



Bridging the gap between supply and demand

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Problem:

Information gap causes a mismatch between job seekers' qualifications and job market needs in South Africa

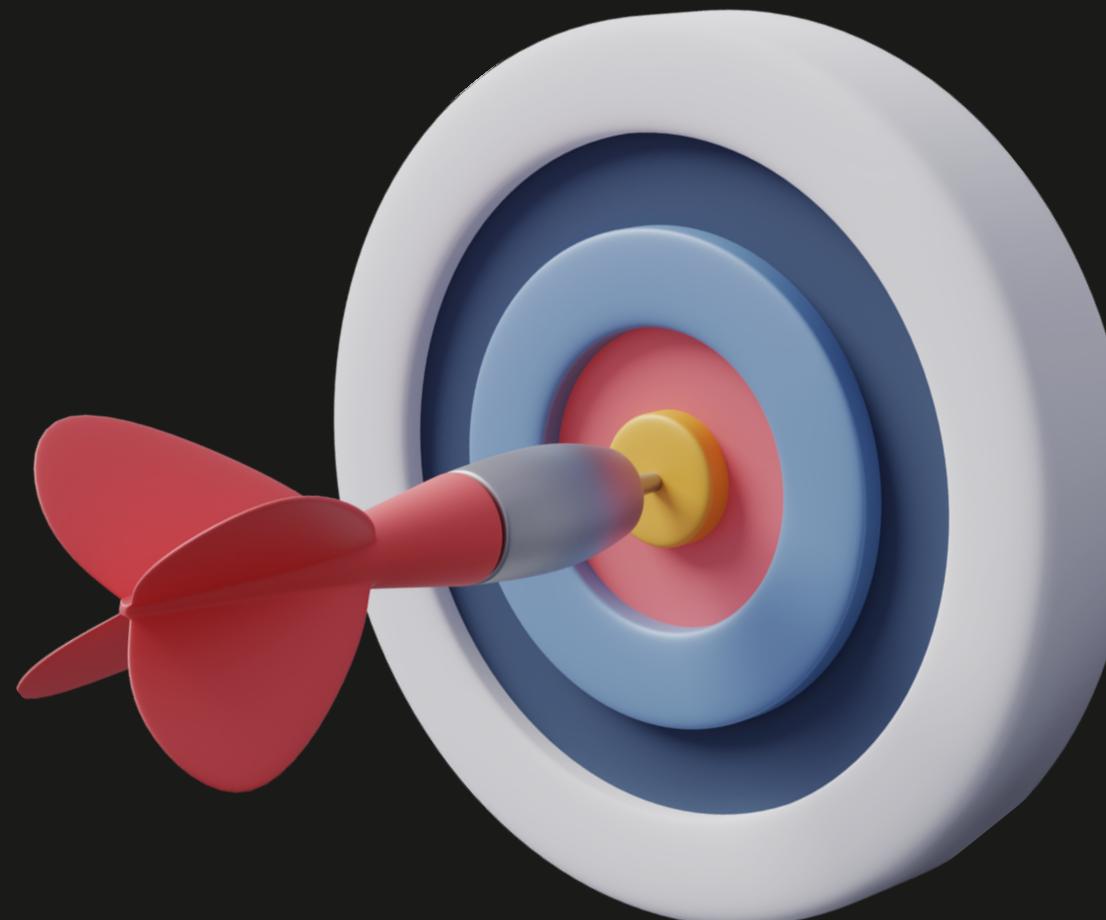
Job Creation

WHY:

Hinders individuals' ability to make informed decisions about education, training, and career paths, leading to high unemployment rates, perpetuating socio-economic disparities, and impeding sustainable economic growth.

GGCG

**It's important to
think about the job
market when choosing a
major !**

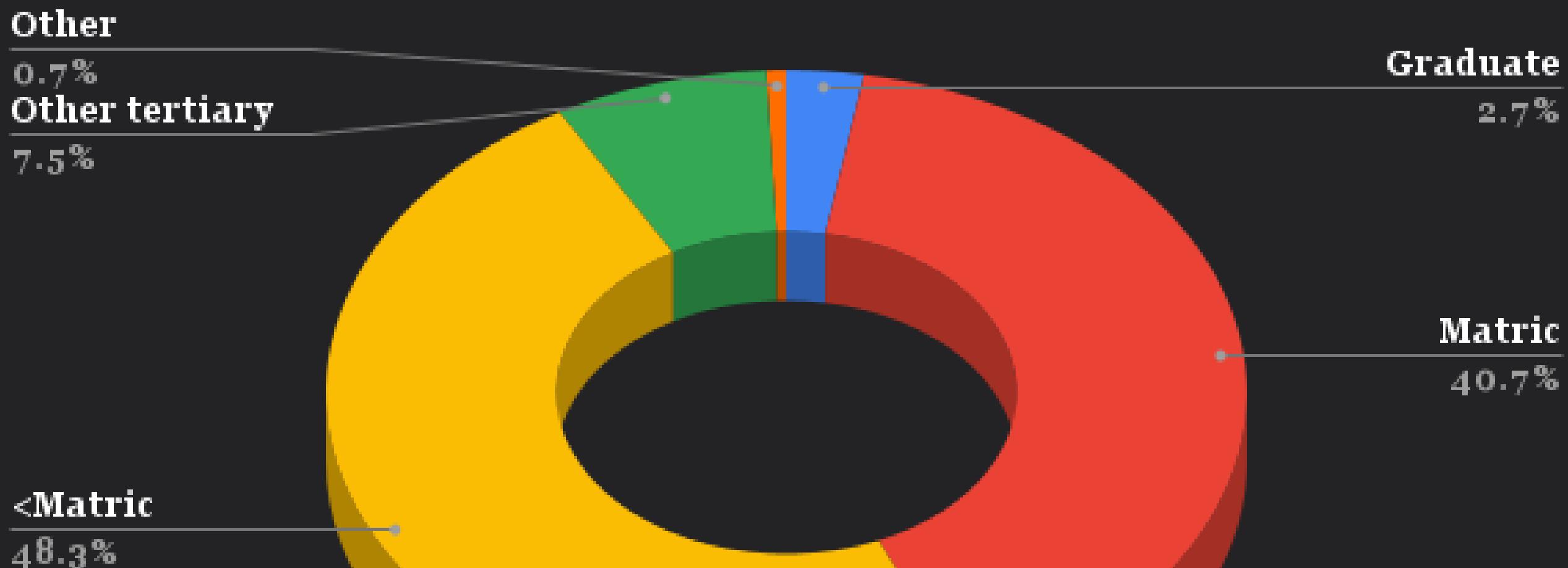


Target Market:

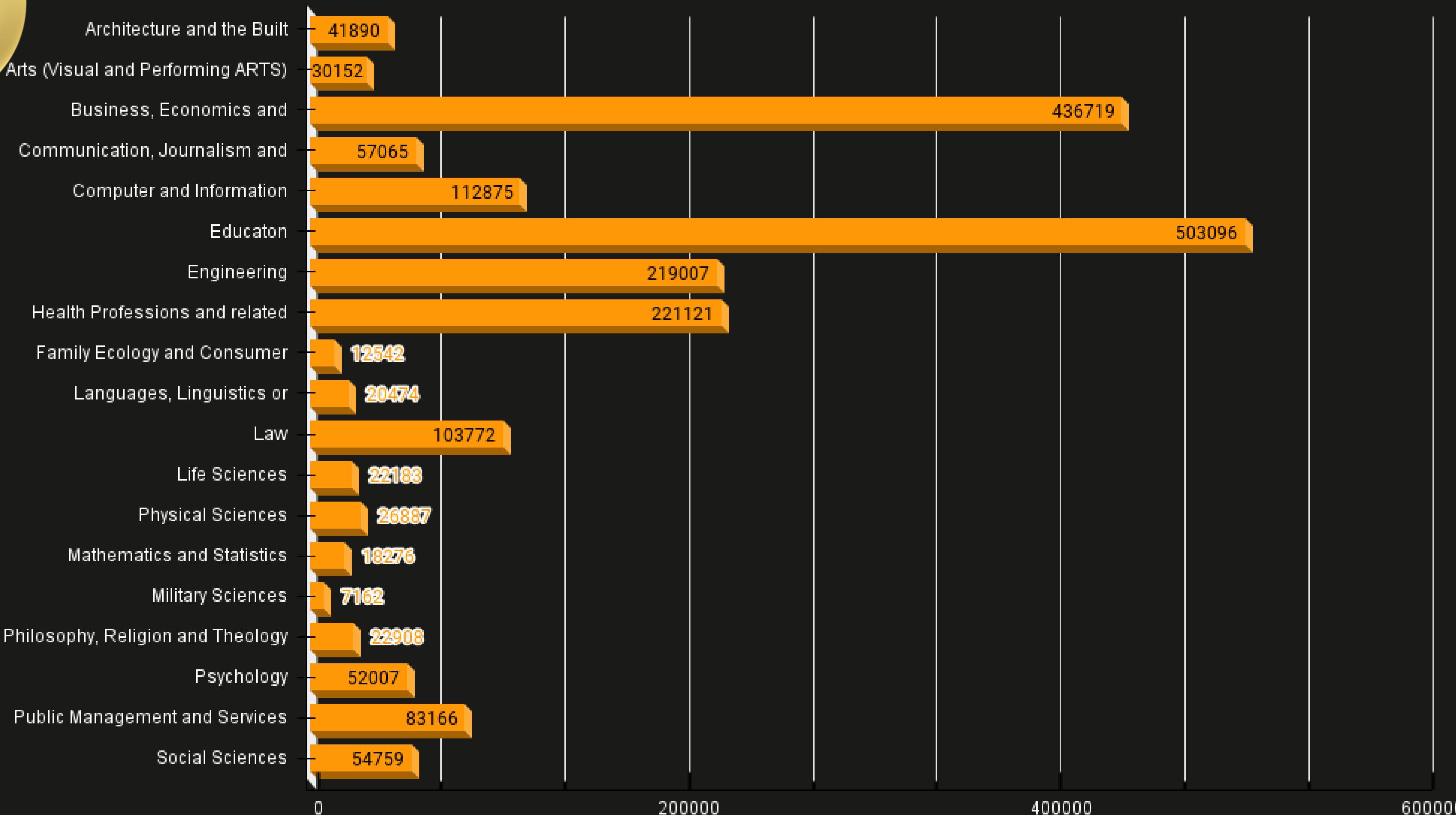
Young adults (15 - 24 years)

- High school students apply for courses that are not in demand,
- Graduates end up being unemployed due to a lack of information on the job market and skills gap.
- Many employers are looking for workers with skills that are in demand yet cannot find the right people.
- Many students are graduating with degrees in fields that have a low employment rate.
- According to the latest quarterly employment statistics there are around 18.3 million people of working age (15-64 years) that are not in education or employment

Unemployment among graduates in South Africa



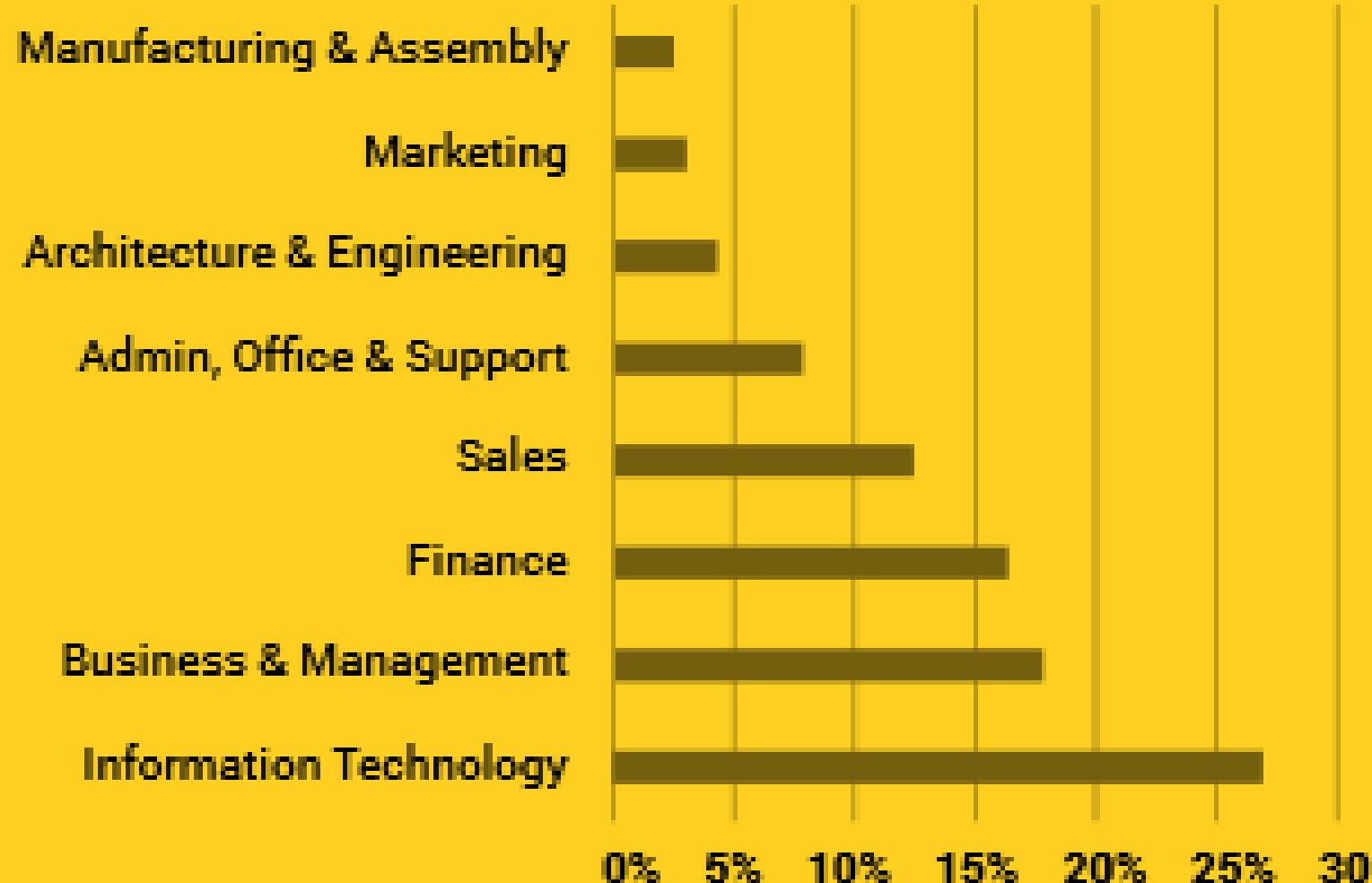
Most Popular Qualifications Pursued in South Africa



DEMAND vs SUPPLY

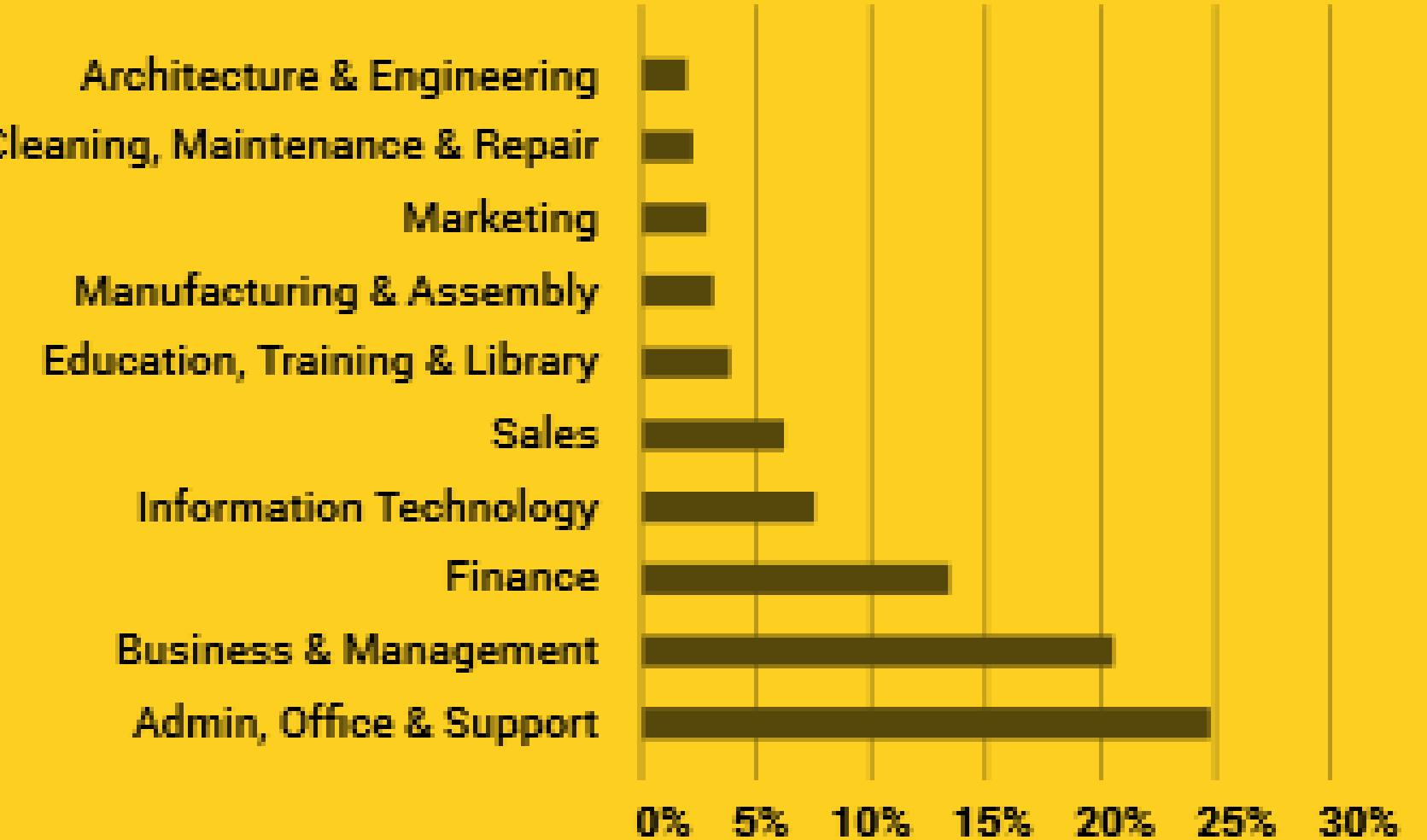
High in Demand

Sectors in terms of major demand.



High in Supply

Sectors in terms of major supply.



Proposed Solution

Create a data-free app that allows job seekers to have access to the current job demands, skills available, and links to access free education platforms that offer certificates.



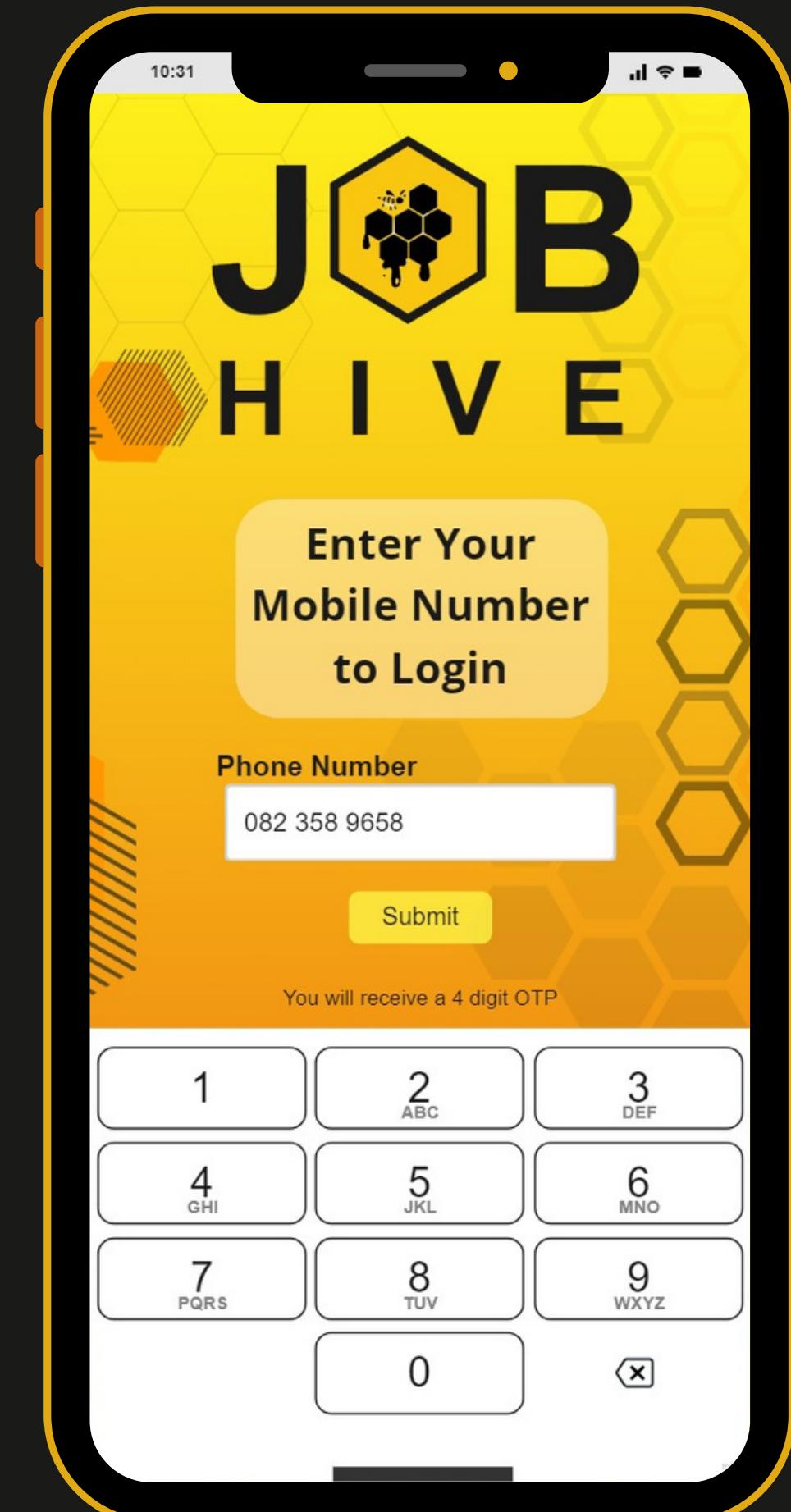
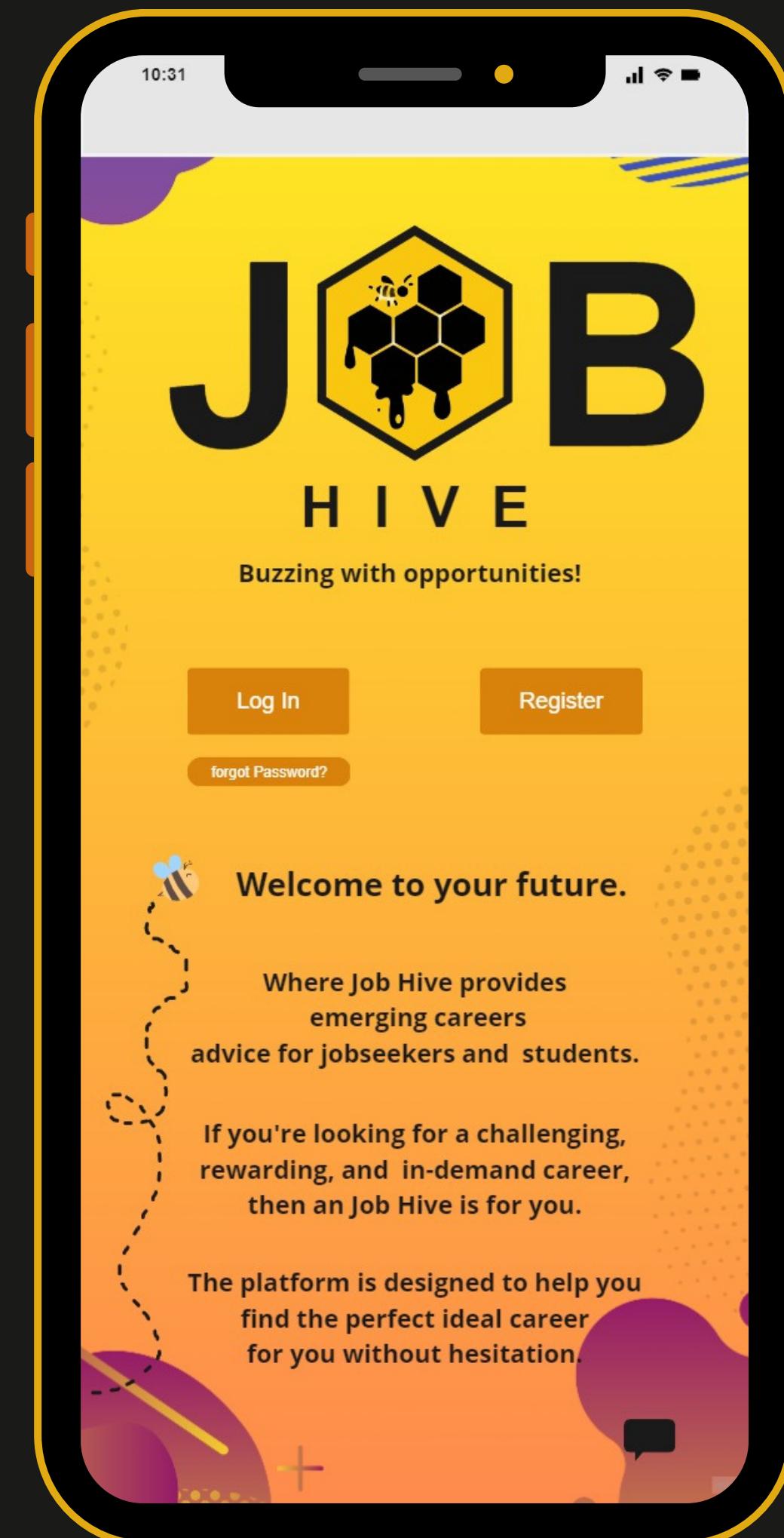
The Solution's Effectiveness

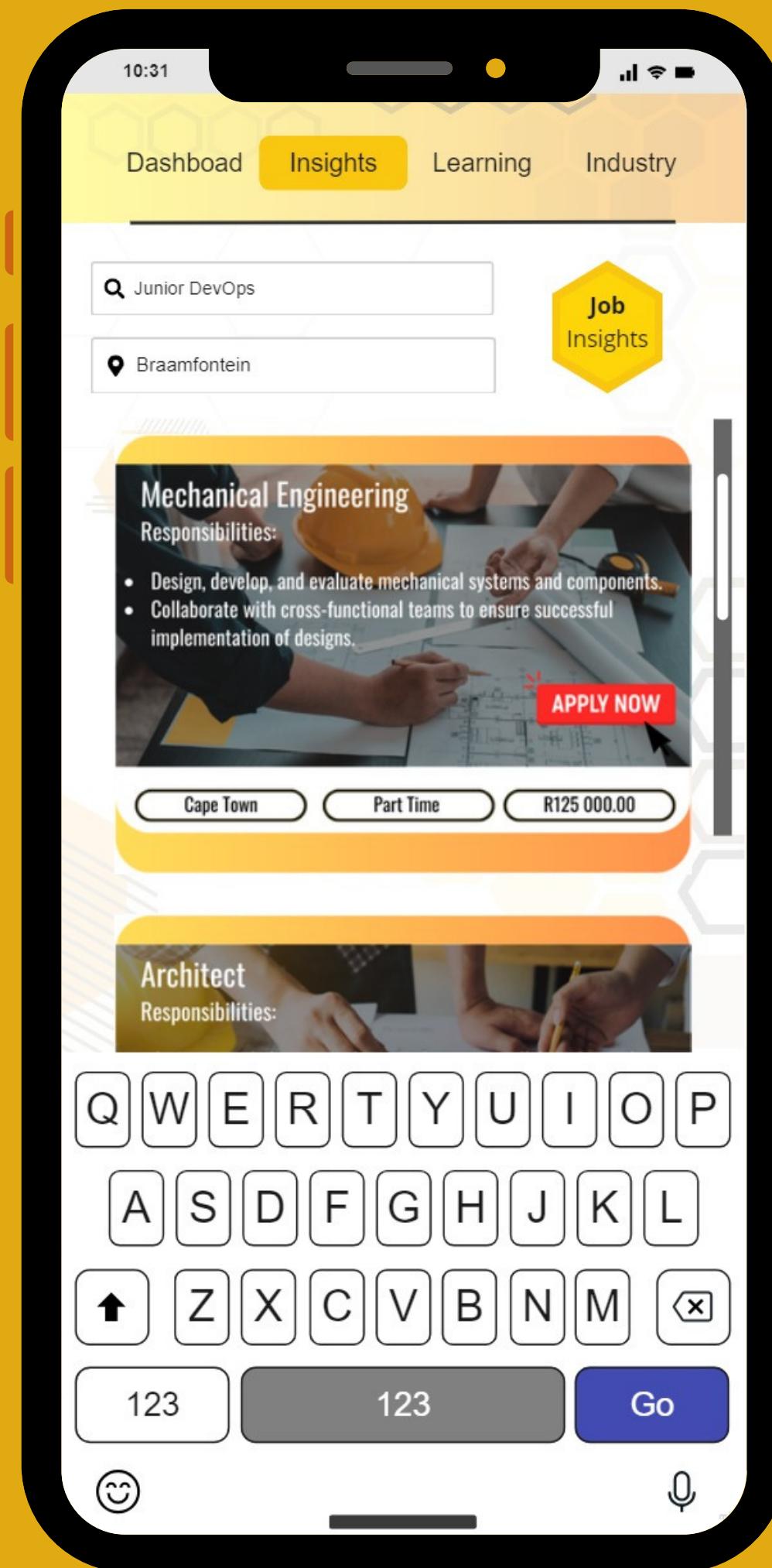
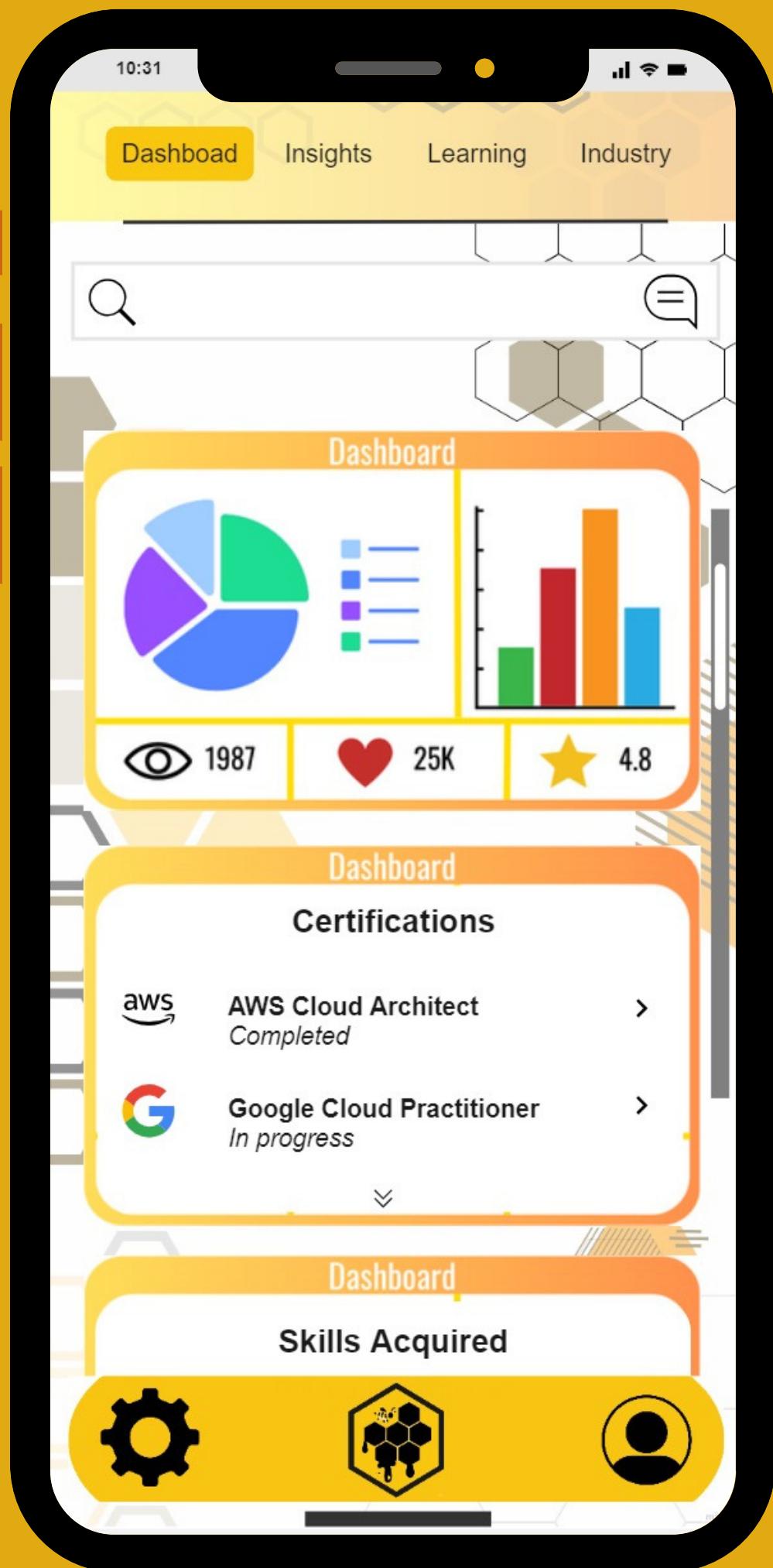
The app would :

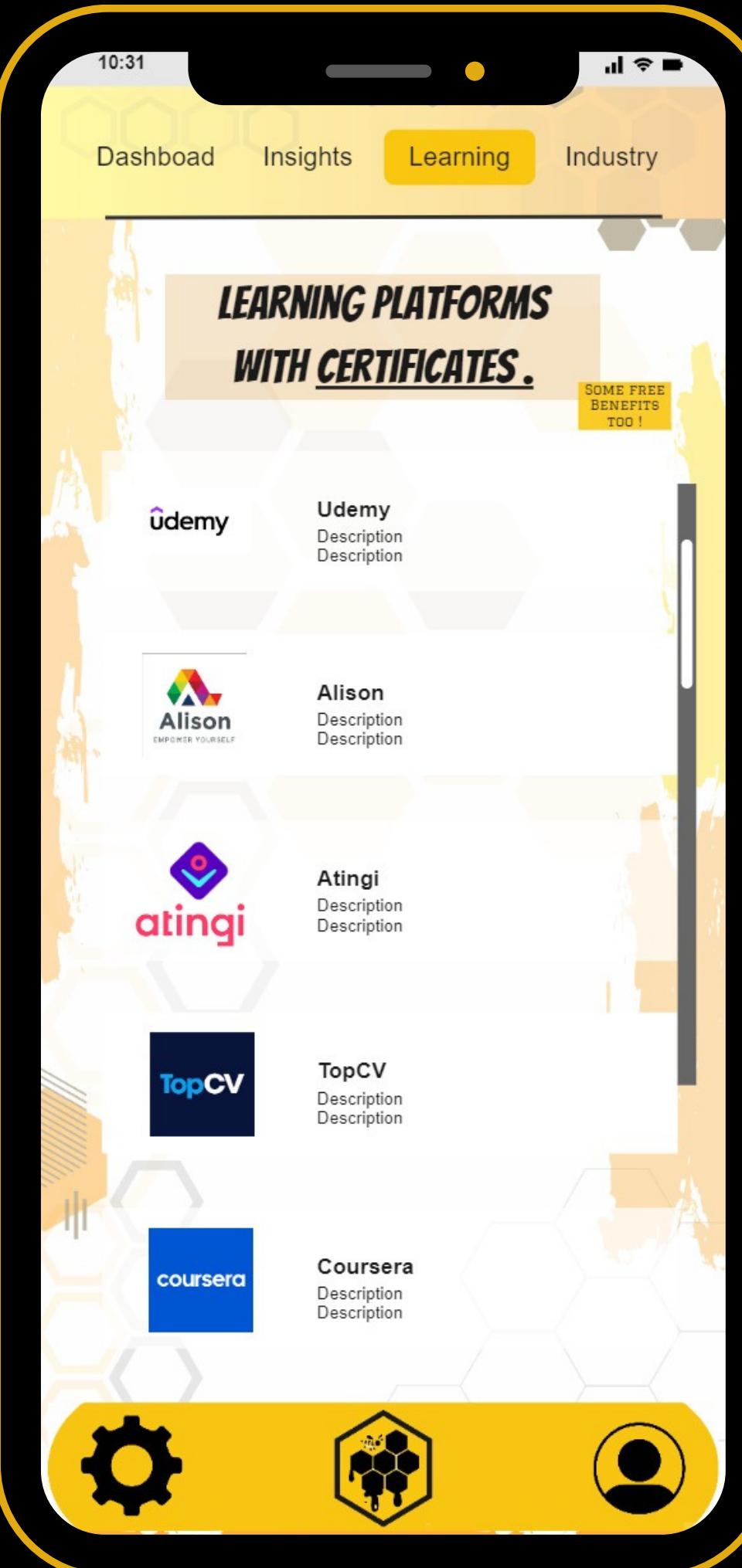
- Provide job seekers with updated information about job vacancies, labor market demands, and required skills.
 - Help identify the skills in demand in the job market. It would also provide links to free education platforms offering certificates in these skills.
 - Help to reduce unemployment rates by providing with the information and resources they need to find employment.
 - Help to reduce socio-economic disparities through access to the same information and resources to all.



JOB
HIVE







LEARNING PLATFORMS WITH CERTIFICATES.

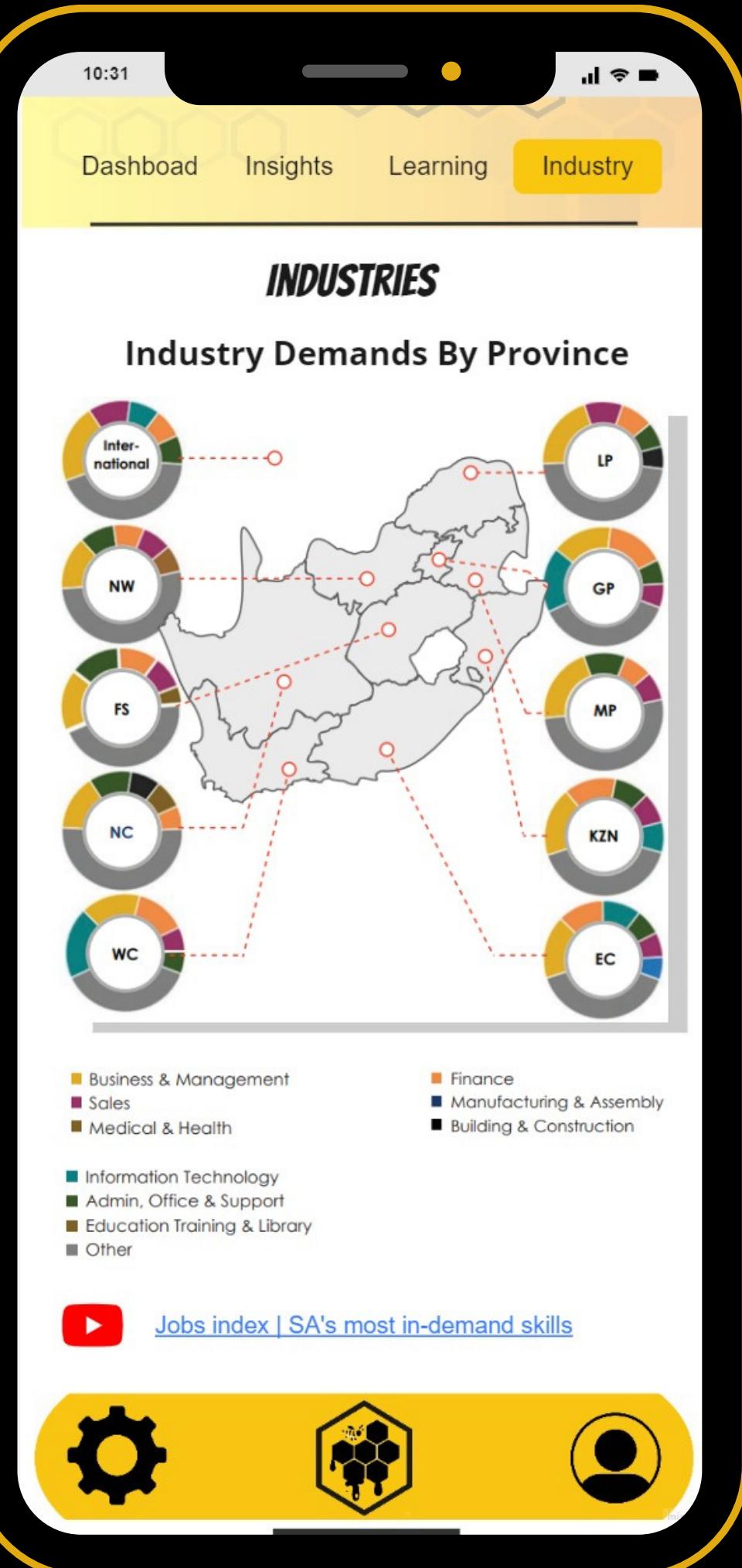
Udemy
Description Description

Alison
Description Description

Atingi
Description Description

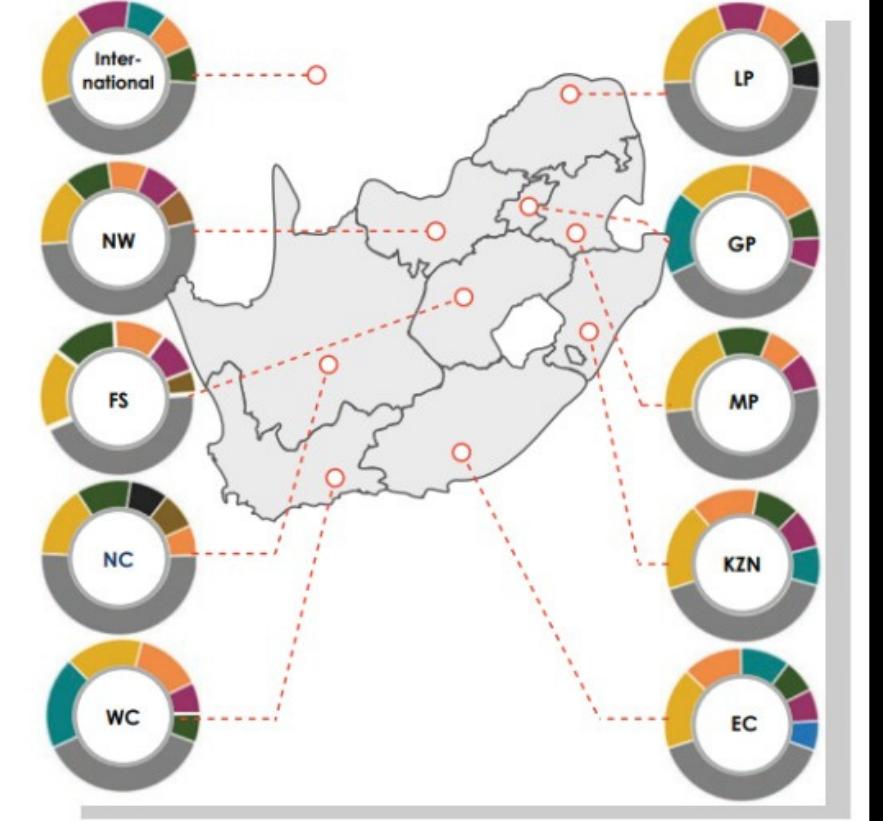
TopCV
Description Description

Coursera
Description Description



INDUSTRIES

Industry Demands By Province



Province	Industry Demands
NW	Business & Management, Sales, Medical & Health, Information Technology, Admin, Office & Support, Education Training & Library, Other
FS	Business & Management, Sales, Medical & Health, Information Technology, Admin, Office & Support, Education Training & Library, Other
NC	Business & Management, Sales, Medical & Health, Information Technology, Admin, Office & Support, Education Training & Library, Other
WC	Business & Management, Sales, Medical & Health, Information Technology, Admin, Office & Support, Education Training & Library, Other
LP	Business & Management, Sales, Medical & Health, Information Technology, Admin, Office & Support, Education Training & Library, Other
GP	Business & Management, Sales, Medical & Health, Information Technology, Admin, Office & Support, Education Training & Library, Other
MP	Business & Management, Sales, Medical & Health, Information Technology, Admin, Office & Support, Education Training & Library, Other
KZN	Business & Management, Sales, Medical & Health, Information Technology, Admin, Office & Support, Education Training & Library, Other
EC	Business & Management, Sales, Medical & Health, Information Technology, Admin, Office & Support, Education Training & Library, Other

[Jobs index | SA's most in-demand skills](#)

Pain points and Needs

1. The user needs an app that allows the use of biometrics to gain access to the app, this will come in handy during times of power cuts and the network is not responding well to receive an OTP.

2. The user wants the app to be straightforward to use



Changes and Upgrades

- 1. Install the biometrics sign-in feature**
- 2. One-click navigation between tabs**
- 3. Have the app accessible with WiFi**



Future Developments



Add at least 10 more free course offerings



Develop an employer version of the App



Employ more researchers to provide accurate and up to date information

Problem:

Information gap causes a mismatch between job seekers' qualifications and job market needs in South Africa



Solution:

Create a data-free app that allows job seekers to have access to the current job demands, skills available, and links to access free education platforms to attain these skills



Thank you!

