

1.

First barrier: Poor connectivity and expensive data

The article, *The Future of Education: How EdTech is Shaping Learning in Africa*, (TechAfrica News, 2025) explains that many African learners struggle to access digital content because internet connections are unreliable and mobile data is too expensive. Schools and individuals in rural areas often can't stream video lessons or join live classes. To overcome this, The Experts could be designed as a *mobile-first, low-data* platform that works even with weak signals. Adding an offline mode and lightweight versions of courses would help learners who have inconsistent internet. Kinaya could also partner with telecom providers or governments to offer discounted or zero-rated data plans for educational use.

Second barrier: Language and cultural mismatch

The piece, *EdTech in Africa: Between Promise and Reality*, (Medium, 2025) notes that a lot of African EdTech platforms fail because they copy Western systems and don't adapt to local languages or cultural realities. Most of the available online content is in English, which excludes millions of potential learners in Francophone or local-language regions. The Experts can address this by offering French as a main language from the start, and by gradually adding other local languages like Wolof or Swahili. It should also use examples, mentors, and case studies that fit African work environments instead of foreign ones. That makes learning feel authentic and relevant.

Third barrier: Lack of alignment between learning and employment

The YouTube talk, *How EdTech Can Play a Crucial Role in Under-Resourced Africa*, gives examples of schools using technology to fill teacher shortages and help students learn job-ready skills even without proper classrooms. The challenge, as highlighted across several reports, is that self-paced learning often teaches theory but not employable skills. The Experts should link each course or module to real work outcomes — for example, connecting learners to internships or projects with local employers. It could also integrate practical certification systems recognized by companies, to make online learning directly valuable for hiring.

Fourth barrier: Limited institutional and government support

The article, *The Role of Policy in Advancing EdTech in Africa*, (Mastercard Foundation, 2025) states that many governments are now beginning to include digital learning in their national strategies. However, many startups still operate alone without long-term support from ministries or schools. For The Experts, this means building partnerships with universities, vocational centers, and ministries of education. These collaborations would help the platform align with national skill-building goals and gain official recognition for its programs. That improves credibility and ensures learners' progress can count toward employment or academic pathways.

Fifth barrier: Inequality of access to resources

The video, *EdTech in Africa: Reflections, Achievements and the Future*, shows that even though technology is improving, inequality remains. Urban areas grow fast, but rural communities are still under-resourced. Many lack computers, electricity, or teachers who can guide students through online material. To counter that, The Experts can adopt a *hybrid model*: mix self-paced digital learning with offline workshops or community “learning hubs” in local centers. These hubs could offer mentorship, shared Wi-Fi, and devices for learners who don't have access at home.

2. Hygiene factors of self paced E learning and coaching platforms are the boxes that need to be checked in order to be successful. These fall under seven main categories, credibility, user friendly UI, accessibility, reliability, affordability, user support, and security. These factors serve as a baseline for all platforms under the E learning and coaching umbrella and if missed, can lead to customer dissatisfaction.

In order to stand out from global competitors, the Experts can differentiate itself in a multitude of ways, using these factors as a guideline. Firstly, ensuring all customers are matched with a real “expert” is vital to standing out. In a world full of YouTube tutorials and premade explanation videos, personal interactions are a dying breed. Having one on one mentorship would allow for real feedback and advice catered towards the student. Therefore, learning experiences could be directly tailored to the students needs rather than just a general audience. Building local geographic relevance would also be key in standing out. Creating region-specific content would allow for more relevant job connections and word of mouth marketing. To fully implement this, a major multilingual website and experts from across the globe should be the end goal. In addition to this, integrating guaranteed career pathways would boost customer satisfaction and show a tangible return on investment for said customer. This would be very much in reach as many of “the Experts” have real world connections and can lead students to real world jobs and internships. Based on these real world connections, Kinaya can advertise the use of verified experts. These can be proven through background checks and advertised in the form of testimonials. Finally, in order to seal the deal with the customer, offering learning analytics that personalize learning experiences would be vital to increased use rates (of the program). These can be shown through pacing, goals, and coaching interventions. The Experts can reach success by following through with all seven noted hygiene factors and differentiating itself through the methods spoken of.

3. Adoption of a blended KPI framework would combine quantitative and qualitative metrics to demonstrate educational effectiveness and labor market relevance. A dashboard approach would integrate analytics, feedback loops, 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. Starting with qualitative learning outcomes, these metrics would be measured through Learner satisfaction (Surveys, NPS), learner and coach feedback quality, and application of new, learned skills in real world environments. For qualitative labor-market impact, this could be measured in a variety of ways, starting with post-Experts employer satisfaction rates and skill-gap alignment reviews from those employers. Along with this, complete case studies of learner careers following the Experts program and gather alumni narratives demonstrating the social and economic agency provided as a result of the program. The other side of this is quantitative metrics. As far as learning outcomes come, they could be measured through completion and engagement rates, using pre- and post-tests to assess proficiency of new skills. Building on this, retention rates, re-enrollment, referral programs and analytics of active time on the platform, along with module progress would provide an understanding of the all time growth and success of the program. Finally, measuring quantitative labor-market impact would include the following; Employment and promotion rates of Alumni, average time till employment rates following graduation, income change metrics, employer partnerships, and repeat hiring from any given program. These metrics fit into the blended KPI framework that the Experts should adopt in order to effectively measure both learning outcomes and labor market impact.

4.

A. In order for The Experts to be successful, a detailed Go-To-Market (GTM) plan must be laid out. This includes launching the pilot program to an established target market, adapting to feedback, improving the technology, and publicly expanding further to a variety of new markets. This GTM plan has been made as a 1 year plan, giving The Experts a sufficient amount of time to have a successful and smooth launch)

Step 1: Pilot Launch (Months 1-4)

In order to have a successful development of The Experts, it is key to have a successful pilot launch. To do so, the launch should occur in Francophone Africa because of the unique value Kinaya Ventures holds in the area. By having a unique connection with the people and culture, The Experts should be able to gain traction and have a successful, small-scale pilot launch. The launch will also not have many disruptions from competitors, as they currently hold very little traction in Francophone, unlike Kinaya Ventures. The pilot launch will be aimed mainly at recent graduates and early-career professionals, as those individuals serve as the program's target market since they often need the most support when turning *learning into earning*. The pilot launch will allow Kinaya to test out The Experts in a controlled environment, allowing for the close observation of operational or technological issues while mitigating any long term risks that could jeopardize the future of the program.

Step 2: Evaluate and Utilize Feedback (Months 4-6)

After the pilot launch, it is important for the Kinaya team to gain feedback from the users of the product. By gaining insight from real customers, we will be able to change and adapt the platform to better fit the needs of our customers. Additionally, feedback from our target market will give us the information needed to expand to other markets in the future. This feedback will help the Kinaya team improve the user experience and allow for a smoother full-scale launch in the future.

Step 3: Launch Full-Scale (Months 6-12)

After assessing feedback from the pilot launch, The Experts should launch on a full-scale to multiple markets. Based on analysis of various industries in Africa, we believe that Ghana and Nigeria would be two ideal locations for The Experts to launch in. Through key partnerships with universities, such as the Ahmadu Bello University, The Experts will be able to create a high demand for the product from students and gain target customers. Additionally, partnerships with corporate companies can help link student candidates with employers.

B. The Experts should prioritise a variety of interactive learning methods for the target market, namely early-career professionals and recent graduates, to adopt the platform. The main source from which they should learn is through step-by-step engaging modules that are integrated into the Experts program. The modules should include an overall guide to using the platform and introduce users to the various features such as the AI-powered coach or peer learning channel. The target market consists of individuals who are transitioning into their professional life after recently completing their education, making time a very hard thing to find. So, by adopting a module learning base, we will be able to give users the ability to learn the platform asynchronously, without the dependence of a Kinaya team member, saving the time and resources of both parties. Of course, users will still have access to resources such as the community channel and workshops to answer any questions they may have throughout their process of learning how to use the program.

In order for customers to get the most out of The Experts, it is very important to have meaningful courses and workshops for users to be able to attend and learn from. Since the target market consists of graduated individuals, it is key to harness in areas of development they may be lacking such as network building and workplace communication skills. As a result, we propose that The Experts should prioritise a N.E.S.T–Network, Emotional/mental well-being, Social/team skills, Technical/industry-related skills–workshop outline. Through this system, The Experts will be able to provide its target users with all of the key skills they will need to transition from education to employment. Workshops and courses on these four topics will provide users with a well-rounded basis that many employers will be looking for when hiring employees today.

C. In order to communicate its unique value proposition to its customer, the Experts should utilize digital marketing and customer testimonials. Since Kinaya Ventures already has a strong identity and customer base built, communicating the Experts value proposition should be simple through its large social media platform. With over two thousand followers, the Experts can communicate the unique values it holds to its target audience. In order to maximize adoption and credibility, audiences should be engaged with this information right before the full launch of the product. This gives Kinaya time to develop customer testimonials from the pilot launch that can back up the platform, which can help support the platform’s credibility. By giving customers time to learn about the product and its unique values before it is launched, a feeling of excitement will develop amongst the target market, thereby maximizing adoption.

5. Many challenges may occur in the next 5 years that can impact The Experts. They all fall into the 3 major categories: relevance and quality, trust and security, and financial sufficiency.

A key challenge is product failure or bad advice, which emerges when the content or coaching fails to capture the rapidly changing demands of the African job market. If the platform only offers generic, non-personalized, and obvious guidance, many users who can access better products from other companies will switch products. To ensure The Experts is not like this, Kinaya Ventures must continually invest resources in ensuring the best quality. Which means continuously developing new, localized products that suit the regional needs of the working age. For the platform to suit those needs, it should incorporate new, modern, and efficient learning methods or technology to ensure that the user stays engaged throughout the whole course. This may include analyzing trending news, adding visually appealing elements that are similar to those in popular culture, and hosting Q&A sessions with figures that are closely related to trending news about their jobs (most likely from the entertainment industry or a creative industry). Most importantly, any incorrect advice must be mitigated before it is given, this is done by establishing a system where all the coaching and content is reviewed by a certified and experienced professional in their field to ensure the accuracy, context specificity, and immediate applicability. This will help ensure the user is engaged and continuously expands The Experts’ customer base.

The second challenge is around creating and maintaining trust between The Experts platform and the customer. In order for The Experts to give a personalized plan, the user will be required to enter private information like strengths, weaknesses, and possibly even future business or personal plans. This makes the consequences for a security breach exceptionally high due to the personal data. To address this, Kinaya Ventures will need to invest resources in developing a highly secure infrastructure and be transparent about its methods for data protection. Furthermore, to overcome the initial phase of user skepticism, there will have to be strong, public credibility. To do this, the platform will need to use its website as a tool to ensure credibility by displaying real reviews and testimonials from a variety of satisfied customers, ranging from young entrepreneurs to professionals. Another way could be to offer a time-limited free trial (7 days) of the whole product or allow free access to a small part of it to give the user a glimpse of what the entirety of the product is like. This will provide users an opportunity to test the quality of the product before actually buying it. Lastly, there is potentially bias in the AI coach, which will need to be minimized by implementing algorithms that ensure fairness across all aspects.

The final challenge is financial stability, especially because The Experts is relatively new and may initially lack funds due to the small customer base. To ensure scalable growth, Kinaya will have to secure funding for this project, like using strategic collaboration. Collaborations and partnerships with big companies, schools, or the government will be helpful, especially considering the government's interest and increasing involvement in EdTech over the past few years. By collaborating, it will provide both a stable revenue stream and ensure credibility. But before everything, Kinaya should build a big customer base using time-limited deals. Then, by both selling contracts to big organizations and selling products directly to customers, Kinaya will successfully diversify the source of revenue, minimizing the impact if anything goes awry in the future. This will generate the necessary capital to continue developing new products and expanding into more countries without exhausting resources.

Works Cited

“How to Create a Go-To-Market Strategy? Template & Examples [2024] • Asana.” *Asana*, 18 December 2024, <https://asana.com/resources/go-to-market-gtm-strategy>. Accessed 29 November 2025.

“The Role of Policy in Advancing EdTech in Africa.” *Mastercard Foundation*, Mastercard, 31 October 2024, <https://mastercardfdn.org/en/articles/the-role-of-policy-in-advancing-edtech-in-africa>.

“What Is Audience Engagement? Tips & Strategies.” *Salesforce*, <https://www.salesforce.com/media/fan-audience-engagement-platform/guide/>. Accessed 29 November 2025.

TechAfrica News (2025)

“The Future of Education: How EdTech is Shaping Learning in Africa.”

Medium (2025)

“EdTech in Africa: Between Promise and Reality.”

YouTube

“How EdTech Can Play a Crucial Role in Under-Resourced Africa.

YouTube

“EdTech in Africa: Reflections, Achievements and the Future.”