



# Revolutionizing Youth Employment in Kenya

An innovative SMS-based job-matching platform bridges the digital divide.

By Team Unstoppable @alx



# The Digital Divide: Leaving Millions Behind

Millions of rural youth in Kenya lack internet access and job market voice.

They rely on word-of-mouth and unpaid brokers, missing many opportunities.



## Youth Unemployment

16.8% unemployment  
among ages 20-24 (KNBS  
2024)



## Informal Jobs

83.5% of jobs are informal  
(KNBS 2024)

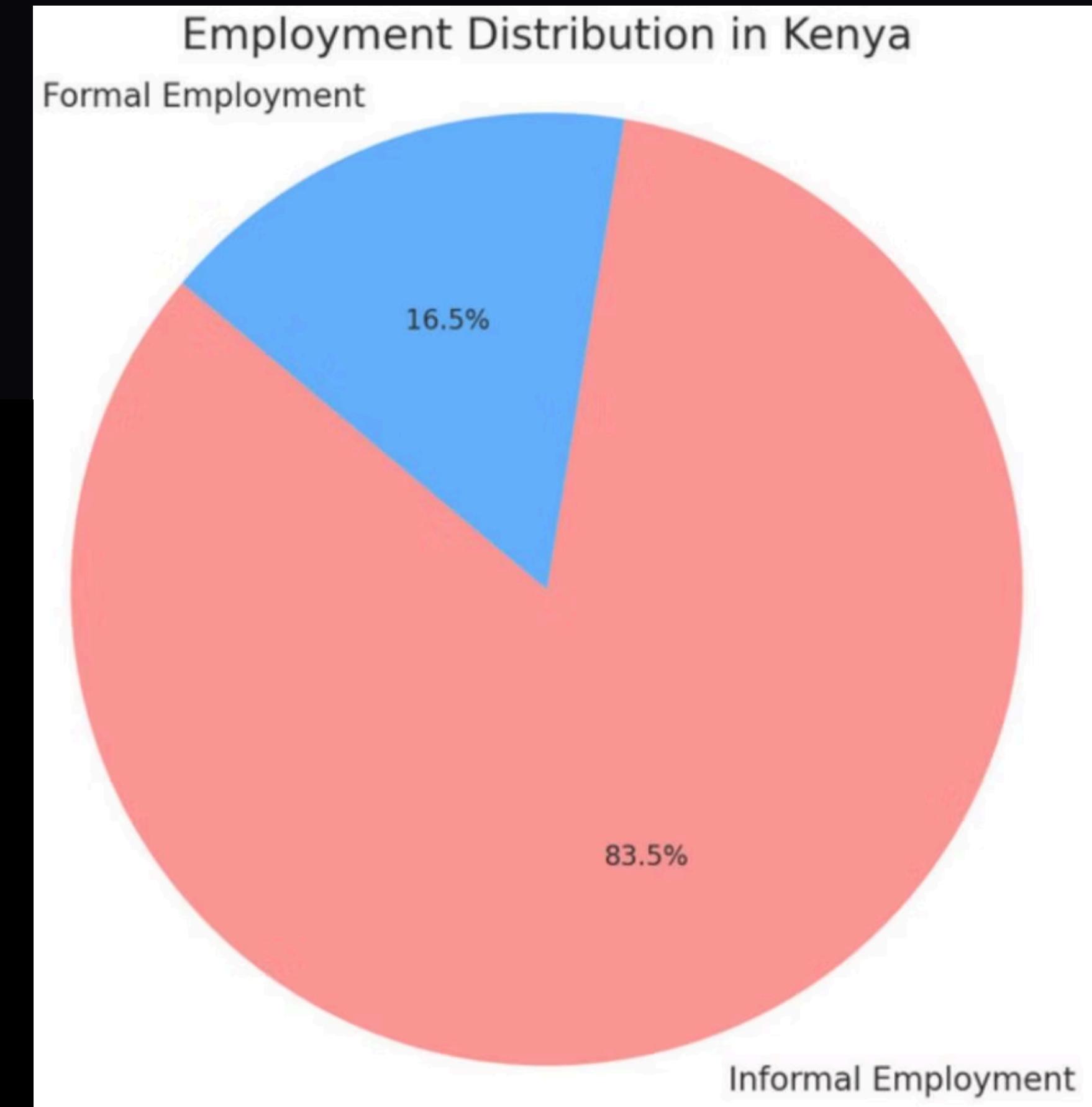


## Internet Access

58% of rural youth cannot afford internet (CAK 2024)

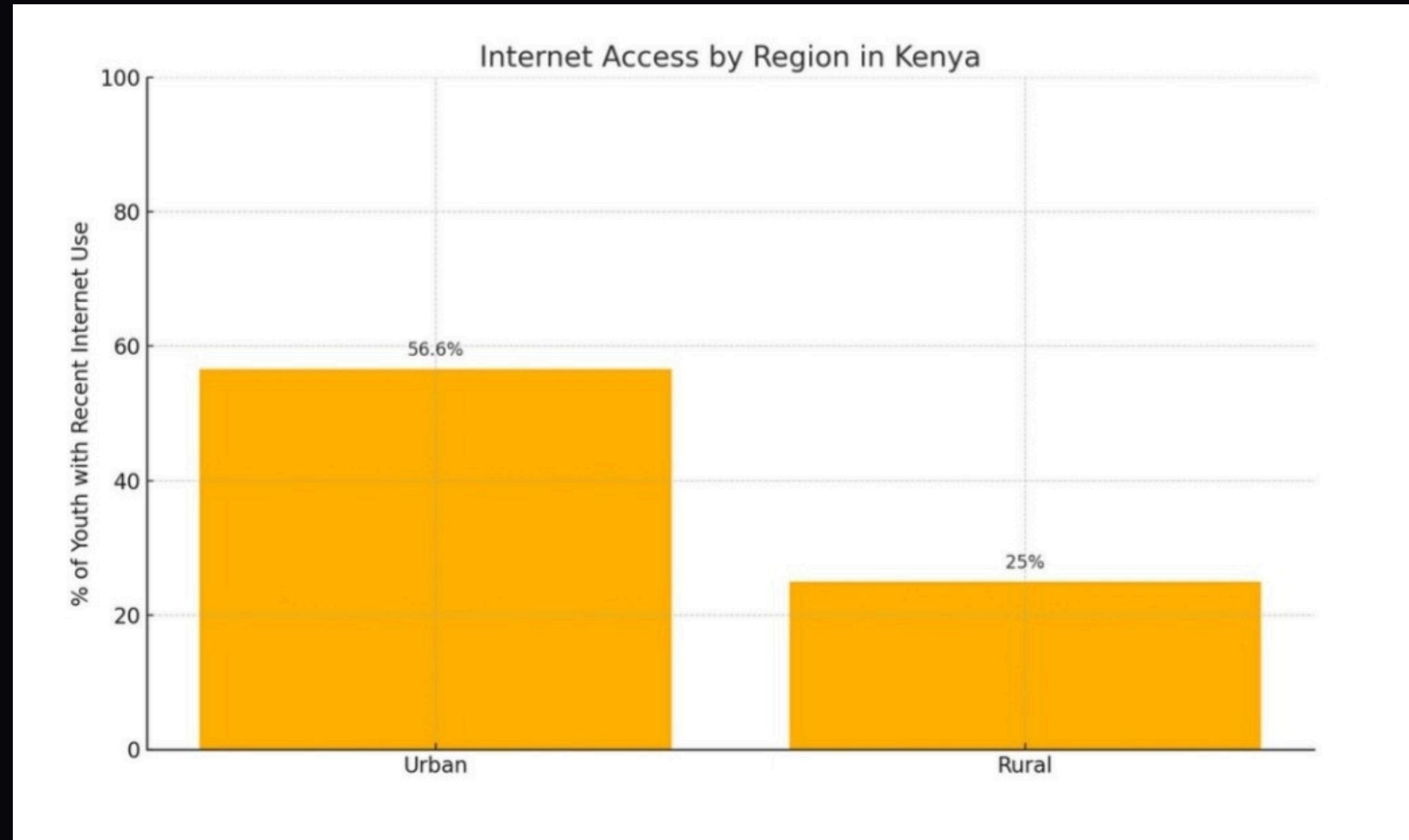
# Employment Distribution in Kenya

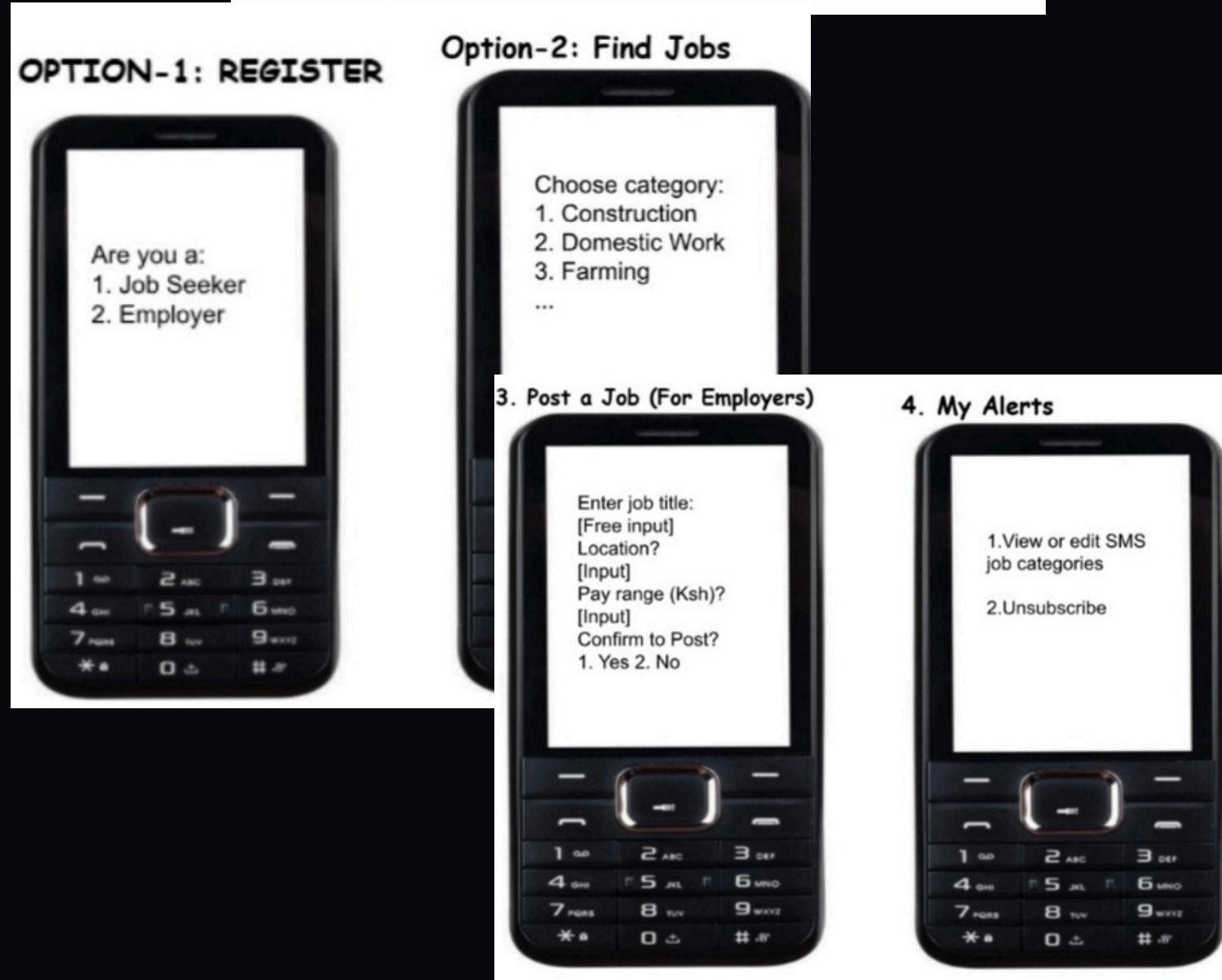
Majority of jobs in Kenya are informal, limiting job security and benefits.



# Internet Access by Region in Kenya

Only 25% of rural youth recently used the internet versus 56.6% in urban areas.





# Bridging the Gap with Accessible Tech [SMS System for offline users]

Our SMS platform bypasses internet dependency to reach rural youth.

It empowers marginalized youth and promotes economic resilience.

## Job Matching

Employers submit jobs via SMS

## Matching Algorithm

Identifies suitable job seekers

## Job Alerts

Sent directly via SMS

## Direct Connection

Job seekers connect with employers

# Online Platform for Internet Users

Web portal complements SMS platform for urban and internet-enabled users.

Features include job posting, account creation, and applicant tracking.

## Job Posting

Employers can post and manage jobs online.

## Applicant Tracking

View and manage applications efficiently.

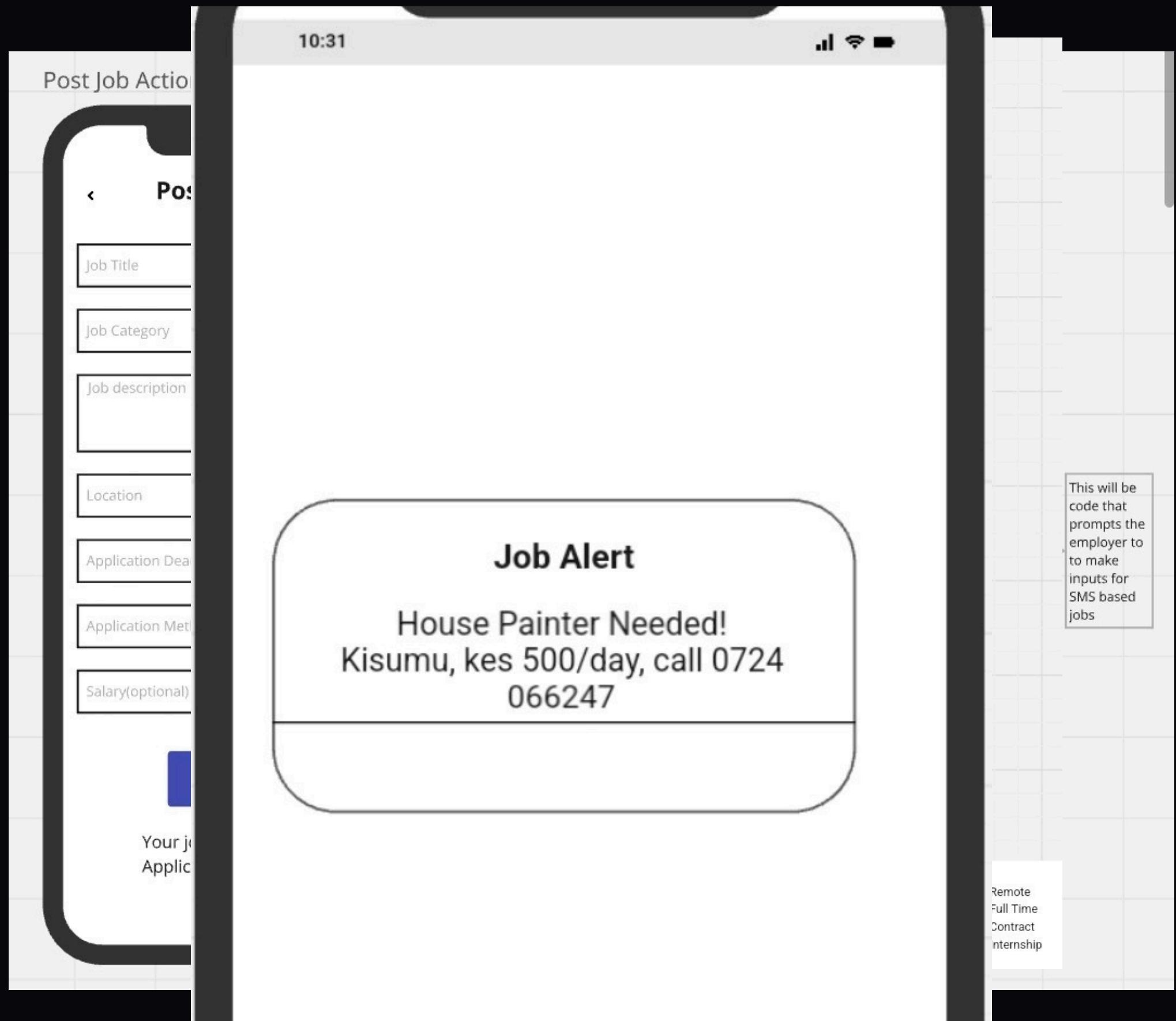
## User Accounts

Job seekers create profiles and update skills.



# How It Works: User Interface

- 1. Employers submit job via SMS/web platform**
- 2. Matching Algorithm Identifies suitable job seekers**
- 3. Job Alerts send via SMS/email**
- 4. Direct Connection initiated with Employer**



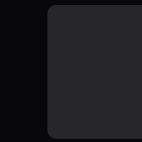


# Empowering Rural Youth



## Zero-data Usage

Works without internet data.



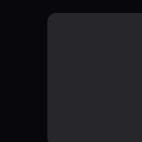
## Simple SMS Interface

Easy to use for all literacy levels.



## Real-time Job Alerts

Immediate notifications of job matches.



## Direct Employer Connection

Eliminates middlemen for transparency.

# Scaling Impact

Seeking \$110,000 to connect 50,000 youth in 12 months. (\$2 per youth)

- 35% Platform development
- 25% Outreach & marketing
- 20% Training & support
- 10% Monitoring & evaluation
- 10% Operations



# Meet The Team

- Isaac Lagat - Project Manager
- James Wanjohi - Product Manager
- Chepnceno Dorothy - UX Researcher
- Limo Victoria - UI/UX Designer
- Jeremiah Katumo - Data Analyst
- Mercy Munzenzi - Technical Lead

# Our Vision: End Digital Exclusion

- A future where every young Kenyan youth has the opportunity to thrive through meaningful work.
- We are not just creating job access, we're igniting hope.

Join Us!



Thank You For Your Attention