

The Experts



*CLOSING THE LEARNING-TO-EARNING GAP BY UTILIZING AI AND HUMAN
EXPERTISE TO UNLOCK CAREER OPPORTUNITIES FOR YOUNG
PROFESSIONALS*

TEAM COAST TO COAST



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EXECUTIVE SUMMARY



Key Question

How can **The Experts** translate its **human-centered philosophy** into a **scalable AI-enabled platform**?



Findings

Systemic barriers in the African EdTech market prevent individuals from joining the job force.

Various hygiene factors, such as reliability and credibility, can significantly impact a product's success.

There are several risks The Experts could face in recent years including relevance, trust, and financial stability.



Solutions

By introducing platforms such as hybrid learning, The Experts can bring accessible learning to the African market.

To be successful, The Experts can differentiate themselves by implementing hygiene factors, such as utilizing verified experts and leveraging learning analytics.

To mitigate risks, The Experts can maintain a transparent relationship with users, develop a secure infrastructure, and utilize partnerships with universities and governments.

FINDING 1: OVERCOMING BARRIERS

Barrier 1

Poor connectivity and expensive data

- African learners struggle to access digital content due to **unreliable internet**
- Individuals in rural areas can't access video lessons or join live classes

Barrier 2

Language and cultural mismatch

- Many current EdTech platforms **don't adapt to local languages** or cultures
- Individuals miss out on learning opportunities because of **language barriers**

Barrier 3

Lack of alignment between learning and employment

- Self-paced learning often teaches theory but **not employable skills**

Barrier 4

Limited institutional and government support

- Many new startups and entrepreneurial ventures operate alone **without support** from the government or other systems

Barrier 5

Inequality of access to resources

- Rural communities are continuously **undersourced**
- Many communities **lack computers or electricity**, preventing them from having access to necessary platforms and job opportunities

SOLUTION

- Add an **offline mode** and a lightweight version of courses that can be **used by learners with inconsistent internet**
- Partner with local telecom providers to offer discounted or zero-rated data plans for educational use

SOLUTION

- Add a multitude of available languages, including **French, Wolof, and Swahili**
- Utilize **African mentors** and shape lessons/workshops based on **African learning culture**, not Western culture

SOLUTION

- Link each course, module, and workshop to **real-world outcomes**
 - Connect users with internships or projects
- Integrate **certification systems** recognized by local companies

SOLUTION

- Build **partnerships with local universities, vocational centers, and ministries of education** to help users gain foundational support
 - Improves **credibility** for the platform

SOLUTION

- The Experts can adopt a **hybrid model** that utilizes offline workshops or community **"learning hubs"** in local centers
 - Learning hubs can offer mentorship, shared Wi-Fi, and devices for individuals who don't own one

FINDING 2: DIFFERENTIATION AND KEY METRICS

HYGIENE

Credibility

- Led by experts in their respective fields
- Accurate and up-to-date information/resources

User-friendly UI

- Loads quickly
- intuitive

Accessibility

- Available on any device with internet access
- Offline mode available
- Multilingual

Reliability

- Secure payment options
- Stable video streaming

Affordable

- Clear payment plans
- No hidden fees

User Support

- Virtual, active helpdesk
- FAQs
- Community forums

Security

- GDPR-Compliant
- Data use policies are transparent and easily accessible

Differentiation

1. Utilize real people rather than premade content

- Mentors can give real feedback and advice catered towards the student
- Learning experiences can be tailored to the students' needs

2. Build local geographic relevance

- Region-specific content
- Major multilingual website and Experts

3. Integrate guaranteed career pathways

- “The Experts” have real-world connections
 - Jobs and internships

4. Advertise the use of verified experts

- Background checks
- Testimonials

5. Offer learning analytics that personalize learning experiences

- Pacing
- Goals

Adoption of a blended KPI combines quantitative and qualitative metrics, demonstrating **educational effectiveness** and **labor-market relevance**

Metrics	Learning Outcomes	Labor-Market Impact
Qualitative	<ul style="list-style-type: none"> - Learner satisfaction (Surveys, NPS) - Learner and coach feedback quality - Application of new, learned skills in real world environments 	<ul style="list-style-type: none"> - Post-Experts employer satisfaction rates - Skill-gap alignment review - Complete case studies of learner careers following The Experts program - Alumni narratives demonstrating the social and economic agency provided as a result of the program
Quantitative	<ul style="list-style-type: none"> - Completion and engagement rates - Pre- and Post-tests to assess proficiency of new skills - Retention rates, re-enrollment, referral programs - Analytics of active time on platform and module progress 	<ul style="list-style-type: none"> - Employment and promotion rates of Alumni - Average time to employment rates following graduation - Income change metrics - Employer partnerships - Repeat hiring from program

A **dashboard** approach would integrate **analytics, feedback loops, and longitudinal tracking** through 6, 12, and 24-month intervals. This would demonstrate **tangible outcomes** and human impact by combining data transparency with story-based evidence.

FINDING 3: GO-TO-MARKET STRATEGY

Developmental stage

- Months 1-4

Launch will occur in Francophone

- Strong Kinaya Venture presence
- Low competition

Aimed at recent graduates and early-career professionals

- Target market
 - In the transitioning stage from learning to earning

Test in a controlled environment

- Allows for close observation of any potential bugs or issues

Stage 1: Pilot Launch



Stage 2: Feedback

Refinement stage

- Months 4-6

Gain insight from users

- Learn about what users liked/disliked
- Resolve any issues users had
- Accept suggestions and improvements

Adapt the platform based on feedback

- Change any issues
- Utilize user ideas
- Improve user experience

***Key for full-scale launch into new markets/countries**

Stage 3: Launch Full-Scale

Execution stage

- Months 6-12

Launch in new locations

- Ghana
- Nigeria

Develop key partnerships with universities

- Ahmadu Bello University
- Link student candidates with employers
- Develop credibility
- Create high demand for the product



FINDING 4: RISK, GROWTH, AND STRATEGIC SCALABILITY



POTENTIAL RISKS



SOLUTIONS

Relevance and quality

- Rapidly changing demands
- Bad advice
- Inaccurate advice
- Non-personalized advice

- Develop **localized products** that suit regional needs -- modern and efficient learning methods (analyzing trending news, visually appealing elements, Q&A with famous people about their jobs)
- All coaching and content is **reviewed** by a professional to ensure **accuracy, context specificity, and applicability**

Trust and security

- Requires personal information for personalization
- Initial user skepticism
- Algorithmic bias (gender, background, race, etc.)

- Develop a **secure infrastructure**
- Be **transparent** about methods for data protection
- Display **real reviews** about the product on website
- Offer a **free trial**/allow free access to a small part of the product to give the user an opportunity to test it before buying
- Implementing **algorithms** that check and **eliminate bias**

Financial sufficiency

- Lack funds (for scalable growth)
- Small customer base

- Partnerships with **big organizations** (companies, schools, government)
- Build big customer base with time-limited deals
- Sell **contracts** to companies and individuals to **diversify revenue**

APP PROTOTYPE

The Experts is an AI-run app designed to help recent graduates and new professionals enter the job market. The app offers numerous benefits, including an **AI Career Coach**, an **AI-recommended mentor** tailored to the user's specific needs, and **the N.E.S.T. workshop**. The app begins with a personalized questionnaire for users to complete, allowing the AI to gather more information about their needs and desires.

Access Prototype here:

https://lovable.dev/projects/32e138f1-5a53-4ba6-9993-07572da97b5b?magic_link=mc_0e10d5a9-f3fe-426f-b9a5-cc049b5a8ef0

Your Profile
Manage your account information

Personal Information

Full Name

Email Address

Country Primary Language

Career Interest

Experience Level

Welcome back, Maya! 🙌
Your journey in tech continues

Overview N.E.S.T Workshops Skill Paths

AI Career Coach
Get personalized guidance anytime

Hello! I'm your AI career coach. How can I help you today?

Based on your interest in fintech, I've curated some skill paths for you.

Ask your AI coach anything...

Course Progress
Fintech Product Manager Path

Overall Completion 45%

6/12 Modules Done **18h** Time Invested

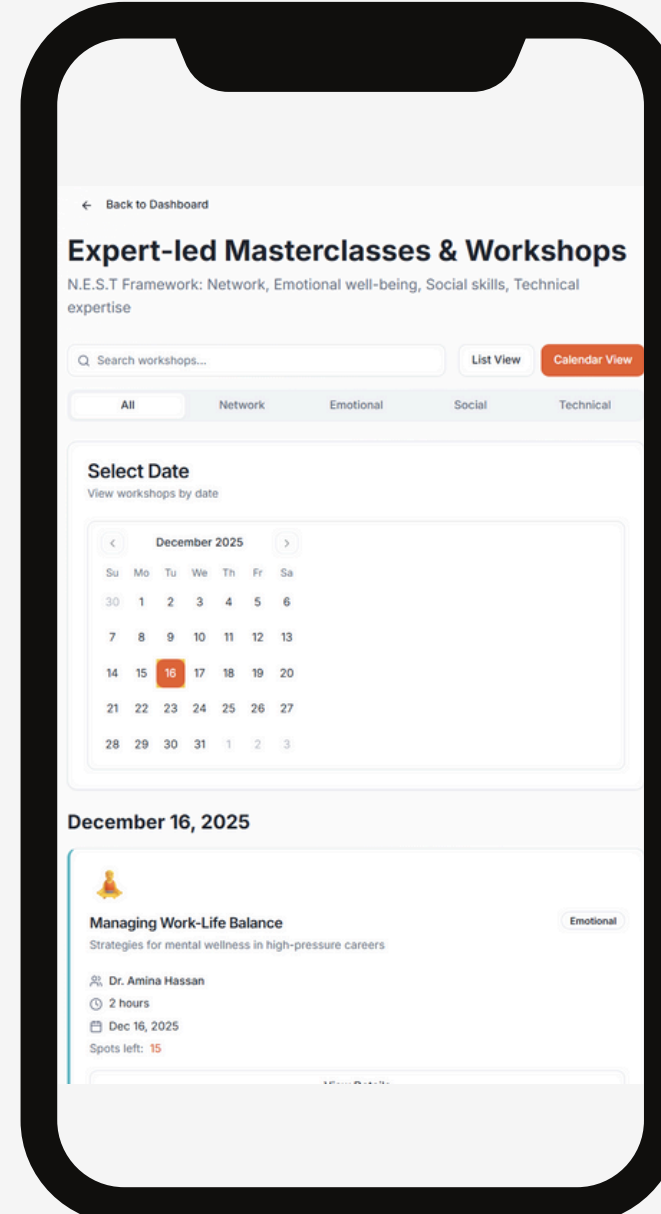
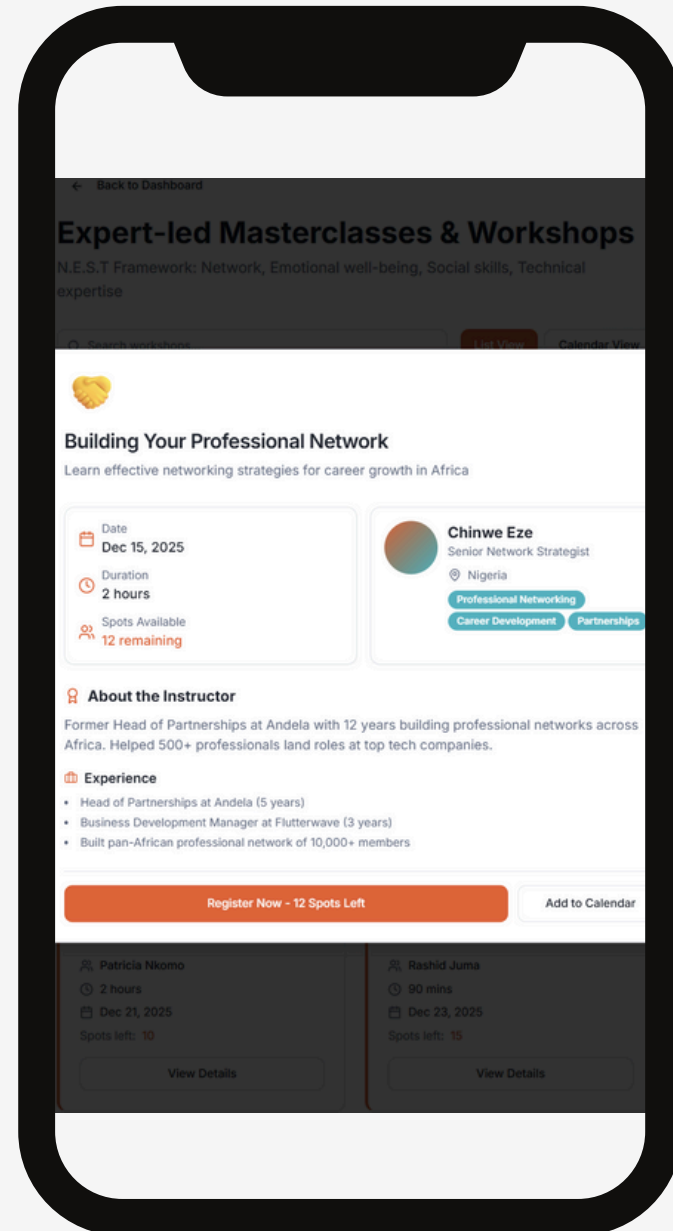
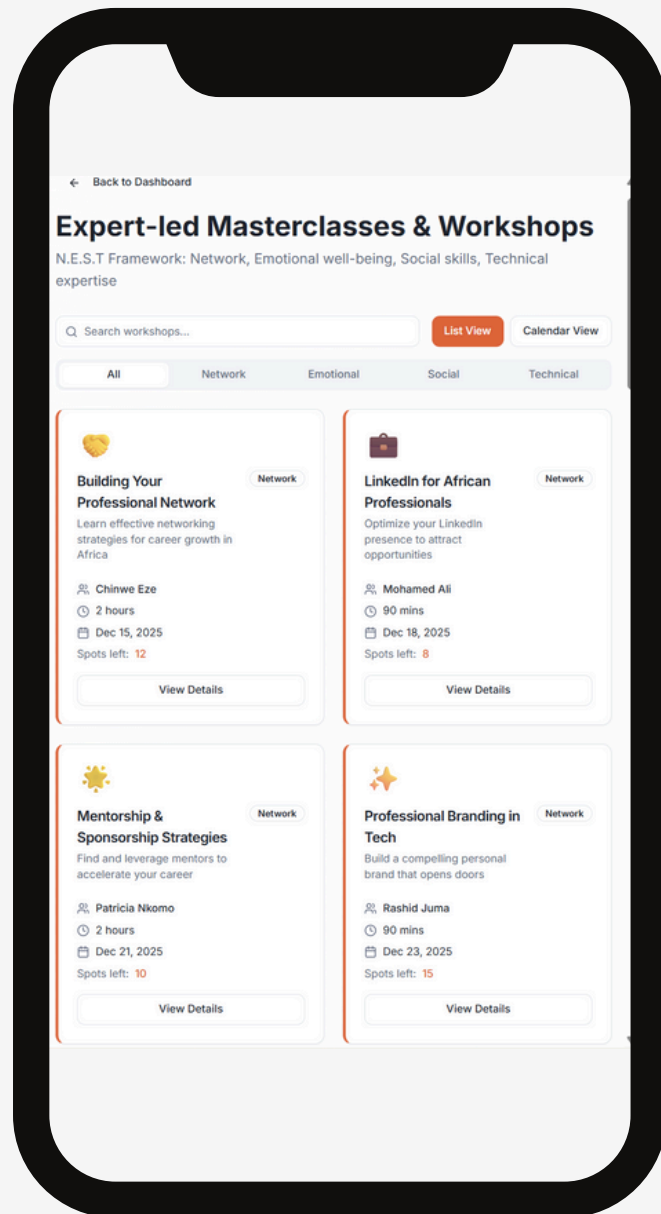
Active Sessions

Amara Okafor
Product Roadmap Strategy
2025-12-05 at 14:00

Kwame Mensah
Technical Interview Prep
2025-12-08 at 16:30

KEY FEATURE: N.E.S.T. WORKSHOPS

The N.E.S.T. workshop system, featured on The Experts app, enables users to discover live classes and workshops led by industry professionals. Users can access a tab on their dashboard that directs them to the workshop screen. From there, users can scroll through a variety of workshops that cater to their needs. Once they find one that interests them, they can click on the workshop to learn more about the teacher and book the session. Users can also utilize the calendar view tab to see what classes are available on specific days. This can be especially useful for users with busy schedules.



Oftentimes, workshops teach the same general topics to their audience. Their subjects are broad and not tailored to listeners' needs. The N.E.S.T workshop system changes this. Focused on networking, emotional/mental well-being, social/team skills, and technical/industry specifics, users will have a wide variety of classes to choose from on their journey from learning to earning. These four topics encompass everything a recent graduate or new professional will need to know when entering the workforce. By utilizing the N.E.S.T feature, users can search through classes, learn about the instructor and their experience, and schedule a class that fits their schedule. This feature allows users to feel proactive and a part of the industry they are trying to grow in. By consulting with professionals, the N.E.S.T. system empowers users to gain the confidence to embark on their journey into the workforce.

"The only way to do great work is to love what you do. If you haven't found it yet, keep looking.
Don't settle."
-Steve Jobs