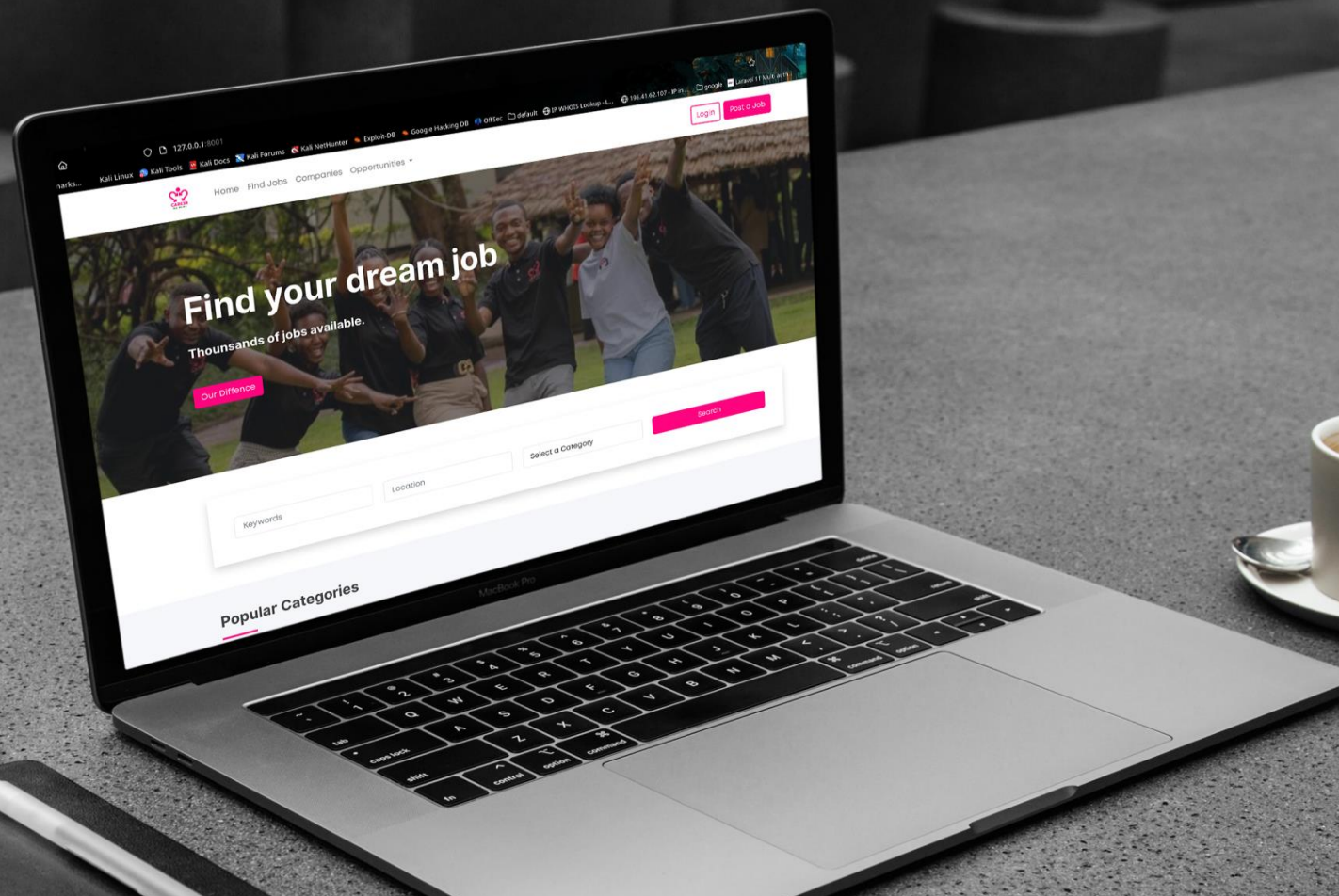


CAREER NA MIMI

YOUR JOURNEY, YOUR SUCCESS



PROBLEMS



Job Opportunities

Many Graduates students and youth (Students) face barriers to Access opportunities of their career

Lack of Mentorship

Many youth lack guidance from experienced professionals to navigate their career paths.

Gender Inequality

Women may face additional barriers in accessing education and career opportunities.

SOLUTIONS



•Creation of a Digital Platform

User friendly platform that connects students and recent graduates with various opportunities, including fields, volunteer positions, internships, and Jobs.



•Training Programs:

Offering quick and short trainings sessions to Students and graduates with essential skills relevant to their desired career paths to fit in job marketing and being Certify.

Example: quick ICT training (Digital web creation, Excel)



•Providing Job Specific Mentorship

- Facilitating direct connections between youth and experienced mentors in their fields of interest.
- Coaching
- Visiting Company's before getting opportunity

HOW IT WORKS

User Registration

create profiles on the digital platform, detailing their educational background, skills, and career interests.

Opportunity Access

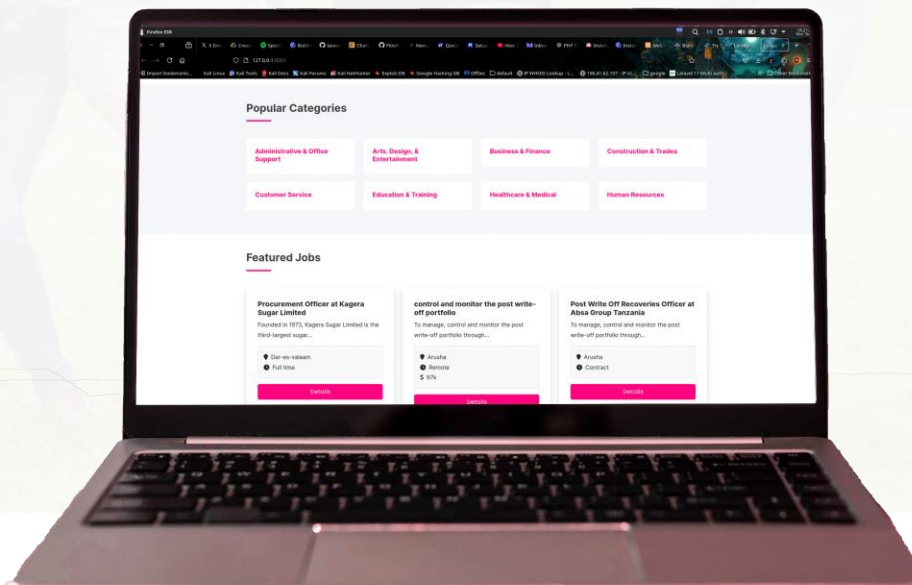
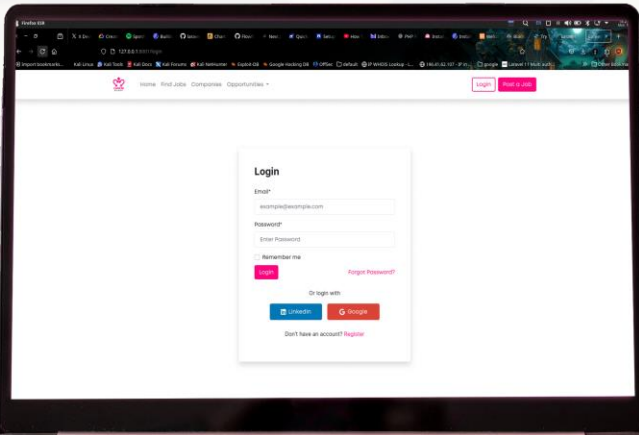
browse and apply for various opportunities, including internships, volunteer positions, and job openings that match their profiles.

Training Programs:

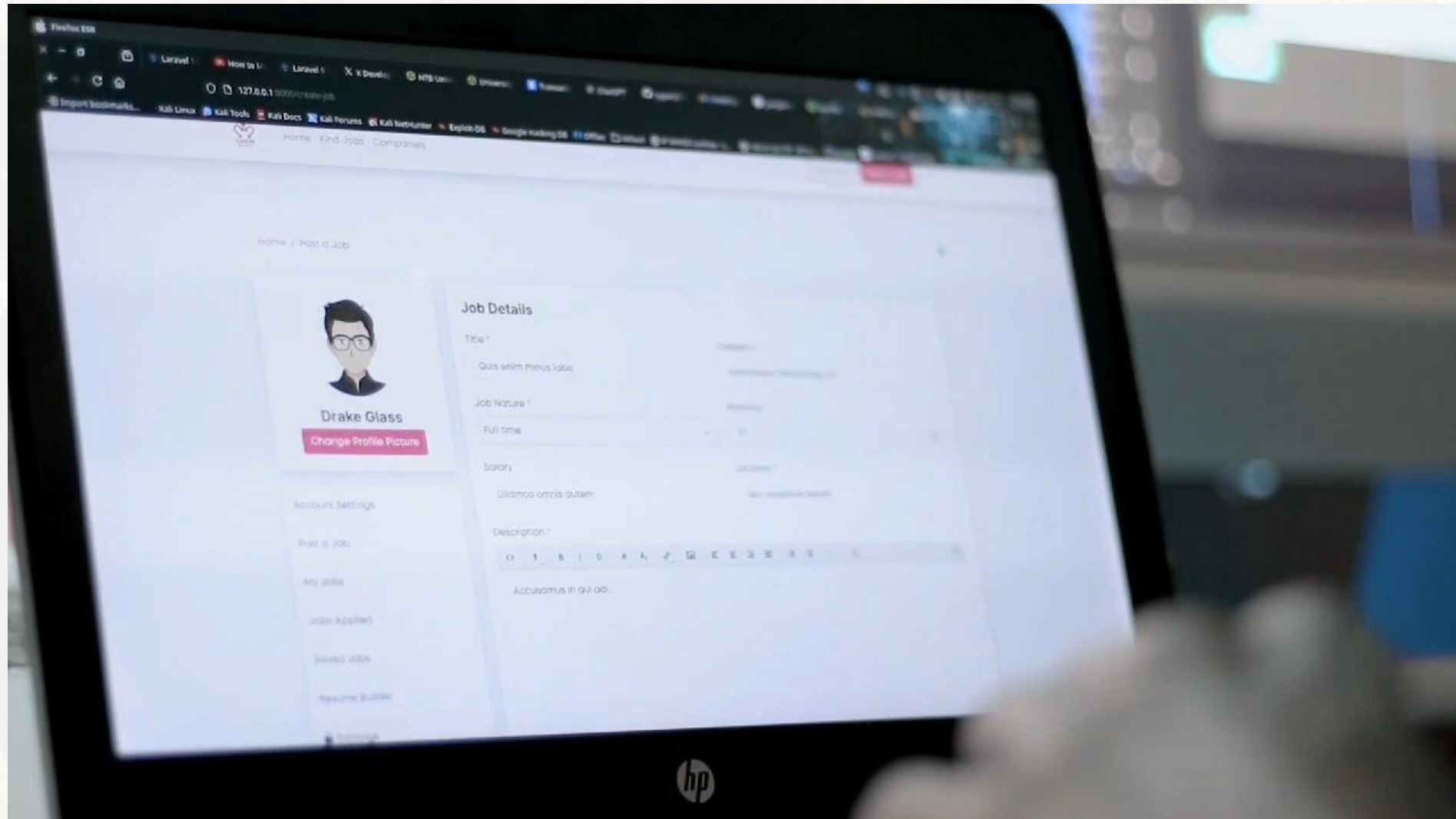
Access training sessions and workshops tailored to enhance their skills in areas such as digital literacy, business development, and leadership to qualify to get opportunity.

Mentorship Connection:

The platform facilitates direct connections with experienced professionals who can offer personalized mentorship and guidance.



PLATFORM DEMO

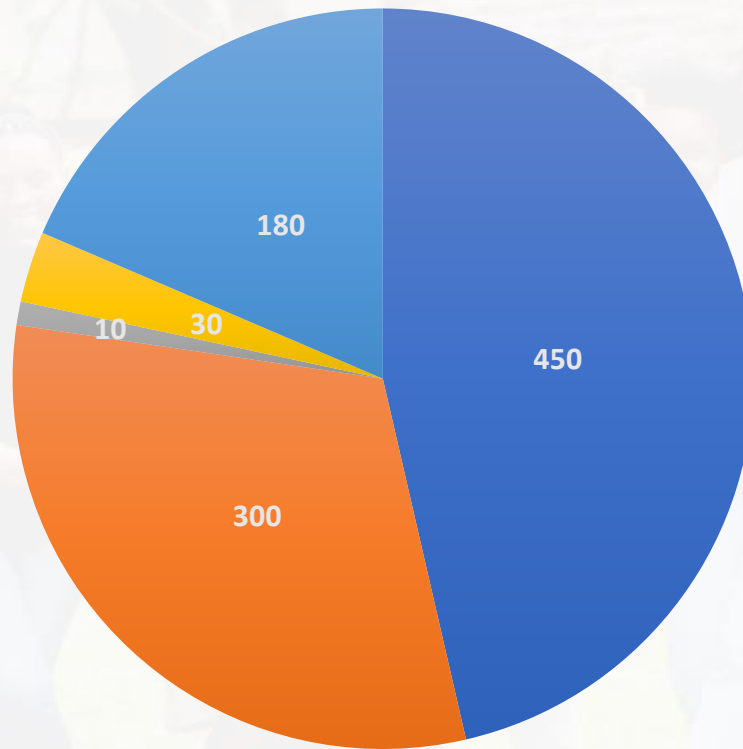


COMPETITION

	NIAJIRI	UBUNTU	AJIRA PORTAL	ZOOM AJIRA	CAREER NA MIMI
Platform	✓	✗	✗	✓	✓
Blog	✗	✗	✗	✗	✓
Training	✓	✓	✓	✗	✓
Career Mentorship	✗	✗	✓	✗	✓
Subscription fee	✓	✓	✗	✗	✗
Linking	✓	✓	✓	✓	✓

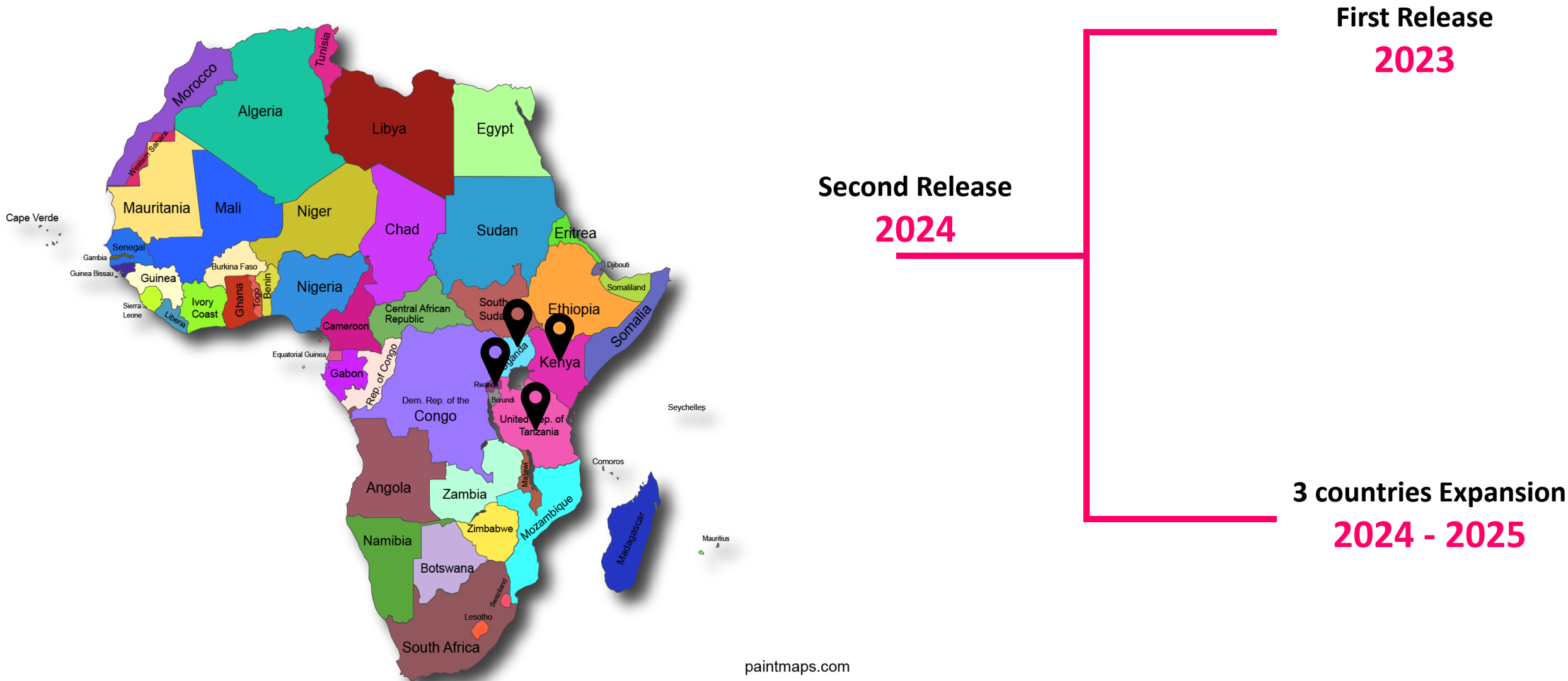
TRACTION

Engagement



■ Students ■ Online engagement ■ Companies ■ Opportunity provided ■ Graduates students

CAREER NA MIMI MILESTONES



Markets & Customers

Target Markets

- Secondary Schools
- University and institute
- Graduates
- Companies

Target Users

- Secondary Schools Students
- University and institute students
- Graduates
- Companies

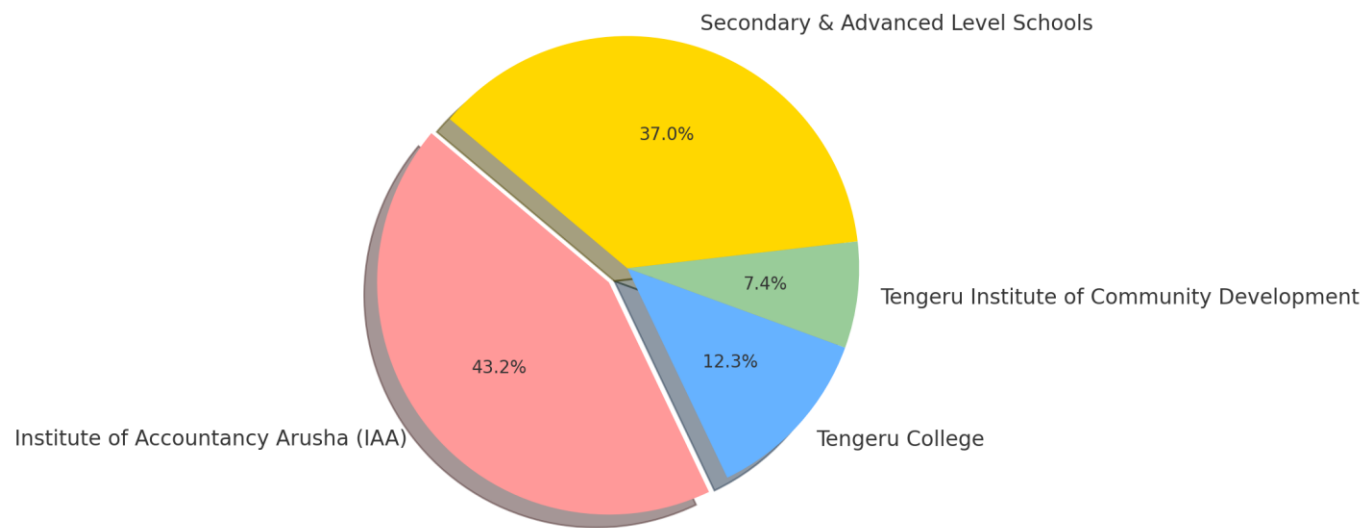
Target Customers

- Secondary Schools Students
- University and institute students
- Graduates
- Companies

Opportunity

Over **16,200 graduates** from Arusha region's institutions—ranging from IAA to secondary schools—step into the workforce, eager for guidance, skill-building, and job opportunities.

Distribution of Target Graduate Audience in Arusha Region



- **Largest Segment – IAA Graduates (7,000)**
- **School Graduates (6,000)**
- **Diverse Professional Paths – Tengeru Institutions (3,200):** Graduates from Tengeru College and the Institute of Community

Investment Potential

our platform can achieve rapid user acquisition and lifetime value, establishing itself as a trusted partner throughout their careers. With 16,200 new users annually in just one region, the market potential is clear and scalable.

According

- **Tanzania National Bureau of Statistics (NBS):** Official data on regional graduation and education rates.
- **Ministry of Education, Science, and Technology - Tanzania:** Reports on graduation statistics for institutions like IAA and regional schools.

Our Business Model



Commission on Job Placements:

companies pay a fee for each successful job placement made through the platform.



Training Program Fees:

Offer specialized training workshops and courses for youth, charging a fee for participation



Sponsorship and Partnerships:

Partner with organizations, NGOs, and educational institutions that are aligned with our mission

Partners



GO TO MARKET

Sponsorship and Partnerships

Partner with schools, colleges, and universities to promote the platform as a resource for students seeking internships, jobs, training and also career guidance. this aim to incrate reach out number of students and being close to access the students and build a strong career for them

•Social Media

platforms like Facebook, Instagram and LinkedIn to create targeted ads and engaging content that resonates with youth

- **Develop a blog**

Workshops and Events

- Organizing workshops, career fairs, and networking events where youth can learn about the platform and its offerings. Provide hands-on sessions on resume building, interview preparation, and skill development.
- Direct engagement

FINANCIAL PROJECTION

EXPENSES

	Month	Year
Office rent	100,000/=	1,200,000/=
Internet	50,000/=	600,000/=
Marketing	300,000/=	3,600,000/=
Platform, BLOG, LMS	83,333/=	1,000,000/=
TOTAL	533,333/=	6,400,000/=

INCOME

	Month	Year
Job placement 10% Eg:700,000 = 70,000/= Month 5 placement	350,000/=	4,200,000/=
Training Eg: module 25,000/= 10 people	250,000/=	3,000,000/=
Coaching Month 15,000/= 10 people	150,000/=	1,800,000/=
TOTAL	750,000/=	9,000,000/=

TEAM



Rahman Mbahe
Founder



Kareen kamene
Information manager



Ester koka
Program manager



Godfrey Muganyizi
Developer



Emmanuel
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