



LernBase Nigeria: Bridging the Education-to-Employment Gap

LernBase is building an end-to-end foundational and skills-based learning ecosystem, meticulously localized for the Nigerian market. Our vision is to transform Nigeria's workforce by empowering individuals from foundational literacy to certified skills and job opportunities.

Addressing Nigeria's Unique Challenges

Key Problems

Early Education Crisis

- 87% of Nigerian 10-year-olds lack basic reading skills.
- Public schools struggle with personalized learning.

Informal Sector Challenges

- Over 80% of the workforce is informal, uncertified.
- Skilled artisans lack recognized credentials for jobs.

Our Solutions & Adaptations



Early Learning Module

Voice-recognition diagnostics in local languages and UBE-aligned content.



Skills Certification

Nigerian Trade Tests, NABTEB/ITF partnerships, practical video exams.



Localized Job Matching

Tie-ups with Jiji, Farmcrowdy, and employer verification using BVN.

LernBase stands out with local language support, an offline-first mobile app, government-aligned certifications, and deep integration with the Nigerian gig economy, ensuring widespread accessibility and relevance.

Target Segments & Key Needs

LernBase is strategically positioned to address critical needs across various segments of the Nigerian population, from foundational education to professional employment.

Primary Schools	Foundational literacy/numeracy tools, personalized learning support.	25M+ public school students
TVET Centers	Affordable, recognized vocational certifications and practical skills training.	5M+ vocational trainees
Informal Workers	Skills validation, official credentials, and direct job connections.	40M+ artisans, gig workers, and tradespeople
Employers	Access to a pipeline of verified, skilled, and readily employable labor.	Construction firms, SMEs, tech hubs, and large corporations

This multi-faceted approach ensures a broad impact, fostering growth and opportunity across Nigeria's diverse workforce and educational landscape.

Core Features: An Integrated Ecosystem

LernBase’s platform is built around three core modules, each designed to address specific educational and employment gaps in Nigeria.

1	2	3
<div>Early Learning Module (Age 2-6)</div> <div>Focuses on foundational literacy and numeracy for preschool students.</div> <div><ul style="list-style-type: none">• Diagnostic Tool: Voice recognition in local languages (e.g., Hausa phonics test).• Remedial Content: Aligns with UBE curriculum + NERDC-approved materials.• Parent Engagement: SMS-based progress reports, optimized for low smartphone penetration.</div>	<div>Skills Certification Module</div> <div>Provides recognized vocational training and credentials for informal workers.</div> <div><ul style="list-style-type: none">• Nigerian Trade Tests: Covers trades like carpentry, welding, fashion design, and phone repair.• NABTEB/ITF Partnerships: Offers officially recognized micro-certificates.• Practical Exams: Features video submissions and in-person verification at partner hubs.</div>	<div>Job Matching for Nigeria</div> <div>Connects certified individuals directly with employment opportunities in the local economy.</div> <div><ul style="list-style-type: none">• Local Gig Economy Tie-Ups: Integrations with Jiji (artisans), Farmcrowdy (agro-skilled workers), and global platforms like Upwork/ALX (digital freelancers).• Employer Verification: Utilizes BVN and business registration checks for trusted connections.</div>

Our Unrivalled Competitive Edge

LernBase's unique approach is rooted in deep localization, ensuring our solutions are not just effective, but also culturally and economically relevant to Nigeria.



Local Language Support

Multilingual content and voice diagnostics in Hausa, Yoruba, Igbo, and Pidgin, ensuring native comprehension.



Offline-First Mobile App

Seamless learning experience for low-internet zones, enabling continuous access to educational resources.



Government-Aligned Certifications

Official recognition through partnerships with NABTEB, ITF, and TRCN, boosting employability for our learners.



Nigerian Gig Economy Integration

Direct pathways to local job opportunities via integration with platforms like Jiji and Gigm, connecting talent to demand.



Business Model: Tailored for Nigeria

Our revenue model is designed to be sustainable and impactful, leveraging key partnerships and payment innovations specific to the Nigerian market.

Revenue Stream	Nigerian Adaptation	Pricing
SaaS for Schools	Sold to state UBEC boards	₦200/student/month
Certification Fees	Subsidized by state skills programs	₦3,000 – ₦5,000 per cert
Employer Subscriptions	Recruitment agencies, construction firms	₦50,000/month
USSD/POS Payments	For workers without bank accounts	Charged via Paga/OPay

This diversified approach ensures accessibility for all segments of our target market while securing multiple income streams for long-term growth.

Go-to-Market Strategy

Our phased approach ensures sustainable growth, starting with targeted pilots and scaling nationally to build a comprehensive ecosystem.

Phase 1: Pilot States (6 Months)

- 📍 Lagos, Kano, Rivers (high population + informal economy).
- Partner with 5 state UBEC boards for school adoption.
- Onboard 10,000 artisans via trade unions (e.g., NATA).

Phase 2: National Scale (Year 2)

- Secure Federal Ministry of Education endorsement.
- Partner with Bank of Industry (BOI) for skills fund subsidies.
- Launch NIN-integrated worker profiles for fraud prevention.

Phase 3: Ecosystem Growth (Year 3+)

- Integrate with Lagos State Employment Trust Fund (LSETF).
- Launch "LernBase Waka" – tablet-enabled learning for commercial drivers.

Strategic Partnerships for Impact

Our success hinges on cultivating robust partnerships with key stakeholders across government, non-profits, technology, and industry.

Government	UBEC, ITF, NABTEB	Accreditation, policy support, and funding for scale.
NGOs	Teach For Nigeria, SLA	User acquisition, community engagement, and grant access.
Telcos	MTN, Airtel	Zero-rated data for learners and USSD access for offline reach.
Employers	Julius Berger, Dangote Group	Direct job placements, apprenticeship opportunities, and curriculum feedback.

These strategic alliances are vital for ensuring LernBase's widespread adoption, credibility, and direct pathway to employment for our learners.

Funding & Financial Projections (Naira)

Our initial focus is securing **₦50 Million for the Seed Stage**, strategically sourced to fuel our foundational growth and market penetration.



Nigerian Grants

Targeting government and educational grants from key institutions like **TETFUND** and the **Bank of Industry (BOI)** to align with national development goals.



Venture Capital

Engaging leading African VCs such as **Future Africa** and **Ventures Platform**, known for investing in impactful tech and education startups.



Corporate CSR

Securing support from Corporate Social Responsibility initiatives of major Nigerian corporations, including **GTBank** and the **Dangote Foundation**.

Funding & Financial Projections: 5-Year Outlook

Our aggressive yet achievable projections underscore LernBase’s potential for exponential growth and market dominance in Nigeria's education and employment sectors.

Year	Revenue (₦)	Users
Year 1	₦200M	100K
Year 2	₦1B	1M
Year 3	₦5B	5M
Year 4	₦25B	15M
Year 5	₦125B	30M

These projections reflect our phased expansion, driven by increasing school adoptions, vocational certifications, and seamless job placements across the nation.



Risks & Mitigation

Anticipating potential challenges and developing proactive strategies are crucial for LernBase's sustainable success in the Nigerian market.

Risk	Solution
Low smartphone access	Leverage USSD (Unstructured Supplementary Service Data) and partner with local cybercafés for wider accessibility.
Fraudulent certifications	Implement robust NIN (National Identification Number) / BVN (Bank Verification Number) verification for all user profiles and certifications.
Government delays	Prioritize engagement with State Universal Basic Education Boards (SUBEBs) first for faster adoption and grassroots penetration.
Low employer trust	Initiate pilot programs with verified corporate partners to build a strong track record and obtain compelling testimonials.

Our mitigation strategies are deeply integrated into Nigeria's unique operational context, ensuring resilience and adaptability in a dynamic environment.

Join Our Mission: Transforming Nigeria's Future

Nigeria's education crisis combined with its booming informal sector presents a unique, high-impact opportunity for LernBase. Our platform is poised for rapid, scalable growth by deeply focusing on localization, robust offline access, and strategic government partnerships.

Join us on this incredible journey to transform Nigeria's education landscape and elevate its vital informal skills sector.

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