



**OKADEMY**  
By itotafrica

**Creating jobs in Africa through Digital  
& 21st Century Skills**

## OUR MISSION

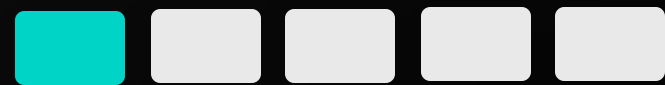
**Our mission is to create and bring  
back jobs in Africa  
through digital & 21st century skills.**

## OBJECTIVE

**Our main objective is to enable people who are unemployed or far from employment to get closer to, find or create a job through training courses adapted to the needs of the labour market and the local context.**

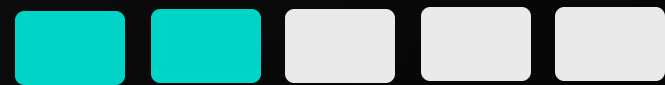


## HOW? COURSE PRODUCTION



**We produce training on demand, mainly courses that offer digital and business skills. We then make these courses available online and in all our partner training centres, which we call **restaurants for the brain.****

## HOW? COURSE ACCESSIBILITY



**Like a restaurant, people can take these courses at their own pace, at any time, and at affordable prices adapted to the local economic context.**

## HOW? CAREER TRACKING



**For each student who takes our courses, we track their employment history through our system integrated into the training platform; this means in practice that we know whether our students are unemployed, have an internship, a fixed-term contract or a permanent contract. We also have information about employers and their job offers.**

## HOW? JOB CONNECTION



**With this data, we offer digital CVs to students, we connect them with companies that are recruiting and we improve our courses and platform.**

## HOW? IMPACT MESURING



**Finally, we have  
statistics on our impact  
on job creation in the  
cities and countries  
where we operate.**



# Why do people learn?

**Curiosity**  
TO BE UP TO DATE

**New skills**  
TO GET PROMOTED

**Job**  
INCREASE CHANCES

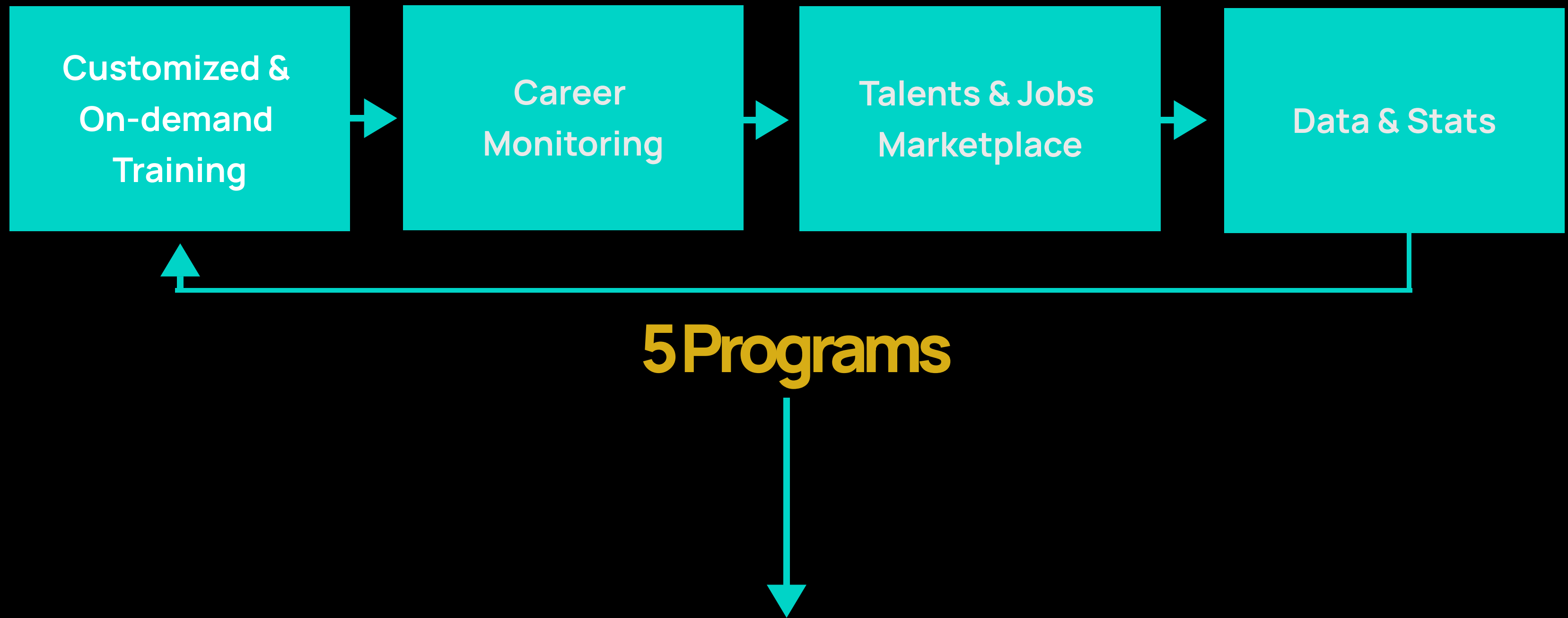
# THE PROBLEM : they can't

LEARN **what** THEY WANT...  
LEARN **when** THEY WANT...  
LEARN **where** THEY WANT...

- FIND **adapted** TRAININGS TO THE **real demands** OF THE JOB MARKET
- FIND **affordable and accessible** SOLUTION
- FIND **support** IN THEY EFFORTS

THE SOLUTION:

# Okademy





## PROGRAM

# Digital for women entrepreneurs

In this program we train women micro-entrepreneurs to use digital tools and solutions to boost their business.

Throughout the course, students learn:

1. Introduction to computer tools: Master the use of a computer just like your telephone
2. Learn how to search and find everything on the internet and how to use it efficiently
3. Tools to make you productive in hybrid mode (remote work + office)
4. The basics of digital marketing
5. All about creating email addresses and how to use them in corporate correspondence

### Outcomes:

300 women trained.

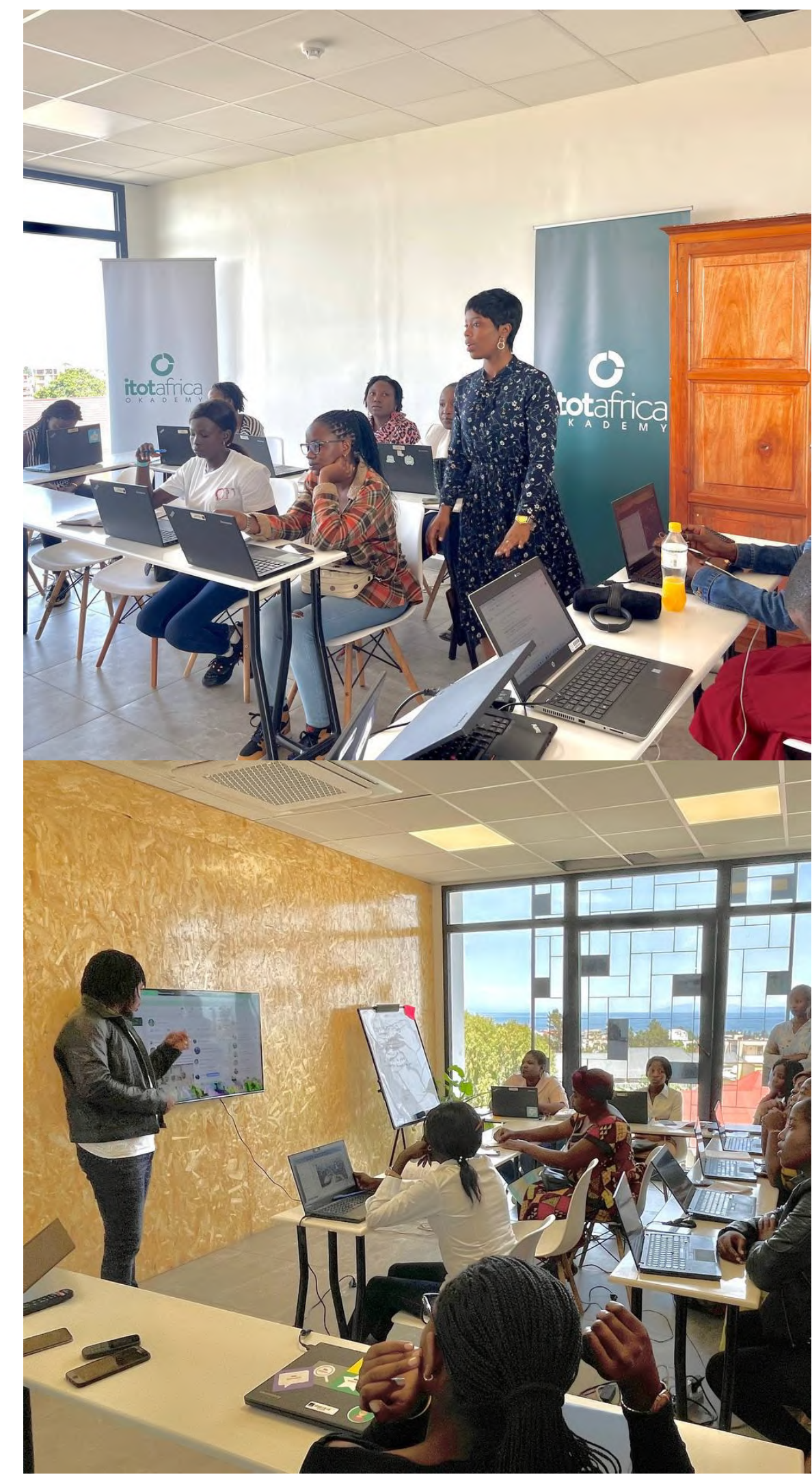
At the end of the program, the beneficiaries are capable of using computers in their daily professional life and integrating digital technology and all the tools at their disposal to enable them to maximize the opportunities that come with their activity.

### Budget/centre:

100 000\$

### Recent achievement:

150 women trained







## PROGRAM

# E-commerce

In this program we train all categories of people in e-commerce with a special focus on the African context. Learners are also given a prepaid visa card to test and make their first purchases on the internet.

Throughout the course, students learn:

1. How to buy online and get delivery in Africa  
How to create and manage an online store  
How to optimize marketing strategy to increase sales  
How to manage distribution

### **Outcomes:**

500 people trained, 500 visa cards distributed.

### **Budget/centre:**

100 000\$

### **Recent achievement:**

500 people trained, 500 visa cards distributed in 2021



## PROGRAM

# Basic digital skills

In this program we train all categories of people in Office Automation (with Microsoft Office suite, Google suite), Digital Marketing and Graphic Design.

Throughout the course, students learn:

1. Excel and Word (Basic level)  
Emailing and file management on the cloud  
Digital Marketing Basics  
Photoshop, Illustrator and Canva basics

### **Outcomes:**

1000 people trained, 100 jobs created

### **Budget/centre:**

200 000\$

### **Recent achievement:**

1000 people trained, 150 jobs created between 2020 and 2021



## PROGRAM

# AWS re/Start

The AWS re/Start program teaches the fundamentals of the AWS cloud to help learners succeed in entry-level positions in the cloud. Through scenario-based exercises, hands-on labs, and lectures, learners gain skills in Linux, Python, networking, security, and relational databases.

Throughout the course, students learn:

1. Linux
2. Python
3. Networking and security
4. Relational databases.

### Outcomes:

50 graduates, 50 jobs created

### Budget/centre:

60 000\$

### Recent achievement:

30 AWS graduates, 10 new jobs created







## PROGRAM

# Restaurant for the brain

We open training centers in several provinces of the DRC and outside the DRC in order to allow people to have access to knowledge as easily as possible, according to their availability, their time and their financial means. We call these training centers "Restaurants for brains".

What it takes to open a restaurant for the brain:

1. A room with 20 chairs and tables
2. 20 computers
3. Electricity
4. Internet connection

### **Outcomes:**

A training room which offers 50 training courses available

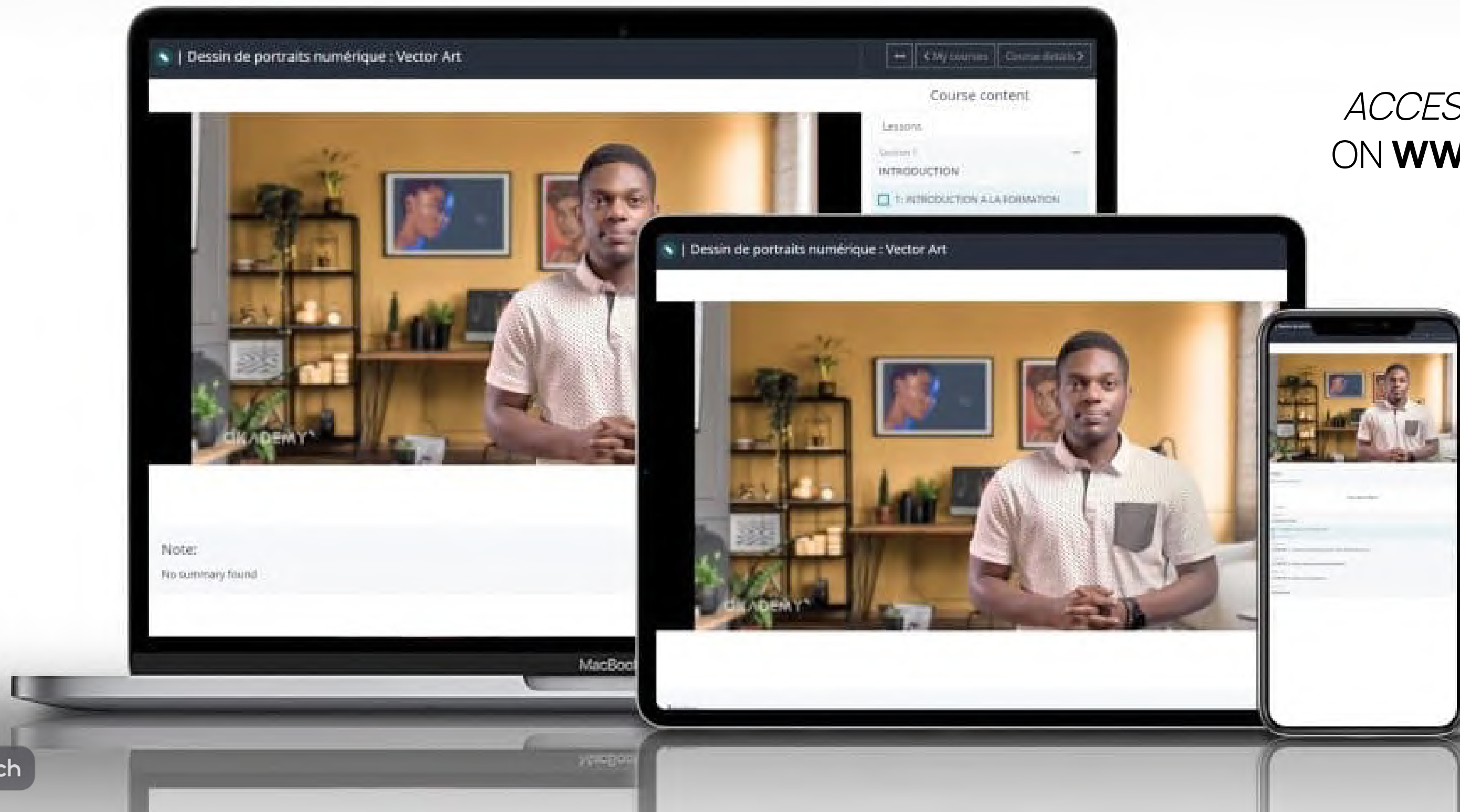
### **Budget/centre:**

50 000\$

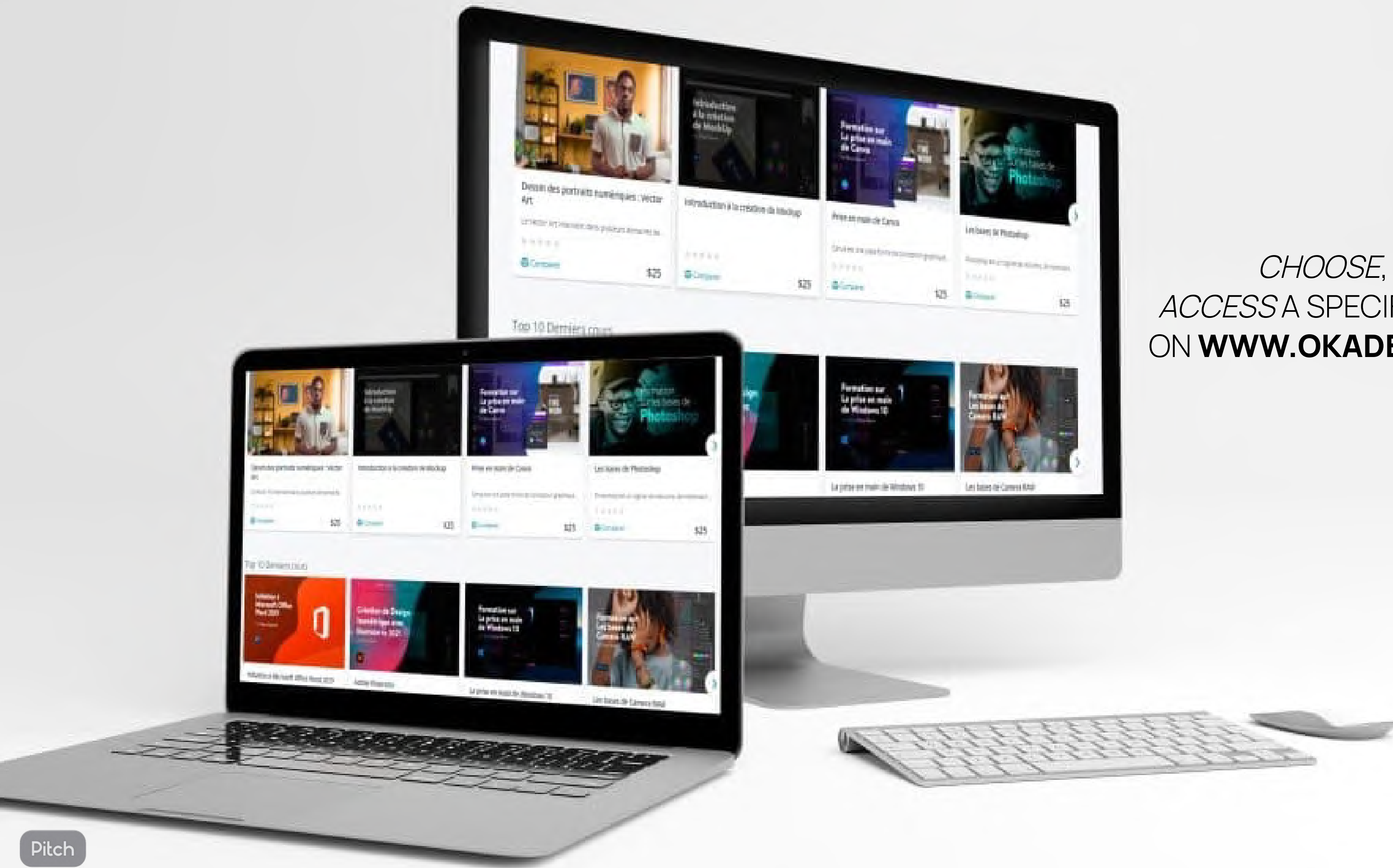
### **Recent achievement:**

3 restaurants for the brain: in Lubumbashi, Goma and Kinshasa.

*CHOOSE, ORDER AND  
ACCESS A SPECIFIC COURSE  
ON **WWW.OKADEMY.AFRICA***



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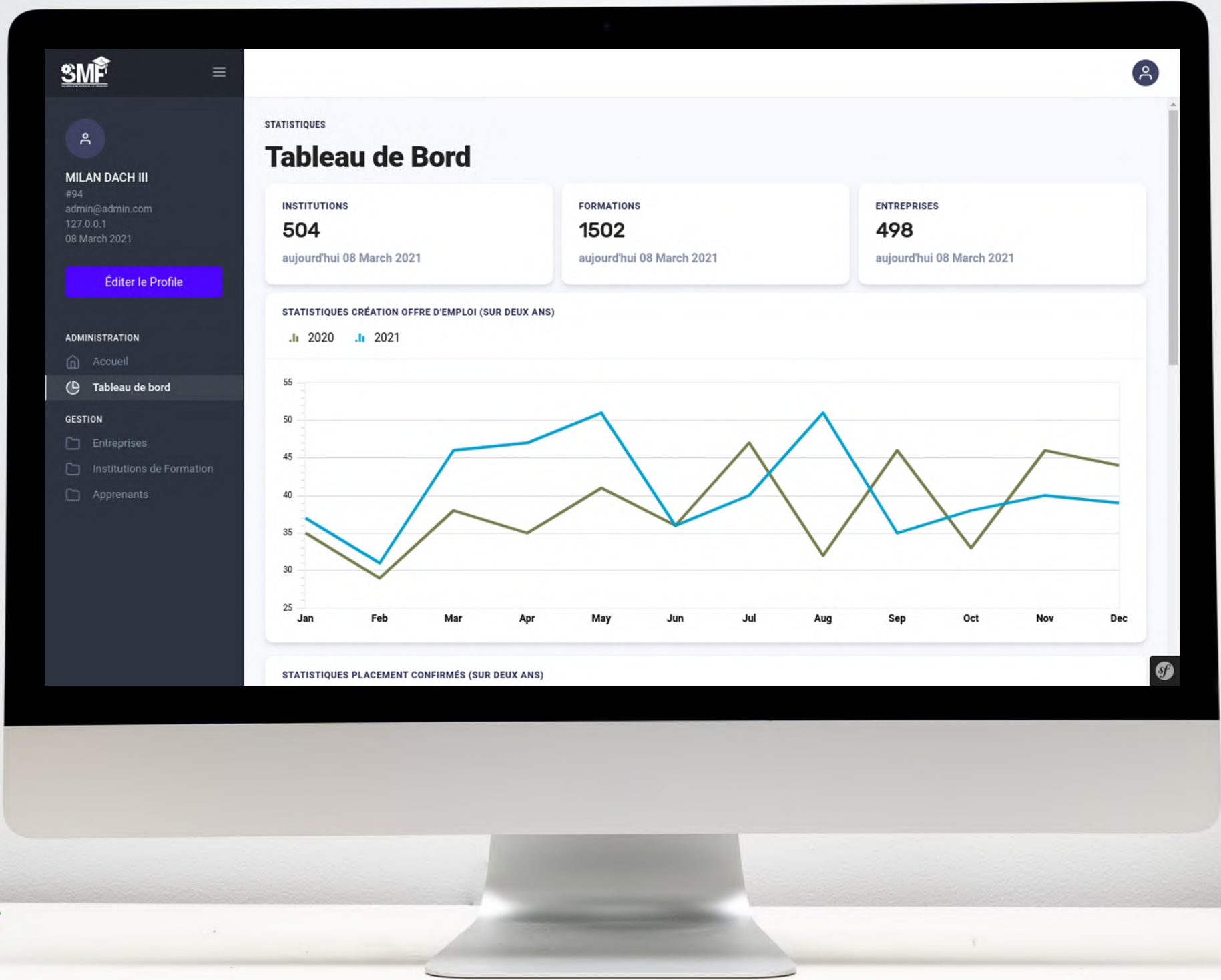
**STUDENTS CAN ALSO  
ACCESS THEIR COURSES IN  
OUR BRAIN RESTAURANTS**  
TRAINING CENTER-INCUBATOR-SCHOOLS

## **WHY US?**

**We do not limit ourselves to training. In relation to the objectives of each learner, we follow his or her entire training and career path, and we put him or her in touch with companies in search of skills.**

**Also, all these data allow us to improve the way we contribute to the creation of jobs.**

# STUDENTS CAREER MANAGEMENT DASHBOARD



MONITORING OF  
STUDENTS  
CAREERS

MANAGEMENT OF  
FRANCHISED  
TRAINING  
CENTRES

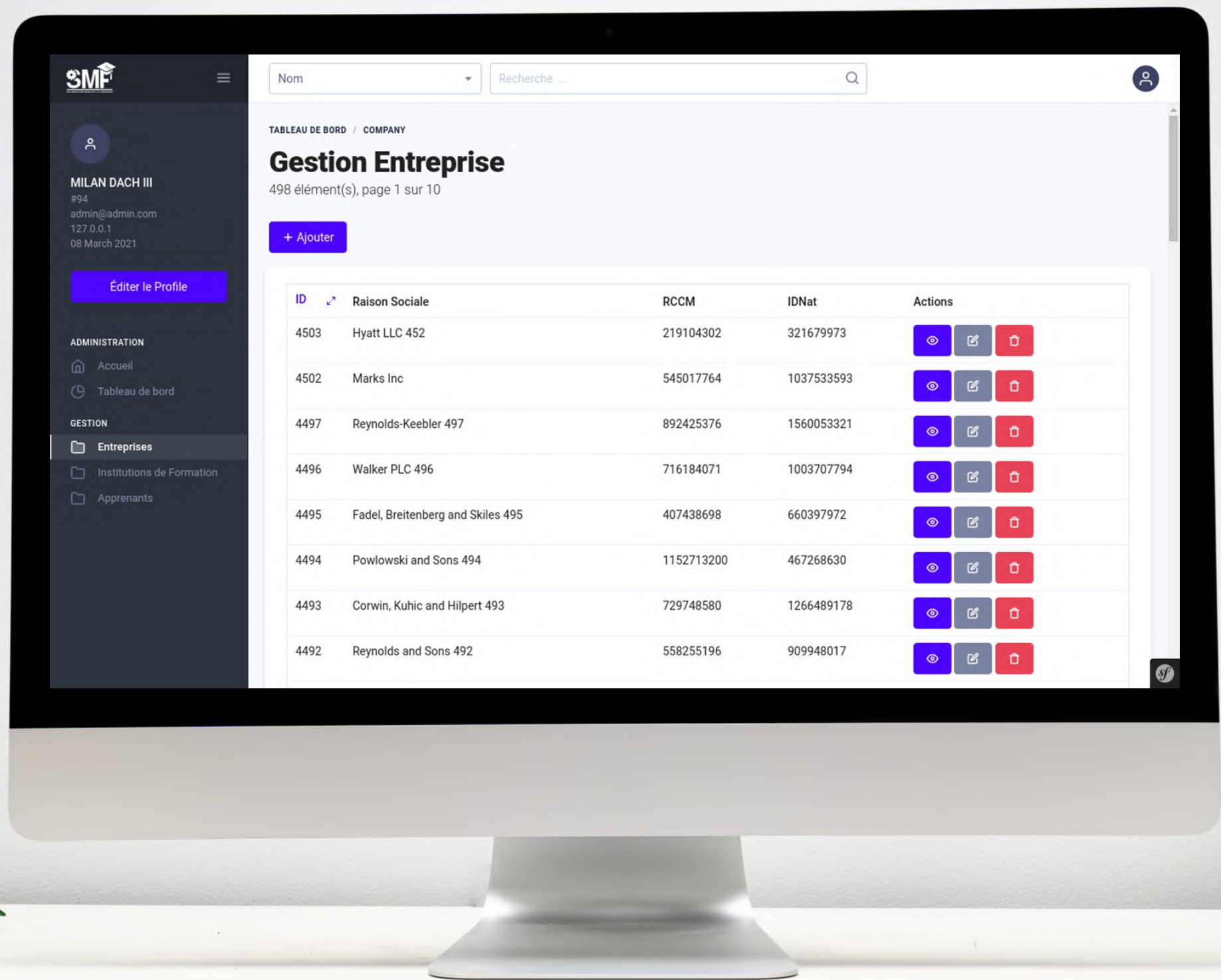
MANAGEMENT  
OF JOB OFFERS

JOB CREATION  
STATISTICS





# STUDENTS CAREER MANAGEMENT DASHBOARD



MONITORING OF  
STUDENTS  
CAREERS

MANAGEMENT OF  
FRANCHISED  
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MANAGEMENT  
OF JOB OFFERS

JOB CREATION  
STATISTICS

MARKET POTENTIAL

**230 million jobs** will require  
digital skills in Sub-Saharan  
African by 2030



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SINCE THE LAUNCH OF THE OKADEMY PLATFORM

# Our Achievements

840

Online Students

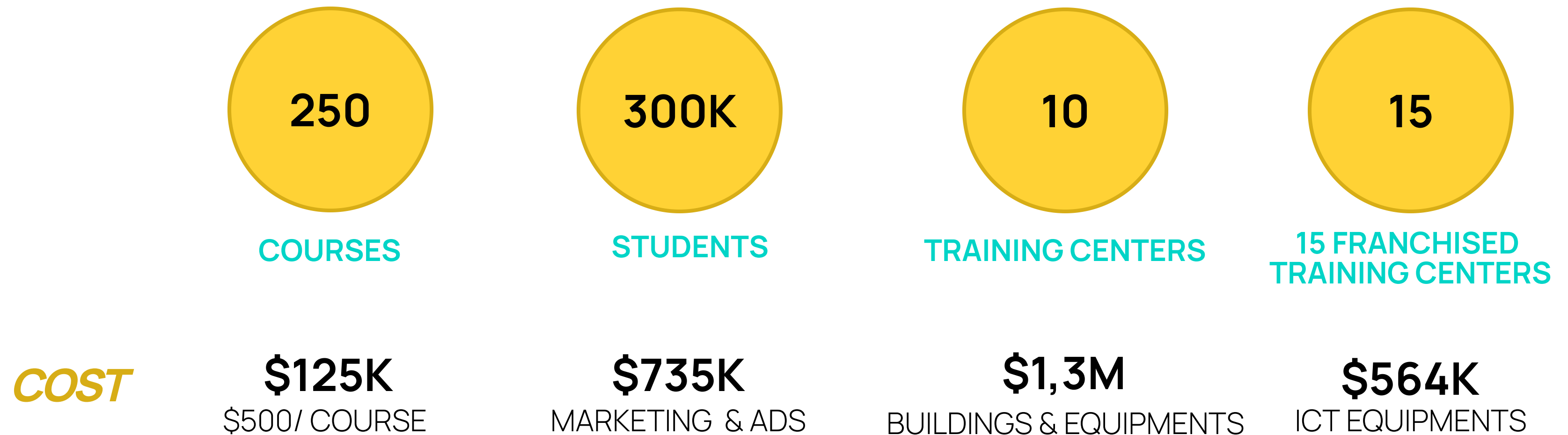
1000

Students in physical centers

4

Training franchised centers

# Our ambition in 5 years



# Partners

## Financial



DALHAP



## Hub, Incubator & Training center



## Strategic



OPENCLASSROOMS



# Our team



**Samy MWAMBA**  
MANAGING DIRECTOR



**Kileshe KASOMA**  
PEOPLE



**Henrique MUKANDA**  
OPERATIONS



**Serge KISHIKO**  
COMMUNICATION



**Grace KASEYA**  
SALES



**Chryss DAYOND**  
CREATIVITY

# Thank you

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