

Target Audience: The AI Learning and Development Platform

Primary Target Audience:

1. Ethiopian Coder Initiative Participants and Freelance Beginners:

- **Who:**
 - Over 5 million individuals registered under the Ethiopian Coder Initiative to learn coding, including **360,000 participants registered in 2024**, with **78,800 receiving certifications** ([Fana Broadcasting Corporate, 2024](#)).
 - Undergraduate and graduate students specializing in technology, computer science, and related fields.
 - Recent graduates entering the tech industry.
 - Individuals aiming to start freelancing careers on platforms like Upwork and Fiverr... looking to utilize their skills in global markets.
- **Why:**
 - This group represents a large, motivated, and diverse group of learners. By offering customized foundational and advanced AI training, the platform can help participants gain employment, pursue entrepreneurial opportunities, and succeed in freelancing. This approach enhances employability, prepares learners for global digital marketplaces, and contributes to the growth of an AI-skilled workforce.

Secondary Target Audience:

1. Business Professionals and Entrepreneurs:

- **Who:**
 - Entrepreneurs seeking to implement AI solutions for their organizations or launch AI-driven ventures.
- **Why:**
 - By providing this group with essential AI knowledge and practical tools, the platform can improve organizational efficiency, foster innovation, and create greater demand for AI-skilled professionals.

2. Entry-Level Developers:

- **Who:**
 - Self-taught programmers and bootcamp graduates working to secure their first tech roles.
- **Why:**
 - This group often faces challenges like building portfolios and gaining practical experience. Offering relevant training, certifications, and internships will enable them to transition into impactful tech roles, supporting Ethiopia's expanding tech industry.

