



EduPlug

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In Brief

In the bid to help young people make better decisions and easy access to opportunity, and also make charity funding easily accessible, we created a website that collates and enlist opportunities that young people can go to in expectation that a percentage of them will donate towards the charity causes on our funding page.



The Problem

Difficulty for young people finding educational opportunities like scholarships, training and skill acquisition programs

Underfunding for most charity and educational project

*According to publication from researchgate,
'The system in the country does not provide any opportunity for transition from school to work, particularly for those from poor homes. Causing students to abandon their studies , substituting it by learning traditional work, begging/trading or social vices'*

In 2017, it was reported that the British government halved its humanitarian donations to Nigeria for 2018-2022, thus making its yearly donation 50 million pounds as opposed to the previous 100 million pounds. - the punch

Solution

We created an aggregator site with organized and categorized link to multiple educational opportunities, scholarships, empowerment programs.

We created a donation platform for education project.

We also created an avenue where we can connect mentors with mentees



Technology

The website was built, using html and css programming language

A website solution was chosen to solve this problem for accessibility purpose. A vast majority of graduate have access to the internet .

Also access to charity projects and events is difficult, the donate platform brings choice to donation making it easier to donate to a cause one feels personally attached to.

Business Model

Daily trust
29 million
Undergraduate &
underemployed

Quartz Africa
500,000
yearly graduates

Targets market
are fresh graduate
and undergraduates,
between the age of
16-35 seeking to find
new opportunities to
better their life

The business is a non-profit organization, staff members will be volunteers and start up cost will be gotten through donations. Sustainability will depend on fund raising. and donations.

Cost Estimation

For 12 months

Website maintenance	300,000
Marketing	1,200,000
Logistics	240,000
Miscellaneous	300,000
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Total	2,040,000

Sustainability Plan

A yearly fundraising dinner will be organised at the end of the year to honour achieved goal and milestone set for that year.

During the fundraising events, the next goals and plans of the company will be discussed and donations will be asked for

Proposals will also be written to Corporate Social Responsibility (CSR) arms of organisations requesting for funding to achieve the next mission of the company

An allocation for operating reserve will be made at the end of each year to cover for rainy days.



Thank you