



**Transforming Africa
through Education using
Technology**

Pitch Deck, 2024.





9,000,000+

Students currently enrolled in tertiary institutions across Africa



\$15bn

Spent on tertiary education yearly

20%

Growth in African students studying abroad by 2030

9%

African students are enrolled in the tertiary education sector, which is 3% of all student enrollments in the region.

400,000+

Number of Africans currently studying abroad

GOVERNMENT EDUCATION SPEND PER CITIZEN



\$2,057



\$1,552



\$235



\$200



\$82



\$28



\$8

There are 1.4 billion Africans, and 70% are youth. African higher education universities form only a fraction of the global tertiary education market. About 600 million students eligible for tertiary education in the world, and a 40% enrolment ratio on countries and regions, Africa makes up 9 percent of the total 235 million enrollees with about 21.1 million enrollees...

The Challenges

Lack of quality education leaves more 50% African graduates jobless.

African Center for Economic Transformation (ACET)

Incessant strike actions make up more than 17% of the challenges on planning and management in Africa's tertiary institution.

*Yohanna & Audu (2022)
African Scholars Publication*

Only 9M out 300M Students can enroll in the about 1.2K Universities due to **limited in-take capacities**.

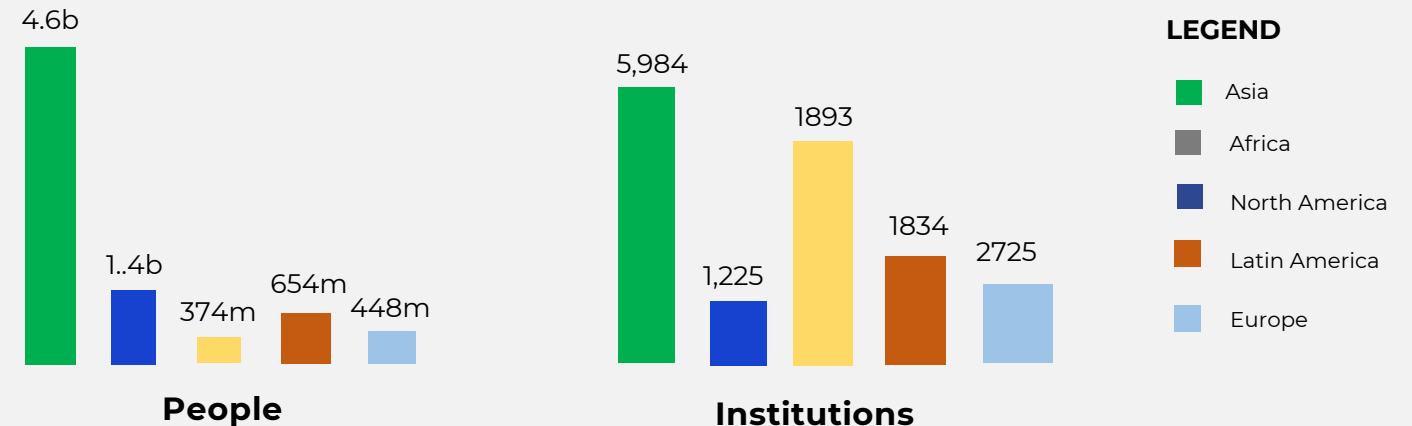
www.wathi.org

Effect Box:

African students are seeking degrees from top tier institutions outside the continent with a large percentage looking at institutions in U.S., Canada, U.K., and Australia".

Students are also seeking e-learning as an option to bridge the gap of the lack of infrastructure

INTAKE CAPACITY OF TRADITIONAL INSTITUTIONS



Judging by the number of universities in relation to the population in Africa, North America and Europe, it is clear to see that Africa has a huge academic infrastructure deficiency.

Create access to global education

We enable students in Africa and emerging markets enroll into some of the top institutions globally by striking strategic partnerships and creating for seamless access to their programmes and courses, enabling students learn and achieve their potential.

A variety of Learning options

From in-person learning, to online learning along with dual degree programmes, EduTech offers students various learning options to choose from, ensuring the benefits that suits their current situation and need.



Our collective multiple service offerings are intertwined, alongside our value-added services to provide students with the most suitable options that allows them achieve their goals and objectives.

DISTANCE LEARNING FOR INSTITUTIONS

- Products and solutions for e-learning delivery and student management
- Marketing campaigns and conversion initiatives
- 24/7 customer and technical support

STUDENT RECRUITMENT

- Student counselling and education advisory
- University placements
- Visa, travel and accommodation arrangements
- Student support/customer success



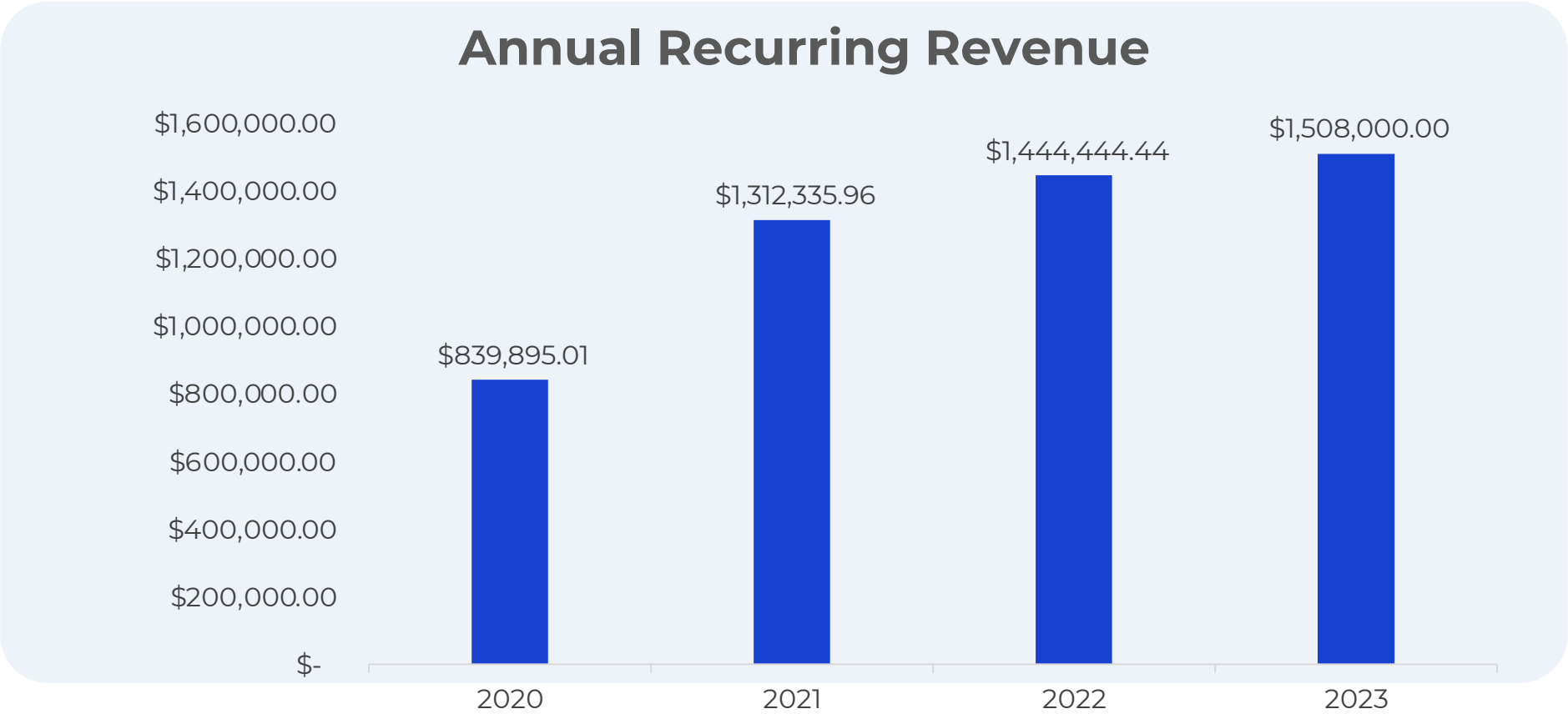
CONTENT DIGITIZATION AND CURRICULUM DEVELOPMENT

- Curriculum identification, design and implementation
- Curriculum mapping and learning design
- Adapting content into various multimedia formats

DUAL DEGREE PROGRAMMES

- Academic partnerships between local and international institutions
- Training and capacity building for lecturers

Our development and testing has unlocked our trajectory, catapulting Edutech into a new phase of growth



Our Impact



25,000+

Lifetime students



\$25M+

Revenue generated
for partner institutions



Partnership with

50+

institutions



478+

Available courses



40,000+

Leads generated
annually



118,000+

Lecture hours
till date



Global Jurisdictional
presence in 3 regions
(Middle East, Africa and
America)



Recruiting across

16

African countries



85%

Retention rate



70%

Conversion rate



99.9%

Platform stability

Our Projections and KPIs

Looking forward, we have set some audacious goals we believe will inspire and motivate us to do more as we continue this journey of transforming the education space across Africa.

BY 2027



Increased our student numbers by **2x Year on Year**



Partner with **100+ institutions** globally to grow student numbers and scale learning delivery capacity



Maintain a minimum of **2x YoY** Revenue growth



Recruited **148,000** Students



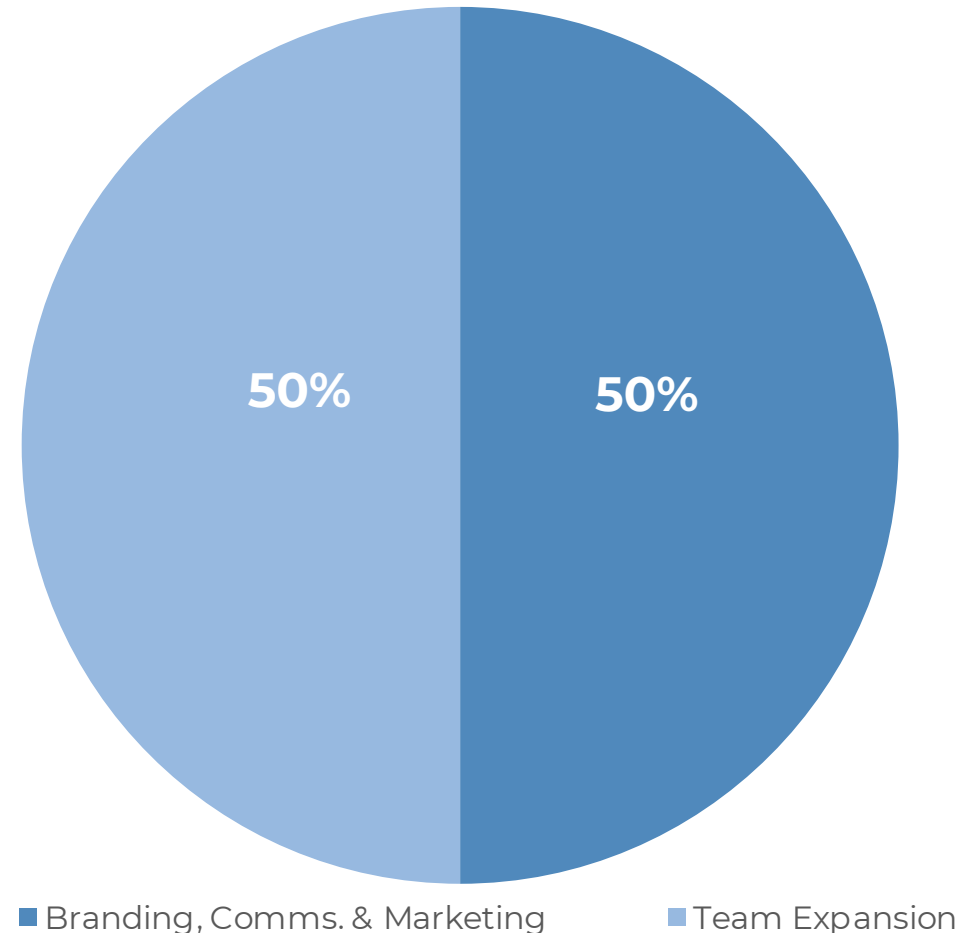
Expand globally into additional **10+ Countries**

We seek to raise \$1m over the next 1-2 years to develop our brand presence and equity, expedite global reach, and recruit competent talents.

We are **currently seeking \$400,000.**

This will enable us build the accessibility bridge for quality education between African learners and standardized global institutions.

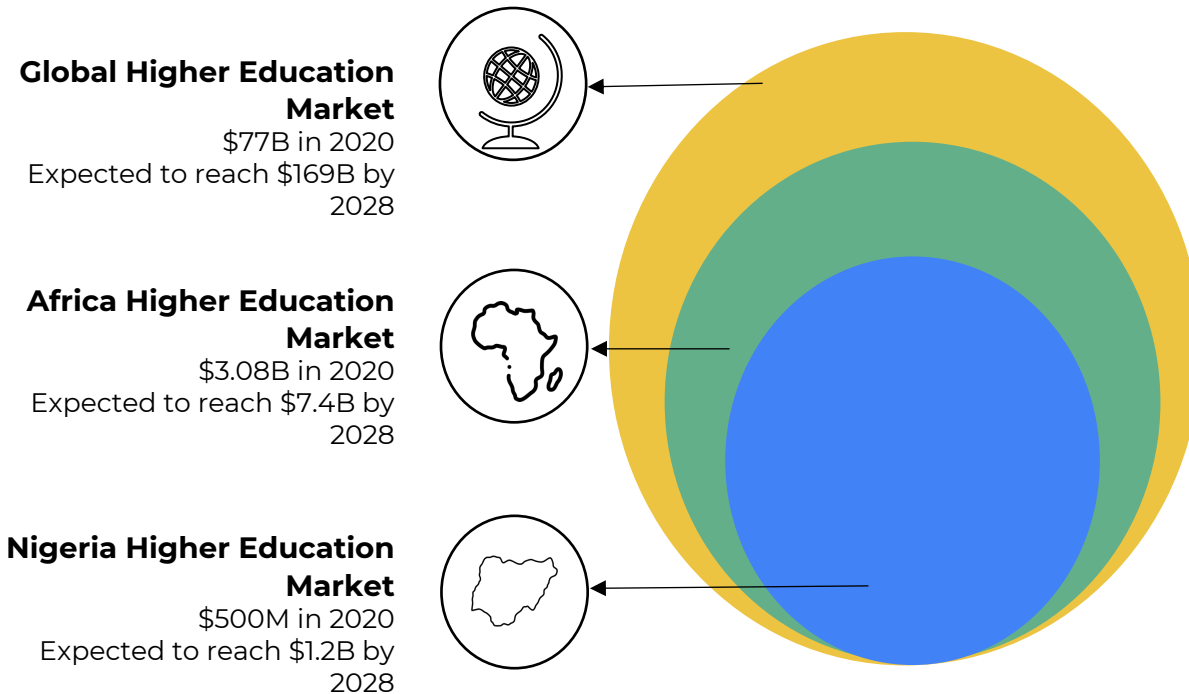
Funding Round: \$500k



Market and Industry Analysis – The Higher Education Space

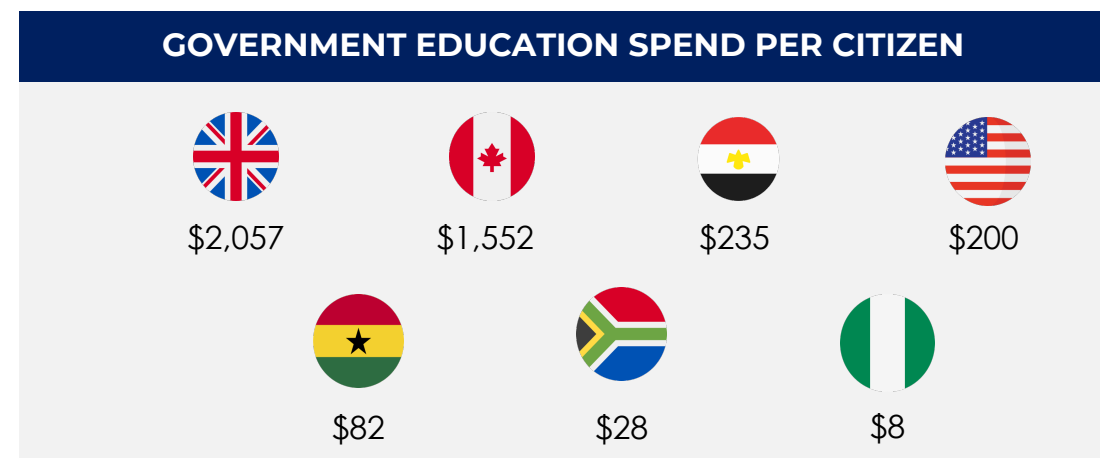


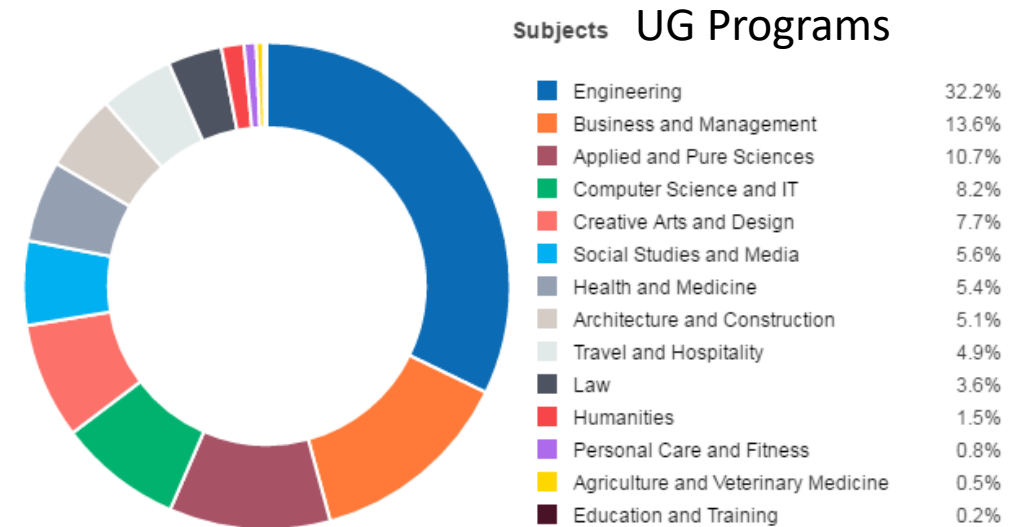
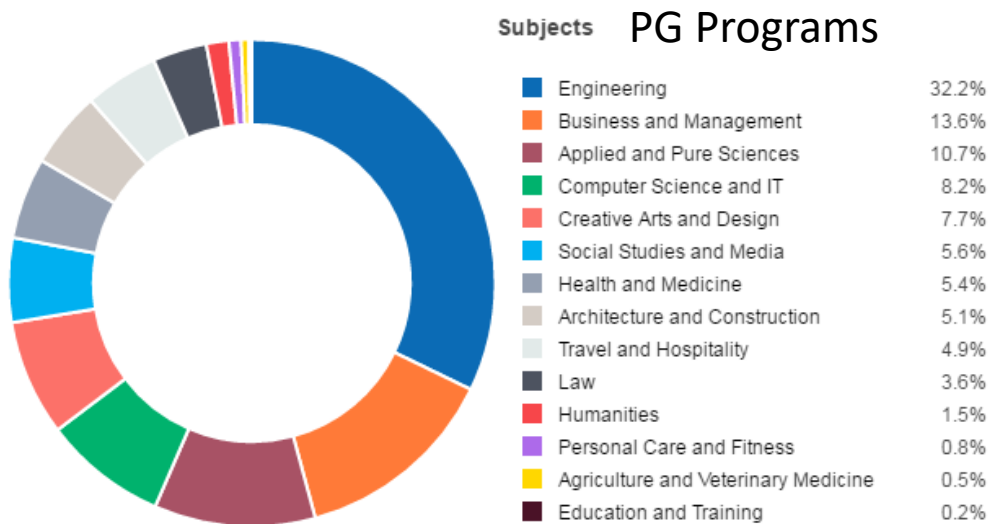
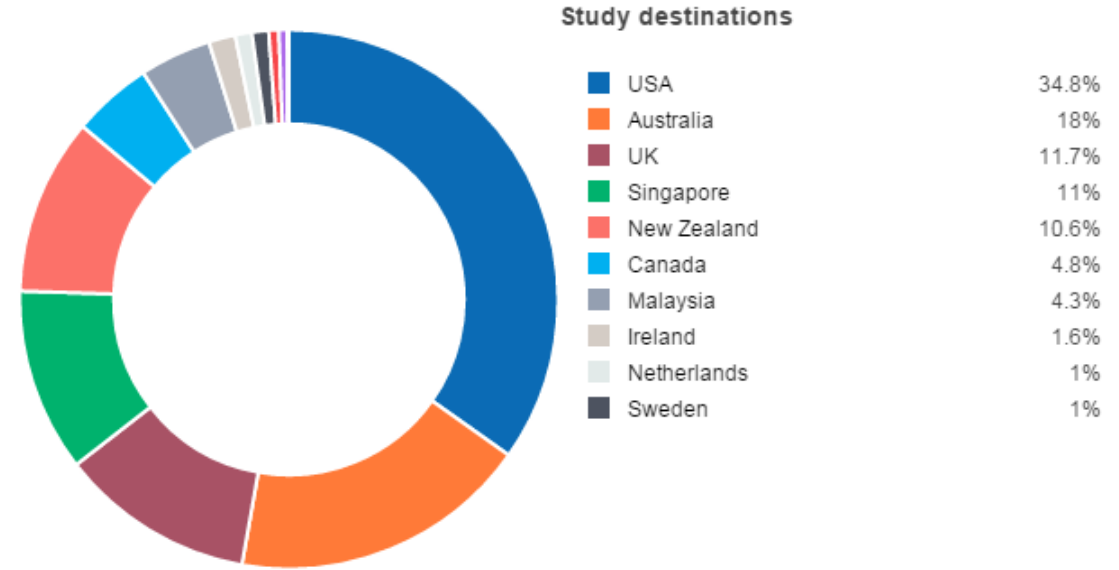
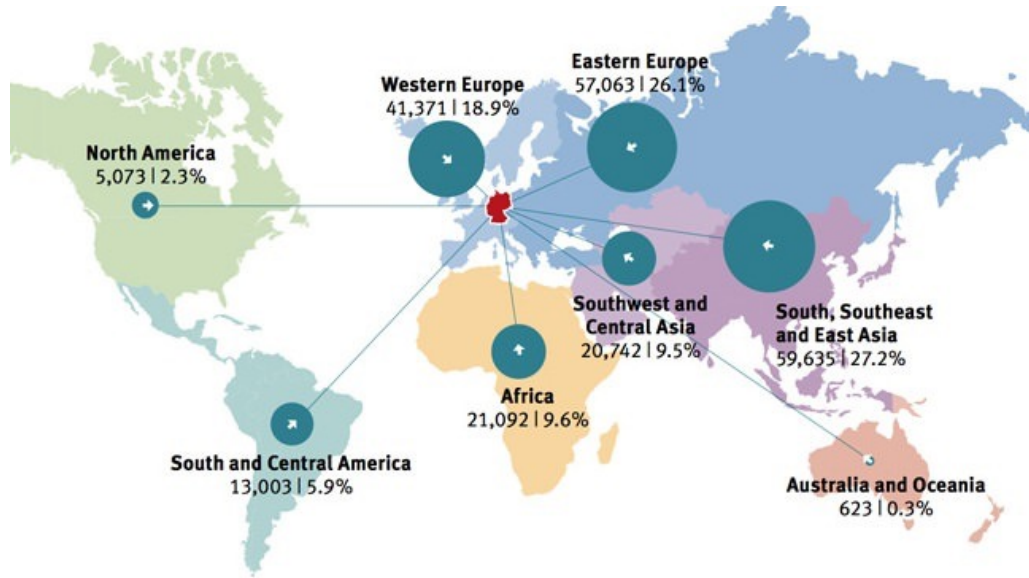
In 2020, the global contribution to Higher Education stood at \$13.7T. This number grew by 2% in 2021. Africa makes up 12% of the 220 million global student population. In the African market, Nigeria makes up 14% of the tertiary education space



80% of our focus is getting African students to have access to quality higher education across the globe, with Nigerians making up 50% of that number. By 2028, we are looking at capturing 13% of the Nigerian market and 8% of the African market.

| NUMBER OF AFRICANS ENROLLED INTO US INSTITUTIONS IN 2020/2021 | | |
|---|----------------|---------------------------|
| Country | Student Number | 5-Year Annual Growth Rate |
| Nigeria | 12,860 | 2% |
| Ghana | 4,229 | 6% |
| Egypt | 3,672 | 0% |
| Kenya | 3,502 | 2% |





Competitive Analysis

Consumer Content
Packaging

Edtech Digital
Infrastructure

Global Presence

udemy

dialogTM
edu

2U

lynda.com 

 Academic Partnerships

coursera

 EduTech

African Presence

get^{smarter} 

UNICAF 

STRENGTHS

- Global Presence
- Strategic Partnership across Key Sectors in the Business
- Industry Knowledge
- People
- Foot-on-ground in several regions

WEAKNESS

- Limited Capital
- Limited Personnel Number
- Infrastructure Instability

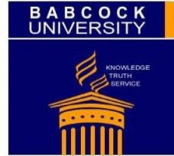
OPPORTUNITIES

- Corporate and Private Sector Growth
- Market Leadership
- Product Upsell
- Partnerships

THREATS

- Competitors
- Key Client Risk
- Accreditation & Governing Body Bottlenecks
- E-Learning Adoption

Academic Partners



Academic Partners Continued



Management Team



Onyekachi Ginger-Eke
Co-Founder/CEO



Onyekachi is the CEO/Co-founder of Edutech Global, driving strategy, business development, and growth. With 20+ years of experience in management and IT solutions, she is a dynamic and result-driven leader. Ginger has spearheaded the company's global expansion in the Middle East, Africa, and North America. Ginger's ability to overcome challenges ensures successful outcomes and effective business solutions in fast-paced environments.



Femi Shonubi
Co-Founder/CTO



Femi is the CTO/Co-founder of Edutech Global, leading the Technology and Engineering division. With a physics degree and 10+ years of IT experience, he delivers tailored solutions across industries. Femi's expertise includes software analysis, project management, and enterprise architecture. As the founder of Multistream Technologies, he prioritizes customer-centric solutions, showcasing his strategic decision-making abilities and successful project delivery.



Sathyamurthy Balasubramanian
AVP, International Business



Sathya is an experienced professional in the Education Industry, excelling in creating new business lines. With extensive experience spanning over two decades, he has led organizations to remarkable growth while overseeing education delivery and franchise support. Sathya's expertise lies in establishing international partnerships and upholding high standards, successfully implementing quality delivery strategies across multiple countries. His global perspective and strategic partnerships have been pivotal in driving the growth of various organizations.

Management Team



Oluchi Oladokun
Head Branding, Marketing & comms



Oluchi Oladokun is a marketing communications professional with a decade-long experience in delivering innovative marketing campaigns and driving growth across various sectors. She has successfully launched successful target-driven campaigns for renowned brands and possesses expertise in brand communication strategies. As the leader of the branding, marketing, and communications team at EduTech Global, Oluchi brings her extensive knowledge and skills to drive brand equity and accelerate growth.



Tomi Ogedengbe
Financial Controller



Omotomilola is a seasoned Financial Data Analyst with 15 years of experience in designing and implementing business solutions for financial statements and data analysis. She has a strong background in Financial Forecasting, Financial Accounting Reporting, Tax Planning, and Data Analytics. With previous roles at Digital Jewels Ltd and Venture Garden Group, Omotomilola brings a wealth of expertise to her current position as the Financial Controller at Edutech.



Johnson Adekunle
Deputy Chief Technology Officer (DCTO)



Johnson is a seasoned solution architect with over 9 years experience developing business solution in Fintech, Energy, Aviation and Edtech industries. He is a master degree holder from Obafemi Awolowo University, Nigeria. Johnson combines deep knowledge of systems, software, business, product and usability to deliver value to the customer. Prior to joining Edutech, Johnson has worked in technical leadership capacity at Rensource Energy and VigiPay. He is currently the Deputy Chief Technology Officer (DCTO) at Edutech Global.

BOARD OF DIRECTORS



Bunmi Akinyemiju
Partner/Co-Founder



Kunmi Demuren
Partner/Co-Founder



Demola Idowu
Partner/Co-Founder



Onyekachi Ginger-Eke
Co-Founder/CEO



Femi Shonubi
Co-Founder/CTO

ADVISORY COMMITTEE



Dr. Yasar Jarrar
Partner



Prof. Olayinka David-West



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to transform lives across **Africa**

