

Digital Apprenticeship Program



9th December 2020

Dear ,

Re: Business support through Digital Apprenticeship

I am pleased to introduce to our new **Digital Apprenticeship Programme**. This initiative is a UK- Kenya Tech Hub pilot programme implemented by [Eldohub](#) in partnership with [Thunderbird School of Global Management](#).

The objective of this programme is to provide practical work experience to junior technology professionals (**JTP**) as well as expose tech and non- tech businesses to the benefits of their digital expertise.

The components of the program include:

- 1..Placing 40 JTPs in tech startups/scale ups and non-tech/traditional businesses for a 3 month period to deliver a **specific agreed project** which could include a website, business intelligence, a chatbot etc.
2. Identifying specific projects that the businesses would require to be carried out and matching the JTP to the business.
3. Matching 10 corporate mentors to the 40 JTP to ensure that the junior professionals have a “buddy” to support around the soft skills in navigating the business

The Digital Apprenticeship Programme works with the business and the JTPs to ensure both are getting value i.e. the business is getting support on a digital project (s) and the JTP is getting meaningful work and building relevant skills. **In addition, EldoHub in collaboration with Thunderbird will be responsible for the remuneration of JTP.**

If you would like to participate in the programme either as a startup/ scale up or non- tech/ traditional business, please fill this [survey](#) by 10th December 2020. This is a great opportunity to solve any digital/ technical gaps you might be experiencing within your organization.

The official JTP placement starts in January 2021 to March 2021. We look forward to hearing from your organization. For more information contact us on lynn@eldohub.co.ke or 0716023274.

Digital Apprenticeship Program



Kind regards,

Sheena Raikundalia

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Director

UK Kenya Tech Hub

Chepkemai Magdalene

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Executive Director

EldoHub

Philip Thigo

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Director for Africa

Thunderbird School of Global Mgmt.