



# . Bizmarrow Technologies LTD

Center For ICT and Computer Training Nigeria

# Pitch Deck

## Contact

January 2025

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# Tech Scholarship Training Program

*Empowering Self-Reliant Africans with Affordable Digital Skills in High Demand*

## Who We Are

- **Bizmarrow Technologies LTD:** A leading organization with 13 years of experience in equipping Africans with practical, hands-on digital skills.
- **Vision:** To empower Africans to thrive in the digital economy.
- **Mission:** To equip individuals with high-demand digital skills, enabling self-reliance, fostering growth, and creating opportunities at an affordable rate.

## Program Overview

- Launched in 2022, the **Tech Scholarship Training Program** is a partially funded initiative.
- **Focus Areas:** Data Analysis and Visualization, UI/UX and Product Design, Digital Marketing, and WordPress Website Design.
- **Goal:** Expand to more regions across Nigeria and other African countries, adding more digital skills.

## 2. The Problem

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### **Lack of Digital Skills in Nigeria and Africa**

- **A 2023 GetBundi Survey:** Out of 100 NYSC members surveyed, only 19 possessed digital skills.
- **Alarming Statistics:** 85% of Nigerian graduates lack digital skills, leaving them unprepared for today's digital economy.
- **Graduate Challenges:** Many leave school without basic digital skills required to secure meaningful employment.
- **Entrepreneurial Struggles:** Business owners lack the expertise to attract paying customers online and grow their ventures.
- **Unemployment Crisis:** A significant percentage of the labor force in Nigeria and Africa remains unemployed or unemployable due to insufficient digital skills.
- **Financial Barriers:** Many Africans eager to learn digital skills cannot afford the high cost of training programs.

### 3. Consequences of the Skills Gap

1. **Unemployment:** High levels of unemployment due to unemployable graduates and none graduates.
2. **Business Challenges:** Business owners struggle to attract customers online due to lack of digital expertise.
3. **Social Impact:** Financial barriers prevent many Africans from accessing digital skills training, exacerbating poverty and social unrest.



# 4. Our Solutions

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## The Tech Scholarship Training Program

- **Bridging the Digital Skills Gap:**
  - Hands-on training tailored to meet industry and organizational needs.
  - Equipping participants with essential workplace and business digital skills.
- **Reducing Graduate Unemployment:**
  - Upskilling graduates to meet industry demands.
  - Aligning training with job market requirements for high employability.
- **Empowering Entrepreneurs:**
  - Training business owners in digital marketing and tools to attract paying customers online.
- **Affordable Access:**
  - Cost-effective training options, including physical and online classes.
  - Recorded video content for accessibility anytime, anywhere.

# 5 our impact

## Impact So Far

- More than 5,000 people registered and Over 800 Nigerians trained.
- Participants have secured jobs and launched successful businesses.
- Positive social impact: Increased standard of living and reduced social unrest.
- Stories of transformation: Graduates achieving self-reliance and contributing to the digital economy.



# 6 Goals for 2025 and beyond



## 1. Expand Reach:

Grow operations to all regions of Nigeria and additional African countries.

Reach 2,500,000+ participants in Africa

## 2. Add More Courses:

Introduce high-demand skills such as Artificial Intelligence, Cloud Computing, Cybersecurity, and Mobile App Development.

## 3. Increase Accessibility:

Provide more scholarships to financially disadvantaged individuals.

Invest in technology infrastructure for online training.



## 7. Why Bizmarrow Technologies



### Proven Track Record

- 13 years of experience in digital skills training.
- Successfully delivered hands-on, practical training with real-world applications.





# 7. Why Bizmarrow Technologies

## Strong Team

- A dedicated team of over 35 professionals

Proven Track Record:

Our team has successfully executed training programs, developed practical curricula, and delivered in-dustry-relevant projects.



# 8. Support and funding request

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## Why We Need Funding

- **Expand Training Programs:** Develop and offer more high-demand digital skills courses.
- **Infrastructure Development:** Build training centers and enhance online platforms.
- **Reach Underserved Communities:** Extend scholarships and subsidized training to disadvantaged groups.
- Develop more online training content and tools.

## Support & Training

- Seeking support and training from the Mastercard Foundation EdTech Fellowship Program to scale our initiative.

# 9: Impact of funding

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## 1. Increased Reach:

- Equip 2,500,000 Africans with digital skills in high demand.

## 2. Economic Growth:

- Reduce unemployment and foster entrepreneurship.

## 3. Social Impact:

- Empower individuals to become self-reliant and reduce social unrest.

## 4. Inclusion in the Digital Economy:

- Enable access to global job opportunities and internships.



# It's time to take action

- Join us in transforming Africa through affordable digital skills training.
- Let's create a self-reliant workforce ready to thrive in the digital age.

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**Together, we can bridge the digital divide and empower a generation!**