



The **Experts**



The Experts

*A Look into AI Learning & Employment in
Francophone Africa*

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Executive Summary

Key Question

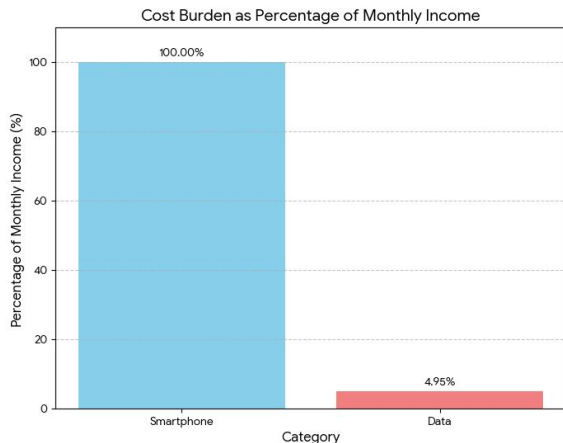
What is the most effective way to improve **learning outcomes** and **employment** in **Francophone Africa**?

Issues	Solutions
Language Barriers	Provide AI-powered language support tools , including dialect detection and grammar correction, to assist learners in translating and understanding content in standard French
Economic Constraints	Offer affordable subscription plans , such as a \$5/month option, and partner with local community centers and universities to provide access to devices and subsidized data
Limited Accessibility	Collaborate with local public infrastructures (community centers, universities) to improve internet access , offer offline courses, and provide Wi-Fi and device access

The Experts will achieve **enhanced accessibility** to digital learning in Francophone Africa, driving **increased engagement, better learning outcomes**, and **greater employment opportunities**, ultimately fostering **sustainable growth** and success in the region.

Why E-Learning fails in Francophone Africa

Economic Barrier



ECONOMIC CONSEQUENCE

- Education becomes a financial gamble
 - Not a guaranteed investment.

Learners drop out because:

- Issues with devices and data
- Language barriers inhibit progress
- The return on effort feels too uncertain

How "The Experts" responds:

- Community learning hubs with shared devices
- Low-bandwidth AI tools
- No translation needed -> French-first
- Cost-sharing through employer and B2B sponsorships

STRATEGIC IMPLICATION

To scale learning in Francophone Africa, platforms must:

- Reduce reliance on personal devices
- Lower data consumption through compression and offline features
- Eliminate translation costs with French-first content
- Anchor learning in shared infrastructure (universities & community centers)

Previous Marketing Failure

Language

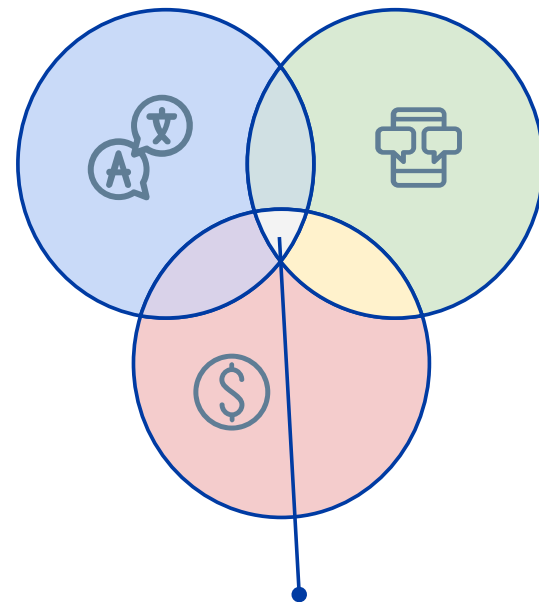
- Platforms mostly in English
- Less to no dialect support
- Translation leads to waste in data

Infrastructure

- 23% rural access vs 57% urban access to WiFi
- Bandwidth limits video-based learning

Economy

- Smartphones cost up to a full month's income
- High recurring data costs



Structural exclusion from digital education

Connectivity Inequality Creates Learning Inequality

Rural Exclusion

Most online learning programs assume stable internet.

However...

In rural areas:

- Networks are **unreliable**
- **Speed** is **slow**
- **Outages** are frequent

As a result, learners experience:

- **Interrupted** courses
- **Failed** uploads
- **Inability** to stream lecture

Unreliable Learning Environment

Without consistent connectivity, students cannot:

- 1) Follow a schedule
- 2) Access updates
- 3) Communicate with instructors

- **Causing learning to become fragmented and discouraging.**

CONNECTING TO THE EXPERTS

► Our Response:

- **Community centers** act as digital gateways
- **Offline-capable learning** design
- **Group access** at predictable locations
- **Local expert support**

Hidden Inequality

Education access now depends more on:

- Geography
- **Network availability** rather than **motivation** or **ability**.

Major Players



coursera



LinkedIn
Learning



udemy



andela

Why Global Platforms Fail Locally

Content Without Context

Courses designed for:

- **Western labor markets**
- **High-bandwidth** environments

Not tailored for:

- **Francophone Africa**
- **Local** employment requirements
- **Informal** economies

No Employment Pipeline

Certifications do not result in jobs

A completed course does not:

- Connect to local employers
- Translate to hiring decisions

Language Blind Spot

- Platforms **assume** English Proficiency
- **Consequence:** High dropout rates among Francophone learners

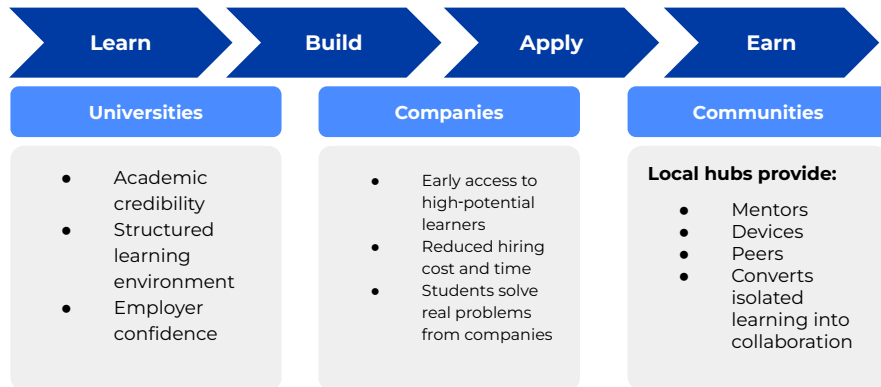
THE EXPERTS' GAP

► We deliver:

- **Regional** job pathways
- **Locally** relevant projects
- Employer **feedback** loops
- **French-first** design

System Architecture, Partnerships, and Key Metrics

Partnerships and Career Infrastructure



USER ACQUISITION

CHANNELS

- Universities
- ACECD centers
- WhatsApp groups
- Community leaders

PRICING

SUBSCRIPTION STRUCTURE

- \$9 → (premium plan) full access
- \$5 → (basic plan) limited access
- Free trial → onboarding

ENTERPRISE VALUE

KEY BENEFITS FOR COMPANIES:

- Early talent access
- Brand building
- CSR alignment
- AI productivity tools

LUMIÈRE, MOVEMA, UNITY: The Experts' Ecosystem

LUMIERE (Learning)

- French-first modules
- AI language support
- Low-bandwidth design
- Project-based learning, not lectures

UNITY (Ecosystem)

- Universities
- Community centers
- Employers
- Mentors
- Learners

MOVEMA (Employment)

- Résumé generation
- Job readiness scoring
- Employer access
- Internship placement

EDUCATION OUTCOMES

- 100-150K learner sign-ups
- 50% active monthly learners
- 60% course completion rate
- 70% AI-assisted learning engagement

EMPLOYMENT OUTCOMES

- 30,000 real-world project completions
- 25-30% job placement rate
- 85% employer satisfaction score

BUSINESS PERFORMANCE

- Customer Acquisition Cost < \$8
- \$1M annual revenue target
- \$15 per-user AI subscription model

Risk Management as a Growth Strategy For Shaping Outcomes

Anticipating Failure Before It Happens

RISK	WHY	RESPONSE
Global competitors	Established brands	Localization
Weak partnerships	Dependency	One of the few in the target market
Infrastructure	Connectivity	Telecom deals
AI mistrust	Accuracy concerns	Human review on projects
Data protection	Compliance	Encryption

Risk management is a growth strategy
— not a safety plan.

How The Experts Reshapes Education in Francophone Africa

BEFORE — Current Reality

- Education without access
 - English-first content excludes Francophone learners
 - High data costs stop continuous learning
- Disconnected learning
 - Courses without employer relevance
 - Certificates with little market value
- Economic stagnation
 - Informal work dominates employment
 - Limited professional growth paths
- Geographic disadvantage
 - Rural learners locked out by poor connectivity
- Low return on education
 - Time and money spent do not lead to jobs



AFTER — With The Experts

- Accessible education
 - French-first platform
 - Dialect-aware AI tools
- Employment-aligned learning
 - Employer projects integrated into learning
 - Real feedback from businesses
- Career mobility
 - Resume generation and job-readiness analysis
 - Internship and hiring pathways
- Shared infrastructure
 - Universities and community centers provide Wi-Fi and devices
- Economic participation
 - Transition from informal to skilled employment

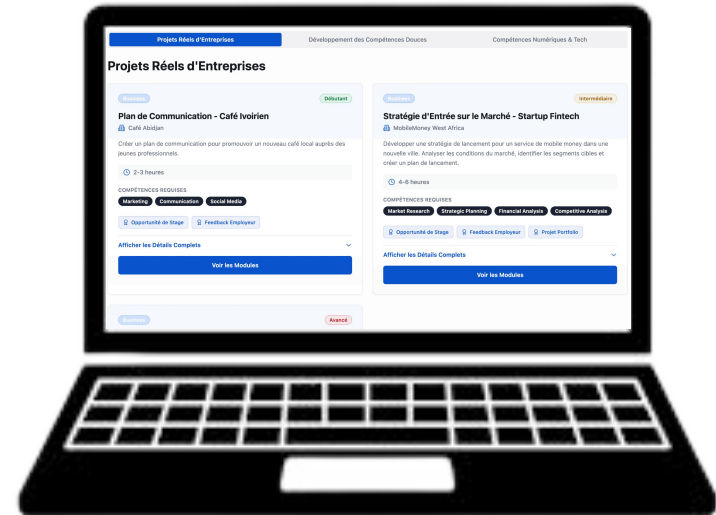
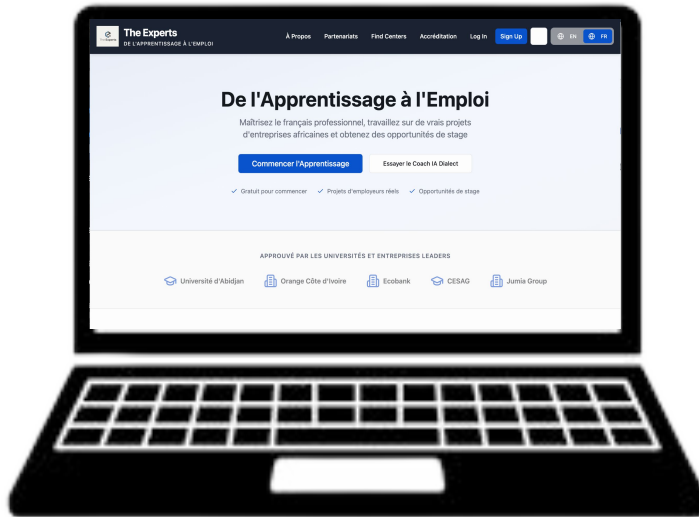
SOCIO-ECONOMIC IMPACT

- Increased workforce readiness
- Higher household income potential
- Improved professional language standardization
- Stronger employer confidence in local talent
- Sustainable skill development ecosystem

The Experts Platform Showcase

The Experts is a **Francophone Africa-first job readiness platform**. It completes **real employer projects** with **AI dialect coach** support to improve your **professional skills** and earn **internship opportunities**.

Prototype Link: <https://thestormcasecatalyst.lovable.app/>



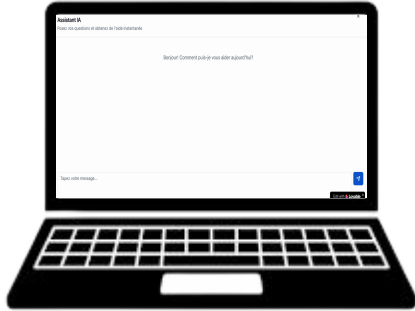
AI FEATURES

- Dialect normalization
- Grammar optimization
- Translation
- Résumé review
- Job fit scoring

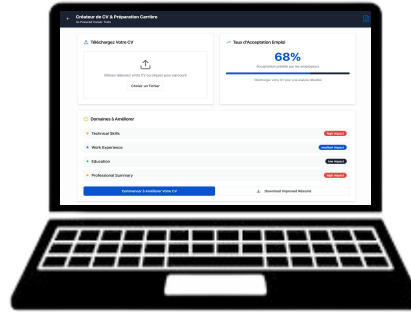
What users see

- AI chatbot
- Dialect translator changes into standard French
- Résumé Builder suggesting improvements and predicted acceptance rate to targeted company

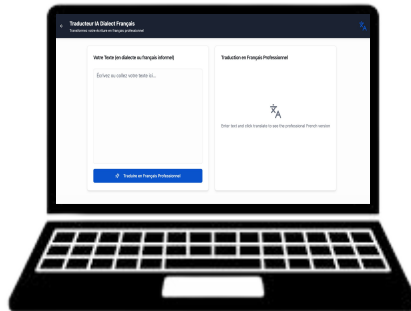
AI Assistant



AI Dialect Translator



Résumé Builder



User Benefits for using The Experts:

The Experts platform solves the core barriers blocking digital learning in Francophone Africa: English-only content, high data costs, and low-bandwidth connectivity. It delivers French-first, low-data courses supported by AI language tools and real-world projects, giving learners locally relevant, job-ready skills that global platforms don't provide.

Values of The Experts (A HIRE)

- **Accessible:** Built for low income & low data
- **Honest:** Transparent outcomes
- **Inclusive:** Designed for Francophone Africa
- **Realistic:** Jobs over certificates
- **Empowering:** Confidence through language

How Users Feel

- Confident – Can communicate professionally
- Respected – Treated as future employees
- Safe – Practice without fear
- Motivated – Clear job pathway
- Hopeful – Education feels meaningful

“I completed 5 projects and received 3 internship offers. This platform truly connects learning to earning.”

Ibrahim Kone
Junior Developer, StartupHub