

# YouthLink 360 – Empowering Kenya’s Youth

## Slide 1: Title Slide

**Project Name:** YouthLink 360

**Presented to:** State Department for Youth Affairs

**Tagline:** "Empowering Dreams, Connecting Opportunities"

---

## Slide 2: The Problem

- 67% of Kenya’s population is under 35.
  - High youth unemployment & underemployment.
  - Limited access to credible skills training & opportunities.
  - Fragmented support for youth in sports, arts, and creative sectors.
  - Scattered information about government programs and civic engagement.
- 

## Slide 3: The Opportunity

- Over 25M youth ready for digital-driven empowerment.
  - Growing interest in online learning, entrepreneurship, and sports.
  - National focus on youth inclusion in development.
  - Need for centralized, youth-focused innovation platform.
- 

## Slide 4: The Solution – YouthLink 360

An all-in-one digital ecosystem for Kenyan youth:

1. Employment & Skills Hub
  2. Entrepreneurship & Innovation Hub
  3. Mental Health & Wellness Portal
  4. Civic Engagement & Leadership Lab
  5. Government & NGO Services Connector
  6. **Talent & Sports Management Hub** (*NEW*)
  7. **Creative Economy & Digital Content Hub** (*NEW*)
-

## **Slide 5: Youth Talent & Sports Management Hub (*NEW*)**

- Talent profiles with verified portfolios
  - Matchmaking with scouts & federations
  - Calendar for events, trials, competitions
  - Blockchain for performance history
  - Partnerships with sports bodies, training centers, donors
- 

## **Slide 6: Creative Economy & Digital Content Hub (*NEW*)**

- Digital space for creatives to showcase, sell, and grow
  - Tools for content monetization (NFTs, streaming, e-commerce)
  - Licensing & copyright protection (blockchain)
  - Collaboration spaces and analytics dashboards
- 

## **Slide 7: Core Features**

- Mobile-first web and Android/iOS apps
  - Real-time job matching
  - Verified course integrations (Ajira, ALX, Coursera)
  - AI-based recommendations (careers, mentors, funding)
  - Blockchain for talent credibility & IP rights
- 

## **Slide 8: Impact Metrics**

- Reach: 5M+ youth across 47 counties
  - 500,000 jobs matched annually
  - 100,000 talents scouted or sponsored
  - 50,000 creatives earning from their work
  - Improved youth civic participation & wellbeing
- 

## **Slide 9: Stakeholders & Partners**

- Government (Youth, ICT, Sports, Arts, Education ministries)
- Private sector (ISPs, tech firms, creative industries)
- NGOs & development partners

- Youth groups, federations & county governments
- 

## Slide 10: Implementation Timeline

Phase	Duration	Key Activities
Discovery	2 weeks	Stakeholder engagement
Design	3 weeks	UI/UX mockups
Development	8 weeks	Core platform builds
Pilot	4 weeks	Launch in 3 counties
National Rollout	3 months	Scale across Kenya

---

## Slide 11: Budget Breakdown (KES)

- Platform Development: 15M
  - Content & Licensing: 3M
  - Hosting & Maintenance (Year 1): 4M
  - Talent/Sports/Creative Partnerships: 5M
  - Marketing & Outreach: 6M
  - Monitoring & Evaluation: 2M
  - Total: ~35M KES**
- 

## Slide 12: Sustainability Model

- Government grant + donor-backed phase
  - Revenue from creative marketplace, ads, upskilling subscriptions
  - Institutional adoption by counties & youth orgs
- 

## Slide 13: Call to Action

**Support the development and rollout of YouthLink 360**

Be part of a legacy that transforms Kenya's youth into leaders, innovators, athletes, and creators.

---