

NEPT Presents:

Kinaya Ventures: Growth & Impact Strategy

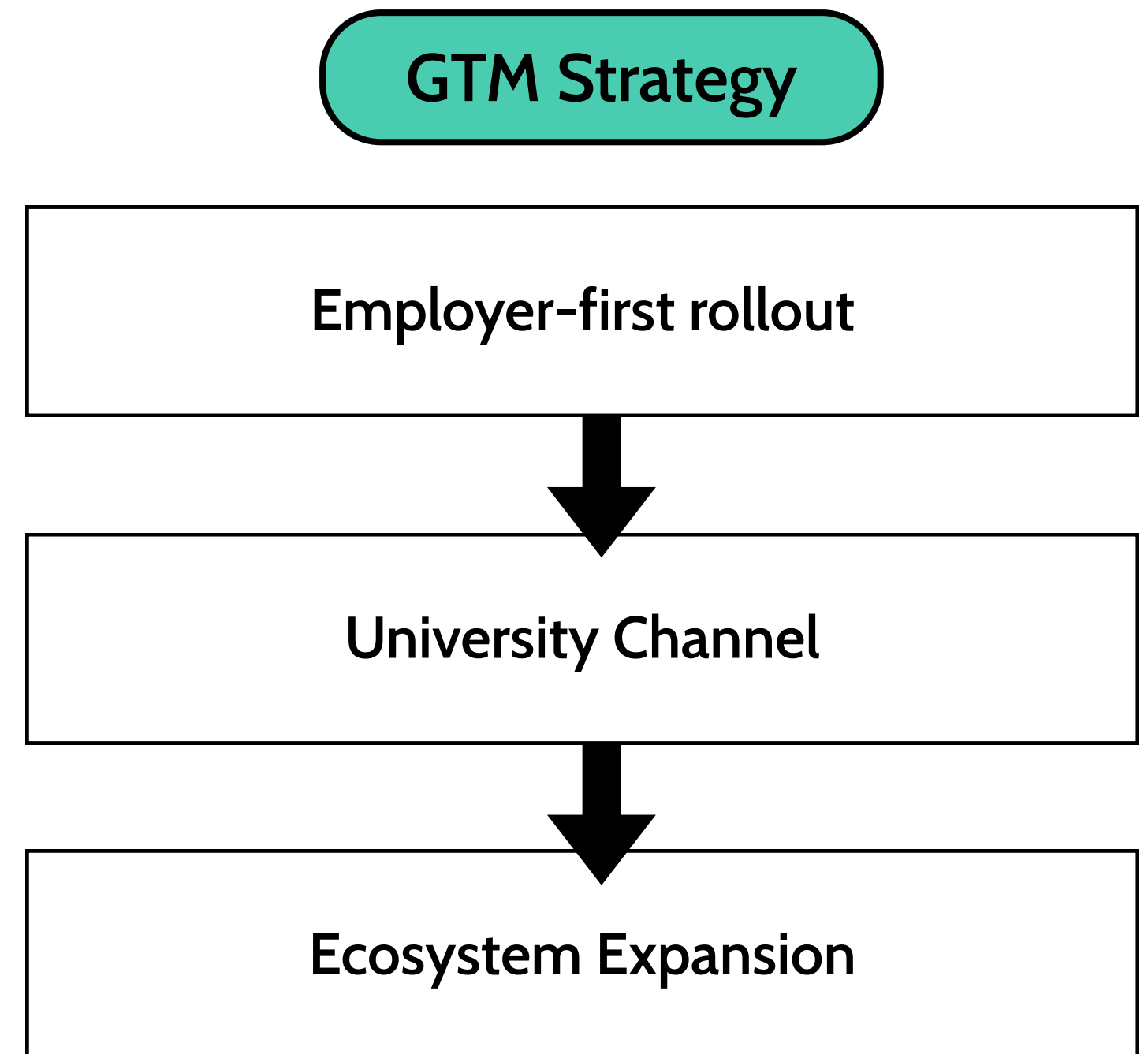
By Yoonu, Sangwon, Kian, Sejin

Executive Summary

Key Question:

How can The Experts deliver scalable, low-cost, job-relevant digital learning in Africa despite structural barriers that limit the success of existing e-learning platforms?

- **Low-bandwidth, mobile-first model**
 - Uses WhatsApp and basic smartphones to cut data and device barriers.
- **Locally Developed Curriculum**
 - Content is built with local experts to match African learners' needs.
- **Learn-Now-Pay-Later Tuition**
 - Learners pay in small mobile-money installments after learning
- **Blended Online and Local mentorship**
 - AI coaching + local industry mentors

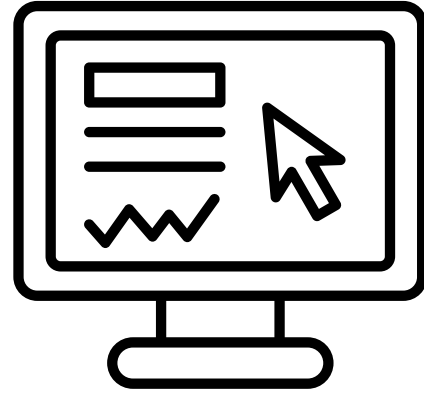


Market Problem

Issue

Reality

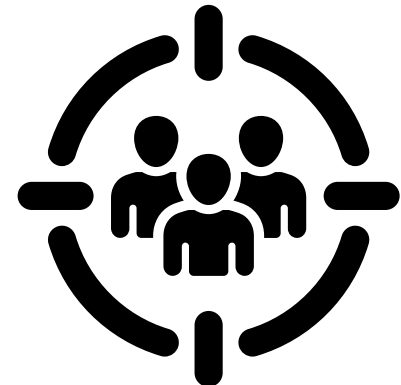
Problem



**Low Device Ownership +
High Data Costs**

89% of students in Sub-Saharan Africa do not have a household computer, and 82% have no internet access at home

High financial and hardware barriers exclude the vast majority of the population from self-learning, restricting education only to those with expensive resources.



**Content Mismatch with
Local Context**

Most platforms rely on Western-centric (UK/US) textbooks and examples. There is a scarcity of locally-developed African content.

Learners struggle to engage with or understand foreign content, which prevents them from applying gained skills to their local region.



**Low course completion
and engagement**

Many African learners are first-generation students juggling work and family responsibilities, and self-paced models lack the human support.

The isolation of self-paced learning amplifies dropout rates. With only 10–15% of users finishing courses, the vast majority fail to gain the skills needed.

Solution

Low-bandwidth, mobile-first model & LNPL

WhatsApp-first delivery

- Delivers all content on WhatsApp (95% usage) to circumvent high data costs and lack of home internet access.

Learn-Now-Pay-Later (LNPL)

- Embed payment method combining pay-as-you-go tuition or income-linked repayment via small mobile-money installments.

Low-Data/Offline Modes

- Content is optimized for ultra-low bandwidth, offering Compressed Video, Audio + PDF, and text-Only learning options.

Locally Developed Curriculum

Localized Curriculum

- Develop content through local African experts and with French translation ready to go rather than relying on foreign, English-based content.

Relevance via Mentors

- Use local mentors to curate existing libraries to better resonate with the region.

Private-sector involvement

- Collaborate with employers and universities to ensure credibility and applicability.

Blended Online and Local mentorship

Blended Mentorship

- incorporate human guidance through live or recorded classes led by industry professionals.

AI-Driven Coaching

- Supplement human mentorship with AI coaching to keep learners motivated.

Sustained Engagement

- provide networking and support for learners to encourage engagement.

Impact Measurement

Learning Quality

Core KPIs:

- Course completion rates, module-level engagement, digital skills acquisition benchmarks, and assessment performance tied to practical tasks.

Early-Stage Tracking:

- Crucial given typical African online learning programs have <15% completion and high dropout within two weeks.

Digital Literacy Progression:

- Aligns with UNESCO's Digital Skills Global Framework to verify foundational abilities for employability.

Qualitative Measures:

- Learner satisfaction and qualitative feedback from coaching sessions to capture user experience.

Labor Market Impact

Key Metrics:

- Job placement rates, income changes, internship conversions, and employer satisfaction with graduates.

"Employability Evidence":

- Focus actual transitions into work, not just certificates earned (World Bank emphasis).

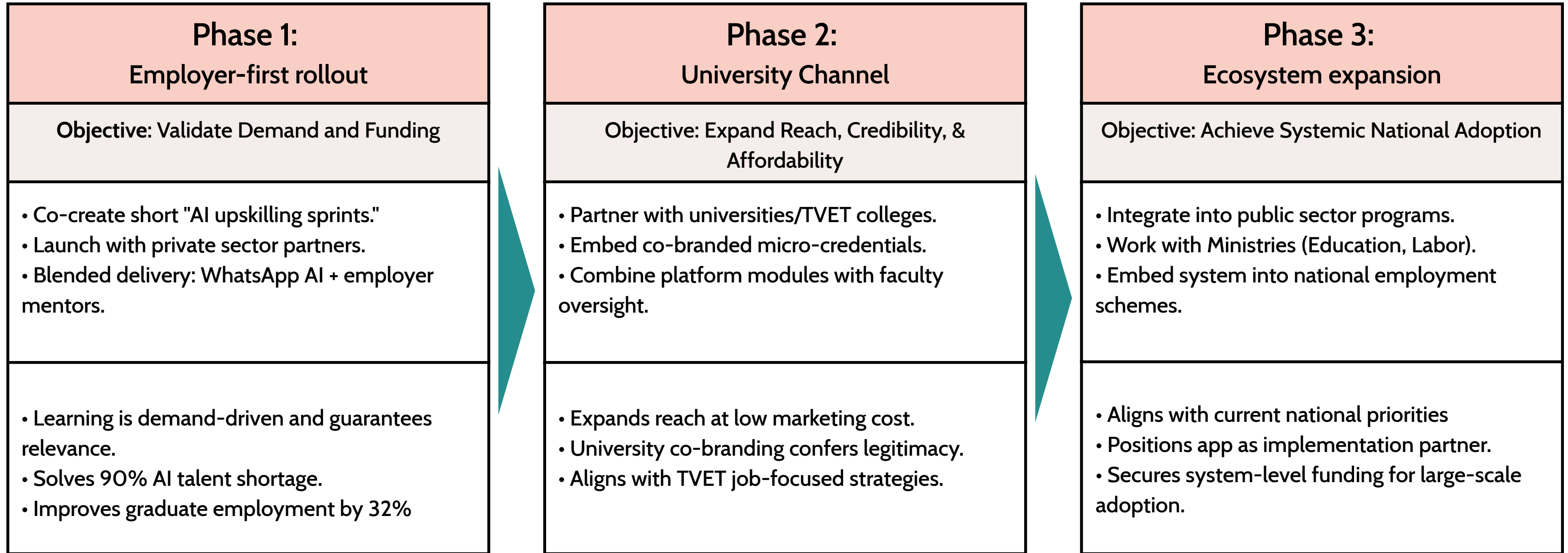
Longitudinal Tracking:

- Time-to-employment, percentage of learners matched to employers, and retention in jobs after six months.

Qualitative Measures:

- Learner confidence, perceived job readiness, and employer evaluation of practical skills to understand program success drivers.

Go-To-Market Strategy



Communication Sequence

1. Employers First (B2B): Start with ROI data to show instant applicability and co-create solutions.
2. Academic Partnerships: Use employer endorsements → broaden outreach to universities.
3. Policymakers/Donors (B2G): Leverage alignment with national development narratives → ensure legitimacy.

Risks and Mitigation

Risks	Mitigations
<p data-bbox="219 455 1269 517">Misalignment with Labor Market trends</p> <ul data-bbox="259 559 1592 855" style="list-style-type: none"><li data-bbox="259 559 1592 686">• The Experts' training could fall behind the fast-evolving job market needs.<li data-bbox="259 720 1592 855">• Despite growth in labor force, skills mismatch persists, causing youth unemployment and hinder business growth.	<ul data-bbox="1705 499 2968 808" style="list-style-type: none"><li data-bbox="1705 499 2968 626">• The Experts must continuously align curricula with labor market data and employer input.<li data-bbox="1705 660 2968 808">• Programs must be continuously updated to maintain applicability and relevance to learners.
<p data-bbox="219 915 1236 977">Fragility in Low-Infrastructure settings</p> <ul data-bbox="259 1018 1592 1315" style="list-style-type: none"><li data-bbox="259 1018 1592 1315">• The WhatsApp-based delivery may be constrained by limited internet access (~27% in sub-Saharan Africa), uneven network quality, and electricity access (~43% in all of Africa) that could disrupt user experience.	<ul data-bbox="1705 915 3025 1305" style="list-style-type: none"><li data-bbox="1705 915 3025 1118">• The Experts must be suitable for ultra-low bandwidth and offline use to ensure learner engagement during connectivity gaps.<li data-bbox="1705 1151 3025 1305">• Sub-Saharan smartphone usage is projected to reach 88% by 2030, increasing platform accessibility over time.
<p data-bbox="219 1375 726 1437">Credibility Dilution</p> <ul data-bbox="259 1478 1486 1774" style="list-style-type: none"><li data-bbox="259 1478 1486 1605">• Quality dilution may occur as The Experts increases in scale.<li data-bbox="259 1639 1486 1774">• Relying on external partners could hurt brand image if outsourced learning experiences are poorly managed.	<ul data-bbox="1705 1459 2918 1680" style="list-style-type: none"><li data-bbox="1705 1459 2918 1587">• The Experts should set clear performance metrics and oversee partnerships.<li data-bbox="1705 1620 2918 1680">• Emphasis should be on quality, not quantity.

App Overview

- Offers a personalized catalog of masterclasses led by African Experts and featuring Localized Case Studies, making the content highly applicable to real African scenarios.
- Designed for a Low-Data option where all lessons are delivered via WhatsApp.
- Use daily reminders, in-chat mini quizzes, and WhatsApp study groups to boost motivation, accountability, and long-term engagement.
- Courses include regionally recognized certificates to help bridge the “learning-to-earning” gap.

[Access prototype Here:](https://learn-afro-genius.lovable.app)

<https://learn-afro-genius.lovable.app>

English to French Translation

Personalized Learning Recommendations

Learning Streaks

Search Courses Here

The Experts EN/FR Login / Sign Up

7 day streak Keep it up!

Search courses...

Explore Masterclasses & Workshops

Gain real-world skills through expert-led masterclasses and hands-on workshops, designed for African learners and local job needs.

- ✓ Local case study materials included
- ✓ Industry-recognized certificates
- ✓ Low-data friendly learning

Trending Keywords 2025

- AI & Machine Learning
- Digital Marketing
- Web3 & Blockchain
- Data Science
- E-commerce
- Mobile Development
- Cybersecurity
- Fintech

Search Courses Here


The Experts EN/FR Login / Sign Up

7 day streak Keep it up!

Search courses...

applications:

Taught by

 **Amara Okafor**
Marketing expert with 10+ years experience in African markets

Your Progress 35%

Start Module 1 Module 2 Certificate

You're ahead of 68% of learners 🏆

Course Structure

- ✓ Module 1: Digital Marketing Fundamentals (3 weeks)
- ✓ Module 2: Advanced Strategies & Local Case Studies (3 weeks)
- ✓ Unit Tests & Practical Assignments
- ✓ Final Project & Certification Exam

Features

<p>Low-Data Option: Delivers all lessons via WhatsApp (the region's #1 app), ensuring accessibility even with limited bandwidth.</p>	<p>Variable Learning Modes: Short Compressed Video, Audio + lightweight slides (PDF), Text-Only (Lowest Data)</p>
<p>Daily Reminders: Automated, scheduled notifications help learners build consistent habits without feeling overwhelmed.</p>	<p>Study Group Integration: One-click redirect to a peer group for accountability and support.</p>
<p>Quizzes & Streaks: Mini-assessments inside the chat to verify understanding without external apps.</p>	<p>Intuitive Navigation: System only presents 3-4 clear menu options, approachable for new digital learners.</p>

User Benefits

- **Low-Data Access(WhatsApp):** Overcome connectivity barriers and costly data plans.
- **Localized relevance:** Localized content directly lead to local jobs and certificates.
- **Sustained Engagement:** Reminders, quizzes, and study groups drive completion via accountability and support.

LNPL Model

Start Course
start now and pay later

Low-Data Option Various learning options for low data

Get all course content delivered directly through WhatsApp - perfect for low-bandwidth areas

Start Course Via WhatsApp
start now and pay later

Materials delivered through WhatsApp:

- ✓ Each module sent as text lessons
- ✓ Recorded video lessons (low-data format)
- ✓ Audio-only versions available
- ✓ Downloadable PDFs and resources
- ✓ Daily reminders and progress tracking

Join WhatsApp Study Group

82% of people are discussing about this course

WhatsApp Study Groups

TE The Experts Bot Online Integrated AI chatbot

Daily Reminder - 8:00 PM Daily Reminers

Good evening! 🌙

It's time for today's lesson. Consistent learning leads to success. Ready to continue your journey? 10:00 AM

Welcome to *Digital Marketing for African Businesses* 🎓

You're learning via WhatsApp - all materials are optimized for low data use. I'll guide you through each lesson step by step.

What would you like to do? 10:00 AM

today.

If you prefer visuals, the "Video Only" option gives you short, low-data clips that explain each idea clearly.

If you like listening while looking at the material, choose "Audio + Slides"—you can play the audio and scroll through the PDF at your own pace, pausing anytime to review.

And if you learn best by reading, the "Text-Only" mode gives you clear, simple explanations you can read quickly, even on very low data. Pick the style that works best for you.

Different Learning Methods

- Video Only
- Audio + Slides
- Text-Only Lessons
- Go Back

Type a message...

Desired User Experience

“Easy to access WhatsApp-based, low-bandwidth learning module with locally developed content designed to sustain strong learner engagement.”