

RetenaAI



COHORT 2 TRAINEE HANDBOOK

2025

Welcome to RetenaAI

Congratulations and welcome to **RetenaAI Academy**, an immersive and future-focused software and artificial intelligence training program. This program is designed not only to **elevate your technical skills** but also to set you on a path toward **innovation, leadership, and global impact**.

You are now part of a new generation of **African technologists** — builders of intelligent automation systems, creators of AI agents, and pioneers of future-driven digital ventures.

At RetenaAI Academy, we believe that **talent exists everywhere**, but **opportunity must be created intentionally**. That's why our program is designed to **break financial barriers, accelerate your learning**, and **equip you with the skills and mindset** to thrive as a high-impact professional or entrepreneur in the AI space.

This will be one of the most **challenging and transformative journeys** of your life — and remember, **you're not doing it alone**.

The Vision We're Building Together

RetenaAI Academy was created with a bold vision: to **empower Africa's next generation of AI strategy leaders and consultants**. The future belongs to those who can **analyze complex business processes, identify AI-driven opportunities, and design actionable strategies** that deliver measurable results.

This program isn't about deep technical coding — it's about equipping you with the **strategic insight, frameworks, and consulting tools** needed to help organizations adopt AI responsibly and effectively.

The skills you're about to develop — from **mapping business processes** and **friction analysis**, to **designing AI roadmaps** and **crafting client-ready recommendations** — are not just globally in demand; they are **urgently needed across Africa** as industries adapt to the AI era.

By joining RetenaAI, you are stepping into a **growing network of forward-thinking consultants and strategists** who are shaping how businesses and industries leverage AI for real-world impact. This is **more than a training program** — it's your **launchpad to advise, strategise, and lead in the global AI economy**.

Our Mission & Vision

Mission:

To equip African AI enthusiasts with **practical integration, automation, and deployment skills** to build real-world solutions and launch meaningful businesses or careers in just 3–6 months.

Vision:

To create a new generation of **African AI system integrators and automation pioneers**—equipped with mastery, empathy, and responsibility—to shape the global future of work and technology.



Our Core Values

1. **Responsibility** – We take ownership of the systems we build and their impact.
2. **Empowerment** – We provide tools, access, and confidence to launch careers.
3. **Technical Excellence** – We emphasise deep mastery, not superficial learning.
4. **Empathy** – Every system should solve real, human problems.
5. **Nimbleness** – We adapt, learn fast, and move forward with clarity.
6. **Authenticity** – We stay true to who we are as African builders and leaders.

Program Structure

The **AI Strategy & Consulting Bootcamp** is a **12-week immersive program** designed to take you from foundational knowledge to advanced consulting execution. The journey is structured into **three key phases**:

1. Fusion Phase (Weeks 1–6)

This is the **foundation** of your learning journey — a balance of guided sessions, self-paced learning, and collaborative activities. During this phase, you will build the **core skills required to analyze business problems and design AI-driven solutions**.

You will:

- Explore the fundamentals of **Generative AI and Prompt Engineering**
- Build **AI literacy for business strategy** and learn how to communicate AI value
- Practice **process mapping and friction analysis** to identify opportunities
- Engage in **interactive sessions, case studies, and peer discussions**
- Complete **mini-strategy exercises** tied to real-world scenarios

Why it matters: This phase ensures that **every participant, regardless of background**, gains the insight, frameworks, and confidence to engage in strategic AI conversations with clarity and authority.

2. Applied Consulting Phase (Weeks 7–12)

This is where **theory meets practice**. You'll take your foundational skills and apply them to **real-world consulting simulations**, developing the ability to diagnose problems, design AI roadmaps, and present solutions to stakeholders.

You will:

- Participate in **client discovery and strategy labs**
- Design **AI adoption roadmaps** with actionable milestones
- Craft **business cases** and ROI-driven opportunity maps
- Present your strategies and receive **mentor and peer feedback**
- Build **portfolio-ready consulting deliverables** such as decks, roadmaps, and opportunity canvases

Why it matters: This phase prepares you to **operate like an AI consultant**, ready to advise clients, collaborate with internal teams, and support organisations in making informed AI adoption decisions.

3. Post-Training Pathways

Your learning doesn't end when the sessions stop — this is the bridge to your next level.

You can choose to:

- **Accelerate:** Launch your own consulting practice, SaaS product, or AI-powered service
- **Join the Job Placement Pool:** Get matched with opportunities for **freelance, internship, or full-time consulting roles**
- **Stay Connected:** Contribute as a mentor, facilitator, or community leader within the RetenaAI network

Why it matters: This phase ensures you **transition smoothly from learning to real-world execution**, with support, mentorship, and opportunities to grow in your chosen direction.

Career Placement Income Sharing Agreement

If you secure a job opportunity through our **career placement services**, you'll enter into a **light income-sharing agreement (ISA)** with RetenaAI. This means you'll contribute a small percentage of your **first few months' earnings** as a way to give back and support the growth of the program for future cohorts.

The **specific terms and conditions** of this agreement will be **clearly explained and discussed during the placement phase**, ensuring transparency and alignment before you sign anything.

Why it matters: This arrangement allows us to **continue creating opportunities** for future students while celebrating your success in landing a role in the AI strategy and consulting space.



Learning Experience

RetenaAI Academy isn't a school. It's not a coding bootcamp. It's an *applied innovation lab*. Here's what to expect:



Daily and Weekly Rhythm:

- **Morning Standups** – short syncs to plan your day
- **Evening Deep Work Blocks** – live or peer-led sessions
- **Weekly Reviews** – feedback on tasks, projects, and mindset
- **Assessments** – every module concludes with a challenge
- **Sprint Presentations** – share your work and learn from others

You will be pushed, challenged, and supported.



Program Delivery



Agile Methodology

The program structure and execution are inspired by Agile principles to keep learning adaptive, iterative, and participant-driven. Here's how it works:

- Sprints (1–2 weeks): Each learning or project module is delivered in focused "sprints" with specific goals.
- Stand-ups & Check-ins: Regular short meetings or updates to track progress, address blockers, and maintain accountability
- Iterative Feedback: Mentors and peers provide continuous feedback for improvement throughout each phase
- Backlog Prioritisation: Learners can choose tasks or mini-projects based on skill goals or niche focus.



Result-Oriented Learning

By combining PBL and Agile, RETENAAI ensures participants:

- Learn by doing, not just watching
- Develop a growth mindset and professional work ethic
- Build a portfolio that showcases real, working solutions
- Are you ready to deliver value, whether joining teams or starting your own AI ventures?



Program support and delivery

PROGRAM DIRECTOR

Oversees the design, planning, delivery, and validation of all learning activities.

PROGRAM MANAGER

Responsible for managing learning Process and Methodologies across tracks

PROGRAM ASSOCIATES

Leads Agile Curriculum planning, implementation, delivery, and validation.

PRODUCT MANAGER (Projects)

Oversees execution of live simulated projects across all tracks.

PLACEMENT & RECRUITING

Manages all placement and recruitment-related activities.

Performance Tracker

At **RetenaAI Academy**, each module is a **critical learning unit** that contributes directly to your growth and readiness as an AI **strategy and consulting professional**. Modules typically span **1–3 weeks** and include:

- **Assessments** to evaluate your understanding of concepts
- **Practical tasks** that simulate real-world consulting scenarios
- **Soft skills and communication exercises** to strengthen client-facing confidence

Performance in each module is **evaluated comprehensively** and accounts for **100% of your score** for that module.

Some phases or advanced tracks may require you to **meet specific performance benchmarks**. For example, you must demonstrate proficiency in **Prompt Engineering** and **AI Literacy for Business Strategy** before progressing to advanced modules in **AI Roadmap Design** or **Client Strategy Labs**.

Fellows are expected to **treat each module with full commitment**, as your **cumulative performance** determines your readiness for higher-level simulations and **post-training opportunities** such as job placement or client-facing projects.

Score Range

Performance Rating

90–100%

Excellent

71–89%

Good

61–70%

Average

46–60%

Fair

0–45%

Poor

Fusion Phase Module Deliverables & Timeline

Daily & Weekly Engagements

- **Daily Stand-Up:** Minimum of 15 minutes each day.
- **Interactive Sessions:** 4 hours per week, including discussions, walkthroughs, and peer interactions.

Assessment Components

Component	Type
Module assessment	Tests
Module Task	Practical Task

Module Task & Assessment Timeline

- **Task Start Date:** Friday *before* Week 1 of the module (*for modules longer than one week*).
- **Task End Date:** Wednesday *of the final week* of the module.
- **Module Assessment:** Thursday *of the final week* of the module.



Weekly Schedule – Weeks 1–6



Daily Stand-Up

- Time: **8:00 AM – 8:15 AM** (Monday to Wednesday)
- Details: Daily team sync led by the Scrum Master to share reports and unblock progress.

Day	Activity	Time	Notes
Monday	Daily Stand-Up	9:00 AM – 9:15 AM	Led by Scrum Master
	Module Interactive Session	6:00 PM – 8:00 PM	Instructor-led learning session
Tuesday	Daily Stand-Up	9:00 AM – 9:15 AM	
	Module Interactive Session	6:00 PM – 8:00 PM	

Wednesday	Daily Stand-Up	9:00 AM – 9:15 AM		
	Peer-to-Peer Unblocking + Free Collaboration	Flexible	Team support, collaboration, and troubleshooting	
Thursday	Module Assessments	4:00 PM – 6:15 PM	Graded assessment components	
Friday	Soft Skills & Career Mentorship Workshop	5:00 PM – 7:00 PM	Mentorship, communication, and career readiness development	
	Next Module Task Kickoff + Guidance Session	7:00 PM – 9:00 PM	Overview and preparation for the next module	

Saturday

**Independent
Learning + Module
Task Completion**

Flexible

**Time allocated for
completing tasks,
studying, and reviewing
work**

Applied Consulting Phase — Deliverables & Timeline (Weeks 7–12)

The **Applied Consulting Phase** is where you translate foundations into a **client-ready strategy**. You'll work through realistic business cases to practice **discovery, diagnosis, opportunity mapping, ROI modelling, and roadmap design**, culminating in **executive-ready presentations**.

Daily & Weekly Engagements

- **Daily Stand-Up (Mon–Fri, ~15 min):** Goals, blockers, progress.
- **Peer Strategy Labs (Mon–Fri, 1 hr):** Case reviews, mock client questions, feedback.
- **Interactive Workshops (Wed & Thu, ~4 hrs/wk):** Readiness audits, ROI cases, roadmap frameworks, presentation clinics.
- **Professional Ethics & AI Governance Workshop (Final week, Fri 5:00–7:00 PM):** Responsible AI, risk, compliance, stakeholder trust.

Assessment Components

Component	Type
Consulting Case Deliverable (Module Task)	Practical assignment (e.g., discovery brief, friction map, opportunity canvas, ROI snapshot, roadmap deck)


Consulting Readiness Checklist

Progressive weekly tasks building toward a complete client recommendation

Professional Reflection (Ethics & Communication)

Short report on client communication, risk, and responsible AI considerations

Submission & Assessment Timeline

- **Consulting Readiness Checklist:**
Submitted **every Saturday** (progressively increasing in complexity from Level 6 → Level 1).
 *All six levels are required to qualify for completion of the phase. Missed levels must be retaken before advancing.*
- **Consulting Case Deliverable (Module Task):**
Submitted on **the final Saturday of the module** (e.g., Week 3 if the module spans three weeks). Deliverable reflects your ability to **diagnose, prioritize, and propose an actionable AI strategy**.
- **Professional Reflection (Ethics & Communication):**
Assigned during the **final Ethics/Governance Workshop**; due **the same Saturday**. Focus on **risk, fairness, transparency**, and **stakeholder alignment** in your recommendations.




Weekly Schedule – Applied Consulting Phase


Day	Time	Activity
Monday	8:00 AM – 8:15 AM	● Daily Standup (Presided by Scrum Master)
	11:00 AM – 12:00 PM	🤝 Peer-to-Peer Unblocking Session
	Evening (no fixed time)	✉️ Track Readiness Checklist Task Released
Tuesday	8:00 AM – 8:15 AM	● Daily Standup
	11:00 AM – 12:00 PM	🤝 Peer-to-Peer Unblocking Session
Wednesday	8:00 AM – 8:15 AM	● Daily Standup

Thursday

11:00 AM – 12:00 PM

 Peer-to-Peer
Unblocking Session


6:00 PM – 8:00 PM

 Module Interactive
Session


8:00 AM – 8:15 AM

 Daily Standup

11:00 AM – 12:00 PM

 Peer-to-Peer
Unblocking Session

6:00 PM – 8:00 PM


 Module Interactive
Session

Friday

8:00 AM – 8:15 AM

 Daily Standup

11:00 AM – 12:00 PM

 Peer-to-Peer
Unblocking Session

5:00 PM – 7:00 PM

 Career & Ethical
Development Workshop

Saturday

—

 Deadline for:

- Module Task Submission
- Track Readiness Checklist Task

Community & Culture

You're not just joining a program. You're joining a movement.

At Retena, we believe:

- **You belong here** regardless of your background or starting point.
- **We rise by lifting others.** Collaboration is not optional.
- **Ownership is everything.** Excuses don't build products. Action does.
- **Diversity matters.** Gender, ethnicity, and voice enrich our learning.
- **Learning is messy.** You're expected to fail and grow—publicly and proudly.

This community will become your squad, your sounding board, and your future professional network.

Income Sharing Details

The **Income Sharing Agreement (ISA)** applies **only to students who secure job opportunities through RetenaAI's career placement services**.

- **No upfront changes:** Your tuition is fully paid before or during the program; the ISA only activates if our placement services successfully connect you to a qualifying role.
- **Post-placement payment:** A small, fixed percentage of your **first few months' earnings** will be contributed back to RetenaAI.
- **Earnings threshold:** You won't make any payments if your income remains below the agreed threshold.
- **Transparency and support:** The agreement is **fully explained** during the career placement phase, including a **financial planning session, Q&A, and contract review support** to ensure you understand every term clearly.

Why it matters: This approach ensures you get access to **career support and opportunities** while allowing us to **reinvest in the program** for future cohorts.

Accelerator Equity Details

If you opt into the **Accelerator Phase**:

- You'll receive dedicated coaching, feedback, and business tooling
- Once you reach the **profit or investment stage**, you sign a lightweight **equity-sharing agreement** with Retena
- The purpose is to support your growth and fund future entrepreneurs in the program

This phase begins in **Month 5** and culminates in a final **Demo Day**.

Expectations & Responsibilities

Retena Learner Manifesto:

- **I will show up.** Even when it's hard. Especially when it's hard.
- **I will ask questions.** Confusion is not weakness—silence is.
- **I will give feedback.** To help others and help Retena improve.
- **I will build.** Not just talk about ideas—ship projects.
- **I will take ownership.** Of my time, my learning, and my outcomes.

If you uphold this standard, there is no limit to what you can achieve.



Rules & Regulations

At Retena AI, we operate a **high-performance, high-integrity learning environment**. These guidelines ensure consistency, respect, safety, and fairness for all members of the community.



Participation & Attendance

- Learners are expected to **attend all mandatory live sessions**, team meetings, and assessments.
- **Daily standups** are compulsory unless prior notice is given.
- Absences exceeding 3 days in a module without explanation may lead to **disciplinary review**.



Deadlines & Submissions

- All tasks, projects, and assessments must be submitted by the assigned deadlines.
- Extensions may be granted in exceptional circumstances (e.g. health or family emergencies) with documented proof.
- Consistent failure to meet deadlines without cause may lead to suspension from specialised tracks or project work.

Team Behaviour

- Learners must participate fully in group projects, sprints, and peer feedback.
- **Freeloading**, conflict avoidance, or project abandonment will result in intervention.
- Respect teammates' time and contributions.

Communication

- Slack is the official communication platform. Important notices, sprint updates, and feedback will be shared here.
- Learners are expected to **check Slack daily**, respond to mentors, and flag blockers.

Code of Conduct

Retena maintains a zero-tolerance policy on the following:

- **Harassment**, discrimination, or bullying (based on race, gender, ability, religion, or background)
- **Plagiarism**, AI-cheating, or uncredited work in submissions
- **Disruptive behaviour** in meetings, Slack threads, or collaborative sessions
- **Unprofessional language** in communications

Intellectual Property

- Code, tools, and assets you build as part of the program are **yours to keep**.
- For joint projects, ownership should be clearly agreed upon in writing.
- Accelerator projects involving Retena resources are subject to the **Equity Agreement** (see above).

Terms & Agreement

Participation in the Retena AI program requires agreement to the following legal and ethical terms:

1. Income Sharing Agreement (ISA)

The **Income Sharing Agreement (ISA)** applies **only if you secure a qualifying job through RetenaAI's career placement services**.

- **Tuition is fully paid upfront** — the ISA is not a substitute for program fees.
- **Activation only after placement:** The ISA begins only once you are successfully placed in a job through our network.
- **Percentage-based repayment:** A small, fixed percentage of your **first few months' earnings** is contributed back to RetenaAI.
- **Income threshold:** No payment is required if your salary is below the agreed minimum threshold.
- **Transparency and support:** Before signing, you'll receive **a clear breakdown of terms**, along with a **Q&A session** and **optional legal review** to ensure you fully understand your agreement.

Why it matters: This ensures that career support remains accessible to you, while your contribution helps fund opportunities for future cohorts.

2. Accelerator Equity Agreement

This is signed in the **final month** if you participate in the accelerator.

- If your startup or service becomes profitable or receives investment, Retena AI is entitled to a **minor equity stake** or a **small revenue share**.
- This enables the program to continue supporting new builders.
- Terms are lightweight, founder-friendly, and negotiable based on the stage and structure of your venture.

3. Confidentiality

- You agree not to share internal materials, learning assets, or client case studies without explicit permission.
- Similarly, Retena commits to protecting your personal data and project materials.

4. Performance-Based Continuation

- Retena AI reserves the right to **dismiss students** who fail to meet engagement or ethical standards.
- Dismissal does not void ISA obligations if learning milestones were completed.

5. Media Release (Optional)

- You may be asked to opt in for Retena to use your testimonial, photo, or project in public marketing materials.
- This is entirely voluntary.

Final Words

You are joining **RetenaAI** Academy at a crucial time—not just for the industry, but for the continent. This is not just about learning to code or using AI. It's about shaping the next chapter of Africa's contribution to global innovation.

We believe in your ability to lead this change. That's why you're here.

So show up fully. Build relentlessly. Be audacious.

Because the future is not written—it's built.

And **Retena is yours. You are Retena.**