

What problem are you solving?

Training and finding top talent is a problem in Africa's ecosystem.

At Master, we connect Apprentices to Masters through our online social training and recruiting platform.



What is your target market?

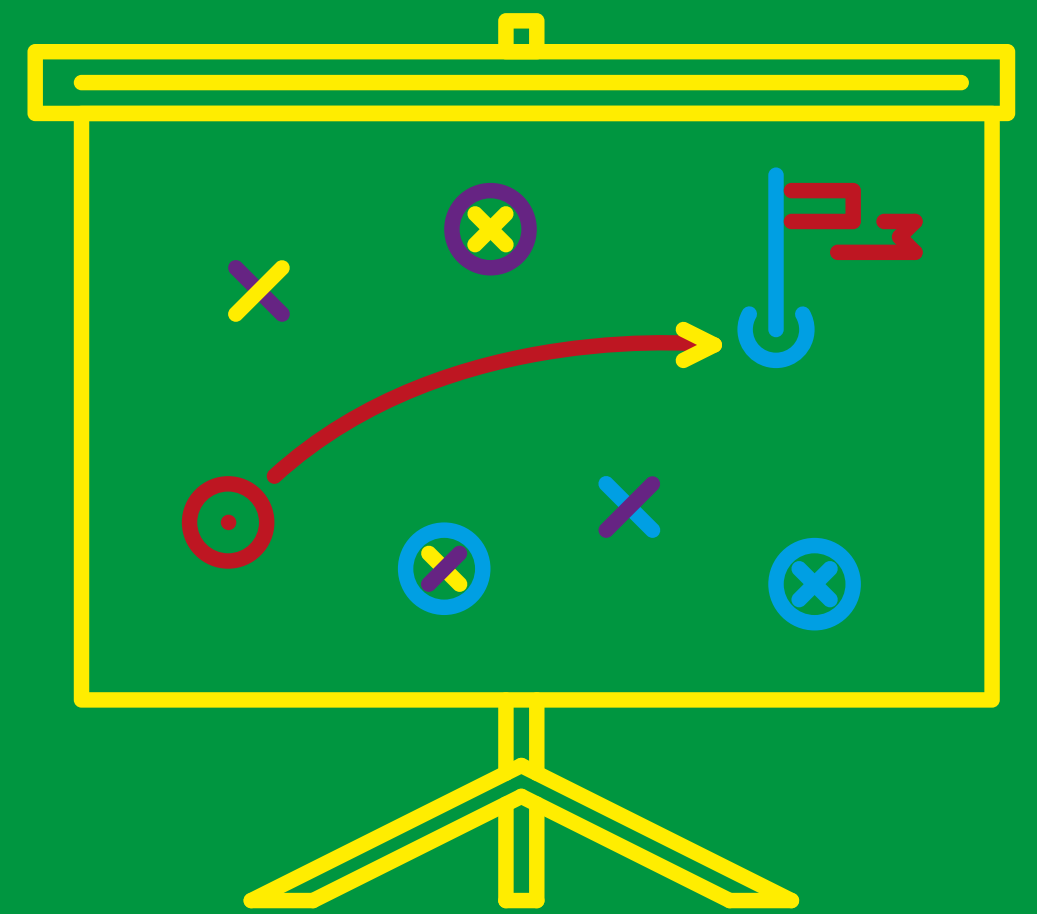
Specifically fresh graduates who want to learn and work in both the Tech and Labour market.



Who are your competitors and what is your competitive advantage?

Our competitors are other learning platforms like Udemy, Coursera and the locals such as ULesson.

What makes us unique is that we are social and engaging, we offer both Tech skills and Labour skills needed in Africa and we have the option to connect Apprentices to Masters virtually and physically for effective training and recruiting.



Overview of demonstrated traction within the last year (Launched March 2022)



N 490,000

Total revenue

21

Paying Apprentice Users

1,005

Active Apprentice Users

12

Active Masters Users

59%

Margins



Who is your team and what expertise do they have that enables the startup to succeed?

Chike Nwafor (CEO and Co founder)- He Co founded two tech companies, Kolony and Hawkeye, that went on to raise millions of capital at the pre seed round. He was a Talent manager at a Management company in the Creative industry. He trained and recruited top talents that went on to do amazing projects.

Michael Nwuju (CTO and Co founder)- He founded an Edtech platform that supports the local Nigerian educational industry and he currently works as a software engineer at a tech company that raised \$3.5 million in seed capital, Topship Africa.

Daniel Arausi (CTO and Co founder)- He works at a tech company in Germany as a Software Engineer and he Co founded two tech companies that went on to raise millions of capital at the pre seed round.



Why now?

The ratio of students leaving from university to formal jobs cannot be sustained due to the month-long strikes, lack of available jobs because of the high youth population and local companies competing with foreign companies for local talent.

While formal and university education is seen as extremely important to many Africans, what we'll increasingly see in 2023 is people turning their backs on higher education and instead picking up Apprenticeships.



Why Google?

We want to partner with Google to organize Africa's training and recruiting information and make it accessible and useful.

