

## **Key Features We Should Explore**

### **CORE FUNCTIONALITY**

#### **1. User Profiles (Like LinkedIn, but local + deeper)**

- Tech skills & certifications
- Personal portfolios (projects, GitHub, Behance, etc.)
- Roles: Developer, Designer, Trainer, Company, Investor, Startup, etc.
- ABSSIN

#### **2. Community Feed**

- Local tech news, events, job posts, collaboration calls
- Success stories from Abia tech community
- Live sessions, AMA with experts

#### **3. Marketplace**

- Hire local talent or offer tech services
- Sell digital products or services (e.g., design templates, plugins)
- B2B solutions (startups offering SaaS, agencies, etc.)

#### **4. Learning Hub**

- Curated free/paid courses, bootcamps, and mentorships
- Integration with platforms like Coursera, ALX, Udemy
- Localized challenges and hackathons

#### **5. Jobs & Opportunities**

- Internship and job board (local and remote)

- Government/NGO programs
- Grant and funding opportunities

## **6. Startup Showroom**

- Directory of startups in Abia
- Investor access

## **7. Gamified Engagement System**

- Points for engaging: posting, collaborating, contributing to discussions
- Badges: Verified Developer, Open Source Contributor, Mentor, etc.
- Leaderboards and recognition for top users monthly

## **8. Groups**

- Ability to create groups with different names for example is: TechRise Group (this will have all the people from the program within the platform), others from other Tech events can also do the same on the platform.

## **USER RETENTION STRATEGY**

- Weekly skill challenges with prizes
- Career progression tracking (e.g., “From Student to CTO”)
- Partner-led exclusive job listings
- Community-led mentorship circles
- Notifications for relevant events, jobs, and learning

## **BENEFITS FOR COMPANIES**

- Hire verified local talent at a glance
- Post projects and access contributors
- Increase visibility of their brand & products

- Data dashboards showing ecosystem metrics

## **GOVERNMENT INTEGRATION**

- Showcase of state-supported programs
- Real-time data to inform policy
- Dashboard of active tech hubs, startups, talents, and outputs in Abia
- Events calendar (e.g., Hackathons, Tech Events)

## **MARKETING ANGLE**

We can push adoption through the following means

### **Channels:**

- Ambassadors in schools, hubs, and local government areas
- Launch event & soft onboarding campaign
- Partner with tech communities, NGOs, state institutions
- Highlight success stories and monthly featured profiles

I understand all of the above may seem quite extensive, please let me know what aspects would be feasible or deliverable from your end.