

# PHANTOM TECH ACADEMY

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BUSINESS PLAN  
2025

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## **INTRODUCTION**

Phantom Tech Academy is a youth-focused organization with a mission to transform Nigeria through technology education. Our vision is to equip young learners with the digital skills necessary to thrive in academics, future careers, and leadership roles. Having successfully executed IT training programs in other regions, we are now expanding into Calabar to partner with schools, delivering structured, practical IT training programs tailored for primary and secondary school students.

# EXECUTIVE SUMMARY

**Mission Statement:** Phantom Tech Academy is committed to equipping children and teenagers with practical digital skills that prepare them for academic excellence, career opportunities, and leadership in a technology-driven world.

**Vision Statement:** To transform Nigeria through youth tech empowerment.

## Summary of Services

We cater to two primary student categories:

Primary Students (Ages 5-10): Basic computer use, typing, internet safety, Scratch coding, creative projects.

Secondary Students (Ages 11–17): Microsoft Office, graphics design, web design (HTML/CSS), Python programming, data analysis, cybersecurity basics.

## Target Audience

Schools: Primary and secondary institutions in Calabar and beyond.

Parents: Those seeking quality digital literacy programs for their children.

## Key Highlights

- Youth-focused digital training.
- Affordable and scalable programs.
- Hands-on, project-based curriculum.
- Expansion into Calabar after success in other regions.

# COMPANY OVERVIEW

## Company Name: Phantom Tech Academy

Legal Status: Educational and IT training provider (to be registered as a limited liability company).

### Core Values

- Innovation: Delivering modern and practical IT solutions.
- Excellence: Commitment to high-quality teaching and learning outcomes.
- Integrity: Building trust with schools, parents, and students.
- Impact: Focused on measurable results that empower youth.
- Collaboration: Partnering with schools and stakeholders to create sustainable growth.

### Team Overview

- Founders: Young visionaries passionate about education and technology.
- Instructors: Skilled IT professionals trained to teach children and teens.
- Advisors: Mentors with expertise in education and ICT.

## **BUSINESS DESCRIPTION**

Phantom Tech Academy provides structured IT and digital literacy training tailored for primary and secondary students. Our goal is to bridge Nigeria's digital skills gap by offering affordable, practical programs delivered through school partnerships and direct parent engagement.

### **Our Services:**

- School Partnerships: Running ICT programs inside schools.
- After-School/Weekend Training: For interested students.
- Bootcamps & Holiday Programs: Coding and digital workshops.
- Future: Online learning modules for wider reach.

Unique Selling Points (USPs):

1. Youth-focused IT training.
2. Hands-on, project-based learning.
3. Affordable and flexible models.
4. Locally adapted programs.
5. Strong expansion story.

## **MARKET ANALYSIS**

### **Industry Overview**

Nigeria's education sector is increasingly embracing digital literacy, yet most schools still rely on theory-based ICT instruction. Parents recognize the value of practical digital skills for their children, making IT training a growing market.

### **Target Market**

- Schools: Primary and secondary institutions in Calabar.
- Parents: Seeking extracurricular tech education.
- Students: Children and teenagers aged 6–17.

## Trends and Opportunities

- Rising demand for coding and design programs.
- Government emphasis on ICT in schools.
- Increased reliance on e-learning.

## SWOT Analysis

Strengths: Affordable, youth-focused, hands-on approach.

Weaknesses: New in Calabar, limited resources initially.

Opportunities: Growing interest in youth tech training.

Threats: Economic instability, parent skepticism, competitors.

## OPERATING PLAN

### Operating Structure

- Core Team: Founders (strategy, partnerships), IT instructors, admin staff.
- Service Delivery: Partner with schools → Enroll students → Deliver curriculum → Monitor progress.

### Location and Infrastructure

- Programs delivered inside partner schools using their facilities or Academy-provided devices.
- Headquarters: Calabar.

### Measurable Goals (First 6 Months):

- Partner with 5 schools.
- Train 200+ students.
- Achieve ₦6.3M net revenue.
- Gather testimonials and case studies.

Mid-Term Goals (1–2 years): Expand to 15 schools, reach 1,000 students.

Long-Term Goals (3–5 years): Train 10,000+ students nationwide.

# MARKETING AND SALES PLAN

## Marketing Strategy

- School Outreach: Proposals, meetings, demos.
- Parent Engagement: Flyers, WhatsApp campaigns.
- Digital Marketing: Social media (Facebook, Instagram).
- Branding: Strong identity with logo and uniforms.

## Sales Strategy

Awareness → Engagement → Conversion.

Offer free demo sessions to spark interest.

**Unique Selling Proposition (USP):** Affordable, hands-on IT training tailored for children and teenagers.



## FINANCIAL PLAN

### Initial Funding Requirements:

- Laptops & equipment: (already owned)
- Marketing & branding: ₦ 20,000
- Teaching aids & materials: ₦20,000
- Registration & legal: ₦ 60,000
- Miscellaneous: ₦ 15,000

Total: ₦ 115,000

### Revenue Projections (First 6 Months):

200 students  $\times$  ₦7,500  $\times$  6 months = ₦9,000,000 gross.

Less 30% school share = ₦6,300,000 net.

Expenses (6 months): ₦xxxxxxx

Projected Profit:  $\approx$  ₦ net Revenue - net Profit

Strategy: Start lean, reinvest profits, pursue sponsorships and grants.

## **CONCLUSION**

Phantom Tech Academy is dedicated to transforming Nigeria through youth tech empowerment. By providing children and teenagers with practical IT skills, we are nurturing a generation of innovators and leaders. Our Calabar expansion marks the beginning of this journey, and we look forward to building strong partnerships with schools and parents to achieve this mission.

## **ACKNOWLEDGMENTS**

We extend our heartfelt gratitude to our team, mentors, and partners who have supported the vision of Phantom Tech Academy. Together, we will shape the future of Nigeria, one empowered youth at a time.