

Yakazi

Digital Upskilling and Linkage
to Work & Enterprise Opportunities

Imagine a world where today's millions of trained but unemployed, under-employed and exploited workers are empowered with both digital and physical tools of trade, that make them money, put food on the table, improve their welfare.

Imagine on-demand-jobs,
incomes-on-the-go. Anywhere.

Yakazi stops the imagination, makes it reality.

Sustainably.

About us...

Integral Media Ltd

Communicating In Words...Spoken & Unspoken

- Kenyan media and communications firm with an eye on Africa.
- Nairobi based technology startup providing web-based and mobile app solutions to improve social-economic welfare, and based on social enterprise principles. Open for business since Q4 of 2020.
- Located at Jadala Place, Ngong Lane, Off Ngong Road, Nairobi

Leadership

- Ashington Ngigi, Founder and Kevin James, Chief Technical Officer (CTO)
- A Ngigi is the Team Leader. A Kenyan development sector expert.
- Over 20 years of experience; served in projects supported by some of the most reputable development partners globally
- Assignments done in 14 African countries.
- <https://www.linkedin.com/in/ashington-ngigi-0b163828/>



➤ **Mission:** To drive socio-economic growth and welfare through digital technology tools that increase access, efficiency and incomes within value chains and marketplaces.

➤ **Vision:** To be a leading provider of welfare-focused digital technology tools for efficiency in developing markets.

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Frustrations

Demand Side

Employers want trained and skilled, and verified workers from TVETIs

But the hiring process is manual and tedious, the labour market disorganized and acquisition costs prohibitive.

Supply Side

Technical and vocational institutes want their graduates employed quickly

But TVET institutions have no structured way to place their graduates in the marketplace.

- 500,000 to 800,000 youth released to the job market each year. Trained but unconnected to the market.
- Numbers growing exponentially following Govt Policy to scale-up TVETIs; will exceed 1 million by 2025. No peer network or job referral system.
- No access to worktools, no equipment, limited capital, limited mentorship. Low level of digitization and work readiness.



- **1,421 Technical and Vocational Institutes**
- **78 Universities**
- **11 National Polytechnics**
- **31 Job Categories**
- **439 Distinct Professions**
- **1437 Regions (sub-counties) in Kenya**

Professionally trained youth are ready to work

But hundreds of thousands remain unemployed, under-employed, unconnected or exploited, with no links to opportunities.

Aggravates poverty.

Meanwhile...

Over 1,500 medium to large industrial concerns regularly looking for new talent.

Over 12 million households; at least 50% of all households have the need to hire a new trained/skilled worker at least once a month. But most do not. Huge latent service demand.

State of the market

Kenya total population is 47.6 million
 Youth population (15 to 24) yrs is about 20%

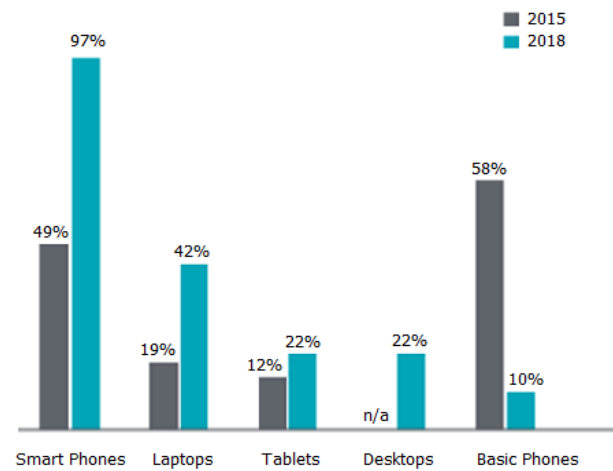
High level of use of digital media.
Large Youth population with access to smart phones

Kenya has nearly 100% penetration of mobile phone subscriptions - 46.6 million users in 2019.

Majority of graduating youth own or have access to a smart phone

Business Daily Africa

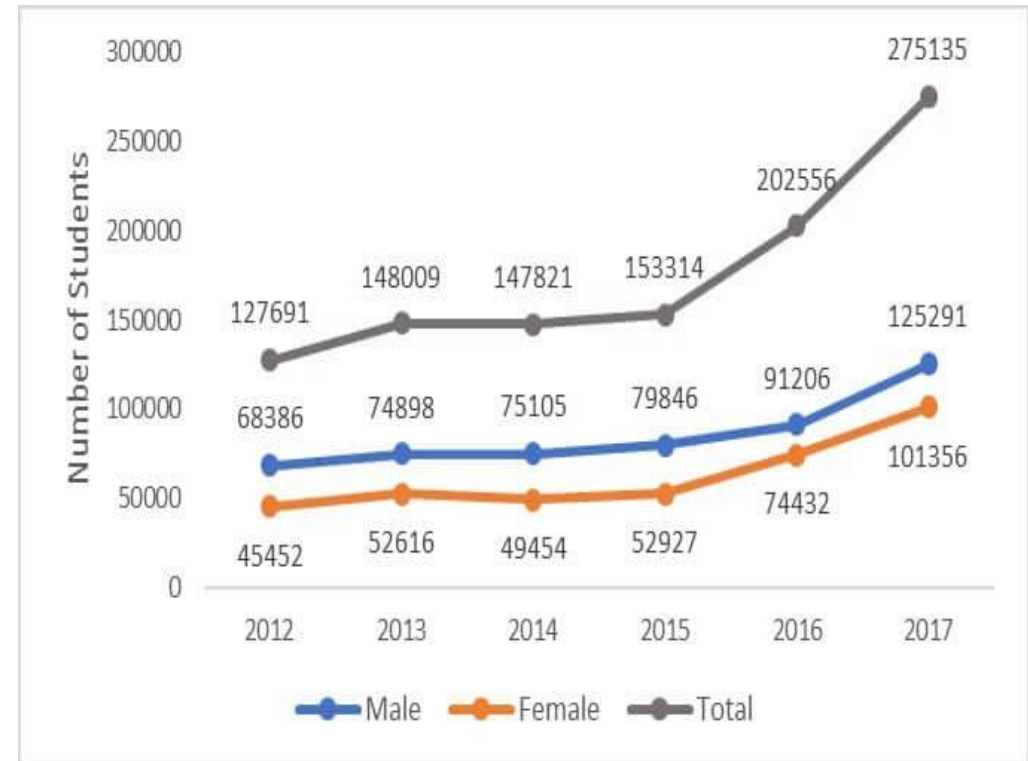
Device Penetration Overall - Year-on-year Comparison



Global Mobile Consumer Survey. The Kenya Cut. August 2019; Deloitte

Kenya Govt. investing heavily in technical skills; support for Youth to join TVETs

Over 1 million TVETI graduates in the last five years.
 Current population of new graduates annually - 250,000.
 Estimated future market (new entrants) over 1 million p.a.



The Innovation

Supply-side

Youth are unconnected, Poorly skilled, Ill-equipped, Ill-financed, with no digital links to life coaching

Demand-side

Households: Inherent, unlocked jobs. Digitally untrained. Unconnected to skilled Youth, digitally

Operating Environment

Inefficient Market System, Skewed Engagement, Poor flow of information. High C-19 vulnerability

Enterprise Innovation: Digitally connect different stakeholders, both horizontally and vertically, across demand and supply sides, for a seamless job market support system, that beats C-19 restrictions.

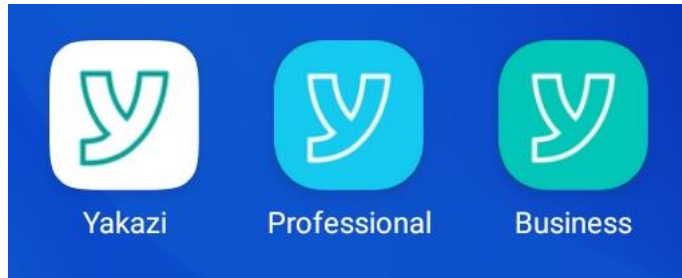
Technical Innovation: "Yakazi," a digital, integrated, cross-platform, demand-supply-upskill-equip ecosystem comprising inter-linked web dashboards, mobile phone apps with geo-location, USSD-powered podcasting channel (remote mentorship), and linkage to Kenya's national skilling system via regionally based technical and vocational education training (TVET) institutes.

Value Addition

- Integrated, multi-stakeholder digitized approach to localized jobs will improve work and enterprise flow of information, Youth connectivity to jobs and peer support, access to training, tools and equipment.
- Sustainable, long term neighbourhood skills access system will be established.
- **The first platform of its kind in Kenya and EA region.**

Yakazi

Integrated Suite Comprising
3 Mobile Applications +
3 Online Web-based Dashboards



Institution Web Panel

Business Web Panel

Corporate Web Panel

- ✓ Integrated
- ✓ Cross-platform
- ✓ Android
- ✓ iOS

• In Confidence

App Ya Kazi

Kiswahili for “the app for work”

Our Objectives

1. To effectively link young people to decent and fair work (jobs and enterprise) opportunities and capability upgrades.
2. Efficient, timely and cost-effective private sector access to appropriate, verifiable, high quality, technical skills.
3. Enable contract workers and micro entrepreneurs (service providers) to access tools and equipment to effectively deliver high quality work and enhance work income.
4. Create a seamless job market digital ecosystem that enables easy flow of knowledge, opportunities and incomes.

yakazi.com

Yakazi – Yakazi Jobs & Tools

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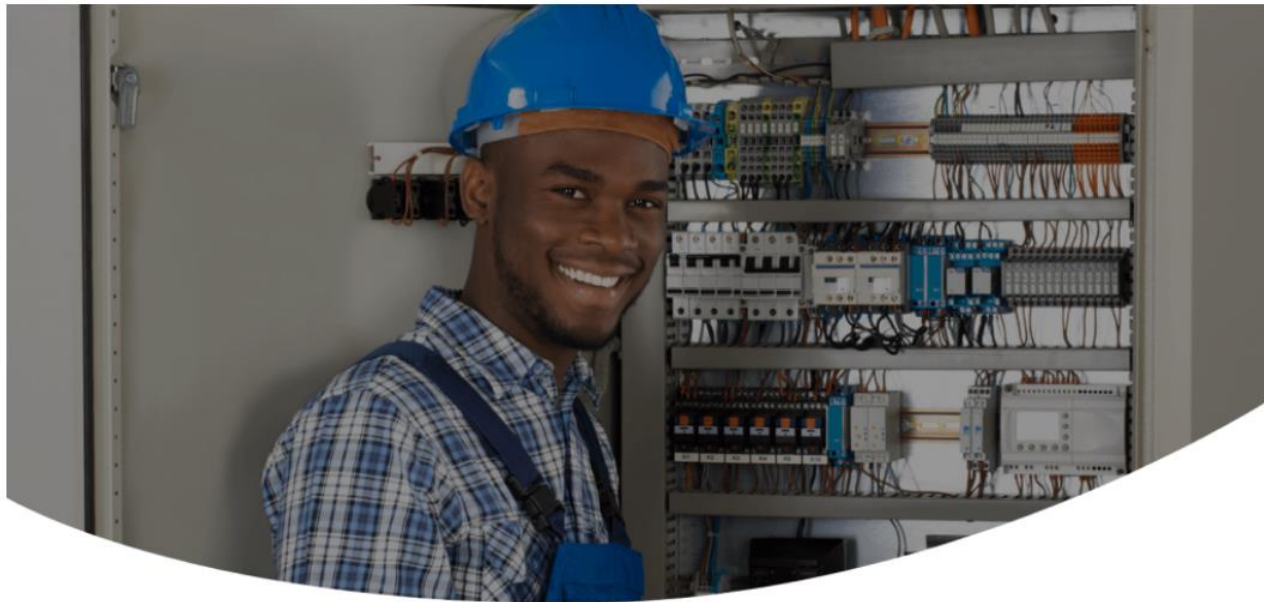
- Home
- Mobile Apps
- Online Dashboards
- User Support
- News
- Advertise!
- Log In
- Log Out

We connect [Training Institutes](#), [Employers/Clients](#) and [Trained Professionals and Service Providers](#) in any sector of the economy to each other via Yakazi mobile applications available on Google Play Store.

Download Yakazi Employer

Download Yakazi Professional

Download Yakazi Business



3:43



Professional



Yakazi



Business



Type here to search

Google Play Store Presence

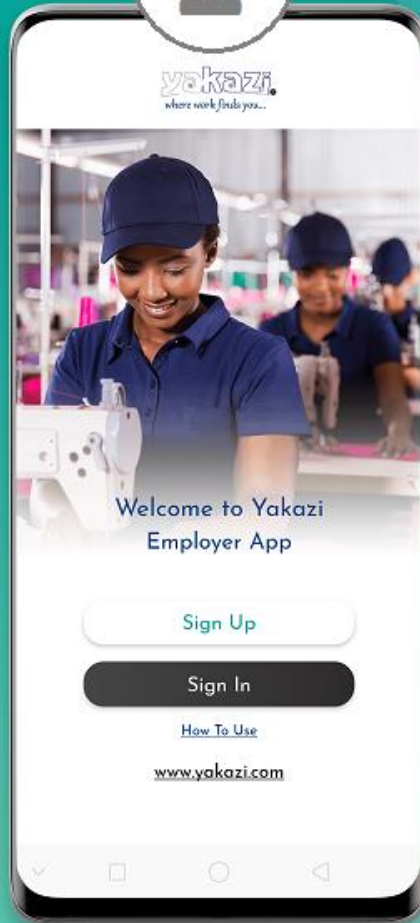
The screenshot shows a web browser window displaying the Google Play Store page for the app 'Yakazi Professional'. The browser's address bar shows the URL 'play.google.com/store/apps/details?id=com.yakazi.serviceprovider'. The page features the Google Play logo, a search bar, and navigation options like 'Categories', 'Home', 'Top charts', and 'New releases'. A left sidebar lists various user options such as 'My apps', 'Shop', 'Games', 'Kids', 'Editors' Choice', 'Account', 'Payment methods', 'My subscriptions', 'Redeem', 'My wishlist', 'My Play activity', and 'Parent Guide'. The main content area displays the app's details: a blue 'Y' logo with 'Professional' written below it, the app name 'Yakazi Professional', its category 'VDI Business', a '3+' age rating, and a 'Contains Ads' warning. An 'Install' button is prominently displayed. Below the app information are four promotional images for the app: 1) A smartphone showing the app's splash screen with the text 'where work finds you...' and 'Welcome to Yakazi Professional'. 2) A smartphone showing a profile page with the text 'Be found via your Profile, Geo-Location & Services you offer. Get hired.' 3) A smartphone showing a profile page with the text 'Set your Profile, Expertise, Services, Credentials, Location.' 4) A smartphone showing a list of job offers with the text 'Receive work Track yo'. To the right of the app details is a 'Similar' section with a 'See more' button. It lists three other apps: 'Kalido: the AI po' (Empowers enterprises & communities to discover, connect, collaborate and...), 'ActiveCampaign' (Manage contacts, CRM & sales pipeline, and campaign performance), and 'Zendesk Sell - C' (Base CRM (Future Simple). The best mobile CRM for sales, tracking leads and managing sales pipeline). The Windows taskbar at the bottom shows the search bar, task view, and various application icons, along with the system tray displaying the date and time as 04:36 on 07/07/2021.

Yakazi Ease of Use

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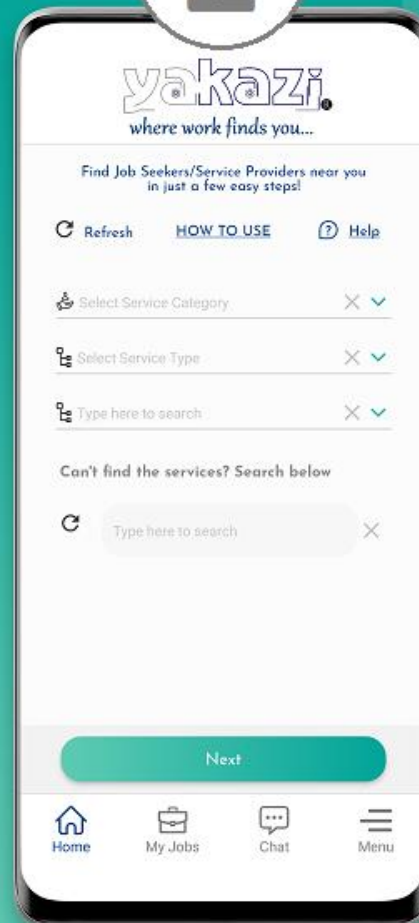
Step 1

1



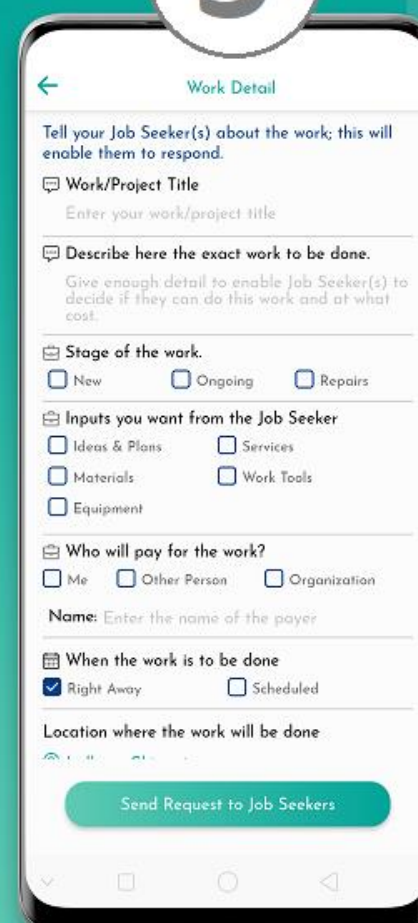
Step 2

2



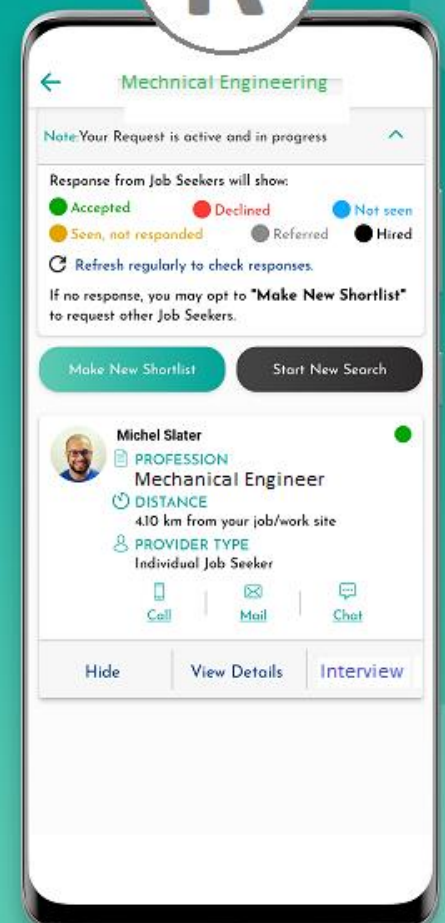
Step 3

3



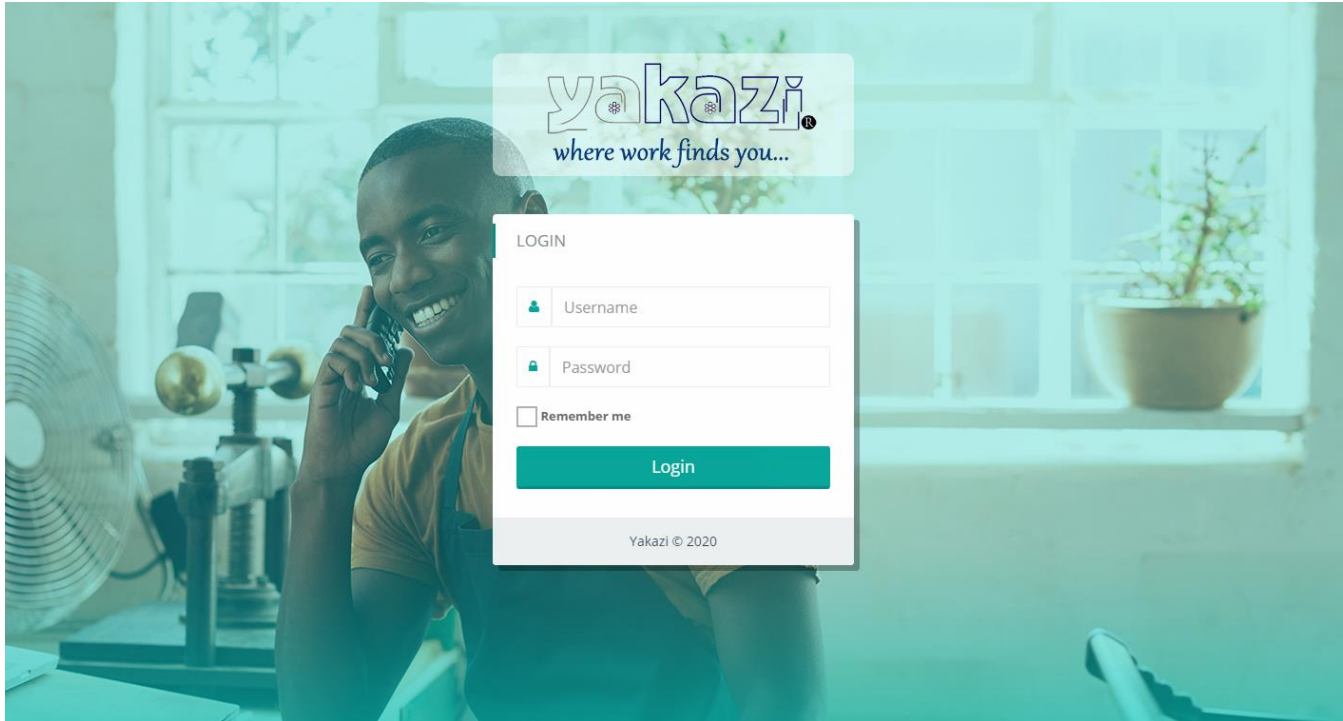
Result!

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- Yakazi enables direct linkage between employer and TVETI graduate in 3 easy steps!

Yakazi avails interactive web panels



Our Key Words

- Employability
- Skills-matching
- Appropriate skills
- Market information and systems
- Micro enterprise development

- Yakazi Web Panels enable interaction between different types of partners:
- Corporate Employer + Training Institute + Professional + Partners
- The Web Panels provide functional dashboards for communication, opportunity sharing, monitoring, training, events, analytical reports, etc.

Strong Value Proposition

1 Individual Web Panels

Yakazi makes it possible – **for the first time** – for **training institutions to directly upload their graduate list to a marketplace mobile application**, enabling internships and faster absorption of graduates in commerce and industry.

4 Easy 3-Step Search, Shortlist, Select Function

Yakazi enables an employer to find trained workers **in a super fast, super easy process** and shortlist and filter the results. Ratings by past employers instill discipline and help future employers in their hiring decisions. Errant workers can be blacklisted in Yakazi.

2 Geo-location

Yakazi enables, for the **first time in Kenya**, an employer to link up with any type of trained worker **in any location** in Kenya within minutes, based on any desired search radius. This also enables **remote human resourcing** of projects with workers in a far away project area.

5 Work Tool Rentals

Yakazi introduces a revolutionary product to the marketplace: **peer-to-peer work tool rentals**, giving working capacity and convenience for the worker/hiree and extra income for the tool provider/hirer. **Another first!**

3 Peer Network + Referrals

Yakazi links trained workers to peer network function that enables unavailable workers to **push job referrals to their peers via the app**, creating increased income opportunities for others! **A first in Kenya.**

6 D-I-Y Tools

Yakazi avails **several D-I-Y communication and work modality tools**: in-app chat, quotation-making, messaging, emailing, meeting scheduling, direction, ratings, service commenting, route maps, etc. Wholesome!

Wide Market Scope

The unique Yakazi proposition stimulates work opportunities across all key sectors



Diversified (Low Risk) Business Model



**Job Seeker
Subscriptions**



**User Fees
(Results Based)**



**On-site Adverts
Limited Spaces**



**Value Services
Targeted Users**



User Fees + Job Seeker Subscription + Advertisement Income = Revenue Model



Job Seekers pay a nominal subscription fee for unlimited job connections

Current market practice charges upwards of one month's salary.

Employers pay an on-demand result-based fee to connect to Job Seekers

Current market practice charges employers for CVs and a premium rate for shortlisting assistance.

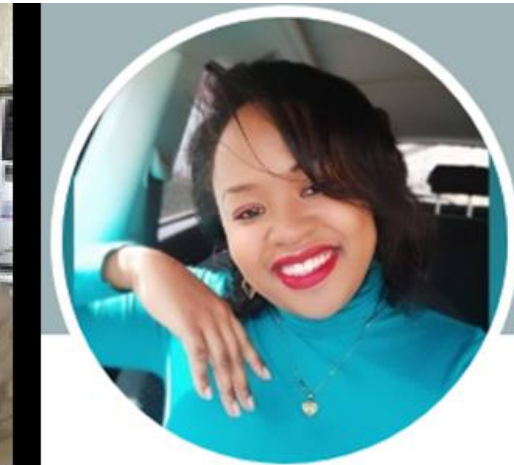
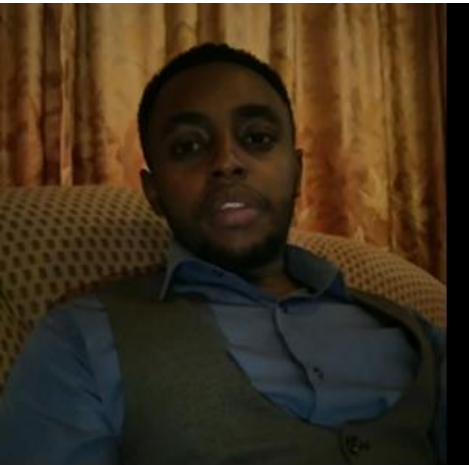
A few premium advertising opportunities in-app and on web panels

This is a unique opportunity for brands that supply work tools and equipment, to directly speak to freelance contractors.

Value services menu on a case by case basis, e.g. app-based research

Core Team & Partnerships

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Kevin James
Chief Technical Officer

Joyce Njenga
Director, Finance

Ashington Ngigi
Team Leader

Marilyn Seleyan
Partnerships

Nancy Kariuki
Customer Support

Staffing Plan

CEO	1	Overall Leadership
CTO	1	Technical and Marketing
Supervisors	3	Focused on Customer Service
Other Staff	17	Call Centre and Regional Reps
Total	22	1 to 5-year trajectory

Partnerships

- Kenya Association of Manufacturers (KAM)
- Kenya Private Sector Alliance (KEPSA)
- County Governments

Alignment

Yakazi is fully aligned to Kenya's agenda and SDGs

Technical and vocational training institutions are at the core of Kenya Government's strategy to catalyse and build the support-base for agribusiness, industrial, infrastructural growth, and to improve incomes poverty.

Country Agenda

- ✓ Kenya Vision 2030
- ✓ Big 4 Agenda
- ✓ Digital economy
- ✓ Youth employment
- ✓ Micro, small and medium enterprises

Sustainable Development Goals



Let's partner. Thank you.

Email: partners@yakazi.com



Capacity,
Attitude,
Energy

