AJIRIKA: Empowering Tanzanian Graduates

`Revolutionizes job readiness through real-world simulations. We address Tanzania's youth unemployment and skills gap, offering interactive tools for career success`

High unemployment rates and skills mismatch contribute to underemployment and decreased economic growth.

- **Youth Unemployment**

Tanzania's youth unemployment rate is 13.5% (World Bank, 2023).

- **Skills Gap**

70% of graduates lack practical skills required by employers, (Tanzania National Bureau of Statistics, 2023).

- **Industry Disconnect**

65% of employers report a gap between academic training and job requirements, (Tanzania Employers' Association, 2023).

AJIRIKA Platform Solution

- **Job Simulations**

Interactive scenarios for various industries, including IT, finance, project management etc.
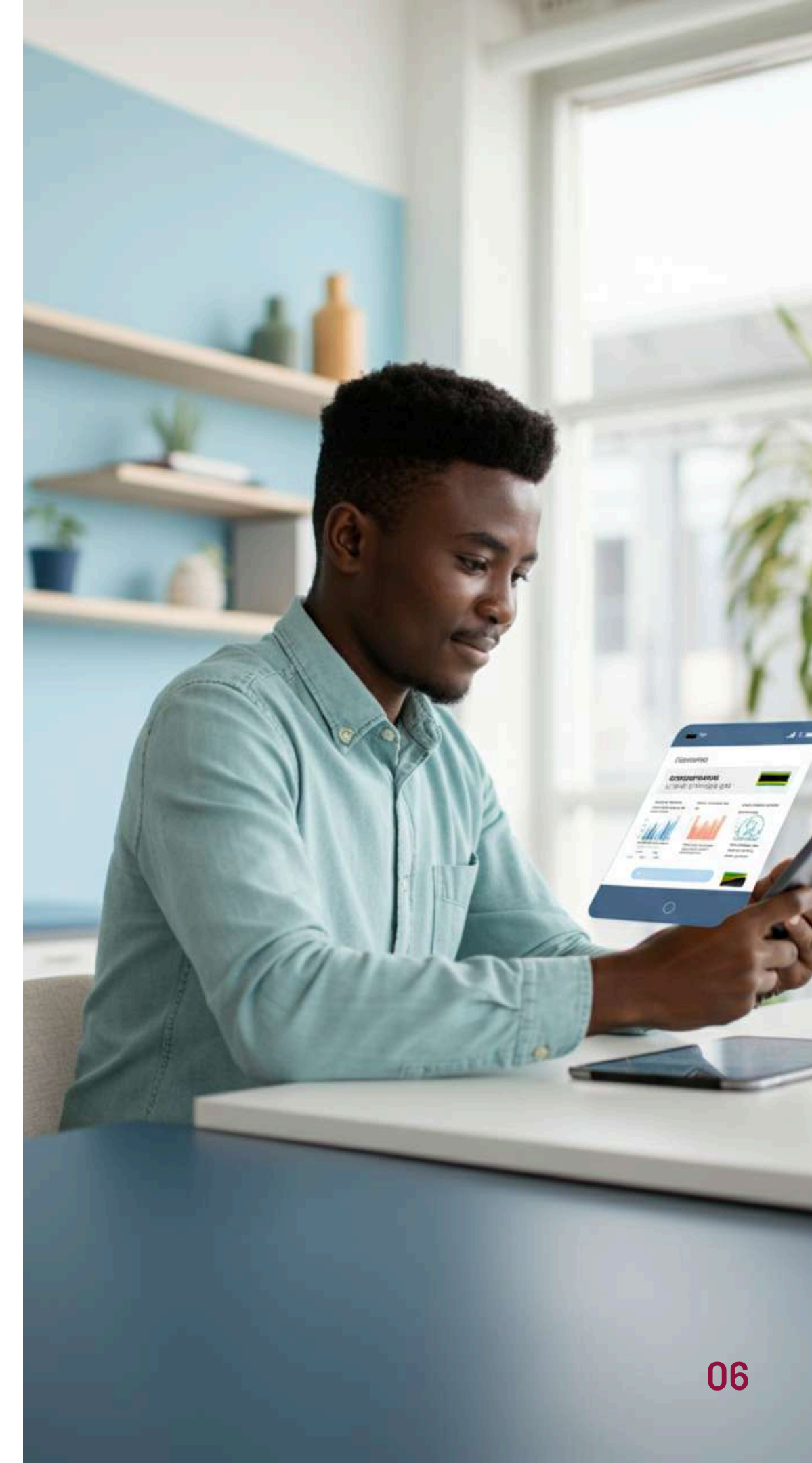
- **Video Interviews**

Mock interviews with real-time feedback to enhance communication skills.

- **Customisable Assessments**

Role-specific evaluations to improve job readiness for different careers.

- **AI CV Review**

AI-driven feedback and optimisation for CVs, with personalised recommendations.

Product key features

Frontend & Backend: Dart with Flutter

Seamless user experiences and efficient performance.

Database: MySQL

Scalable and reliable data storage.

Video Functionality: WebRTC/Twilio

High-quality video interactions.

Target Market

DETAILS	FACT	SOURCE
New graduates annually	approx **100000**	Tanzania Ministry of Education, 2023
Job seekers	**3** million+	Tanzania National Bureau of Statistics, 2023
Mid-Career Professionals	about **48%** skill shortage	World Bank & Mastercard newsroom
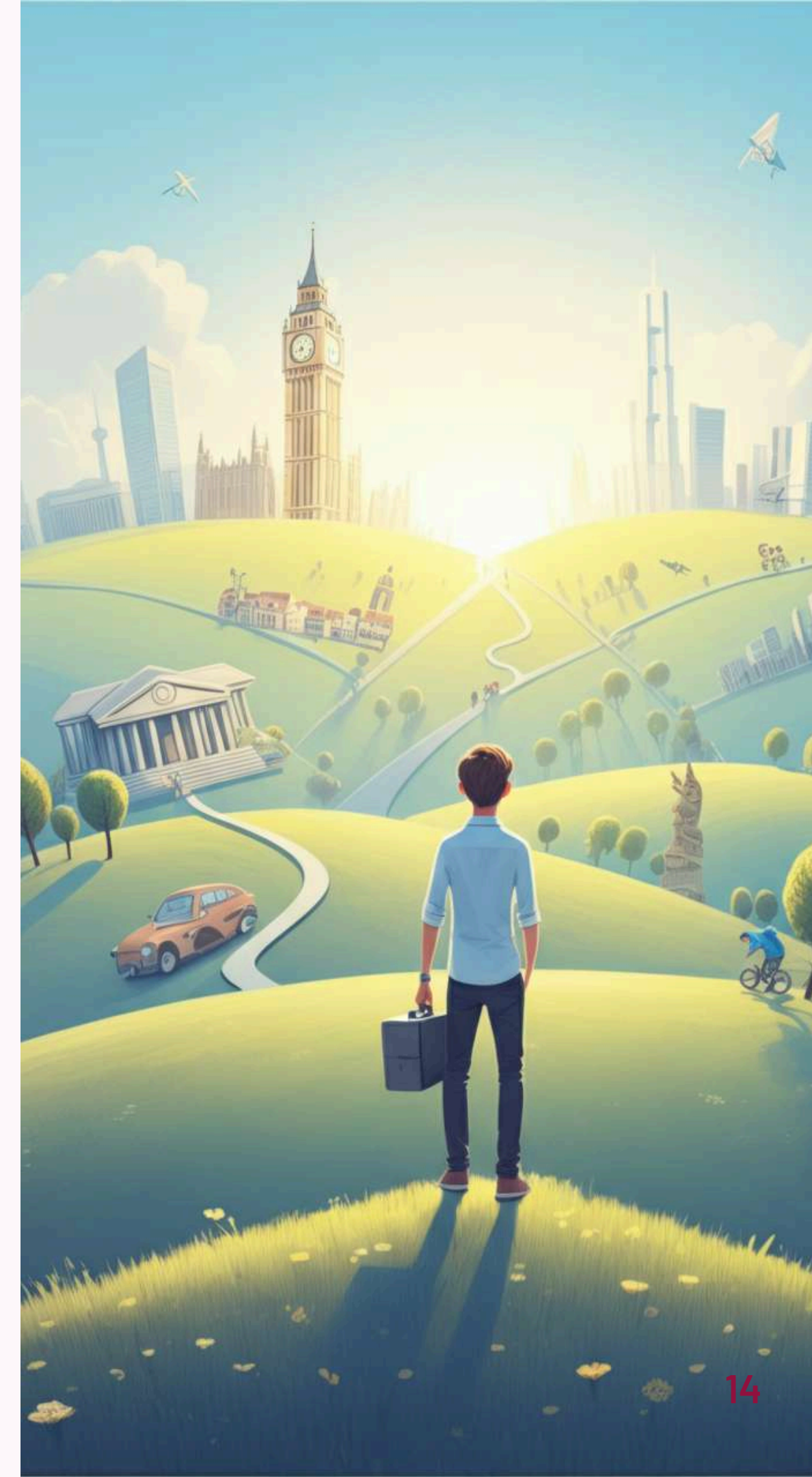
Market Size: Estimated 2M for the Pilot phase

Smartphone Penetration:

- 65% of Tanzanian youth aged 15-24 use smartphones.

Website Engagement:

Potential Estimate: Around 50-55% of smartphone users utilize websites for various activities, including social media, education, and information gathering.

Digital Literacy Rate:Overall literacy among Tanzanian youth aged 15-24 is approximately 87%, providing a strong foundation for tech engagement.

REFERENCES:

- Groupe Spécial Mobile Association GSMA,
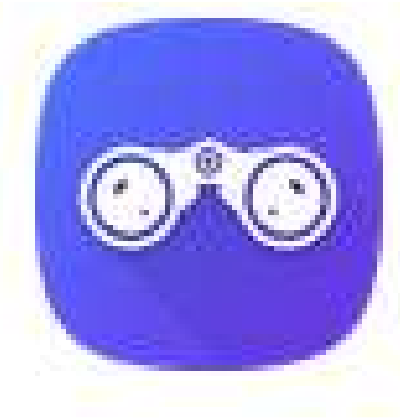- Tanzania Communication Regulatory Authority,
- World Bank
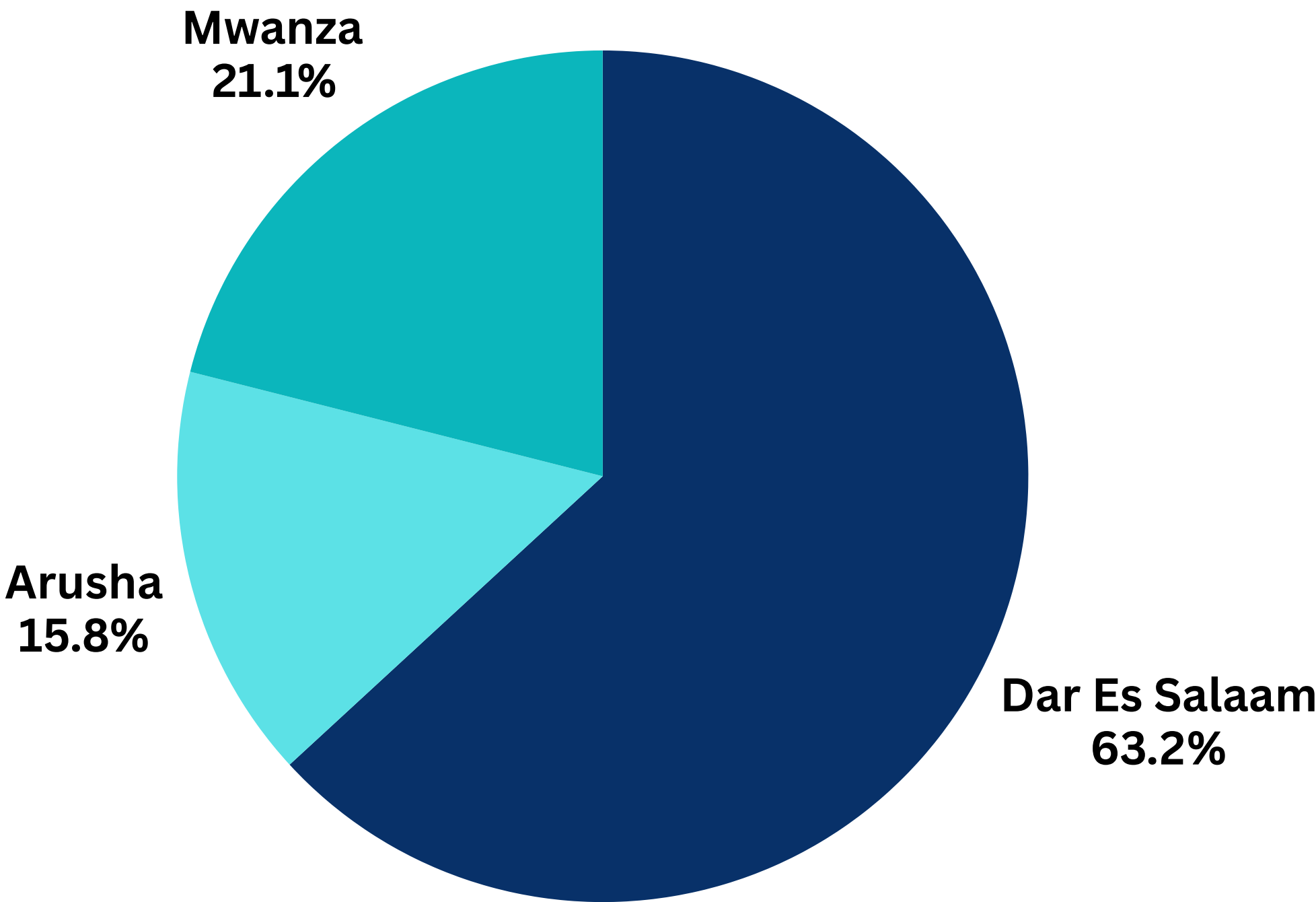
Piechart01: Mobile users aged 15-24 as of 2023

Mwanza 21.1%
Arusha 15.8%
Dar Es Salaam 63.2%

Competitors: TANZANIA

- **Zoom Tanzania**, represents all other online platforms showcasing job openings.

- **Mzumbe University**, representing Universities in Tanzania mainland
- provide career guidance and skill development through their Career Service Units
- Physical consultations

- **Zanzibar University**, representing Universities in Zanzibar Island
- provide career guidance and skill development through their Career Service Units
- Physical consultations

Competitors: AFRICA

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- Online platform present in Nigeria, Kenya & Uganda
- For Developers & Tech-related talent
- Minimum requirement four(4) years technical experience

SKILLHUB

- Online platform present in South Africa
- For writers and writing professionals

TalentQL

- Online platform present in Nigeria
- For Developers & Tech-related talent

ALU

- **African Leadership University**
- Focus on leadership and entrepreneurship including internship & job placement.
- Both physical consultations and online components
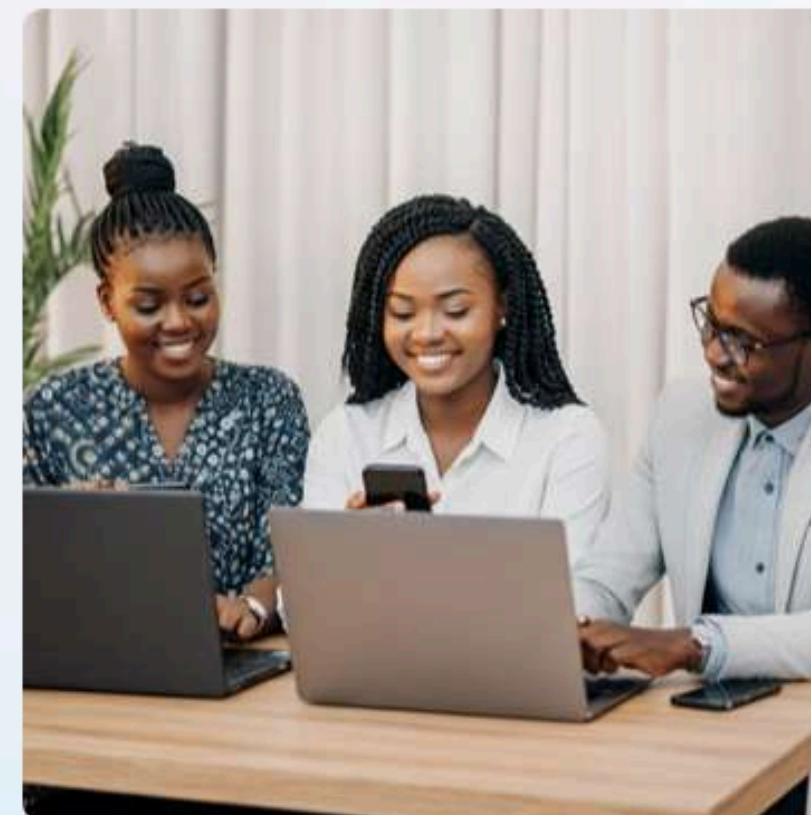
Competitive Advantage

Local Relevance

AJIRIKA's content and scenarios are tailored to the Tanzanian, East African and African job markets, ensuring direct applicability.

Comprehensive Features

Our platform offers simulations, assessments, CV services, and video practice, addressing multiple job readiness aspects.

Bridging the Gap for Graduates with No Work Experience

Our platform is tailored to meet the needs undergraduates nearing graduation, helping those with no work experience transition into the job market

Project Traction

Phase 1 (Current Traction)

- **Landing Page**: Developed and live
- **Domain and Hosting**: Paid and set up
- **Company Registration**: Finalizing process
- **User Feedback**: Collecting info via Google Forms

Phase 2 (Next 6months)

- **System Development**: Launch first version
- **User Testing**: Conduct beta tests
- **Marketing Strategy**: Attract early adopters

Phase 3 (Post 6months)

- **Scaling**: Expand to additional areas
- **Feature Enhancements**: Continuous improvements based on feedback

Business Model

Freemium Features

1

- Undergraduates can access basic resources for free, with the option to upgrade for advanced features and personalized support.

B2B Institutional Partnerships

2

- Sponsored contents, Brand visibility, Data sharing, Joint events, Affiliate program, Custom packages.

Premium Features

3

- Charge for advanced services for mid-career professionals.

Corporate Partnerships

4

- Customized simulations and assessment tools for companies' recruitment needs and ultimately enhancing their hiring process.

Go To Market

1 Partnerships

- Collaborate with institutions,NGOs, career development organizations, and professional associations to enhance our reach and resources. and local employers.

2 Digital Marketing

- Launch social media campaigns and targeted advertisements to raise awareness.

- Leverage influencer marketing by engaging local figures in education and career development to amplify our marketing efforts.

Go To Market

3 **Pilot Programs**

- Offer free access in Dar es Salaam, Arusha, and Mwanza.
- Gather feedback through surveys and focus groups for improvement.

4 **Content Marketing Strategy**

- Develop educational content on career development, job search strategies, and skill enhancement.

5 **Targeted Marketing Efforts**

- Utilize data analytics to refine digital marketing campaigns, increasing conversion rates.

Social Impact

Goal 4: Quality Education

Provides career guidance and skills development.

Goal 8: Decent Work and Economic Growth

Connects job seekers with employers.

Goal 17: Partnerships for the Goals

Fosters partnerships for achieving SDGs.

Goal 9: Industry, Innovation, and Infrastructure

Leverages digital technology for career services.

Goal 10: Reduced Inequalities

Offers equal access to job opportunities.

Our Ask

Vision

We want to empower Tanzanian professionals with realistic job simulations that close the gap between school and work.
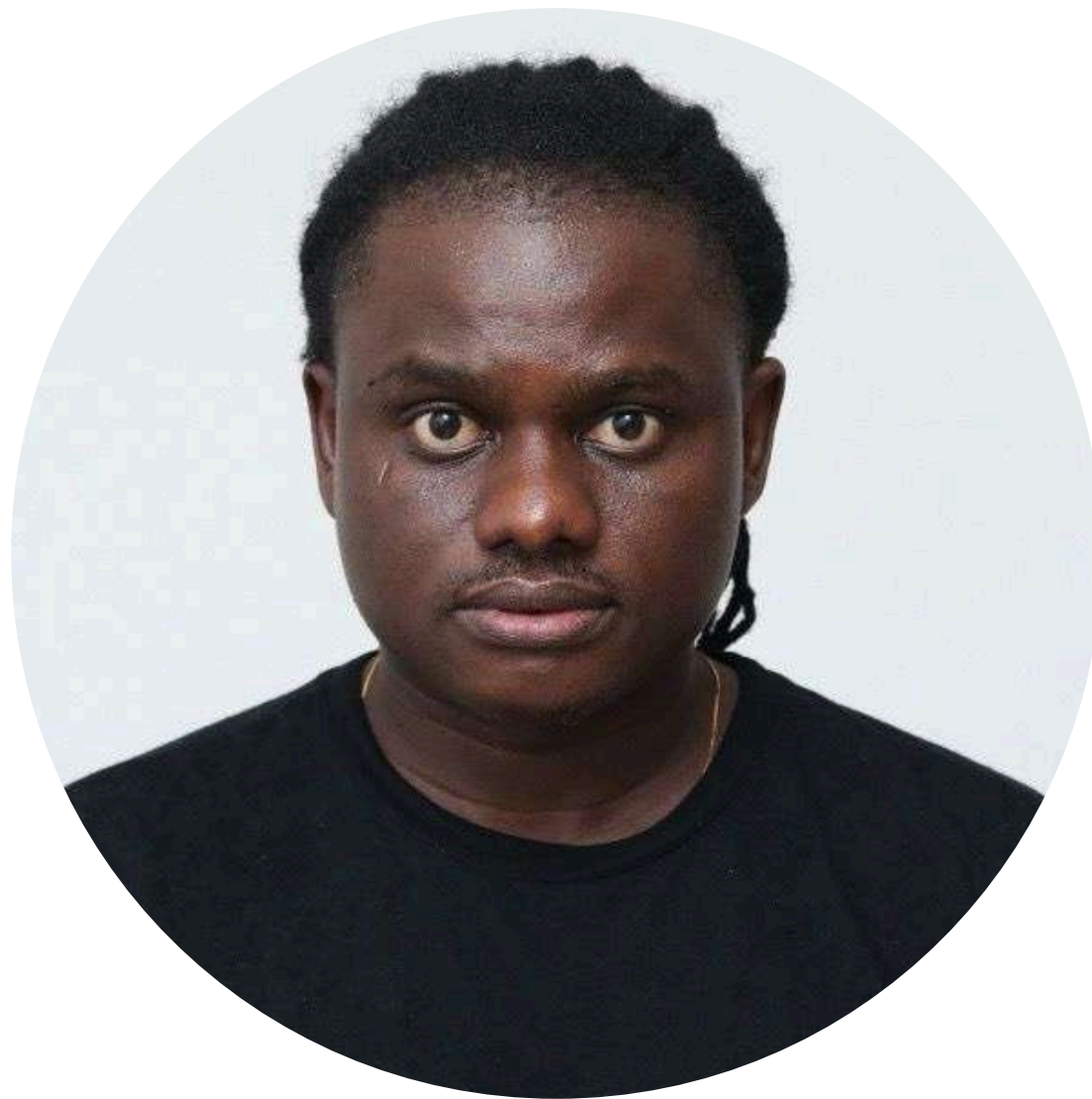

What We Need

- **Mentorship:** We need business, marketing, and tech mentors.

- **Networking:** Connect us with industry leaders and partners.

- **Feedback:** Help us improve our landing page and user experience.

Join Us

Embark on our exciting journey to revolutionize job training in Tanzania and beyond!

Team Members

KISIAKI JUMA

Founder

Thank you!

Email: **Kisiaki.Juma@gmail.com**

Mobile: **255 767241841**

971 503440501