

# korio

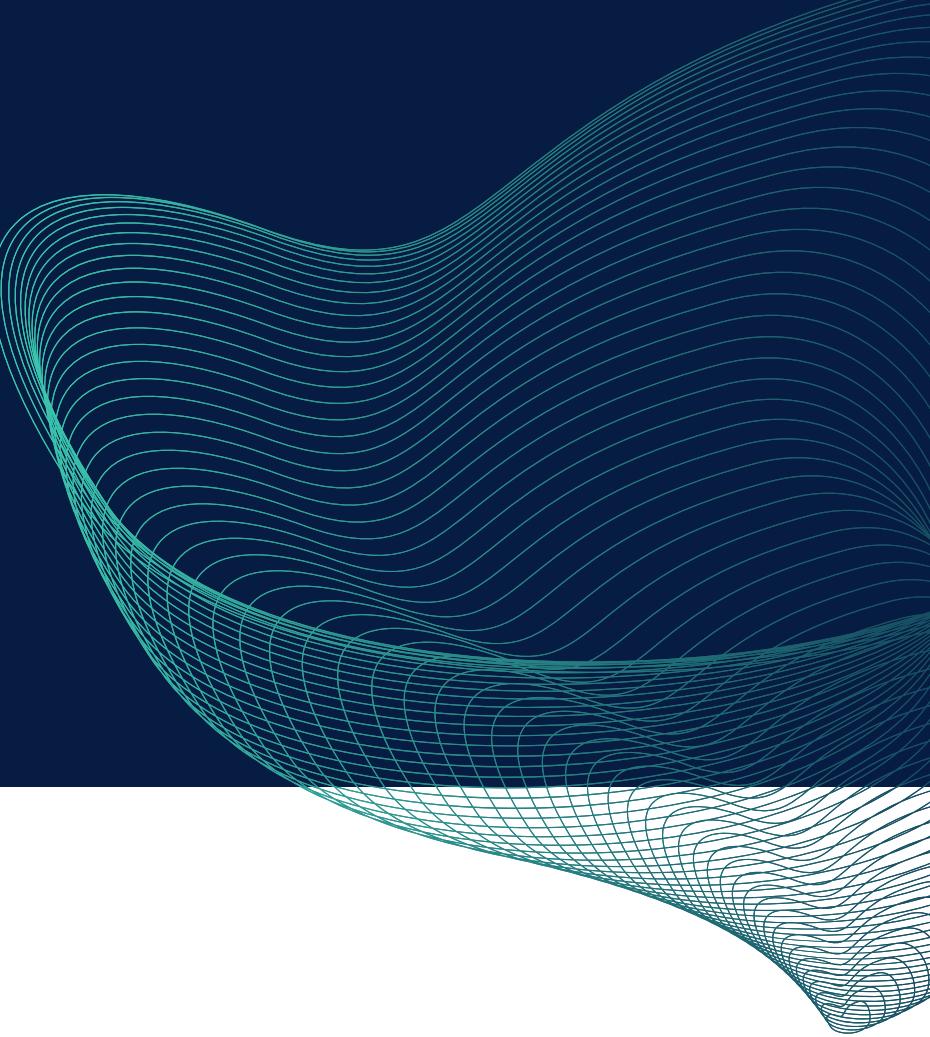
# Pitch Deck

# Introduction

## Company Overview

Korio was born from the need to find solutions for the pressing youth unemployment challenge on the African continent. Africa is a young continent, with half of the population projected to be under 25 by 2050. We saw an opportunity to establish a bridge between global companies and a vast pool of top talents on the continent for mutual wins. We are on mission to spur job creation on the African continent by connecting top African tech talents with remote global jobs.

Evidence suggest that small investments that connect youth to jobs and increase their human capital yield greater impacts on the African continent. As such, we are providing talented young people on the continent with tech-based learning experiences that equip them for global labor markets.

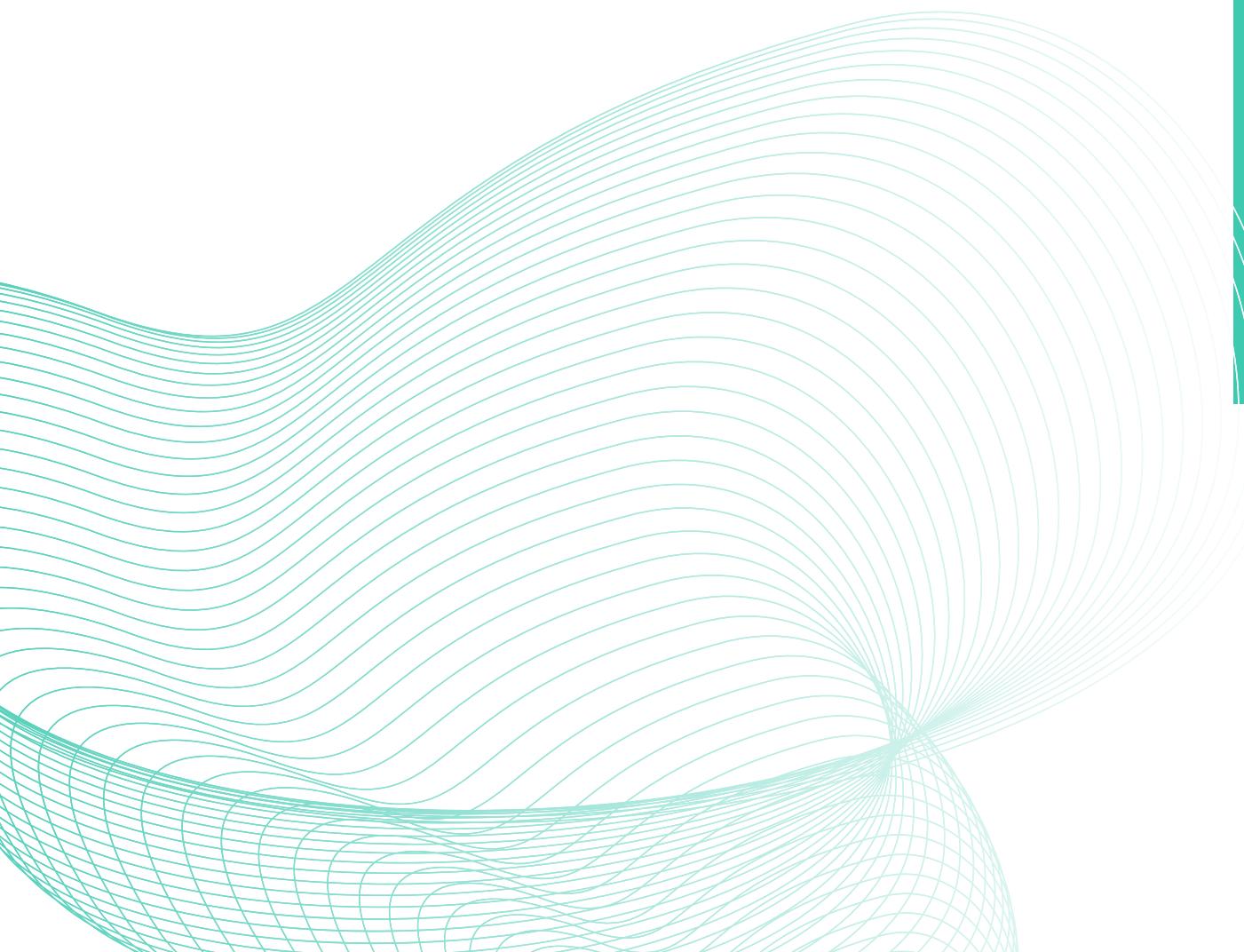


# Vision

## Transforming the future of work in Africa

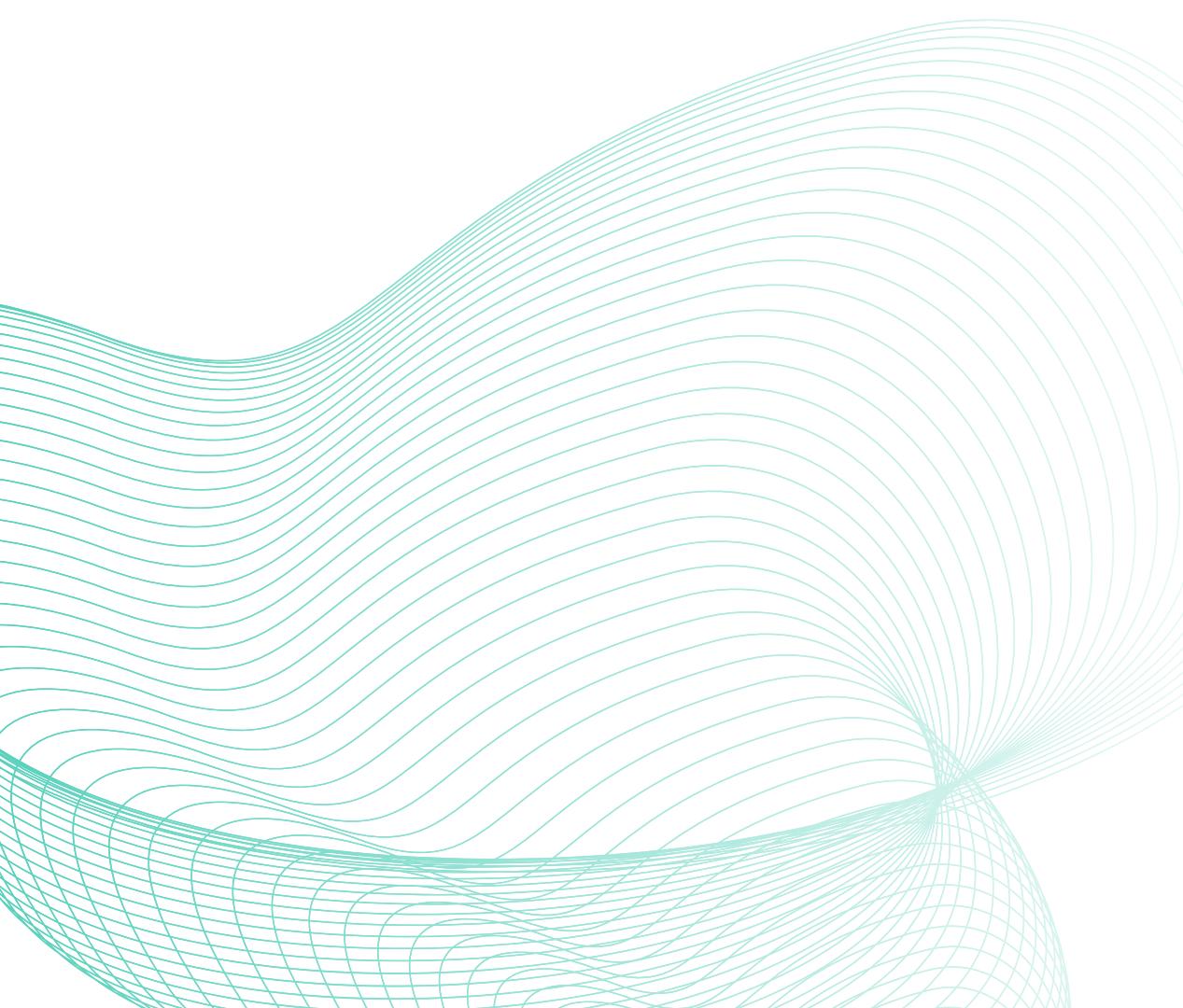
Africa is currently the youngest continent and its population is set to double to 875 million in the next decades, with half the population under 25. Korio believes that nurturing a skilled workforce is a powerful formula to tackle youth unemployment and spur job creation on the continent, while delivering exceptional expertise globally.

We envision an inclusive and sustainable society where talented young people in Africa can access equal employment opportunities globally, without being limited by where they live and come from.



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# Mission



Korio is on mission to spur job creation on the African continent by connecting top African talents with remote global jobs.

# Problems

## Youth unemployment

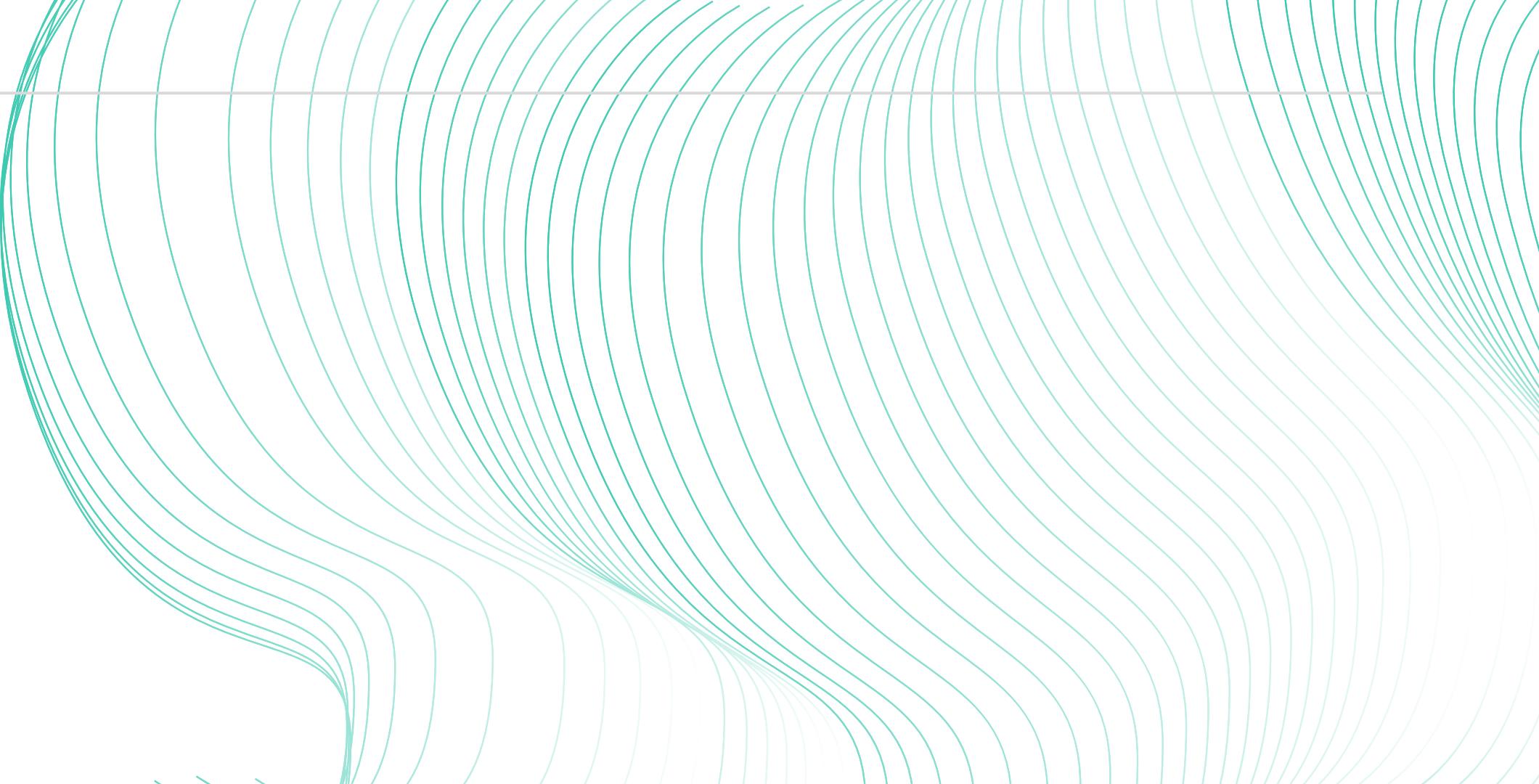
In Sub-Saharan Africa, every year 12 million young people graduate from universities and top-notch schools but only 3,1 million are able to find jobs.

## Lack of job opportunities within the African job markets

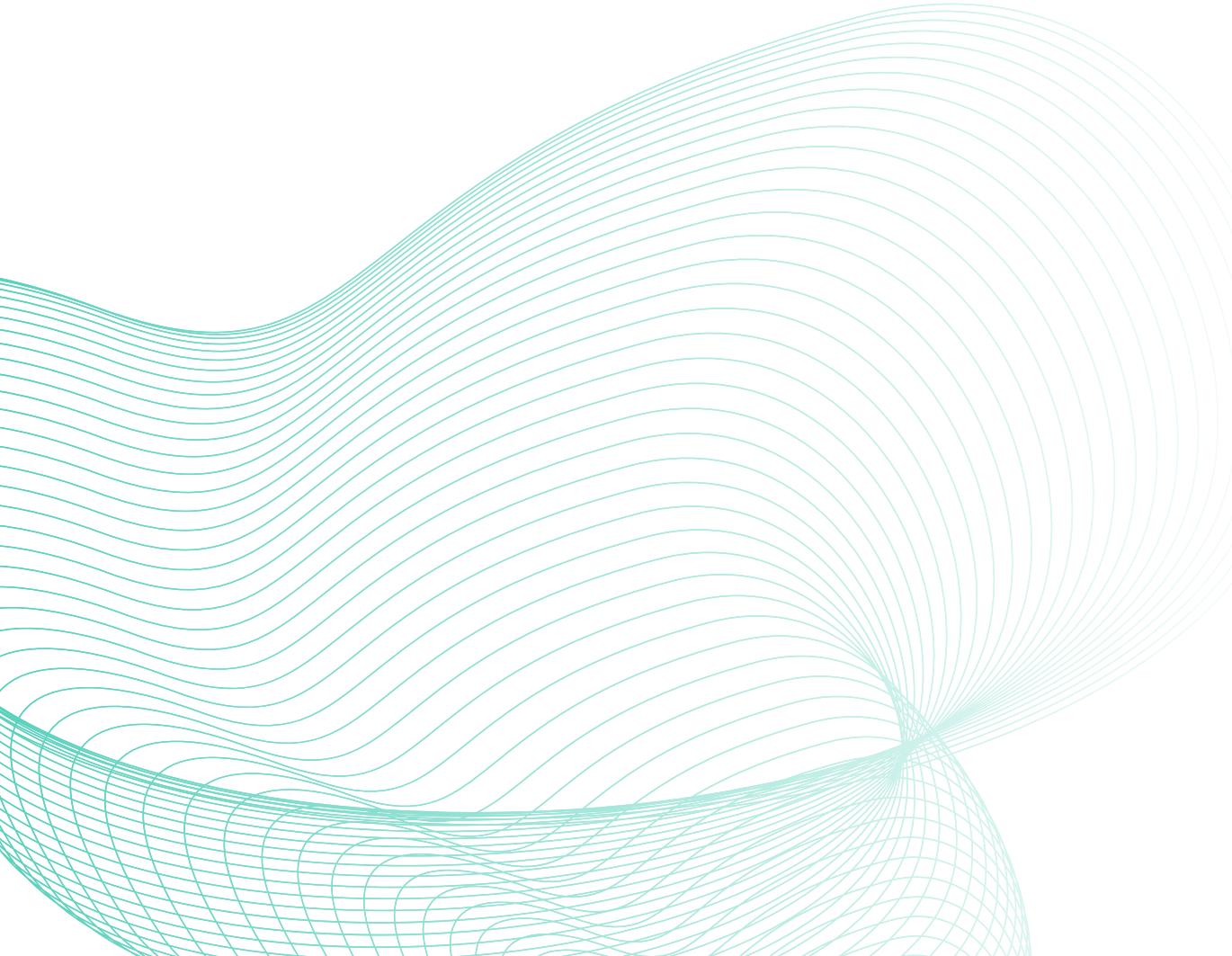
The African job market does not have the capacity to absorb all its graduates, and a vast majority of young people, about 8 million are without hope of finding a job in the near future.

## Underskilled youth

It becomes critical and urgent to find tailored solutions to cultivate a skilled workforce on the continent to equip the youth to compete for global employments.



# Solutions



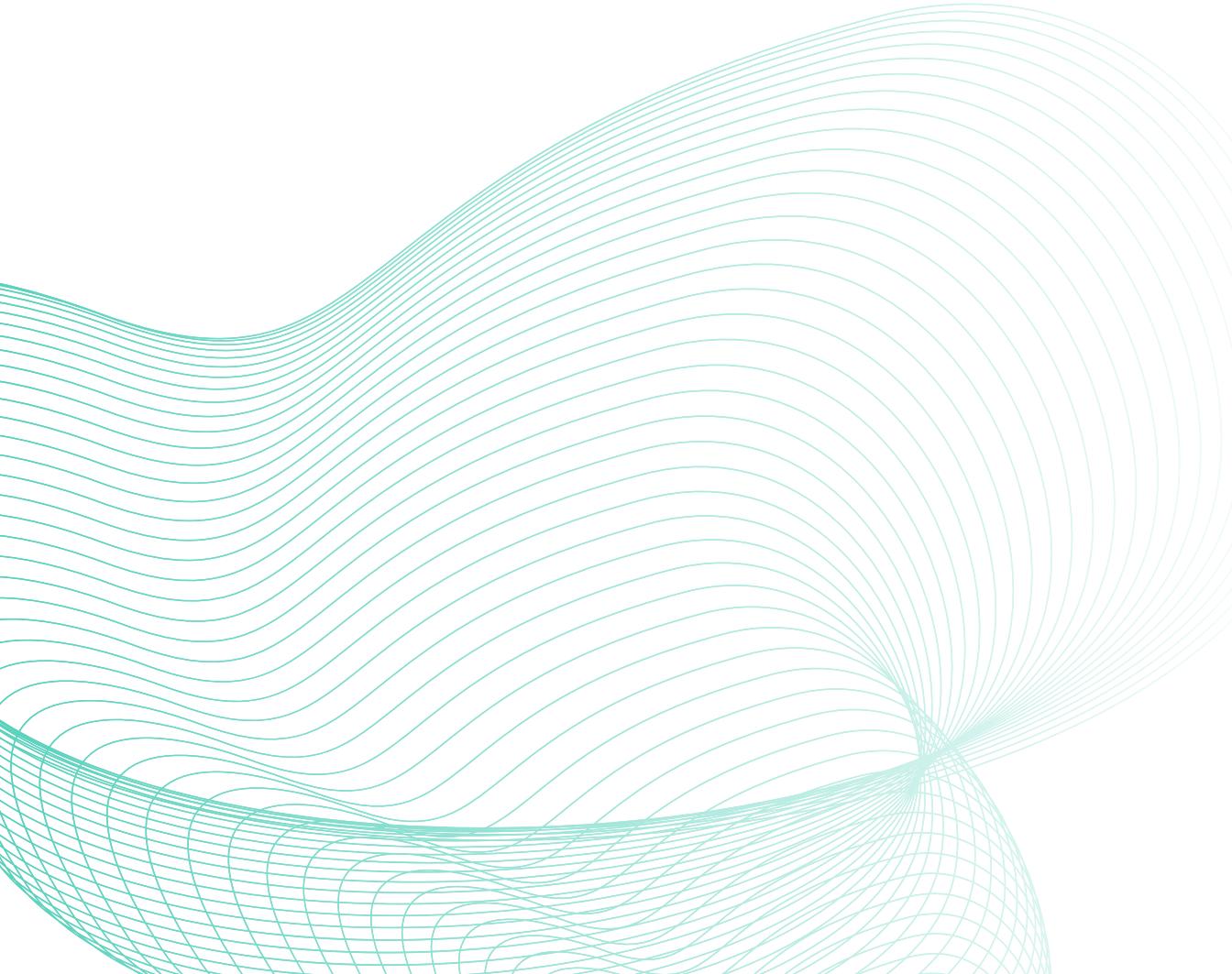
## **Human capital centered programs**

Small investments that increase young people human capital yield large impact. We provide tech-based learning experiences to young graduates with little to no tech background. We are building a pool of full-stack software & web developers, programmers, web designers, and digital marketers.

## **Connecting talents to global job opportunities.**

We connect top developers and digital marketers to US and EU based fast growing startups and companies.

# Opportunities



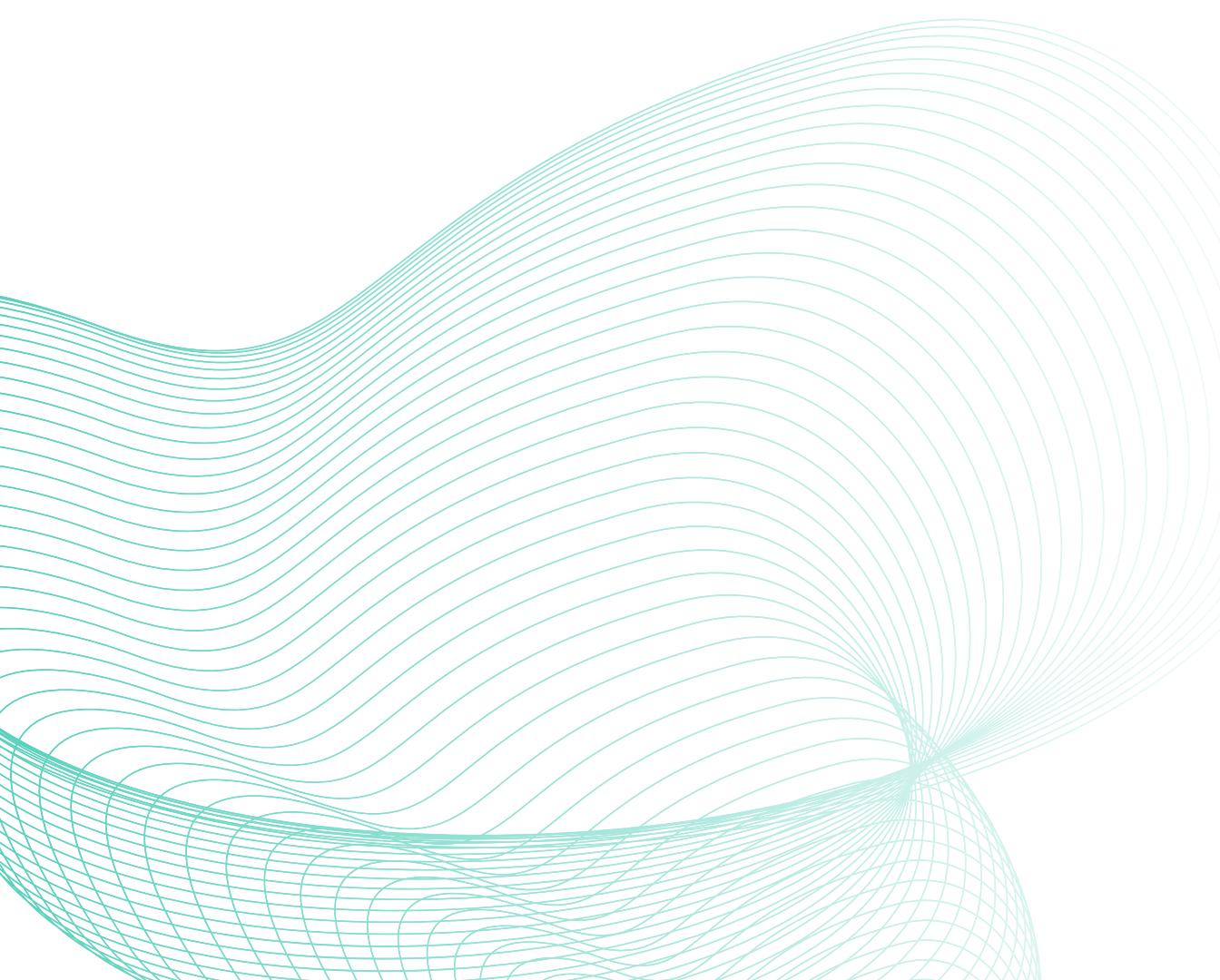
## Transforming the future work in Africa

The future of work trends from the World Economic Forum are placing tech career paths at the top of their jobs of the future lists. Africa is a young continent, with half of the population projected to be under 25 by 2050, which position the African talent pool as the future of work if trained in needed tech skills.

## Impact investment opportunity

Partnering with Korio goes beyond a cost-cutting strategy, it's a smart business decision. It presents an impact investment opportunity for our clients, as they contribute to enable a more inclusive society, where talented young people in Africa have access to equal employment opportunities globally.

# Services



## IT services & solutions

We offer a full range of IT services including software development, AI-operations and automation, cloud system administration, network administration, and cybersecurity.

## Digital marketing

We offer creative strategy services and business planning and consultation. Services include marketing branding, and ongoing strategy, UX/UI design, content creation, social media management, and social and paid Ads management.

## E. Commerce

We build E. Commerce solutions needed to scale businesses, such as custom website development, system and app integrations, search engine optimisation (SEO), technical copywriting, and more.

# Our Value Proposition

## The Team Approach

We connect our clients to the best tech teams for mutual wins.

A skilled workforce at competitive wage

Exceptional expertise with a boutique agency problem solving strategy for superior results.

**KORIO**

## Access to top tech talents at competitive wages.

We connect global companies to a vast pool of top tech talents at competitive wages.

Equal employment opportunities for all.

## Social Impact

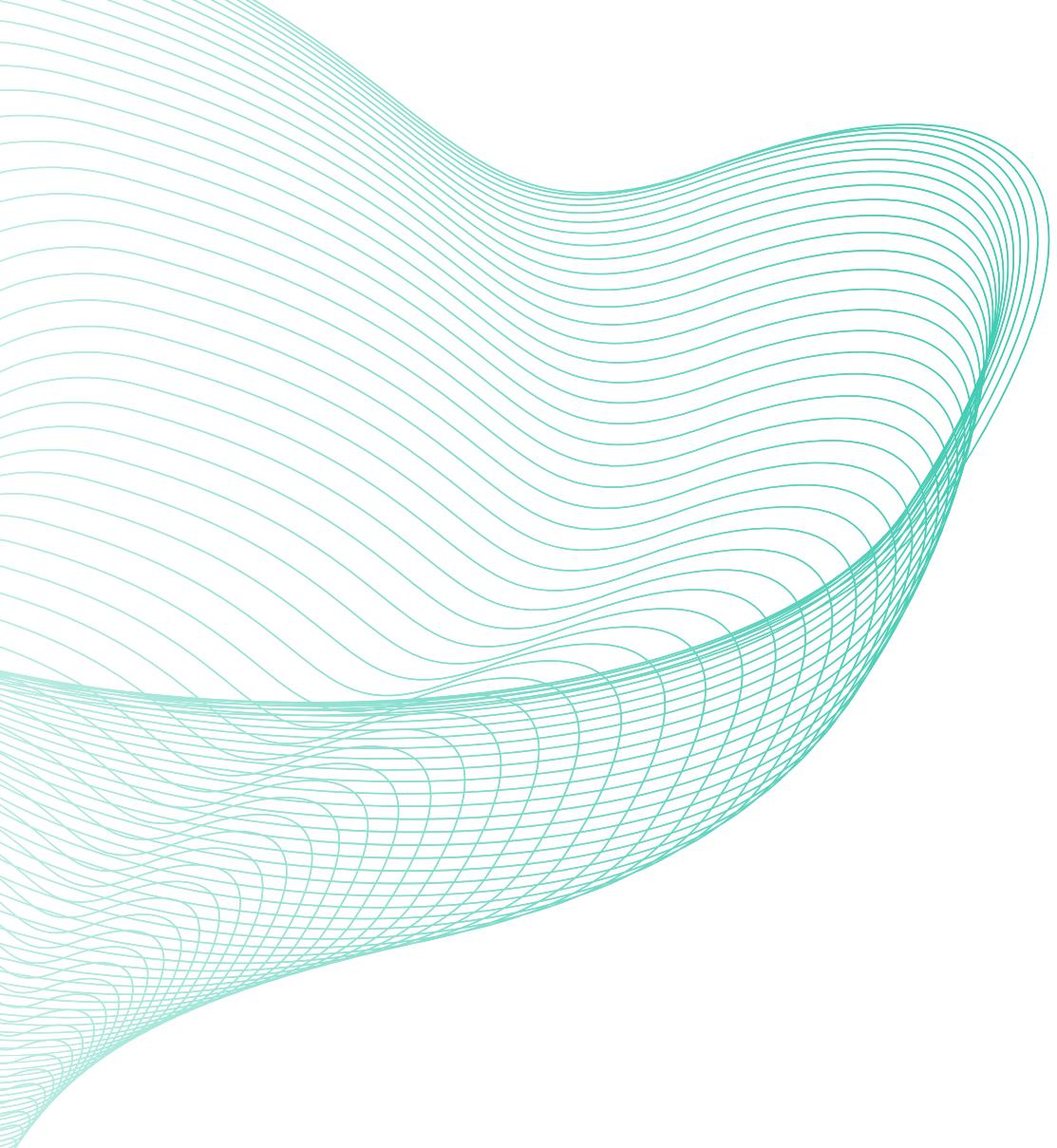
Our partners are enabling a more inclusive and sustainable society, where talented young people in Africa have access to equal employment opportunities globally.

# Target Market

US and UE fast growing startups and companies, that are looking to outsource tech teams at competitive wages.



**4:1**



# Marketing Strategy

Korio has established a digital marketing and PR strategy to reach its target customer, mainly through social media , job fairs, and tech conferences.

## Digital marketing

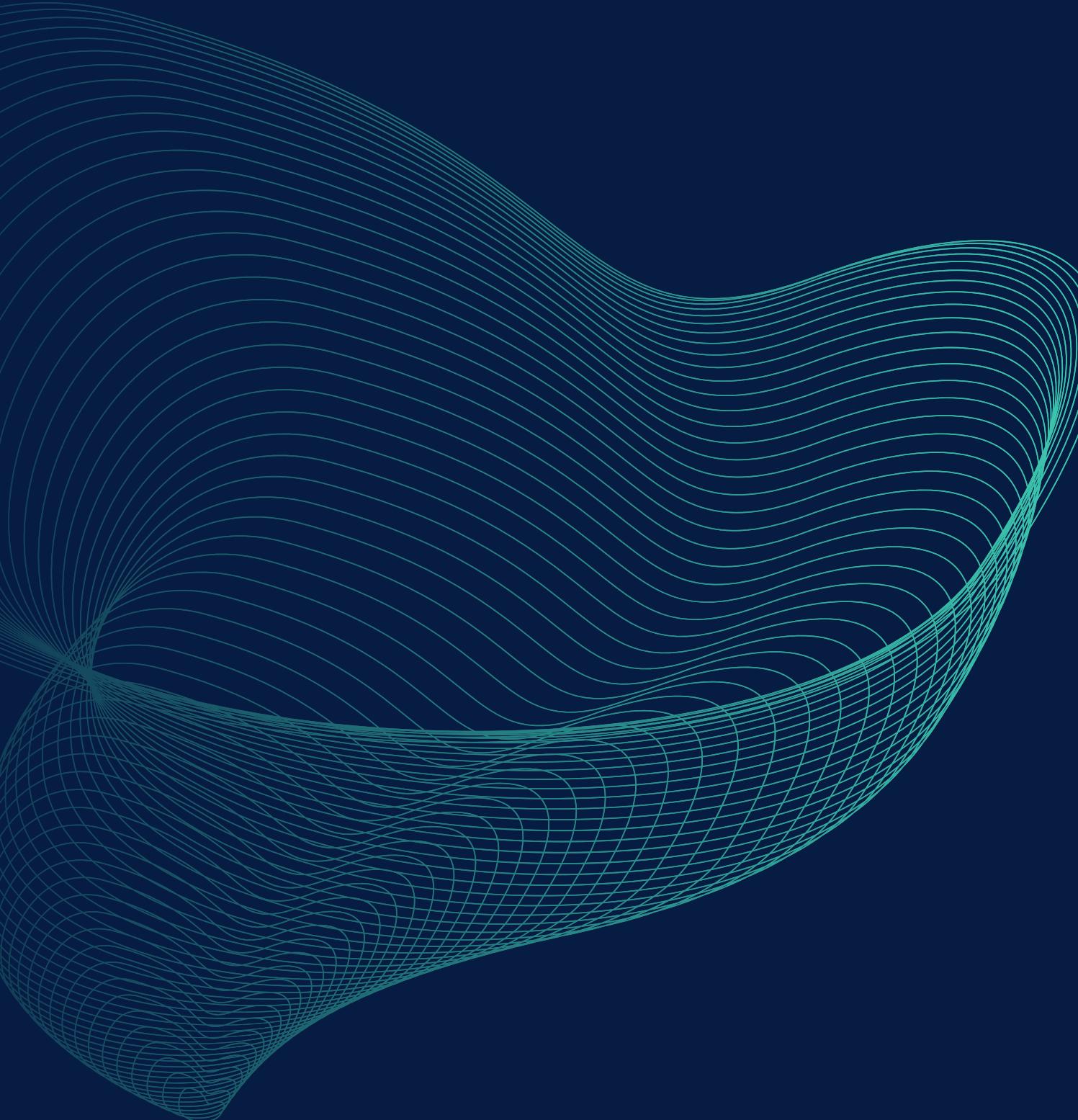
We are building on online community of developers and digital marketers to increase our pool of talents,. We reach fast growing startups and companies via social ads.

## Public and Private Partnerships (PPP)

We partner with public and private institutions and key players investing in solving youth unemployment challenges in Africa.

## Public Relations (PR)

We organize tech and job fairs on the continent to match top talents with global companies.



# Contact Us

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