



# AfriConnect

ALX Group 360

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# Problem Statement

GCGO: Job creation

The surge in annual university graduates signifies educational growth but also poses the challenge of insufficient job creation.

This isn't just a story of education gone wrong. It's a disconnect between learning and earning. You have the knowledge, but not the map to navigate the ever-changing job market



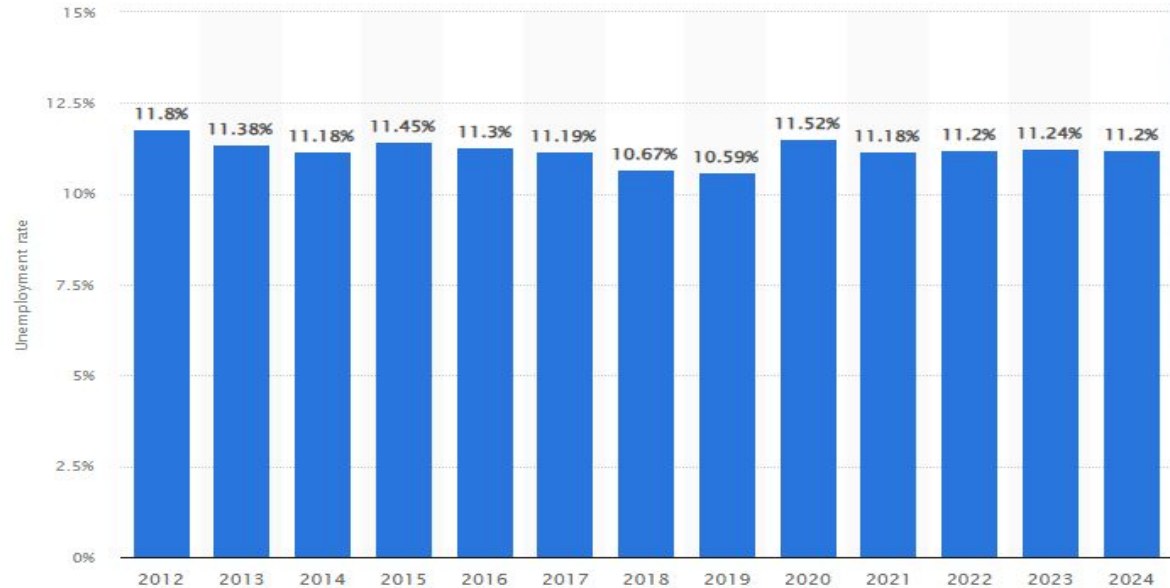
# User Persona

Meet Sarah Wangechi, a recent university graduate who's spent two years job-hunting in Business Administration without success due to a mismatch between available opportunities and her qualifications. This struggle affects her confidence and financial stability and for many more recent graduates.

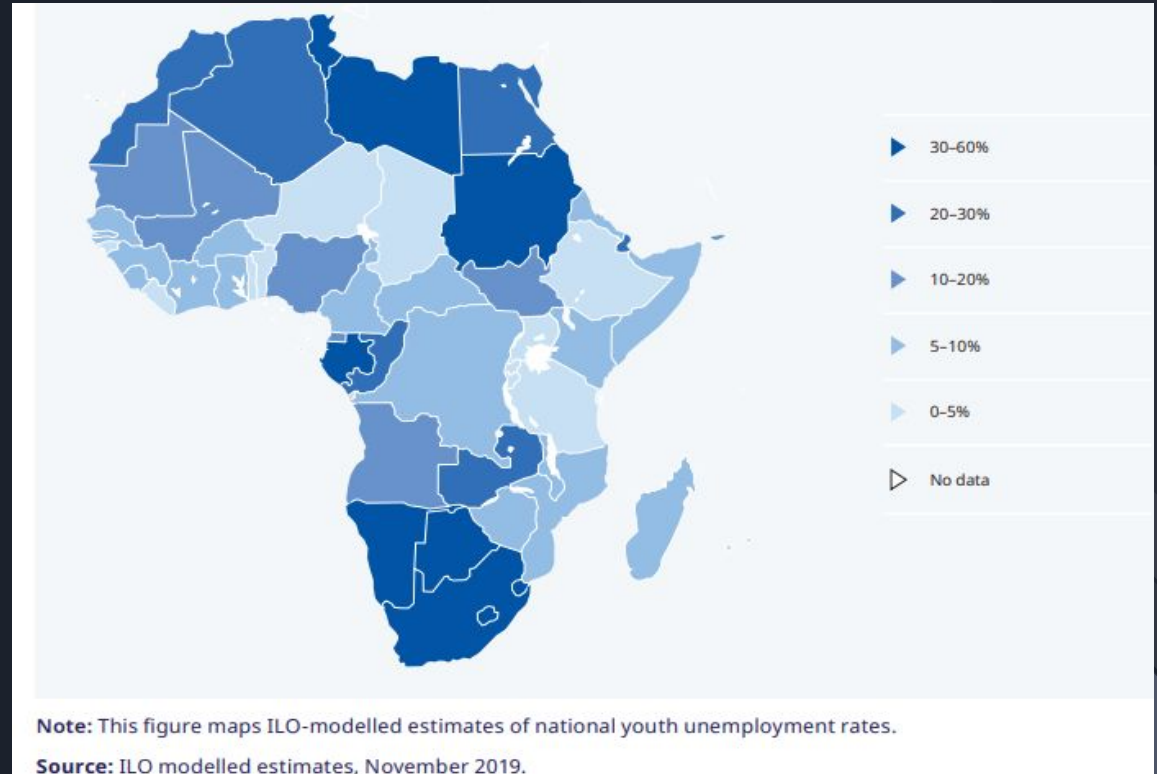


# Unemployment Rate Over Time

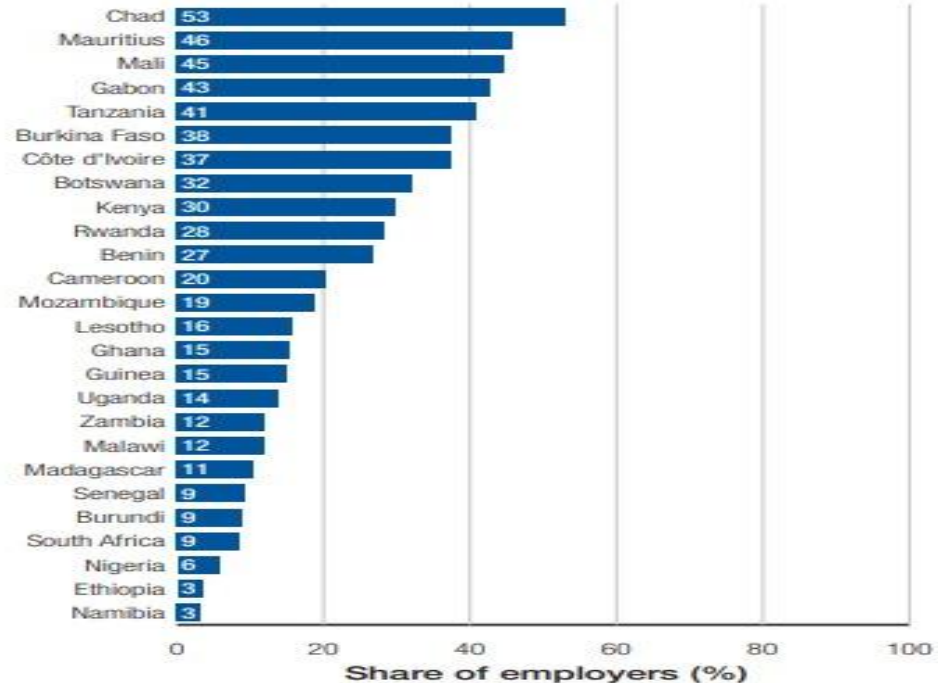
Youth unemployment rate in Africa from 2012 to 2024



# Youth unemployment rates in Africa, by country, 2020



# Share of African employers perceiving inadequate workforce skills as major constraint



Source: World Bank Enterprise Surveys.




# AfriConnect

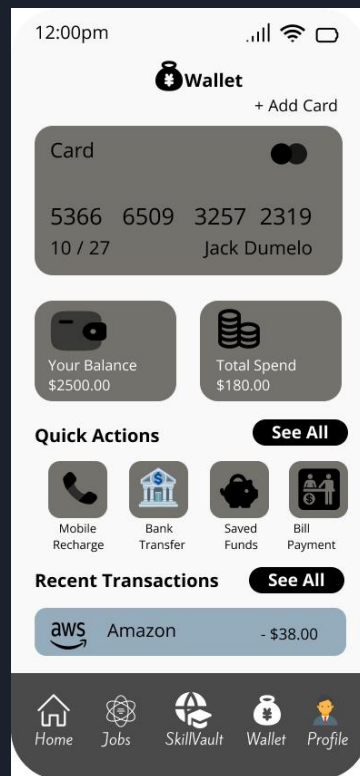
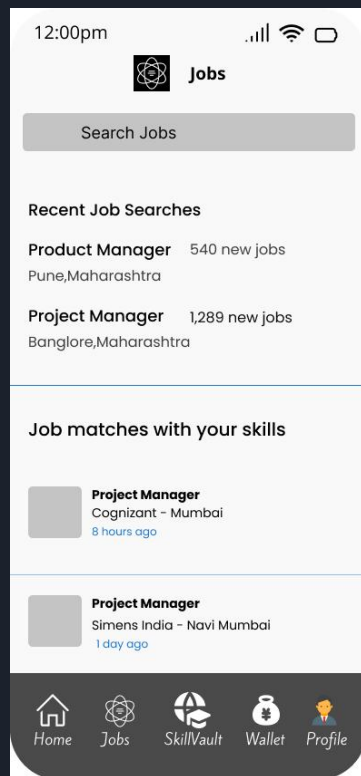
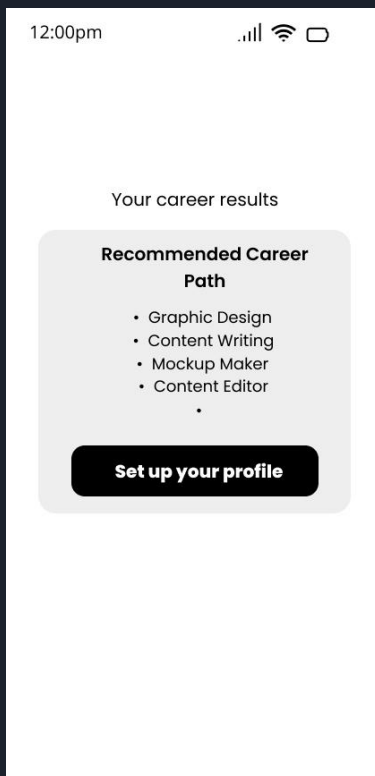
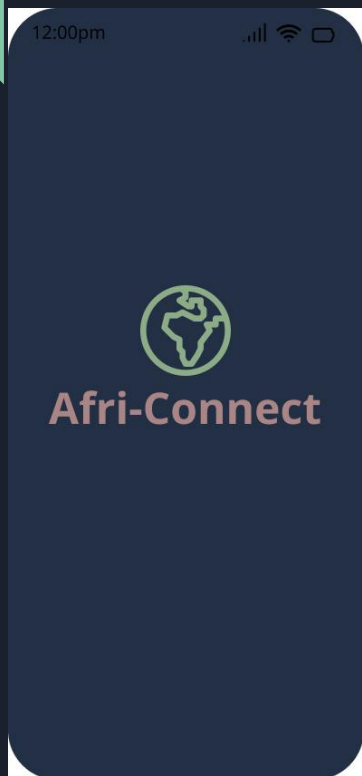
An AI integrated platform that assesses one's personality, recommends learning materials that are tailored to market demand and their personality, and recommends adequate jobs based on the skills earned throughout the learning. While learning through the platform, the student gets to work on real projects and earn.

Africonnect goes beyond simply facilitating job creation; it empowers individuals, fosters inclusivity, and contributes to a brighter future for graduates around the world.

Our solution's effectiveness lies in its ability to empowering graduates with skills and job readiness, bridging the gap to their dream careers, tailored learning, real projects, and perfect job matches: closing the gap to meaningful employment.



# Mobile App Wireframes





# Needs and pain points



- Information Overload: Drowning in a sea of options, she craved a personalized map, a curated path to her El Dorado.
- Navigation Ambiguity: Cryptic icons and confusing menus left her wandering, lost in the digital wilderness.
- Personalization Puzzle: Generic recommendations felt like a forced fit, failing to capture the essence of her unique talents and aspirations.



# Recommendations

- Curate the Canvas: We paint your personalized career map, highlighting key paths and recommendations based on your individual profile.
- Clear the Wayfinding: Gone are the cryptic icons! Descriptive labels and a map-like layout guide you effortlessly to your goals.
- Unlock the Personalization Prism: This is your journey, your masterpiece. We personalize learning materials, project opportunities, and job suggestions, reflecting your true potential.





# FUNDING?

- Expand globally, partnering with institutions and industries, enhancing AI to cover diverse markets.
- Focus on user experience, integrating VR for practical learning, facilitating internships, and fostering a community.



# WHY AFRICONNECT?

AfriConnect is poised to be a game-changer for unemployed youth by customizing their learning journeys and job searches. By harnessing AI to analyze personalities and align them with tailored learning materials, it ensures that education meets market demands. This personalized approach not only enhances skill development but also provides practical experience through real projects, making them more job-ready. Ultimately, this platform has the potential to significantly reduce the frustration of job hunting, offering a clear path to relevant career opportunities that match their skills and passions

