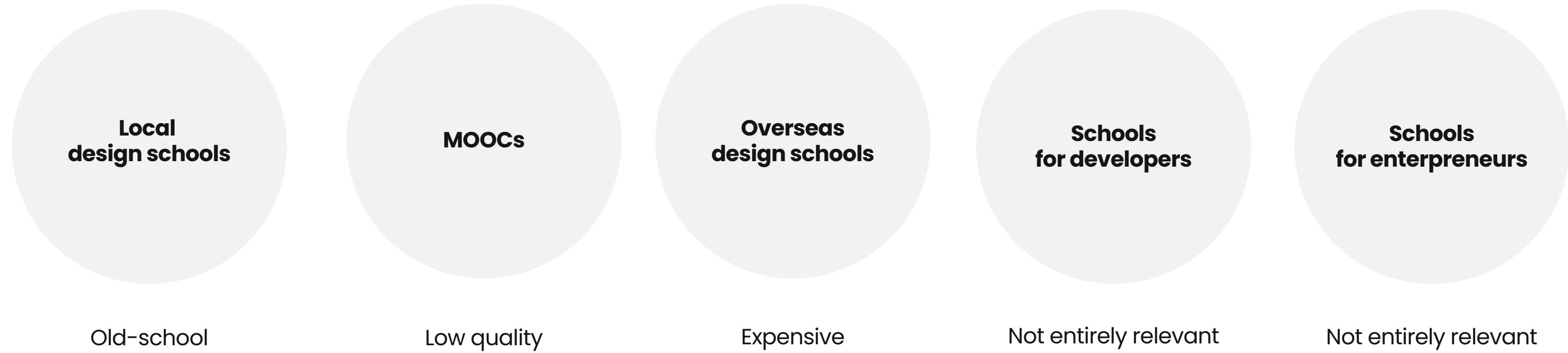
Potentially we could see

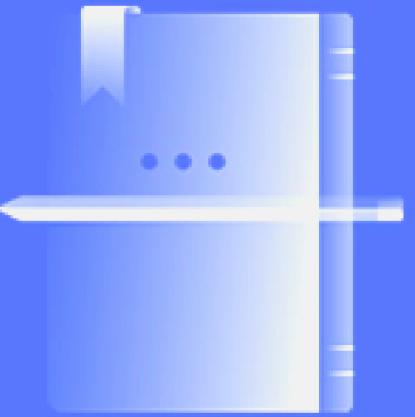
**772,000** African UX Designers



# No school to prepare the new generation of digital product designers

## EDUCATIONAL OPTIONS FOR ASPIRING DESIGNERS





**Scarce  
educational  
opportunities**



**No community  
No visibility on  
a global market  
No "made in  
Africa" brand**

Problem statement –

**We are looking to provide the next-level design education for Africans in order to connect Africa's top talent with the rest of the world.**

03

# solution

Solution –

**WCD School - college-level,  
tuition-free, design school with  
a peer-to-peer learning environment.**

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## SOLUTION

### HOLISTIC APPROACH

We prepare designers that have exposure across different aspects of design. Just enough to be dangerous. They can see the birds-eye-view of a problem and quickly offer solutions and improvements.

### JOB PLACEMENT

We guarantee the job placement to the early-stage startups in US. We make sure our alumni are well-paid.

### BEST OF THE BEST

We focus on quality, not quantity. Our program is free but only the best will get in. We will personalise their educational path to ensure they reached the world-class level.

### PEER-TO-PEER

Students interact with one another to achieve educational goals alongside guidance from mentors from the best technology and design companies in the world.

### EXPERIENCE THAT MATTERS

We will partner with leading NGOs to offer internships that will both grant real-world experience and make an impact.

### WCD ECOSYSTEM

WCD is more than just a school - it's an ecosystem with Community, Content Powerhouse and Creative Suite.

## Curriculum

WCD curriculum consists of a mix of various MOOCs content, mentorship sessions and real-world problems challenges. It's focused on practice and is designed to improve over time.

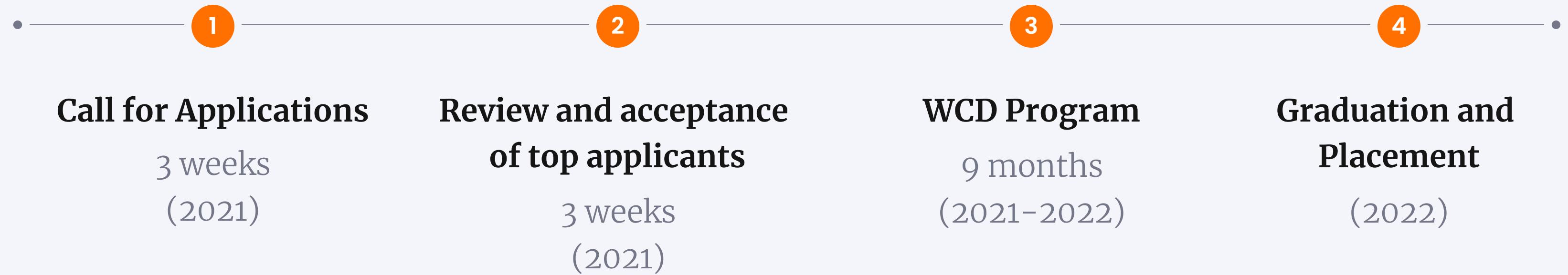
**DESIGN & CRITICAL THINKING**

**EMPATHY & INTERVIEWS**

**TEAMWORK & COLLABORATION**

**PROTOTYPING & BUILDING**

# School roadmap



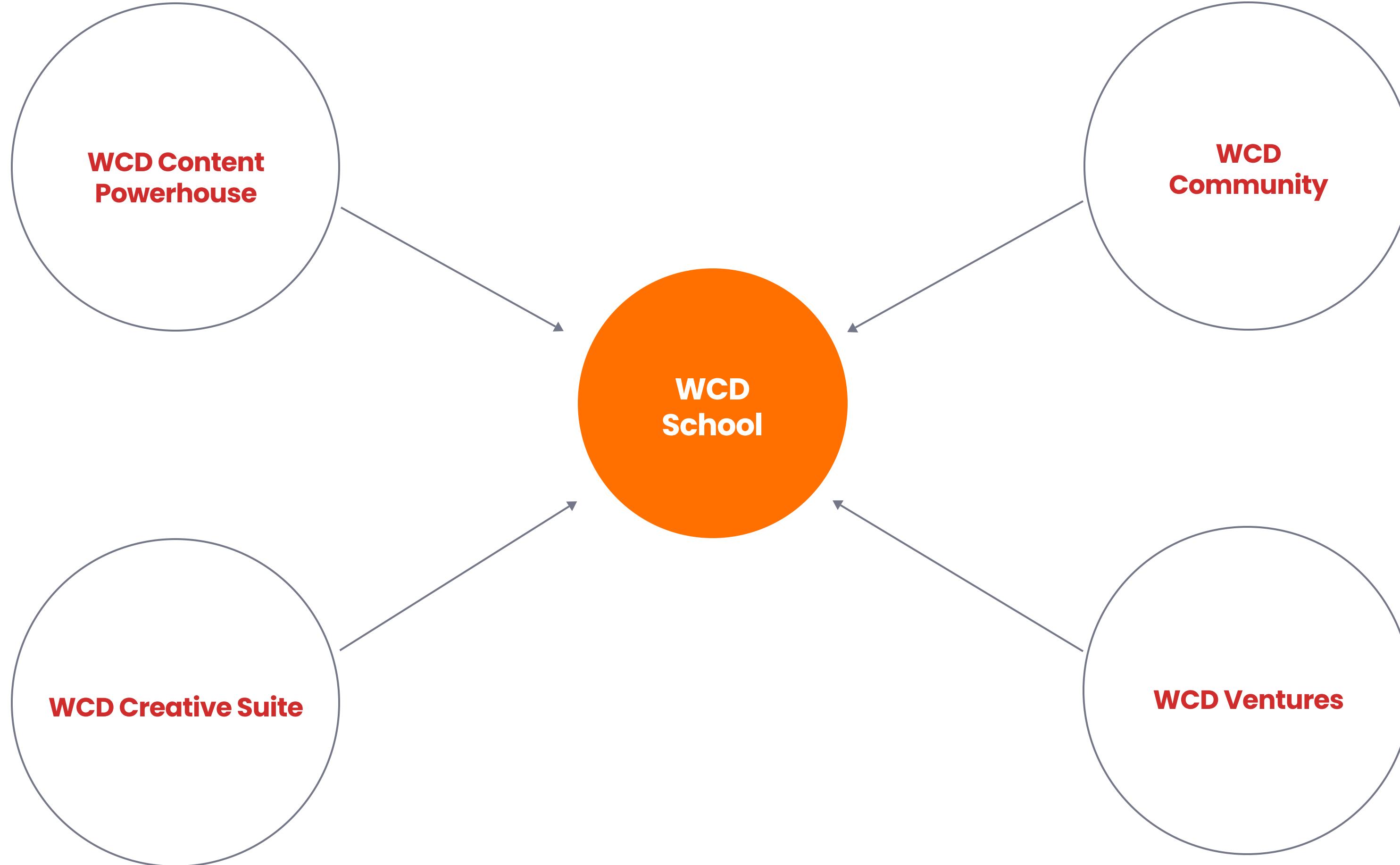
# WCD is not just a school - it's a whole ecosystem.

**THE FUTURE OF  
DESIGN IS  
AFRICAN AND  
WE ARE BUILDING  
IT.**

[LEARN MORE](#)

Pitch

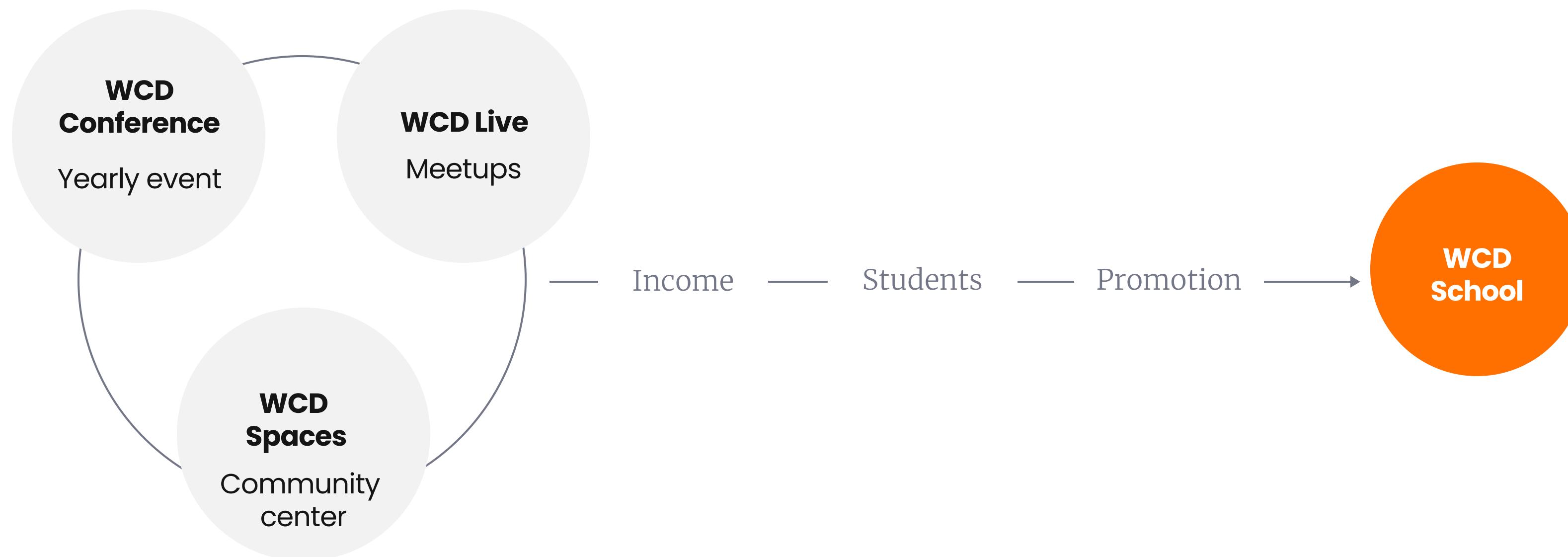




# WCD Community

Environment that creates community around the WCD Conference where members are engaged on a frequent basis. It's all about Africa with the world as a guest.

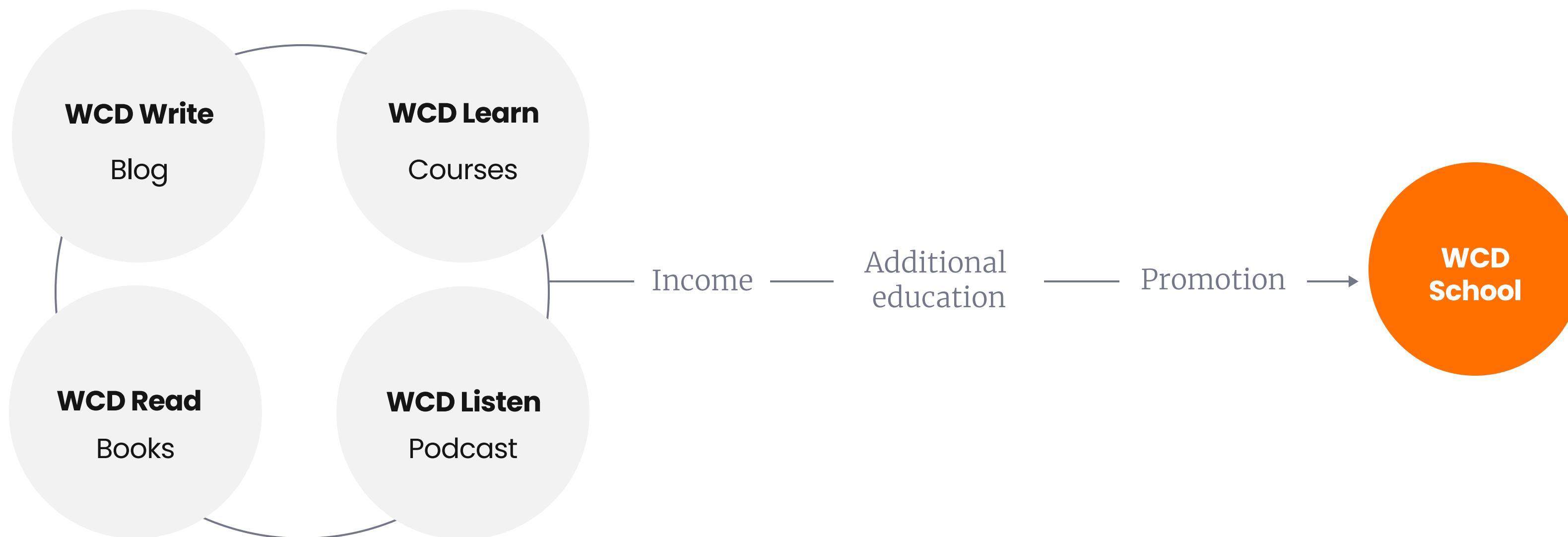
**Goal: to highlight and promote African talent.**



# WCD Content Powerhouse

Platform for African designers from WCD community to create and share content globally from their unique perspective.

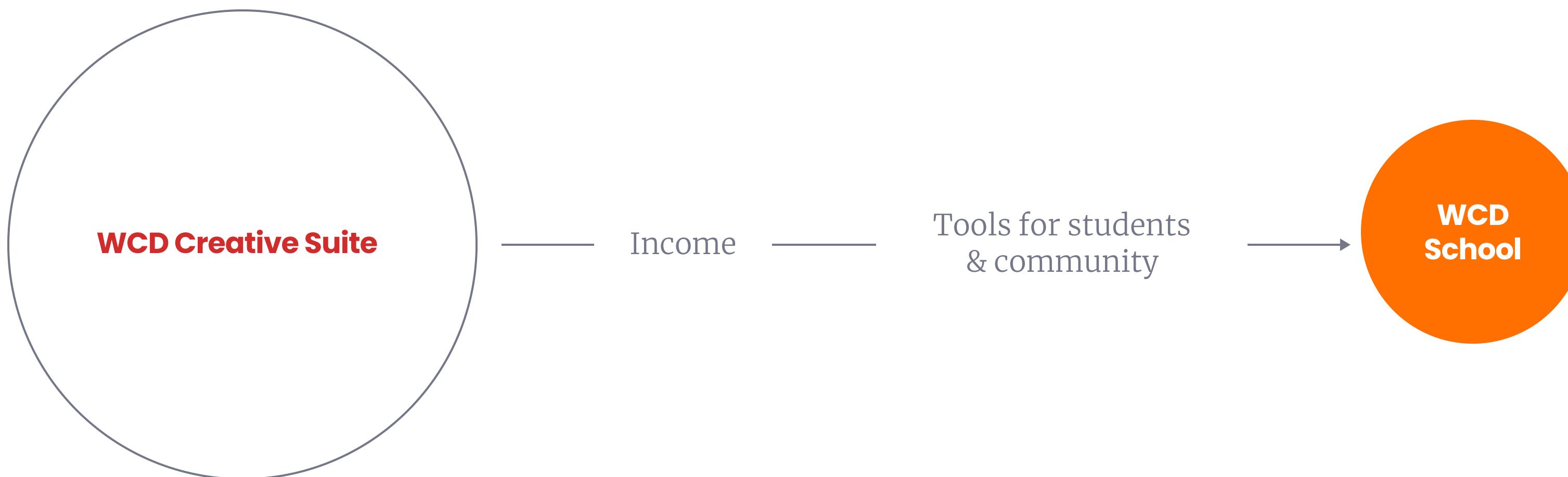
**Goal: to shape the design world in our way.**



# WCD Creative Suite

Home to ideas of developers that are already shaping the future of tech in Africa.

**Goal: create made-in-Africa affordable design tools.**



# WCD Ventures

Placing our alumni in well-funded early stage startups  
in exchange of shares.

**Goal: sustain the WCD ecosystem on the long-term.**



## MAIN PRINCIPLE

Africans

to

The world

Fresh perspective on design

World-class designers

Affordable design tools

Financial support

The stage

Job opportunities

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## IMPACT

### AFRICAN SUPERCOMPANY

A new type of Venture business with a strong community and mission

### NEW ERA OF DESIGN

Radical design canon shift coming from Africa

### DIVERSITY

More diverse design community with the new generation of world-class designers coming from Africa

### SPOTLIGHT ON AFRICAN TALENT

Africa becoming a new design and tech hub



04

# Business model

## TIMELINE



## Short-term

WCD Conference  
WCD Lives

## Mid-term

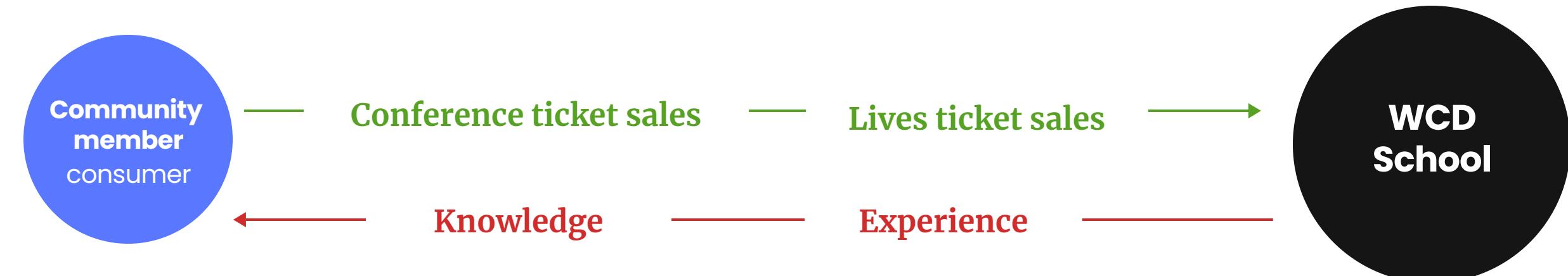
African-made courses  
from WCD Content  
Powerhouse

## Long-term

WCD Ventures

## SHORT-TERM

Ticket sales of the WCD Conference and the WCD Lives are going to sustain the school on the short-term. For every ticket bought we will grant 1 free ticket to a member of the community coming from a developing country.



**\$350** Per WCD conference ticket

**2 000** Expected ticket sales in 2022

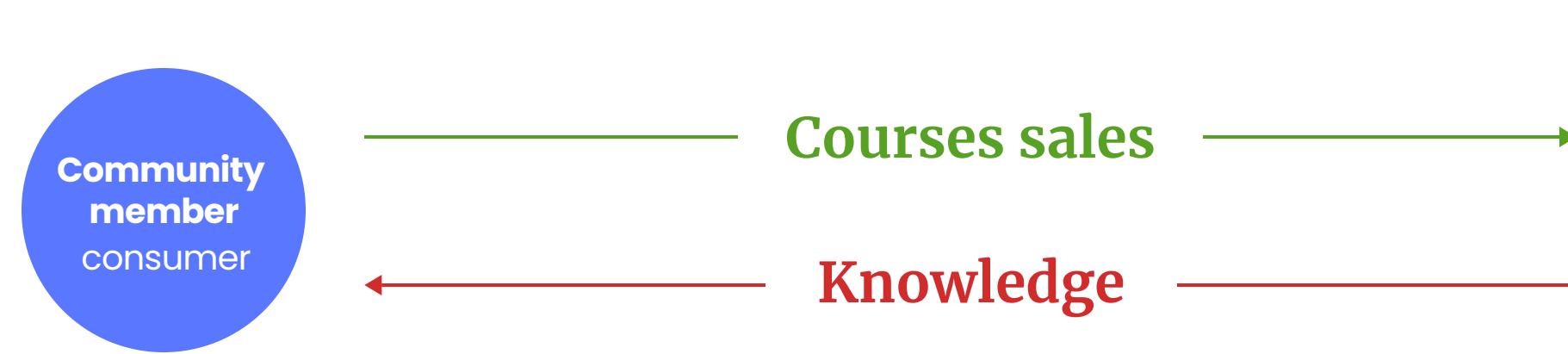
**\$20** Per WCD live ticket

**1 200** Expected ticket sales for 12 events till 2022

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## MID-TERM

African-made educational content which cannot be produced somewhere else, provided first as life-time access and later, once a critical mass of courses is reached, via subscription model.



**\$100** Price per WCD short course

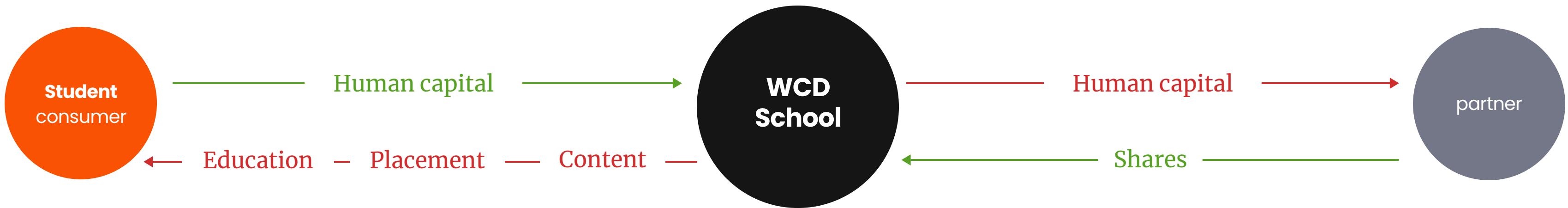
**~\$690** Comparable online short courses (*Career Foundry*)

**~ \$5,800** Comparable UX bootcamp courses (*Career Foundry*)

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## LONG-TERM

This business model is our key differentiator on the educational market.



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## LONG-TERM

This business model is our key differentiator on the educational market.

**\$50K**

Annual salary with 10% increase

**\$150K**

Stock options at X price (20% discounted)  
per share  
3 years vesting period with 1 year cliff

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## LONG-TERM

This business model is our key differentiator on the educational market.

**\$50K**

Annual salary with 10% increase

**Competitors take**

17% of salary for 24 months

**\$150K**

Stock options at X price (20% discounted) per share

3 years vesting period with 1 year cliff

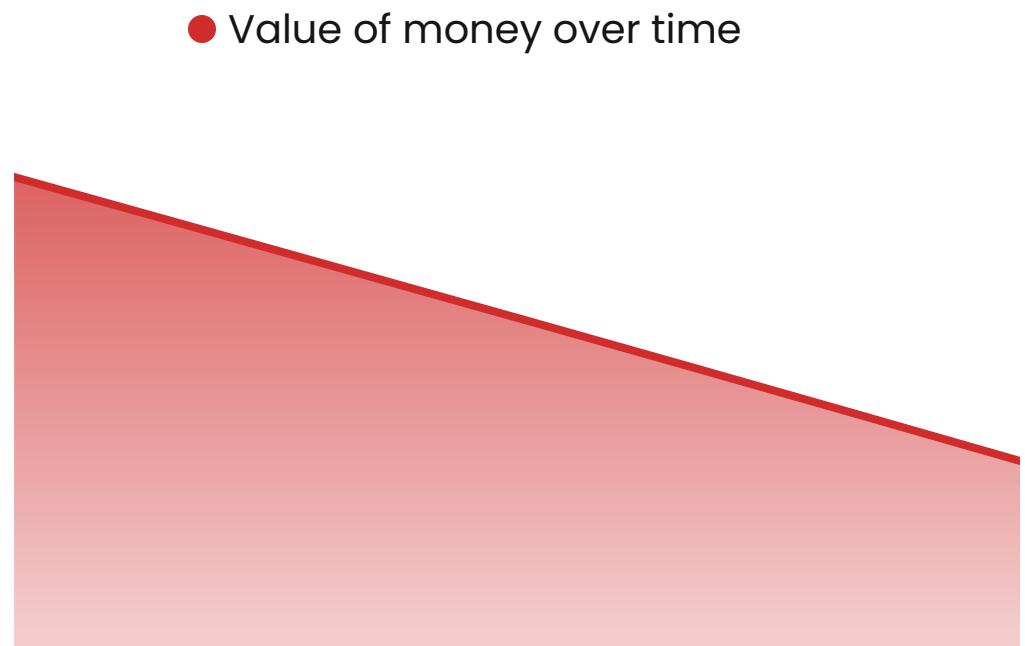
**WCD takes**

Up to 15% in options to buy shares in 36 months

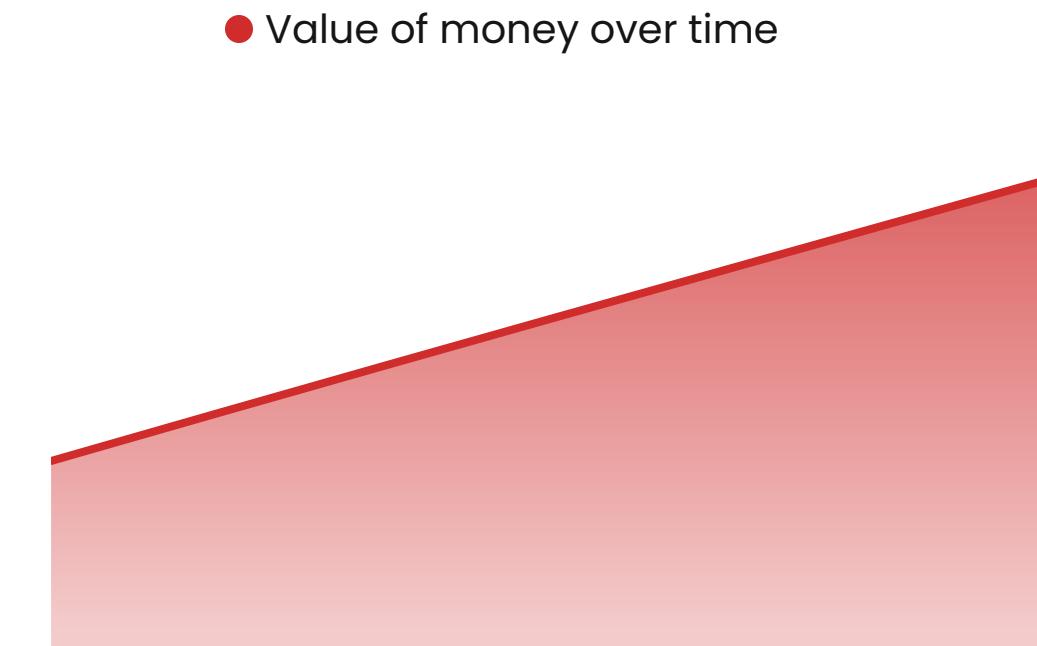
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## LONG-TERM

This business model is our key differentiator on the educational market.



**Competitors**



**WCD (Based on company performance)**

# Cost & revenue projection

2021 ————— 2023 ————— 2025 —————

**\$179k**

Expenses

In Infrastructure, Human  
Capital, & Marketing

**\$58k**

Revenue

Through WCD Conference,  
WCD Content, WCD Live  
and Sponsorship

**\$734k**

Expenses

In Infrastructure, Human  
Capital, & Marketing

**\$2M**

Revenue

Through WCD Conference,  
WCD Content, and WCD Live.

**\$1.6M**

Expenses

In Infrastructure, Human  
Capital, & Marketing

**\$4.3M**

Revenue

Through WCD Conference,  
WCD Content, and WCD Live.

## MAIN CUSTOMER ACQUISITION CHANNELS

The Conference and The Lives is the way to showcase African talent. Books, blog & podcast provide a unique perspective and quality educational content.



Once we catch our attendees' and readers'/listeners' attention, we promote our products and students.

School promotion

Courses promotion

Students promotion



New students



Courses sales



Internships for students  
Job placement for alumni



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## KEY METRICS

Community  
reach

Number of active  
community  
members

Total students  
graduated

Total alumni  
placed

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## KEY PARTNER



# INTERACTION DESIGN FOUNDATION

Educational partner

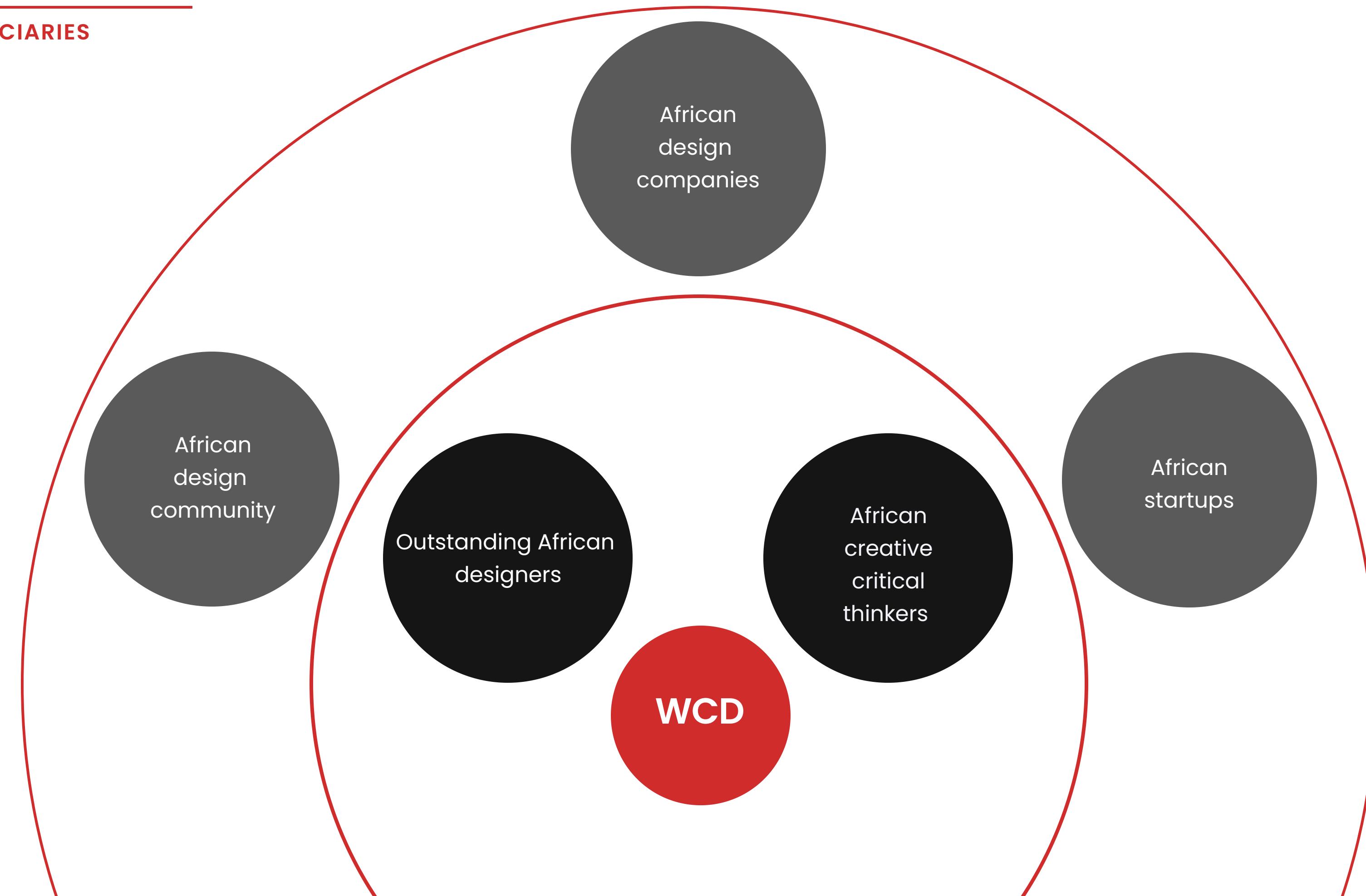
05

# Target

## BENEFICIARIES



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## BENEFICIARIES

Developing countries tech community

Schools marketing a diverse school body

African tech community

Global design community

US tech startups

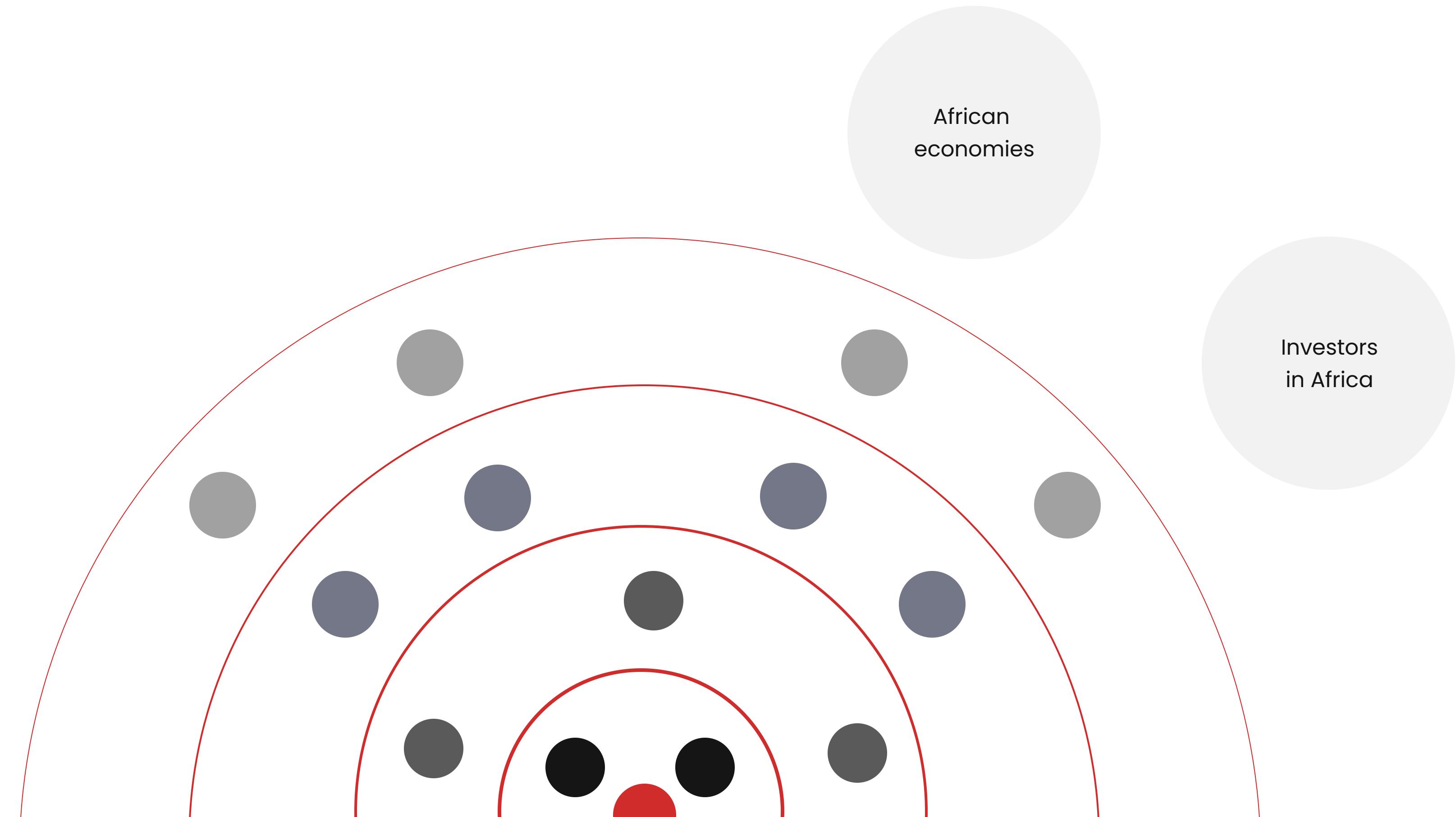
NGOs that need designers

Overseas companies hiring remote designers

Overseas companies hiring BIPOC designers

## BENEFICIARIES

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## OUR TARGET

18-35 y. old English speaking born in Africa



Joana The One-Upper  
**JUNIOR-MID DESIGNER**

GOALS Be the best designer in Africa

Be a globally recognized role model without qualifiers

Inspire Africans for action

NEEDS Be surrounded by like-minded people

Have no barrier for opportunities

Have a better financial life

CHALLENGES Held back by technology

Lack of existing career role models

Stereotypes and qualifiers

Difficult to reach international market

ambitious, bright, tech-savvy achievers

with active life stance



Alberto The Jack of All Trades  
**DIGITAL CREATIVE TRANSITING TO DESIGN**

GOALS Pivot to design in the most efficient way

Challenging himself by following a dream

Get out of routine by unleashing his creative potential

NEEDS Understand how to use previous experience

Learn a different way to do things

Role models and mentors to guide through the path

CHALLENGES Fear of failure

Competition with experienced designers

No capital to invest in self

Constant imposter syndrome

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## ADDRESSING NEEDS AND CHALLENGES

### MAKING IMPACT AND CHALLENGING STEREOTYPES

Collaborating actively on initiatives to raise awareness and outreach of designers in the community  
During internship, working on projects that make effective change  
Creating meaningful content via WCD Content Powerhouse  
Having an outstanding portfolio

### REACHING INTERNATIONAL MARKET & HAVING A BETTER FINANCIAL LIFE

Connections with the most wanted international companies and exposure via WCD Community  
Placement in tech startups in US  
Getting job easily because WCD school strong brand

### OVERCOMING TECHNOLOGICAL OBSTACLES

Free resources for community members  
WCD Creative Suite tailored for Africa  
Discounts to design tools thanks to partnerships

### LEARN A DIFFERENT WAY TO DO THINGS & USE YOUR PRIOR EXPERIENCE

Non-conventional school program, touching multiple areas, based on solving challenges and thinking out of the box and focused on raising unique designers  
WCD Community sharing knowledge  
WCD Content Powerhouse

### BE SURROUNDED BY LIKE-MINDED PEOPLE

Connections with people from other parts of the world via WCD Community  
Being part of the WCD alumni network which means to be among the best of the best  
Collaborating with people outside your bubble

06

# Positioning

# Competitive landscape

INDIVIDUALISTIC

1-1  
Mentorships

EXCLUSIVE

Offline training  
centers for devs

Other MOOC

OPEN TO ANYONE

**Andela**

Overseas  
online micro  
design schools

**Gebeya**

**Interaction Design  
Foundation**

Lambda school

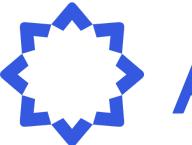
Overseas big design  
schools with online  
courses

African design  
schools

**WCD**

COMMUNITY-ORIENTED

## MAIN COMPETITORS

	 Andela	 GEBEYA Best of African Talent	 INTERACTION DESIGN FOUNDATION Est. 2002	
SIZE	Regional	Regional	Global	Pan-African
TARGET	African developers	African developers	Those transiting to design Junior designers	Those transiting to design Junior-mid designers
PROGRAM FOCUS	Development	Development	Design Theory	Design practise
BUSINESS MODEL	% of alumni salary after placement	% of alumni salary after placement	Subscription	Venture capital
COMMUNITY	Centrally-controlled	Centrally-controlled	Self-managed	Curated
REPUTATION	As hard to get in as in Harvard	Better alternative than local platforms	Ivy-league design content	The home of the brightest design minds in Africa
STRENGTH	Connections with tech industry Strong program Elitist reputation Strong alumni community	Democratic	Reputation Diversity of content Good quality-price ratio	Not just a school but an ecosystem  Non-conventional program Peer-to-peer
THREATS	Turning into consultancy – Andela has to hire seniors due to many clients. As a consequence, no time to train juniors	Overshadowed by Andela Troubles to find clients Quantity of students over quality	Uncoordinated community Non self-sustainable Bad marketing	Low number of students Complexity of revenue streams

07

# Fundraising

How much do we want

**\$1M**

for 20% of the company

World-Class Designer

# Thank you

HI@WCD.SCHOOL