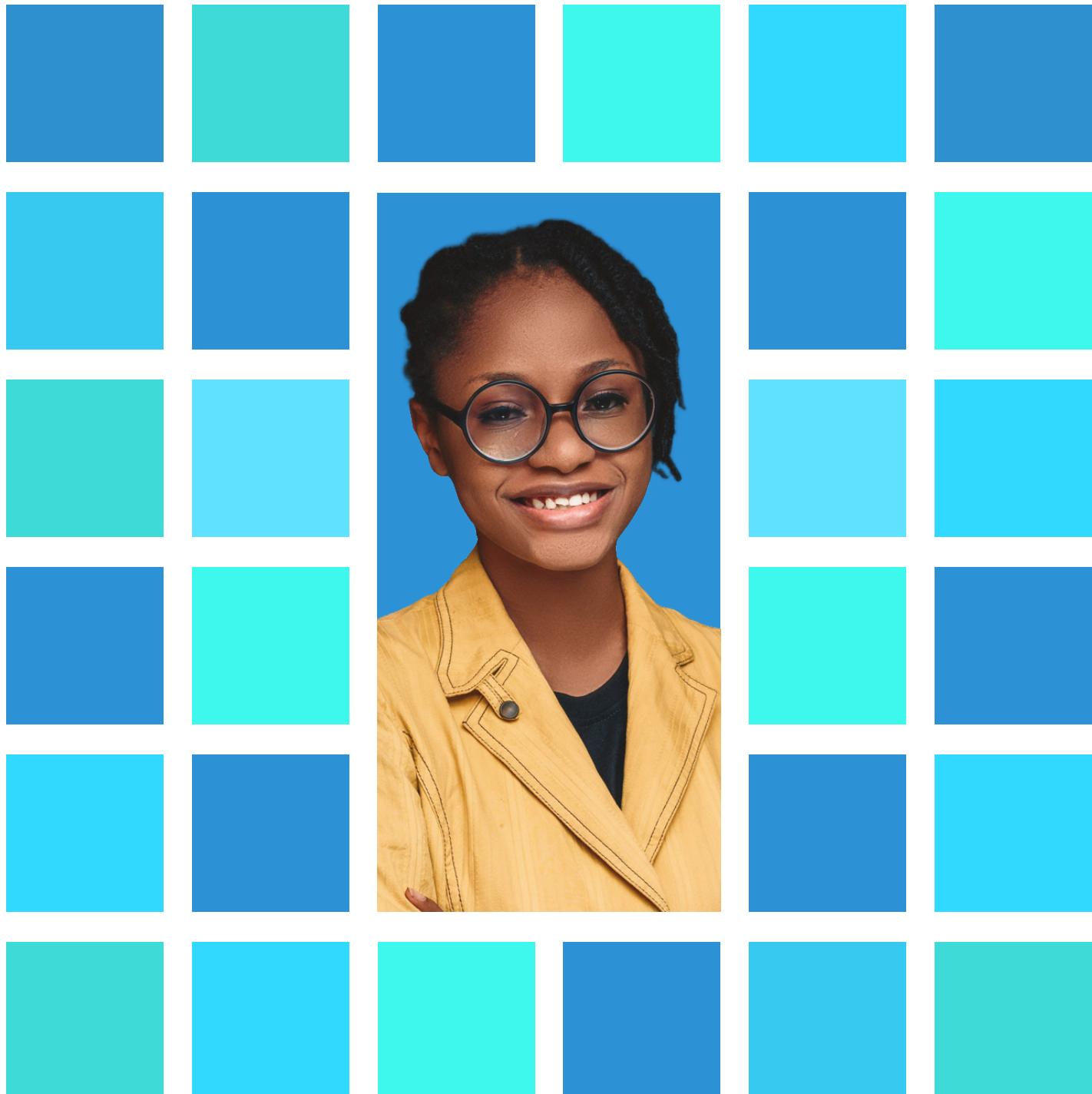


# IMPACT REPORT

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# Why this Report?

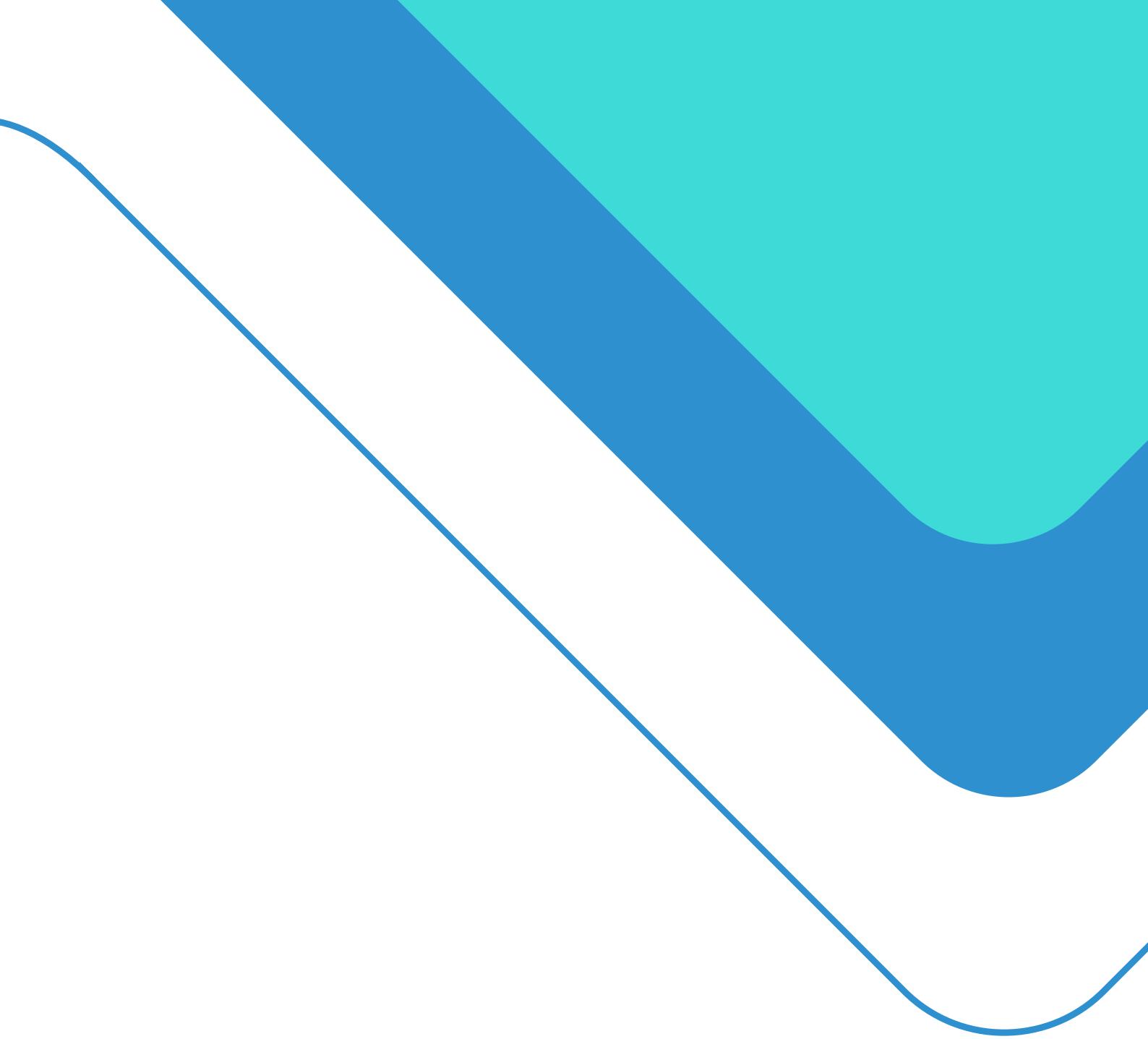
Over the last couple of years, investors, founders, and executives in tech startups in Africa have complained about one thing in one voice - The shortage of quality technical talents.

The unemployment rate has tripled in Africa in the last five years, according to Quartz. In 2019, Close to 34 million persons were unemployed in Africa, according to the International Labour Market, and of these, 12.2 million were youth aged between 15–24 years.

This was 6.4 million more than in 2010 and represents an increase of close to 1.5 million in the number of unemployed youth. In addition, the regional unemployment rate of 6.8 percent was significantly higher than the world average of 5%

The first and second paragraphs may feel like an irony, but it was an opportunity for us to train African youth with tech skills and connect them to tech jobs. And that became our driving force. We believe that young people in Africa must fill the vacuum of technical talents in Africa.

This document has been put together to highlight the opportunities, strides, challenges, community, and growth we have witnessed in the last 12 months. In one year, we have built a strong community, a vital resource, whereby young Africans are supported and even help each other to succeed. This piece of literature is a compilation of the stories of young people in Africa who have come together to make a story that we can proudly call our story: we exist because they exist.



# **One million mission**

Empower one million African youths with tech skills to help increase their earning power. Project #1MillionAfricansInTech



# **Maya Horgan Famodu**

Co-founder, Ingressive for Good

# Why We Birthed I4G.

I am half Nigerian and half Minnesotan. One might think that's disparate, but people only visit for family or business in both places, so both make for quite supportive, united communities and are alike in many ways.

My story begins in a trailer park in rural Minnesota, where I grew up utterly poor. For me, poverty was a kind of prison without walls. I'm not talking about the poverty of being unable to afford a new car or a new phone; I mean the poverty where every month, no matter how hard you work, your family will struggle to pay rent, heat, and buy basic food items. The kind where you can barely do or buy much of anything because almost everything was out of your means.

This was the kind of poverty I lived in as a child. The feeling I hate the most in my existence is one I frequently felt in that space; you know you're capable and have the grit and capacity, but access, finances, or something outside your control prevents you from achieving what you seek. I hate that feeling so much, and I realized early in life that I never want anyone else to experience it.

When you grow up poor, there are only a few ways out. If you're really lucky, someone else will take you out, whether it's a good person who wants to help you or an institution. So I decided to build that institution.

Ingressive was created to ensure that every African youth could access the capital and resources needed to build wildly scalable businesses, regardless of their background, socioeconomic status, father's name, etc. The goal was to grow African equity, earning power, technical skills, and most importantly, building the next generation of African innovation.

//

**The sole purpose  
of the organization  
is to increase the  
earning power  
of African youth  
and decrease  
unemployment.**

the impact initiatives were within Ingressive Advisory. So one day, we sat down identified our most impactful social initiatives and hammered out the plan to set them up under one umbrella - a nonprofit that would provide university and microscholarships, technical skills training, and talent placements.

Ingressive for Good and Ingressive Capital are completely separate entities run by separate teams with distinct missions. They do not work directly together. However, they target complementary parts of the ecosystem, and Ingressive for Good programs create tech talent, provide resources for them, and increase their earning power, which benefits the rest of the ecosystem.

Ingressive for Good's micro-scholarships pay computer science degree fees at African universities that produce employment-ready talent. The nonprofit also sponsors African youth with technical products such as laptops or other tools and online technology courses. The tech training is in partnership with top local organizations that have proven they produce employment-ready talent. The talent placement connects youth who have completed any of the programs and to tech companies across Africa. The sole purpose of the organization is to increase the earning power of African youth and decrease unemployment.

I look back at that day when Sean and I sat down to talk about this dream - it's literally what we planned and hoped for. In less than one year of existence, the tech nonprofit has consistently delivered and is still delivering on its mission, leveraging the most effective partners in increasing the earning power and employability of African youth.

# Why We Birthed I4G.

This story begins with me growing up in a military family in Mississippi. I had a solid connection to disenfranchised communities, and I knew the power of "ACCESS." I knew what it was like to fight for access to basic needs, rights, and resources. But I also learned through many experiences in my life that no matter the obstacles we face, we can change the narrative. And we don't have to simply accept what is given to us. This was the moment I became an activist, fighting for the rights of people.

In my 20s, I moved to Washington, D.C., and for the first time in my life, I met an African. Prior to this moment, most of the things I had heard about Africa were negative. The PR, propaganda, and narrative that seeped out of the continent into where I lived reeked with negativity. I remember many occasions where Africa was referred to as the dark continent. However, this conversation with this African in my 20s changed everything. The more I spoke to Africans, the more I realized so much was missing in the African story. There was so much positivity, talent, interesting elements uncaptured by the media. I got curious about the continent, so I did something about it. I packed my bags and moved to Ghana. I came with an ignorant but curious mind. I was humbled as a professional, and I had to reconstruct my views and recommit to activism and community building. I had spent years focusing on operations and business development, primarily with telecoms and F&B sectors. Still, upon relocating to Ghana, I realized that communities across the globe didn't need a handout. They needed a sustainable solution.

That's when I met Maya. In 2017, she had this grand vision to build a tech pipeline for Africans in tech, from the moment they finish high school to the point of employment and investment. It was exciting. Maya represented the two continents I had now come to call home - America and Africa. The only tech I knew was the Computer Science I studied in school. However, I knew a lot about community building, activism, and impact. So I decided that day that I wanted to be the plug connecting the brilliant minds in Africa with the resources they need to fulfill their maximum potential. So I said Yes to Ingressive, and moved to Nigeria with the promise to fuel impact-driven work. I remember The first event we had was an event with the Facebook Developer Circle.

We replicated similar events with GitHub, Figma, and a host of others, introducing them to the tech developer community in the continent. We created Ingressive Campus Ambassadors and hosted High Growth Africa Summit, Tech meets Entertainment Summit and many other tech-education-focused youth programs. While these programs were significant and impactful, they were primarily short-term programs. However, we learned a valuable lesson: Training for the sake of training wasn't sustainable. People had real problems today and were not be able to wait for the future. The question became: "What solutions can we give them now to soothe their immediate pain?"

We asked our community, and the answers we kept getting were jobs. They needed their earning power to increase. So, we needed to pivot from introducing them to the global tech community and do something more, like plugging them into monetizable tech skills and connecting them to jobs. Yes, introducing them to tech was great, but it didn't soothe their immediate pain. It wasn't the most relevant or essential thing to them. They told us, "we need jobs. We need laptops. We need access to courses."

We took their feedback and condensed all the programs we were offering to the four most impactful pillars: Microscholarships, tech training, talent placement, and community. With our visionary leader Maya, we created goals and, in some cases, doubled those goals. The nonprofit goals of training 1M youth, deploying \$1M in scholarships, and connecting 5,000 alumni to jobs is a task entire governmental departments and nations take on. These audacious goals are like puzzles that can only be solved through execution and progress.

I4G represents the puzzle of a lifetime and a concept worth dedicating my life to. It is the answer to the question - how do we create a chain reaction of change. Leveraging tech offered the lowest barrier to entry and the path creating this generation's Rockefellers. I4G represents a solution for those left behind to reconnect to the global conversation around Africa's economic, workforce, and sustainability shortfalls. Scaling up our pipeline and creating a trusted path to success is more than an African story; it is a concept that applies to the global youth seeking to build a future they can look forward to.



# Sean Burrowes

Co-founder, Ingressive for Good



# Blessing Abeng

Co-founder & Director of Communications,  
Ingressive for Good

# The I4G Vision is Contagious.

I grew up dreaming of being a medical doctor because I wanted to save lives. I hated watching people suffer, and I wanted to do something about it. So, I thought medicine would be a great way to achieve that. I was enamored with this idea and passionate about it. However, while studying for my first degree as a Biochemist, I discovered that medicine wasn't the only path to that dream. I often asked myself how I could impact more lives and help people out of suffering.

In University, I noticed that entrepreneurship and skills presented a solid path out of poverty if channeled right. However, most people and businesses struggled with articulating their excellence, telling their stories, and connecting with their target audience. So, I decided to fill this gap. This was when my journey with Branding and Communications began. I learned any and everything I could and put in the work. I was fascinated and obsessed with helping people find what was so special about them and communicating that to their stakeholders.

Having worked with agencies, multinationals, and startups home and abroad, I realized there was more work to be done, and I needed to find a way to do it fast and with scale. So, I joined Startup Grind, a community created to inspire, educate and connect entrepreneurs. I joined the organization as the Codirector of the Nigerian chapter. My goal was to utilize education to transfer knowledge. It was on this journey that I met Maya for the first time. We shared a lot, and she said something many founders had said to me: "I need you on my team." I then wondered: "What if I could create more people with my skills to help more founders, especially those in the tech space, succeed?". At that time, I couldn't find a way to do it at scale, so I utilized my social media platforms and online courses, training over 5000 people with non-technical skills, primarily focused on branding and communications.

Three years later, Maya reached out again, inviting me to a cafe in Lagos. We spoke at length about this idea that she was obsessed with - a nonprofit with a mission to impact African youth through micro-scholarships, tech training, and talent placement. The sole purpose of all this was to increase their earning power. She had seen my track record so far and wanted me on board to handle Branding & Communications for the nonprofit as a Director of Communications.

It was a full-circle moment. It took me back to a moment in my childhood. One of my most memorable toys as a child was a laptop. It was a gift from my dad. It could only add, subtract and play word games, but it demystified computers for me. My friends and I played with it, and it helped us see life differently. Now, as an adult, I know that was a privilege. Many computer science students in Africa do not even have access to computers to learn. I know a few people who had to write down codes with pen and paper while studying.

Beyond that, it accommodated the non-technical skills, and most importantly, it was scalable. So I came on board fully in March 2020, and we built every single detail from scratch, determined to show what was possible.

The system is broken. We can complain about it, or we can do something to fix it. We chose the latter, and I am glad to be part of the solution Ingressive for Good is providing. I can't turn back the hands of time and make my toy laptop available to everyone in need. But, I can be part of a change in their lives through I4G. At Ingressive For Good, we've found a way to train and impact African youths with less than \$1, increase their earning power, and give them the training and resources to help them build skills and chart sustainable career paths.

One year later, the success stories, the impact data, and the results are amazing. It is a big deal to be able to impact one life and entirely change the course of their lives in a positive direction. Every time we record a story or speak to a beneficiary of the program, the joy they exude when they share their stories with us reinforces why we started this. When they tell us about their journey from moments in their lives where they felt powerless to moments where they saw a gleam of hope because of an I4G program, grabbed the opportunity, and eventually experienced mind-blowing change, we feel renewed to do more. We've seen 2x to 100x growth. The work we do is significant. It is changing lives.

I am glad that Maya and Sean felt the impact of my work on the goals and have invited me on board as a Co-founder of I4G. The vision is contagious, and we hope to spread it like wildfire. I hope you feel it in your heart too and join forces with us to help African youths increase their earning power.



# **The Birth of The One Million Mission**

# A Numbers Game.

It started with scary numbers. Two key contributors to a healthy emerging market are the economic power of citizens and the percentage of gainfully employed youth.

**94%**

of African (SSA) youth are not enrolled in tertiary education

**60%**

of Africa's jobless population are youth

A report by Payscale, a tech employee earns 2x more salary than a peer in a non-tech role. However, access to tech, tech training, and resources are expensive. This discovery led Ingressive for Good to find ways to make tech training accessible for free to African youth and place the trained youth in jobs.

Despite proven value of tech, financial need remains a fundamental obstacle for young people as many African youth live below a living wage. This is why Ingressive For Good is on the mission to create and increase the earning power of young tech talents in Africa through training and resources to help them impact and contribute to the development of Africa socially and economically.

We started to look for opportunities and indicators that could help us find a lasting solution for the African youth and we found that:

**6** OF THE WORLD'S  
10 FASTEST-GROWING  
ECONOMIES ARE IN  
AFRICA.

The barrier to entry for tech is so much lower than other professions, yet the returns are higher.

## Tech Salary

Software Dev

**\$6,850 to \$21,900**

CTO

**\$16,000 to \$68,400**

VS

## Non-Tech Salary

2yr Experience

Bank Teller

**\$2,400 to \$2,700**

10yr Experience

Civil Engineer

**\$2,700 to \$5,400**

# We are working towards our mission in three core ways;



**Micro  
Scholarships**



**Talent  
Placement**



**Tech  
Training**

Through these three programs we birth a healthy tech community that serves as a pipeline and benefits the tech ecosystem.



# Our Programs

# Microscholarships

We award scholarships and laptops to students with financial needs studying computer science at the Ivy Leagues of Africa. We also connect them to mentors and tech jobs. We formally offer scholarships to train African tech talents studying computer science or related fields, by providing (one-time or full-ride) scholarships to the Ivy-Leagues of Africa. The scholarship covers tuition (only) for students that fit our need-based criteria. We also provide tech tools and resources eg. laptops and data for those who qualify.

The goal is to develop youth leaders in tech ready to put their learned skills to work in leading organizations, communities, and their local countries while giving them access to resources, mentorship, and progress opportunities in the technology industry.

We want to drive resources to those with the highest impact potential, strengthen the overall African technical talent development pipeline, and support the monetization of tech skill sets that create local and global opportunities. The I4G scholarships reflect our commitment to empowering young African tech talents in need to reach their full potential through learning and the power of work.

This scholarship pays homage to the ability of Covenant University and Babcock University to develop the technical talent currently at the forefront of Nigeria's leading indigenous tech companies. We look forward to supporting more universities and expanding our scholarships as a part of our five-year strategy. The plan is to find 1-2 Ivy Leagues in each country we expand to.

# Partners' Testimonial.



## Kemi Onabanjo

President, Covenant University Alumni

This scholarship contribution has helped fulfill the dreams of some of our students. We hope to find more collaboration opportunities in the future.

## Prof. Ademola Tayo

President & Vice-Chancellor, Babcock University

I wish to thank you for this scholarship provision for a deserving student. No doubt, this commendable gesture will encourage excellence.

The beneficiaries of this year's scholarships are Orunja Abidemi of Covenant University, Obianamma Juliet Oboli, and Ebunoluwa Enoch Agunbiade of Babcock University.

The I4G micro-scholarship award is planned to be an annual event to fund the tertiary education of brilliant but indigent students of tech courses. We plan to drive resources to those with the highest impact potential, strengthen the overall African technical talent development pipeline, and support the monetization of tech skill sets that create local and global opportunities.

# Success Story.



**Ebunoluwa  
Agunbiade  
Enoch**

I am a final year student of Babcock University, studying Computer Science. I am an avid worker, I enjoy programming. My current stack is focused on mobile cross platform development. I love history, philosophy and anime. I found out about I4G from my school. I earn less than \$20 a month at the moment. We struggled to pay my fees this final year. I was unsure about how we were going to raise the money but I tried to focus on my studies and I prayed. Then I received a message from the school that they had presented my situation to I4G and they came to my aid.

This scholarship really took the load off my parent's back. I felt empowered and excited. I found renewed drive to focus on my studies. I learned that with focus and hard work I can conquer unfavourable challenges and access opportunities when they come my way. I4G gave me hope. Right now, I have a laptop and I am earning almost \$200 with the potential to earn almost \$500 per month.

This experience provided me encouragement to focus on honing my craft and become an essential and productive member of the development community and career pool.

My goals are to be the best, consistently hone and perfect my craft in tech and eventually establish my own tech giant company. I have also gotten the confidence to work on projects like Exher: A digital past question repository built with Java and Java fx. Available on desktop and able to run on any OS and Travelmantic: A mobile travel agency application. A link to my online portfolio: <https://enochagunbiade.wixsite.com/portfolio/portfolio>. I really feel like I have grown. Thank you I4G. Ingressive for Good is an amazing platform willing to invest in the youth and reward them as well as empower them for their hard work and dedication. I am proud that they chose me and my life has really changed.

# Technical Training

We empower young Africans with in-demand tech skills (design, data, programming) in partnership with global trainers like HNG, Facebook, Enye, Coursera, Datacamp etc.

These are non-academic scholarships to partner programs that provide African youths with digital tech skills by providing hands-on practice in the world of programming and design (tech). The training is for aspiring or existing developers passionate about learning the basics of software development through digital skills training, coding boot camps, and remote internships for tech-enabled youths. This training will come with certifications. Due to the high dependence on the internet for this pillar, a data and laptop program is built under this program. Only participants of the technical training program will be allowed to apply for data or laptops.

We have had a few technical training programs and they have yielded amazing results.



Coursera, the world's leading online learning platform was inspired by Ingressive For Good's mission and is certain this connection to communities focused on tech will provide access to extra skills and help inspire the next generation of techies in Africa.

In July 2020, Coursera offered us \$2 million worth of training for 5000 people. Coursera was the perfect partner because this aligned seamlessly with their global roll-out of the Workforce Recovery Initiative, where any state and country can provide citizens with free access to online learning. We hoped it would open up new opportunities for those aspiring to upskill and find better-paying jobs amidst a pandemic.

The world-class learning experiences developed by top universities and industry leaders gave African youths access to cutting-edge information that provided them with resources to learn skills that can improve their CV, get them promoted, and increase their earning power. Over 80% of Coursera learners report career benefits, so this was really exciting for us.

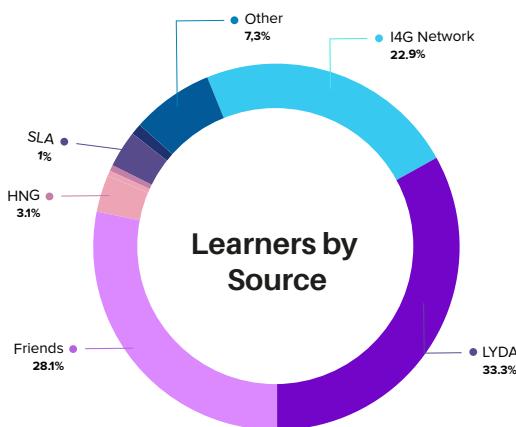
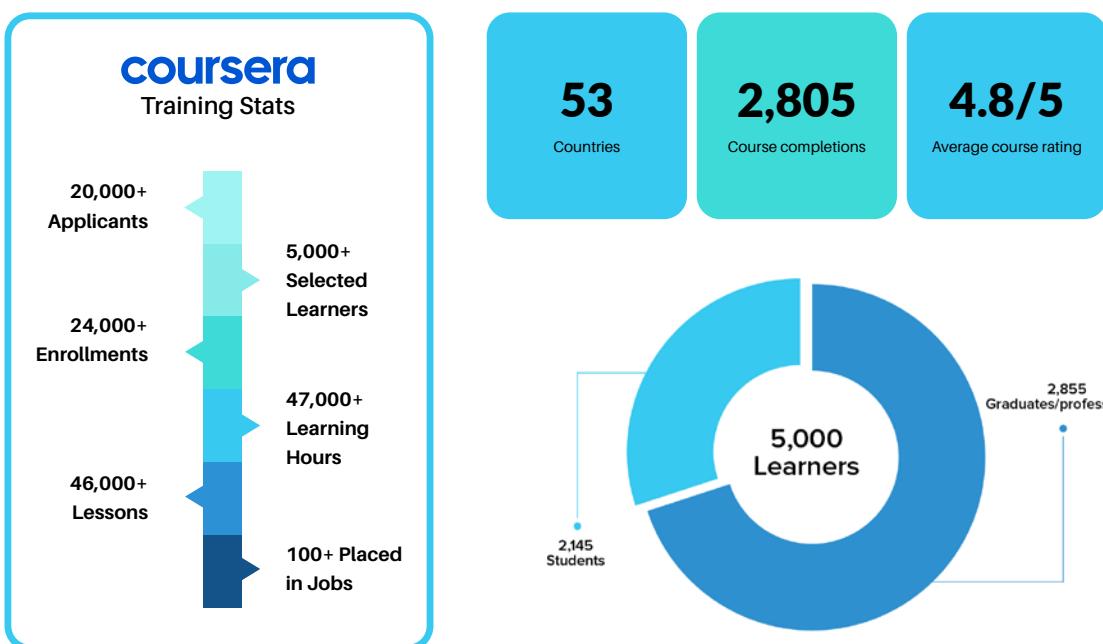
**i** The goal was simple

**Give 5000 African youth  
access over 4000+ courses  
FOR FREE in 11 key areas**

- Business (963)
- Computer Science/Tech courses (627)
- Physical Science & Engineering (375)
- Data Science (363)
- Personal Development (346)
- Health (316)
- Math and Logic (141)
- Language Learning (137)
- Information Technology (69)
- Others (924)

# Coursera Report.

The response to this opportunity was proof that there is a big need for it. Over 20,000 African youth applied in less than one month. So far, Over 5,000 young people have been trained over a six-week period with access to over 4000+ courses from leading universities such as Yale, Michigan and Stanford, as well as industry leaders such as Google and IBM. In less than two months there were over 24,793 enrollments, 47,014 learning hours spent, 46,047 lessons taken and over 100 people placed in jobs. We have had so many success stories and the response is really wonderful.



**Message from  
Anthony Tattersall**  
Vice President EMEA at Coursera.

Coursera is honoured to support I4G in its commitment to upskill African youth. Through access to high-quality online learning, young people will be able to gain the critical skills needed to swiftly enter the workforce, as well as explore new careers in technology.

# Success Stories.

## Folashade Fapohunda

My name is Folashade Fapohunda. I am an accountant. I studied accounting in school. I had a job in a hospital as an accountant, but COVID19 cases started increasing, and we were at risk. The hospital closed down, and I had to resign. I casually picked up an interest in Graphic design, and I started looking for opportunities in design. That was when I came across the I4G Coursera program. I enrolled in the Coursera design course, and I learned so much about typography and many other things I never knew about before. These courses gave me the confidence I needed to start freelancing, and so far, I have had over three paying design clients. I felt empowered. In fact, I still feel empowered. The I4G Coursera program has helped me cement my learning in graphic design for free, courses that were cumulatively worth thousands of dollars were given to me on a platter of gold. I never thought I could be this good at graphic design. I realized that when you open yourself to opportunities, you can always be better. There are so many opportunities, and if you don't get plugged in in the right places (like I4G), you will miss out and never know how much better you can be. I am completely transformed. I4G has transformed me. I4G is a wonderful platform, and I advise you to follow everything they do across every platform because your life will be better. You will be completely transformed in 3months or two months, or even one month. Take advantage of the network.

## Stephen Michael

I was looking for ways to improve myself and upskill, but COVID happened. I knew that for me to earn more, I needed to learn more and know more. During the lockdown, I searched for online courses, and most of them cost over \$300. When I saw the I4G opportunity, I took advantage of it, and some of the \$300+ courses were available for free. After one month of learning and practicing, I took the courses, and I landed my first big client. I4G changed my life.



## Fil Stella

I have always wanted to learn more about programming and coding, but I never really had the resources and time to take courses. I visited my brother in Kaduna after writing my JAMB exams, and then he told me about the I4G opportunity.

I took courses in programming and in less than two weeks, I was able to code a landing page. My family was so proud of me





In the midst of the global economic downturn and record unemployment, DataCamp saw an opportunity to help people experiencing unprecedented hardships. They decided to assist in the most direct way possible—by donating DataCamp subscriptions to nonprofit organizations that provided communities with free education, job training, and workforce development. We checked all three boxes.

Ingressive for Good is one of over 90 nonprofit organizations DataCamp partnered with to donate free DataCamp subscriptions to communities that need them most. I4G was given over one-fifth of all of the licenses allocated for the DataCamp Donates program. I4G was given over one-fifth of all of the licenses allocated for the DataCamp Donates program.

We partnered with DataCamp to close data skill gaps and provide access to high-quality data training for 1,000 African youths for free. All selected participants had access to career paths in Data Analysis, Data Engineering, Data Science, Machine Learning, Statistics, Python programming, R Programming, and more with this scholarship. The program provided access to courses in Python, R, SQL, Excel, Tableau, git, Power BI, Shell, Spreadsheets, Spark, Oracle, Scala, and non-coding courses in data skills for business and data literacy.

No matter where they were in their learning journey, the training was curated to accommodate all data skills and levels, irrespective of the participants level in their learning journey.

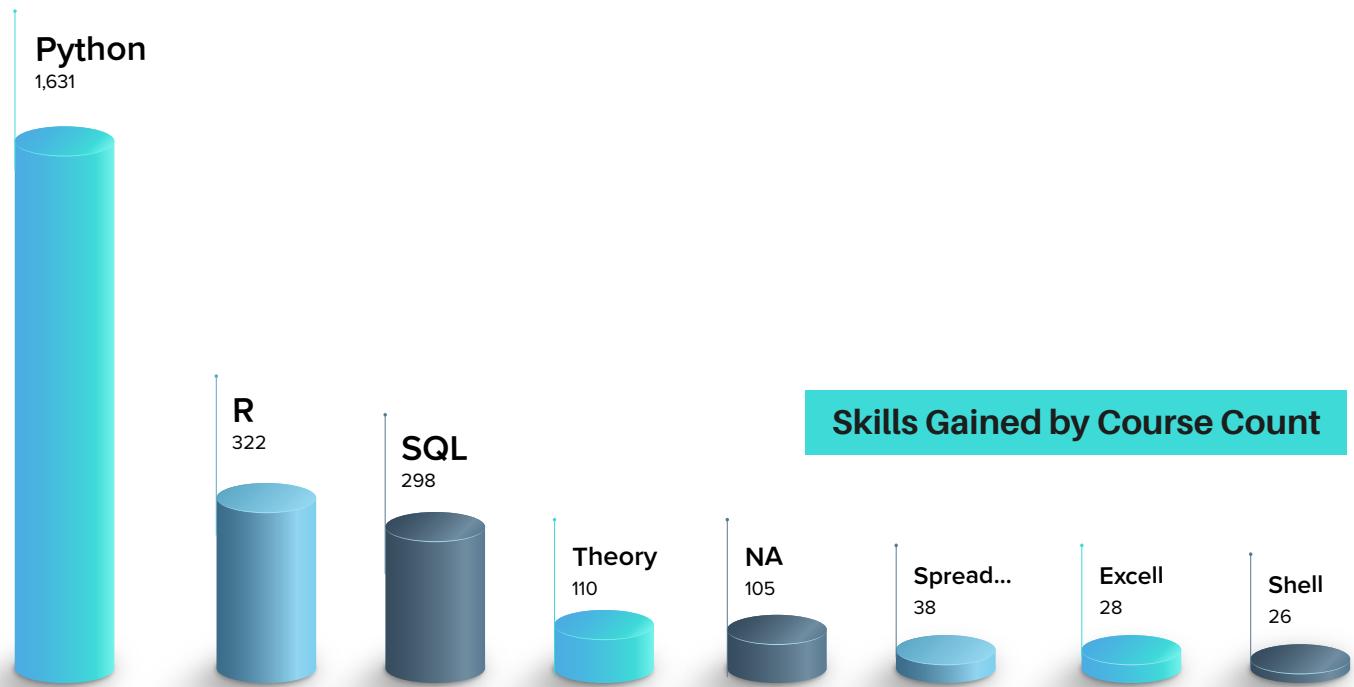
Both organizations share the belief that everyone deserves access to high-quality education and data skill development for a more secure future.

Inspired by a shared goal to enable worldwide data fluency for individual learners and equip young Africans in need with tech skills to help them impact and contribute to the social and economic development of Africa, youths interested in tech gained access to specialized DataCamp skill and career learning tracks curated by industry experts to help them grow their data skills and take the next big step towards a tech career.

We believe that by accessing the DataCamp Donates + I4G Program, more African youths could be well on their way to become Data Analysts, Data Engineers, Data Scientists, Machine Learning Scientists, Statisticians, Python programmers, R Programmers, and more. The data career opportunities are almost endless. And that in itself is inspiring.

# #I4GDataCamp

## 2020 Statistics.



**1,177**

All Learners

**3,645**

Total Learning Hours

**1,115**

Total Courses Completed

**71,087**

Total Exercises Completed

**6M+**

Total XP Earned

**380**

Total Practices Completed

**32**

Total Tracks Completed



**Impressed by  
this, DataCamp  
increased our  
access to 6,000  
licenses.**

# #14GDataCamp

## 2021 Statistics.

Data is the new oil. DataCamp Donates allows us to position our community of African techies for the future of tech and the Fourth Industrial Revolution. The partnership helped our community members skill up, and that has in its own way helped us increase the earning power of African youth. It is super effective. A lot of our community members have been implementing DataCamp and practicing new skills already. As a result, they've gained the confidence to pitch themselves for jobs.

7,500+  
Applicants



53M+  
Learner XP

25,139  
Hours Spent

3,158  
Learners Enrolled

**352,065**

Total Exercises  
Completed

**49,378**

Total Learning  
Hours

**43.5%**

Course Completion  
Rate

**10,796**

Total Course  
Enrollments

**5,700**

Total Certificates  
Issued

**5,502**

Total Courses  
Completed

**4,941**

Total Learners  
Onboarded

**11**

Unique Data  
Skills Gained

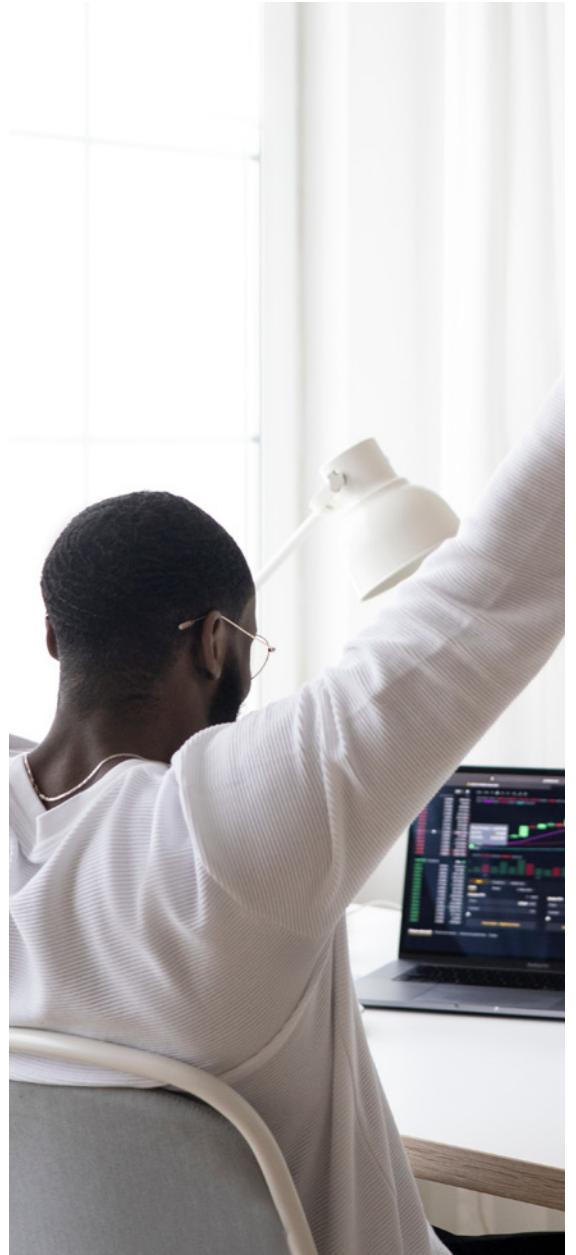
# Success Story.

## Kingsley David

My name is Kingsley David. I wanted to acquire relevant IT skills to pursue jobs related to the tech industry I was interested in. In my search for affordable platforms to learn these skills, I came across Ingressive for Good (I4G) from a Workspace on Slack. A couple of my colleagues posted a link to I4G, and I took advantage of the DataCamp opportunity.

So far, I have been learning about Data Science, and it has been exciting. Analyzing data with Python has provided the opportunity to learn about Python while still acquiring Data Science skills. My learning experience has been good, especially in the DataCamp courses. At the end of my Data Science course(s), I will have the skills to follow one of the Data Science tracks - Engineer, Analyst, Scientist, or Machine Learning Scientist.

I am amazed that Ingressive for Good offers these opportunities for free. All I can say is, Ingressive for Good has opened a world of possibilities for me. Now all I do is look at Ingressive for Good's site to see if there's an opportunity for a course I am interested in learning. I am pleased with what Ingressive for Good does, and I can only desire that Ingressive for Good continues to expand and be a blessing to more people. I am confident I would've acquired transferable marketable skills at the end of my studies.



## Partner Story //

### Nathaniel Taylor-Leach

Community Partnerships Manager at DataCamp

Ingressive For Good has not only distributed the most licenses of all DataCamp's Donates partners so far — their learners' adoption and engagement levels on the platform are some of the highest as well. This exemplifies the enormous impact a nonprofit run by caring, and talented people can have on communities big and small, local, and abroad. I4G's commitment to the future of Africa's youth inspires all of us at DataCamp. We are proud to call them our partner in democratizing data skills across the continent.



# Partner Story //

## Adaora Ikenze

Facebook's Head of Public Policy for Anglophone West Africa

"At Facebook, we believe in investing in people, technology, and training programs, like our Boost with Facebook initiative, aimed at equipping young people and entrepreneurs for a digital age. Digital skills training has become vital in Nigeria as the economy becomes increasingly reliant on digital technologies. Through this partnership with Ingressive, we are delighted to witness thousands of young Nigerians learn how to launch a business/career through a Facebook Page, connect with customers via Whatsapp, and tell their stories on Instagram."



We partnered with Facebook to deliver a digital skills training program to help African youth leverage digital tools to move their brands and career forward. The I4G Facebook program covered topics on brand storytelling, community building, advertising, audience discovery, and using digital tools (Facebook, Instagram, Whatsapp, etc.) to promote themselves as technical talents and advance their careers. The training was designed for African youths interested in digital marketing, tech, career, self-employed, or anyone who wants to improve their digital understanding.

The goal was to make sure that they were capable of thriving in a digital future. **We trained about 3000 African youth.** The online workshops were highly interactive live virtual events that are fast-paced and hands-on, providing the necessary tools and resources to develop their digital skills further.

The training has helped African youth in our network recognize the free apps and digital enablers they can use to promote their businesses. It has allowed them to see another side of social media and understand how to use it to its maximum potential.



**Zuri .Training** + **INGRESSIVE FOR GOOD** + **HNG Internship**

We offered African youth free access to the Zuri and HNG Internship program. The programs trained people in design, frontend, backend, and mobile development. The design training covered User Interface / User Experience (UI/UX) and Graphic design. While the frontend development training covered HTML/CSS, JavaScript (JS) and ReactJS. The backend training covered PHP, JavaScript, and Python. At the same time, the mobile development training covered Flutter, Java, and Kotlin.

Aligning with HNG's mission to find the most talented African developers and give them the opportunity to excel, Ingressive For Good provided MacBooks and data for the 2020 finalists.

We also provided scholarships to over 43,000 Africans to learn coding and design in 2021.

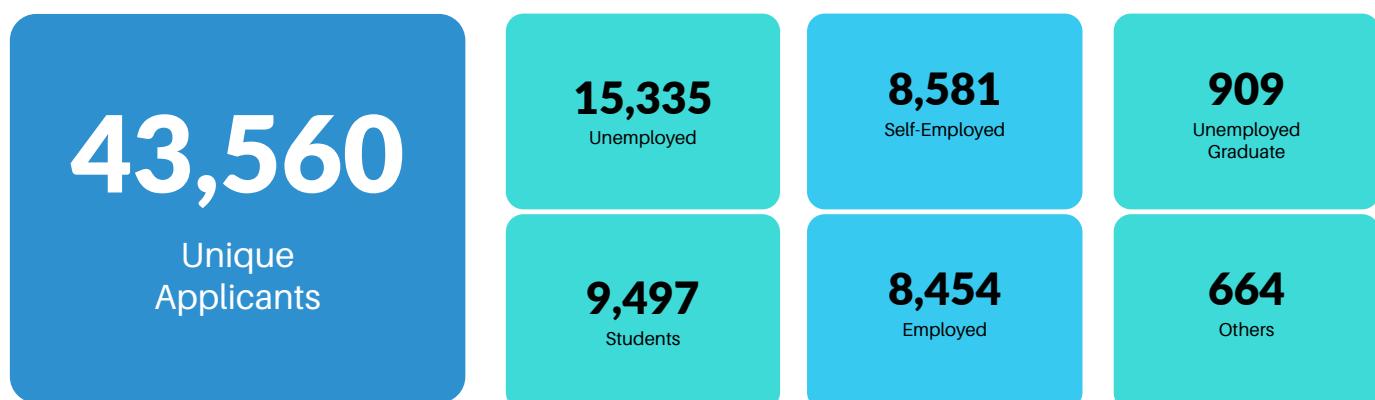
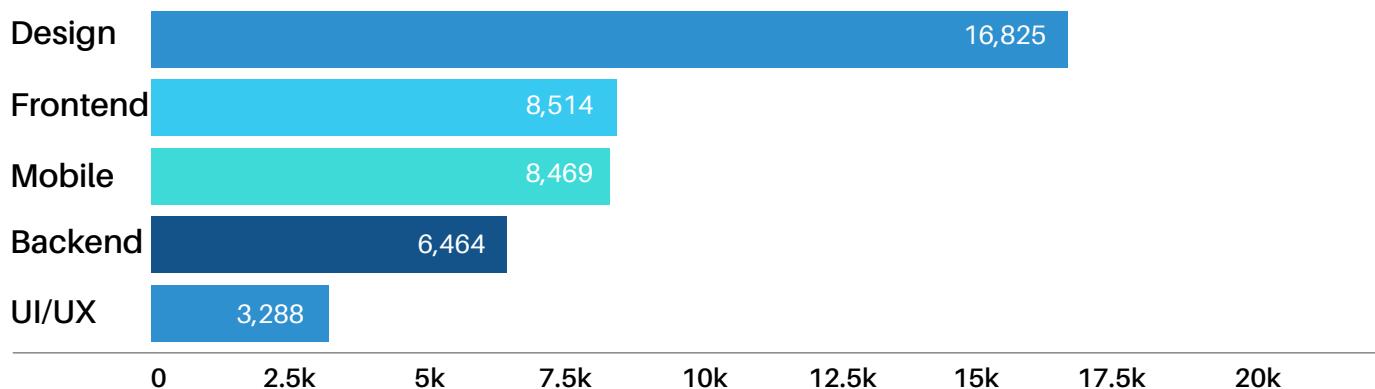
One of the biggest challenges tech enthusiasts have faced is access. Access to training, resources, and tools, but together HNG & I4G have trumped these challenges and given the finalists an enabling environment for learning and increasing their earning power. I4G and HNG's partnership signifies what the African tech community is capable of when passion meets purpose. Mark, Seyi, and the HNG team are trailblazers in the space of corporate social responsibility over, and in many ways, inspired us, the I4G co-founders, to dream bigger regarding our social impact goals.

## The 7-month bootcamp included



# Training Statistics.

## Application by Track





# **Program Success Stories**

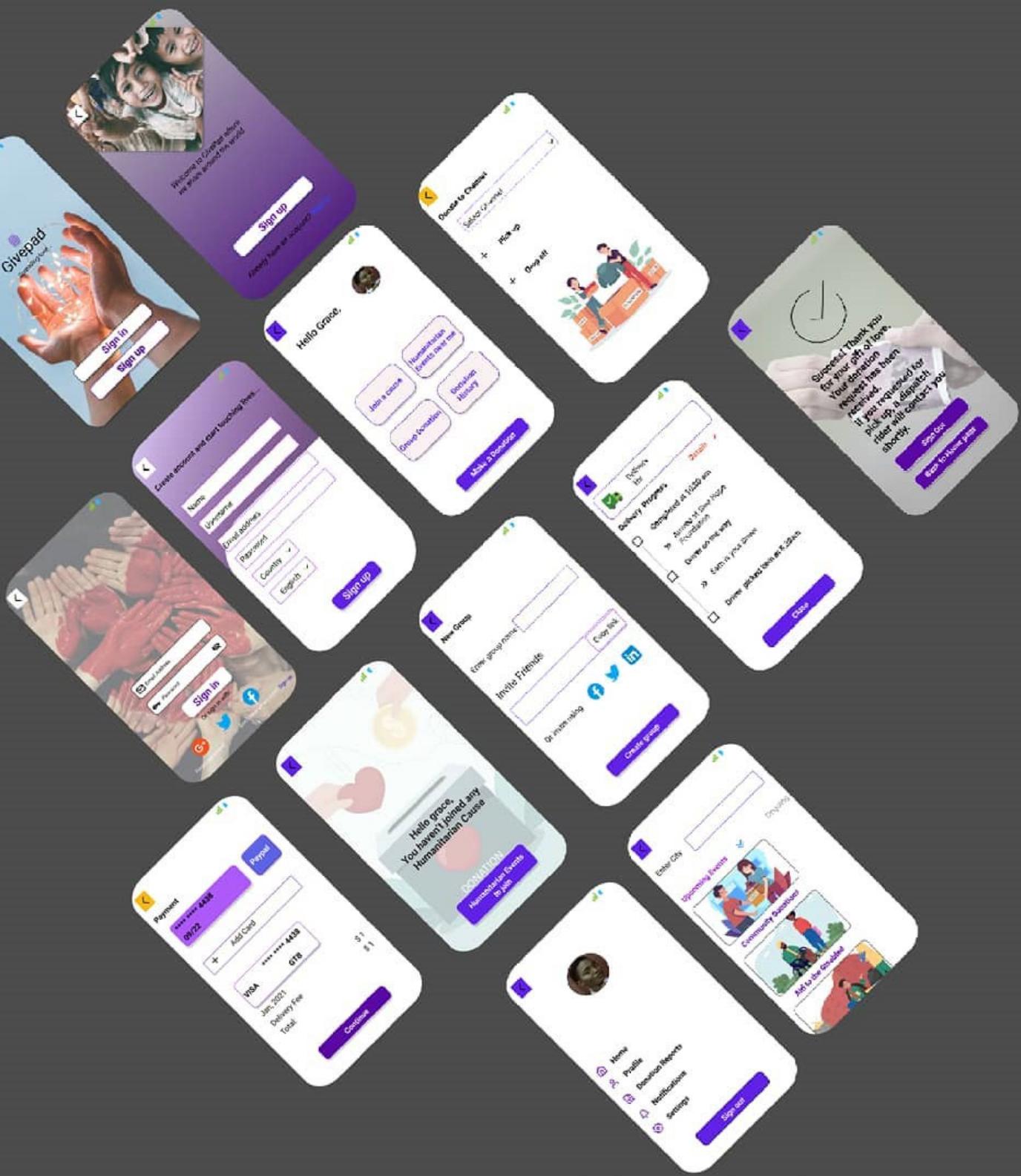


# CrystalBell Omuboye's Story //

CrystalBell Omuboye, the first child of 6 children with both parents unemployed, took the technical training program as an escape from the grossly inadequate system she was battling with - no light at home, no data, no money. Early in her life, CrystalBell had learned to make and sell liquid soap to provide for herself but the money she made was barely sufficient to make ends meet. Her laptop battery was failing her, so she had to visit cyber cafes and shops to power the laptop to submit tasks. Eventually, the laptop crashed and she needed a laptop to help her practice what she was learning at our technical training program, but couldn't afford it. So, we stepped in and provided her with a MacBook and tools to help her learn even faster as she transitioned to full-stack. She recently landed a developer job and now earns 10x what she earned before. Her life has completely changed.



Photographed by Oluebube Okafor



# Onome Abada's Story //

Hello, my name is Onome Abada, and I did not know anything about UI design before seeing the #I4GHNG opportunity. I knew I wanted a career in tech, but I was unsure about how to achieve that dream. So, when Ingressive put out the word about scholarships to learn tech skills, I jumped at it. The image above was my first attempt at designing UI for a mobile app, and I am proud of myself. Although, there are rough edges that need smoothing out, I can see my growth and that is inspiring for me. Here is me celebrating my small wins as I continue with my learning and self-development. Thanks to @thezuriteam and @ingressive4good for this knowledge and skill. Using what I have learned, I designed GivePad, an online cloth donation app to make cloth donation easy and hassle-free across Africa. 'Making donations on the go'. Thank you again for giving the #I4GHNGScholarship

# Partner's Story.



At Zuri Team Limited, we empower underrepresented individuals with tech skills. These individuals do not have access to such training, opportunities, and resources under normal circumstances because they cannot afford them or they are unaware of tech or the need for tech skills. Therefore, our focus has been on getting these individuals into tech and help them get a better life.

Partnership with Ingressive for Good has been such a great opportunity helping us to achieve even more than we would have been able to accomplish in the past few months. Ingressive for Good has given us the opportunity to impact a larger crowd rather than focusing on small groups. We've been able to go larger across Africa, and hopefully, as we continue working together, we'll be able to achieve even more. The Ingressive For Good Team has really been an excellent team to work with. They've been there when you need them for advice, resources, and so much more beyond what we usually do in terms of training. Working with I4G has been really good and memorable. I hope that this partnership continues and that we continue to accelerate the impact we're currently driving in Africa.

**Seyi Onifade**

Cofounder, Zuri Team. Limited

# **1,000 Women in Design**



**INGRESSIVE  
FOR GOOD**

&



The African Women in Design Scholarship Program was created to expand access to design education. In line with the 2021 IWD theme - #ChooseToChallenge, we chose to challenge the disproportionate gender inequalities that exist in the tech industry.

According to the UNESCO Science Report: towards 2030, women in the tech industry constitute only 28% of professionals in the sector worldwide and just 30% in Sub-Saharan Africa. Companies with more women in managerial positions have been shown to achieve 35% higher return on investment in the technology sector. This posed a significant concern as the lack of gender diversity negatively impacts individual tech companies and the tech sector. So we thought to ourselves, what if we upskilled women in the tech field, so they can access entry-level positions in the industry and grow to become leaders achieving 35+% return on investment?

The next task became choosing the sector we wanted to focus on. The Global Gender Gap Report 2020 published by the World Economic Forum (WEF) highlighted a disproportionate inequalities in almost all of the job sectors related to technology- like cloud computing, engineering, data, marketing, AI, and product development.

Digging deeper, we realized that two of these job sectors have a heavy reliance on design: Product development and marketing. So we committed to training 1000 women in design to impact the tech ecosystem. This is why we partnered with Geneza school of design to help 1000 women build skills in design. This program, built by the women of Ingressive for Good, especially for women, will contribute its quota towards closing the gender equity gap in the design industry and empower women with design skills to ensure they are better prepared and positioned for opportunities in the design space. It is the perfect opportunity to birth women who will soon make history.

The gender disparity in the design and tech world is far from invisible. Most people can see it, and many women feel it first hand. It is no longer enough to talk about it. It is time to act. And as an organization, we started with 1000 women, fully aware that 1000 can become 10,000. Eventually, 1,000,000 women in Africa will have skills in design or tech, and gradually, the gap will close up. We want more individuals and organizations to go beyond talking and act.

To increase the number of women we are impacting, reach out to [donor@ingressive.org](mailto:donor@ingressive.org) to donate.

## The design training comprised of three comprehensive digital course paths.

01



### Graphic Design

The principles of design, visual elements, and how to use Photoshop.

02



### Brand Design

How to interpret briefs, create logos, packaging, and brand assets.

03



### Product Design

How to design websites and mobile application interfaces using Figma.

# Training Statistics.

**17,052**

Unique Applicants

**1,000**

Learners Selected

**21**

Countries

**Product Design**

**240**

Cohort A Learners

**Graphic Design**

**153**

Cohort A Learners

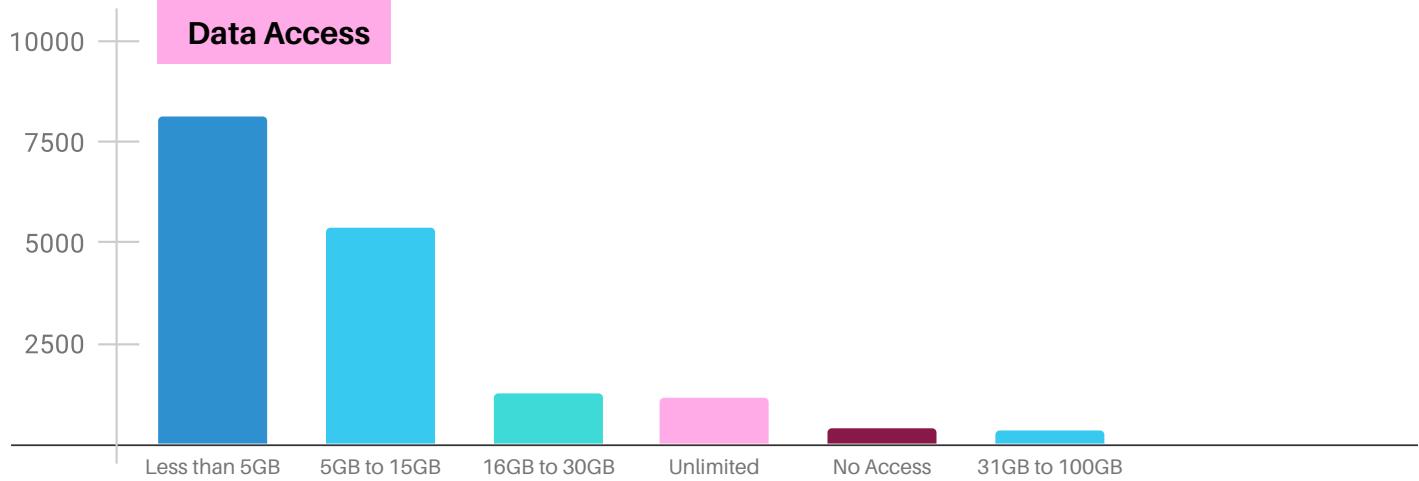
**Brand Design**

**107**

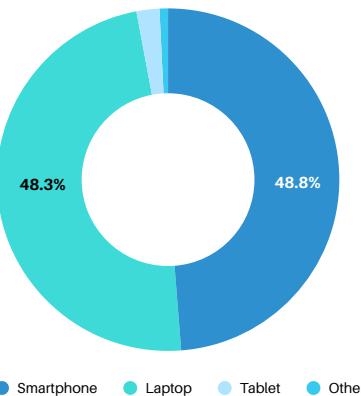
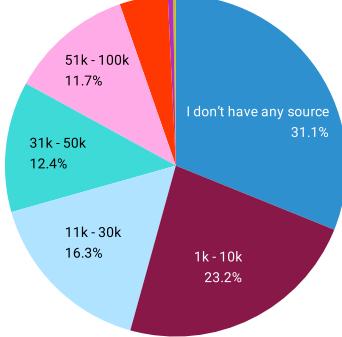
Cohort A Learners

## Top Countries of Applicants

1. Nigeria
2. Kenya
3. Ghana
4. Tanzania
5. Cameroon
6. South Africa
7. Uganda
8. Rwanda
9. Botswana
10. Benin



**Monthly  
Income**

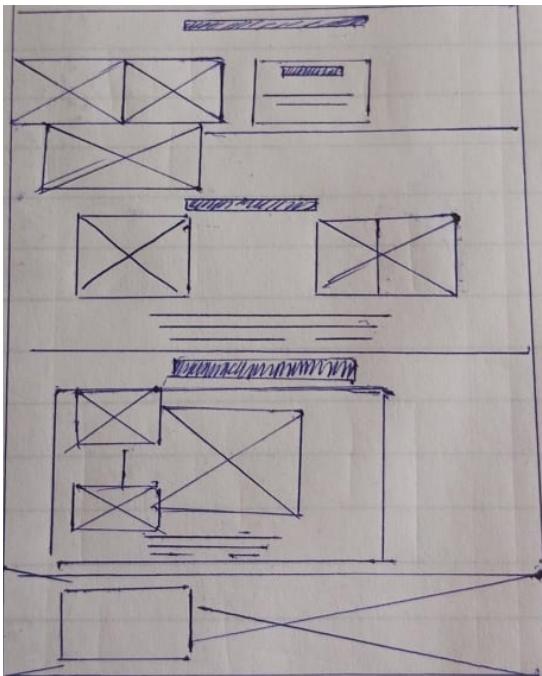




Ingressive For Good has always been interested in helping people gain skills in tech through scholarships and programs. Since our goals align, it was only perfect to partner with them on this. Our shared goal is to increase the number of women in the Design and Tech ecosystem and help them take advantage of the increasing number of opportunities in the industry. They have given 1000 women hope, and the participation is amazing! We are so happy we did this.

## Bolanle Banwo Osadolo

Founder, Geneza School of Design



**JUO HOTEL & SUITS**

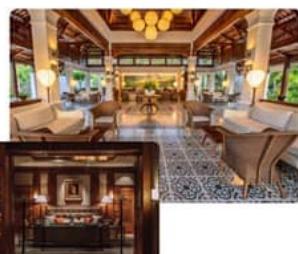
HOME | RESERVATIONS | MEETING & EVENTS | DINING

CHECK IN: 16 May 2021 | CHECK OUT: 17 May 2021 | ADULT: 1 | CHILDREN: 0 | BOOK NOW

**WELCOME TO JUO HOTEL & SUITS**

#### ABOUT US

Juo Hotel and suites is Nigeria Most luxurious hotel. Established in the year 1998. Located in Ikeja, the heart of lagos state. Juo Hotel and suites is well known for its excellent hotel, 24-hour reception, room service, valet parking, night倒飲酒會 as well as daily housekeeping. Exclusive Dining ... [Read More](#)



**RECREATIONAL SERVICES**




We offer exceptional services such as spa services with experienced and professional staffs, a well equipped and functional gym, swimming pool, sauna, steam room, tennis court, snooker room, swimming pool as well as entertainment and ... [Read More](#)



#### WELCOME TO JUO HOTEL & SUITS

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# The Geneza Success Story.



## Mary Omoye Oiku

My name is Mary Omoye Oiku. A 26-year-old with the dream of becoming a product designer. I love designing, and I have always wanted to help individuals and businesses tell their stories using design while also giving back to society. I knew who I wanted to be, but I was not sure about how to start. I wanted a career in design, but I didn't have the design skill I needed, and most courses were costly. Then, one day, I saw the opportunity, and I applied for it. I knew this design course would help me gain knowledge, start a tech career, and help business tell their story through creative design.

I was so delighted the day I got the message that I had been chosen. I immediately took the training and did all my assignments. The training was phenomenal. I have learned so much from my tutor. Through this #1000-WomenInDesign program, I have learned to express myself and tell stories using design. None of this would have been possible without the help of Ingressive for Good scholarship.

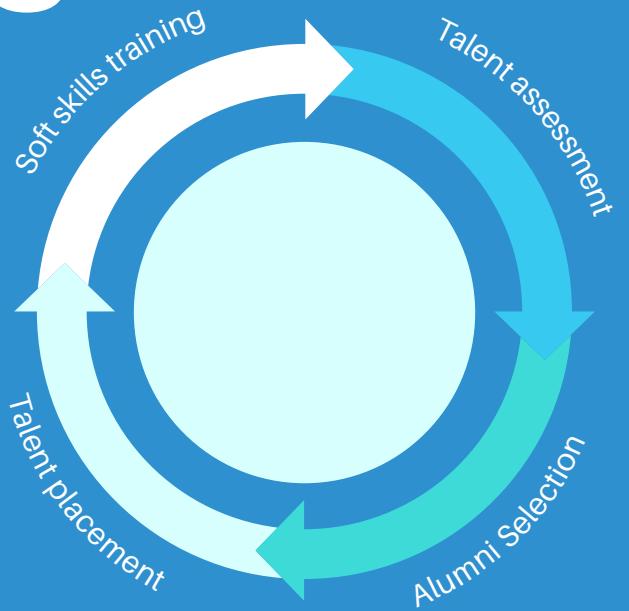
The images above are some of my many assignments. I drafted a wireframe, designed a responsive website user interface, and a little bit of prototyping on the last slide. We were asked to create a responsive website for a hotel: Juo Hotel (fictional). A hotel where you can make bookings, confirm reservations, get informed on the services they offer, and much more. Thankful to Ingressive for Good and Geneza.

# Talent Placement

The Talent Placement department at Ingressive for Good (I4G) exists to develop programs to directly address and meet the organization's mission: to train 1 million youth and connect 5,000 to jobs.

To accomplish the strategic objective of I4G, the Talent Placement department embarks on programs that ensure youth within our network who have accessed one or more of I4G programs access soft skill training to ensure they are job-ready. This is closely followed by assessing new work-related skills and access to employment of members of I4G Circles/community.

# We do this through a simple cycle



The core talents we are focused on developing within the I4G Alumni community are

Software Development (Backend, Frontend and Mobile)	Design (Product Design, Graphic Design)	Data Analyst/ Data Scientist	Product Management	Social Media, Product & Growth Marketing
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All talents in our alumni are armed with mentorship and Workforce Readiness (soft skills). We have partnered with specific organizations to provide technical talents like:





+



The #I4GJobberman Soft Skills Scholarship Program was created to provide free soft skills training to Nigerian youths who are employed or in need of employment within the Digital or Tech Sector.

LinkedIn's 2019 Global Talent Trends report showed that 92% of talent professionals and hiring managers say that soft skills are just as important—or more important—than hard technical skills. The National Bureau of Statistics data reveals Nigeria's unemployment and underemployment rate is a combined 55.7%.

The data also shows the worst hit are Nigerian youths, with over 13.9 million currently unemployed. We want to reduce the unemployment/underemployment rate by increasing the chances of African talents to be hired while also increasing their earning power.

In addition, we want to prepare them for global job opportunities. This is why Ingressive for Good has partnered with Jobberman Nigeria to help 10,000 Nigerian youth within our network build soft skills.

The Soft Skills Training is a 2-weeks Online Training on Coursera to help our community acquire the soft skills needed in the workspace. The training comprises of 4 Courses:

Managing Self and Personal Development

Working in Highly Successful Teams

Creativity and Idea Generation

Employability Skills Workshop

## Beneficiaries of this training have gained a lot, including:

### Relevance and Job Readiness

They have learned skills to keep participants relevant in the workplace and prepare them to get jobs and ace their interviews.

### Growth Focused

They have mastered the skills needed to grow in their tech careers based on soft skills requested by global employers. This has also earned them a certification by Jobberman.

The positives are endless, and we are super proud of the 10,000+ people who have accessed this training.

# #I4GEnye Partnership.

Enye Tech is accelerating social innovation by empowering engineers and tech entrepreneurs. Ingressive for Good and Enye share the belief that tech can play a significant role in alleviating social, political, and economic problems. We also believe that by empowering the brightest, most responsible students through mentorship, they can become the innovators and leaders their communities need.

So we provide resources and support to Enye cohorts. We also funnel members of our community towards the Enye cohorts to help them learn more skills to build and deploy modern web applications and empower them to be leaders and problem-solvers in their communities. There is a 90% placement guarantee for chosen community members (engineers) who qualify and build successful MVPs. For talents seeking to build tech businesses, this program provides a great mix of education, mentoring, and networking to help them build scalable companies that can, in turn, hire members of our community. These have been the results so far:

**72**

Cohort Participants

**91%**

Eligible Candidates Placed

**87%**

Placement Eligibility

**18**

Founders

**16**

MVPs Completed

**47**

Job-ready Engineers

**43**

Engineers Currently Placed

**54**

Engineers



Living in Nigeria is quite challenging, especially for people who aren't born rich. We have to hustle and fend for ourselves, knowing that our parents are going through a lot and our empathy for them limits how many requests we can make outside of basic necessities. After I graduated with a BSc. in Geography, the job opportunities weren't attractive, and didn't pay so well. My friends in the job market advised me to build more skills to increase my options. I loved computers, and of all my options, I chose to explore programming. I repaired an old hand-me-down laptop from my brother, and I started exploring courses on programming. I was also exposed to more developer communities and explored resources, but I needed to improve myself as a JavaScript developer. At a point, I got a job with a tech startup, but the app shut down, and I was back to being unemployed.

I started applying for internships and then participated in the #I4GHNGInternship program in 2020, and my skill improved drastically. This year, I felt confident and applied for the Enye cohort, and I scaled through. At the 4th stage, my laptop gave up on me after three years of serving me. It had battery issues, and with the power issues in Nigeria, it was almost unbearable. The laptop was slow, outdated and it eventually crashed. I reached out to I4G, and they provided me with a new laptop. The laptop was so helpful!!! With this new laptop, I gained speed, explored software pivotal to my career. My productivity increased by 150%, and I achieved more in shorter times. Almost immediately after graduating from this cohort, I got a job as a Frontend Engineer and Designer at Veendhq. My earning power has increased by 100%. I am so grateful for I4G and Enye. They changed my life.

- Gideon Etim, Program Participant

# Our Community

# I4G

# Community.



The I4G Community is made up of African youth passionate about using Tech to solve problems. The aim of the community is to provide access to the tools, resources, and network to enhance growth. This goes perfectly with our mission to empower young African Tech talents with resources to reach their full potential, through learning and the power of work. We do this in the following forms:

## **I4G Network**

The I4G Network are Africans passionate about Tech. They are made up of passionate Techies engaged by our programs and platforms.

## **I4G Alumni**

The I4G Alumni are a segment of the I4G network, who have taken on one or more of the I4G programs, been successful at it and even passed our talent assessment. These are the people who qualify to be placed in jobs and we ensure they are job-ready in terms of soft skills and hard skills.

## **I4G Circles**

I4G Circles are communities in campuses and cities made up of young African youth passionate about tech and leveraging it to solve problems. The mission of this community is to inspire, empower, and connect young Africans in tech.

# I4G

# Circles.

The circles are present in campuses and cities but our primary focus is circles in campuses. This led us to create a Student Ambassadors program - an exclusive community of young, smart, confident and influential students in universities across Africa passionate about tech and leveraging it to solve problems. The goal of this program is to ensure that more students are connected to resources, technical training, scholarships, opportunities and even jobs.

**I4G Values:** Help others, Add value, Connect, Keep Growing (HACK). I4G circles are led by ambassadors.



## Ambassadors Benefits

I4G Ambassadors are the individuals who lead I4G Circles across various institutions all over Africa passionate about building the tech communities on their campuses. They work together to build an active community of tech enthusiasts by doing what they can, to create a positive experience for all members.

With brands like Twitter, Facebook, Google deepening their presence in Africa, there is an opportunity for more African youth to gain access to work with global tech companies and even build tech startups that could be acquired. There is a need for well-trained Tech community leaders to continue to nurture and level up community members, share success stories and even connect talents to jobs.

This is why the student ambassador community is essential and available to tertiary students in Nigeria and Ghana. Eventually we will open up to other African tertiary institutions.

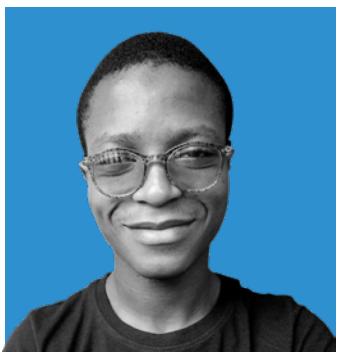
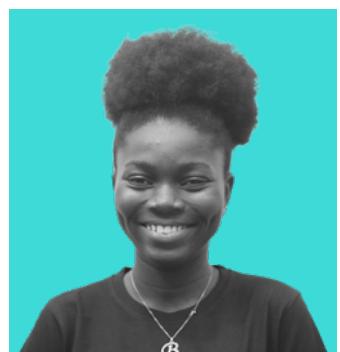
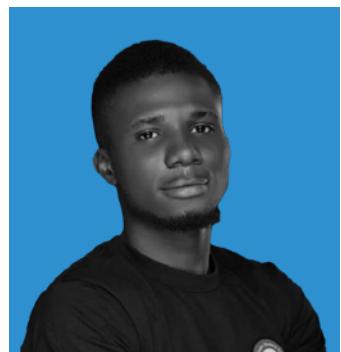
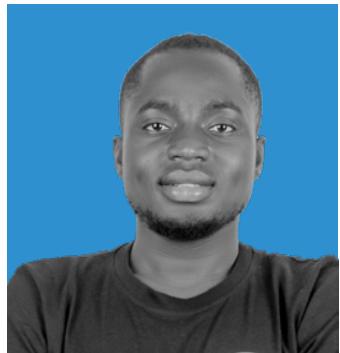
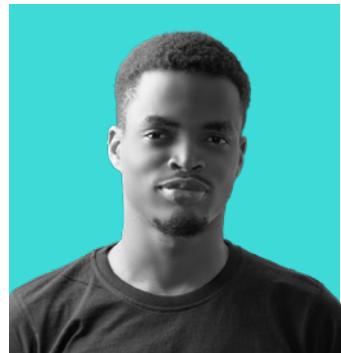
I4G circles will help drive more tech opportunities to students, document and showcase the skills and expertise within the tech ecosystem in Ghana and Nigeria.

Our ambassadors are required to host monthly tech webinars and distribute opportunities shared by I4G within their school. The benefits of being an ambassador are endless and worth it. Benefits like:

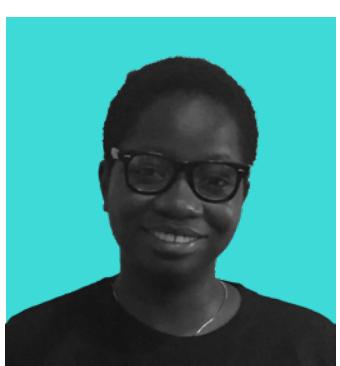
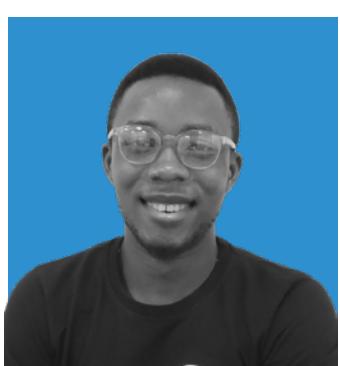
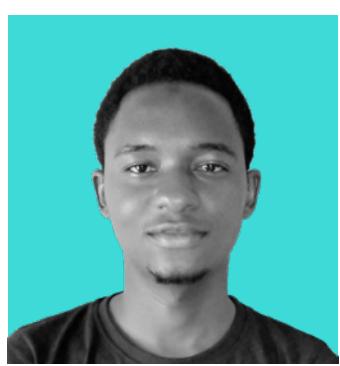
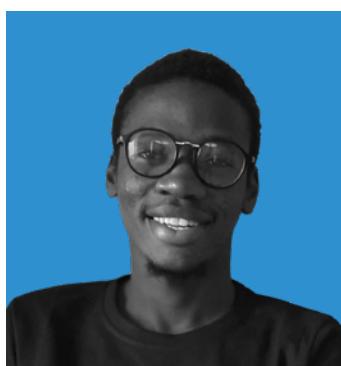
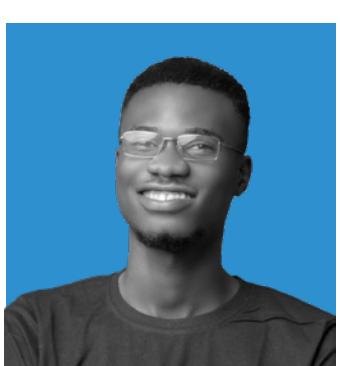
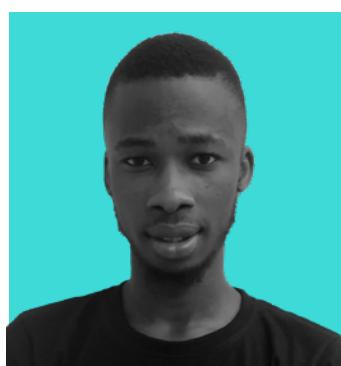
- First-hand access to resources, scholarships, jobs and opportunities, PR and speaking opportunities, certifications, and great experience to highlight in their resume/portfolio.

- They also get access to many personal growth opportunities as they proceed in their careers.

- They get to build and lead a tech community on their campuses and meet and network with amazing people and thought leaders in the tech ecosystem.



# I4G Ambassadors.



# Ambassador Stories.

## Fawale Timilehin

Lead, Obafemi Awolowo University.

Participating and serving the community as a circle lead is an eye-opening and refreshing experience for me. I learned to stretch myself to reach and surpass my full potential as a leader and a communicator. During this opportunity, I and my co-lead worked together, and we built the team we needed to execute the herculean task of building a community from the ground up in our school.

Ingressive For Good as a network is packed with opportunities targeted at the growth of its members and other beneficiaries alike. I have had the opportunity to network with new people with similar goals, share ideas, and plan events & meetings together. Through a collaboration series with three other circles, I was able to work as a unit with others to drive a larger force. The events were a success, and I gained a lot from them.

The first-hand access to programs and events from the headquarters has also given me a considerable boost in my career. The scholarship to learn tech skills with the Zuri program was a great one in particular at making me accountable and bringing me closer to my goals.

Balancing school life with community leadership is a challenge I am glad I picked up. I learned how to plan better and maximize my time for maximal productivity even while giving myself to community service. It is a great honor to serve, grow and share and connect with great minds.

## Uchenna Jochez

Lead, Federal University of Technology, Owerri

I4G ambassadors program has been a very dynamic experience for me. It shaped me in more ways than I expected. It all started with the leadership courses we did on Coursera during our onboarding process. My favorite was how to influence people effortlessly; it shaped the way I lead people in general, not only in our community but also in other groups I belong to. So many people around are testifying on recent changes in the way I handle decision-making processes; they attribute it to the lockdown. But, it was the ambassadors' program that contributed the most to the personal improvements. I made a lot of new friends and connections in my institution with the platform I4G provided. I am always delighted when I remember I have people looking up to me.

Also, I got the opportunity to take my career in IT a little further, learning software-defined networking on scholarship on Coursera. I understood the value of this opportunity because I knew the cost of learning the introduction to computer networking with a cisco academy in the initial stage of my networking career. So that opportunity was very beneficial.

My I4G story will not be complete if I should skip this part. I was the type that was not very financially wise. I was aware of this fact but didn't know how to improve. So I decided to look out for some courses on basic economics and finance, with the access given to me on Coursera by I4G to over 4000 courses for free. I found interesting courses on that topic. I downloaded the videos without caring much about the certificate. My financial life has changed completely, and it all started from that single platform I4G gave me. I can now read and interpret the balance sheets, statements of profit and loss, and some other financial statements. I now see money and the free market in a different way. All these are very amazing to me because they are far from my field of study.

I4G did not only give me the platform and ability to manage people, but it also made it possible for me to manage my finance in a whole new way with a different view. As a result, I can proudly say that I am a better manager now!

Thanks to I4G for their generous work to young people like me.

## Temitayo Olalekan

Co-Lead, I4G Obafemi Awolowo University.

Ingressive For Good (I4G) Network has given me a community of practising and aspiring tech professionals in Africa to interact with. The community provides access to training, resources and tools needed for a successful career, business and increased earning power. As a student ambassador, I have been impacted and it has shaped my career in so many amazing ways.

It helped improve my leadership quality. Leadership includes being an effective communicator, collaborator and decision-maker. I learned how to set the tone and vision for my team.

This has in turn prepared me for my interviews since interviews always look for leadership quality in candidates. I also have first-hand access to quality resources and opportunities that have helped me grow in my career.

Through the ambassadorial program, I have been able to grow my network and learn different things from the other leads. While planning events and taking part in building projects, I had the opportunity to work with various technologies and thought-leaders. This has opened my mind and increased my productivity level in school and at work.

## Galleh Solomon

Co-lead, Nasarawa State University, Keffi

My name is Galleh Solomon. I loved web development but so many things have stalled my progress due to the pandemic. I didn't have the resources I needed and I wasn't in an environment with many people to run to for help and online courses were very expensive.

A friend introduced me to the community and I applied for the role of the co-ambassador. That moment was a turning point for me. I was fortunate to meet a great community of like minds where I got to learn from people with diverse experience in my field, and I got access to online tutorials for free, even scholarships.

Before I4G I struggled with imposter syndrome, but with the responsibilities on my shoulder, I learned how to overcome my fears and now I can gladly say it has been an upward trajectory since joining I4G as an ambassador.

My success today won't have been this much but with I4G and my responsibilities as a leader, I am learning fast and doing more. Most of all, I get to carry a lot of people (community members) with me and we all succeed together. I can say I have overcome imposter syndrome and I am fully focused on adding value to my community and my environment at large.

## Nwobodo Christian

Co-lead, University of Nigeria Nsukka

As an I4G Co-Lead Ambassador, it's been quite a memorable journey working with my team members as we get to share ideas and learn to accept other people's ideas even when they aren't exactly our choice. After signing up as an ambassador, I got access to numerous opportunities, including a job opening at Ingressive for Good. I was hired, and I did a spectacular job. I also got access to tech scholarships and accessed over 4000 courses on Coursera. It was beyond what I expected.

Working as a Team for me is the new gold. This quality is vital for anyone who seeks to be relevant in this generation.

I appreciate how much this I4G leadership opportunity is helping my team and me build and grow a fantastic tech community in my school.

# Testimonial from Community Study Groups

Throughout the #I4GCoursera journey, we saw the value of peer-to-peer learning as a catalyst for deeper learning facilitated by I4G Circles Study Groups in multiple cities across Africa. We had so many success stories, and the response was tremendous. We continue to see members of the I4G network who have successfully gone through the I4G Coursera program grow their careers and use their skills to benefit their communities.

# Ibrahim Moshhood

## Digital Marketer

I am Ibrahim Moshhood, the first child of four which by default comes with extra responsibilities as an African child. I am 22 years old from Ogun state.

One phrase that summarizes what I am is a born leader. I figured out at an early age that I have the capacity to be an impact-driven individual committed to excellence and productivity. Just like every other continent, Africa has got its peculiarities. Being an African, I know to get to the peak, I need to put in my efforts and aggressively hunt for opportunities. Life has not been smooth for me as an African, but I see opportunities in the roughness and smoothness. I studied Environmental Biology at the University of Ibadan as an undergraduate. In recent times, I have been learning tech skills to combine the knowledge of agriculture and technology, AGRITECH.

I believe in myself, my potential, and my abilities, which have been my driving source ever since. In line with my dreams to build a career in Agritech, I became a member of the Student Builds Opportunities Billboard Channel on Telegram. That's where I found Ingressive For Good. The non-profit had partnered with Student Build to create a Study Group - the Student Builds I4G Study Group. Seeing the opportunity, I took immediate action to enroll.

I participated in the program because I wanted to hone my digital marketing skills, and the I4G Student Builds study program provided me a platform to do so. Prior to enrolling in the program, I couldn't get affordable access to internationally recognized platforms to take specialization courses taught by world-renowned digital marketers. Asides from that, I struggled with self-motivation; COVID really threw me off balance. In addition, I needed people around me who could inspire me.

Coming from a non-tech background, I knew I would take a massive decision in venturing into the tech world, and now more than ever is the time to be in this constantly evolving world of technology and information. I started my digital marketing career at the beginning of this year, 2020. Little did I know that it will be flawed with many challenges, including emotional, financial, and psychological challenges. I felt overwhelmed at some point and stressed at some other points.

The program really helped me a lot. It helped me realize that my career is a marathon and not a sprint and this realization made the whole process easy for me to navigate. Being the study group leader, I was entitled to a unique package that helped ease the financial burden. With that, I was able to study seamlessly and organize study group activities and meetings that were aimed at improving the productivity of all team members. Also, the study group provided a platform to learn with others like the saying goes, "Two heads are better than one." With that, the challenge of reduced motivation was eliminated completely and increased productivity.

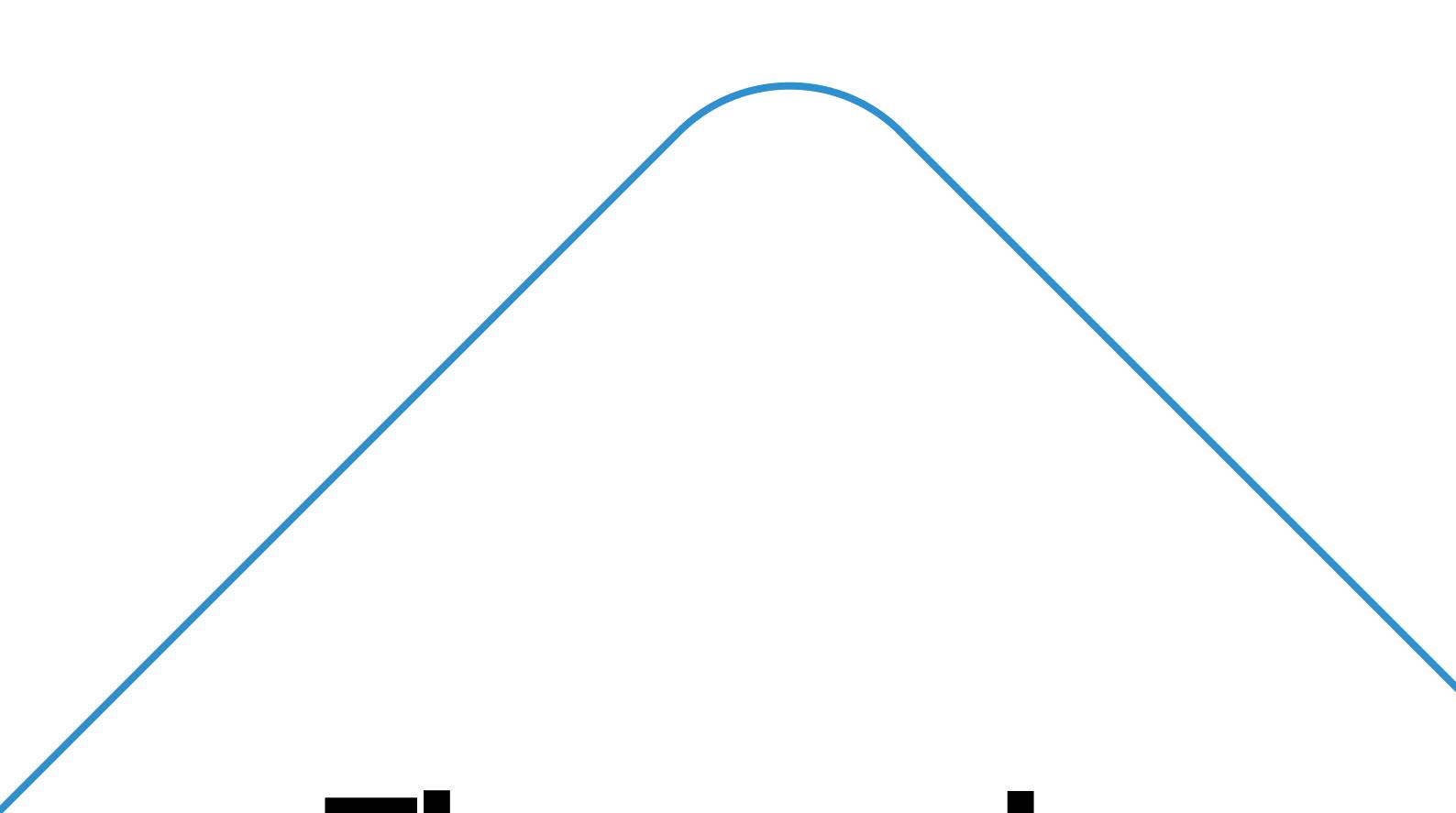
I felt empowered, and now, I have the fundamental tools that every digital marketer in the 21st century should have in my arsenal. I find it an incredible opportunity courtesy of the Student Builds I4G study group program. Now, I can boldly take up any digital marketing project and do justice to it. The study group helped me actualize my 2020 dream of becoming a digital marketer. I was able to work on two projects within the space of three months, and I came up with the product marketing strategies leveraging the knowledge gained from the study group program and the access to the free Coursera course.

Being a facilitator of the study group, I would love to say that the experience has been incredible. I really enjoyed it because, on the one hand, I was learning, and on the other, I was administrating. It was like 2 in 1 for me. The experience of serving as a leader was always exciting, and I am glad I was given the opportunity to demonstrate my passion. Another great experience was teamwork and efficient communication.

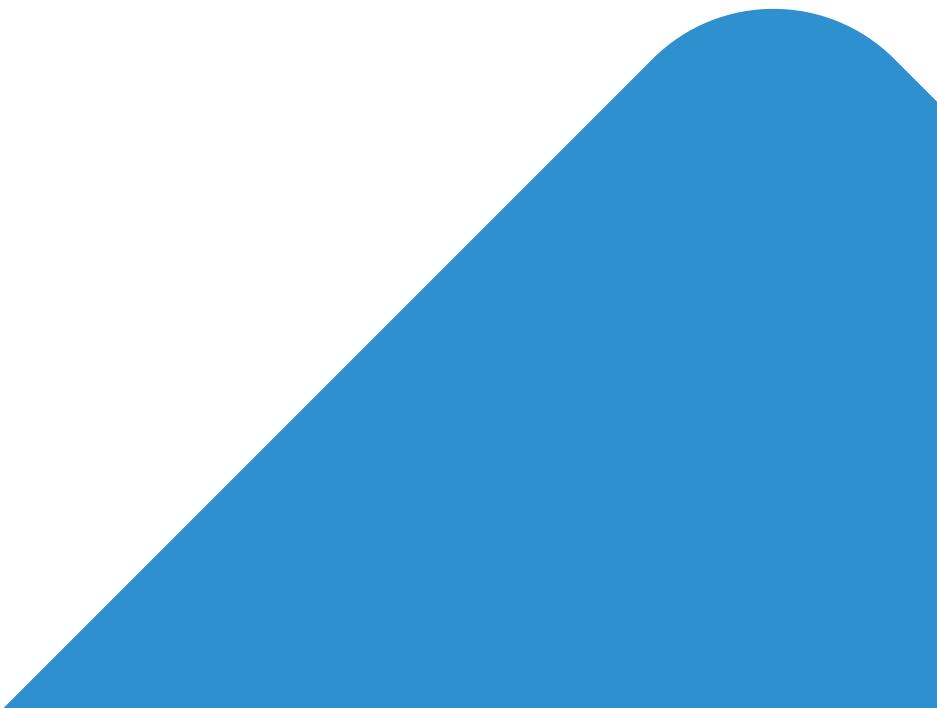
I gained more professional communication skills from being the study group facilitator because, at the end of every week, I submitted a report and updated an analytics sheet. I also drove conversations and discussions in the study group. Above all, I learned from my team members who hail from different parts of the country and beyond the country. I believe all I have learned will be capable of increasing my earning power. For me, my overall growth and development changed. I see myself as an improved version of myself now compared to 4 months ago. Being a digital marketer, more than anything else, I have taken pride in advocating my personal brand to the world.

Yes, I must say, the capstone project was an interesting one indeed, and it encapsulated all that I've been learning for over three months. It was more interesting because of the timeline attached; 1 week. It was a challenging and busy week, however, at the end of the day, it was worth the effort put in.

It's straightforward. If you are an ambitious individual looking to learn a new digital skill or hone your digital skills. Ingressive For Good has got you covered. The world needs you, me, and every one of us to drive the change required - the change we all envision, and to achieve that, we have got to invest in ourselves and be the best version of ourselves. Thanks.



**The people  
who Believe  
in us.**



# June Angelides

## Venture Capitalist

After speaking to the team and hearing their enthusiasm for empowering young Africans with the technical knowledge they need to increase their earning power, I wanted to be involved. There is a strong sense of community, taking everyone on a personal growth journey and providing access to opportunity, which really resonated with me.

The startup ecosystem is thriving and facing a real shortage of job-ready candidates. It's an urgent problem they are solving. I meet so many founders as part of my day job, and the passion of the founding team at Ingressive For Good really stood out. I and the team at Samos look forward to supporting and getting to know the community even better.



# Devaris Brown

**CEO & Cofounder,  
Mexora**

I donated to I4G because their all star team is hyper focused on providing pathways to careers at scale. When they are successful, they will have made an immeasurable impact in the Nigerian tech ecosystem and the diaspora at large. That's in line with my values and mission so it was a no brainer

# Jacqueline Nyenke

## Attorney

I decided to assist in the formation of Ingressive For Good, Inc. (I4G) and serve as a Board member because I believe in the vision that Maya and Sean have for its impact on technical training, skills development and talent placement of young adults in emerging African economies.

After serving as counsel to an investor in the Ingressive Capital fund, I connected with Maya and learned more about the vision for I4G. I realized that it aligned with my interests in continued economic development in Nigeria and beyond through venture capital networks.



# James Abayomi Ojo

## Product Manager

Yeah so for me, my main reason for supporting Ingressive is because it's really clear. Laptops for Nigerian techies and I wanted to do something which allowed a little bit of the revenue to go towards a good cause and I love how easy Ingressive has made that to happen and I love how open and transparent Ingressive is in terms of what the work that they're doing underground in Nigeria.

# kwanda

## About Kwanda

Kwanda is a platform that is dedicated to unlocking the potential that exists within African communities.

We raise capital from individuals across the globe and re-invest that capital into transformative innovation in Sub-Saharan Africa. We back those who are building solutions that will create alternate futures for the African continent, where the ingenuity of our communities is unearthed and driving us towards greener, more sustainable and more equitable outcomes. We take a modern approach to collective finance by adopting an entirely transparent view on finances at any given moment and having all contributors involved democratically in decision-making and fund distribution. Using our approach, we are providing a way for individuals to play their part within the black community in small and large ways.

## Partnership with I4G

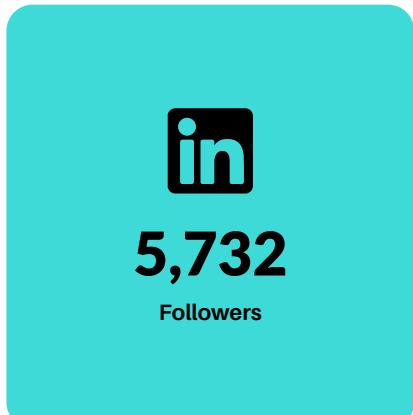
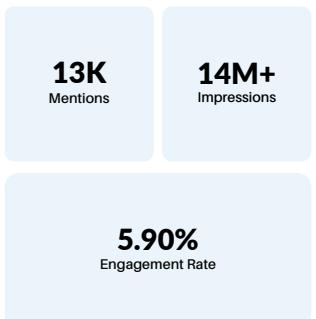
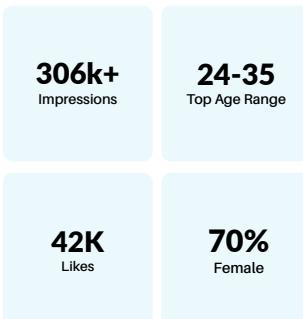
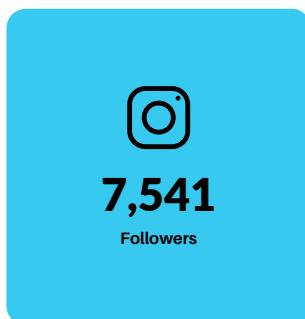
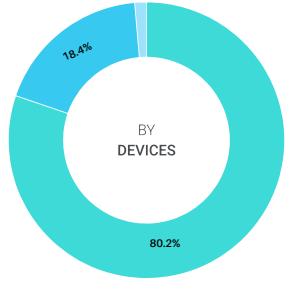
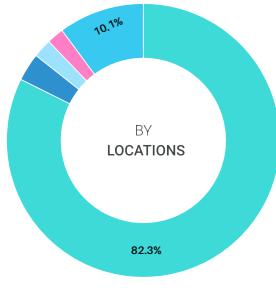
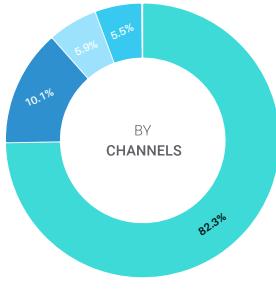
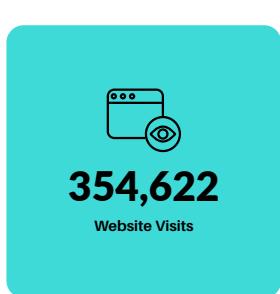
We collaborated with Ingressive for Good to provide 200 scholarships for women on the #1000WomenInDesign program.

This partnership is a good extension of the work we have already done reaching girls and women in last-mile settings and providing them with education and resources that enable them to succeed. In particular, we are excited about bringing high-quality STEM training to women and girls that would normally not be able to access opportunities like this, and the supportive and collaborative environment that Ingressive for Good and Geneza have created.

We are really excited about the implications of this work at scale, empowering women to get into and stay in tech and be part of building the future solutions for our continent.

# Social media community.

We can't talk about community without mentioning our social media community. In July, when we launched, we started from ground 0. A clean slate across all our social media platforms. While we have barely ever advertised due to limited budget (as we will rather spend every dollar on training an African youth), we have experienced tremendous growth, with over 100% month-on-month growth. We have achieved the following



# Our Partners.

With collaboration at the heart of Ingressive For Good, it is impacting the lives of Africans, one youth at a time. During this pilot phase, I4G partnered with Coursera, Facebook, Datacamp, HNG Internship, Enye, SemiColon, Tekedia, CareerBuddy, FindWorka, Live Your Dreams Africa (LYDA), Covenant University, Babcock University, StudentBuild, Bankole Williams, and so many amazing organizations to reach the Africans in need and provide training, scholarships, job placements.



We have been featured on several prestigious platforms



# A conversation with BBC.

April 23, 2021, Our Director of Communications, Blessing Abeng was invited for a chat with BBC Africa alongside Ethel Cofie and Anie Akpe to chat about the Girls in ICT.

During this conversation it became clearer that not only are girls in Africa under represented in tech but Africans in general are under-represented in stem. We decided to get to the root of it. We discovered that According to the African Development Bank, less than 25% of African higher education students are in STEM fields, with the majority of students studying social sciences and humanities. In an article by STEMpedia, Studies estimate that between 50 to 85 percent of U.S. GDP growth in the past 50 years can be attributed to advancements in science and engineering.

According to UNESCO's 2018 Global Education Monitoring Report, only 22% of primary African schools in sub-Saharan Africa have access to electricity. Plus, internet access is still a luxury in many regions. Due to the lack of basic and critical infrastructure, resources to allocate to higher-level STEM education have been scarce. This was something that needed attention, because, children become youths and if we can educate them about STEM from very young ages, the likelihood of growth in their interest rate may be more evident.

Africa has a demographic advantage that makes it very likely to have the largest working population in the world. Africa has a potential. A potential to have one of the fastest growing economies in the world. With 80% of the fastest growing industries and occupations requiring the knowledge of science and mathematics, Africa can only tap its potential if it invests in STEM education for the young.

So first, we decided to partner with Destiny Trust for their Kids Innovation Hub project, which has been committed to ensuring the inclusion of Nigeria's underrepresented children in the tech space since 2018. This plugs to our overall objective of education, empowerment, care and holistic development of children within vulnerable groups. We share the belief that we can together raise valuable tech human capital for Africa from amongst children the society has left behind. It is not enough to just rehabilitate and care for them.

We need to empower them to take their place in the future of work and expose them to tech skills and STEM in general. In addition to this, we wrote a Children story book called Hanzzy and Fawzzy. We wrote this book because according for every 10 children, less than 3 study science, technology, engineering or mathematics (#STEM) in high school.

Maybe this is because in every 10 schools only 2 have access to electricity sufficient to help children learn these fields or maybe kids haven't found enough motivation to love STEM! That's why we want them to meet Hanzzy and Fawzzy.

Through them, they can see how much of a super power STEM fields can be. Tech skills have the power to change the world. While our focus is on youth, we can't shake off the fact that every youth was once a child. We want to encourage more kids to take on STEM fields. This book is for the next generation of African youth in tech. If you are interested in helping this book reach more children, send an email to [donor@ingressive.org](mailto:donor@ingressive.org).

Over the next decade, STEM job openings requiring STEM literacy are expected to increase by the thousands. In order to ensure the bright STEM future for Africa envisioned by the African Union's Agenda 2063, we must all step up and take action. This is the action we have chosen to take and we hope you donate to help reach more children.



Finding X led two BFFs on a path to make their dreams come true. Together, they defeat a deadly virus with nothing but their tech superpowers and amazing friends: Computer Sean and Officer Bola. Read more about this thrilling adventure of Hanzzy and Fawzzy, the Techies. The fun never ends when Hanzzy and Fawzzy are together.



# Team Story.



## Haneefah AbdurRahman Lekki

Ingressive for good has impacted my life in so many different ways. One of the most memorable moments in my life was when I4G inspired me to create a tech community in my school as a campus ambassador. Shortly after, I got an internship role at Ingressive. My work life started at Ingressive, and I am super grateful for that because it has been such a beautiful experience.

When we pivoted from being a CSR arm of Ingressive to becoming a full-on nonprofit, I was given a fair chance to prove myself as a Community Manager responsible for handling our Student Ambassador Community. I executed this with ease because it was my domain.

I4G has given me multiple chances to showcase my skill and strengths and take on challenges in line with my goals. I am living proof of the impact of I4G's mission. I am so lucky to have experienced leaders and colleagues at Ingressive for Good.

I love working with them because every day, there's something new and inspiring that keeps pushing us to do better for the community and personally. An opportunity to grow from being a community manager to a Program Coordinator presented itself, and I took the chance. I had upskilled myself in readiness for the role, and I am glad that I4G believed in me, and I got the job! I4G consistently reminds me that I am as awesome as I say I am but more importantly, I am driven to push the mission wholeheartedly because I am proof that the mission works.

I always look forward to seeing the statistics, the number of people we train, and seeing the impact we as a team are making in the African tech ecosystem. It gives me joy. Ingressive for Good will always be a family that pushes me to be better and pushes me to always look for ways to make the world a better place, and I'm super grateful for that.



# **Business**

# **For Good.**

Fundamental to the mission of Ingressive for Good is the belief that if the SDGs are to be achieved, businesses need to be brought to the table. We have gathered an engaged and purpose- driven network of partner organisations to support the urgent pursuit of the Sustainable Development Goals. But even more, we believe if more tech businesses partner with us to support the one million mission as they achieve their CSR objectives, Africa will be a better place and so will the youths.

Send us an email at [hello@ingressive.org](mailto:hello@ingressive.org), if you would like to partner with us.

# **Supporting I4G**

# A Leap of Faith.

When we came together to start the company in April with the founding team, we had \$0. We didn't even have a bank account, not one donor. We were crazy and confident about the potential of the impact we could have. This confidence was not unfounded. For many years Ingressive (the conglomerate) had invested in social impact projects in partnership with GitHub, Figma and so many global tech companies to introduce African youth to tech skills, we had an Ingressive Campus Ambassador program as well and so many projects. It showed us what was possible. So after conversations with stakeholders of these projects, we found the most impactful social projects which were Microscholarships, tech training, talent placement and community and condensed it into a nonprofit we called Ingressive for Good.

This was brilliant because it meant more potential for impact and independence from the VC company, and also more donation potential. However, we had no donors. People were confused about the difference between Ingressive Capital - the VC that invested in tech businesses in Africa and Ingressive for Good, the nonprofit with the mission to increase the earning power of African youth by empowering them with tech skills through training and the power of work.

So we launched a pilot phase (July 1- Dec 1,2020). The goal was simple: show the world what was possible within these 6 months. Show proof as a nonprofit.

Of all the people we reached out to, only 1 man said "Take this money, execute the pilot and let's see the results". This man was Joey Glickman. He believed in us and donated \$80,000. It felt like Christmas.

It was a great starting point. We hired a team and started digging deeper into every pillar. We launched the pilot program and set goals that seemed audacious at the time for people who had only 6 months and mostly cash for administrative costs like salaries and more. We were determined to impact African youths and increase their earning power, so we put that first.



## The pilot goals were

Distribute \$10,000 worth of scholarships, tools and data

Place 50 people in jobs

Build a community of 6000 people

Get 501(c)3 approval

Train and empower 5000 people in tech skills

All of these were definitely organic goals. No money for press, no money for ads. Just people and their brains.

# Pilot Impact Summary.

We reached out to organizations for the programs we needed to execute but they cost an arm and a leg. Then we reached out to Coursera. They told us about their paid packages. We said: "Awesome but we can't afford it. However this is our dream... to train african youth with tech skills. Would you like to partner?" They said yes! They had just launched a covid program meant for governmental organizations but they were eager to execute with us. Just like that they gave us \$1m+ worth of licenses for 5000 africans. After that, program partners began to approach us. We also partnered with Facebook and Datacamp. We provided laptops for highflying HNG Internship finalists. By December our statistics blew us away!

Special thanks to Joey Glickman for believing in us and taking a chance on us. Because of him and his donation; we were able to impact over 17,000 African youth and train over 15,000 of them!



Our 5-year goal countdown started in January 2021 and our pilot success filled us with renewed strength and optimism. We have raised a lot more money since January 2021, over 30% of our ideal amount. The goal is \$1million and we have over \$300K. Joey, inspired by the success of the pilot phase, is one of our program donors. More donors have reached out, impressed by our results. We have about \$700K to go and would really love it if more people join us on this journey. If you are reading this right now and you can donate or connect us please send us a mail - [donor@ingressive.org](mailto:donor@ingressive.org)

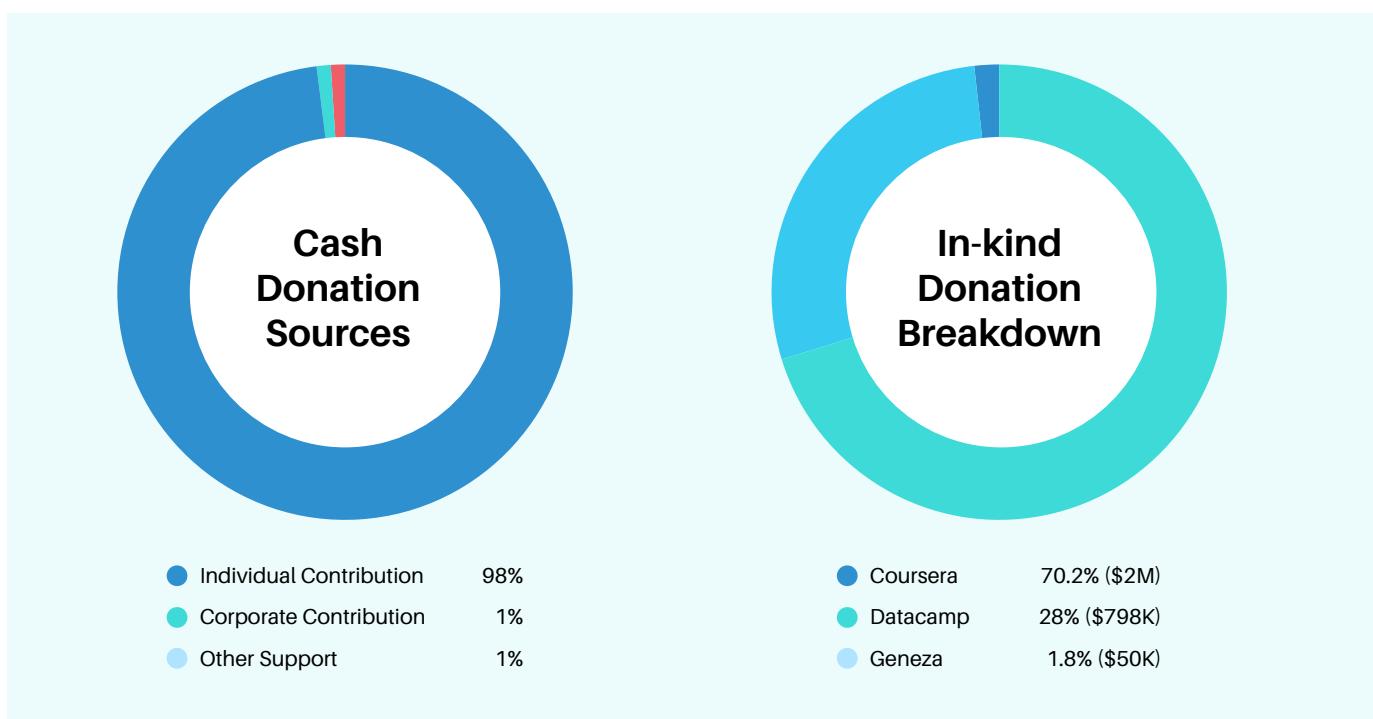
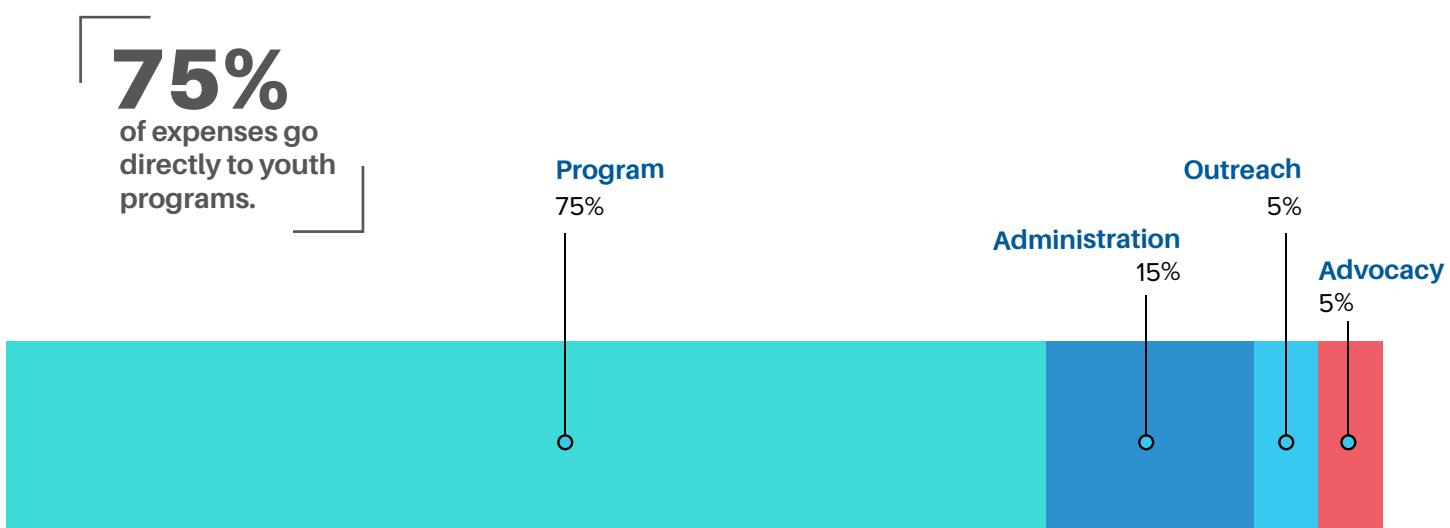
# Impact Summary.

In less than one year of operating, we have organically trained 66,570 African youths in tech, grown our community to over 81,590 members, built a student community of over 15,000 people, and awarded over \$42,600 in scholarships. We have also deployed over \$5,000 worth of tech tools and data. We have partnered with Facebook, Coursera, Yale African Startup Review, Jobberman, DataCamp, and many global companies.

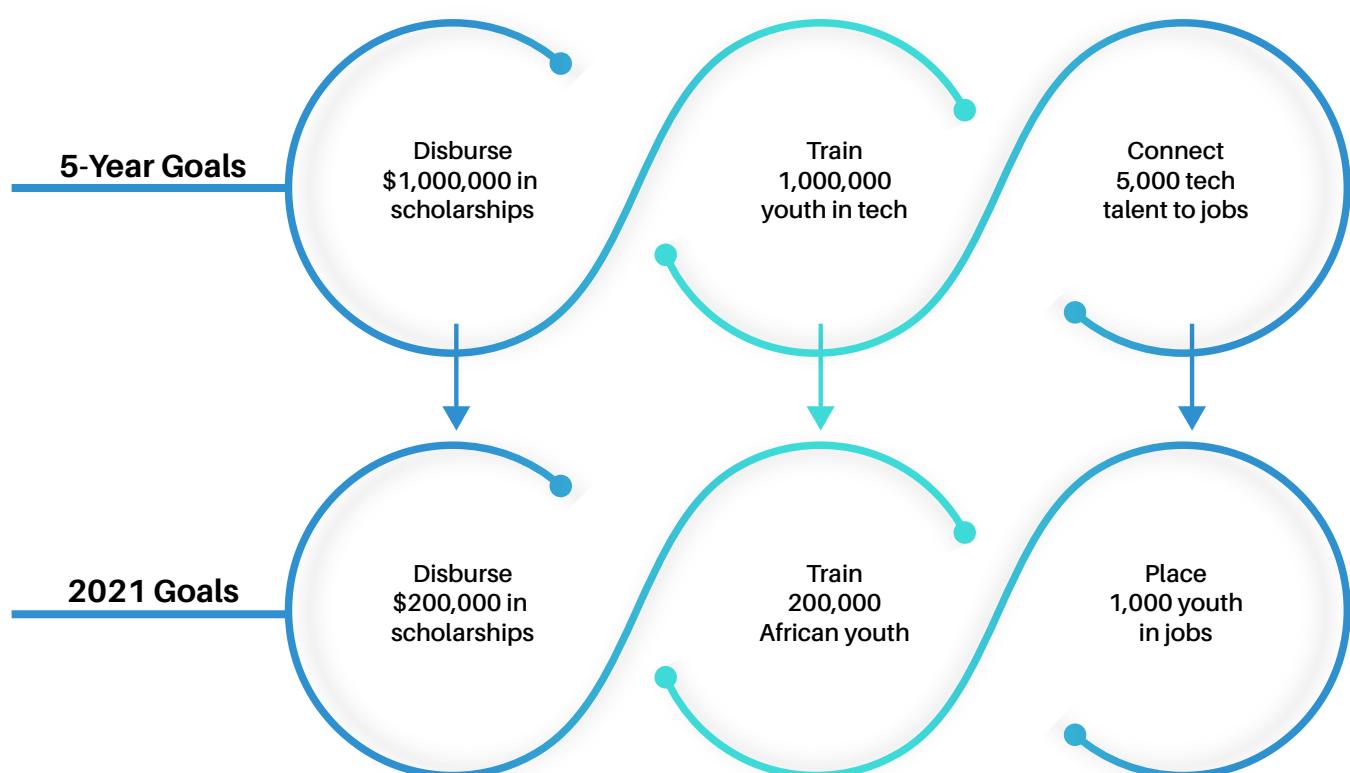
<b>50M+</b> People reached	<b>81.5K</b> Members in our community	<b>66.5K</b> African youth trained	<b>15.5K</b> Student community members (I4G circle)
<b>\$2.85M</b> In-kind donations	<b>\$309K</b> Cash donations	<b>\$42.6K</b> Awarded in microscholarships	<b>\$5K</b> Deployed in tech tools & data
<b>800+</b> Hours donate in mentorship	<b>300+</b> Participants placed in jobs	<b>500</b> Study group members	<b>79</b> Countries with participants
<b>1k</b> Women trained in design	<b>100</b> Children inspired to pursue STEM careers	<b>30+</b> Schools with I4G ambassadors	<b>50+</b> I4G circle ambassadors
<b>19.7M+</b> Social media impressions	<b>354K+</b> website visits	<b>16K+</b> Social media mentions	<b>36K+</b> Followers on social media
<b>90+</b> Events	<b>45+</b> Partners	<b>300+</b> News stories	<b>2.5K</b> Conference attendees

# Financial Breakdown.

Over the last one year, about \$220,000 dollars was donated to our non-profit, and this is how it was spent.



# What's Ahead.



To make these goals happen, we need

# \$1,000,000



Board members with expertise in non-profit and fundraising



High level partnerships with tech industry leaders committed to impacting within SSA



Media partnerships to get us in front of people who need us

\$309,000 Raised

\$691,000 to go

# How You Can Support.

In the last six months, we've provided 43K scholarships and less than a dollar per person. We've had beneficiaries like Crystalbell, who sold soap to earn a living, but after participating in one of our programs and getting a laptop, she got a job as a developer and now earns 10x what she earned before. Our solution is fast, efficient, a door out of poverty, and a door of hope. For every \$1, at least one youth can get trained. Help us hit the donation goal. Together we can do so much more. If you feel aligned with the mission and the cause, and you would like to donate to empower African youth with skills to help increase their earning power and realize their dreams, visit this link to donate online - <https://ingressive.org/i4g-donations/> or donate

## To our United States account

Wintrust Bank  
231 South LaSalle,  
2nd Floor Chicago,  
IL 60604(312) 291-2900

**Account Number:** 3808282336

**Routing Number:** 071925444

Ingressive For Good Foundation  
850 New Burton Road, Suite 201 |  
Dover, Delaware 19904

**Non-Profit Tax ID:** 85-1678580

## To our Nigerian account

**Bank Details:** Access Bank PLC  
14/15 Prince Alaba Abiodun Oniru Rd,  
Victoria Island, Lagos

**Bank Account Name:** Ingressive For Good Foundation

**Account Number:** 1460288470  
13 Odudu Eleyiwo Road | Lagos,  
Nigeria 101251

**NGO Registration:** CAC/IT/NO 153157

## You can also

**SPONSOR** one of the programs that resonates with you or our next brochure. For every advert you place in our brochure, we count it as a donation.

**PARTNER** with us as part of your CSR projects that align with the mission. You can also join our team of corporate partners to make an impact through opportunities like becoming a mentor, sponsoring an event, donating in-kind.

To get involved, please send us an email [hello@ingressive.org](mailto:hello@ingressive.org) or [donor@ingressive.org](mailto:donor@ingressive.org)

**VOLUNTEER** We are always looking for awesome mentors and individuals to work directly with our youth and make lasting impacts in their lives.

**CONNECT** with us. Stop by one of our social media pages @ingressive4good or website [ingressive.org](https://ingressive.org) to see what our youth are up to. Follow us and stay up to date with our latest news, photos and videos.

# Thank You

Your support means  
the world to us

## Donors

Joey Glickman  
Devaris Brown  
June Angelides MBE

Ben Lear  
Scott Woods  
James "Yommy" Ojo

## Partners & Supporters

Coursera  
DataCamp  
Facebook  
Kwanda  
Geneza  
Enye  
Zuri Training  
HNG Internships  
Student Build  
Semicolon  
Covenant University  
Babcock University

Techcabal  
Business Day  
Afriblocks  
LasuDevs  
Techpoint  
Printivo  
Startup Grind  
Rawake Africa  
Samos VC  
Fenwick  
Tekedia  
CareerBuddy  
FindWorka  
Live Your Dreams Africa (LYDA)  
Covenant University  
Babcock University  
Jobberman  
Yale African Startup Review  
Areeba Jobs  
Tamborin  
The Spark  
Digital Times  
GDG

YNaija  
Dev Careers  
Skillnav  
Connect Nigeria  
Disrupt Africa  
Kaduna Economic Development  
HAYAs Foundation  
Donors Forum

Ingressive Capital  
Google  
She Leads Africa  
SPAN  
JetBrain  
Chad Pasha  
Nathaniel Taylor-Leach  
Bolanle Banwo Osadolo  
Michael Collins (Don Jazzy)  
Dr. Dípò Awójídé (OgbeniDipo)  
Tosin Olaseinde

Ameyaw  
Mark Essien  
Jacqueline Nyenke  
Bridget Duffy  
Benjamin Dada  
Emeka Okafor  
Ife Adeleye  
Seyi Onifade  
Edward M Zimmerman  
Abraham Iyiola  
Salem King  
Tosin Durotoye  
Uche Nnadi  
Bankole Williams  
Maya Horgan-Famodu  
Sean Burrowes  
Uwem Uwemakpan  
Blessing Abeng  
Bolatito Akanbi  
Haneefah Abdurrahman Lekki  
Fawzyah Danmole  
Michael Durojaiye  
Oluwaseun Dabiri  
Kamaldeen Kehinde  
Ayobamigbe Teriba  
Funmi Aliyu  
Achenyo Otigba  
Vanessa Obasi  
Bisola Elelu

Jessica Oguh  
Aderinsola Oluwafemi  
Olayanju Idris  
Samson Goddy  
Akan Nelson  
Ahmad Olanrewaju  
Adnan Adetunji  
Ezekiel Adeyinka  
Adam AbdulHakeem  
Funmi Olaiya  
Temitope Ekundayo

Oluwole Adebiyi  
Tunde Yusuf  
Akintunde Sultan  
Aaron Aliu  
Felix Ayoola  
Ife Johnseen  
Oluebube Okafor  
Chudy Ogobegwu

## Ambassadors

Fabian Uzukwu  
Tobi Olusa  
Peter Babalola  
Ufonabasi Umo  
Oluwaseyi Ajadi  
Sharon Dedeke  
Toludoyin Shopein  
Rebecca Saka  
Ekene Leonard Nwobodo  
Firdaus Ali  
Akintoye Oluwatimilehin  
Ayodele Ifeoluwa Aransiola  
Tasiu Saeed Kwaplong  
Ismail Umar  
Okerefe Umukoro

Babatunde AbdulHameed  
Francis Akoji  
Uchenna Okoro  
Muhammad Aliyu  
Aliyu Abubakar  
Jethro Magaji  
Kayode Ayanleye  
Oluwaseun Dabiri  
fawas kareem

Noah Edet  
Uzochukwu Precious  
Zunnurayni Idris  
Agbo Rabo  
Galleh Solomon  
Temitayo olalekan  
Timilehin Fawale  
Mfonido Mark  
Marvellous Aigbe  
Ngozi Ndu-Eluwa  
Adefemi Afuwape  
Seunfunmi Adegoke  
Olumide Ogundare  
Samuel Olusola  
Daniel Anomfueme  
Christian Nwobodo  
Opeyemi Adeniran  
Destiny Ajakaiye



# Contact us



✉️ [partners@ingressive.org](mailto:partners@ingressive.org)

🌐 [Ingressive.org](http://Ingressive.org)

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