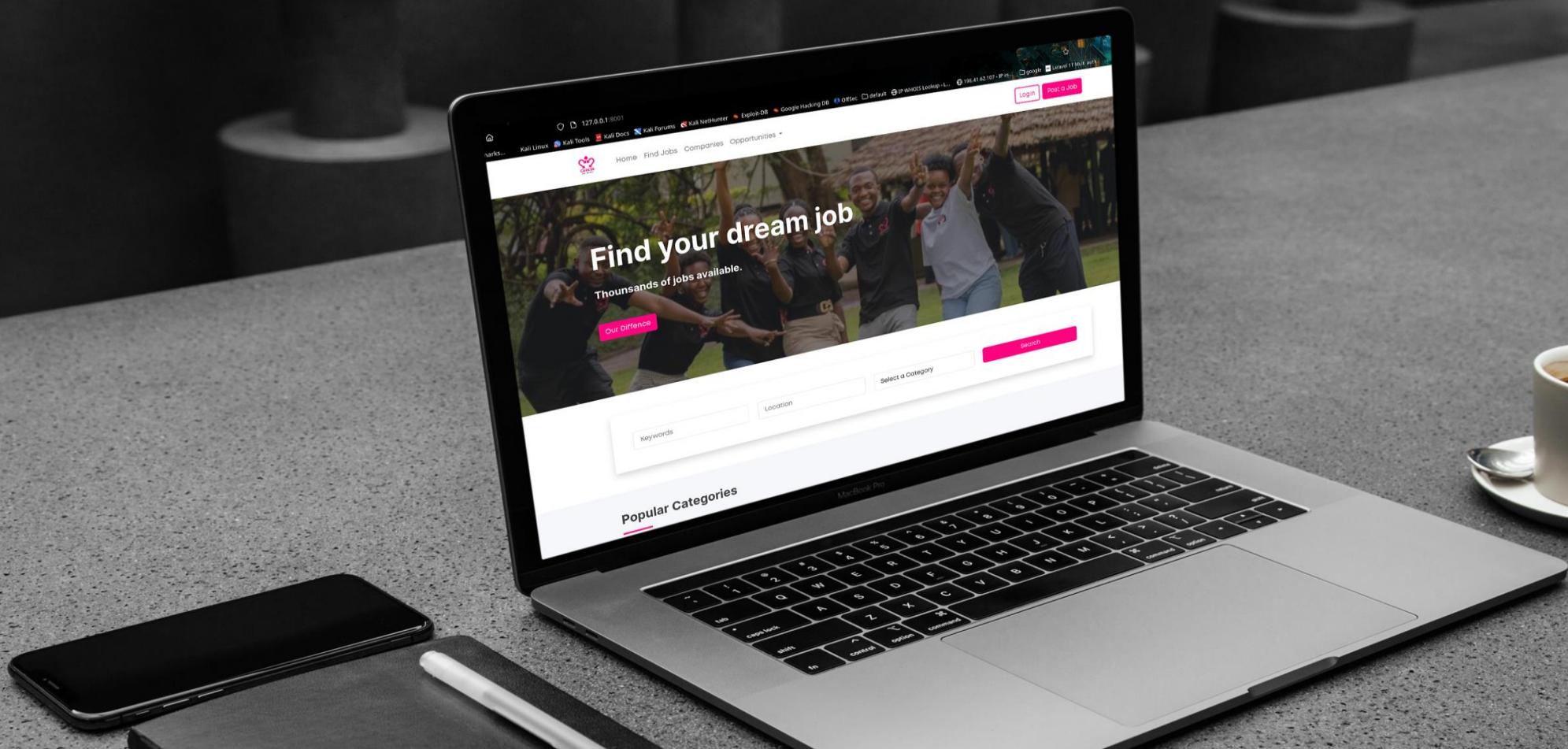




# CAREER NA MIMI

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 )



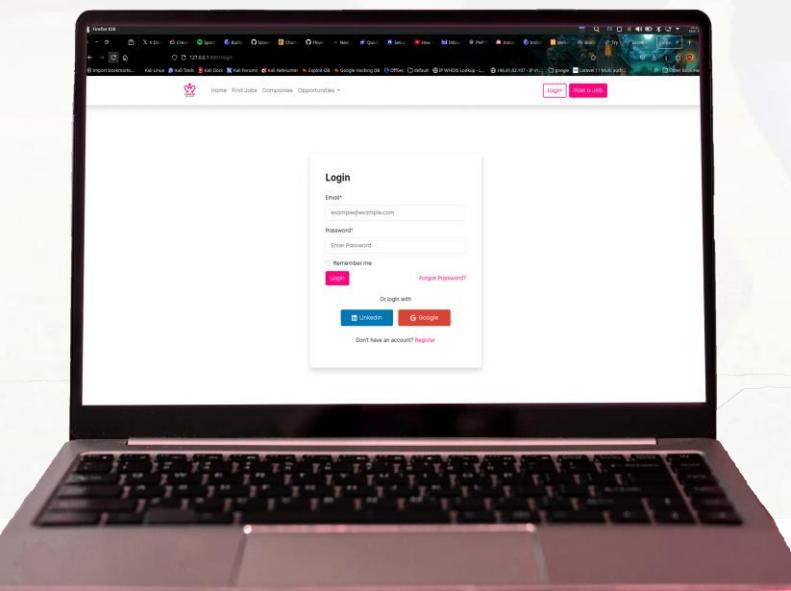
## •Providing Job Specific Mentorship

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

# HOW IT WORKS

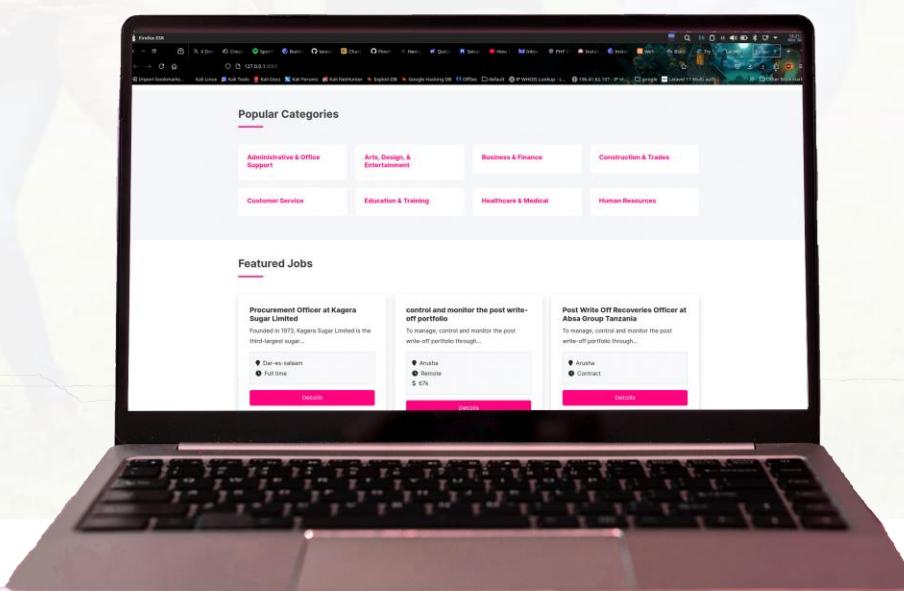
## User Registration

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.



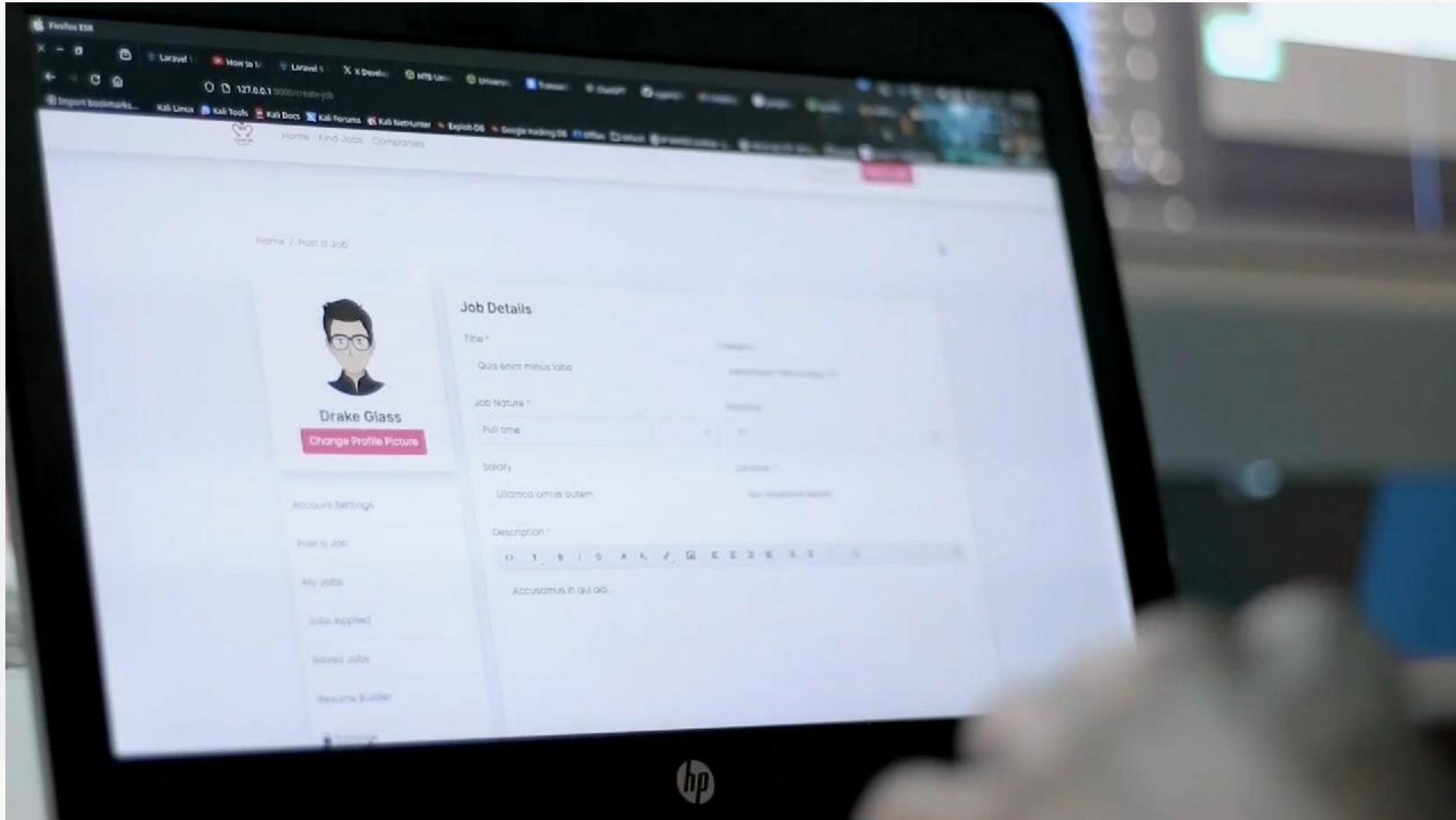
## Training Programs:

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

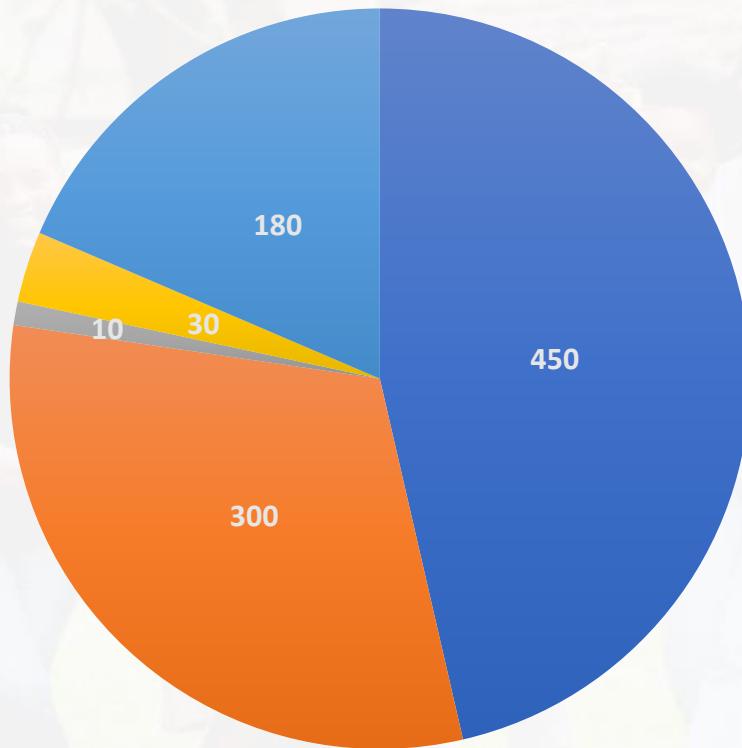


# COMPETITION

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

# TRACTION

## Engagement



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

# CAREER NA MIMI MILESTONES



First Release  
**2023**

Second Release  
**2024**

3 countries Expansion  
**2024 - 2025**

# Markets & Customers

## Target Markets

- Secondary Schools
- University and institute
- Graduates
- Companies

## Target Users

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

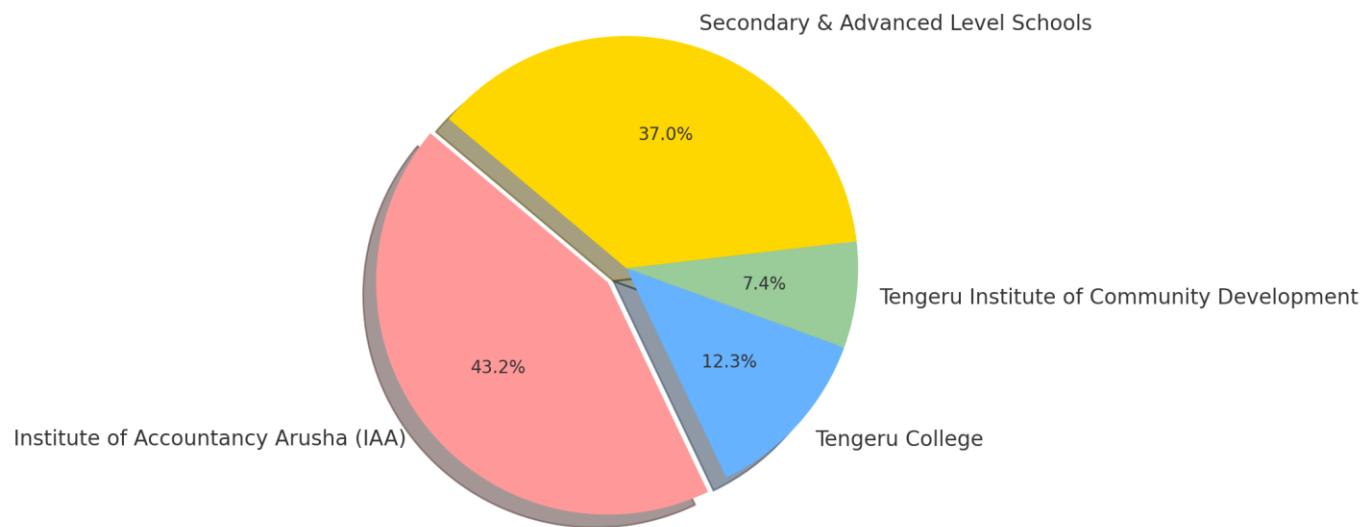
## Target Customers

- 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



## 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.

- **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.

# 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 increase 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
<b>Office rent</b>	100,000/=	1,200,000/=
<b>Internet</b>	50,000/=	600,000/=
<b>Marketing</b>	300,000/=	3,600,000/=
<b>Platform, BLOG, LMS</b>	83,333/=	1,000,000/=
<b>TOTAL</b>	<b>533,333/=</b>	<b>6,400,000/=</b>

## INCOME

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

# TEAM



**Rahman Mbahé**  
Founder



**Kareen kamene**  
Information manager



**Ester koka**  
Program manager



**Godfrey Muganyizi**  
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